

## PROBLEMS AND PROSPECTS OF RETAIL LENDING BANKS

**Tarasevich N.V.**

Candidate of Economic Sciences, Associate Professor,  
Odessa National Economic University

**Mazurenko K.E.**

Student,  
Odessa National Economic University

The segment of lending to individuals in modern conditions is one of the most dynamic in the market of banking services due to the fact that banks need profitable products. Also, lending to the population is one of the catalysts of the retail and real estate market.

Almost all domestic banks have their own lending programs for individuals. In addition, banks operating in the market of banking services, whose focus is retail customer service, for which consumer lending is one of the main, leading areas of activity.

Issues of the development of the system of lending to individuals affect both the general state of the monetary mechanism of the country and the banking system as a whole, as well as the mechanism of lending in a separate bank, in particular. At the same time, retail lending is associated, as a rule, with increased credit risks, which determines the relevance of the problems of improving this type of lending in banks. All this determines the relevance of this topic.

The aim is to study the process of lending to individuals in modern conditions and to develop directions for its improvement.

Achievement of the set goal has necessitated the following tasks:

- to define the essence and principles of lending to individuals;
- characterize the stages of the credit process;
- To consider types of loans provided to retail clients and forms of provision of bank loans;
- carry out analysis of the loan portfolio and overdue loans of PJSC “Bank Forward”;
- to assess the quality of the loan portfolio of PJSC “Bank Forward”;
- to study methods of credit assessment;
- to reveal the problems faced by the bank in the process of lending to individuals;
- Develop recommendations for improving the lending process for individuals-clients.

The object of the research is the process of managing the bank's lending activity. The subject of the study is the methodological and organizational provision of lending to individuals.

The information base of the study consists of normative and legislative acts regulating the activities of banks, official materials, textbooks, manuals, articles from periodicals, statistical data of the NBU, financial statements and internal regulatory documents of PJSC Bank Forward.