

# Kenya Commercial Banking Report Q1 2016

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## Abstracts

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Each report examines key drivers of growth and future prospects, including the macroeconomic situation, the level of development and potential for growth of the banking sector, the commercial initiatives of major players, government policy and the regulatory environment.

Central to BMI's analysis are our unique Commercial Banking Business Environment Ratings. BMI's unique country-comparative Risk-Reward Rating provides a clear, quantified, independent assessment of the opportunities and dangers of operating in each market. The methodology draws together our in-depth knowledge of competitive pressures, our comprehensive industry market forecasts, and our Country Risk team's unrivalled analysis of economic, political and operational risks.

The reports also feature profiles of leading banks, covering total assets, liabilities, client deposits, lending, bond holdings, main products and services, competitive positioning and ownership structure.

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