**Analysis of Customer Satisfaction in Prime Bank Securities Limited**

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**Internship Report**

**On**

**Analysis of Customer Satisfaction in Prime Bank Securities Limited**

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**Subject: Submission of Internship Report on “Analysis of Customer Satisfaction in Prime Bank Securities Limited”.**

**Dear Sir,**

With due respect this is to inform you that I have completed my internship report on “***Analysis of Customer Satisfaction in Prime Bank Securities Limited*”.** It is such a pleasure for me to be able to complete this report under your kind hearted supervision.

In preparing this survey paper I have put in my diligent effort & hard work. This paper represents the satisfaction level of clients at prime bank securities limited and provides necessary recommendation to improve the overall service to retain customer satisfaction.

I would, therefore, sincerely appreciate if you would kindly accept this report and consider my work as worthy & unique.

Thanking you,

Sincerely Yours,

Md. Asadul Haque

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**Letter of Acknowledgement**

All the praises are for the almighty Allah. I am very much thankful to the almighty Allah for granting me with the ability of completing the internship and writing this report. I would also like to thank the company Prime Bank Securities Limited, for giving me the opportunity to become an intern of this renowned organization.

I would like to convey my sincere gratitude & appreciation to my academic supervisor Dr. Md. Shariful Alam for helping me and supporting me with necessary knowledge and information for completing this report. I would also like to thank my reporting boss at PBSL, Mrs. Masuda Mawla and all the other employees, especially, Asadul Haque Chowdhury for supporting in understanding and adopting the working nature and necessary skills.

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**Abstract**

The study is intended to measure the level of customer satisfaction at Prime Bank Securities Limited. Prime Bank Securities Limited (PBSL) is one of the renowned brokerage house in the industry with a loyal groups of customer base. The main objective of this paper is to find out the level of satisfaction and customers’ attitude toward this organization.

The whole report is divided into six section. A survey has been conducted to measure the outcome. In the beginning, a short company profile and the objective, rational & limitations of the study has clarified. Various authors’ & experts’ statements have been given in the literature review section to clarify the concept & importance of customer satisfaction for an organization. A relevant model has also been added to demonstrate the relationship between product requirements & customer satisfaction.

The organizational background & industry perspective section discusses about the current stock market scenario and the role of stock market in the economic growth. This section also discusses about the operational activities & product lines of prime bank securities ltd. A SWOT analysis has been done to differentiate the core strength & environmental opportunities from major weaknesses & environmental threats of PBSL.

Both primary and secondary research was done to gather information and for analyzing the data. The primary research was conducted through direct interaction with clients of PBSL. The overall results found was satisfactory which interprets a healthy level of customer satisfaction toward the firm. Important recommendations have been discussed to improve the complained areas. The statements from different authors, books & journal have been added as appendix at the end of the report.

**Key Words:** PBSL, customer satisfaction, product requirements, product developments

# **1. Introduction**

The best possible way to survive in a competitive market is to making the customer satisfied for any organization. No matter how big the company is, how enriched their financial resources are, how much expert & experienced the management team is, how much proficient the employees are, if the company lacks a satisfied and loyal customer base, there is no chance for it to survive in the completion and in the market as well. The best way to satisfy the customers is to understanding their needs, their choices, and their demands. From product design to development, pricing to product promotion, in every sector an organization’s strategy & execution of it must be customer driven. Thus, the business owners must know how their customers feel about them so that they can take improvement initiatives. This report is based on measuring the satisfaction level of customers at Prime Bank Securities Limited. How the clients of PBSL feels about it, their attitude toward the firm will be studied through this report and the outcomes will be interpreted as well.

## **Company Profile**

Prime Bank Securities Limited (PBSL), a renowned securities trading house, started its journey in April 29, 2010 as a subsidiary of Prime Bank Limited, which is a leading commercial bank in Bangladesh. Prime Bank Securities Limited is a registered TREC (Trading Right Entitlement Certificate) holder of both Dhaka Stock Exchange (DSE) & Chittagong Stock Exchange (CSE). PBSL mainly functions as both a stock dealer & broker, & Full-Service Depository Participant for various institutional as well as individual investors. PBSL earned its DSE membership back in September 16, 2010 & the CSE membership a bit earlier in August 31, 2010. In 2011, PBSL earned its dealer license & started their trading for the first time in May 2011. PBSL’s main focus is to deliver the positive differences to it’s all the stakeholders.

## **Objective of the Study: Broad Objective(s)**

The core objective of the study is to find out the satisfaction level of the customers involved with the services provided by Prime Bank Securities Limited. PBSL provides a variety of services regarding stock market transactions held by various institutions and individual investors. So the report will demonstrate how much satisfied customers are with the services provided by PBSL.

## **Objective of the Study: Specific Objective(s)**

To know the satisfaction level of customers regarding the service of PBSL, associating with various corresponding factors like:

1. **Words of Mouth**
2. **Reason of Choosing**
3. **Trading Facilities**
4. **Likeliness of Trading**
5. **Experiencing Problem**
6. **Quality of Service**
7. **Co-operation of the Office Employees**
8. **Brokerage Fees**
9. **Online Trading**
10. **Likeliness of Recommending to Others**

## **Rational of the Study**

To find out how much satisfied customers are with the services provided by Prime Bank Securities Limited. To find out the areas that will improve the service of PBSL.

## **Scope(s) of the Study**

The study will open the following door of scopes for the company:

* Let the company know about the client’s attitude toward the organization
* Will help the company improve their service quality
* Let the company know about the likings and disliking of the customers about them

## **Limitation(s) of the Study**

There were also some delimitations during the study regarding conducting the survey &gathering feedbacks from the respondents. The time was one of the crucial limitations as it was difficult to find out time for meeting each respondents and collecting their answers. Moreover, the respondents are a very small part of all the customers and they represent them all, as it was not possible to collect feedbacks from every single customers.

## **Literature Review on Customer Satisfaction:**

The under lying secret for the success of any firm, is to make its customer satisfy by fulfilling their needs, Many marketing experts have given their own statements & explanation about the significance of making the customer satisfied.

Before heading further it’s important to define, what is customer satisfaction? The term customer satisfaction is nothing but the degree to which a product’s perceived performance gets matched exactly with the customers’ anticipation or surpasses the anticipation (Kotler, Armstrong, Adam, & Denize, 2014).

Long ago, back in the 18th century, Adam Smith, the father of applied economics, clarified that, human being always make every effort to maximize their utility or to reap the best benefit at the least cost. Thus, people are most likely to drift slowly but surely to those suppliers that come nearest of delivering it. Similarly, customers find out & steak around to those companies that do every possible thing which matters to their customers most (Hill, Roche, & Allne, 2007).

Customer satisfaction can deliver an organization or a firm with key competitive advantages that escalate companies’ profitability and business growth (Sheth 2001). According to Jagdish N. Sheth (2001), “Satisfied customers want the company to survive any crisis it experiences & they try to assist the company to ensure its survival. Customer satisfaction is probably the best source of insulation against corporate crises”.

An organization’s employee satisfaction is interlinked with the satisfaction of its customers. Higher customer satisfaction generates higher satisfaction among employees because employees are preferably like to work for the organizations that have higher level of customer satisfaction and a lower level of problems and complaining issues (Hill, Roche, & Allen, 2007).

The higher the satisfaction level of customers of a company, the higher the chances of achieving better results for shareholders. Based on ACSI’s database, a 1% increase in customer satisfaction results a 3.8% increment in the stock market value (Hill, Roche, & Allne, 2007).

Besides making the customer satisfied a company must focus on retaining its customers. A company that is well-established in a mature market will predominantly need to emphasis on retaining customers and intermediary (Payn, Peck, Christopher, & Clark, 1999).

No organization is able to survive in the market unless it has a loyal customer base that is satisfied with its products and services. The most significant result of a healthy satisfaction from customers is their loyalty (Biesok & Wyród-Wróbel, 2011).

To satisfy customers more, the firms not only should concentrate on the number of customers they have, rather they also should pay adequate attention to the amount of value payable to customers (Lovelock, Wirtz, & Chatterjee, 2011).

# **KANO’s Model of Customer Satisfaction:**

While thinking of customer satisfaction, an organization must know & understand as well that, what are those products or services that can be used for earning the maximum level of customer satisfaction? Which features a product or service should possess that create a further than comparative influence on customer satisfaction, besides, what are those elements that considered as ‘absolute must’ to the customers? Meeting only the individual product requirements doesn’t inevitably ensure a healthy level of customer satisfaction. The category of requirements also plays a vital role in defining the ‘perceived product quality’ & consequently the ‘customer satisfaction’ (Sauerwein, Bailom, Matzler, & Hinterhuber, 1996).

The **KANO Model** was developoed earlier in the 80’s period by the former famous professor **Noriaki Kano.** This model is basically a theory that is used for product development & measuring customer satisfaction. Kano in his model, classifies three diverse product requirements that are influential on customer satisfaction in different ways (Sauerwein, Bailom, Matzler, & Hinterhuber, 1996):

1. ***Must-Be Requirements:*** Requirements that a product must possess & are extremely expected by the customers. If these reqirements are not fulfilled, customers will be highly dissatisfied. Since these requirements identify the basic characteristics of any product, their fulfillment will not satisfy the customners but their absence will cause dissatisfaction . Customers consider ‘must-be requirements’ merely as the ‘pre-requisit’ for any product thus their fulfillment will create a ‘not dissatisfied’ psychological state in the mind of customers. Moreover, these requirements are those core functionalities for a product that work more like a ‘competitive factor’ & their absence will make the product unable to attract customer. For example, PBSL’s must-be requirements may be: **entlistment of DSE & CSE, a permanent office, account-openning facilities** etc (Sauerwein, Bailom, Matzler, & Hinterhuber, 1996).
2. ***One-Dimensional Requirements:*** Customers’ satisfaction level is relational towards the level of competition of these requirements. Custoerms’ level of satisfaction rises when the level of fulfillment of these requirements increases & vice versa. These requirements are usually the obvious demands from the customers’ end(Sauerwein, Bailom, Matzler, & Hinterhuber, 1996). For example, PBSL’s one-dimensional requirements may be: **trading facilities, less commission or brokerage fee, advance trading platform etc.**



## **Figure 1: Kano’s Model of Customer Satisfaction (Sauerwein, Bailom, Matzler, & Hinterhuber, 1996).**

1. ***Attractive Requirements:*** Requirements that are not desired by the customers to be present in a product but the fulfillment of these requirements will give customers more satisfaction than the relational satisfaction of the fulfillment of these requirements. However, not fulfilling these requirements, will cause no dissatisfaction Sauerwein, Bailom, Matzler, & Hinterhuber, 1996). PBSL’s attractive product requirements may be: **a** **time-to-time update of the stock price, monetary reward, classified client membership** etc.

**Advantages of Using KANO Model:**

There are several advantages of using KANO model for product development & measuring customer satisfaction as well. The advantages have pointed out in below:

1. Priorities for the product development can be specified. It’s effective to invest on developing one-dimensional or attractive product requirements than must-be requirement. Because those two requirements are directly related with the satisfaction of customers.
2. It’s easy to identify the most influential product requirements using KANO model. Classifying the product requirements helps to understand that which requirements have more impact on customer satisfaction.
3. The model is useful in creating ‘optimal pre-requisites’ for process oriented product development activities. It helps to understand the distinct significance of individual product characteristics & design the product accordingly (Griffin & Hauser, 1991).
4. All the three requirements differ incase of utility anticipation from different customer segments. Thus customer-designed solutions for any special problems can be extended which in turn assure an optimum satisfaction level from the varieties customer segments.
5. This model provides better-off opportunity for the requirements. When two product requirements are not affordable due to any limitations, the product shall be developed keeping those requirements present that produce highest customer satisfaction.
6. Differentiating and designing attractive product requirements help to produce diversified product portfolio and thus create more possibilities to satisfy customers

(Sauerwein, Bailom, Matzler, & Hinterhuber, 1996).

# **Customer Satisfaction & Competitive Advantage:**

A satisfied & loyal customer group always provides a company some competitive advantages in several areas over its competitors. Jagdish N. Sheth (2001), summarizes six competitive advantages produced as a result of high customer satisfaction. According to Jagdish N. Sheth (2001), companies’ profit objective are gained by the following three competitive advantages:

1. Economy of scale through lower cost of performing repeat business
2. Imposing premium prices through differentiation
3. Safeguard form satisfied customers in ‘crisis’

The other three competitive advantages contribute in achieving companies’ growth objectives:

1. Growth causing from diversified products through one stop shopping
2. Word-of-mouth causing market growth
3. Development of new products using lead users

(Sheth 2001).



## **Figure: 2 Six Competitive Advantage through Customer Satisfaction (Sheth 2001).**

# **2. Methodology of the Study**

## **Data Design:**

Both primary research & secondary research has been conducted during data collection procedure. Primary research was done by conducting this survey and through physical interaction with the clients. Various books, journals, PBSL website & other websites were used for secondary research. Both qualitative & quantitative data were used in the survey questionnaire.

## **Data Sampling & Method:**

Random or probability sampling has been used for sampling the data. The total sample size is 60. There are 600 active beneficiary owner account holders. Among them 60 people were chosen randomly for conducting the survey. Questionnaire method was used in the survey. The questions were set to know the client’s attitude towards PBSL.

## **Analytical Tool:**

MS Excel has been used for the analysis of data. The results have been demonstrated using pie charts & bar charts.

# **3. Organizational Background & Industry Perspective**

## **Industry Scenario: Background of Industry**

The industry in which Prime Bank Securities Limited operates its business is the capital market industry of Bangladesh. According to Rahman, T. M. & Moazzem, G. K. (2011), “Over the last few years, capital market of Bangladesh has witnessed a haughty growth in line of development in the real sector of the economy” (p. 86). The Securities & Exchange communication of Bangladesh has taken several initiatives to rectify the abnormal behavior of the market for the last few years, although, several debates have arisen that the lack of regulations by the authorities have caused such instability in the market so far (Rahman, T. M. & Moazzem, G. K., 2011). Before going further, it’s important to understand the term ‘Capital Market’. In general, capital market is the stock & share market of the country (Rahman, A., n. d.). In other words, Capital market is an engine that raises capital, hastens industrialization and the process of privatization (Rahman, A., n. d.). There are many participants in the capital market like:

* Banks
* Credit & Savings Associations
* Credit Unions
* Mutual Saving Banks
* Finance Companies
* Investment Bank & Companies
* Stock exchanges etc.

(Rahman, A., n. d.). The basic requirements that the capital market should meet includes:

1. Supporting Industrialization through savings mobilization, investment fund allocation & maturity transformation
2. Must be safe & efficient enough in discharging the aforesaid functions

Dhaka Stock Exchange (DSE) & Chittagong Stock Exchange (CSE), are the two core capital market of Bangladesh. DSE established on April 28, 1954 being incorporated as the East Pakistan Stock Exchange Association Limited. DSE started its first trading in 1956 with 196 listed securities & a paid up capital of total Tk. 4.00 billion. With a promise to establish a state-of-the art bourse in the country, the Chittagong Stock Exchange began its journey back in 10th October, 1995 introducing cry-out trading system (Rahman, A., n. d.).

In both market trading is done through an automated online system every day except the Friday(s) and the other government holidays. The system have four different types of Markets:

1. **Public Market:** Trading of market lot share is done in this market through automated matching
2. **Spot Market:** Transactions that must be settled within 24 hours are done in this market through automatic matching.
3. **Block Market:** A bulk amount of shares are traded in this market through pick & fill basis.
4. **Odd Lot Market:**  Using pick & fill basis odd lot scripts are traded in this market.

## **Industry Scenario: Contribution of Stock Market in Bangladesh’s Economy**

The growth of an economy depends largely on a safe & sound financial market of a country (Banerjee, D.P., n. d.). In many developing countries like Bangladesh, stock market is considered to be the ‘fuel’ of the engine for the future growth of the economy through assembling of the surplus funds to the deficit group. In the context of Bangladesh’s economy capital market can be considered as a very rewarding source for financing since the ratio of savings exists here minimally. Even an efficient capital market may be proven as an alternative to many other financing sources for being the least cost capital source. Stock market can ensure the satisfaction for the needs of firm’s capital & investor’s needs for liquidity, especially, at a moment when banking sectors struggles to maintain a sustainable level of advance-deposit ratio (Rahman, T., Moazzem, K. G., 2011).

The current financial system that exists in Bangladesh’s economy is particularly dominated by banking sectors. Back in mid-97, a financial disorder took place around the East Asian economies and gave a lesson to many policy makers, academics & practitioners that depending exaggeratedly on banks for mobilizing savings to link them with magnificent investments projects significantly intensify economic downturn while the banking sectors face crisis (Banerjee, D.P., n. d.).

In a bank based economy like ours, mismatch between liabilities & assets is an integral problem. An increase in savings & investments are essential for the economic growth of a country. Stock market helps it by offering marginal spaces to the surplus units of savings through mobilizing their savings and channelizes them into securities up to an ideal end point. Moreover, an equity market allows an expansion over the various assets which reduces the ‘risk-ratio’ an investor must bear, alongside reducing the cost of capital which ultimately accelerate overall investments and economic growth (Rahman, A., n. d.).

## **Historical Background of Prime Bank Securities Limited:**

### Vision

Prime Bank Securities Ltd established with a vision to be recognized as an international brokerage house around the regional and global arena by ensuring & providing a safe, transparent & one-stop trading platform to execute its client’s decisions in a timely & appropriate manner.

### Mission

PBSL’s organizational mission is to ensuring ‘total-satisfaction’ for its clients through enabling and providing the needed expertise as well as a ‘state-of-art’ trading platform for online and location-free center services through a team of welcoming, committed & satisfied employees.

To be committed to provide its client best possible service, regardless their location, & help them fulfilling their investment or trading goals, to keep in mind that clients are likely to do business where there needs are well served & stay there where their capital appreciates the most.

### Tagline

PBSL’s tagline is “We make your money work harder”.

### Management

Prime Bank Securities Ltd. is a well-managed organization having some talented and efficient personalities in its management:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Chairman** | **Board of Directors** | **Managing Director & CEO** | **Chief Operating Officer (COO)** | **Chief Financial Officer (CFO)** | **Head of HR & Admin** |
| Dr. Shamsuddin Ahmed Chowdhury | Mr. Md. Shahadat Hossain | Sheikh Mortuza Ahmed | Samiul Haque | Md. Hasan Habib Iman, **FCA** | Masuda Mawla |
| Md. Tabarak Hossain Bhuiyan |
| Mr. MBM Lutful Haque |
| Md. Habibur Rahman Chowdhury |

### Table: Management Team of Prime Bank Securities Limited

## **Hierarchy of Prime Bank Securities Limited:**

#### Figure 3: Hierarchy of PBSL

## **Operational Activities of Prime Bank Securities Limited:**

### Product or Service Line

Prime Bank Securities Limited has following services & Facilities available:

* **Cash Account/Non-Margin Account:** Cash Account (CA), a regular type of trading account which is provided to customers to enable them trading through their own finance. There are two types of CA available:

1. **General Account (Joint/Individual)**
2. **Corporate Account**-for any company or firm registered & operating in Bangladesh.
* **Margin Account (MA):** Such type of trading account is provided to customers to enable them trading through margin loan. It is also recognized as loan account. The margin loan & the rate of interest may differ depending upon market condition.
* **Initial Public Offering (IPO):** Clients can apply for IPOs through PBSL.
* **Foreign Trading Account (FTA):** Provided to foreign individual customers or institutional customers who are likely to trade DSE or CSE securities. PBSL has dedicated booth for foreign customers. Foreign clients can place their orders through mail or fax. According to clients’ preference, PBSL provides time to time trading execution updates & execution confirmation through mail or fax. Dvp-RvP basis is used for settlement completion.

* **Non-Resident Investors Taka Account (NRITA):** Non-resident individual or institutions including non-resident Bangladeshi nationals who are likely to trade Bangladeshi securities against foreign exchange remitted from abroad are eligible for such account.

**Other Services:**

* BO Account Link
* Buy/Sell of Securities
* Securities demat, remat, transfer, transmission etc.
* Full service depository participant
* Margin facility
* Panel broker service
* Dealer

### Departments of PBSL:

Prime Bank Securities Limited’s organizational functionalities are distribute among following departments:

* Accounts Department
* HR Department
* Research & Analysis Department
* CDBL & Settlement Department
* Customer Service Department
* IT Department
* Compliance
* Trade & Services
* Sales & Business Development

## **Branches of PBSL:**

PBSL has two brunches in Dhaka. The head office is located at Motijheel & another one is located at Banani.

## SWOT Analysis of Prime Bank Securities Ltd (PBSL):

“SWOT analysis is a simple but powerful tool for sizing up an organization’s resource capabilities and deficiencies, its market efficiencies and external threats in future” (Thompson, 2007, p.97). SWOT analysis helps in the strategic management process of an organization by identifying its core strengths, potential weaknesses need to overcome, opportunities to utilize & threats need to eliminate. SWOT analysis has two extents:

* Internal (strengths & weaknesses)
* External (opportunities & threats)

#### Figure 4: SWOT Analysis

Since SWOT analysis is a framework to evaluate an organization, a project or a business activity, therefore, SWOT analysis is done in this report to know the characteristics of PBSL that may be proven as its strength, weaknesses, environmental opportunities & environmental threats.

### Strength(s) of PBSL:

Strengths are those favorable characteristics that give advantages to an organization over others in the industry (Gurel, 2017). Financial resources, brand image, market leadership, buyer-seller relationship & other factors are some of the determinants of the strength for an organization (Pearce & Robinson, 1991). Prime Bank Securities limited possesses following factors that can be considered as its strengths:

* Prime bank securities ltd. is a subsidiary of financially sound organization ‘Prime Bank Ltd’. Thus it has a flow of sufficient capital resources to carry on its operation.
* Prime bank securities ltd. has very skilled efficient and dedicated management teams that contributes in making key decisions & execute them.
* PBSL has a diversified product or service line including ‘Foreign Trading Account (FTA)’ & ‘Non-Resident Investors Taka Account (NRITA)’.
* PBSL has a loyal-client base.
* Efficient Customer Service Department.
* Efficient Research & Development team that observes the daily stock market thoroughly.

### Weakness(s) of PBSL:

Weaknesses are those characteristics that hinder an organization to achieve its expected goals or target and cause disadvantages relative to its other competitors in the industry. At organizational level, weaknesses are considered to be negative and unfavorable characteristics that state a weak current situation & ability capacities of the organization.

An inadequacy or shortage of resources, skills & capabilities all can be considered as a form weakness within an organization. The sources of weakness might be management capabilities, facilities, marketing skills, brand image, financial resources and so on. No strengths can be fruitful if weaknesses exist along with, thus an organization shall focus on finding those sources of weakness & eliminating those weaknesses, so that it can properly utilize its strengths in the long run and result in maintaining effective performance (Pearce & Robinson, 1991).

Prime Bank Securities Limited considers the following issues as some of their weaknesses:

* **New & amateur research & development practice:** PBSL’s R& D department is not adequately experienced since it started its research and observation of the market only 2 years ago, in October, 2018. Thus, in spite of having skilled manpower, the research team is still struggling to predict & provide accurate and effective information through market observation.
* **Lack of undifferentiated product/service line possibilities:** Nearly all the brokerage house in the industry provide the same kind of services regardless standard & quality of providing them. Since the business is all about trading of securities, the opportunity of introducing some differentiated service facilities is still minimal.
* **Lack of Marketing & Promotional Activities:** PBSL doesn’t have a separate marketing department, so it is very obvious that it lacks advertising and promotional initiatives in creating brand awareness and attracting clients letting them about is **USP.**
* **Difficulties in Fund Sourcing:** Due to the current downturn in the market investors are not really interested in investing in the market, which often causes difficulties in raising fund for PBSL.
* **Rigid Compliance Policy:** PBSL always prioritize following compliance rules regarding the operation of its business activities other than any brokerage house in the industry. But such rigidness in maintaining compliance rules often causes delay in performing trades and other business making initiatives, which further have impact on profit earning.

### Opportunity(s) of PBSL:

Opportunities are basically the environmental opportunities to the organization that present a convenient time or situation that possesses positive & favorable characteristics and allow an organization to make a move that yield advantage and positive results for the organization. Opportunities works as a driving force for the organization for making any effective move that will result in strategic success, achieving goals and profit making for the organization. Intensified competitive industries provide organizations big opportunities (Gurel, 2017). Opportunities are those external conditions that allow an organization to take advantage of organizational strengths, overcome organizational weaknesses & neutralize environmental threats (Harrison & St. John, 2004).

Followings can be considered as prime bank securities’ environmental opportunities:

* **Training Program on Investment:** Prime bank securities has started a training project across the country on investment naming “Desh Beyapi Biniyog Shikkha Karjokrom”, in which considerable strategies are shared with people who are interested to invest in the stock market. Such project will work as both their branding and a source of grabbing clients for their business through direct marketing.
* **Government Initiatives:** Government has taken initiatives to make capital market vibrant. The government is thinking for capacity building of the **BSEC** (Bangladesh Securities Exchange Commission) including a new organogram with more human resources. A small capital platform has established at DSE, as a result small & medium industries can enjoy more capital sourcing facilities and this will create a greater scope for enlistment of more start-up companies. These may increase efficiency of the market and make people interested about investing in the market which in turn may in turn foster the business for the brokerage houses including PBSL.
* **Foreign Investment:** Bangladesh is now being considered as attractive investment destination and within next 30 years, we can hope that we will able to see Bangladesh as one of the top 3 fastest growing countries. In 2017, Bangladesh has received noticeable investments from large firms in the USA beyond the conventional banking and other financial sector. Foreign investors are now showing more of their interest in the power sector, especially, in the alternative energy sources. Many foreign investors are now bidding for pre-IPOs & post-IPOs of companies in power sector. Foreign investors are also seem to be interested in the manufacturing & pharmaceutical companies as more of these companies are now entering in the capital market. So these potentials may act as a driven force to receive more FTA (Foreign Trading Account) for PBSL because people who invests in foreign companies will get more interested and PBSL will find a great source of attracting customers.

### Threat(s) of Prime Bank Securities Limited:

Refer to disadvantageous situations or conditions that impede the actualization or accomplishment of any activity or any organizational goal. Threats are considered to be those negative characteristics that should be avoided by any organization. In case of organizational management, environmental elements that are considered to be threats make it difficult or impossible to reach any organizational goal. Threats are the result of any distant or immediate changes that take place in the environment & would prevent the organization from maintaining its presence or current dominance and superiority in the industry. Thus threats are referred to be the unfavorable characteristics. Any environmental factor that can jeopardize the optimum efficiency and effectiveness of the organization can be considered as threats (Gurel, 2017).

 Factors that can be considered as threats for PBSL are as following:

* **Instability of Market Trend:** Still now the current stock market is not stable so far and the trend keeps changing every moment. So it is difficult for the observers to predict the market and make an accurate move, which causes brokerage houses facing hardship in doing trade on behalf of their clients.
* **Lack of Awareness on Capital Market Functioning:** Most of the investors in the market lack awareness on how the capital market does function & it’s a major problem for the brokerage houses. Since most of their clients do not have sound knowledge about the capital market functioning, if any losses occur, they blame the brokerage houses, as a result client-service provider relationship gets hampered and often brokerage houses lose their clients.
* **Economic Risks to Investment:** After the market bust in 2010, many people lost their interest in the stock market investment. Till now general people don’t consider the current stock market as a reliable one for the investment. Bangladesh’s market capital to GDP ratio is extremely low since it is small with a low depth & liquidity. Therefore, to create acceleration in the market trend, investors’ thinking should be fundamentals- driven instead of being speculative. Moreover, lack of liquidity & reserves in the banking sector increasing debt which is pushing the market slowly into the swallow of economic disruption.

So based on the above SWOT analysis of prime bank securities ltd., it can be summarized that, PBSL is one of the leading brokerage houses in the market, that has enough strengths to behold and improve its current status. But PBSL must focus on eliminating the weaknesses mentioned above and find a way to overcome the existing challenges. Many academics, observers, practitioners & market experts are hopeful that the market will experience a massive positive change soon, so PBSL shall make itself prepared for the proper utilization of the upcoming opportunities.

# **4. Findings & Analysis**

## **Analysis & Interpretation of Data:**

After collecting all the responses, using excel sheet they were converted into percentage and shown through pie charts & bar charts to determine how much respondents favor various factors that determine their satisfaction level. The findings are given in below:

**Q1**: **From where did you hear about Prime Bank Securities Limited?**

#### Figure 5: From where heard about PBSL?

About 42% of the respondents heard about PBSL from their friends, whereas, 25% from their family, 23% from the print media & the rest of are from other sources. So it is clear, there is satisfactory & favorable word of mouth are spread over the market about PBSL.

**Q2:** **Why did you choose PBSL over the other securities houses?**

#### Figure 6: Why chose PBSL?

The result shows that 50% of PBSL’s clients are involved with them for their good image in the market. The responds about their trading facilities are also satisfying as 30% of their clients do trade with them because of the trading facilities they provide. Brokerage Fee (12%) and Service quality (8%) play somewhat pivotal role in these criteria.

**Q3: How often do you trade with Prime Bank Securities Limited?**

#### Figure 7: Likeliness of Trading

During the collection of survey the presences of the clients were noticeable & the rate is 55%, which indicates the percentage of the client group that are doing trade with PBSL in a daily basis. The rates of the clients who do business weekly are also a large portion which is 33%. So it can be said that clients are satisfied with PBSL’s trading functionalities and are likely to continue their business with PBSL.

**Q4: How would you rate the ‘Trading Facilities’ of Prime Bank Securities Limited based on a scale of 1 (Poor)-5 (Excellent)?**

#### Figure 8: Trading Facilities

47% of the clients believe that PBSL is providing excellent trading facilities, whereas, 40% of them say PBSL is good at their trading facilities. The results are satisfactory; though only 5% clients think PBSL’s trading facilities are bad or need some improvements.

**Q5: Did you ever face any difficulties or problem while trading with Prime Bank Securities Limited?**

#### Figure 9: Experience of Problem during Trade

Though 67% people say, they didn’t face any problem; there are also 33% of the respondents who did face problem during trade.

**Q6: How would you rate the ‘cooperation from the office employees’ on a scale of 1 (Very Dissatisfied) -5 (Very Satisfied)?**

#### Figure 10: Cooperation from the Office Employees

About 57% of the respondents say they are satisfied with the cooperation of the PBSL’s employees & 30% of the total respondents say they are very satisfied. Only 5% respondents have complain about the cooperation of the employees & 8% remained neutral.

**Q7: What is your opinion about the ‘Brokerage Fee’?**

#### Figure 11: Brokerage Fee

Majority of the respondents (80%) think the brokerage fee charged by PBSL is normal, while 17% of the sample say the rate is lower than any other brokerage houses. However, 3% believe the amount charged as brokerage fee is high.

**Q8: How would you like to rate Online Trading facilities of PBSL?**

#### Figure 12: Online Trading Facilities

53% of the respondents consider the service of ‘Online Trading Facilities’ as good, while 25% consider the service as excellent. However, 22% of the total respondents are neutral about their opinion.

**Q9: How much would you like to rate the overall service quality of PBSL within a range of 1-5?**

#### Figure 13: Overall Service Quality of PBSL

The overall service quality of PBSL is satisfying to most of its clients (62%) and 33% of the total respondent think the overall service of PBSL is very much satisfying. However, 5% of the total respondent was neutral about their opinion.

**Q10: Using the following scale how much likely it is that you would recommend PBSL to your friends/family/Colleague?**

#### Figure 14: Likeliness of Recommending PBSL to Others

The Chart shows that 63% of the total sample group is likely to recommend PBSL to their friends, family or colleagues, while 28% very much likely to recommend PBSL. A minimum percentage, 3%, showed little interest about the recommendation and 5% remained neutral.

## **Findings of the Study:**

 The total number of the respondent participated in this survey is 60. Among them only 2 were female and the remaining (58) were male respondents.

#### Figure 15: Gender Profile

Age groups were designed as 18-25, 25-35, 35-45 & more than 45. Most of the respondents aged between 35 & 45 & some of them aged more than 25. Young Investors’ number was very few.

From the analysis of the result it is clear that most of the respondents came to know about PBSL from their friends (42%) & family (25%). Print media (23%) is also a considerable source. Most of the clients choose PBSL because of its good image in the market (50%) and its trading facilities (30%), then comes ‘service quality’(8%) & ‘brokerage fee’ (12%). 55% of PBSL’s clients trade with PBSL on a daily basis. So it means PBSL has a very regular customer base. However, 33% of their clients trade weekly & only 12% monthly.

67% of PBSL clients never faced any problem during their service encounter with PBSL; remaining 33% faced some minor issues. The respondents were also asked to rate about some specific service facilities like trading facilities, online trading, brokerage fee etc. The outcome was positive.

**Trading Facilities:** 47% clients believe that PBSL provides excellent trading facilities and 40% says the trading facilities are good. Though 5% clients think PBSL need to improve its trading facilities and 8% remained neutral.

**Brokerage Fee:** the amount of brokerage fee charged by different brokerage houses varies. PBSL charges an average brokerage fee of 30 paisa per client. This is normal according to 80% of their clients. 17% of the PBSL clients even think the rate is lower than any other brokerage houses. However, 3% think the rate is high. But overall, the clients are more than satisfied about the brokerage fee.

**Online Trading:** A majority portion of the respondent rated this facility as good or excellent. No one rated it as poor or bad.

**Cooperation from the office employees:** Most of the clients are satisfied with employees’ cooperation and their feedbacks. Though some clients complained about employees but the majority of the clients are satisfied or very satisfied with employees of PBSL.

The survey was conducted to find out the level of satisfaction of the customers at PBSL. The outcome show that the clients are satisfied with the overall service quality of PBSL and they are also likely to recommend PBSL to others. So from the study, it can be said that the level of customer satisfaction is quite satisfactory at PBSL.

# **5. Conclusion & Recommendations**

## **Recommendations:**

Although the study make it clear that majority of the clients of PBSL are satisfied with its overalls service facilities. But the study also found some negative responses that PBSL should consider to improve.

**Emphasizing on Research & Development:**

To provide more accurate information to the clients PBSL management should focus more on making its R & D department more efficient and shall appoint more experienced manpower. As a result PBSL will be able to earn more credibility of their customers.

**Promotion & Advertising:**

Positive word of mouth seems to be the major source that creates brand awareness for PBSL among the customer groups. Only 23% of their client came to know about PBSL through print media. So PBSL shall focus more on its advertising using effective IMC tools. Moreover, PBSL should conduct some promotional activities like organizing seminars, training project across the country, innovative promotional campaigns to attract more customers. Because the current customer base of PBSL is comparatively smaller than its other competitors and there is a trend in PBSL that sometimes customers shift their account to other brokerage houses. So to balance such situations PBSL shall concentrate on broadening its customer base, so that customers go away doesn’t affect their business.

**Focused Customer Service:**

PBSL shall concentrate on focused customer service initiatives, so that they can provide a customized customer service more efficiently. PBSL’s clients are already satisfied with its current service quality, but the study found some negative responses too. So PBSL must try to make those unhappy customers happy and convert them into a loyal one. To earn more revenue it’s important to understand the customers. So PBSL may organize:

* a session where the management can gather ideas about how to improve the overall service more
* an always active help line can be established
* a complain booth may be set up
* A weekly or monthly client update phone call may be made by its customer service department etc.

**Training & Development:**

The study result shows that 5% clients did complain about the employee cooperation of PBSL. PBSL must take initiatives to eliminate such complains about the cooperation from employees. Proper Training & development programs for employees can help this problem. One employee does multi-tasks in PBSL, which often reduce the efficiency of employee’s performance. Sometimes it becomes difficult for a multi-task performing employee to provide enough attention toward a customer requirement which often in turn results in customer complaining issues. So proper training may help employees to learn how to manage core job functionalities and alternative responsibilities together.

**Conducting Periodic Survey on Customer:**

Clients’ needs are changing along with this changing market. Now the clients require more sophisticated information about investments, more accurate predictions & so on. So to keep pace with the clients’ changing demands, it’s important to understand their changing needs. A survey is an effective tool to penetrate the customers’ mind and find out their rational demands.

## **Conclusion:**

Prime Bank Securities is one of the renowned brokerage houses in the country. Already it possesses a good image in the market & the study-findings support this claim. But PBSL doesn’t want to stay confined within the national boundary and want to make a step within the global arena. Keeping this vision in mind, PBSL has already made some changes into its management committee to improve its current situation. Due to the declining trend in the market almost all brokerage houses in the country is struggling with their business plan & PBSL is not different. But academics, experts, practitioners are hoping the market to be experiencing a massive change. Clients of PBSL may be a small group, but most of them are loyal and satisfied with PBSL’s overall portfolio management ability and service quality. The initiatives mentioned above in the recommendation section, if PBSL could manage to consider & adopt those, hopefully, the result will be fruitful.

# **6. Appendix**

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**Questionnaire**

**Analysis of Customer Satisfaction in Prime Bank Securities Limited**

**Dear Respondent,**

As a student of BBA program at United International University, doing this survey on “customer satisfaction’’ at prime bank securities limited, for the completion of my internship program.

This is not a test and there is no correct or wrong answer to any question. The information you will provide, will remain ***strictly confidential***. All analysis will be conducted on an aggregate level with no reference to individual responses.

If you have any question please contact my supervisor Dr. Md. Shariful Alam (E-mail: sharifdu@bus.uiu.ac.bd, phone no: 01911291229)

Sincerely yours,

Md. Asadul Haque (ID# 111 142 071)

School of Business & Economics

United International University

**Analysis of Customer Satisfaction in Prime Bank Securities Limited**

This survey will help to measure the level of customer satisfaction at Prime Bank Securities Limited. Please help to complete this survey by responding to following questions.

**Instruction:** Please choose only one option & put a tick mark on your answer for each question

**Gender:**

1. Male
2. Female

**Age:**

1. 18-25
2. 25-35
3. 35-45
4. More than 45

**Occupation:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q1: From where did you hear about Prime Bank Securities Limited?**

1. Friends
2. Family
3. Print Media
4. Others

**Q2: Why did you choose Prime Bank Securities Limited over the other brokerage houses?**

1. Image in the Market
2. Trading Facilities
3. Service Quality
4. Brokerage Fees

**Q3: How often do you trade with Prime Bank Securities Ltd?**

1. Daily
2. Weekly
3. Monthly
4. Yearly

**Q4: How would you rate the ‘Trading Facilities’ of Prime Bank Securities Limited based on a scale of 1 (Poor)-5 (Excellent)?**

1. Poor
2. Bad
3. Neutral
4. Good
5. Excellent

**Q5: Did you ever face any difficulties or problem while trading with Prime Bank Securities Limited?**

1. Yes
2. No

**Q6:** **How would you rate the ‘cooperation from the office employees’ on a scale of 1 (Very Dissatisfied) -5 (Very Satisfied)?**

1. Very Dissatisfied
2. Dissatisfied
3. Neutral
4. Satisfied
5. Very Satisfied

**Q7: What is your opinion about the ‘Brokerage Fee’?**

1. Very Low
2. Low
3. Normal
4. High
5. Very High

**Q8: How would you like to rate Online Trading facilities of PBSL?**

1. Poor
2. Bad
3. Neutral
4. Good
5. Excellent

**Q9: How much would you like to rate the overall service quality of PBSL within a range of 1-5?**

1. Very Much Dissatisfying
2. Dissatisfying
3. Neutral
4. Satisfying
5. Very Much Satisfying

**Q10: Using the following scale how much likely it is that you would recommend PBSL to your friends/family/Colleague?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Not Likely** | **Somewhat Likely** | **Neutral** | **Likely** | **Very Much Likely** |
| **1** | **2** | **3** | **4** | **5** |

**Thank You**