



# UNION TRUST BANK LIMITED

*...empowering Sierra Leonean Commerce*

## ***Launches a New Product***

“Helping others promote enterprises”  
H O P E  
H O P E

### **1. Thrust**

In line with the bank’s mission, HOPE is specifically designed to capture the presently unbanked sector of the economy; bringing HOPE to this sector for its inclusion into the formal banking and financial system through Credit and Retail Financial Services to Small- and Medium-scale Enterprise (SME) development.

### **2. Objectives**

- To provide financial and banking solutions for Small- and Medium-scale Enterprises
- To establish a foothold in the Small- and Medium-scale Enterprises segment as an integral part of the national economy
- To support the Government’s commitment on creating job opportunities and the development of skills and trades.

### **3. Target Group**

- Individuals doing petty trading (Garri, Rice, Palm Oil, Used Clothing, Fish Mongers, etc.)
- Shop Owners, Community Based Development and Trading Organizations, Registered Small Businesses, etc.
- Transport Operators, Petroleum Dealers, Medium-Sized Enterprises, Organizations and Cooperatives.

### **4. Goal**

To complement national efforts at providing financial services to Small- and Medium-scale Enterprises that will improve the lots of Sierra Leoneans and to support the bank’s vision of empowering Sierra Leonean commerce.

*Details of the products and other services can be obtained from the bank’s branches and outlets countrywide.*