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DANSKE BANK SWOT & PESTLE ANALYSIS

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Company Name : Danske Bank

Company Sector : Banking

Operating Geography : Denmark, Europe, Global

About the Company : Danske Bank, established in 1871, has its origins in Denmark. It is one of the largest Nordic banks providing its services in about 16 countries. It has about 19000 employees providing services to about 2.7 million personal customers. It also provides services to 236000 small and medium-sized business customers and 1800 corporate and institutional customers.

Revenue :DKK 59618 millions

SWOT Analysis :

The SWOT Analysis for Danske Bank is given below:

Strengths	Weaknesses
1.Strategic partnerships 2.Strong capital management policies 3.Strong compliance 4.Strong local roots	1.Inorganic growth and efficiency
Opportunities	Threats
1.Nordic potential 2.Innovation and digitalization	1.Uncertainty in the economy 2.Regulatory pressure 3.Cyber security for banks and other financial crimes

PESTLE Analysis :

The PESTLE Analysis for Danske Bank is given below:

Political	Economical
1. Movement of headquarters from Sweden to Finland	1.Uncertainties in economy 2.Startups and MSMEs
Social	Technological
1.Financial confidence through financial literacy 2.Financial inclusion	1.Digitalization 2.In sourcing of competencies
Legal	Environmental
1.Increased costs due to regulatory changes 2.Operational impacts	1.Climate strategy 2.Purchase of carbon credits

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