A STUDY ON SWOT ANALYSIS OF SELECTED FINANCIAL INSTITUTION IN INDIA

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ABSTRACT
Financial institutions are the main vein of the capital market. They participate most of the financial affairs of an economy. So, the SWOT analysis of financial institutions is necessary to recognize their potency along with flaw, opportunities and coercion in functioning of any economy. The comprehensive SWOT profile of Financial Institutions provides an in-depth strategic analysis of the company’s businesses and operations. Further, the SWOT analysis helps as a crucial resource for industry executives and any researcher to quickly understand the institutions, formulation of strategies and understand the stakeholders in a better way. This paper comprises the SWOT analysis of selected financial institutions i.e. Life Insurance Corporation, Industrial Development Bank of India, Industrial Credit and Investment Corporation of India, Housing Development Finance Corporation, HDFC Standard Life Insurance. These institutions provides their assistance in different areas like insurance sector, banking, housing development, credit creation and build up a pool of finance in economy. The paper provides an outlook of the strength and weakness of these institutions to exploit the opportunities and to overcome the threats respectively.

KEY WORDS: SWOT Analysis, Financial institutions.