



## WEEK 31

ASSIGNMENT PACKET

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Answer the attached chapter questions in an email. Please reference the CFIN chapter in the subject of the email if you are working on this in sections. Please share the Google Slides for the final project. These assignments are due by Sunday night at midnight.

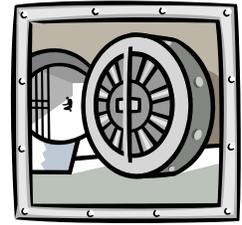
The CFIN chapter is on the website for your reference.

Please reach out to me with questions!

## Playing ... the Role of Banks in the Economy

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You are the owner of a new bank in the area and you just started sketching out your business plan. Think about your name, your marketing strategy, your customers, etc. Use the questions below to help you prepare 5 slides in Google Slides to outline your bank's game plan! Remember that it's usually best for startups (even banks) to focus on a specific target market, instead of trying to offer everything to everyone.



## Define Your Target Market

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Define your target market by considering its geographic, demographic, psychographic, and behavioral characteristics. The more specific you get, the better your marketing strategy will be.

### GEOGRAPHIC

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Describe where your target market lives. What is the neighborhood like? Is it urban, rural, suburban?

### DEMOGRAPHIC

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Age Group, Gender, Marital Status, Employment, Size of Household, Number of Children, Highest Level of Education, Income Level

### PSYCHOGRAPHIC

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What are the hobbies and interests of your target market? What is your target market's lifestyle (conservative, liberal, trendy, etc.)? What are characteristics your target market aspires to be (wealthy, cool, athletic, etc.)?

### BEHAVIORISTIC

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How loyal is your target market to certain brands? How often does your target market buy new things? Are they likely to need to use a credit card or bank loan to pay for these items? What are some examples of other financial products or services your target market buys?

## Marketing Strategy

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Once you've defined your target market, give some thought to each of the four Ps in your marketing strategy: product, price, place, and promotion.

### PRODUCT

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What does the target market want from your bank? How will you satisfy these wants? What will be the features of your bank's products? What is your bank's name/brand?

### PRICE

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How will you price your bank's products? How will your price compare to that of similar products? How sensitive is your target market to price? How will your product's price appeal to your target market?

### PLACE

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Where will you locate your bank? Describe the location and the building. Will you offer mobile/online banking as well?

### PROMOTION

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How does your target market typically learn about products similar to yours? How will you let your target market know about your product? When is the best time to promote your product? Are there specific times of year when your target market buys your product or spends more? How do your competitors promote their similar products? What can you learn from them?

## Typical Customers

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Think about who your customers might be ... what types of people bank with you? Come up with 2 imaginary characters to represent your typical customers. These characters should represent a broad cross section of the community, including individuals and businesses. Feel free to be creative ... name them and think about who they are and what they want.

## THINK CRITICALLY

*Email or share your responses; 2 sentences each.*

1. What are the main activities of the Federal Reserve System?
  
  
  
  
  
  
  
  
  
  
2. How do depository and non-depository financial intermediaries differ?
  
  
  
  
  
  
  
  
  
  
3. To increase the money supply, the Fed would \_\_\_\_\_.
  - a. lower the discount rate
  - b. raise the discount rate
  - c. raise the reserve requirement
  - d. sell government securities
  
  
  
  
  
  
  
  
  
  
4. True or False? \_\_\_\_\_ The first Bank of the United States later became the Federal Reserve System.
  
  
  
  
  
  
  
  
  
  
5. When creating a national bank, a charter must be obtained from \_\_\_\_\_.
  - a. the Federal Reserve System
  - b. a state banking regulatory agency
  - c. the Comptroller of the Currency
  - d. the Federal Deposit Insurance Corporation
  
  
  
  
  
  
  
  
  
  
6. True or False? \_\_\_\_\_ A life insurance company is an example of a non-depository financial intermediary.
  
  
  
  
  
  
  
  
  
  
7. A \_\_\_\_\_ has the primary purpose of lending money for home buying.
  - a. bank
  - b. life insurance company
  - c. credit union
  - d. mortgage company
  
  
  
  
  
  
  
  
  
  
8. The monetary policy of the Federal Reserve System refers to \_\_\_\_\_.
  - a. lending to assist poor countries
  - b. borrowing by the federal government to pay for public services
  - c. maintaining an appropriate amount of money in circulation
  - d. influencing the exchange rate of currencies in different countries
  
  
  
  
  
  
  
  
  
  
9. Deposits of consumers are protected from loss by the \_\_\_\_\_.
  - a. Federal Reserve System
  - b. Federal Deposit Insurance Corporation
  - c. Comptroller of the Currency
  - d. World Bank
  
  
  
  
  
  
  
  
  
  

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10. A wide variety of choices are available as to which financial institution a person or business may use. Prepare a list of questions that you would ask when choosing among various financial institutions.



