

Summary

Years ago, marketing - what little there was of it - evolved consisted primarily of selling existing products to existing customers. Today, the world outside - the world of markets, of customers, and of competition - is creating a profound influence on international banking and their decisions.

Unlike the manufacturing and some service industries, bankers are not only selling products or services. They are selling their organization's reputation with every 'customer relationship'.

Today, most international bankers would agree that strategic planning is an integral part of their business. Until a very few years ago, many of those regarded the strategic planning process as little more than an academic exercise. Banking had changed very little from year to year, because the regulation at home is generally very protective. Products were few, the competition was clearly defined and operated according to traditional rules and precepts. Bankers understood their business, and they knew how to mind it.

The strategic planning process is by no means static. Rather, it is what computer programmers refer to as iterative. The many questions -

- Who are we?
- What business are we in?
- What are our objectives?
- What are our strengths?
- What customers are we best able to address?
- Where do we want to operate?
- Who are our competitive advantage?
- How significant is it?
- How can we defend it?

Technological advances and product developments require reassessment of the bank's perspectives. And the ongoing moves and counter-moves of competitors requires re-examination. The revolution in communications and information technology had just begun to give those with sufficient resources the power to enter the race to finance the world's seemingly infinite capacity for growth.

What will the international banks look like? Each, of course, will differ according to its own mission and its own answers to the strategic planning questions.

The successful international bank of the late 1980s and 1990s might be characterized as:

- * A financial service enterprise wherein organizational strengths and marketing strengths are effectively balanced.

- * An enterprise competing with a wide variety of financial institutions.

- * An organization providing a wide variety of services ranging from investment counselling and insurance to merchant banking and money management, in addition to the traditional business of loans, deposits, letters of credit, payment transfers and so on.

- * A lean organization, providing the highest quality service at the lowest possible cost, taking full advantage of technological innovation in the transfer and processing of information,

- * An enterprise whose corporate culture reflects an increased emphasis on customer service, marketing, product innovation, and productivity.

This study is mainly about marketing approach in international banking. Not all the bankmarketing-themas is included in this study. Especially the policy of communications and promotions and advertising.

The first part of this study, is devoted to a general description of service sector and is given the characteristics of services. The second part of study is aimed to give a marketing mix for bank marketing (policy of product, price, channel of distribution and promotion). In the other part of study, will be discussed some qualitative reasoning, the method of client's choice for banking and client's opinions about salesmanship ability of sales force .

In the main part of this study is given the policy of communications for banking. Besides the advertising for banking, public relation for banking and advantages of sales force organization in branches are examined.