

Wal-Mart de México SAB de CV in Financial Cards and Payments (Mexico)

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Abstracts

Wal-Mart de México leverages on its association with Wal-Mart de México as a retailer to build consumer trust and loyalty in its financial services and products. Since its launch, the company has seen solid financial results, allowing the company to continue to strengthen its strategy to deliver banking services to the low-income part of the population. The company anticipates raising the credit granted to consumers, but at the same time reinforcing bank deposit activity to maintain a healthy...

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