

Barclays Bank

Parent Company

Barclays plc

Category

Bank

Sector

Banking and financial services

Tagline/ Slogan

Fluent in finance; It's our business to know your business

USP

Barclays has an experience of 300 years

Barclays STP

Segment

Merchant and Personal Banking

Target Group

Large enterprises and rich individual investors from urban areas

Positioning

Complete Banking and financial solutions

Barclays SWOT Analysis

Strengths

1. Barclays has different Business units like wealth management, retail banking etc contribute to overall
2. Barclays was the First Bank to launch website in 1995
3. Large international network with good brand visibility

4. More than 145,000 employees are with the Barclays bank group
5. Sponsor of major sporting events
6. Operations in over 50 countries and around 48 million customers

7. Strong marketing and advertising has boosted the brand's presence. Barclays' most prominent spons

Weaknesses

1. Need of bailout in UK during recent economic crises

2. Controversies like funding of government in Zimbabwe affected the brand images of Barclays
3. Cases like Involvement with South Africa under apartheid, accusations of money laundering etc hav

Opportunities

1. Growth and expansion opportunities in emerging economies is a huge opportunity for Barclays bank
2. Earning urban youth looking for investment options

3. Venturing into online banking is a huge untapped area

Threats

1. Stringent economic policies world over

2. Highly competitive environment from other banks can affect market share of Barclays bank

Competition

Competitors

1.ABN AMRO

2.Credit Suisse

3.Royal Bank of Scotland (RBS)

4.Goldman Sachs

5.JP Morgan Chase

6.BNP Paribas

7.HSBC

8.Wells Fargo

9.Morgan Stanley

10.UBS