



Die Strategie der Citibank Privatkunden AG (German Edition)

Annette Biesalski

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Bank, Börse, Versicherung, Note: 1,7, Hochschule Bochum, Veranstaltung: Finanzwirtschaft II, Sprache: Deutsch, Abstract: Die deutsche Bankenbranche musste im Jahre 2002 auf Grund schwacher Märkte und zahlreicher Unternehmenspleiten zum Teil herbe Verluste hinnehmen. Die Citibank hingegen setzt ihre Erfolgsgeschichte fort. Ihr Gewinn vor Steuern im Jahre 2002 ist um 12,5 % auf 667 Millionen Euro gestiegen. Mit einer niedrigen Kostenquote und einer Eigenkapitalrendite von 42 % stellt sie ihre Konkurrenten klar in den Schatten.

Doch worin liegt das Geheimnis der Citibank Privatkunden AG?
Welche Strategie führt sie zum Erfolg?

Im Folgenden wird die Citibank Privatkunden AG zunächst dem Leser vorgestellt. Anschließend werden ausgewählte Instrumente zur Analyse von Strategien theoretisch betrachtet und in einem weiteren Kapitel direkt auf die Citibank Privatkunden AG bezogen, wobei Strategien und Erfolgsfaktoren herausgestellt werden. Die Seminararbeit endet mit einem Fazit und kritischem Ausblick.

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