Banco Safra S.A. Feb 07

Description: Abstract
Positive track record lending to the middle market segment in Brazil History of good asset quality indicators as a pioneer bank operating with receivables Strong brand name recognition from ownership by a traditional and well-regarded family Profitability may be under pressure due to an expected decline in margins in coming years Challenge to grow operations under competitive environment Standard & Poor's Ratings Services' ratings on Banco Safra S.A. (Safra) incorporate the risks related to operating in a competitive environment, particularly in the middle-market segment, and the consequent challenges of growing this business to mitigate future margin declines. The ratings reflect the bank's differentiated position within the Brazilian banking industry and its strong track record in the middle-market segment; the historically...

Companies mentioned in this report are:
- Banco Safra S.A.

Action: Review

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