

# Micro Persoonlijk Financieel Krediet Bedrijf



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Dit bedrijf is actief in de microfinancieringssector in Thailand en onderscheidt zich door het bezit van een PICO-licentie, waardoor het gespecialiseerde financiële diensten kan aanbieden. Het bedrijf richt zich voornamelijk op het verstrekken van microleningen aan particulieren, met name aan mensen die geen toegang hebben tot traditionele bankdiensten.

De microleningmarkt in Thailand heeft de afgelopen jaren een aanzienlijke groei doorgemaakt, gedreven door de toenemende behoefte aan toegankelijk krediet onder mensen met een laag inkomen en kleine bedrijven. De Thaise overheid heeft initiatieven voor financiële inclusie gesteund, wat heeft geleid tot een gunstig klimaat voor microfinancieringsinstellingen. De markt wordt gekenmerkt door een grote vraag naar kleine, kortlopende leningen, die vaak worden gebruikt om dagelijkse uitgaven, dringende behoeften of kleinschalige bedrijfsactiviteiten te financieren.

Het bedrijf maakt gebruik van technologie om een naadloze en efficiënte leenervaring te bieden via de eigen mobiele applicatie. Gebruikers kunnen de app eenvoudig downloaden, het Know Your Customer (KYC) proces voltooien en op maat gemaakte leenaanbiedingen ontvangen. De app is gebruiksvriendelijk ontworpen, zodat zelfs mensen met beperkte financiële kennis gemakkelijk door het proces kunnen navigeren.

Deze digitale aanpak stroomlijnt niet alleen het aanvraagproces voor leningen, maar stelt het bedrijf ook in staat om een breder publiek te bereiken, met name in afgelegen of achtergestelde gebieden.

### BUSINESS TYPE

Financiële diensten

### COUNTRY

Thailand

### BUSINESS ID

L#20240720

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