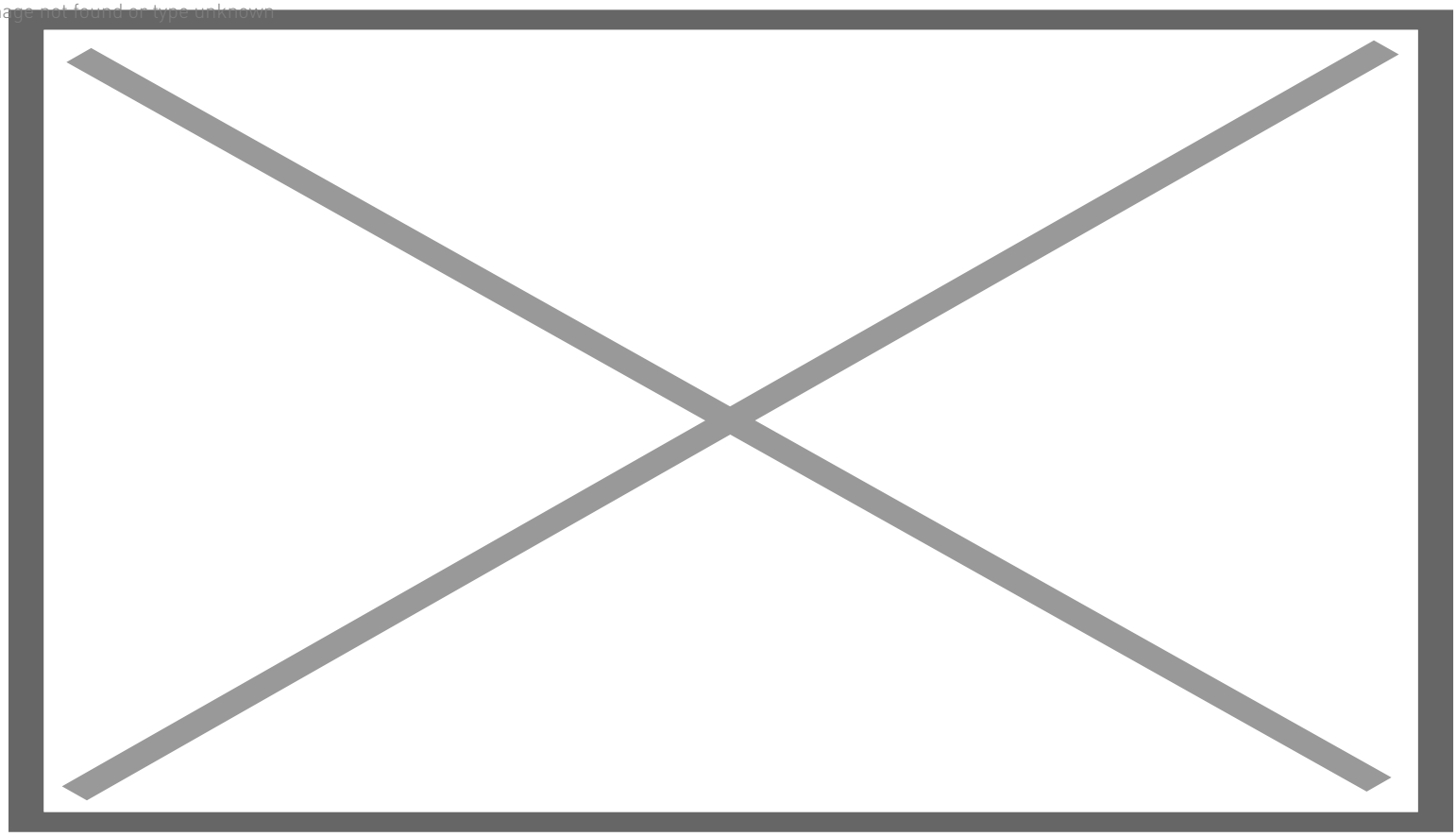
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Micro Personal Financial Loan Company

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Micro Personal Financial Loan Company

BUSINESS TYPE
Services Financiers

COUNTRY
Thaïlande

BUSINESS ID
L#20240720

Cette société opère dans le secteur de la microfinance en Thaïlande et se distingue par la possession d'une licence PICO, qui lui permet d'offrir des services financiers spécialisés. L'entreprise se concentre principalement sur l'octroi de microcrédits aux particuliers, en ciblant particulièrement les populations sous-bancarisées qui n'ont pas forcément accès aux services bancaires traditionnels.

Le marché du microcrédit en Thaïlande a connu une croissance substantielle ces dernières années, en raison du besoin croissant de crédit accessible pour les personnes à faibles revenus et les petites entreprises. Le gouvernement thaïlandais a soutenu les initiatives d'inclusion financière, ce qui a créé un environnement favorable aux institutions de microfinance. Le marché se caractérise par une demande importante de petits prêts à court terme, souvent utilisés pour financer les dépenses quotidiennes, les besoins d'urgence ou les activités commerciales à petite échelle.

L'entreprise s'appuie sur la technologie pour offrir une expérience de prêt transparente et efficace grâce à son application mobile exclusive. Les utilisateurs peuvent facilement télécharger l'application, compléter le processus de connaissance du client (KYC) et recevoir des offres de prêt personnalisées. L'application est conçue pour être conviviale, de sorte que même les personnes ayant des connaissances financières limitées puissent naviguer facilement dans le processus.

Cette approche numérique permet non seulement de rationaliser le processus de demande de prêt, mais aussi d'atteindre un public plus large, en particulier dans les régions éloignées ou mal desservies.

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