

**Bachelor of Business Studies
České Budějovice**

**Comparison of the Raiffeisenbank a.s. financial
product with competitors to make a specification
of the portfolio strategy**

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Abstract:

The subject of my project is called: Comparison of the Raiffeisenbank financial product with competitors to make a specification of the portfolio strategy. The main target of this project is aimed at rising number of customers and make Raiffeisenbank to be more noticeable on the bank market. This target should be reached by brochures, leaflets and promotion offers (advertising actions).

First of all I would like to make readers generally acquainted with the strategic management and basic terms. Secondly I would like to deal with the description of both the internal and the external surroundings. Furthermore I theoretically explain the implementation of the strategy.

In the Practical part I applied analysis of the internal and external environment directly pointed to Raiffeisenbank. I performed an evaluation of these analysis and I tried to plan a convenient strategy. Simultaneously I created an implementation strategy for the Raiffeisenbank and evaluate prospective gain for this company.

Key words:

Bank, analysis, strategic project, strategy, product, competitors, customers, implementation, capital gains, market

Materials and Methods:

Porter's model of five Forces, Competitors Analysis, Sector attractiveness Analysis, Strategic maps, Method of determination strategic alternatives, SWOT Analysis, Portfolio Analysis, SPACE Analysis

Results:

After applying this project the Raiffeisenbank expects to increase the number of customers and thanks to this the bank should be more visible on the bank market. These are the main objectives the bank wants to achieve. Equally the bank expects growing profits as well as higher customer's satisfaction. Along with this the bank wants to expand their services and offer to the customers with follow-up higher quality.