



## WING FUNG CREDIT LTD

# Creative Approach to Finance Aid Wins Market Applause

Awarded Greater China's Most Reliable Credit Service Solutions WING FUNG CREDIT is rapidly earning more market share thanks to its innovated and creative solutions says FELIX CHAN.

“**M**any people only think about the management of wealth when hearing the phrase of “financial planning”, but we believe that debt management also plays a key role in it. Therefore, we hope to provide clients who need extra liquidities with flexible, smart and appropriate loan services, in order to fulfill their financial needs, reduce clients’ interest expenses and financial burden as much as possible so they can formulate a realistic and sound financial planning programme - just as our slogan ‘*\$MART Loans!*’ suggests.

“To be honest, many companies only focus on profit margins in order to maximize returns, but we are a little bit different. We provide clients with tailored financial solution and advice to help them optimize their cash flow. We provide appropriate loan amount with competitive interest rate to our clients to prevent over-borrowings and spending. We believe we can build a mutual understanding and relationship with our clients to get referral business,” says Felix Chan, Managing Director of Wing Fung Credit Ltd.

### Competitive Service

Unlike the traditional loan services of finance companies for only providing mortgage and personal loan services, Wing Fung Credit Ltd launched its “Unsecured SME Business Loan” in the market last year.

Chan says: “It seems that many SMEs are interested because of its simple and convenient application procedure, with no financial reports and collateral required. The loan can be used for daily



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operation, acquiring of machinery, tools, computer software and hardware, office equipment, transport facilities, etc. We truly understand SME clients’ need for financing to manage cash flows and for business expansion. The SME Business Loan can bring immediate solutions for their working capital needs.”

### Value-added Service

“As the financial resources of SMEs are often limited, most business owners

can just focus on exploring business but are not aware of the papers. They may sometime get into disputes pertaining to their contract, agreement, intellectual property rights, etc. For helping them, we also offer free Legal Consultation Service to those SMEs Clients with legal problems on daily business operation. The service is unique and absolutely free of charge. The Consultation Service is provided by an independent solicitor through telephone thus allowing our customers to obtain preliminary legal advice. It helps them to improve capacity for legal compliance; strengthen their competitiveness and protect their interest in the changing business environment.”

### Growth Prospects

According to Chan, macroeconomic conditions will remain challenging in 2017, driven by a combination of several risk factors - uptrend of interest rate, uncertain political factors, RMB depreciation, transition of government, etc. All of these factors will not only affect the Hong Kong economy but also the credit risk of our lending business. However, the demand for the finance companies keep increasing owing to its flexible application procedures and lower level of credit requirements. “We will keep continuous improvement and increase our market share in the future,”

Chan concludes. ■



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