

BC Card Co Ltd in Financial Cards and Payments (South Korea)

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Abstracts

BC Card Co already has many titles, such as “the first” in South Korea. BC Card was the first to try paperless receipts in credit cards, to issue mobile prepaid cards and much more. The company is planning to continue the experiment in paths that no other competitors have yet walked on, to meet its vision of being the “World’s Best Convergence Service Company”. Stronger brand power is built as local consumers prefer domestic operator brands over international ones.

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