

Questions?

Bank Of America
Harvard Case
Solution & Analysis

MISSION STATEMENT

Corporate Social Responsibility

- 1. United Nations Global Compact
- 2. United Nations Sustainable Development Goals
- 3. Environmental, Social, and Governance (ESG) Reporting

Product Lines

CORPORATE-LEVEL STRATEGIES



BUSINESS-LEVEL STRATEGIES



Industry Competitors



Market Performance



FINANCIAL PERFORMANCE



INTERNAL ANALYSIS



STRENGTHS AND WEAKNESSES FROM INTERNAL ANALYSIS



EXTERNAL ANALYSIS



OPPORTUNITIES AND THREATS FROM EXTERNAL ANALYSIS



SWOT/TOWS MATRIX



TOWS ALTERNATIVE STRATEGIES



FINAL STRATEGIC RECOMMENDATION



FINAL STRATEGIC RECOMMENDATION



Bank of America

Paige Christopher, Jessica Fiedler, Amanda Montemayor,
Sean Moran, Ashely Stockman, and Logan Turner

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TheCaseSolutions.com

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



Product Lines



CORPORATE-LEVEL STRATEGIES

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

- 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

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