

# Exploration of Wealth Management in Taiwan ' s Banks

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## ABSTRACT

Exploration of Wealth Management in Taiwan ' s Banks : It is very difficult for the masses to chase excess profits from deposit saving since the interest rate has been cut more than ten times for past four years. That means the official declaration of the coming of " Era of Low Margin " , so to speak personal " Era of Wealth Management Profit " as well. It brings a great change in the financial environment, for instance, the interest spread between conventional deposits and loans failed to meet the satisfactory outcome for the banks. In addition, more and more overdue loans and irrecoverable loans are getting to be, which deepen the hardship to run the banks. As a result, the business of wealth management comes with the tide of fashion. Recently, such kind of business flourishes among the reinforcement of finance and safeguard companies. According to the situation stated above, the thesis tries to put emphasis on the research and analysis of representative banks in the business of wealth management. And the main subject of the research is the honored guests who need financial management. During April of 2004, those financial planners, serving in China trust, Taishin bank, the First bank in Taichung County, Taichung City, Changhua County, Yunlin County, and Natu County, come to take charge of the random sampling to the honored guests. With those financial planners ' help, the research probes into the interactive relationship between customers ' personal attitudes and the banks. According to the study of industry image, service quality, performance effects, etc, we are getting thoroughly familiar with the characteristics of each bank and the need of customers, then we will take the information as the guide to enhance our competitiveness among banks in the field of wealth management. In the other hand, via the interviews among those administrative departments, in front consultants and financial planners, it brings more comprehension for the personnel how the strength, weakness, opportunity, and threat works in dealing with the transaction of wealth management. The research could be viewed as reference when the banks run their business of wealth management. Finally, the dissection of banks ' organizations in this thesis could offer referential or optimal options for the banks to choose. Key words:

Keywords : Era of Low Margin ; Era of Wealth Management Profit ; financial consultant ; financial planner ; Wealth management

## Table of Contents

封面內頁 簽名頁 授權書 iii 中文摘要 iv ABSTRACT vi 誌謝 viii 目錄 x 圖目錄 xiv 表目錄 xv 第一章 緒論 1 1.1 研究背景與動機 1 1.2 研究目的 5 1.3 研究限制 5 1.4 研究樣本選取與研究流程 6 第二章 財富管理業務之概念 9 2.1 財富管理之定義與內容 9 2.1.1 財富管理的定義 9 2.1.2 財富管理之內容 9 2.2 財富管理目的與範圍 14 2.2.1 財富管理目的 14 2.2.1.1 管理者的財富管理目的 : 14 2.2.1.2 需求者的財富管理目的 : 15 2.2.2 財富管理範圍 15 2.3 財富管理相關之法令規章 17 2.3.1 遺產及贈與稅法 17 2.3.2 保險法 22 2.3.3 所得稅法 23 2.3.4 信託法 24 第三章 文獻探討與相關理論 26 3.1 國外財富管理之沿革 26 3.2 私人銀行業務之概念 26 3.3 國內財富管理市場概況 30 3.4 國內未來財富管理政策走向 36 第四章 研究方法 40 4.1 研究方法 40 4.1.1 個案銀行簡介 40 4.2 質化研究 62 4.2.1 個案銀行財富管理SWOT分析 62 4.2.1.1 中國信託體系財富管理業務的SWOT分析 62 4.2.1.2 台新體系財富管理業務的SWOT分析 63 4.2.1.3 第一銀行財富管理業務的SWOT分析 64 4.2.2 個案銀行財富管理環境分析 66 4.2.2.1 中國信託商業銀行 66 4.2.2.2 台新商業銀行 68 4.2.2.3 第一商業銀行 71 4.3 量化研究 72 4.3.1 問卷設計 72 4.3.2 問卷調查與回收 73 4.3.3 問卷個別分析與結果 75 4.3.3.1 受評者之基本資料 75 4.3.3.2 企業形象 85 4.3.3.3 服務品質 101 4.3.3.4 績效表現 118 4.4 問卷綜合分析與結果 128 4.4.1 受評者之基本資料 128 4.4.2 企業形象 130 4.4.3 服務品質 133 4.4.4 績效表現 136 第五章 結論與建議 138 5.1 研究結論 138 5.2 研究建議 140 5.2.1 對個案銀行之建議 140 5.2.2 對擬辦財富管理業務之銀行建議 141 5.2.3 對投資人之建議 142 5.2.4 對後續研究人員的建議 142 參考文獻 143 一、中文部分 143 二、英文部分 145 附錄 148 附錄一：本研究問卷調查 148

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