

LaSer Group in Financial Cards and Payments (France)

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Abstracts

LaSer Group aims to remain one of the leading card lenders in France. In order to reach its objective, the group is set to focus its efforts on developing more personal relationships with its customers. This tailor-made approach is set to be especially important for the most economically constrained households in France, many of which are currently at grave risk of over indebtedness. The company also plans to position itself as a major actor in a 'socially responsible' credit environment. All...

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