

IsraCard Ltd in Financial Cards and Payments (Israel)

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Abstracts

In order to continue leading financial cards, IsraCard's strategy is to extend the benefits programme to its customers by giving more promotions, offering many new benefits via its mobile apps, and continuing to develop PayPass technology through a contactless system which allows customers to pay through their smartphone. IsraCard's main goals and strategy will focus on:

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Contents

Strategic Direction

Key Facts

Summary 1 IsraCard Ltd: Operational Indicators

Company Background

Competitive Positioning

Summary 2 IsraCard Ltd: Competitive Position 2013



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