

Overview of HSBC Private Bank 2017 - Company's Strategy, Financial Results and Marketing Activities

PUNE, MAHARASHTRA, INDIA, August 29, 2017 /EINPresswire.com/ --

SUMMARY

WiseGuyReports published new report, titled "Super League In-Depth Analysis: HSBC Private Bank".

"Super League In-Depth Analysis: HSBC Private Bank 2017", is a comprehensive analysis of HSBC's private bank operations. It offers insight into the company's strategy, financial results, marketing activities, customer targeting, and product innovation.

Headquartered in London, HSBC Holdings is a global universal bank. HSBC Private Bank is a brand used by its Global Private Banking division that caters to individuals with more than \$5m (or local currency equivalent) in assets. Some wealth management operations are also run within HSBC's Retail Banking and Wealth Management business.

The report includes –

- Insight into HSBC Private Bank's growth strategy.
- Overview of the firm's organizational structure.
- Clear presentation of its geographical coverage and expansion strategy.
- Analysis of the firm's financial performance, including comparison with other global wealth managers.
- Examination of key target client groups.
- Analysis of HSBC Private Bank's product and service proposition and how it is unique compared to those of its competitors.
- Review of HSBC Private Bank's marketing and social media activities.



GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/1930299-super->

Scope

- HSBC Private Bank aims to be the private bank of choice for wealthy clients already banking with HSBC divisions, particularly entrepreneurs and family business owners.
- HSBC is withdrawing from non-core markets, focusing on selected hubs in Europe and Asia Pacific.
- In light of regulatory scrutiny and cost inefficiencies, HSBC Private Bank is dedicated to reducing staff numbers and operations in key markets.
- HSBC Private Bank's assets under management (AUM) decreased for the fourth consecutive year in 2016, reflecting the company's divestment activities. Net new money dropped into the red, down from £1bn in 2015.

Key points to buy

- Examine the financial performance and key ratios for HSBC Private Bank and benchmark this competitor against other global wealth managers.
- Explore HSBC Private Bank's geographical positioning and growth strategy.
- Understand HSBC Private Bank's client targeting strategies and examine whether these have been successful.
- Learn more about HSBC Private Bank's marketing strategy, social media presence, and digital innovations.

Table of Contents

Executive Summary

Strategy

Financial Performance

Customers & Products

Marketing & Advertising

Appendix

About Us

Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

For accessing accurate and deep understanding and to gain latest insights and key developments in the area of your interest, we also have a list of conferences in which you will be interested in, for more information, cordially check

<https://www.wiseguyreports.com/conferences>

For updating knowledge or for thoroughly understanding various terminologies, we also have vast list of seminars for your reference, for more information cordially check

<https://www.wiseguyreports.com/seminars>

Norah Trent

WiseGuy Research Consultants Pvt. Ltd.

+1 646 845 9349 / +44 208 133 9349

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/400772873>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.