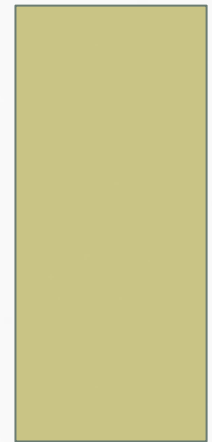


# RUSSIAN MARKETING ENVIRONMENT FOR “CITIBANK”

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# ABOUT “CITIBANK”

- JSC CB "Citibank" is a Russian commercial Bank that is a financial Corporation Citigroup.
- Full name is *Closed Joint Stock Company Commercial Bank Citibank*.
- Short name is *AO Citibank*
- The headquarters are located in Moscow. General license for banking operations of the Central Bank of the Russian Federation No. 2557 dated November 5, 2001. Party CER No. 578.



# MICROENVIRONMENT

- Company

- Suppliers

# MICROENVIRONMENT

- Marketing intermediaries

- Detsky Mir
- M. Video
- Crossroads
- Technosila
- Bumkarta
- Mnogo.ru
- NTV-Plus
- British airways
- Anywayanyday.com
- Delta
- IHG Rewards Club
- Singapore Airlines
- Holiday Inn
- Ural Airlines
- Rentalcars.com
- mlittle.ru
- ZODIAC Interior & Ceramics
- AZIMUT Hotel
- Lamoda.ru
- Expedition
- Aeroflot
- And more others

These companies provide various benefits when calculating cards Citibank.

- Competitors

# MICROENVIRONMENT

- Publics

- Consumers

# MACROENVIRONMENT

- The Demographic Environment
- The Economic Environment

# MACROENVIRONMENT

- The Natural Environment

- The Technological Environment
  - FX OrderWatch – new opportunities of exchange

# MACROENVIRONMENT

- The Political Environment

- The Cultural Environment