

# Kasikorn Bank PCL in Financial Cards and Payments (Thailand)

<https://marketpublishers.com/r/K20627CF203EN.html>

Date: March 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: K20627CF203EN

## Abstracts

Card innovation, improved internet banking and promoting e-commerce and m-commerce will continue to be development targets from 2014. Trend of smartphones and tablets grew rapidly in the review period. The company believes that promotion via those channels will enable it to reach its targeted card consumers directly. Hence, the company introduced Line Stickers for consumers to add friends and download free in 2013. Kasikorn Bank can subsequently continuously promote new promotions, services and...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Financial Cards in Circulation, M-Commerce, Transactions.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Financial Cards and Payments market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Kasikorn Bank PCL: Operational Indicators

Company Background

Competitive Positioning

Summary 2 Kasikorn Bank PCL: Competitive Position 2013

## I would like to order

Product name: Kasikorn Bank PCL in Financial Cards and Payments (Thailand)

Product link: <https://marketpublishers.com/r/K20627CF203EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/K20627CF203EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970