

Rusky Standart Bank ZAO in Financial Cards and Payments (Russia)

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Abstracts

The main strategic goal of the company is to construct a universal retail bank based on the latest technological developments. One of the key business directions will be financial cards, where the company plans to expand its pre-paid gift cards selection and cooperation with relatively new operators for the local market such as Diners Club, Discover and China UnionPay. The company also seeks to improve the quality of its credit portfolio by more carefully selecting new customers.

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Contents

Strategic Direction

Key Facts

Summary 1 Russky Standart Bank ZAO: Operational Indicators

Company Background

Competitive Positioning

Summary 2 Russky Standart Bank ZAO: Competitive Position 2013

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