

# Home Credit Finance AS in Financial Cards and Payments (Czech Republic)

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## Abstracts

Home Credit Finance is striving to retain its position as market leader in non-banking consumer lending. Since a high share of requests for consumer loans are received directly at the retailers' premises when purchasing a product (e.g. electronics), the key focus lies on expanding the company's delivery network to more retailers and also car-selling outlets. Home Credit Finance's key aim is to develop further its portfolio and improve the position among personal credit cards on the Czech market...

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