

JP Morgan Chase

Parent Company

JP Morgan Chase & Co.

Category

Financial Services

Sector

Financial Institutions

Tagline/ Slogan

The right relationship is everything

USP

JPMorgan Chase & Co. is an American multinational banking corporation of securities, investments and

STP

Segment

Enterprise and Individuals who are seeking financial help and advice

Target Group

Large enterprises and rich individual investors

Positioning

An institution which builds relations with its customers

SWOT Analysis

Strengths

1. JP Morgan has a strong brand name and good financial position

2. JP Morgan has a global presence and employs over 250,000 around the world

3. It offers excellent services for customers through extensive retail network

4. Good brand visibility in the B2B segment across various sectors

5. JP Morgan is one of the largest bank in US in terms of sales, market value, assets and profits

6. It has services including banking, credit cards, asset management, mutual funds, loans etc.

7. The company has expertise in consumer banking, investment banking, commercial banking & asset management

8. In the consumer segment, the brand has also invested in sponsoring several global sporting events and teams

Weaknesses

1. Stiff competition from other financial service providers leads to low market share growth

2. Being a global brand, JP Morgan has faced many law suits over the years

Opportunities

1. Expansion of services in other countries can help JP Morgan grow

2. Diversifying portfolios for mass customers can be one of business opportunities for the brand in the B2

3. Investments across the world in many projects can help the company diversify their revenue

4. Commercial banking, acquisitions and JVs can help JP Morgan grow its business globally

Threats

1. Changing govt regulations and financial crisis like recessions can impact the business of JP Morgan

2. Unstable mortgage market can cause losses

3. Increasing presence of other leading global banks and financial institutions can impact the business o

Competition

Competitors

1. Bank of America

2. Prudential

3. Wells Fargo

4. Morgan Stanley

5. HSBC

6. Goldman Sachs

7. Citibank