

# **BC Card Co Ltd in Consumer Finance (South Korea)**

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## **Abstracts**

BC Card is expected to focus on expanding its payment service network globally over the coming years. BC Card was the first player in South Korea to form a partnership with China Union Bank and in 2012 the company invested in aggressive marketing for its BC-UnionPay card. Also, BC Card set-up an online payment system 'UnionPay Online Payment' in alliance with China UnionPay. With this system, consumers can use UnionPay cards that were issued in China at domestic online shopping mall sites. The...

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## **Contents**

Strategic Direction

**Key Facts** 

Summary 1 BC Card Co Ltd: Key Facts

Summary 2 BC Card Co Ltd: Operational Indicators

Company Background Competitive Positioning

Summary 3 BC Card Co Ltd: Competitive Position 2011



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