

Comparison of Foreign Banks'
Credit Cards with Local Banks'
Credit Cards in Islamabad/
Rawalpindi - Pakistan

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Abstract

This project is related to "Comparison of foreign banks credit card and local bank credit cards or vice versa". Our area of research was consumer banking and under this vast topic we carried out (in-depth) analysis in relation to a commonly used consumer product now-a-days; Credit Cards. In order to complete our project we started to explore the relevant questions by incorporating various dimensions and aspects regarding the role of corporate banks and customer satisfaction levels of their consumers.

While carrying out our research, we came across various difficulties such as varying consumer behaviors, issues in sampling and software techniques, huge data and time limitations. In spite of all the entire obstacles, we tried our level best to infer accurate results in relation to study. In this project we checked existing strong relationship between customer satisfaction, security and benefits which are provided by the various banks. Our research project revealed that the banks provide solutions to their customer problems. In this project we check the credit usage rate of the customers and views of the customer why they switch to other bank credit cards. Moreover, we have analyzed which banks have major hold in the market in credit card usage and circulation.

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DEDICATION

We dedicate this research project to our group member (Muhammad Abbas)'s mother, who is no more with us. May Allah rest her soul in eternal peace..

Ameen

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List of Abbreviations

State Bank of Pakistan	SBP
Standard Chartered bank Pakistan	SCBP
Muslim Commercial Bank	MCB
Allied Bank Limited	ABL
Hong Kong Shanghai Banking Corporation Middle East Limited	HSBC
Annual Percentage Rate	APR
National Association	N.A.
Postal Order	PO
Demand Draft	DD
Pakistan Rupee	PKR
Balance Transfer Facility	BTF
Pakistan International Airline	PIA
Schedule of Charges	SOC
Commercial Important Person	CIP
Per Month	p.m.
Per Annum	p.a.
GLOBAL CUSTOMER ASSISTANCE SERVICE	GCAS
Global Processing & Marketing	GPM
Federal Excise Duty	FED
Point of Sale	POS