

## Bankia SA in Financial Cards and Payments (Spain)

https://marketpublishers.com/r/B9E94DC5BBEEN.html

Date: January 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: B9E94DC5BBEEN

### **Abstracts**

Bankia SA is involved in a massive process of reorganisation in order to fulfil all of the commitments it assumed under its agreements with the EU and the Spanish authorities which will last until 2017. Among these objectives are the strengthening of the bank's competitive position, the rebalancing of its balance sheet, improvements in its efficiency and reducing its risk premium. Among measures undertaken to achieve its goals in this respect are the reduction of its exposure to the real estate...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Financial Cards in Circulation, M-Commerce, Transactions.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### Why buy this report?

Get a detailed picture of the Financial Cards and Payments market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.



Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



## **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Bankia SA: Operational Indicators

Company Background

Competitive Positioning

Summary 2 Bankia SA: Competitive Position 2013



#### I would like to order

Product name: Bankia SA in Financial Cards and Payments (Spain)

Product link: <a href="https://marketpublishers.com/r/B9E94DC5BBEEN.html">https://marketpublishers.com/r/B9E94DC5BBEEN.html</a>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

## **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/B9E94DC5BBEEN.html">https://marketpublishers.com/r/B9E94DC5BBEEN.html</a>

# To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970