

Hong Leong Bank Bhd in Financial Cards and Payments (Malaysia)

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Abstracts

Hong Leong Bank is expected to focus on opening new branches in Malaysia so as to improve consumer accessibility to products and services. Customer retention will also be key for Hong Leong Bank Bhd over the forecast period, especially with intense competition in credit cards. Therefore, campaigns similar to “BIG 1” held during financial year 2014 to reward customers are likely to be extended over the forecast period.

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