

Компания по предоставлению микрозаймов для физических лиц





BUSINESS TYPE

Финансовые Услуги

COUNTRY

Таиланд

BUSINESS ID

L#20240720

Эта компания работает в микрофинансовом секторе Таиланда, отличаясь наличием лицензии PICO, которая позволяет ей предлагать специализированные финансовые услуги. Компания в первую очередь фокусируется на предоставлении микрозаймов физическим лицам, особенно ориентированным на малообеспеченные слои населения, которые могут не иметь доступа к традиционным банковским услугам.

Рынок микрозаймов в Таиланде в последние годы значительно вырос, что обусловлено растущей потребностью в доступных кредитах среди малообеспеченных лиц и малого бизнеса. Правительство Таиланда поддерживает инициативы по финансовой инклюзивности, что приводит к созданию благоприятной среды для микрофинансовых организаций. Рынок характеризуется значительным спросом на небольшие краткосрочные займы, часто используемые для финансирования ежедневных расходов, экстренных нужд или деятельности малого бизнеса.

Компания использует технологию для предоставления бесперебойного и эффективного кредитования через свое фирменное мобильное приложение. Пользователи могут легко загрузить приложение, пройти процесс «Знай своего клиента» (KYC) и получить индивидуальные предложения по кредитам. Приложение разработано так, чтобы быть удобным для пользователя, гарантируя, что даже люди с ограниченной финансовой грамотностью смогут легко ориентироваться в процессе.

Этот цифровой подход не только оптимизирует процесс подачи заявки на кредит, но и позволяет компании охватить более широкую аудиторию, особенно в отдаленных или недостаточно обслуживаемых районах.

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