

# Bdo swot analysis



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In the field of banking nowadays, one of the leading names is Banco de Oro or more popularly known as BDO. Presently, it is the largest bank in the country in terms of assets, loans and deposits. BDO is owned by SM Group of Companies, also the owner of one of the largest mall chains in the Philippines-the SM Malls. The key persons behind the firm are Teresita T. Sy, Chairwoman and Nestor V. Tan, President and CEO, respectively. It was founded in Manila, Philippines and has its headquarter in Mandaluyong City, Philippines. It was the result of the merging of Banco de Oro and Equitable PCI Bank in 2006. It was first named as Banco de Oro-EPCI, Inc., which eventually became Banco de Oro Unibank, Inc. starting February 2007. Currently, it has a total of 4, 048 employees.

Profile of Banking Industry Sector 2. 1 Players Competition among the banks in the Philippines remain stiff even if there were notably less players resulting from...

o Corporate Mission \*To be the preferred bank in every market we serve by consistently providing innovative products and flawless delivery of services, proactively reinventing ourselves to meet market demands, creating shareholders value through superior returns, cultivating in our people a sense of pride and ownership, and striving to be always better than what we are today....

tomorrow. I. Company Background A. Company Address o BDO Corporate Center 7899 Makati Avenue Makati City 0726, Philippines B. Website o [www.bdo.com.ph](http://www.bdo.com.ph) C. Contact Number o 840-7000 D. Core Values & Corporate Mission o Core Values: \*Commitment to Customers- We are committed to deliver products and services that surpass customer expectations in value and every aspect of customer services, while remaining to be prudent and in value and trustworthy stewards of their wealth. \*Commitment to a Dynamic and Efficient Organization- We are committed to creating an organization

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that is flexible responds, to change and encourage innovation and creativity. We are committed to the process of continuous improvement in everything we do. \*Commitment to Employees- We are committed to our employees' growth and development and we will nurture them in an environment where excellence, integrity, teamwork, professionalism and performance are valued above else. \*Commitment to Shareholders- We are committed to provide our shareholders with superior returns over the long term.