

# Tarjeta Naranja SA in Consumer Finance (Argentina)

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## Abstracts

Tarjeta Naranja's strategy focuses on expanding its operations in Buenos Aires and the suburbs. It is also developing new alliances with established credit card operators to gain share among middle- and high-income groups, and maintaining its focus on targeting younger Argentinians in an attempt to build a base of loyal consumers who will remain customers of the company as they grow older.

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