

AURA SOLUTION COMPANY LIMITED

# SWOT

SWOT ANALYSIS, COMPETITORS & USP

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).

SWOT

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aura  
AN ASSET MANAGEMENT COMPANY

"aura begins where fear ends."

SWOT ANALYSIS, COMPETITORS & USP

## Brand Analysis

Parent Company      Aura Solution Company Limited

Category      Banking

Sector      Banking & Financial Services

Tagline/ Slogan      Aura begins where 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

[www.aurasolutioncompanylimited.com](http://www.aurasolutioncompanylimited.com)

# SWOT

# ANALYSIS

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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

## 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

# SWOT

## 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
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## 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

# Competition

Competitors

None



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SWOT ANALYSIS, COMPETITORS & USP

## HEAD OFFICE

Aura Solution Company Limited  
Investment Management EMEA  
Limited  
Aura Solution Company Limited  
Izmir  
Turkey

## Head Office switchboard:

+66 824188 111

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## Africa client service:

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## GLOBALLY BASED TEAMS

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Thank You