

# **Ikano Bank SE in Financial Cards and Payments (Sweden)**

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Date: January 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: ID1F27CA93AEN

## **Abstracts**

Ikano Bank SE will seek growth through appealing to consumer demands for simplified banking with no hidden costs. The bank views transparency and product innovation as key in achieving its strategic goals and as a vehicle of differentiation with other financial institutions in operation on the Swedish market.

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## Contents

Strategic Direction

Key Facts

Summary 1 Ikano Bank SE: Operational Indicators

Company Background

Competitive Positioning

Summary 2 Ikano Bank SE: Competitive Position 2012

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