

Asia Banking Profiles

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Abstracts

This research builds on a propriety database of Asian bank's technologies, and it draws on an extensive survey that covered more than 70 banks in Asia, multiple personal interviews with decision makers in technology departments, and discrete conversations with retail banking heads, and executives in various departments in Asian banks.

The report outlines the consumer-banking environment of each of the nations, and then it evaluates each country's most important banks' business profiles, strengths, strategies, competition, problems, and opportunities.

One of the main benefits of this report is that we outline key bankers' statements and words that were gathered via interviews and secondary research, which could alter your strategy and marketing plans in order to fully penetrate your market of choice.

This report will give the reader competitive intelligence in terms of understanding the recent projects of banks and their future plans. It will also allow the reader to fully understand key industry trends, opportunities, and facing Heads of Retail and Heads of Consumer Banking within Asian banks.

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