

## **Analisis Khusus Bisnis-HSBC = Business Analysis Case-HSBC**

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### **Abstrak**

HSBC adalah salah satu organisasi perbankan dan jasa keuangan terbesar di dunia. Selain nilai tujuan yang diterapkan dan jenis produk serta layanan yang ditawarkan HSBC, teknologi informasi juga digunakan untuk menciptakan makna strategis. Makalah ini akan membahas pentingnya sistem dan teknologi informasi bagi HSBC serta menganalisis HSBC dengan teori-teori bisnis seperti "Porter's five forces" dan "Porter's four competitive advantages".

.....HSBC is one of the world's largest banking and financial services organizations. Apart from the objectives values applied and types of product as well as the services HSBC offers, information technology is also being used to create strategic significance. This paper will discuss the importance of information system and technology for HSBC as well as analysing HSBC with Porter's 5 forces as well as Porter's four competitive advantage.