

STUDY REGARDING THE POSITIONING OF TRANSILVANIA BANK IN THE RANK SMEs FROM ALBA IULIA

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ABSTRACT: Recent changes in the market caused by economic crisis affected the Small and Medium Enterprises. The study helps Transilvania Bank to see the place on the market and the image among Small and Medium Enterprises. Following the predictions made by the small and medium enterprises the bank has the possibility to develop the products and services offered.

Key words: bank, small and medium business, market

JEL codes: M31.