

**Title:** Private Banking Business Competition Strategy of Ping An Bank, Beijing Branch

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## ABSTRACT

The choice of enterprise competitive strategy must be based on the accurate research and judgment of its internal and external environment, and on this basis, identify the opportunities and risks faced by the enterprise, to find a path suitable for its development. Using the basic framework and model of enterprise strategy analysis, this paper discusses the strategic choice and implementation of Ping An Bank Beijing branch from three aspects: external environment, internal environment, and strategy formulation.

This paper will sort out and summarize the main theories and related research of enterprise strategic management, and refine the guiding significance and applicable tools of existing theories based on critical thinking so that this research has strong theoretical support. Environmental analysis is to study and judge the macro environment, industry environment, and internal environment faced by Ping An Bank Beijing Branch. As an important basis for strategic choice, it is to ensure that enterprise resources and capabilities meet the requirements of the competitive environment. Environmental analysis constitutes the basis for strategic choice. In the environmental analysis, this paper will systematically and comprehensively describe the competitive environment of Ping An Bank Beijing Branch, providing strong support for strategic

choice. The strategic choice is to use strategic analysis tools to screen the strategies adopted by Ping An Bank Beijing Branch in the process of developing private banking business according to its internal strengths and weaknesses, as well as external opportunities and threats, to point out the strategic direction for the development of private banking business of the bank. Strategy implementation refers to planning the implementation of the private banking development strategy of Ping An Bank Beijing Branch and putting forward safeguard measures from the system and resources to ensure the smooth implementation of the strategy and translate it into the actual effect of private banking business development. In a word, this paper extends from the theoretical framework to the practical process, combines theory with practice closely, and tries to provide valuable suggestions for the development of Ping An Bank Private Bank.

**Keywords:** Ping An Bank; finance; strategic analysis