



TheCasesolutions.com

Questions?

**HISTORY**  
 Founded in 1826, Bank of America is the oldest continuously operating U.S. bank.  
 In 1998, it was the first U.S. bank to be ranked as a "Global Bank."  
 In 2009, it was named "World's Most Respected Bank" by Business Week.

**MISSION STATEMENT**  
 To provide the highest quality financial services to our customers, while maintaining the highest standards of integrity and ethical conduct.

**Corporate Social Responsibility**  
 Bank of America is committed to social responsibility and ethical conduct. We are a member of the United Nations Global Compact and the Sustainable Development Goals.

**Product Lines**

Product Line	Revenue	Profit
Banking	\$100B	\$10B
Securities	\$50B	\$5B
Insurance	\$30B	\$3B
Real Estate	\$20B	\$2B

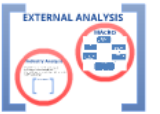
**CORPORATE-LEVEL STRATEGIES**  
 Bank of America is a global financial institution with a strong presence in the United States and international markets.

**BUSINESS-LEVEL STRATEGIES**  
 Bank of America is a market leader in the U.S. banking industry, with a strong focus on customer service and innovation.

**Industry Competitors**  
 Citigroup Inc.  
 JPMorgan Chase & Co.  
 Wells Fargo & Co.



**STRENGTHS AND WEAKNESSES**  
**EXTERNAL ANALYSIS**  
**Opportunities:**  
 - Growing demand for digital banking services.  
 - Expanding into emerging markets.  
**Threats:**  
 - Increasing regulatory requirements.  
 - Intense competition from fintech companies.



**OPPORTUNITIES AND THREATS**  
**EXTERNAL ANALYSIS**  
**Opportunities:**  
 - Growing demand for digital banking services.  
 - Expanding into emerging markets.  
**Threats:**  
 - Increasing regulatory requirements.  
 - Intense competition from fintech companies.

**SWOT/TOWS MATRIX**

	Strengths (S)	Weaknesses (W)
Opportunities (O)	SO (Strategic)	WO (Strategic)
Threats (T)	ST (Strategic)	WT (Strategic)

**TOWS ALTERNATIVE STRATEGIES**  
 Bank of America is a market leader in the U.S. banking industry, with a strong focus on customer service and innovation.

**FINAL STRATEGIC RECOMMENDATION**  
 Bank of America should focus on digital banking services and expanding into emerging markets.

**FINAL STRATEGIC RECOMMENDATION**  
 Bank of America should focus on digital banking services and expanding into emerging markets.

**FINAL STRATEGIC RECOMMENDATION**  
 Bank of America should focus on digital banking services and expanding into emerging markets.

# HISTORY

- 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

“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

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

