

Title: Investigation on The Development of Credit Card Products of A
Bank in Beijing

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ABSTRACT

Today, with the gradual expansion of bank Credit card business, how to do a good job in product marketing and broaden the existing bank Credit card intelligent services. Based on the planned turning trend of globalization, the management modes of bank Credit cards are optimized. Focus on intelligent creation, realize its ecological expansion and the construction of banking marketing service mechanism, and truly realize the transformation breakthrough based on the current banking Credit card business model planning. Customer-centered, complete the expansion within the scope of e-commerce marketing channel marketing and new media marketing. This paper makes an analysis based on the current development of Credit card products of Bank A in Beijing. The development characteristics of Credit card products and business contents of Bank A, it is based on a questionnaire survey. Understand the basic situation of the Credit card products business of Bank A, and put forward some strategies such as increasing customer single profit, shifting digital content, strengthening marketing

development, defining e-commerce scenarios, and tapping consumption potential. A, break through the marketing structure of the bank Credit card business, build a service culture in the whole bank, shorten the gap and improve the core competitiveness of enterprises.

Keywords: Beijing area; A bank Credit card products; Development survey

