National Bank of Kuwait

Parent Company

National Bank of Kuwait S.A.K (NBK)

Category

Banking

Sector

Commercial Banking

Tagline/ Slogan


USP
Premier Arab bank that serves the national needs as its priority.

STP

Segment

Caters to the financial and banking needs of MENA.

Target Group

High Net Worth Individuals.

Positioning

Dominant player in the Kuwaiti market with a leading market share among all business lines and the largest, most diversified distribution network.

SWOT Analysis

Strengths
1. Stable management team and its clear and focused strategy.
2. NBK’s strength rests on its consistent profitability, high asset quality, and strong capitalization.
3. Full spectrum of innovative and unrivalled financial and investment services and solutions for individuals, corporate and institutional clients.
4. NBK has consistently been awarded the highest credit ratings of all banks in the region by the major international rating agencies: Moody’s, Standard and Poor’s and Fitch Ratings.

5. The bank’s international network now comprises more than 175 branches, subsidiaries and representative offices in 17 countries on four continents, of which 10 are in the Middle East.

6. Stable and strong management with a long-serving executive team and unrivaled track record.

Weaknesses

1. Huge player in MENA countries but outside that presence is negligible.
2. Focus is mainly on Corporate and Investment banking services.

Opportunities

1. Infrastructure leasing finance
2. Finance to power companies and Airlines
3. Finance to SSI sector to boost the exports and economy

Threats

1. Unrest in the Gulf region
2. Petroleum products now account for over 90% of export revenues, and approx 80% of government income.
3. Competition from global banks
### Competition

### Competitors

1. Ahli United Bank B.S.C.
2. Arab Banking Corporation (B.S.C.)
3. Gulf International Bank B.S.C.
4. Kuwait Finance House