

ICC CAL Ltd in Consumer Finance (Israel)

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Abstracts

The company's main strategy and future plans are to increase its value share in the country by increasing its variety of benefits award plans and by matching them to its customers' needs. Another direction of the company is to adjust to the new debit regulation by launching new debit cards and related services in order to gain consumer attention. Finally, as credit cards is expected to increase and has a lot of growth potential, it is expected to see more types of credit cards in the country. Se...

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