

Competitive Analysis: We contrasted the AUB Visa Platinum cashback credit card with comparable offerings from two major competitors' interest in Bahrain to have a better understanding of the market and enthusiasm for this card: 1. BBK Visa Platinum Cashback Card 2. Al Salam Bank Islamic Debit Card

The following table shows the key differences: One of the most successful cards available is the AUB card, which offers up to 3% return on purchases. It is also free for the first year, after which there is a fair yearly price for 25 BHD. Additionally the advantages for customers are use promotions, fast online approval, and travel insurance. In contrast, BBK offers a cashback credit card with a 25 BHD annual fee and up to 2% cashback. BBK provides access to a variety of local discounts and a well-liked loyalty points program, despite having a lower cashback percentage than AUB. Customers Those who prefer transferable incentives over direct cashback will find it appealing as a side effect. On the other hand, Al Salam Bank provides a Sharia-compliant Islamic debit card. It focuses on traditionalist clients that value Islamic banking ideals even if it does not give cashback. Under specific circumstances, the card is usually free, and it doesn't have any fees or interest that goes against Islamic principles. Out of the three options, AUB has the greatest cashback rate, according to the analysis. Additionally, the card is free for the first year, which helps draw in new clients. Although BBK is well-known for its local deals and well-liked loyalty points program, its cashback rate is lower. Although conservative customers find Al Salam Bank's Sharia-compliant card appealing, it does not offer cashback benefits. According to this study, consumers looking for the best value and spending flexibility should consider AUB's card. In overall, Consumers wanting significant cashback returns, ease, and AUB's card will appeal to those who like contemporary elements. Al Salam is still a good choice for customers looking for genuinely Islamic financial goods, whereas BBK can appeal to individuals who like loyalty schemes and discounts.

SWOT Analysis – AUB Visa Platinum Cashback Credit Card The AUB Visa Platinum Cashback Credit Card has both advantages and disadvantages that affect its market success. One of its primary strengths is the high cashback rate of up to 3%, which is among the highest available from Bahraini banks. It also charges no yearly cost for the first year, making it attractive to first-time users. In addition, the bank offers fast online application approval and travel insurance, which adds value to the card. However, the card's not having compliance with the Sharia may limit its attractiveness to clients who prefer Islamic financial products. Also, AUB's promotion for this product is less powerful and apparent than some of its competitors, such as BBK. In terms of opportunities, there is a growing trend among young professionals and university students in Bahrain to use credit cards that offer cashback or benefits. AUB may profit on this trend by targeting a specific segment more directly through digital ads or student partnerships. About dangers, the most significant challenge is the fierce competition in the credit card market. Banks like as BBK and Al Salam provide loyalty points, Islamic alternatives, and attractive discount programs, which may draw some customers away from AUB.