



Positioning Credit Union Services in the Marketplace

CUDCC

Module 4

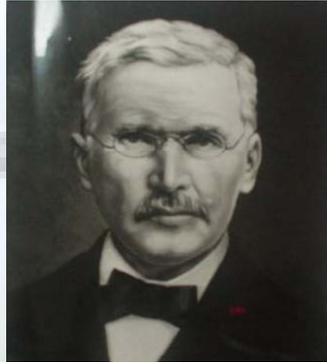


Mission of the Credit Union

Enabling People to Grow

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F. W. Raiffeisen (1818 - 1888)

“Credit Unions must not confine themselves to granting loans. Their main objectives should be to control the use of money, to improve the moral and physical values of people, and their will to act by themselves.”

Stated in a different way, the Credit Union Mission:

- Helps ordinary people to achieve financial freedom
- Enables people to grow
- Helps members take control of their finances

Stated in a different way, the Credit Union Mission:

- **Fulfills every one of your dreams, to let you get the most of life without worrying about your finances.**

“Most people do not plan to fail, but fail to plan.”

Dreams. Everyone has them.

Dreams can be made into reality by harnessing them to a plan—a plan that provides flexibility and foresight.



How credit unions translate the mission into their operations?

- Offering unique financial solutions in an environment of ethics, honesty and openness.
- Providing best possible financial solutions for every stage of life.

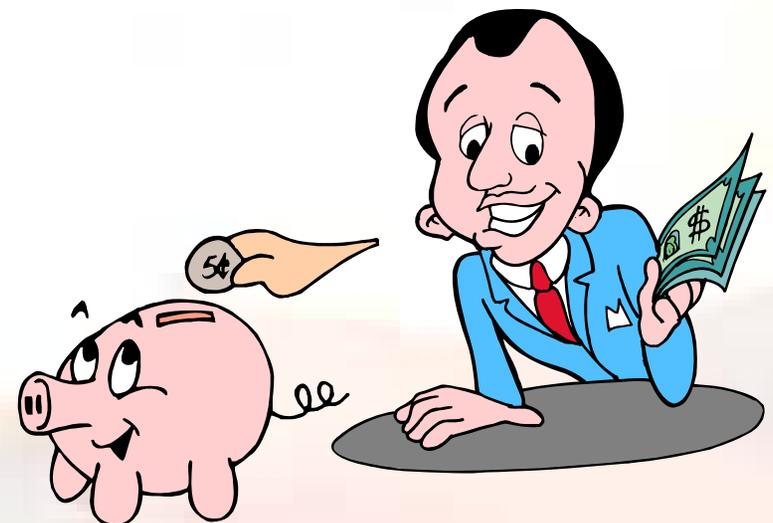
Are you doing this?



Credit Union Mission

**The means of improving the lives of
the credit union members:**

**access to affordable
financial services**



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Credit Union Mission

We are in the business to help people improve their lives through realizing their financial goals.





Credit Union Mission

We are in the business to provide financial services to members at the lowest possible cost.



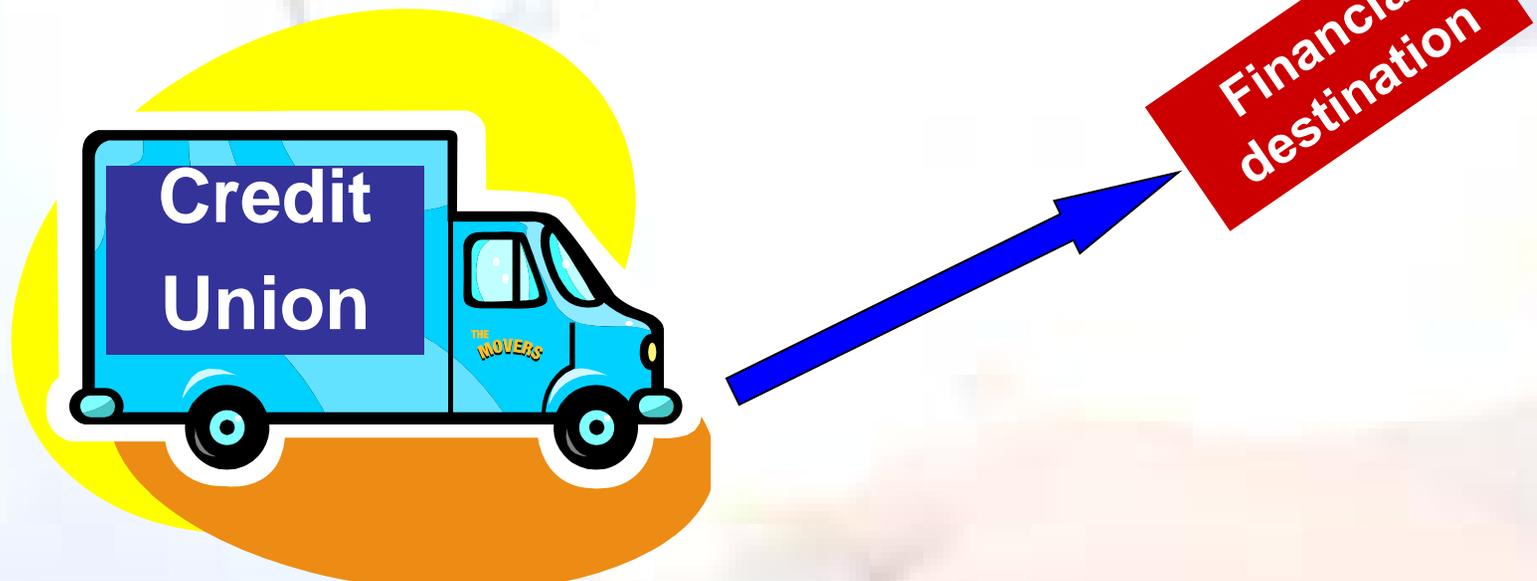
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Credit Union Mission

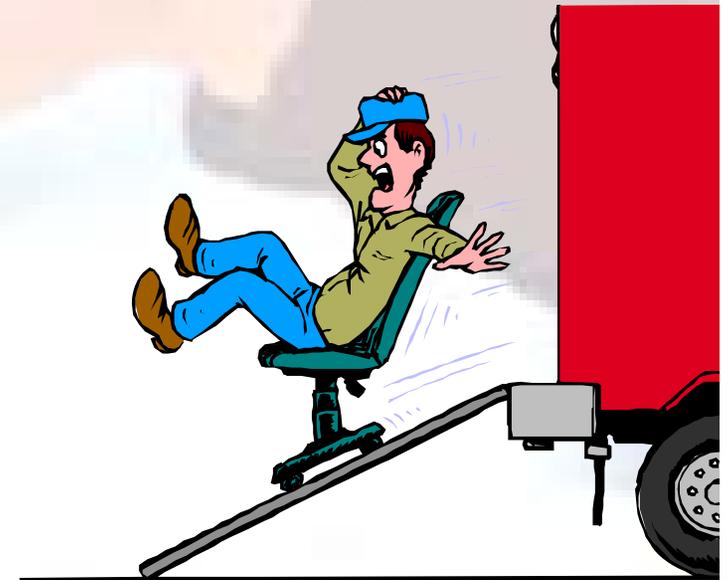
The credit union provides vehicle; the members use it to arrive at their financial destination.





Directors' Role

- **The Directors provides broad policy guidelines to the management to meet the financial goals of your members.**
- **They work together to define their financial needs.**





Directors' Role

- **The ultimate direction-setting authority belongs to the members.**
- **Ultimate legal responsibility is assigned to the Board which interprets direction given by membership.**





How do we Position Your Credit Unions?

Orientation

Old Style	Positioning the services in the marketplace
Uplift the living standards of members	Enabling members to grow





How do we Position Your Credit Unions?

Price

Old Style	Positioning the services in the marketplace
Low interest	Entrepreneurial rate covering the costs





How do we Position Your Credit Unions?

Delivery System

Old Style	Positioning the services in the marketplace
Not sophisticated, over the counter or house to house	With an element of sophistication, friendly, member driven, using multiple channels of delivery systems



How do we Position Your Credit Unions?

Diversity or Range

Old Style	Positioning the services in the marketplace
Limited at present, not many choices	Range of products & services based on members needs; offering solutions to members' financial problems



How do we Position Your Credit Unions?

Access

Old Style	Positioning the services in the marketplace
Not 24 hours service	Offers flexibility





How do we Position Your Credit Unions?

Value Added

Old Style	Positioning the services in the marketplace
Member-owned, profit accrue to members	Member-owned, profit accrue to members, recognize good performance



How do we Position Your Credit Unions?

How do we position?

Old Style	Positioning the services in the marketplace
For service, not for profit	First choice financial services of our members.





Having the member as the focal point is the catalyst for all of the credit union functional areas to work in harmony.

