

Nationwide Building Society in Financial Cards and Payments (United Kingdom)

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Date: February 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: NA670399CCCEN

Abstracts

The 2008 financial crisis led Nationwide Building Society to review its strategy by focusing on personal banking instead of commercial banking. This company is expected to enjoy strong consumer demand during the forecast period thanks to its reward programme for loyal customers. The company is set to focus its strategy on savings, mortgages and current accounts in order to provide competitive benefits to its existing customers and also to increase its number of current account holders.

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