

# Absa Bank Ltd in Financial Cards and Payments (South Africa)

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## Abstracts

It is anticipated that Absa will continue to focus on improving its pricing structures in order to offer more value offerings to consumers. Absa's new leadership team is also likely to improve the bank's retail business functions, with a focus on improving transactional banking and transforming the retail offerings, shortening process times, increasing value propositions and digital platform offerings.

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## Contents

Strategic Direction

Company Background

Competitive Positioning

Summary 1 Absa Bank Ltd: Competitive Position 2013

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