

NatWest (National Westminster Bank)

Parent Company

Royal Bank of Scotland Group

Category

Bank

Sector

Banking and finance

Tagline/ Slogan

Helpful Banking

USP

NatWest is the largest retail and commercial bank in the UK

STP

Segment

Business and Private Banking

Target Group

Enterprises and individual investors

Positioning

Complete Banking and financial solutions

SWOT Analysis

Strengths

- 1. Diversified Banking Solutions
- 2. State of art I.T infrastructure
- 3. Customer Satisfaction is the focus of all functions

- 4. Aggressive Marketing and brand presence
- 5. NatWest has a network of 1,600 branches and 3,400 cash machines across Great Britain
- 6. Has over 7 million customers and 850,000 small business accounts
- 7. NatWest was associated in sponsoring major sports events

Weaknesses

- 1. Controversies related to internal audits damaged brand Image

- 2. Less global penetration

Opportunities

- 1. Growing Forex market
- 2. Expansion in emerging economies

Threats

- 1. Stringent economic policies world over
- 2. Highly competitive environment
- 3. Stringent Govt policies and fluctuating financial markets

Competition

Competitors

1. Deutsche Bank

2. Royal Bank of Scotland (RBS)

3. UBS

4. Barclays

5. Standard Chartered

6. Lloyds Bank

7. BNP Paribas

8. Societe Generale

9. Citibank

10. Bank of America