

# Vietnam Consumer Banking Report

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## Abstracts

The Vietnam Consumer Banking Report - The Consumer Banking Country Profile: Vietnam, is the result of an extensive project by Q Intel Research's teams in Beijing, Hong Kong and London. This research builds on a propriety database of Vietnam's financial institutions and markets, and it draws on an extensive survey that covered more than 10 Vietnamese banks, more than 15 personal interviews with key executives within various departments of Vietnamese banks, discrete conversations with regulators, and various conversations and interviews with local consumers about the market.

This report will give the reader competitive intelligence about the most competitive players in Vietnam's consumer banking industry. It will also allow the reader to fully understand key industry trends, opportunities, and problems within the Vietnamese market. And it will help you inform your marketing, brand, strategy, market development executives, and sales people about the opportunities that are within Vietnam and how to strategically approach the growing market.

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