

**RBS (Royal Bank of Scotland)**

**Parent Company**

**Royal Bank of Scotland Plc**

**Category**

Bank

**Sector**

Banking and finance

**Tagline/ Slogan**

Make it happen; Where people matter

**USP**

Strong International Base

**STP**

**Segment**

Consumer and Personal Banking

**Target Group**

Rural and urban group

**Positioning**

Complete Banking and financial solutions

**SWOT Analysis**

**Strengths**

- |   |
|---|
| 1. Integrated approach towards wealth management and banking                        |
| 2. Technologically advance banking infrastructure                                   |
| 3. Expertise in various financial domains   |
| 4. It is one of the biggest banks in the world with over 140,000 employees globally |
| 5. RBS actively involved in sponsoring major sports events and teams                |

### Weaknesses

- |   |
|---|
| 1. RBS bonus payments subsequent to the UK government bailouts led to controversy |
| 2. Less penetration in emerging economies like India, China etc                   |

### Opportunities

- |   |
|---|
| 1. Rural and social banking                         |
| 2. Global expansion in countries across the world   |
| 3. Mergers and Acquisitions of smaller institutions |

### Threats

- |  |
|--|
| 1. Stringent economic policies world over    |
| 2. Highly competitive environment            |
| 3. Govt policies and global financial crises |

### Competition

**Competitors**

1. Deutsche Bank

2. Standard Chartered

3. UBS

4. Barclays

5. NatWest

6. Lloyds Bank

7. BNP Paribas

8. Societe Generale

9. Citibank

10. Bank of America

