



United International University
QUEST FOR EXCELLENCE

Course Title: Internship Report

on

A Case Study on Retail Banking of BRAC Bank Limited:

Department of Merchant Acquiring

Submitted to

Mohammad Tohidul Islam Miya
Assistant professor
School of Business and Economics
United International University

Submitted by

Rakibul Islam
ID. 111 151 368

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Letter of Transmittal

24th, September, 2019

To

Mohammad Tohidul Islam Miya

Assistant professor

School of Business and Economics

United International University

Subject: Submission of the Internship Report.

Dear Sir,

I am here by submitting my report on " Department of Merchant Acquiring, Products Division of BRAC Bank Limited. As an intern I worked at BRAC Bank Limited. Senior officer of Merchant Acquiring department Manas Banik supervised and guided me.

I am glad because I worked most successful commercial bank in Bangladesh. I have to make this report very little time but my report represent more informative. For some condition, I can't put some information of my report. I tried best my report to focus all related things properly.

Sincerely yours

Rakibul Islam

ID. 111 151 368

ACKNOWLEDGEMENT

At first, I am thankful the Almighty Allah. I completed my report with helping theoretical knowledge and many person assist and other internet side. I am lucky because in this short period I learnt some professional activates. First of all, I thank my senior officer of Merchant Acquiring Manas Banik, he thought me many things that improves my corporate manner.

Mr Shakil Khan and Mr Tanvir Ahamed Bappy are the two contractual officer who gives me advice, direction and suggestion in a right way. I can't finished my report without their assist and practical knowledge.

I am thankful my supervisor Mohammad Tohidul Islam Miya, Assistant professor of BBA Department. The man who always support, guide and gives me opportunity that burden my knowledge.

In the end, I would like to thank all who helps directly and indirectly. without them I can't complete my report.

Executive Summary

I worked at BRAC Bank Limited that period I gained lot of practical and professional activity. This report based on my internship report for BBA program. BRAC Bank main object **POS Machine** and others products capture the market and go to leader position in Bangladesh. This report fully display on Department Merchant Acquiring of BRAC Bank Limited.

Segmentation, Targeting and Positioning (STP) are the three major elements of a firm's strategic marketing efforts. Organizations, in their Endeavour to create a space for themselves in the market, may devise revolutionary products or services. BRAC Bank Limited choose niche market segmentation to identify their potential customer.

The machine available in three different model, T4230, IWL220, IPS420 Promotions have done through social media, advertisements and Newspaper advertisements, and also through Internet.

The purpose of the report is to give a clear vision on why Merchant use product like Pos machine. The report discussed the discussion properly with adequate logics.

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1. About The BRAC Bank Limited

BRAC Bank Limited is a major private commercial bank in Bangladesh, launched by Sir Fazle Hasan Abed (establisher and chairman of BRAC Bank, NGO) on July 4, 2001. Since the foundation of BRAC Bank Limited has displayed outstanding success in the banking side. Now the bank has a network of 181 branches, 469 ATMs, 81 CDMs, 448 SME unit officers and 229 remittance distribution spots across the country. With the large branch network and responsibility towards SME banking and Agro finance the bank has acquired a most powerful place within a little time period.

A short time ago, BRAC Bank Limited has shifted its business from being "Product Centric" to "Customer Centric" by separating their products, process and policies following to different segments. The key motive of the bank is to keep on all sorts of banking action with a major target in simplifying Small and Medium Enterprise (SME). The bank has distributed over BDT 350,000 million to SME borrowers and so it made an important addition to the total socio economic progress of the country. Though BRAC Bank has appeared as the market leader in SME business, over time it has grown its core on Retail and corporate business to touch the large market segment and diversify the portfolio. With its team of over 6,000 employees, BRAC Bank provides more than 1,500,000 individual customers through its several aligned banking accomplishments.

2. Organogram of BRAC Bank Limited

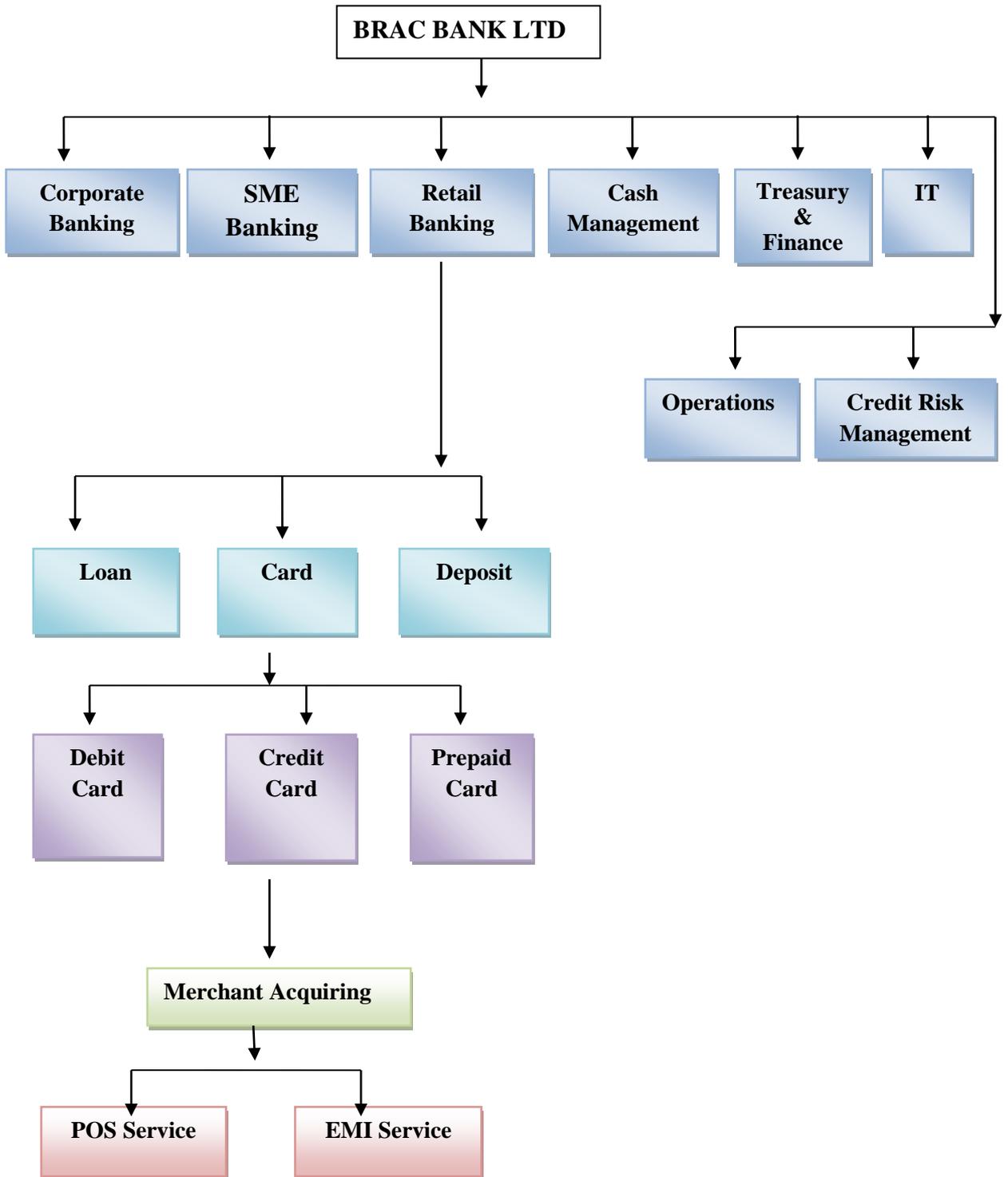


Figure: Organogram of BRAC Bank Limited.

2.1. Corporate Banking

The corporate department produces wholesale banking business for corporate clients. Their object is to produce banking services such as working capital finance, scheme finance, loan union and trade accomplishment to corporate customer through their two centralized activity basis in Dhaka and Chittagong and as well as nine corporate section two provide services at particular geographical area which can't be reaching by their centralized corporate banking party. Four types of corporate clients mainly this department is serving. (a) Giant corporate which involves garments and textiles. (b) Huge topical corporate. (c) Regional corporate. (d) Corporate company.

2.2. SME Banking

Small, medium and emerging business produces financial solves. BRAC Bank has one of the most powerful SMR franchises in the country achieving approach to finance little proportion businesses. SME banking clients are operable through 448 SME unit offices situated across the country.

2.3. Retail Banking

The motive of retail banking is to give individual clients more than business entities, which are capturing banking services form their branches.

2.4. Cash Management

Cash management services collaboration corporate organization to compile and operate finance through difference products.

2.5. Treasury and Finance

Every type of treasury solution produces to internal and external customer through finance management, regulatory need supervision, regular liquidity administration services.

2.6. IT

BRAC Bank IT department contain of specialist technology produce every type IT backing for the banking and incessantly aware of improvement in technologies that bank attain and use to rise operational ability.

2.6. Operation

BRAC Bank has a centralized their operation method to confirm a strict the service allocated to customer. The bank also has Regional Operating Center (ROC) placed all over the country to make service delivery quicker.

2.7. Credit Risk Management

Limits the risks attached with lending which in another way conduct to financial failure if the clients won't fulfils their liability. (BRAC Bank)

3. Organogram of Merchant Acquiring.

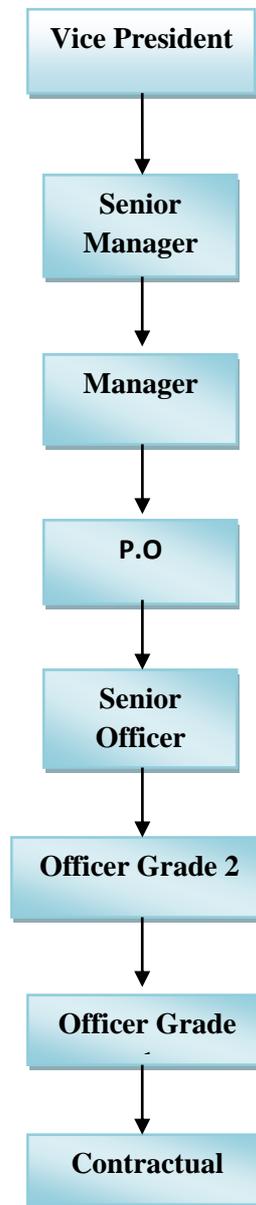


Figure: Department of Merchant Acquiring

3.1 About Merchant Acquiring department of BRAC Bank Ltd

In 2013, BRAC Bank Limited was build up new department, it is department of merchant acquiring, products division of retail. This department is working in two side. (a) POS Machine (b) Payflex. BRAC Bank head office control all over country and they haven't any branch department. They are dealing with credit card and debit card with pos machine and accept payment form merchants and customers of various card issuing organizations and banks.

The card Organizations are.

1. Visa,
2. Master Card,
3. Discover,
4. Indian Rupay,
5. American Express,
6. Diners Club,
7. Japan Credit Bureau(JCB)
8. China Union Pay

Ordinarily, Department of Merchant Acquiring offer to agreement different type of client. If client accept the agreement, they are merchant for BRAC Bank Limited. Department of Merchant acquiring cut their service charge for every traction. Service charge vary merchant to merchant. If merchant sales high volume, the percentage will low, on the other hand, sales low volume, the percentage will high or medium.

4. Industry Analysis of Merchant Acquiring of BRAC Bank Limited.

a) Competitors

Two type of competitors every organization is facing.

Direct: UCB, City, Dutch Bangla, Standard Chartered and so many bank has given POS machine to merchant. They are given same type of service. Recently UCB and BRAC bank has provide automated POS machine.

Indirect: Consumer has only power to choose alternative products. Ucash, Bkash, Rocket, My cash etc the way consumer is paying nowadays and its indirectly threat. Merchant collect money .

b. Competitive Advantage

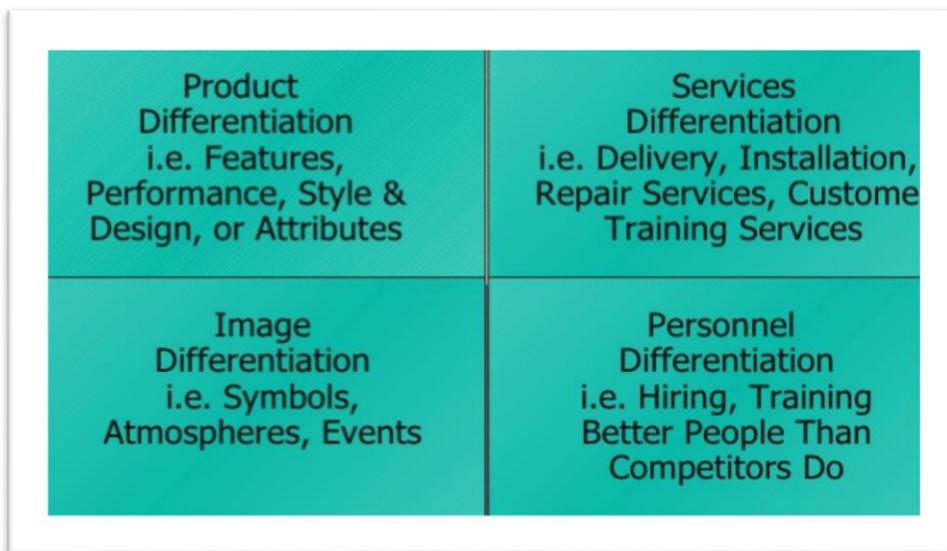
A position that allow a company to provide a product or services at a less price or by giving more favor for customer. A competitive advantage is what build a company better than the competition in its consumer minds.

BRAC Bank defined the **two ways** in which their organization can achieve competitive advantage over its rivals:

Cost advantage and differentiation advantage.

A. Similar products and services lower cost than their competitors. Cost competitive advantages can easily vanish with the new competitor or new technology .

B. A business provides better products, services, Image and Personal differentiation, that create differentiation advantage of as its competitors.



1. Product differentiation: BRAC provide new automated terminal machine. It is add some new attributes. It is benefiting the all the party.

2. Service differentiation: BRAC Bank provide better service in little time Merchant and customer satisfy on it. When they install the machine the service charge is free

3. Image: BRAC Bank has official sponsorship of Bangladesh national cricket team.

4. Personal Differentiations : This department is hiring better employee. It create better service than other competitor bank.

5. Business market behavior Department of Merchant Acquiring of BRAC Bank Limited

Every business origination wants to get profit. Merchant Acquiring of BRAC Bank is following **B2B marketing Strategy**. So they can't reach directly to target customer. There are some process which they are following to do business.

5.1 Merchant Acquiring Buying Pos Machine and Select the Targeting Firms.

BRAC Bank prefer to buy their pos machine to one seller. It is less cost to buy one merchant to large amount machine. Then select the firm limited, proprietorship and large, medium type of business. Then they are gone to official agreement to do business. If they use BRAC Bank pos machine, BRAC Bank will get to service rate.

5.2 Managing Business to Business Customer Relationships

Merchant acquiring always good relation with their merchant. Without good relationship merchant acquiring can't go so far in their business. Whereas merchant our business partner they are trusting each other. Merchant acquiring is the main target customer who are using the card. BRAC Bank developed to drawing and retaining customers in favor of honing on their select and developing one to one marketing.

A number of forces affect the improvement relationship between business partners.

- a. Basis buying and selling
- b. Customer is king
- c. Mutually adaptive
- d. Cooperative system.

5.3 New Technology and Business Customers

Top organization are satisfying to using technology to development the way Merchant do business their busies to customer. Advance technology, website improving, better security.

6.1 Target market strategies of Department of Merchant Acquiring of BRAC Bank Limited.

The objective of assess market segments is to select one or more section to enter. Target market selection is the option of which and how many market segments the organization will fill up.

There are four specific target market strategies.

- i. Mass marketing
- ii. Differentiate marketing
- iii. Niche marketing
- iv. Micromarketing

Mass marketing is a technique which is straight towards abstract a huge part of the consumers. It object to find the highest number of potential customers and avoiding niche demographic variation. audience. It focus on larger volume of sales at less prices.

Differentiated marketing, also known different segment marketing is when a company targets various customer segments with a certain product and individual marketing strategies. Differentiated marketing is a mix of both undifferentiated marketing and concentrated marketing. Though, multi-segment marketing or differentiated marketing generates more total sales than undifferentiated or concentrated marketing, it does at the cost of raised expenses.

Niche marketing is an a strategy that aim on a unique target market. In lieu of marketing to everybody who could benefit from a product or service, this strategy focuses entirely on one group a niche market or demographic of possible customers who would most benefit from the offerings.

Micro marketing is that type of marketing strategy which focus on target a selective group of customers within a niche market.

6.2 Targeting Strategies Department of Merchant Acquiring of BRAC Bank Limited

Merchant Acquiring of BRAC Bank Ltd. is targeted niche marketing strategies. Because their main focus on only Credit and debit card user who are using their card any shop.

- i. Build up the customer relationship
- ii. Raised visibility
- iii. Deceasing competition
- iv. Fewer resource
- v. Word of mouth

6.3 Bases for Segmenting Strategies

Geographical Segments

There are different ways market can be geographically segmented. It can be allocated market by geographical areas, such as by city, county, state, region. It can be divided the market into rural, suburban, and urban market segments. BRAC Bank choose geographic segmentation for POS machine in **Urban areas** of Bangladesh; Dhaka, Chittagaong, Sylhet, Khulna, Barsial, Narayangonj and so many suburaban areas.

Demographical Segments

Age, race, religion, gender, family size, ethnicity, income, and education. Demographics can be segmented into several markets to help an organization target its consumers more accurately. With this type of segmentation, an organization can categorize the needs of consumers.

Age: Most of the 25 to 60 years

Gender: Both male and female can use it.

Income: People who have a sufficient money and who are using debit and credit card.

Social class: They offer Higher and middle type of business merchant.

Education: Depend on merchant understanding. Education does fact if merchants hasn't any idea of the machine . Educated can easily using that

Behavioral

Benefits: It encourage to merchant and customers. Because there are no transaction in cash so it is to merchant easy to collect money and customer are easily buy any product for using it

User rates: Regular user, First time user and potential user who needs decrease some kind of risk.

Loyalty: High loyalty – which have option to use other bank services and pos machine but BRAC Bank pos machine and their services.

6.4 Positioning strategies of Department of Merchant Acquiring of BRAC Bank Limited.

The object of position strategy is find out weakness and strength of the company. Organization use the position strategy because they can beat their competitor and go to higher position.

Merchant Acquiring is now second place in the market position. In 2018 they was fifth place in Bangladesh. It is impossible to get reach good position with strategy. They had used in different strategy.

There are different categories of position strategies apply in merchant acquiring on market place to get their position high

- i. Product and service quality
- ii. Service pricing rate
- iii. Better than competitors
- iv. Service and product advantage
- v. Using different strategy in different circumstance.
- vi. Quality employee hiring.

7. Product Strategies of Department of Merchant Acquiring of BRAC Bank Limited

A product anything that can be given to a market for attention, gain, usage or consumption that might gratify a want or need. Merchant Acquiring has two types product tangible and intangible. Tangible Product is terminal machine and intangible product is their services.

Level of product

We can be classified three level of product.

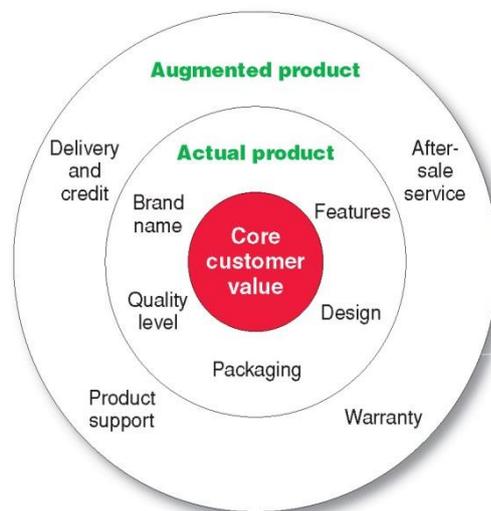


Figure: Three Levels of Product

1. **Core Product:** Consumer pays their payment in terminal machine. Any bank Debit and Credit card is used in terminal machine. Specially EMI enrolled this terminal machine.
2. **Actual Product:** Now bank is developing their new automated terminal machine.
3. **Augmented Product:** No manual EMI slip enrolled, now automatic enrolled. Fewer bank has automated machine. Bank give to merchant free terminal battery and paper roll.

8. Pricing Strategies of Department of Merchant Acquiring of BRAC Bank Limited

A price of something that customer will be paid for product or service. charging price is the most essential decision company make.

Merchant Acquiring department of BRAC Bank are mainly follow the three pricing strategies



1. Customer value-based Pricing

Pricing commonly begin with customer and their understanding rate. Merchant will decide product percentage worth its price or not. BRAC Bank design the percentage rate then set percentage. It will be considered marketing mix variables before the set rate.

2. Cost based pricing

BRAC Bank are mainly application the rate. Beacause they are making profit and save it

3. Competition based Pricing

It depends on competitor bank strategies, rate etc. If City or UCB bank give it 1.5 % rate per card swap, BRAC Bank will give 1.4% rate per card swap. (Marketing-Insider)

9. Channel Strategies of Department of Merchant Acquiring of BRAC Bank Limited

A marketing channel procedure is the certain set of bilateral organization engaged in the system of creating a product or service obtainable for consumption or usage.

Types of channel strategy

1. Direct sales
2. Indirect sales
3. Consumer sales

Merchant acquiring department of BRAC Bank use the **Indirect** sales channel strategy.

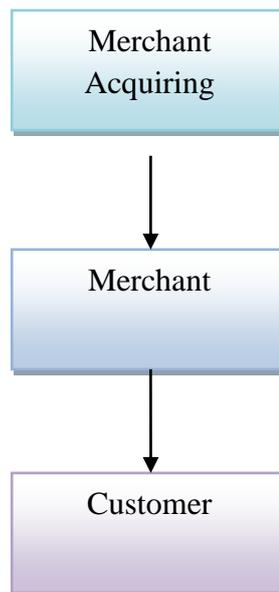


Figure: Indirect Sales

10. Promotion strategies of Department of Merchant Acquiring of BRAC Bank Limited

Promotion is the way origination established the public attention their product , affect them to buy it and make it long term relationship with their customers and add new customers. Some modes of promotion strategies.

a) Advertising

Facebook, Instagram and daily newspaper.

b) Sales promotion

A little period offer or discount that encourage to customer purchase more.

example:



C) Direct marketing

Sometime social media doesn't enough communicate to customer to know their product. BRAC Bank send directly e-mail and telephone to know their products benefits.

d) Word of mouth

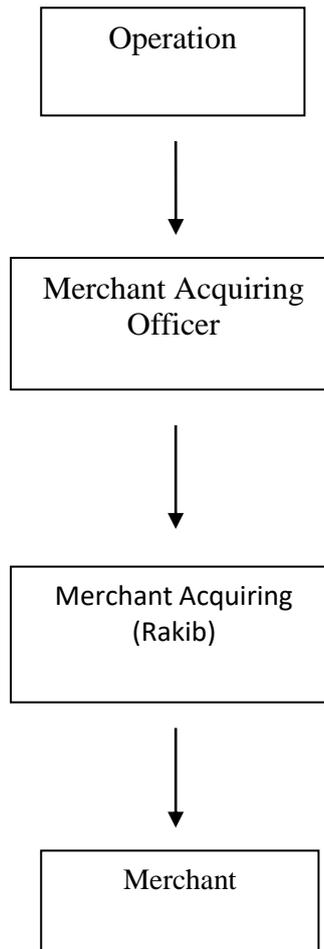
Merchant to merchant, merchant to consumer and merchant to customer.

11. Operational procedure based on Internship experience.

Credit Advice

Credit Advice is a word file and day wise transaction statement. A merchant sees all their settlement base transaction happen their POS machine.

In the below the process of credit advice



Operation create the all settlement transaction file to LST file. Operation sent the file Merchant acquiring officer mail He checked it and send Merchant Acquiring mail. I converted LST file into excel. Excel file generate to word file. That word file is call credit advice. Finally I was send that word file to merchant mail.

Every day I mailed more than 200 individual merchant mail. I added new MID and merchant name to convert new credit advice. Sometimes merchant wanted their previous credit advice.

POS STATEMENT

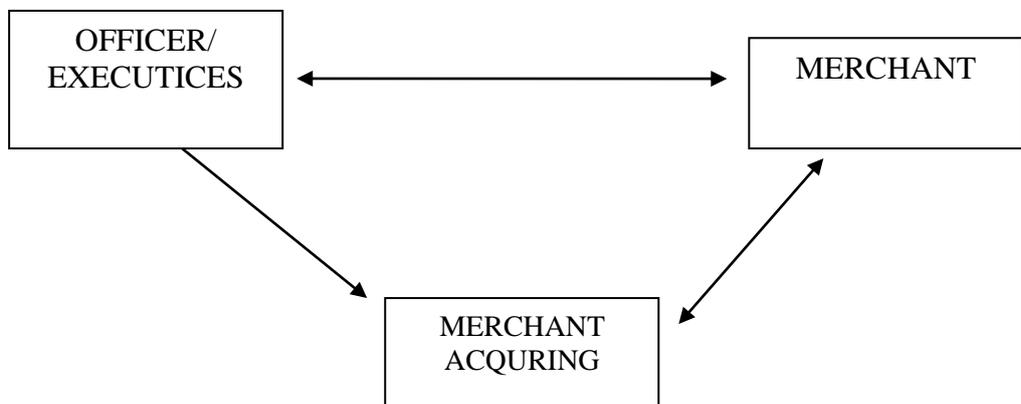
POS means Point of sale. It represent the traction time and place where it completed in time.

Every bank is using banking software. BRAC Bank have used **Finacle banking software**. In their software, CardPro option has it 90 days transaction details of merchant POS transactions

POS Statement reveal certain terminal whole transaction in a single settlement.

Serial no	No slips	Base Gross	Merchant discount	Base payer amount	Payment Date
1	25	10000	1500	8500	20190801
2	10	5000	55	4945	20190731
		15000	1555	13445	

The Process of POS Statement

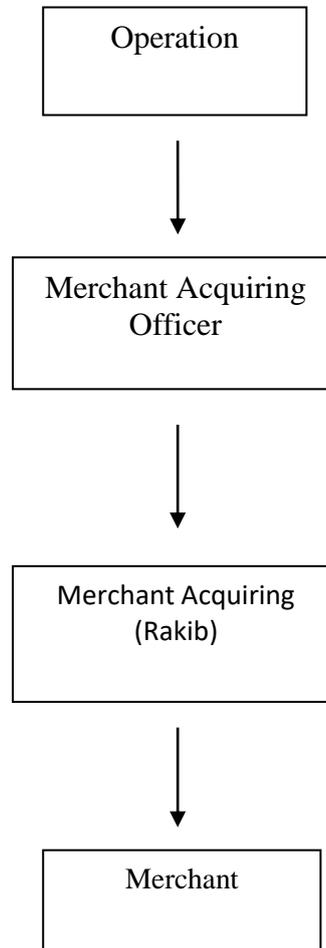


Merchant wants to see the pos statement because transaction are unsettle or minus amount transaction. Without curial cases POS statement is given monthly basis or 90 days basis. Sometime it is given print copy.

CARD WISE

Card wise is similar type of POS Statement. The main difference between card wise and pos statements is detail of information. Card wise shows every single transaction

occurred in terminal. All the information here like Cardholder name, card number transaction time, date, Card name, transaction amount discount, gross amount, approval code, settlement date.



Operation create the all settlement transaction file to LST file. Operation sent the file Merchant acquiring officer mail He is given excel shape and filer all data recheck it and send merchant acquiring mail. I was made out the amount send the merchant mail. Card wise is given daily basis, monthly basis.

Merchant acquiring just find out how much discount give it to merchant. Discount vary merchant to merchant (15, 1.2%,1.3% etc). It fixed when both parties when agreement was done.

For example:

Transaction Amount	Discount	Gross Amount
100000	$(10000 \times 1.5\%) = 1500$	9850
100000	1500	9850

Pay Flex Program (EMI)

With BRAC Bank Credit Card EMI facility, customers can purchase their desired products from any retail outlet in Bangladesh. The minimum purchase amount is BDT 3000 and they can pay back with easy installments at 14.99% interest rate only. Installment tenure varies from 3 to 36 months. Pay flex is another business of merchant acquiring department. It earn lot of profits. (BRAC Bank Limited)

In internship program, EMI program is my most vital role. Two way Emi Process has done.

1. Collect EMI Slip
2. Problem Solving.

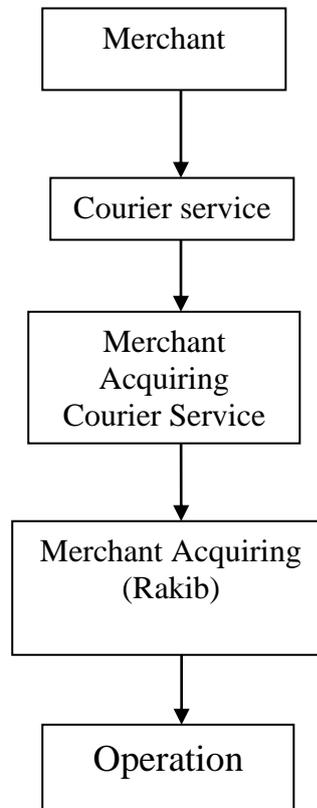
1. COLLECT EMI SLIP

Firstly Customer is buying their necessary products retail outlet any merchant shop. Then merchant give their selling slips courier service. Courier service give it to merchant Acquiring Courier service . Merchant Acquiring personal courier service team give it merchant Acquiring Department. I sign up the signature sheet then collect the lot of EMI slips

Afterwards I record it excel file and check it all details are right or wrong. I checked Cardholder number, Cardholder name, MID, Tenure, Date, Transaction Amount, Merchant name, Dealer name, Approval code.

In the next day, I went to operation give it all of EMI slips. Operation employee check it all and That day all EMI were enrolled. It is the continues process.

The process of EMI enrolled is given below



Problem Solving.

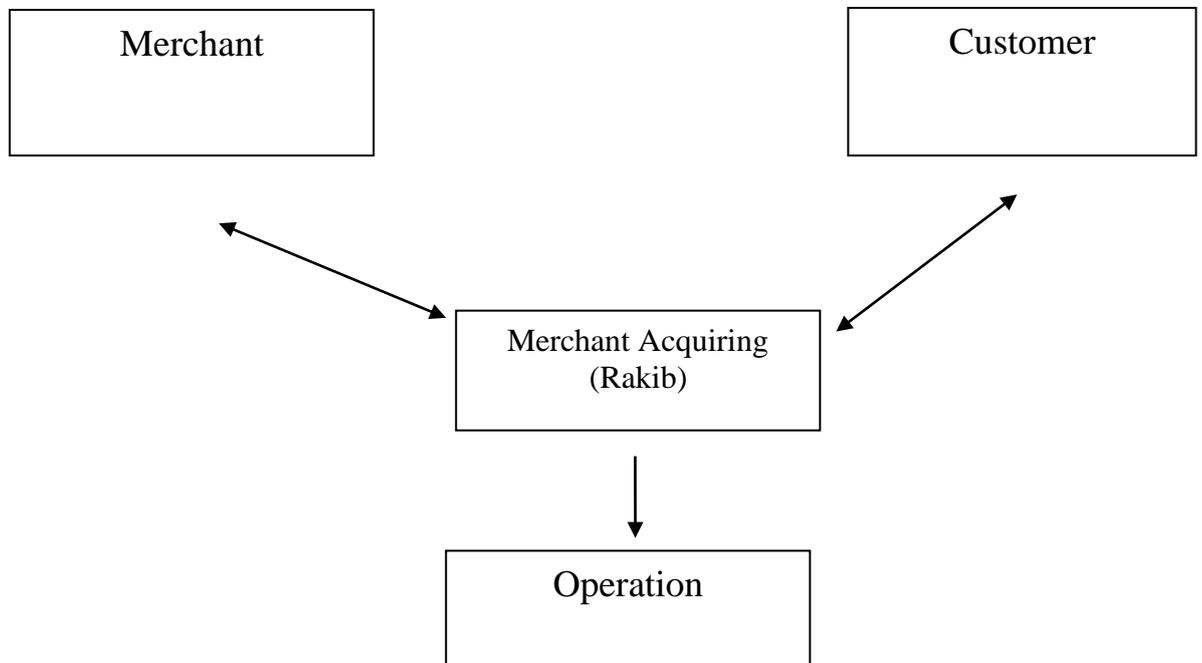
Two types of EMI problem I had face internship Program

- a. Merchant mistake EMI slips
- b. Customer Problem

Merchant mistake EMI slips

Sometime merchant forget the mark tenure. Most serious issue happened when merchant mistakenly write down wrong card number. transaction amount, date, card holder name and no approval code.

Solve merchant mistake EMI problem and the process is given below.



I called merchant number. If merchant is not given any information, I may call customer number who brought EMI. Then I fixed it EMI slips and the next day operation enrolled were enrolled.

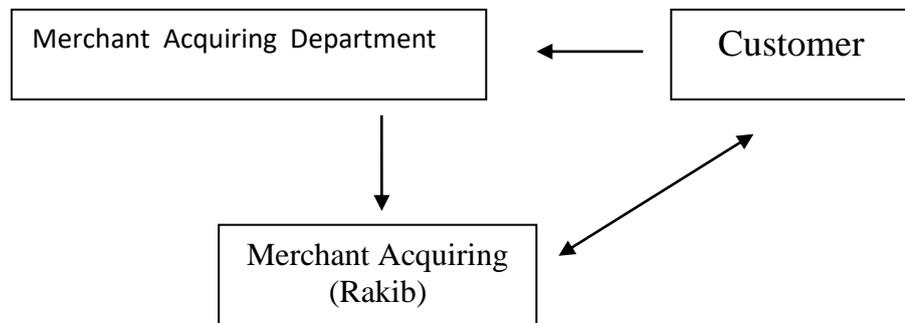
b. Customer Problem

Customers are worried about EMI slips. EMI has certain time without any extra fees. Because late enrolled means extra amount cut down customer credit card account. Sometimes it is big issue for merchant acquiring department because customers are complaint head of retail.

Solve Customer EMI problem and the process is given below.

First of all I checked Merchant acquiring mail collect customer card number and find the customer contract number. I call the customer. If customer slips were not arrived BRAC bank I wanted to customers his/her copy to scan it mail it merchant acquiring

mail address. As soon as possible that issue give it to operation department enrolled it and give the feedback to customers.



SURVEY

Survey is the way organization collect data by asking individual merchant their personal information, business type etc. Merchant Acquiring is doing survey because they want to know how many Terminal Id are active, how many error and close in market. Merchant Acquiring department was prepare **10 type remark**. It is main part of report on their survey. Basically survey report has done in two way one manually on paper, another one input that information into excel file. the most important

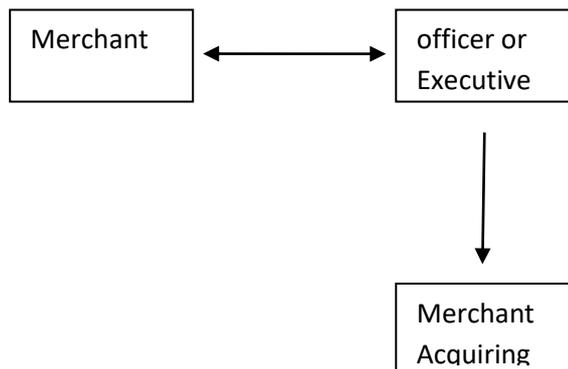
Manually survey had done by Officer or Executives of the bank. They write it down the remarks.

Remark rely on merchant situation

1. Active merchant
2. Merchant outlet is open, MID/TID is also active in CardPro system but terminal is/are not found at merchant point
3. Merchant outlet is close, MID/TID is also active in CardPro system but terminal is/are not found at merchant point .
4. MID is active is CardPro system but no TID was assigned in CardPro & no terminal was installed at merchant outlet
5. MID/TID is active in CardPro system but terminal was/ were picked earlier

6. Terminal found but invalid/alert irruption
7. MID/TID closed in system
8. TID closed in system
9. Merchant address changed/terminal at different location
10. MID is closed in system but TID active.

The process of survey report.



My work was to checked and verified all information and input excel file. I was input the information in two category.

- a. Master excel of survey
- b. Terminal master excel survey.

a. Master excel of survey

Merchant Information

Merchant Name	DBA Name
Merchant Id	Terminal Id
Address	Cancel Terminal Id
Pos Not Found Id	

Payment Mode/ BRAC Bank Account

BRAC Bank A/C NO/ EFTN/Pay order	Bank Name (If EFTN User)
A/C No- (If EFTN User)	Routing No (If EFTN User)

MSF % Rate

Visa Card User	%
Master Card User	%
JCB Card User	%

CONTRACT DETAILS

Signatory Name	Phone
Ownership Type	Contract Person Name
Email	Contract Person Phone

OTHERS INFORMATION

Postal Code	Location Code
Zone Code	City
Industrial Code	In Cardpro MCC

B. Terminal Master Excel Survey

MID	TID
-----	-----

POS MODEL AND SERIAL NUMBER

T4230	IWL 220	IPS 420
***	***	***

SIM SERIAL AND NUMBER

GP	ROBI	BANGLALINK
***	***	***

OTHER INFORMATION

DEVELOPMENT DATE	CANCEL DATE	NAME & REMARK
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Explanation Remark of Survey Report

- 1.Active merchant means available and do business regularly
- 2.Merchant outlet is open, MID/TID is also active in CardPro system but terminal is/are not found at merchant point means Merchant is active. It happens specially festival time when merchant needs more terminal machine because increase the sales. In the end of festivals time merchant return terminal machine to bank.
- 3.Merchant outlet is open, MID/TID is also active in CardPro system but terminal is/are not found at merchant point means merchant that means Merchant closed their retail without know any information to department
- 4.MID is active is CardPro system but no TID was assigned in CardPro & no terminal was installed at merchant outlet means both party agreement has done in recent terminal develop in process.
- 5.MID/TID is active in CardPro system but terminal was/ were picked earlier means Merchant are not using BRAC Bank terminal machine that's why they pick it to bank.
- 6.Terminal found but invalid/alert irruption means after using so many times terminal not working. In this case old terminal machine shows invalid and new one alert irruption.
- 7.MID/TID closed in system means Merchant is not continue the contract and cancel BBL terminal.
- 8.TID closed in system means Terminal are not available merchant outlet

9. Merchant address changed/terminal at different location means Merchant open the new outlet in different location. If merchant has extra terminal, they transfer it new outlet and inform to bank.

10. MID is closed in system but TID active means Merchant aren't more BRAC bank customer.

12. Recommendation for Improvement

From the analysis and observation, the following recommendations have been formulated to improve of Merchant acquiring department.

- i. Rightly training and applying.
- ii. Update pos machine when it will need
- iii. Service charge should be minimized
- iv. Relationship should be maintain with merchant.
- v. Remuneration and job satisfaction
- vi. Some policy can be changed
- vii. Use different strategy

13. Conclusion

BRAC Bank Limited is leading our banking sector and supporting financially and economically. In the last 10 years their activity presence all over the world. Merchant Acquiring department of BRAC Bank aim to fulfill their merchant and customers demand, needs and wants. Different type promotion and sponsor will together established user loyalty. Day by day the process is improving. BRAC bank will surely become one of the pos machine in the market.

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