

Market Understanding and Marketing Recommendations

loans banking services in israel

Target Audience :

- 1- People with low income: This category of people seeks to take out loans in order to solve their financial problems and get out of financial distress.
- 2- Students: Since the Israeli society is an educated society and encourages education, this group must be on the list of loan applicants, as some students are unable to pay some of their obligations during education or until they complete their education.
- 3- High-Tech Startups: Due to the large number of start-up companies in Israel, most companies resort to loans in order to finance themselves.
- 4- Small and Medium-sized Enterprises (SMEs): As of 2021, there were 625,267 companies in Israel, 99.5% of which were small and medium-sized companies. Due to this large number, many of these companies are closing their doors due to the cancellation of government support measures, so these companies resort to loans.

Motivations And Barriers:

Motivations

- Convenience and speed: there are easy and flexible terms and the possibility of obtaining the loan quickly.
- Easy and flexible payment method: the presence of loan repayment facilities motivates startups and individuals to take loans.
- Strengthening the customer's relationship with banks: When taking out a loan for the first time and paying it on time, this enhances trust between the two parties

Barriers

- Privacy: sometimes borrowers fear that their financial data will be leaked to other parties.
- Difficult conditions: when taking a loan from the bank, it conducts a comprehensive examination of the borrower's credit history and examines his ability to repay, which makes it difficult for lenders who do not have financial stability to take the loan.
- Documents and requirements: banks in Israel usually ask the lender for a lot of documents and approvals, such as proof of income and a tax return... as collecting them may take a lot of time, which negatively affects lenders.
- Guarantees: If the loan is large or the borrowers are questionable, banks in Israel may ask them for some guarantees in order to repay the loan, which may hinder the loan application process.

Website Messaging:

- Don't throw away your dreams for lack of money.

- To expand your project or company, we stand by your side with our flexible loans.
- Prepare your order, order now and receive quickly.
- Don't worry about payment, our options are easy.
- Interest rates suitable for everyone.

Data For Measuring And Analysis

1. The number of site visitors who entered the loans section.
2. Collecting feedback from service seekers and verifying their satisfaction with the service they received.
3. The period spent by the service applicant completing the process.
4. If the person requesting the service has requested it before, a complete statement of his account must be made and the possibility of repaying the loan on time must be checked.