

Table 7 Performance Evaluation and Rating by Thai Bankers Association in the Year of 2000

Rank in 2000	Rank in 1999	Rank in 1998	Bank Name in 2000	Ownership Pattern 1996-2000	Growth Rate	Performance	Marketing capacity	Management	External Image	Managerial Efficiency
1	2	3	Siam Commercial Bank	Local	9	1	1	3	2	1
2	3	1	Thai Farmers Bank	Local	5	3	4	2	1	4
3	1	2	ABN Amro Bank (Asia)	Local->Foreign	3	7	2	1	4	8
4	4	5	Bangkok Bank	Local	12	4	3	4	3	6
5	10	4	Krung Thai Bank	Government	2	5	7	5	6	4
6	9	8	DBS Thai Danu Bank	Local->Foreign	12	6	10	6	11	6
7	13	11	Standard Chartered	Local->Foreign	6	2	12	10	12	3
8	6	12	Bank Thai Bank	Govt. control	1	11	11	10	9	2
9	11	9	BMB Bank	Govt. control	7	10	6	8	5	11
10	8	7	Bank of Ayudhya	Local	10	8	8	9	8	9
11	5	6	Thai Military Bank	Local	11	9	8	7	7	13
12	7	10	Siam City Bank	Govt. control	3	13	5	12	10	9
13	12	13	UOB Radanasin Bank	Govt. control	8	12	13	13	13	11

Notes: Weighting in each item and items to be surveyed.

1) *Growth Rate*: weight 5% and 7 items; growth rate against previous year in deposits, loans, assets and deposits/loans ratios, growth rate of marketing share of each four item against previous year.

2) *Performance*: weight 25% and 14 items; interest revenue against assets, expenditure, etc.; ROA, ROE, PER, pain-in capital etc.

3) *Marketing*: weight 10% and 3 items; number of branches, expenditure for advertizing, and degree of service.

4) *Management*: weight 30% and 3 items; management organization, personnel management, and technical level.

5) *External Image*: weight 5% and 4 items; reseach & analysis, public relations, social activity, and PR in mass media.

6) *Managerial Efficiency*: weight 25% and 6 items: revenue, expenditure, loans, deposits, total assets, and profits per employee.

Source: Compiled by Akira Suehiro on the basis of *Kan Ngoen Thanakhan*, September 2000, pp. 161-176.