

---

# S&P TEST

SWOT & PESTLE.com

---

## COMERICA INCORPORATED SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Comerica Incorporated

**Company Sector :** Banking and Financial Services Industry

**Operating Geography :** United States, Canada and Mexico

**About the Company :** Comerica Incorporated, based in Dallas, Texas, is a financial services firm. It has retail banking operations in Texas, Michigan, Arizona, California, and Florida, as well as select business operations in several other states in the United States, as well as Canada and Mexico. The company was founded in Detroit by Elon Farnsworth as the Detroit Savings Fund Institute in 1849 and in 1982 it was renamed Comerica. The Business Bank, Retail Bank, and Wealth Management are all strategically aligned with the Group. The Business Bank offers a wide range of credit and non-credit financial products and services to businesses of all sizes. Consumers receive customized financial products and services from the Retail Bank. Wealth Management caters to the needs of high-net-worth individuals and businesses. The Finance division includes the company's securities portfolio as well as asset and liability management. Other costs include the effect of equity and cash on revenue and cost, tax benefits, irregular or infrequent charges that are not typical of regular activities, and miscellaneous other corporate expenses. In April 2021, Comerica Incorporated celebrated its 30-year anniversary of trading on the New York Stock Exchange.

Comerica's Unique Selling Point or USP lies in it being the largest commercial bank in the United States and ranks among the top banks in the nation. The company's mission statement reads, "Our goal is to create a workplace where the best talent seeks employment. We know that diversity in the workforce will support our mission of helping people be successful".

**Revenue :**

US\$1,911 million - FY ending 31st December 2020 (y-o-y decline 18.30%)

US\$2,339 million - FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Comerica Incorporated is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Establishing prominence in a hostile market though people centric initiatives</li> <li>2. Enjoying a low workforce turnover owing to people centric initiatives within the organization</li> <li>3. Highly diversified clientele secures survival of Comerica in hostile times of banking</li> </ol>	<ol style="list-style-type: none"> <li>1. Downgraded credit ratings may hurt investors' sentiment</li> <li>2. Huge decline in income accelerating the decline in earnings</li> <li>3. Presence in regions with harsh and extreme weather conditions</li> <li>4. Presence in regions with harsh and extreme weather conditions</li> <li>5. Big losses in lawsuits due to leniency in operations and trials</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Increase in lending limits after enactment of EGRRCPA</li> <li>2. Scope of considerable growth in corporate and investment banking sector of Mexico</li> <li>3. Small businesses may become the powerhouse of US economy</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase in stringent compliances related to functionaries of financial bodies</li> <li>2. Stressed energy portfolio due to pandemic</li> <li>3. Effect of low interest rates on the net interest incomes</li> <li>4. Rise of cyber challenges of deliverables and security due to remote working</li> <li>5. Multidimensional competition may risk profitability</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Comerica Incorporated is given below:

Political	Economical
1.US re-entering the Paris Climate Agreement and its effect on the banking sector 2.Effect of the infrastructure thrust on banks after 2020 Presidential election	1.Role of the banking sector in the post pandemic economic revival 2.Impact of pandemic hit manufacturing sector on the banking sector
Social	Technological
1.Rise of fraudulent activities in online banking may hurt consumer sentiments 2.Role of banks in the financial inclusion of black communities	1.Redefining customer satisfaction through human like artificial assistance 2.Contactless payment systems set to zoom in the post Covid world
Legal	Environmental
1.Compliances to maintain enough liquidity and capital to increase chances of earning higher net interest incomes 2.Stringent compliances for banks to invest in only well capitalised assets 3.Compliances related to interstate banking and expansion	1.Focus on eco-friendly lending to meet sustainability goals

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Comerica Incorporated** SWOT & PESTLE Analysis is a paid report at **14.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
**[support@swotandpestle.com](mailto:support@swotandpestle.com)**