

# ANALYSIS OF TRENDS IN CONSUMER FINANCING



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## EXECUTIVE SUMMARY

The study under review discusses analysis of trends in consumer financing as it is observed to be of recent development in Pakistan. The banking sector as observed is shifting its trend more and more towards the consumer financing sector. But is this happening at the cost of large industrial loans etc?

The work begins with the brief introduction of the banking sector in Pakistan and moves on to introduce the research work. The problem statement has been defined and certain research questions developed. The study is supported by a Literature Review elaborated in the second chapter. The third chapter discusses the Research Methodology used for data collection for the research work.

Data has been gathered from various sources and is analyzed in the fourth chapter. This chapter begins with the structured questionnaire for the executives of the sampled banks. The survey with the existing and prospective customers of consumer financing is discussed next. After briefly discussing the banking policies, the comparison of the consumer financing schemes offered by the sampled banks is given in detail.

A very important area of the research is the study of the Prudential Regulations of the State Bank. This area is discussed next in chapter four and view has been given on whether the sampled banks have been observed to offer consumer financing schemes in compliance with the Prudential Regulations issued by State Bank.

The study led to some conclusions, which are given in the fifth chapter. These conclusions are actually answers to the research questions that were developed from the problem statement in the first chapter. Certain recommendations have been made on the basis of conclusions of the study.

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