

Goldman Sachs

Parent Company

The Goldman Sachs Group, Inc

Category

Investment services

Sector

Financial Institutions

Tagline/ Slogan

Our client's interest always comes first

USP

A full-service global investment banking and securities firm

STP

Segment

Enterprise and Individuals who are seeking financial help and advice

Target Group

Large enterprises and rich individual investors

Positioning

An institution which keeps its customers as first priority

SWOT Analysis

Strengths

1. Goldman Sachs has a strong brand name and good financial position

2. The company is geographically present across various countries, giving it a strong business

3. Goldman Sachs has d

4. R&D is very strong as compared to competitors

5. Goldman Sachs h

6. The annual revenue of Goldman Sachs is in excess of \$50 billion

Weaknesses

1. Legal issues in the past have caused challenges for Goldman Sachs in the past

2. Fluctuating markets and increasing competition create variable revenues

Opportunities

1. Expansion of business in emerging economies can boost the revenues

2. Diversifying portfolios for customers can help increase their retail as well as business customer base

3. Investment banking is growing, and hence is an opportunity for the company

4. Acquisition of smaller financial institutions and JVs globally can help Goldman Sachs grow further

Threats

1. Changing government regulations and financial crisis like recessions

2. Variable interest rates, declining stock markets can impact business margins

3. Increasing competition can reduce business and profit margins for Sachs

Competition

Competitors

1. Bank of America

2. Prudential

3. Wells Fargo

4. Morgan Stanley

5. HSBC

6. JP Morgan Chase

7. Citibank

8. Credit Suisse