

RESEARCH ON DEVELOPMENT STRATEGY OF WUXI RURAL COMMERCIAL BANK

ABSTRACT

Title: RESEARCH ON DEVELOPMENT STRATEGY OF WUXI RURAL
COMMERCIAL BANK

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The rural commercial bank of china was born in the special historical period; it is the special product of the rural financial system reform in china. With its simple and efficient business and decision-making process, the rural financial institution has comprehensive network coverage in rural areas. Close to customers, rooted in the vast rural areas of China, actively participate in the construction of new rural areas with socialist characteristics, become the main force of financial support for rural construction. With the publication of the first document of the Central Committee in 2017, the policy and measures put forward for the outstanding problems of agricultural rural reform and development in China are also pointed out by the rural financial institutions. Understand the key directions of business development in 2017.

Based on the theory of enterprise strategic management, this paper studies the development strategy of Wuxi agricultural firm. This paper mainly through the rational use of PEST analysis method, Porter five force model and SWOT analysis to Wuxi agricultural firm in-depth study, through the development of the current stage of the development of Wuxi agricultural commercial bank, the internal environment, the external environment, Based on the overall analysis of the competitive environment of the industry, the strategic orientation and development ideas of Wuxi Agricultural and Commercial Bank are further put forward, and the corresponding implementation strategies are put forward for how to carry out the development strategy steadily. On the

one hand, it is expected to play a certain role in the steady development of Wuxi agribusiness in the future.

In this paper the propose is expected to play a certain practical significance in the future steady development of Wuxi agribusiness, and on the other hand, it is expected to play a certain practical significance. It will also play a certain reference role in the strategic research of the similar small and medium-sized rural financial institutions.

Keywords: Wuxi; Rural commercial bank; Development; Strategic management

摘要

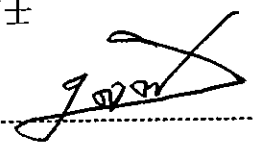
题目: 无锡农村商业银行发展战略研究

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我国农村商业银行诞生于特定的历史时期,是我国农村金融体制改革的特殊产物。以其简单有效的业务在决策过程中,农村金融机构在农村有着全面的网络覆盖。贴近客户,植根于广大农村,积极参与建设有社会主义特色的新农村,成为农村建设的主力军。随着 TH 的出版第一个中央委员会的文件 2017、政策与措施提出了对中国农业农村改革发展的突出问题也由汝指出 REAR 金融机构。了解 2017 年业务发展的关键方向。

本文以企业战略管理理论为基础,对无锡农业企业的发展战略进行了研究。本文主要通过对害虫分析方法的合理运用,对波特进行了研究。五力模型和 SWOT 分析对无锡农业企业进行了深入研究,通过对无锡农业商业银行现阶段发展的内部环境进行分析。外部环境,在全面分析无锡市农业商业银行产业竞争环境的基础上,提出无锡市农业商业银行的战略定位和发展思路。并提出了相应的实施策略,以确保发展战略的稳步实施。

本文的研究对无锡农业企业今后的稳步发展具有一定的现实意义,同时也具有一定的现实意义。对类似的中小型农村金融机构的战略研究也将起到一定的借鉴作用。

关键词: 无锡; 农村商业银行; 发展; 战略管理