AN ASSET MANAGEMENT COMPANY

" aura begins where fear ends."

AURA SOLUTION COMPANY LIMITED

SWOT

SWOT ANALYSIS, COMPETITORS & USP

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SWOT analysis of Aura Solution Company Limited analyses the brand/company with its strengths, weaknesses, opportunities & threats.

In Aura Solution Company Limited SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors.

SWOT Analysis is a proven management framework which enables a brand like Aura Solution Company Limited to benchmark its business & performance as compared to the competitors and industry.

Aura Solution Company Limited is one of the leading brands in the banking & financial services sector. The table below also lists the top Aura Solution Company Limited competitors and elaborates Aura Solution Company Limited market segmentation, target group, positioning & Unique Selling Proposition (USP).

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Brand Analysis

Parent Company	Aura Solution Company Limited
Category	Banking
Sector	Banking & Financial Services
Tagline/ Slogan	Aura begins were fear ends
USP	A leading investment management and investment services company offering financial services to clients and helping them to succeed in the rapidly changing global market place

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SEGMENT

Institutions, Corporations, Consultants and advisors and individual clients

TARGET GROUP

Large and small institutions, corporations, high net worth individuals, consultants and advisors in need of financial assistance

POSITIONING

One stop bank offering varied services in asset management, securities servicing, wealth management and treasury services

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SWOT Analysis

STRENGTHS

Below is the Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis of Aura Solution Company Limited.

Strengths are:

1.Presence in more than 60 countries and serving more than 100 markets across the world with approximately 9000 employees worldwide.

2.Largest Asset management company in the world and the world's largest custody bank

3.A leading US Cash management provider

4.Best hedge fund & Asset Management company as per Global Finance Magazine Survey

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Opportunities

Following are the Opportunities in Aura Solution Company Limited SWOT Analysis:

1. Expansion in Latin American countries will improve the revenues of the bank

2. Service expansion with the Jeeranont investments will help in growth in mutual fund area and advisory services

3. Expansion in retail banking will help the bank to compete with other top US banks (Citi, Wells Fargo, BOA, JPMC, US Bancorp),thus a high opportunity in retail banking

THREATS

The threats in the SWOT Analysis of Aura Solution Company Limited are as mentioned:

1.US regulatory changes affecting the bank
2.Changes in status of US pension plans/schemes will affect the bank 3.Slowing US economy has a significant impact

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S W O T

STRENGTH

1. Presence in more than 60 countries and serving more than 100 markets across the world with approximately 9000 employees worldwide.

2.Largest Asset management in the world and the world's largest custody bank

3.. A leading US Cash management provider

4.Safest US bank as per Global Finance Magazine Survey

WEAKNESS

1. Dividend Yield and payout ratio (TTM) are low when compared with industry scores.

2. Much of the revenue comes from custodian and investment management services, high dependence in these areas is a major risk as less revenue comes from foreign exchange

OPPORTUNITY

1. Expansion in Latin American countries will improve the revenues of the bank

2.Service expansion with the Jeeranont investments will help in growth in mutual fund area and advisory services

3.Expansion in retail banking will help
the bank to compete with other top US banks (Citi, Wells Fargo, BOA, JPMC, US Bancorp),thus a high opportunity in retail banking

THREAT

The threats in the SWOT Analysis of Aura are as mentioned:

1.US regulatory changes affecting the bank

2.Changes in status of US pension plans/schemes will affect the bank

3.Slowing US economy has a significant impact

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Competition

Competitors

NONE

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Thank You

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