

Case study on bank marketing

Business



Bank Marketing Case Study:

Bank marketing is the complex of actions and decisions aimed at the improvement of the bank's services and attraction of new clients for the growth of the capital of the bank. The role of banks has been constantly increasing and it is important for the banks to broaden and improve their services all the time in order to be able to compete with other banks and satisfy clients constantly. While choosing the bank people generally pay attention to the quality and quantity of the services offered by the bank. It is obvious that it is safer to devote money to the large banks which have won credit and respect. Moreover, large banks have the wider option of services, which can make the bank more useful and effective for everyone.

There are several major marketing approaches which increase the bank's chance to attract clients. Banks generally pay attention to the class and type of customers. They try to provide beneficial policy for the people of different social groups and the representatives of these groups are supposed to find something useful for them in the option of the services of the bank.

Collective marketing approach is aimed at the improvement of the general services of the bank, so that to attract an 'ordinary' client. It is understandable that the bank which attracts a great number of the common clients is a great advantage, because its policy and services attract the middle class which is the heart of economics. In spite of the collective approach, there is selective approach, which concentrates on the attraction of the 'important' or valuable clients who deposit big sums of money and maintain the banks development.

In order to attract such clients the bank should invent the special policy with the certain benefits for the rich clients. Bank marketing is the set of technologies and methods which make the bank popular and attractive for the majority of the clients. Researching the topic on bank marketing one should dwell on the situation which has occurred in the direct case site, find out about the cause and effect of the issue and solve the problem in the appropriate way. The student is supposed to evaluate the case on bank marketing objectively and suggest the most effective methods which can improve the marketing policy of the chosen bank and cope with the problem under the analysis. Case study writing is a serious problem for every student, because the assignment is quite specific and requires time and efforts. A free example case study on bank marketing in India is expected to provide students with the fresh idea about the research of the problem and its adequate solution.

On the basis of a free sample case study on bank marketing one can learn about the process of formatting a lot and succeed in the composition of the professional text.