

HISTORY

TheCasesolutions.com

- Founded in 1784 - 231 years old and based out of Charlotte, North Carolina
- In 1957, Bank of America began using the Autoteller, or today known as the ATM machine.
- In 1958, Bank of America introduced the first nationally licensed credit card program, BankAmericard, which eventually expanded and became known as Visa.
- In 1983, the bank introduced its first Home Banking product, also known as Online Banking today, where customers could access their account balances and perform basic banking services.

MISSION STATEMENT

TheCasesolutions.com

“We have defined our core mission as making people's financial lives better by building closer connections with stakeholders, including our customers, clients, investors, regulators, community partners and employees. Our focus has been on strengthening our financial foundation, simplifying and integrating the company, and working to resolve legacy issues, including litigation, which arose as a result of the economic downturn. We are continuing to improve the products, services, advice and expertise our customers and clients need to buy houses, grow businesses, manage their finances and improve their lives.”

Corporate Social Responsibility

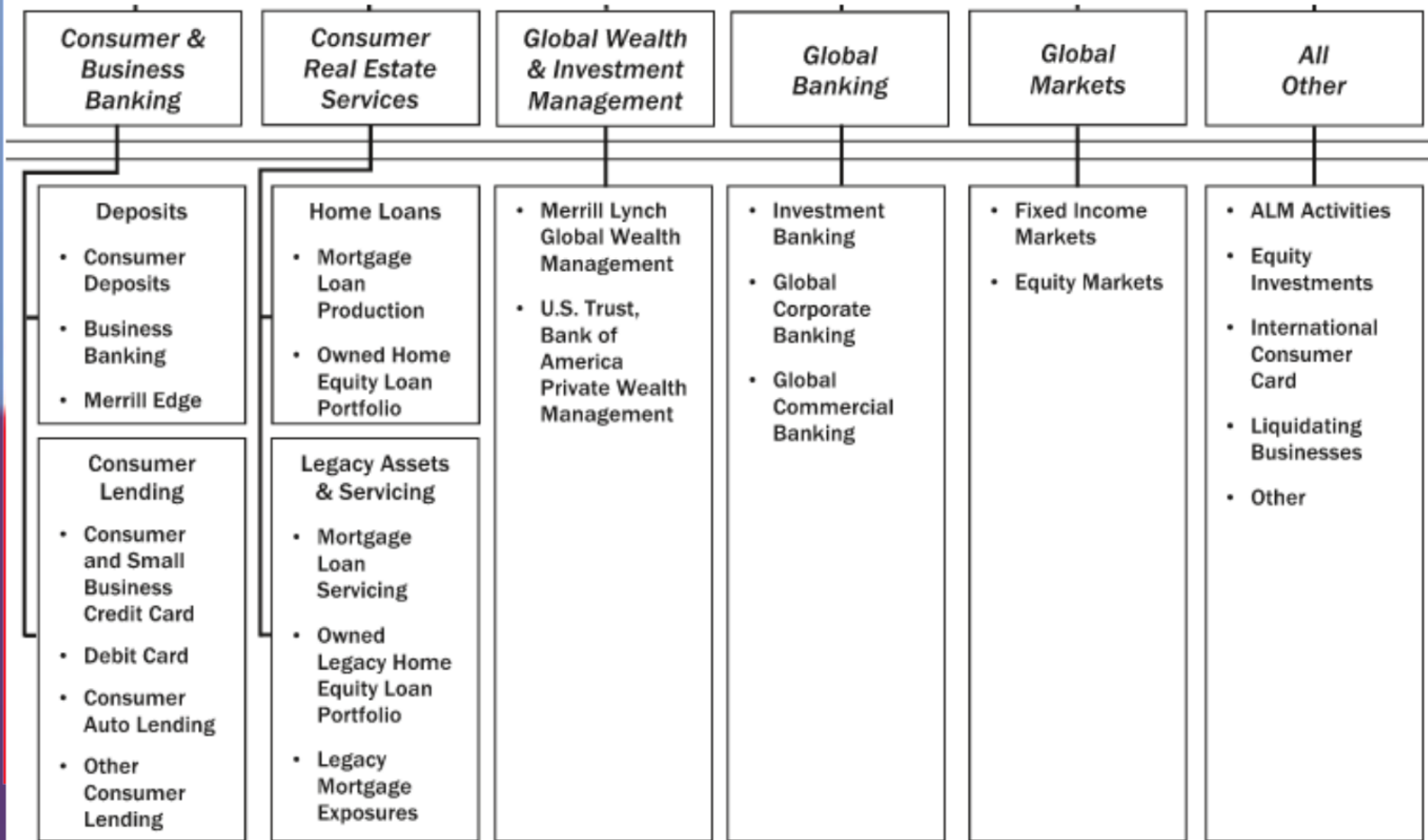
TheCasesolutions.com

- Funded Golden Gate Bridge construction
- Funded the nation's railways during the American Industrial Revolution
- Financed Hollywood during the Great Depression



Product Lines

TheCasesolutions.com



CORPORATE-LEVEL STRATEGIES

Directional growth strategy uses horizontal concentration for a competitive advantage in increased market share.

TheCasesolutions.com

- Acquisition of Countrywide



- Acquisition of Merrill Lynch



BUSINESS-LEVEL STRATEGIES

Economic Value Creation

- Keep service costs low
- Keep equipment costs low
- Increase consumer's perceived value

Cost Leadership

- Broad target as their competitive scope
- Lower prices & lower expenses
- Improve operations management
- Provide innovative solution

TheCasesolutions.com

Industry Competitors



Citigroup Inc



JPMorgan Chase & Co



Wells Fargo & Co

TheCasesolutions.com

Market Performance

TheCasesolutions.com

Financial Industry Market Share

Stock Market Share

