

DC Bank AG in Financial Cards and Payments (Austria)

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Abstracts

DC Bank AG is attempting to increase the penetration of Diners Club cards in Austria, mainly by launching co-branded cards in cooperation with retailers and other domestic companies and institutions. This is also leading to improvements in the acceptance of Diners Club among Austrian retailers. In addition, DC Bank aims to increase its number of corporate customers by focusing mainly on small and medium-sized enterprises. The bank is likely to succeed in gaining share within commercial credit...

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