

BRD-Groupe Société Générale SA in Financial Cards and Payments (Romania)

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Abstracts

BRD - Groupe Société Generale SA is the Romanian subsidiary of French bank Société Générale SA. It was the second largest universal commercial bank in Romania in terms of total assets in 2013. In 2012, the institution's financial performance was affected by the surge in the cost of risk, in a difficult economic environment. The soundness of its business model was not called into question and the bank released clear strategic plans for 2013 and the coming years. The focus will move towards...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, Transactions. **Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.**Why buy this report?**

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Contents

Strategic DirectionKey FactsSummary 1 BRD-GSG: Operational IndicatorsCompany
BackgroundCompetitive PositioningSummary 2 BRD-GSG: Competitive Position 2012

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