<https://www.mypayment.guru/merchant-account-in-spain/>

(EL SIGUIENTE TEXTO ES DE MI TFG, igual os gusta la idea)

The American company is a Fintech startup that went public in 2015, called *Square, Inc*.

The company nowadays provides many complementary services related to its core competence: payment processing. Given the complexity of its business model, an example about how customers make use of Square services will be given in this introduction:

1) Individual wants to start a business from scratch. He also wants to create a bank merchant account to accept credit card payments in its new business. However, banks decide that the individual does not qualify for it.

a) Square, as a payment aggregator, allows its customers to use its large scale merchant account so that setting up individual bank merchant accounts is not needed anymore.

2) Once the Square account is set up, the individual may ask for a Point-of-Sale terminal to accept in-store digital transactions such as credit cards or e-wallets. For those customers interested in e-commerce, Square also provides immediate payment solutions.

3) Once the business begins to operate, customers can access to a dashboard that tracks their business performance (e.g., analytics about volume of sales, number of transactions per customer, etc.).

4) If the small business is doing a good performance regarding competitors (other Square customers involved in the same industry), Square may offer loans for expansion.

5) Finally, other Square complementary services include taxation, payroll and inventory management.

(OTRA PARTE DEL TFG)

This is an example of how the product mix of both companies add value to customers:

There is one customer who owns a barber shop in Mumbai. He is looking to expand his business by opening a new barber shop. Capital Trust provides the initial loan and Squares may digitize its business by providing both POS terminals to accept digital payments and a mobile app where appointments can be booked in advance.

Based on how and when appointments are made in the app, Square can determine the optimal price to adjust supply and demand. That is, the barber shop could rise prices x% on weekends so that some customers will prefer saving money by going to a different day of the week. Consequently, leading to a more even spread of customer demand.

Once Square collects a large customer base of clients running businesses related to the barbershop, it will know whether the company is outperforming competitors or not. By this way, if the business is doing well, Capital trust could offer more loans to further expand the barbershop business.