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Wingspanbank - introduction and analysis

By Till Schmaedicke

GRIN Verlag. Paperback. Book Condition: New. Paperback. 68 pages. Dimensions: 8.3in. x 5.8in. x 0.2in.Seminar paper from the year 2002 in the subject Business economics - Business Management, Corporate Governance, grade: A-, California International Business University, course: Strategic Management, 15 entries in the bibliography, language: English, comment: double spaced , abstract: Bank One Corporation the number four among the nations largest banking and financial institutes made a fundamental shift in its strategy by introducing a Internet-only bank as a separate division of Bank One Corporation in June 1999. Richard Vague, formerly the CEO of the credit card conglomerate First USA, and James Stewart set up the new and additional Internet division of Bank One which was named WingspanBank. com. The objective of WingspanBank. com was to offer convenient, comprehensive, and objective solutions to customers at competitive prices. The national scope was to extend Wingspanbank. com beyond the 14 states in which Bank One already operated. Additionally WingspanBank. com targeted on a segment Bank One could not reach with its branches - the growing group of Internet users who disdained traditional banks. Both, the present and future users of Internet banking should have given WingspanBank. com as well as its parent...

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