

Banca Transilvania Sa in Consumer Finance (Romania)

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Abstracts

Following its great performance over the review period, Banca Transilvania Sa is expected to continue its accelerated development through acquisitions and focus on consumer satisfaction. Consumers have become attracted to the portfolio of products offered by Banca Transilvania as seen by the great performance of its cards including BT Visa Electron or by the development of products such as the customisable debit and credit cards promoted during music events such as Electric Castle. Moreover, Ban...

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