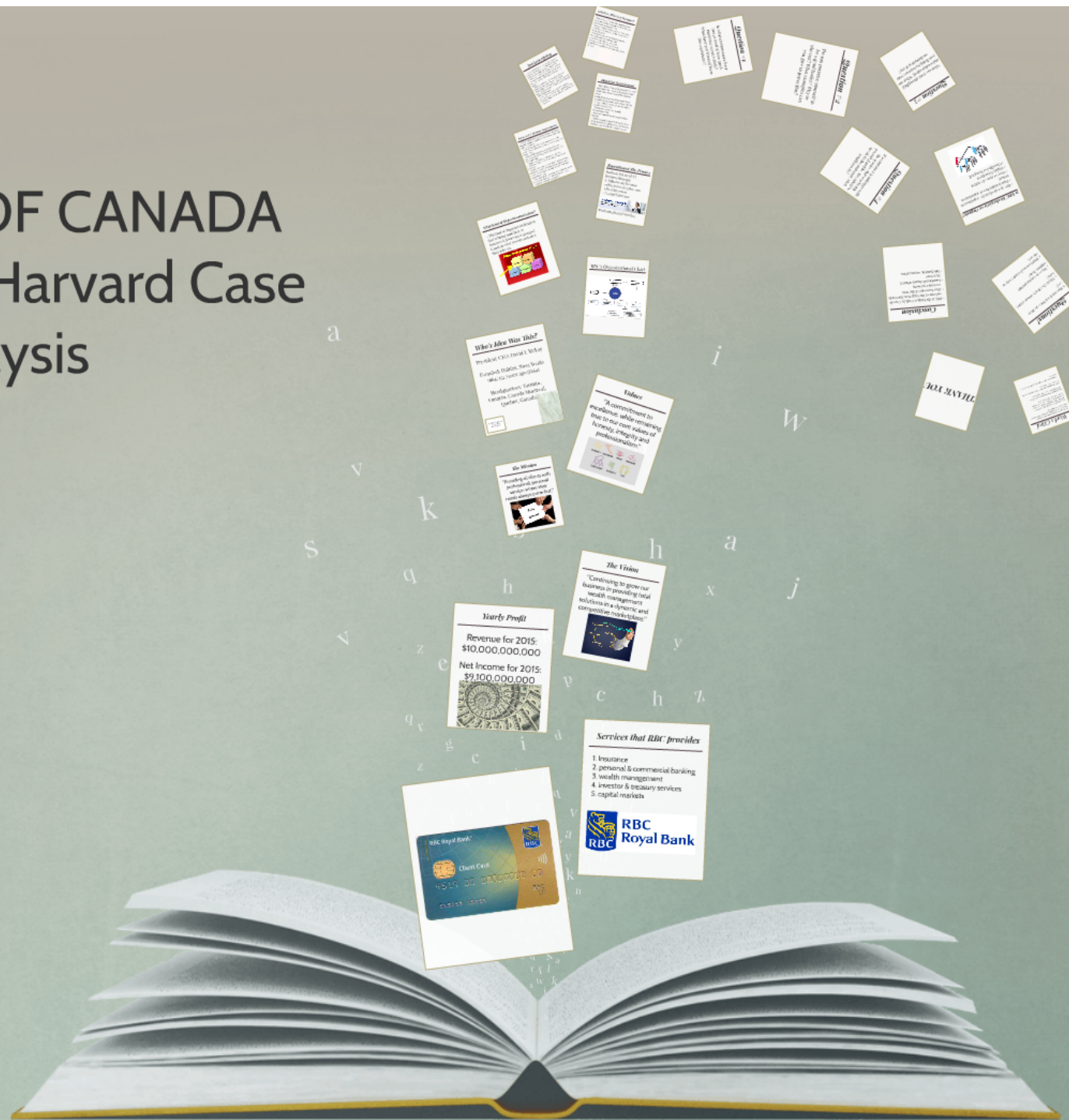




# ROYAL BANK OF CANADA IN THAILAND Harvard Case Solution & Analysis



**Yearly Profit**  
Revenue for 2015:  
\$10,000,000,000  
Net Income for 2015:  
\$9,100,000,000

- Services that RBC provides**
1. Insurance
  2. personal & commercial banking
  3. wealth management
  4. investor & treasury services
  5. capital markets





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## *Services that RBC provides*

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1. Insurance
2. personal & commercial banking
3. wealth management
4. investor & treasury services
5. capital markets



**RBC**  
**Royal Bank**

# *Yearly Profit*

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Revenue for 2015:  
**\$10,000,000,000**

Net Income for 2015:  
**\$9,100,000,000**



# *The Vision*

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"Continuing to grow our business in providing total wealth management solutions in a dynamic and competitive marketplace."



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# *The Mission*

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"Providing all clients with professional, personal service, where their needs always come first."



# *Values*

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"A commitment to excellence, while remaining true to our core values of honesty, integrity and professionalism."



HONESTY



BOLDNESS



TRUST



FREEDOM



TEAM SPIRIT



MODESTY



FUN