AN EMPIRICAL STUDY ON CRITICAL SUCCESS FACTORS AND SUSTAINABILITY OF MICROFINANCE INSTITUTIONS IN BANGALORE

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ABSTRACT

The objective of this paper was to evaluate the level of basic achievement factors on microfinance operations and therefore examine how this basic achievement factors impact the level of sustainability. In this proposed work, the investigation concentrated on Core skills, showcasing techniques, organization assets, non-budgetary assets, upper hands, client reliability and brand as a measure of basic achievement factors. The expectation of this investigation is to give the comprehension on how individuals ought to make stronger their business by taking a achievement factors and their effect on authoritative manageability subsequently diminishes the danger of disappointment and increment odds of progress.

Keywords: Marketing Strategies, Brand Loyalty, Sustainability, Microfinance Institutions