

The Royal Bank of Canada

By: Maria Alfy

Thecasesolution.com



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
- 



The Vision
"Continuing to grow our business in providing innovative solutions in a dynamic and competitive marketplace"

Values
"A commitment to excellence in what we do, honesty, integrity and professionalism"

Who's Also Not This?
Financial Institutions, Financial Services, Financial Products, Financial Markets, Financial Services, Financial Markets, Financial Services



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A collage of various presentation slides and documents floating above the book. The slides include:

- Who's Also Was This?** (with a photo of a group of people)
- Who's Also Was This?** (with text: "President CEO David I. McKay...")
- The Mission** (with text: "Providing solutions and...")
- Yearly Profit** (with text: "Revenue for 2015: \$10,000,000,000...")
- The Vision** (with text: "Commitment to grow our...")
- Services that RBC provides** (with a list: 1. Insurance, 2. personal & commercial banking...)
- RBC Royal Bank** logo
- Chart Card** (with text: "RBC Royal Bank...")
- Other smaller slides with various text and graphics.



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Services that RBC provides

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



RBC
Royal Bank

Yearly Profit

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

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



The Vision

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



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The Mission

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



Values

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



HONESTY



BOLDNESS



TRUST



FREEDOM



TEAM SPIRIT



MODESTY



FUN