SCOPE OF THE REPORT
Scope

STRATEGIC EVALUATION
Key company facts
Financial assessment: Income statement analysis
Financial assessment: Revenue analysis
Discover partnerships and agreements
Expanding products and services
SWOT: Discover Financial Services Inc
Key opportunities and challenges

COMPETITIVE POSITIONING
Global operator landscape
Global issuing landscape
Strong ongoing growth temporarily suppressed in 2020 under COVID-19
International network product breakdown

MARKET ASSESSMENT
International assessment
Product mix

GEOGRAPHIC AND CATEGORY OPPORTUNITIES
Commercial payments remain a major avenue for expansion
Opportunities and challenges exist in buy now pay later
Unifying the Discover and Diners Club experience to leverage strengths

BRAND STRATEGY
2021-2022 brings a brand refresh and new campaigns
Comparative brand investment

RECOMMENDATIONS
Recommendations
Data parameters and report definitions

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