

People's Bank - Strategic SWOT Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence and Operational KPI's, and Recent Trends

Company Report | 2025-12-12 | 58 pages | Quintel Research

AVAILABLE LICENSES:

- Single User Price \$150.00
- Multi User Price \$175.00
- Enterprise User Price \$195.00

Report description:

Report Summary

People's Bank Strategic SWOT Analysis and Financial Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence, and Recent Trends Report is a comprehensive and easily accessible overview of People's Bank's business operations. It provides a detailed analysis of the company's financial and strategic standing, as well as its position in the industry compared to competitors. The report includes several key features to facilitate decision-making and provide insights into the company's performance.

The report begins with in-depth information about People's Bank including key insights, business segments, key executives, locations, products and services, historical events, corporate strategy, and management discussions. This section provides a solid foundation for understanding the company's key attributes.

Next, the report assesses People's Bank's strategic standing through various analyses. The ESG spotlight evaluates the company's environmental, social, and governance performance, providing insights into its sustainability efforts and ethical practices. The SWOT analysis examines the company's internal strengths and weaknesses, as well as external opportunities and threats. Additionally, By integrating these strategic analyses, the report offers a comprehensive understanding of People's Bank's overall strategic standing and supports informed decision-making and strategic planning.

The report also covers People's Bank's financial analysis basis of latest income statement, balance sheet, and cash flow statement. Key financial ratios related to profitability, asset turnover, credit, market, and long-term solvency are outlined,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

providing guidance for investment decisions. Furthermore, the report compares People's Bank's financial parameters with those of its competitors, offering a unique analysis of the competitive landscape. This information helps manage the business environment and improve sales activities by gaining insight into competitors' operations.

Finally, the report includes recent news and deal activities undertaken by People's Bank enhancing awareness of the company's business trends, growth perspectives, and more.

Key Highlights

People's Bank of Sri Lanka, founded in 1961, is a major state-owned commercial bank headquartered in Colombo, Sri Lanka. Established with the aim of providing accessible banking services to all Sri Lankans, the bank has grown to become a cornerstone of the nation's financial sector. People's Bank operates with a widespread network of branches and ATMs, ensuring its presence in both urban and rural areas, thereby enhancing financial inclusion across the country. The bank offers a comprehensive range of products and services catering to diverse customer needs. These include savings and current accounts, fixed deposits, and a variety of loan products such as personal, housing, and business loans. Additionally, People's Bank provides credit cards, debit cards, and electronic banking services like online banking and mobile banking, facilitating convenient and secure transactions. The bank is also engaged in trade finance, treasury operations, and foreign currency exchange, supporting the financial needs of both individuals and businesses. Through its extensive service offerings and commitment to customer satisfaction, People's Bank continues to play a pivotal role in Sri Lanka's economic development.

People's Bank in the News:-

2024-11-18 - Prof. P.N.D. Fernando Assumes Duties as the New Chairman of People's Bank

2024-11-04 - Dhammika Dasa on People's Bank's Future-Ready Banking Strategy

2024-08-13 - Nepalese Bankers in exposure visit to People's Bank

Scope

- Tactical Analysis:- Various strategic frameworks to gain insights into a People's Bank's competitive position and operational environment. These analytical tools assist in identifying competitive advantages, potential risks, and areas for improvement and efficiency, enabling companies to make informed tactical decisions.
- Business Strategy:- Contributes to shaping the People's Bank's overall direction, goals, and decision-making processes, ensuring long-term success and alignment with stakeholder expectations.
- Financial Position:- Provide valuable information on the financial performance and investor sentiment surrounding the company. Indicating the level of confidence and expectations in the company's future prospects. These components collectively contribute to understanding the financial health and market perception of the company.
- Company Fundamentals:- These fundamentals offer valuable insights into the company's history, operations, leadership, and geographical presence, aiding in a comprehensive understanding of the organization.
- Competitive Landscape:- An identification of the People's Bank's main competitors, providing insights into the competitive landscape it operates in.

Reasons to Buy

- Comprehensive Understanding of the People's Bank's internal and external factors through SWOT analysis, Financial Analysis, and Competitors Benchmarking.
- Strive Strategic Decision Making with various analyses and identifying potential customers and suppliers.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Mitigate Risk with help of thorough analysis of internal and external factors. Furthermore, develop strategies and contingency plans to address these challenges and minimize their impact on business operations.
- Competitive Benchmarking will help to gain a competitive advantage by understanding industry trends, customer preferences, and best practices.
- Financial Performance Evaluation provides crucial insights into key financial ratios and trends, supporting better financial decision-making and resource allocation.
- Valuable insights from the report enable investors and partners to make informed decisions regarding potential Collaborations, Investments, or Partnerships with the company.

Additionally, available deep-dive analysis on the company People's Bank:

- People's Bank PESTLE Analysis
- People's Bank Value Chain Analysis
- People's Bank Porter's Five Forces Analysis
- People's Bank VRIO Analysis
- People's Bank BCG Analysis
- People's Bank Segmentation, Targeting and Positioning (STP) Analysis
- People's Bank Ansoff Matrix Analysis

Table of Contents:

Table of Contents

Tables	4
Charts	5
People's Bank - Key Company Facts	6
People's Bank - Company Description	7
People's Bank - Top Executives	8
People's Bank - Top Executives Biographies	9
People's Bank - Head Office & Locations	10
Head Office - Country	10
Key Subsidiaries	11
People's Bank - Products and Services	12
Products	12
Services	13
People's Bank - Historic Events	14
People's Bank - Company's Management Discussion	15
People's Bank - Company's Mission and Vision	18
Mission	18
Vision	18
People's Bank - Corporate Strategy	19
People's Bank - Business Description	23
Retail Banking	24
Corporate Banking	24
Treasury & Primary Dealer Unit [PDU]	24
People's Bank - ESG Spotlight	26
Environment	26
Social	27

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Corporate Governance	27
People's Bank - SWOT Analysis	29
Overview	29
Strengths	31
Weaknesses	34
Opportunities	35
Threats	37
Competing Players	39
Snapshot of Competing Players	40
Bank of Ceylon Ltd	40
Key Company Facts	40
Company Description	40
Hatton National Bank Limited	42
Key Company Facts	42
Company Description	42
Sampath Bank PLC	43
Key Company Facts	43
Company Description	43
National Savings Bank	44
Key Company Facts	44
Company Description	44
DFCC Bank PLC	45
Key Company Facts	45
Company Description	45
Key Financial Ratio Analysis	49
People's Bank - In the News	50
18-Nov-2024- Prof. P.N.D. Fernando Assumes Duties as the New Chairman of People's Bank	50
04-Nov-2024- Dhammika Dasa on People's Bank's Future-Ready Banking Strategy	51
13-Aug-2024- Nepalese Bankers in exposure visit to People's Bank	54
Appendix	55
Definitions	55
SWOT Analysis	55
PESTLE Analysis	55
Value Chain Analysis	55
ESG Spotlight	55
Research Methodology	56
Disclaimer	57
Contact Us	57

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

People's Bank - Strategic SWOT Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence and Operational KPI's, and Recent Trends

Company Report | 2025-12-12 | 58 pages | Quintel Research

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Price	\$150.00
	Multi User Price	\$175.00
	Enterprise User Price	\$195.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-23"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Signature

An empty rectangular box with a thin black border, intended for a signature.