Summary of Master's thesis: “The development of retail banking services in Vietinbank’s - Vinh Phuc branch”

Do Thi Van Dung

1. General information
1.1. Topic: The development of retail banking services in Vietinbank’s - Vinh Phuc branch
1.2. Author: Do Thi Van Dung
1.3. Major: Banking - Finance
1.4. Publishing year: 2014
1.5. Supervisor: Dr. Dinh Thi Thanh Van

2. Research purposes and tasks

Research purposes:
Systematizing theoretic about retail banking services in banking field, evaluating the development of it in Vietinbank’s - Vinh Phuc branch and suggesting some solutions to develop Vietinbank’s retail banking services.

Research task:
- Theoretical Study some basic retail banking services and developing retail banking services of commercial banks.
- Analysis and assessment of the state of development of retail banking services at Vietinbank’s - Vinh Phuc branch.
- Proposed some solutions and recommendations for the development of retail banking services at Vietinbank’s - Vinh Phuc branch

3. New contributions
- Clarifying the concept, characteristics and content of development of retail banking services of the bank and distinguished wholesale banking services to retail banks.
- Provide criteria for assessing the development of retail banking services of a commercial bank. Since then, the analysis and evaluation of the development of retail banking services in recent years according to some criteria yet, have pointed out the strengths, weaknesses and causes of these weaknesses. The thesis also proposes some specific measures to further develop the retail banking services in Vietinbank.