

Banque Populaire, Groupe in Financial Cards and Payments (Morocco)

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Date: October 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: B73B6AD4B5AEN

Abstracts

Banque Populaire is planning to maintain its position amongst the most important Moroccan banks by offering new products and services which attract consumers. Thus, the company will continue to invest in communication services, mainly by offering more banking options via the internet and mobile. The most important challenge for Banque Populaire is to maintain consumer loyalty, given that its rivals offer more attractive services.

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