

CHAPTER SIX

CONCLUSION

The Global Finance ranked Bumiputra-Commerce Bank 259th among 300 largest banks. They were ranked by global position of creditworthiness, by position among peer banks with the same score, by major geographic region, and by country. It is encouraging that although BCB was formed recently but it had been rated quite highly.

The BCB post merger strategies and measures were very well conceived and thought of, if properly, concerted and timely implemented will definitely bring the bank to a new financial landscape to where it aspires to be over the next 5-10 years; i.e. a knowledge based economy supported by an effective, competitive, resilient and dynamic financial sector and an internationally competitive and highly efficient capital market. A move towards this direction is indeed inevitable if we want to remain relevant in the new world economy and be resilient in the face of greater challenges from globalisation and liberalization as well as the rapid development of information and communications technology.

As quoted by Dwight D. Eisenhower "Plans are nothing. Planning is everything." Planning is important for any organisation and senior managers must be able to identify rigidities in core competencies in an uncertain environment. The global market leaders of tomorrow will be a mix of new entrants and existing business, which have excellent management skills, visions (able to transform a "Bricks-and-Mortar" organisation in to the Internet), able to repackage products (branding) and provide customers with investment advise, benefits and a "one-stop shopping center" facility and BCB would be able to follow the same direction.