

Social Entrepreneurship: Banco Compartamos



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GROUP: BANCO
STUDENT:
ZHONG HUIMIN (52012012011)
ZESHAN AHMED
SHANI(5822012013)

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Overview

- Company background
- Case summary
- Company SWOT analysis
- Answers to the Questions
- Suggestions from class

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Company background

Company's Background

- Established in 1990 as a nonprofit
- Become a financial micro-loan institution in Mexico city in 2000
- The largest Micro-finance in Latin American serve more than 2.5 million clients

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Company's Mission



Provide opportunity to low-income entrepreneurs in Mexico to enhance people's life

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Sectors

Credit division

- Woman Credit
- Additional Credit
- Home Improvement Credit
- Solidarity Credit
- Individual Credit

Insurance division

- Life Insurance
- Integral Insurance

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Case summary

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Challenged

- Fraud
- Slow Customer Service

Solutions

- Data Warehousing
- Project Rollout
- Roadmap: A Visual Planning Model

Social and Economic Value

- Social value
- Humanitarian Value



Resource: From text book

Company's SWOT analysis

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Strength

- Good reputation
- Huge market with 2.5 millions clients

Opportunity

- Invest in data-warehouse solutions
- Expand its Operations, Service and Client base

Weakness

- Poor data quality
- Poor customer service

Threat

- Face a high risk of Fraud
- Competitors
- Economic crisis