



The Marketing Strategy of Financial Holding Company in the
Digital Era on Customer's Satisfied:
A Case Study of China a Financial Holding Company

Mr. Su Yukai

Independent Study Submitted in Partial Fulfillment of the Requirements for
The Degree of Master of Business Administration
Graduate School
Dhonburi Rajabhat University
2023

The Marketing Strategy of Financial Holding Company in the
Digital Era on Customer's Satisfied:

A Case Study of China a Financial Holding Company

Mr. Su Yukai

Independent Study Submitted in Partial Fulfillment of the Requirements for
The Degree of Master of Business Administration

Graduate School

Dhonburi Rajabhat University

2023