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National Commercial Bank in Financial Cards and Payments (Saudi Arabia)

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Abstracts

National Commercial Bank (NCB) has adopted a 3-tier expansion strategy which focuses on core growth, broadening its scope and geographic expansion. With core growth, NCB is determined to continually improve its service quality, offering tailored banking products through a unique array of channels. By broadening its scope the bank aims to establish early leadership in emerging products and customer segments. Finally, geographic expansion implies that the bank is pursuing acquisitions and...

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