

Banco Wal-Mart de México Adelante SA in Financial Cards and Payments (Mexico)

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Abstracts

Banco Wal-Mart leverages its association with Walmart Mexico as a retailer to build consumer trust and loyalty in its financial services and products. Since its launch, the company has seen solid financial results, allowing the company to continue to strengthen its strategy to deliver banking services to the low-income segment of the population. The company anticipates raising the credit granted to consumers, but at the same time reinforcing bank deposits activity to maintain a healthy...

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