

SABB in Financial Cards and Payments (Saudi Arabia)

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Abstracts

SABB, formerly known as Saudi British Bank, has adopted the slogan “local vision, international expertise”. It is building its future strategy on improving personal banking services by increasing its partnership with HSBC Global. In this regard, the bank has improved its Premier service, which enables members to enjoy all HSBC Global services. Moreover, the bank plans to maintain its position as a leading Saudi financial institution in the years to come, especially in credit cards, through the...

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Contents

Strategic Direction

Key Facts

Summary 1 SABB: Operational Indicators

Company Background

Competitive Positioning

Summary 2 SABB: Competitive Position 2013

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