

個人向け小口融資会社





この会社はタイのマイクロファイナンス・セクターで事業を展開しており、専門的な金融サービスを提供できるPICOライセンスを保有していることが特徴である。同社は主に個人向けの小口融資に力を入れており、特に従来の銀行サービスを利用できない銀行口座を持たない人々をターゲットにしている。

タイの小口融資市場は、低所得の個人や小規模事業者の間で利用しやすい融資へのニーズが高まっていることを背景に、近年大幅な成長を遂げている。タイ政府は金融包摂の取り組みに協力的で、その結果、マイクロファイナンス機関にとって有利な環境となっている。

この市場の特徴は、小口の短期融資に対する大きな需要があることで、日常的な出費や緊急の必要資金、小規模な事業活動に利用されることが多い。

同社はテクノロジーを活用し、独自のモバイル・アプリケーションを通じてシームレスで効率的な融資体験を提供している。

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このデジタル・アプローチにより、融資の申し込み手続きが合理化されるだけでなく、特に遠隔地や十分なサービスを受けていない地域の、より広範な利用者にアプローチすることが可能になる。

TARGET PRICE

\$0

BUSINESS TYPE

金融サービス

COUNTRY

タイ

BUSINESS ID

L#20240720

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