

3. How might Wells Fargo adapt its commercial banking services to serve the needs of family-run businesses in poor countries?

4. Create some promotional messages that Wells Fargo might use to promote its commercial and international banking services.

5. What are possible benefits and drawbacks of the HSBC joint venture?

6. Wells Fargo hopes to expand its commercial banking among major companies based in other countries.
 - a. What services would be appropriate for customers in this new target market?
 - b. What actions might be taken by the company to offer commercial banking services in other countries?