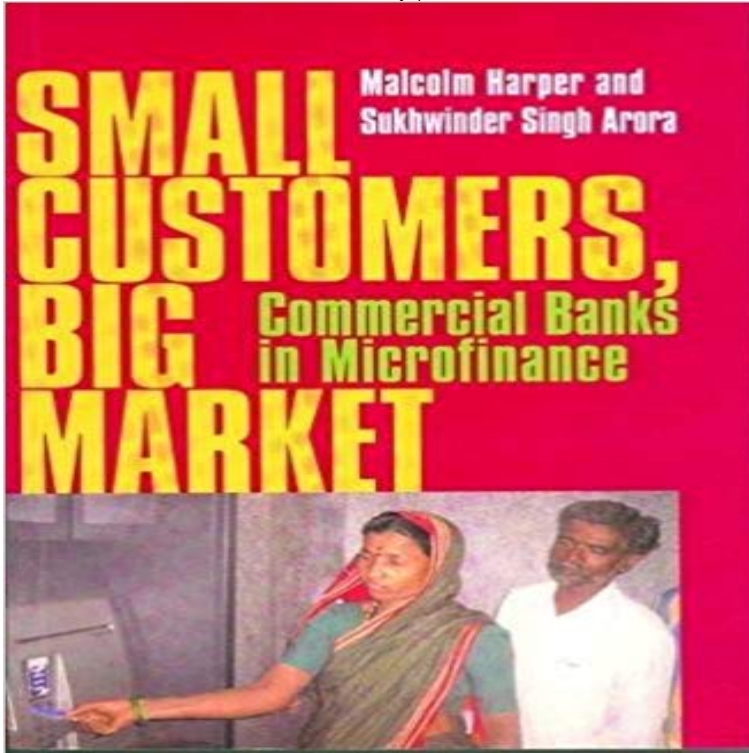


## Small Customers Big Market: Commercial Banks in Microfinance



\* First comprehensive look at commercial bank experience in microfinance\* Shows commercial opportunities for banks in a new market\* Worldwide case studies and applicabilityThis book shows commercial bankers that they can profitably provide microfinance services to the poor. It illustrates, through the experience of particular banks, why banks have become involved and how they have made a success of their involvement.The eighteen case studies all show that banks can earn good profits at the same time as serving the needs of people who previously lacked access to financial services.The authors also demonstrate to foreign aid donors, policy makers, NGO staff and microfinance practitioners that it is often quicker, less expensive and more effective for microfinance services to be provided by commercial banks than by specialist microfinance institutionsCountries covered -- Bangladesh, Benin, Ecuador, Egypt, George, Guatemala, Haiti, India, Indonesia, Kenya, Kosovo, Mongolia, Pakistan, Philippines, and Zimbabwe.

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