

OTP Bank Group in Consumer Finance (Hungary)

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Abstracts

OTP Bank aims to strengthen its leading position in Hungary and continue to expand by offering the widest portfolio of consumer and company financial services and cards. In order to attract and retain customers, OTP is working on introducing modern banking services, electronic payments and mobile commerce methods. OTP uses mass media and social media promotion campaigns, frequently running television advertisements, while also expanding its online presence. OTP plans to grow its profit, by incre...

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