



United International University
QUEST FOR EXCELLENCE

Internship Report

On

City Bank Limited

Prepared To

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Letter of Transmittal

24th September 2019

Mohammad Tohidul Islam Miya,
Assistant Professor,
School of Business & Economics (SOBE),
United International University (UIU).

Subject Submission of Internship Report on City Bank Limited.

Dear Sir,

I am pleased to let you know that my internship report on 'City Bank Limited'' has been successfully done by me. After my long –term effort and full dedication now I am very grateful to representing this report to you. I made this report based on all those theoretical knowledge that I got from my four years BBA life and my practical knowledge and experience that I earned through my three months internship period to make this more informative and realistic.

With due respect I am thanking you for your support, suggestion and valuable time that you spend on me to guide for prepared this report. With due respect I am requesting you to accept this report and I will be glad to answer all those questions regarding this report on your queries.

Yours Sincerely,

Afsana Ahmed

Major in Marketing

(111 143 218)

Acknowledgement

First of all, I am thanking to Almighty Allah for giving me physical and mentally strength that I could sound healthy and strong to prepare this report. With me there is a contribution of some people exist behind the preparation for this report. I will like to thank them for their support and dedication.

At first I will like to thank my academic supervisor Mohammad Tohidul Islam Miya, Assistant Professor, School of Business & Economics (SOBE), United International University (UIU) for his support, guideline, quick response and suggestion that help me a lot to prepare this report perfectly within time period.

I am also very thankful and grateful to "City Bank Limited" to give me an opportunity to be an intern of their organization cause by this I got practical knowledge and work experience about "City Bank Limited" which help me most to prepared this report.

I will like most to thank my Division supervisor Md. Imran Hussain Pervez, Assistant Manager, Legal Division, City Bank Center, 136 Gulshan Avenue, Gulshan-2, Dhaka-1212. Because, his support and motivation make me more capable to work smoothly during my internship period. His effort able to make a better work environment for me for which I am able to earn more experience about corporate work life. He helped me a lot to know more information about the services and operation about "City Bank Limited" to make this report realistic and informative.

Executive summary

This internship report is made based on the overall analysis of city bank limited. This report can assist me further to create a clear knowledge how a commercial bank like city bank limited operate their banking activities to run business. First of all, in this report I tried to give knowledge about the situation of the banking industry. At first, the impact of the economic factor, technological factor, political, legal and regulatory factors on the banking industry is analyzed here. Entry barriers of this industry and the threat and opportunities usually faced by the banks in this industry are mentioned here. Then I tried to give the overview of city bank limited with its target segment, branding position, promotional activities and the knowledge about its competitors. Then I tried to give the overall knowledge about the product and services that are usually offered by city bank limited to its customer to make profit. The analysis of the services of city bank limited such as general banking, SME banking, card services, city alo, city touch are given on this report. The clear knowledge about the strategies that usually made by city bank limited to face the challenges and opportunities are also given in this report. The SWOT analysis of city bank limited that is the strengths and weakness city bank has and what kinds of threat and opportunity usually it faced during its operation are also mentioned here.

During my internship the knowledge and experience I earned that also helps me to prepare this report and I wrote about those knowledge and experience here.

Table of Content

SL		Content	Page
1		Chapter 1: Introduction	1
	1.1	Background	2
	1.2	Objective	3
	1.3	Significance	3
2		Chapter 2: Analysis of the Industry	4
	2.1	Specification of industry	5-6
	2.2	Size, Trends and M. of the industry	6-7
	2.3	Seasonality	8
	2.4	External Economic Factors	9
	2.5	Technological Factors	9-11
	2.6	Political, Legal and Regulatory Factors	11-13
	2.7	Entry barriers	14
	2.8	Supplier Power	15
	2.9	Buyer's Power	15
	2.10	Threat to Substitute	16
2.11	Industry Rivalry	16-17	

	2.12	Summary of Challenges and Steps	18-19
3	Chapter 3: Analysis of the Organization		20
	3.1	Overview and History	21-26
	3.2	Trend and Growth	26
	3.3	Customer Mix	27
	3.4	Product/Service Mix	27-31
	3.5	Operations	32-34
	3.6	SWOT Analysis	35-36
	3.7	Step/Strategies to meet the challenges and steps	37-38
4	Chapter-4: Internship Experience		39
	4.1	Position, Duties and Responsibility	40-41
	4.2	Training	41
	4.3	Contribution of the departmental functions	42
	4.4	Evaluation	42
	4.5	Skills Applied	42
	4.6	New Skills Developed	43
	4.7	Application of the Academic Knowledge	43
5	Chapter-5: Recommendation		44
	5.1	Recommendation for improving departmental operation	45

	5.2	Recommendation for improving self-performance	46
6	Chapter-6: Conclusion		47
	Conclusion		48
	Reference		49

Chapter 1.

Introduction

1.1 Background:

Internship is an integral part for a student in her or his BBA life. Because in last 4 years that we passed in Our BBA life we are just engaged our self in gathering only theoretical knowledge about all the courses those we have done in our BBA life. But, we cannot go so far with only theoretical knowledge, we need to engage our self in corporate life to gather practical knowledge also. An Internship program is an integral part of completing overall BBA program because it is the first step to enter in corporate life and gather practical real life work experience.

I also wanted to engage myself in practical work life to gather the real life work experience that's why I choose to complete my internship program in City Bank Limited (Legal Division) which is situated at 10, Dilkusha Motijheel, 2nd floor of City Bank Principle Office. I had a great experience by working there. I came know about the Legal Action taken by the City Bank's employees against their client for the default of cheque, loan, visa card, Amex card, SME loan, City Solution issue. I have worked on those files in which the case is filed by the bank against their clients. I have input all the information regarding all those cases. From my internship experience I got know the issues for which a bank can filed case against its clients on following issues (cheque, loan, visa card, Amex card, SME loan, City Solution issue).

I have also got the real life experience of fast typing skill, Data Input Skill, time management. By this Internship period I also got the clear knowledge about corporate life, how to behave in corporate life. I got an opportunity to apply my theoretical knowledge in practical work life. Through my Internship period I got learned how to take responsibilities and complete those responsibilities on time. By this Internship period I got an opportunity to learn my professional abilities and skills. I came know about the competencies in real corporate life. This Internship program give me the glimpse of real life work experience with actual duties and responsibilities. I believe that the Internship period of my life will assists me to develop a strong and good career part in my life. Now, I'm going to develop an Internship report based on my Internship Experience and overall services and operations of City Bank Limited.

1.2 Objectives:

There are two categories Objectives are included in the study:

Primary objectives: The primary objectives of the study are to know about the internal working culture, environment and activates of the City Bank Limited to complete the requirement of BBA program and applying the theoretical knowledge in practical work life.

Secondary objectives: The secondary objective of this study is to gain the piratical knowledge of working environment. We can classify the secondary objectives in following ways:

- To know the overall activities of City Bank Limited.
- To know how city Bank Limited deals with its customers.
- What Kinds of services are provided by City Bank Limited
- How Customers Power do affect the services of city bank Limited.
- To Know the Unique services of city Bank Limited than Its competitors.

1.3 Significance:

The significance of this study is, by this report anyone can get the ideas of the overall activities and services of City Bank Limited that are clearly mentioned here. And this report is made based on my whole Internship Experience so it will provide the clear knowledge of internal activities and working environment of City Bank Limited.

Chapter 2.

Analysis of the industry

2.1. Specification of the Industry:

In Bangladesh there are 48 (forty-eight) banks. To promote economic growth Bangladesh has to encourage to develop banking industry as a developing economy. The financial inclusion is very poor in the rural area of Bangladesh but the micro finance and micro credit policy is used to solve these problem. These policies helped a lot to improve the financial condition of rural area in Bangladesh. As a result, it become more market oriented, for which resources are transferred from rural area to urban continuously. In spite of achieving this achievement there is an obstacle for Bangladesh for achieving the economic growth and the obstacle is banking industry itself. (Mahmood, 2019)

There is an increasing of being fraudulent of banking industry can be noticed, the reason is becoming the owners of high wealth. It seems that stock market is mostly linked with the fraudulent of financial as a rest the bankruptcy is increasing for small investors. The legal system trying to play a distinct role to solve this problem. Slow motion banking crisis is facing by the Bangladesh banking system. Behind this the reason is the government bank and the private bank are running their operations together. Also the banking employees are also doing negative activities for example, they are providing loan to those people who are unable to fulfil the loan. They are doing this to fulfil their purpose that is to earn more money through interest within short time. They also hide the real prices of the assets at the time of providing lend, to earn more within the short time. And also there is a hidden purpose of all the employees to achieve their given target within given time. In banking industries now, a day there are a number of unprofessional people are working, because they are beneficated being relative or close known people of the others employees or them who are associated in the higher position of that particular bank. Even it seems the people who are working finance or accounting department are from the background of Bangla or history. They have no background education on their working fields. But they are getting association of good or high position in particular bank by the blessing of their friends or relatives. For the existence of inability people and faulty employees the growth of banking industry cannot go to the level in which level it should be.

Now the initiatives are taken by banking industry to reduce the bad loans. For investing more secure and reducing the bad loans to improve banking services the smart techniques are adopting by the banking industries. It becomes helpful to the banking industry as well as the economic development of Bangladesh. Bangladesh took some initiatives to improve it banking systems that can be summarized in the following way:

- The paid up capital and reserve of every bank should be increased from 10 million to 20 million.
- There should 13 directors in a bank not more than that (except the Investors).
- The two directors may be appointed from that family if any family holds more than 5% of share.
- The one director may be appointed from that family, if any family holds less than 5% of share.
- More than two times continuously, other directors should not hold his post, excepts the Managing Director,

Bangladesh Bank increase the penalties more Ideal for them who will miss -use of these Act, accepts these rules.

Bangladesh Banking industry want to increase its strengths that's why it wants to improve paid up capital and reserve of every bank should be increased from 20 million to 40 million so that it can be in good position in comparing with India (30 million) and Pakistan (50 million). If any bank face difficulty to improve their paid up capital and reserve, then Bangladesh Banks suggestion is to merge with another bank. Bangladesh Banks give suggestion to merge with another bank, if any bank face difficulty to improve their paid up capital and reserve. National economy's backbone is banking because all kinds of economic and financial activities revolve round the axis of the bank. (point, n.d.)

2.2. Size, Trend and Maturity of the Industry:

49 is the number of total bank exist in Bangladesh. Among this 49 banks, 4are nationalized commercial banks (NCBs), number of local private commercial bank is 28, number of foreign banks is 12, and DFIs are 5. Sonali Bank is the biggest of the NCBs, while Pubali is the personal leader. Standard Chartered has become the country's biggest among the 12 overseas banks. As of June 2000, the total number of branches of all scheduled banks was 6,038. Of the branches, 39.95% (2,412) are situated in metropolitan regions and 60.05% (3,626) are situated in rural fields. Of the branches holding 3,616 NCBs, 1,214 private commercial banks, 31 overseas banks, and 1,177 specialized banks. Bangladesh Bank (BB) controls and oversees all banks ' operations. Bangladesh Bank is now implementing a reform program to guarantee that banks provide quality services. Since the independence of the

country, Bangladesh Bank has worked as the central bank. Its primary jobs include issuing currency, keeping foreign reserve and supplying transaction equipment for all government financial issues. The Bank of Bangladesh is also accountable for planning and executing the monetary policy of the government. Bangladesh's banking sector consists of four classifications of planned banks. These include nationalized commercial banks (NCBs), government-owned financial institutions for growth (DFIs), private commercial banks (PCBs) and foreign commercial banks (FCBs). The amount of banks in 2006 stayed unchanged at 48. As of December 2006, these banks had a total of 6562 branches. The amount of bank branches risen from 6402 to 6562, primarily during the year, owing to the opening of fresh PCB branches

The fast progress in ICT has considerably affected our banking sector in Bangladesh over the past decade. By embracing multiple IT solution services, banks and economic organizations have enhanced their services as a financial intermediary. Over the last 43 years, Bangladeshi banking has come a long way, although in these days we are still unable to do much more than increasing the volume of cross-border trade. Bangladeshi banking is therefore limited to big categorized loans, small-scale automation, as few retail banking alternatives as possible, low access to Internet banking, concentration of banking limits, or exposure to few groups or families (that too in cash credit) hypothecation of assets, import loans, and term loans. Digitalization in banking is not just about online banking, web banking, mobile banking or paperless banking, it is about using fresh techniques to convert the current banking business model into a fresh banking business model.

A model that will itself generate fresh client base, unveil fresh financial services, provide quicker and seamless customer service with decreased operating costs, zero mistake, ease of use, and apparently maximum security. So it's not just a fresh channel. It's a whole new way to transform current transaction-based banking into experienced banking. This allows clients to access banking at any time and from anywhere. According to the BTRC (Bangladesh Telecommunications Regulatory Commission), by the end of July 2016, the total number of internet subscribers (considering those who have been using the internet for the last 90 days) reached 63,195 million. So it's not difficult to imagine that; consumer behavior is changing owing to internet saturation, smartphones, and e-commerce development. Being one of Bangladesh City Bank's oldest private commercial banks, digital banking has also been adjusted to maintain up with time.

2.3. Seasonality:

The banking sector is subject to seasonal trends, including retail and investment banks. The most common association between seasonality and agricultural commodities and certain retail sectors. The banking industry's fundamental seasonal pattern is a period of annual lows at the end of January and February, followed by an increase in loans starting in March and rising significantly through May, generally peaking early June. Throughout the summer months, demand for banking services typically continues comparatively flat to drop slightly.

This period stretches to around October 1st. Then, the financial services industry as a whole tends to experience a continuous rise in company from the first part of October through the first part of January. In relation to credit activity and demand for investment services, a review of the performance of banking and economic sector stocks over the 20-year period from 1995 to 2015 can confirm the seasonal trend in the banking industry. The highest average returns on investment for bank stocks occur in the months of March and April, and secondarily in the months of October through December, while the worst-performing month on average for bank stocks is February. An associated seasonality in interest rates is one factor driving this seasonal pattern for the banking industry.

Although this has not been the case in recent years, with the Federal Reserve keeping interest rates artificially low since the financial crisis of 2008, there has historically been a seasonal pattern for interest rates. Tariffs tend to be smaller in spring and fall, and higher in winter and summer, and corporations are obviously trying to get substantial funding when levels are lowest. Spring is the season purchasing prime home historically. Hats why home mortgages usually increase during May, April and March. There is a demand of investment services in December and the starting of January, that's why this is the time of rebalancing for portfolio and fund managers. Tax is the factor for seasonal in banking industry that starts in March and end just earlier of 15th April.

2.4. External Economic Factors:

There is an existence of lots of factors that can affect the growth of banking industry in any country. Economic factors is one of the major factor of them. Even there is a consideration that there is a tie up between banking industry and external economic factors. External Economic can effect banking industry in following ways:

- How the income of a country is flows can affect the amount of capital can access by the banking industry of a country.
- At the time of recession the economics of a country is weather prospering of barely surviving can be affect the growth of banking industry.
- Customers buying and spending habits affect the economics of a country as well as the banking industry of that particular country.
- Spending habit of the borrower and spending funds also affect the banking industry.
- Inflation affects currency values and it causes economy instability, economy instability affects the banking industry.
- When the value of currency of a particular country is high in that time foreign investor think wisely to proving funds to that country in this way the banking industry is affected
- Exchange rate of a currency affects its country's banking system globally.

2.5. Technological factors:

Innovative technological factors are also affecting the banking industry in various ways.

Technological factors impact on customer:

- Many banks in Bangladesh are offering smartphone apps by which all transection and services are completing.
- Many banks in our country now adapting Digital banking based on technology.
- Many smartphone apps are offering by which customers can consume banking service by staying at home. For example, they can do issuing cheque, transfer their money from one bank to another, and withdraw their money, bill payment, mobile recharge all these work

they can do by staying at home by having a bank account and using those smartphone apps based on technology. For example, city bank limited also have an app named “City touch”. By installing this app any customer of this bank can get the services of issuing cheque, transfer their money from one bank to another, and withdraw their money, bill payment, mobile recharge by staying at home.

- Customer satisfaction are also become so high by getting all these benefic. Because, they can do these all things by using app in very little time consuming.
- Another innovation of technology in banking industry is ATM booth. With the help of which customer can deposit and withdraw their own money by themselves without the help of any banking employees with the help of only debit card.
- They can also check their balance by themselves. For doing all these activities they even don’t need to visit any bank. They only need to go their nearest ATM booth for consuming all these services.
- Credit card is another innovation of technology. With the help of this people no need to carry their money always with them. They can use credit card while buying anything or paying bills.
- They used the credit card and then pay the bill of credit card later.
- Many company are giving salary of their employees by crediting in their bank account with the help of technology. This is another positive impact of technological factors in banking industry.

Technological factors impact on banks:

- Beside the customer of banking industry, the banking industry itself also grateful for the help of technology.
- By offering those smartphone app to their customer they need to hire less of manpower, because by using these apps customer are serving themselves and that’s they no need the help of banking employees.
- The thing the banks of our country is need to maintained that is customer care services. Cause while customer ever face any problem by using these app they can communicate over phone with customer care employee to solve their problem.
- So, for the help of technology banks are always happy because they can save their money by not hiring extra manpower for their banking services.

- For the help of ATM booth bank are also benefited. Because with the help of ATM booth bank no need to hire employees for giving customer money deposit and withdraw services.
- All the bank need to increase the ATM booth of their bank instead of increasing branches.
- The positive impact of technology in banking industry is that they no need to maintain high number of employees to give services to their customers because customers can consume services by themselves by using those apps and ATM booth which are the great innovation of technology.
- There are also some negative impact of technology exists in banking industry.
- There the chances of hacking the banking system and its operation of a bank with the help of technology by the hacker.
- As a result, it become a great loss of that particular bank.
- There are also some negative impact for customer also that is, if the pin number of the card or apps is disclose to the other customer or anyone else then that creates a big trouble for that particular customer.
- So the customer should be careful while using that technological oriented services.
- Thought having some negative impact, technology is a very big blessing for the banking industry in its operations.

2.6. Political, Legal, and Regulatory Factors:

Political, legal and regulatory factors have a great influence in banking industries. That are described one by one in following ways:

Political:

- The activities and the operation of a bank is always depends on political stability and instability of a country.
- When our country have political violence and was facing daily “Hortaal”, that time it affect the banking activities in our country.
- This kind of political situation is most harmful for foreign bank like HSBC. Because the foreign investors are being afraid to invest and having credit in this kind of country’s bank.

- And sometimes there are also very bad influence of political power exists in banking industry.
- It is seems that politically powerful party's relatives get jobs and other benefit from the bank.
- The banks are also under pressure to do that.
- The politically strong people always avoid to pay tax.
- They don't follow the trade restrictions.
- Bangladesh banks are also under pressure of powerful political party.
- Bangladesh bank are bound to change the rules and regulation for the pressure of them.
- Bangladesh bank some time issue more notes under the pressure of them.
- The corruption engaged political party force the banks to change the labor law so that they can be beneficiated.
- The foreign investors also don't want to invest their money in those country's bank there they facing political instability.
- The branches of foreign banks are always badly affected with political instability.
- Because the foreigner don't want to maintain any credit relationship with political instability countries.
- The foreign investor are also don't want to open letter of transmitter in the bank of those countries that are facing political instability.
- Foreign investors are always afraid of the fraud that's why they don't want to invest in bank of politically instability countries.
- The home country also facing problem to continue their banking activities smoothly while facing political instability.

Legal:

- The customer also afraid to comes out from home due to political instability.
- For this reason the banks are facing financial losses.
- So, if any country like Bangladesh ever facing political instability, as a result of that banking activities and operation got harm, banks cannot serve their customers smoothly, foreign investors are not willing to do invest and maintain credit

relationship with political instability country. As a circumstance, the total GDP of country getting low day by day.

- Banking industries are always answerable to the government for their rules and operations.
- The way they are serving their customer, maintain their privacy and the way they maintained their relationship with foreign investors are always follows a strict law and regulation given by the government.
- The banking industry of Bangladesh is operating their activated under Bank Companies Act 1991.
- It also follows the circular and guidelines of listing regulations and securities laws of the country 2013 circular.
- The banking industry of Bangladesh also follows the company's act 1994 that in income tax ordinance and rules 1984, value added tax act and rules 1991.
- The banking industry of Bangladesh has to follow the income tax rate and the interest rate of loans that is fixed by the government.
- The insurance law are maintained strictly by the banks that are fixed by the law of government.

Regulatory:

- The rules and regulation follows by a bank affect the bank itself.
- The rules regarding, mortgage loan, insurance, home lions, car loans, interest rate on loans and credit card are different from one banks to another.
- The rules that followed to open and maintained a bank account also differ and it influence the satisfaction of the customer.
- The deposit and withdrawer money system of ATM booth is also differ from one bank to another.
- The rules of maintained that smartphone apps are differ from one to another.
- The rules and regulation that followed by the bank to serve their customers are affect the banking operations, activities, profit and loss of a bank and also the satisfaction of customers.

2.7 Entry barriers:

Among all the service sector the financial service sector like banking industry face unique types of barriers or complexity. Cause, their service complexity or competition is influenced by the driving forces such as economic stability or instability or other policy issues, rules and regulations. Banking industry also face the problems of licensure issues, security concerns, regulatory compliance, capital requirements and access of financing. It is very expensive for a totally new bank to enter in banking industry because they have to bear a large amount of fixed cost. Between the commercial bank as Dutch Bangla Bank, City Bank or IFIC Bank are being a barriers of regulatory factors. The innovation of technology creates barriers for banks. Because with the change of the technology they have to adapt the change with their competitors or before their competitors. Otherwise, they will lose the market or will get back from the competition. Globalizations change also create barriers for the banking industry. Because, it changes the nature of completion in the banking sectors. In any country like our country to open a new bank need to go through some criteria, such as

Fixed Investment: to open a new a bank a bank need to fix the cost for ATM booth, internet banking, IT section, creating network between the branches. To complete all these work bank need to bear a large cost.

Manpower: to start a new bank the owner of the bank need to hire experienced and efficient manpower. That they can hire them from their existing experienced jobs by offering high salary and incentives. They can also have trained them properly after hiring which will also need cost.

Developed or Structure Market: the banking industry is one kind of industry which can be already developed with the existing banks. So, for the new bank it is important to offer differential services to the customer. But, it is quite difficult for banks to offer differential services.

The changing law, rules and regulation by the new government in different time also creates barrier or difficulties for a new bank to operate their services. The changing needs and desire of service of different customers mix also creates problem for a new bank to set up their services. The bargaining power of the customer is so high in the banking industry that also

create a barrier for this industry. The innovation of various types of loans that in providing by the existing competitor also creates barrier for a new bank to enter in this industry. Different types of insurance policy also affect the new bank to enter this industry.

2.8 Supplier Power:

According to Porter's five forces the supplier power means the power of supplier to change the price, quality and availability of the raw materials. They can increase the price, quality and availability of the raw materials or at the same time they can increase price, quality and availability of the raw materials. Whatever they do with the price, quality and availability of the raw materials that create impact on the produced product's price, quality and availability of the raw materials. Banking industry is the service industry and there is no existence of the raw materials suppliers that's why there is no existence of the supplier power for providing services. But for the other materials for example, the paper that is needed for preparing cheque, or other document those supplier has power on that materials. Also the suppliers of the furniture that in need for the physical evidence of the bank has some power on the price, quality and availability of those furniture. And also the suppliers of resources that is needed to innovate the software by IT departments has some control on that.

2.9 Buyer's Power:

- According to Porter's five forces, the buyer's power means the power of customer bargaining, their price sensitivity, buyer volume, the amount of information they want to know, their choices between the brands, more differentiate services they want to consume.
- In the banking industry of course there is an existence of buyer's power. They can do bargaining on the interest rate on the loans.
- For insurance, taking loans, opening account they can choose from the existing banks from which they will consume services.
- They are very sensitive for the services provided by the banks.
- They are also very sensitive about the information they get before consuming any kind of services from the banks.
- These kinds of power of the customers can affect the quality and volume of the services provided by the banks.

- For the buyer power there is always a pressure for the bank to adapt the changes and better technological services otherwise the customer will move to the competitors who provide the better services than them.
- The availability of ATM booth also a requirement to hold the customer for particular bank.

2.10 Threat of Substitutes:

- There is a number of banks exist in the banking industry so in the banking industry the competition level is always high.
- The competition of interest rate among the competitors is a big threat in the banking industry. Because customer always want to consume services from those who provide less interest rate.
- Threat from substitute also exist in the various kind of insurance services. Cause customer always want to take insurance services from those who give better benefit on insurance.
- Number of ATM booth also influence the number of customer of a particular bank. Cause customer always want to create banking relationship with those bank which have a good availability of ATM booth. So that they can easily, deposit and withdraw money from that.
- The innovation services with technology also matter.
- People always love to consume more innovative and error free services.
- The behavior of existing employees are also matters. When the behavior of existing employees of a bank is more mannerly and if they are able to provide services in more efficiently then the customer are always motivated to consume that kind of services.
- Now, many bank adapt the “Customer care” services to solve the problem customer face. The behavior of these staff also create impression that from which customer will consume services.

2.11 Industry Rivalry:

- According to Porter’s five forces, industry rivalry means whether there is an existence of any firms or company which has dominating power on other or there is an existence of a strong competition between exiting firms in the particular industry.
- In the banking industry there is always an existence of strong competition.
- This industry always considers highly competitive.

- All the major banks do competition with each other on the basis of lower financing, offering higher or lower rates or investment services.
- Sometimes by focusing on competition they sometime face lower ROA (return on asset).
- Banks exist our country also do competition based on how fast and in how better ways they can provide services to the customers.
- The bank in this industry always try to retain their customer by lowering interest rate on loans, higher interest rate on deposit, and always try to invent more innovative services.
- Banks are always try to give more technological advance services to their customers to hold them.
- Some customers maintain multiple services to evaluate by which bank they can consume better service.
- When they get better service from a bank than another then they provide positive word of mouth about that particular bank.
- This kind of activates of customers make this industry more competitive. For example, in our country Dutch Bangla Bank Limited in the high position in the competition for having a very good number of ATM booth than its competitors.
- Customers can deposit or withdraw many from the ATM booth of this bank in every 20 to 25 minutes distance.
- In the other hand City bank Limited brings a very effective smartphone app ‘city touch’ by which they brings all the possible services provide by the bank in the hand of the customer.
- Another bank Brac Bank invent a service like ‘bkash’ for the first time than its competitors.
- All the banks existing in this industry adapting e banking, digital banking for giving unique and more comfortable services to its customers.
- All the bank always trying to invent this kind of new services to offer the customers that’s why this industry always stay competitive.
- There is no dominating bank exists in banking industry, the central bank has little control on the operation of others bank.
- Cause, central bank has the only right to issuing note among all the banks in the country.
- Central bank also take the direct actions against other individual bank that this includes coercive action against individual banks to penalize recalcitrant banking units.
- This bank is consider the bank of bankers.

- It also consider bankers of the government because it presents the government of the country to all over the world.
- It accepts the government deposits, cheques, and drafts.
 - It work as the agency of the government. This bank also consider the lender of the last resort.
 - All of these we can say that the banking industry is very competitive.

2.12 Summary of Challenges and Opportunities:

There are a lots of challenges always faced by the financial service industry like banking industry.

- The first challenge they face that is not getting enough ROA (returns on investment). The return on investment or the return on equity is never met the expectation of the shareholders.
 - Another challenges this industry face is the innovation technology. Every day there is an innovation of new technology services and banks are always under pressure to adopt them and provide those services to the customers before their competitors. Otherwise, they will no able to maintain their position in this industry. Cause there are some government banks like, sonali banks, pubali banks who are always left behind the competitions. Cause they cannot provide the technology advance services to their customer, that's why the customer are not willing to maintain banking relationship with them. Advance technology creates a big challenges to the traditional banks because, they are not able to adjust with this within a short time. The traditional banks and also the new commercial bank require to trained their employees when new technology comes to use it.
 - The other challenge is met the expectation of the customers. For the use of very innovative technology the customer are become so demanding. That's why the banks are always under pressure to provide the level of services equal to their expectation. Even after providing so innovative services if they ever face any error that leads to a great dissatisfaction to them.
 - The requirement of new and develop regulatory system is another challenge for the banks. Cause they need to spend a large portion of budget to develop this. Also it costs of time and money also to make it useable to the staff and also trained them to use it properly.
- Besides the challenges banking industry also have some opportunities. Such as

- There are existence of customer in such areas where the services of banks cannot reach. Some banks has opportunities to go there and serve them. There are some bank also doing this by ‘Agent banking’ services.
- Also there is an opportunity to provide loans to them to those commercial banks do not provide loans. For example, what ‘Grameen Bank’ did by microfinance.
- There is also opportunities exit to create more demand in the customer mind and fulfil those demand. They should not limited there services by offering only smartphone apps. They can offer more option to satisfy more their customer. They can decide what more option they should provide through research.
- They can also grab the opportunities by being proactive. They can research about upcoming technology services and adapt it before its competitors.
- Banks can also focus on demographic changes while providing services. For example, they can offer various insurance services for very old people. Or they can offer different interest rate on loans to different age group people. They can also offer scholarship for students.

Chapter-3

Analysis of the organization

3.1 Overview and History:

As a private commercial bank city bank limited starts its journey on 27th March in 1983. At the time of starting the primary objective of CBL was carrying all kinds of banking activities under companies' act. The principle place of business of CBL is the principle office that is situated on 10, Dilkusha, Jibon Bima Tower, Motijheel. It is one of the oldest private commercial banks in Bangladesh. The first branch was CBL was B.B. Avenue branch which was situated in the capital of our country, Dhaka city. The number of first local businessmen who were enough brave to trust CBL and take risk to make banking relationship was 13. Those sponsor directors commenced the journey with only Taka 3.4 core worth of Capital, which now is a respectable Taka 330.77 core as capital & reserve. CBL is that type of commercial bank that follows business or profit model and does not follow traditional model as other traditional banks. Under an online banking platform in real time, a solid service delivery or activities configuration and also an intelligent IT backbone support 4 company divisions on the back. Such a centralized business & operating model based on the company segment ensures specific therapy and services for the various client sections of the bank.

At present CBL has 87 online branches, 132 branches over the country and 10 SME service center all over the country. It presently has 46 ATMs and an agreement for ATM sharing with a partner bank with more than 550 ATMs in location. CBL hoping to have 100 ATMs of their own. It has adapted digital banking and e banking. As it has its own customer care call center which staff are available 24 hours to serve customer to solve their problem that they usually face while operating any services. By calling 16234 customer get services from CBL customer care. They have also introduced smart phone app "city touch" to serve their customer more smart way.

In five different regions it has 83 branches that are-

Dhaka Division consists of 37 branches

The Chittagong Division, consisting of 15 branches

The Comilla Division, consisting of 5 branches

The Sylhet Division, consisting of 9 branches

The Bogra Division, consisting of 10 branches

The Khulna Division, consisting of 7 branches

Objectives of CBL:

Despite extreme competition among banks operating in Bangladesh, both local and international The City Bank Limited made a remarkable progress practically in every sphere of its functions. The active of the CBL are very implicit and vast comparing to that of other banks in the country today. The theme of the bank is "For Relationship Banking".

- ✓ The prime objectives of the CBL are to create a strong capital base, to earn good profit and pay satisfactory dividend to honorable shareholders with proper social commitments.
- ✓ To achieve the objectives the management is continuously working for the improvement of bank's assets quality by identifying potential depositors and good borrowers. Because it believes "The line of excellence never ends". The strategic plans and business will be its strength in this very competitive environment. (point A. , 2018)

(MD KAFI KHAN, 2018)

Vision of City Bank Limited:

The Financial Supermarket with a Winning Culture Offering Enjoyable Experiences

Mission of City Bank Limited:

- ✓ Offer wide array of products and services that differentiate and excite all customer segments
- ✓ Be the "Employer of choice" by offering an environment where people excel and leaders are created
- ✓ Continuously challenge processes and platforms to enhance effectiveness and efficiency
- ✓ Promote innovation and automation with a view to guaranteeing and enhancing excellence in service
- ✓ Ensure respect for community, good governance and compliance in everything we do

Values:

- ✓ Result Driven
- ✓ Accountable & Transparent
- ✓ Courageous & Respectful
- ✓ Engaged & Inspired
- ✓ Focused on Customer Delight (MD KAFI KHAN, 2018)

Organizational hierarchy of City Bank Limited:

- ✓ Assistant Vice President
- ✓ Board of Directors
- ✓ Chairman
- ✓ Deputy Managing Director
- ✓ Executive Officer
- ✓ Executive Vice President
- ✓ First Vice President
- ✓ Junior Officer
- ✓ Managing Director & CEO
- ✓ Officer
- ✓ Senior Assistant Vice President
- ✓ Senior Executive Officer
- ✓ Senior Executive Vice President
- ✓ Senior Officer
- ✓ Senior Vice President
- ✓ Vice President
- ✓ Vice-Chairman

Achievement of CBL:

- It is an achiever to be known as best bank in Bangladesh for getting FianaceAsia Country Awards in 2018.
- It is also known as a best investment bank in Bangladesh for winning FianaceAsia Country Awards in 2018.
- It gets the reputation as best for premium banking services for having Asiamoney Best Bank Awards 2019.
- In Global Finance it got the reputation as best consumer digital bank in Bangladesh 2018. (MD KAFI KHAN, 2018)

Target Segment:

- I. **Corporate Banking:** For corporate banking CBL target segment:
 - Serve blue-chip companies banking requirement that is big and naïve for economic development and employee growth.
 - Serve micro-finance unit in the purpose of financial inclusion especially serve country's large agri -sector.
- II. **Commercial Banking:** for commercial banking CBL target segment:
 - Give financial support to mid-sized companies to be a large organization.
 - Target segment of CBL for commercial banking-
 1. In Dhaka city it target pharmaceutical, cement, food, textile electronic and electrical, leather or appliances companies.
 2. In Chittagong it target steel, auto rice mill, cement, light engineering, and leather companies.
 3. In Khulna it target fish processing, fertilizer, auto rice mills or cement companies.
 4. In rajshahi it target light engineering, auto rice mills, flour mills, and textile or pharmaceuticals companies.
 5. In rangpur it target auto rice mills, flour mills, feed mills, renewable energy.
 6. In mymensingh it target poultry, auto rice mills or feed mills companies.
- III. **Retail Banking:** for retail banking CBL target
 - Demography individual for formal banking and giving financial support for their own economic growth and development.
- IV. **SME Banking:** for SME banking CBL target
 - Small business to give financial support
 - Individual entrepreneur to show their business talent.
- V. **AGENT Banking:** For agent banking CBL target customer are
 - People live in under banking area.
 - Give under banking area's people true sense of financial inclusion.

Positioning of CBL:

- CBL wants to create position of as a most Largest and widest bank in Bangladesh that's why they widening their banking network all over the world.
- CBL already done it positioning in customer mind as one of the technology oriented bank, as it able to provide it most of the services in digital way.
- It known as one of the lowest loan TATS bank in the industry.
- Customer recall CBL as a strong brand in banking industry.

Branding Position of City Bank Limited:

- In terms of banking services city bank limited is consider one of the leading commercial bank in Bangladesh.
- City bank limited which is a bank operating under "city group" consider as one of the famous brand in our country.
- CBL make its branding strong by developing a good relationship with both external and internal customers.
- It arrange several seminal and workshop to create clear ideas about its brand to its customers, employee and as well as suppliers.
- It is in the top position among the commercial bank in our country which example we can see in the example how the customer are engaging with them day by day.
- It is maintain a consistent growth by its achievement and taking far reaching initiatives to make it brand name stronger.
- City bank limited as a brand is bear a reputation of a trusted provider of world class financial services.
- CBL as a brand able to serve 17, 00,000 customers and the number of issuing card is 10, 68,034.
- As a brand the number of its digital banking customers are 1211780. (MD KAFI KHAN, 2018)

Promotional Activities:

- CBL promotion activities engaged in making TVC advertisement with their customers.
- They try to communicate about their new offering, increase services and new innovative services with their customers through TVC commercial advertisement.
- They use magazine, newspaper and PVC media to communicate with their customers.
- They try to communicate about their new offering, increase services and new innovative services with their customers through print advertising media.
- They promotional activities also involved in digital marketing.
- They maintained a Facebook page to communicate with customers.
- They use their Facebook page to make their customer known about their new service offering, about discount or about their innovation.
- By the Facebook page they are also able to know about some positive and negative review from their customer about their services

- Further they use those review to improve the quality about their services for customer satisfaction.
- They participate in several publicity activities to make their brand more known to their customers.
- They arrange several workshop and seminar to attract both external and internal customers.’
- They approve to give vacancy post in several times in various vacancy announcement group in Facebook this is also one type of promotional activities.

Competitor Analysis:

▪ **Direct Competitor:**

- The other commercial banks in our country are the direct competitors of CBL. Such as-
 - Eastern bank limited (EBL)
 - Dutch Bangla bank limited (DBL)
 - Brac Bank
 - HSBC
 - Shahjahan bank limited
 - IDLC
 - Islamic bank limited
 - Dhaka bank limited
 - IFIC bank
 - United Commercial Bank (UCB)
 - One bank
 - Southeast bank limited and other existing commercial bank in our country
 - Other traditional bank in our country such as Sonali Bank, Pubali Bank are also the direct competitor of CBL

• **Indirect Competitor:**

- More than direct competitor bank face threat from its indirect competitor that are non-banking companies.
- Bank doesn't best direct threat from non-banking companies on the services of deposits and withdraw, mutual funds, insurance, and fixed income securities. These services also offered by non-banking companies.
- Lower interest rate are offered by these non-banking companies for what bank face a great threat from them.
- Non-Bank Financial Institutions (FIs) operate in Bangladesh in total 33 (thirty-three). Of the total, 2 (two) are wholly owned by government, 1(one) is a State Owned Commercial Bank subsidiary, 15 are private domestic and 15 are joint ventures. (FIs) are regulated and controlled by the Bangladesh Bank under the Financial Institution Act of 1993.
- Non-banking companies are-
 - Delta Brac Housing Finance Corporation Ltd
 - FAS Finance and Investment Limited
 - First Finance Limited
 - Hajj finance Company Ltd

- IPDC Finance Limited
- Midas fiancée Limited etc.

Place: The place of CBL can be identified by where it has its physical evidence to provide services:

- CBL has 132 branches all over the country to serve the people.
- 7 priority centers
- 20 SME unit offices
- 3 airport launches
- 5 AMEX service center
- 154 agent banking outlets in the under banked area.

3.2 Trend and Growth:

The trend and growth of CBL can be represent by its performance analysis-

- The current position of CBL is that it is in the top five oldest commercial bank in our country. It has 83 branches all over the country.
- It has now 25 ATMs of its own and in sharing arrangement the number of ATMs is 225, and at the end of the year it is thinking to have 50 ATMs of its own.
- It is known as the first bank for issuing dual currency credit card.
- Having visa debit card made their service more popular.
- CBL is on the way to launching Visa prepaid card for travel sector.
- CBL is now able to provide both customized and personalized services that increase their growth for high customer satisfaction.
- Now CBL placed as the largest corporate bank for having their unique and efficient business model.
- CBL having very good growth in retail and SME banking.
- This bank has very good growth for opening good number of SME center within a short time.
- CBL has also very good growth in foreign remittances business.
- The higher management team of CBL now consists of leader from multinational bank, their specialized knowledge take principle part for the growth of CBL.
- The growth of CBL also visible for gradually adapting advance technological services as ‘‘city touch’’ app
- CBL also growing fast in digital banking and e banking, they operate their banking activities on the basis of web.
- CBL also growing their services in the under banked area by adapting ‘‘Agent banking’’
- For their customer care call center they are able to make their services available to all over the county where have visit in branches not important for customer to consume services.
- For ‘‘city touch’’ service customer able to consume service from anywhere the country that creates a very good growth for CBL.
- For ‘‘city alo’’ services CBL has a good growth demography for the women sector.

3.3. Customer Mix:

Customer mix indicates the customer segments which is the purpose of the bank to serve by their operations. Which type of segment is profitable is also indicated by customer mix. Serving which segment is not profitable also can be known by this.

City bank limited operating their activities to serve various segment of customs. There are going on to serve the customers in following segments.

- ❖ Individual: they provide loans individual customer to buy car, bike or home. They also provide loan to individual to start up new business, which can be small, medium or big. There is also option for an individual to open saving, current or business account. An individual can also take the service of DPS account.
- ❖ Big, small or medium business organization: they also provide loans to many big, small or medium business organization to open newly or doing their existing business smoothly.
- ❖ New or existing industry's owner: CBL also provides loan to a group of people or someone individual to enter in a new or existing industry to operate their business.
- ❖ New entrepreneur: CBL usually provide loan to entrepreneur to give them financial support to start a new business.
- ❖ To establish new school, college and university: CBL usually provide loans to start up a new educational intuition that can be a new school, college and university.
- ❖ To doctor to open new medical clinics: doctors are also get loan or financial support from CBL to start up a clinic to give medical services
- ❖ To establish coaching centers: CBL usually provide loans to start up a new educational intuition that can be coaching centers.
- ❖ To women: CBL introduce "city alo" which is new and unique service and this is designed based on especially served women.
- ❖ Students: CBL open the door for student to open their own saving accounts.

3.4. Product/service mix:

As being a private commercial bank CBL has a very unique and systematic service mix to serve their customers. 3 types of specific financial services always provide by the bank that is:

- ❖ General banking
- ❖ Foreign exchange
- ❖ Loans and advance.

General Banking: this section of service provided by CBL includes account opening section, cheque book issue, remittance section, cash section, accounts section, clearing and bill section. CBL offers many types of accounts services under general banking. Bank's impression on the mind of customer starts from this section. Cause this is the first step of customer life cycle of service in the bank. So, the relation of the customers with the bank

starts from the relation from the banker and the customer. So extra care should be given to the customer in this section so that it able to crate positive impression on customer's mind to continue farther banking relationship with the bank.

In accordance with the International Code of Conduct, banks should keep to their mind following step while serving their customers:

- While dealing their customers bank will behave fairly and reasonably.
- It is strictly mentioned to bank's staff that they have to give all the information very politely to the customer that is regard to particular service that is consumed by the customer and they have to make understand every point very nicely to the customer.
- The security and the integrity of the banking should be maintained in confidence way by the bank.

The types of accounts offered by CBL under general banking:

1. Saving Account
2. Current Account
3. Short Term Deposit (STD) Account
4. Fixed Deposit Receipt (FDR) Account
5. Deposit Scheme Account

There are also some type of services that also operate under this department among the branches of the bank. That are

1. Demand draft (DD)
2. Pay order (PO)

1. Demand draft (DD): Demand Draft or DD is one type of instrument by which issuing branch upon the drawee branch that is another branch place order to pay a certain sum of money to the payee. Cause this is the easiest way to place money from one place to another place with minimum risk.

2. Pay order (PO): this is the right given by the issuing bank to the payee to claim the sum of money.

Another service is provide under general banking. That is safe deposit locker.

Safe deposit locker: safe deposit locker service can be consumed only by the saving and current account holder in city bank limited. 3 types of oflocker are available that are large, small and medium.

Loans and advance: Profit is the main purpose of business. There is no business is running without profit. Bank is usually involve in a type of business where it deals with money and credit. But, banks are also profit oriented like others business. It invest it funds in several ways to earn profit. The most of the profit in banking industry comes from loans and advance.

Provide loans and advance to the traders against their securities that can be the assets of the individual. But in this case CBL has to bear the risk of default repayment. If any customer

make default in repayment then CBL has the power to take legal action against those customers.

a) **Short term loan:** CBL provide short term loan which time duration usually equal or less than one year. It provide types of short term loan that are for-

- Packing cash credit.
- Overdraft facilities
- Cash credit
- Letter of credit
- Secured overdraft
- Secured overdraft facilities
- Back to back letter of credit
- Loan against trust receipt
- Loan against imported merchandise.

b) **Mid-term loan:** loan that provides up to 5 years. These types of loan usually provide for setting up manufacturing facilities or for buying land, building, or any other equipment and plant.

- **Consumer credit scheme:** Bangladesh is a country that is full of people who belong from middle class family and not able to buy their desired item with their monthly income. CBL provide this service by targeting these people .under this service
 - Bank buys desired product on the behalf of the customer
 - Customer can consume that product without full paying
 - Customer pay the loan later the bank with a fixed installment within a fixed time period.

Pricing strategy for this service:

- The interest rate for this service 14.5 to 17 %
- The loan amount starts from 20000, and
- The time duration usually 24/36 month's installment.

▪ **Lease financing:** CBL give lease financing for equipment or machinery purchase use for industry or business requirement. Lease financing is given to purchase-

- Lifts
- Main machinery of any company
- Computer or laptop for office use
- Generators and air conditioners
- Normal or luxury vehicles purchase (car, truck, bus, bike, taxi-cab, mini bus etc.)
- Medical or other professional equipment.
- Apartment or building

Pricing strategy for this service: Lease given -

- For vehicles item for 4 years
- For Main equipment and machinery, medical or other professional equipment 5 years
- For apartment or building vary case to case.
- Equal monthly installments would recover entirely funded quantity along with interest and fees.

- Interest rate for this service 14 to 16%
- Customer has to pay for maintenance of lease item and they will be payable for any kind of damage.
- Lease items are security for itself.

Transport loan: loan that is provided by CBL to customer for buying transportation vehicles like car, bike, truck, bus etc.

Pricing strategy for this service:

- Interest rate for this loan is 15% to 16%

c) **Long-term loan:** in long-term loan the time period is more than 5 years.

- **House building loan:** CBL provides this type of loan to customer for making construction or structure of the building. There are some requirements that should be fulfilled by the customer and bank both for this loan. These are-
 - Business plan of the project should be visible to the bank
 - Letter of approval from the approval authority should be given to the bank
 - Cost will be prepared by an engineering firm for the construction
 - Survey must be done about the land by the bank
- Industrial loan: CBL focuses on the economic and financial development of the country for providing their services. The purpose behind giving industrial loan is to improve the country's economic and financial situation.
- The process of mid-term loan and industrial loan is almost the same; differences exist in the payment method and interest rate.

Foreign exchange: the foreign exchange department of City Bank Limited is considered an international department that deals globally. It facilitates different modes of international services as it makes a bridge between exporter and importer.

- The Foreign Remittance Unit of the City Bank meets increasing client requirements for quick, successful and simple transfer of funds to a wide spectrum of locations.
- City Bank Limited has 83 branches throughout the nation.
- In addition, the Bank has a powerful network of remittances with other significant country banks.
- Therefore, wherever the account of the customer is, CBL can send the cash of the customer immediately.
- CBL gives value to the precious time of the customers. That's why their payment procedure is very easy and simple.
- Customers have the privilege of encashing the money they receive from their branch counter immediately without having to go through any trouble.

City alo: city alo is a very unique service of City Bank Limited that is launched recently.

- This service is only designed for modern, independent and business executive women.

- For women empowerment in our country they need a trusting partner.
- By city alo service CBL is target four segment of women that are- entrepreneurs, salary getting women, housewives, and professionals such as teachers, engineers, or doctors.
- By this service of CBL these women are getting discount on medical services, shopping and beauty related services from clinic or hospitals, any reputed cloth branding stores, and from parlors.
- The customers of city alo services can enjoy low interest rate and lower processing fee.
- They will also get personnel, home or SME loans.
- They will also get the chance of opening a goal-based DPS account.
- Customers can walk into the flagship branch of City Alo, grab a cup of coffee from Gloria Jean's Coffee Shop operating in the branch premises, and get expert managers to meet their banking requirements.
- At City Alo Service Points, customers can enjoy banking facilities accessible throughout the country at 32 branches of City Bank.
- In collaboration with North South University and International Financial Corporation (IFC), City Alo also provides ' City Alo Certification Program ' consultative services at a subsidized fee to improve women entrepreneurs ' monetary literacy.

Card services:

A. Credit card: there are two categories credit cards are available into CBL. That are-

- American express: from 2010 CBL launches 3 categories AMEX card that is also available in dual currency mode. That are –

- I. Silver
- II. Gold
- III. Platinum.

- Visa card: it is an international mode of card that is it can be issue in both taka and US dollar. In our country it issue in taka and in foreign country it issue in US dollar. It also available in two categories that are

- I. Silver
- II. Gold.

B. Debit card: debit card or ATM card can be owned by a customer by only having an account in CBL that could be saving or current account. There are two ctagogies of debit card available for the customer of CBL that are

- Master card: that is known as default card for customer and it has no other categories.
- Visa card: this is one kind of debit card by which customer can deposit and withdraw their money from their bank account. Visa card is restricted by only CBL ATM booth.

C. Special card: there is one categories special card is available for CBL'S customers that is AMEX (American express card). Customers are able to get several discounts by using this.

SME banking services: three types of SME banking services are available in CBL. That are

- Medium segment SME services

- Agro segment SME services
- Small segment SME services

3.5 Operations:

Operations of a bank means how it operate a set of services to serve the needs of its customer. The purpose of a bank's behind its operation is always give completely accurately and appropriately services to its customers. City bank limited operates 4 distinct set of services to run their business-

- Corporate and investment banking
- Retail banking
- SME banking
- Treasury and market risk.

Corporate and investment banking: CBL is in the leading position in the consideration of corporate and investing banking. CBL's comprehensive understanding of the local legislative structure for national debt and loan markets, Product experience and broad geographical reach can assist customers achieve their goals for funding and investment.

- CBL's demonstrated expertise, product capacities and worldwide reach enable us to match investor needs with international and national issuers ' financing demands.
- CBL structure, arrange and distribute asset-backed and future flow transactions for customers and our track record of innovative deals puts us at the forefront of creating securitization markets.
- They provide investment instruments and a variety of local currencies to deliver structured asset alternatives to satisfy particular investment requirements, attain customer portfolio target rates and handle risk exposure.
- CBL convertible bonds and equity derivatives teams open funding and investment opportunities related to the equity asset class-all based on understanding of the local market, profound customer interactions and innovation.

Under corporate banking offering services are-

- Finance
- Trade finance
- Short/medium finance
- Project finance
- Islamic finance
- Structured finance
- Cash management
- Investment banking
- Working capital

Retail banking: retail banking CBL is the first bank to introduce issuing dual currency credit card. There are two categories credit cards are available into CBL. That are-

- American express: from 2010 CBL launches 3 categories AMEX card that is also available in dual currency mode. That are –

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- II. Gold
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D. Special card: there is one categories special card is available for CBL'S customers that is AMEX (American express card). Customers are able to get several discounts by using this.

SME banking: CBL doing very growth in SME banking.

- It is opening a very good number of SME centers all over the country.
- For having 87 online branches it also representing a very good performance in foreign remittance business.
- It has a strong exchange relationship with Middle East, Far East, Europe and USA.
- CBL has 30 SME branches and 10 SME service center.
- SME loan has the direct relation with the business of bank.
- CBL provide the small and medium SME loan to the target customer.
- SME loan can be as home loan, car loan, bike loan, and mortgage loan, loan for manufacturing business, medium trading and service enterprise.
- CBL also provide loan for agriculture unit.

Service offering under SME banking-

- City muldhan
- City sheba
- City shulov

Treasury and market risk: having a good number of deposit account represent how financially capable a bank. To increase the amount of deposit account that is saving, current of business account CBL offers high rate of interest rate on the deposit account to the customers. This is one kind of taking risk of losses. But, CBL bear this risk to serve the customers and operate business smoothly. Moreover, when the interest rate changed continuously bank face risk to match interest rate with the asset and liabilities.

Bank also need to hold enough liquid to be enable to get the enough resources to operate business. But in some situation bank become unable to get fresh resources to operate business. For this fact, bank always bear a risk to maintain minimum liquid to serve the

liabilities, debt services payment and net loan transfer. This division focus on minimizing risk, timely liquidity generation, providing prompt and try to be proactive to give best fit solution.

Service offering under treasury-

- Overnight deposit
- Term deposit
- Foreign deposit
- Local currency
- Spot and foreign derivatives

ATM booth: ATM booth is the great innovation of technology. It make banking more easily for both customer and bank itself. For CBL it represent a very important part in operating banking activities. In 39 districts in Bangladesh CBL has 272 ATM booth. Customer can take services from any ATM booth that is nearest to their house to deposit, withdraw and transfer their money. But, CBL now thinking to reduce the number of ATM booth by the help of customer care services and smartphone app.

Customer care services: CBL has now customer care center that able to serve customer 24 hours. By calling where customer get solution about the problem that usually faced by them while operating credit card or debit card. By calling 16234 customer are able to talk with a customer service officer about the issue regarding the problem to get solution. It is very safe and secure to communicate with customer care officer about problem.

City touch app: another innovation of technology that is adapt by CBL to operate their services that is city touch app. This is a creation as a service of digital banking of CBL. This give all kind of possible services to the customer regarding with the account which customer can consume by staying at home. That are

- In payment option customer can do pay to recharge mobile balance.
- By payment option they can also pay for the balance of their credit card by their exiting account.
- By payment option they can also do visa card payment.
- They can pay for any transaction or shopping
- Customer can transfer money from their one CBL account to other CBL account
- They can also transfer money from their existing CBL account to other's bank account.
- They can also transfer money to bkaash account by the help of this app.
- They can pay the bill and any kinds of fees with help of this app.

3.6 SWOT analysis:

Strength (S):

- In special card service categories CBL has AMEX (American express card) card service by which customer get special services.
- By using AMEX card customer are able to get several discounts from many clothing brands, from some service center, from some restaurants.
- Having a good number of ATM booth is another strength of CBL because it helps customer to deposit, withdraw and transfer money in easiest way.
- Operating the ATM machine of CBL is easy and error free in comparison with other banks.
- ATM machine of CBL work smoothly in comparison with others.
- CBL provide services their customer in the basis of fully computerized.
- CBL is proactive bank, they always try to adapt innovation before the competitor.
- CBL follow advance technology system.
- CBL has very good and innovative IT department that can create new software to operate banking activities.
- CBL maintain the banking staff who are very well manner and efficient.
- CBL always focus to innovate new services for their customer “city alo” is one of the example of it.
- Women empowerment is become strong by the service of “city alo” cause women get discount on interest rate on different types loan by consume this service.
- “city alo” service holder also get higher interest rate on deposit amount.
- “City alo “ service holder also get discount on many women oriented services.
- “city touch” app is another strength of CBL. Cause by this customer can do any kind of payment and transfer activities by staying at home by only become owner of a saving, current or business account.
- CBL has a very strong legal division which help CBL to take any legal action against any default.
- It has create a brand salience
- It is known as most valuable financial service brand all over the country.
- Its brand goodwill helps itself to enhance its customer.
- It always get a very good response for creating new initiatives.
- It loyalty services make its card more popular.
- It growth on card services 19.7% from last five years.
- From the launch of “city touch” app it customer are increasing sharply.

Weakness (W):

- CBL maintain very efficient employees but, the number of employee located in each branches is less.
- With comparison the number of branches the number of staff is not enough.

- The customer care staff take a very good amount of time to solve customer problem that result to cut high amount of call rate.
- Sometimes the amount of resources needed to do work are not enough as require.
- Customer have to wait for a lots of time to get service when they visit any branches physically.
- There is not enough backup option, any mistake by IT department can ruin the whole software operation.
- There is less security for ATM machine, sometimes AMT machine are locate in road side without security guards and booth.
- The operation of "city touch" is not smooth. Cause in transaction and payment option sometimes the payment and transaction not reach in exact place but the money got withdrawn from account.
- By focusing on technological development it cost are increasing.
- Human capital are always under pressure for engaging themselves in multi task activities.

Opportunities (O):

- There are existence of customer in such areas where the services of other banks cannot reach. CBL has opportunities to go there and serve them. CBL can do this by agent banking.
- There is also opportunities exit to create more demand in the customer mind and fulfil those demand. Suppose, more option can be increased in the app "city touch".
- CBL can also grab the opportunities by being proactive. They can research about upcoming technology services and adapt it before its competitors.
- CBL can also focus on demographic changes while providing services. For example, they can offer various insurance services for very old people. Or they can offer different interest rate on loans to different age group people. They can also offer scholarship for students.
- It has opportunity to target it customer demography. For example, it can arrange customized services for household incomes.
- Innovating new services by targeting on youth generation can be beneficiated for them.
- With the change of customer lifestyle there is opportunity exits to develop new need and solution.

Threat (T):

- Continuous change of law, rules and regulations by the government.
- Changing government leads in changing law, rules and regulations that creates a threat for a commercial bank like CBL.
- Bangladesh bank do continuous review on the banking activities of CBL.
- Increasing and decreasing of economic growth rate of country has a great impact on CBL financial status.
- Unstable political situation.
- Innovation of new technology.
- The great threat comes from competitor's bank when they become more proactive to adapt new changes.
- Increase number of demandable customer who want to consume more innovative service.
- Customers are become more sensitive, they always want error free smooth services.

- They are facing continuously risk to compete with competitors by taking continuous new initiatives. (Md. Kafi Khan, 2018)

3.7 Steps/Strategies to meet the Challenges and Opportunities:

Core strategies:

- CBL core strategies always focus on how they can expand the access of their portfolio of product and services to the wide range of client's base.
- They are promised to their clients, their employees, their share holder and stakeholder to create fortunate future for them.

Strategy alignment:

- Every business unit or corporate function have to alignment their own unit operating strategy with the core strategy to make sure the active execution of all these strategy will create beneficial outcomes for their clients.

Risk appetite:

- All type of strategy that followed by CBL ,that can be core strategy or the strategy of every corporate functions are always made in such that it could be achieved by facing all kinds of possible risks.
- The strategy are made by thinking about the risks also, it also increase the risk consume capacity of the bank.

Operating context:

- The strategy of CBL made in such way that represent an effective way to capitalize the structure shift in the banking industry.
- CBL strategy are made in such way so that they can aligned their business and assign responsibility to their clients with change of socio economic factors, technological innovation, financial inclusion, and environmental changes.

Business model agility:

- CBL always follow a flexible business model that can easily response with the cyclical changes of market.
- CBL follow another strategy that is to research about the opportunity by which they can generate more revenue to be more profitable.
- They search for opportunity that should be include cross selling opportunity.
- They follow a well-developed risk model to response perfectly at the time of economic stress.

Managing customer's expectation:

- CBL won the belief from their customers that they can do anything.

- To manage this expectation from customer CBL turn their bank into more digital and technological bank.
- CBL develop a proactive culture
- CBL response all the situation smartly to create a long term sustainable competitive advantage.

Strategies that followed by CBL to meet opportunities-

- Bangladesh is an over populated country in the world with 163 million people, CBL look this an opportunity to increase their customer base among this large population and make strategy for this.
- There is a number of people live in an area where bank cannot reach their services. CBL make strategy of ‘’ Agent banking’’ to serve this under banked area by showing them scope of financial inclusion and savings.
- They introduce ‘’ city alo’’ that is their strategy for women empowerment to show them the path of success.
- Geographically they increasing their footprint as a tech-strong bank to represent a strong financial growth. (MD KAFI KHAN, 2017)

Chapter-4

Internship experience

4.1 Position, Duties and Responsibility:

▪ **Position:**

- My position was an intern of City Bank Limited.
- I was placed to do my internship responsibilities to Legal Division of City Bank Limited that is situated at the 2nd floor of jibon bima tower, 10, Dilkusha, Motijheel.

▪ **Duties:**

- My duties was to be flexible and should be assigned to any job or job description as the bank may deem fit and necessary from time to time.
- I did report to my supervisor Md. Imran Hussain Pervez, Assistant Manager, Legal Division, City Bank Center, 136 Gulshan Avenue, Gulshan-2, Dhaka-1212. Accordingly.
- I did join for my internship duties on June 09, 2019.
- My internship period was from 09, June 2019 to September 08, 2019.
- I did abide by the general rules and regulations of City Bank Limited.
- During my internship I did not permit to engage directly or indirectly with any other company or financial institution or organization without prior written approval of the authorized person of the bank.
- As an intern I was not permit to divulge matters relating to the bank's operations in any respect which I may come to know during the course of my employment in the bank.
- All communication between the company's client or any of them and concerning, the business transaction coming to the knowledge of the intern officer, I did maintain high secrecy unless it was deemed and expedient for me to disclose them to the third parties.
- In this case I have to obtain prior permission from the company.

▪ **Responsibility:** I was working in legal division in city bank which is situated in motijheel 10, dilkusha. Here I need to update the information that is related to cases which is against city bank's clients. I need to update these information in a software named Ulis. First of all I need to open the page of Ulis and that is a form or page that I need to fill up with the information that is mentioned in the file about that particular client. At first I need to give the date of input that is the day or date on which I'm giving input the details. Then I need to give the reference number that is related with the employee's name who is handling that case, the type of case and then the serial number of the case handling by that particular employee under that particular type of case. Then I need to update the legal notice date or notification date which is the date on which the legal notice is sent to the borrower or that client against whom the case is filling. And then I need to update the receiving date that is the date when the bank received the case against that client which is usually seven days before than the legal notice sent. Then I need to choose the type of notice that is legal notice. Then I need to choose the name of the dealing employee who is dealing this case from an option of dealing employee where all the name of employees of legal division are given, just need to choose the name of that particular employee who is handling this case among others. Then I need to input the name of the borrower against whom the case is filling. Then I need to input the name of

account if case is SME loan then the name of account will be on the name of properties for which the loan is taken and if it is visa card or AMEX card case then the name of account name will be on the name of borrower himself or herself. Then I need to give the borrower's present address, permanent address and business address that all are mentioned in the file following which I need to update all the details. Then I also need to select the borrower status that is related to the case activity type. For example, if the activity type is charge, witness, withdrawer of suit, transferred of suit or the suit is trial sate then the borrower status will be traceable. And if the activity type is warrant of arrest, WP&A or paper publication then the borrower status will be traceless. AND if there is a newspaper publication about this case then I need to also add the name of that newspaper. Then I need to update the cheque number and the amount of money that is mentioned in the cheque. The cheque is always attached with the file if it not then the information related with the cheque always mentioned in the file. I also need to input the date on which the cheque is issued and also the date on which it's dishonored. And there is a box of suit value, the suit value is equal to the cheque amount, if there is more than one cheque then the suit value will be equal to the total amount of all the cheques. Then I need to input the suit number that is the number of case that is mentioned on the file. And then I select the type of suit that is always criminal act. Then I need to choose the location, if it is loan related and city solution case then I need to choose branch and there is another option location from where I need to choose the name of the branch. And if it is AMEX or Visa card related case then I need to choose division from location option and from location from option I need to choose card division. If it is SME loan or city solution Case then I need to input the name of guarantors and their address .In SME loan I also need to update all the details related with security of this loan in security details box. For AMEX and Visa card related case these kind of information is not required. Then I need to mention that this case is filling by bank from an option and input the date of filling which is mentioned in that file. Then there is an option of lawyer name, I need to choose the name of that lawyer who is handling this case among the names of all lawyers. Then I need to choose the name of lower court where the case is going on. Then after completing the form fully there is a submit button where I need to click to submit all these information.

4.2 Training:

- After I did join for my internship a training session was held to trained me how to operate Ulis software for which they did hire me.
- The training was given by the senior employees of legal division City Bank Limited.
- Excepted this fixed training session the senior employees of City Bank Limited (Legal Division) guide me time to time whenever I faced problem to operate my work.
- During my 3 months internship period another training was held after 1.5 months where the member of IT division of the bank asked me what type of problem or difficulty I usually faced during inputting data in Ulis software.
- They also update their software after knowing the problem regarding Ulis software from me to resolve my problem.
- After 2.5 months I again came to their Gulshan branch (IT division) to input data and check either there any other problem exit in software or not.

4.3 Contribution of Departmental Function:

- As I am a student of marketing major.
- But I could not apply my marketing knowledge during my internship duties.
- Cause I was in Legal Division and my work was inputting information about all the case which file were given to me.
- I did not get any chance to communicate with the clients.
- I was hired to do only desk work.
- Communicate with clients and field work are done by the senior officers of Legal Division.
- All I could apply from my departmental knowledge that is communication skills and presentation skill.
- Because I need to communicate with the senior officers of the division where I did work, the head of the division and also the member of IT division to know them of the problem of the software.
- I also needed to present the legal information of filed cases to the senior executive of the particular division.
- I was able to apply all the knowledge that I learnt from computer application course that was offered in my BBA life.

4.4 Evaluation:

- During my 3 months internship period every one month one meeting was held to evaluate all the intern.
- This per month meeting was held to evaluate all the intern about their working speed, working efficiency and knowing the number of file input by each intern.
- If the number of inputting file of each intern increase than the last month it is identified as the positive side of working capability.
- During the meeting the officer never said any negative word to their intern.
- They always give positive motivation so that intern can increase their working capabilities.
- Intern was evaluate by the number of inputting file within the given time period.

4.5 Skills Applied:

- Data entry
- Using MS word and MS excel
- Using short cut techniques while inputting data in the software
- Fast typing speed
- Application of the option I known about MS word
- Using the knowledge about MS excel
- Using my communication skill

- Using my presentation skill
- Mathematical skill while calculating cheque amount
- Be responsible and accountable while submitting file

4.6. New skills developed

- Be punctual
- Increase typing speed
- Increase communication skills
- Be more presentable
- Data entry
- Learn to use photocopier machine as a corporate employee
- Learn to do scan of important papers
- Learn to send mail in corporate style for corporate need
- Learn to use more option in MS Word
- Learn to use MS Excel more effectively
- Increase my time management ability
- Be capable to attend corporate meeting
- Be more responsible to my duties
- Learn to complete assigned work within given time period with full responsibility.
- Learn to be compatible in work place
- Learn to do work under pressure.

4.7. Application of Academic Knowledge:

- Applied all those techniques and knowledge I got learnt from Computer Application course.
- Use of MS Word
- Use of MS Excel
- Techniques applied to make fast my typing speed
- Applied ethical knowledge to be ethical in corporate place
- Taking all ethical decision that I learnt from Business ethical course
- Tried to be ethical with my colleague and senior officer
- Tried to behave nicely with my colleague and senior officer by applying those knowledge that I learnt from Organizational behavior course
- Be accountable very nicely to my supervisor while reporting him
- Tried to complete all my responsibilities as a corporate employee by applying those knowledge that I learnt from human resource courses.
- Use KPI method to take correct decision on my work to go through right direction that I learnt from training and development course.
- Try to be legal to follow all employees law that I learnt from Business Law course
- Be sensible on the ethical decision taken for us by the bank.

Chapter -5

Recommendations

5.1 Recommendations for Improving Departmental Operations:

Thought I am very small person to do recommend a brand like City Bank Limited. But for the requirement of report I have to do this. I am recommending CBL on the basis of my personnel experience. I can recommend City Bank Limited (legal division) on following issue-

- I was in legal division of CBL, there I faces the shortage of resources. So I will recommend the department to give required amount of resources to their employee.
- In this division the number of scanner is less than the number of employee, I will recommend them to give extra attention on this.
- We were six intern in this division, but there was no computer given us to operate our task. We need to use the computers of our senior officers when they were no present.so I will recommend to this division to give required number of computer to their intern to complete their task.
- We were six intern in this division, but there was not any arrangement of desks for us where we can sit and do our work, we need to use the desks of our senior officers when they were no present.so I will recommend to this division to arranged required number of desks to their intern before they hire them.
- At time of taking interview of intern they make delay. This behavior make a sense that they don't give value of time of interns. Bank should be stricter to their interviewer on this issue.
- The punctuality of employees should be increased. Because at the time of giving Acceptance letter to the interns they make delay for 3 hours. If they continuously do this it will create bad impression on the mind of those intern who will can the future resources for them.
- If they do delay to give services both their internal and external customer it will make negative word of mouth against them. It make an impression that they don't value the time. So, time to time activities must be done.
- As a customer I will recommend CBL to make their services smarter. While using "city touch" app sometimes the funds make withdraw but the transaction got failed.
- As a customer I will recommend CBL while they recover services they do this quickly. Because they took long time to resolve any wrong transaction.

5.2 Recommendations for Improving Self-Performance:

I can recommend my self-performance on the following issues:

- I should be more punctual
- My time management capabilities should be increase
- Improved my communication skill
- Be more presentable
- Increase communicational skill in English
- Be more responsible towards my tasks
- Increase my typing speed
- Know more about the use of MS Word
- Know more about the use of MS Excel
- Be more sensible.
- Be more intelligent on Email writing.

Chapter-6

Conclusion:

Conclusion:

City Bank Limited is one of the top bank among the existing commercial bank in our country. It has strong brand identity. It is also a preferable bank to the customer. All I can say it is one of the success bank in our country. That's why the new initiatives and new offering of CBL is always highly accepted by its customers. CBL should take the advantage of this and keep focusing do offer more innovative services to its customers. It should focus on creating new need for its customer and serve them. As CBL already doing this by "city alo" service. It create a new demography need for only women and serve that need. It can grab more opportunities like this. AMEX card also a unique service of this bank. It also being profitable by this. CBL already show its proactive behavior by different services, hope that it will make this continuously to stay as a strong bank in competitive industry like banking industry. Hope that it will increase its technological services more to satisfy its customer more satisfied way. Hope that it will able to run its banking operation by balancing with economic, political and environmental factors. Hope CBL will increase the scope of its services for all sector of people. Hope CBL will increase its service for more sector of people. It will take the under bank area people under its services. After working 3 moths with this bank I have a great affection with this brand and I'm hoping continuous success for them.

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