

## **CHAPTER 4**

### **THE OVERALL STRATEGIC POSITIONING AND DEVELOPMENT GOALS OF WUXI AGRICULTURAL AND COMMERCIAL BANK**

#### **4.1 Overall strategic positioning of Wuxi agricultural firm**

In combination with the development of local economy and the competition situation of local banking, Wuxi Agricultural and Commercial Bank should adhere to the market orientation of "serving agriculture, rural areas, small and medium-sized enterprises, and serving the residents of the community". To take the road of development with the characteristics of Wuxi Agricultural and Commercial Bank, we should give full play to the advantages of the local banks in geography and kinship, develop to the direction of marketization, realize the transformation of the industry, establish a differentiated product system, and strengthen internal management at the same time. Do a good job of risk supervision and early warning, improve service quality, create a good brand image, achieve harmonious multi-channel development, and create a sophisticated and stable community banks.

#### **4.2 Development objectives of Wuxi agribusiness**

The Bank intends to implement innovative development strategies to promote the comprehensive development of banks, and strive to make it a model of bank development with rigorous structure, clear management system, high core competitiveness, good operating ability, good brand image and high service standards. Expand the scope of business at the same time continue to speed up, achieve steady growth. At the same time, we should concentrate our efforts on providing good quality services for small and micro enterprises and regional economies, take community residents as the dominant adjustment rules, slowly change the internal structure, and develop into very representative small and micro enterprises, regional economies, A model bank for community service. Our bank will also further improve the corporate governance structure, improve risk control machine In order to ensure steady growth and achieve excellent shareholder return.