

# FirstRand Bank Ltd in Financial Cards and Payments (South Africa)

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## Abstracts

FirstRand Bank's strategy is focused on continuing to offer products that will appeal to both existing and previously underserved markets. The group's strategy also includes growing its core transactional accounts by focusing on service delivery, innovation and value offerings. FirstRand continues to drive innovation through the use of digital banking platforms and reward programmes, banking apps, mobile phone banking and eWallet; cross-selling to its customer base also played a role in driving...

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