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MARKETING AUDIT OF ALLIED BANK LIMITED



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Dedication

To my Family for their Continuous Support...

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Executive Summary

This report is the assessment of different aspects of the Allied Bank Limited. The report has been made under different aspects including background, business activities, rating, marketing, credit and operations. In this project report, we have support the establishment of the banking industry in the Pakistani region. The report contains many sorts of data which might be able to inculcate the importance of running the sector of business finance and banking industry. Allied Bank Limited is to be the international standards and would be able to fulfill the regional laws based on the Financial and Non-Financial Activities in this sector of the country. The Banking sector contributes to: GDP, Income capita, employment and in overall growth of the country. The business of Banking is very important if it is based upon scaling, keeping an eye on every step, and also by keeping in view the events in which transactions are needed to be proceeded effectively. The cash amount can be transacted to other countries as well. The business development which ABL has tried to be based in Pakistan. Some core business techniques have also been analyzed in focus of this report. Their marketing techniques, target audience and their products offering upon different sort of divisions. All such elements have been analyzed and their ultimate outcome has been derived in the form of this descriptive report.

Keywords: *Allied Bank Limited, Marketing Audit, Banking Sector.*

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