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Turkiye Halk Bankasi AS in Financial Cards and Payments (Turkey)

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Abstracts

Turkiye Halk Bankasi will continue to focus strongly on ensuring customer satisfaction in the forecast period, with heavy investment in service. The bank thus plans to invest in customer-driven new product development, with a particular focus on SMEs and mid- to high-income consumers.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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