

SWOT Analysis of NCC Bank Ltd

Prepared By

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**Internship Report Submitted in Partial Fulfillment of the Requirements
for the Degree of**

Bachelor of Business Administration



United International University
QUEST FOR EXCELLENCE

June 17, 2020

Letter of Transmittal

17th June, 2020

Dr. Khandoker Mahmudur Rahman

Associate Professor

School of Business and Economics

United International University

Subject: Submission of the Internship Report

Dear Sir,

I would like to submit my internship report titled “**SWOT Analysis of NCC Bank Ltd**”, which has been arranged as a prerequisite for the conclusion of the BBA Program of United International University.

While working on the report, I tried to follow each and every instruction that you have advised. It has been a very educative experience to work in this different sector and I have enjoyed my internship period at NCC Bank Ltd.

Sincerely,

Jannatul Ferdous Biva

ID No: 111143294

ACKNOWLEDGEMENT

I would like to thank my internship Supervisor, Dr. Khandoker Mahmudur Rahman who helped me in every step of my internship. I am very much grateful to Mr. Talib Ali Khan for giving me the opportunity to complete my internship at NCC Bank Ltd.

I also want to thank and Mrs.Rehana Sultana(Executive Officer) and all individual of NCC Bank Ltd, for their support that I have been provided for preparing my report. I have practically work with them, try to share their opinion, feelings and on the basis of my insight, I have prepared report from my own point of view. Then at last I shall be grateful to those people who read this report and who shall get assistance from this report at present and in future.

DECLARATION

I am Jannatul Ferdous Biva, student of School of Business and Economic (Marketing) of United International University, Bangladesh, do hereby declare that the internship Report is an original work and has not been previously submitted for any degree, diploma, title, or recognition.

Jannatul Ferdous Biva

ID No: 111143294

School of Business and Economics

United International University

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Executive Summary

NCC Bank Ltd. has gained a very good status for its very much customized and personalized service to its customer. With its good service towards the customer it has set a very high standard in the banking industry. Through its service which are various kinds deposit and credit products, only the individuals but also the giant group of companies doing business and corporate organizations are getting service comfortably. The bank has gained satisfactory result in recent years and has set an standard which is helping the bank in its steady growth in many sectors like major indicators, deposits, advance and profit of the organization. NCC bank has increased its investment in other sectors like, SME banking, recovery department, in loan section. With the remittance service, NCCBL has contributed remarkably to increase fee based revenue of the bank. To encourage the Bangladeshis residing abroad to send their hard earn currency through the lawful banking system, the bank has taken number of needed footsteps as making remittance activities with different money exchange companies in the whole world. The bank is doing well in the market right now, but in order to be the market leader it should take some necessary steps regarding its service and innovation. Lot's of banks are already in market, more are upcoming in the market, there are market leaders too. If the bank would not able to innovate and upgrade the service, it can be harmful for the bank in order to achieve the organization goal and necessary profit.

1. BACKGROUND OF THE PROBLEM

1.1. Introduction:

NCC Bank Ltd. has gained amazing reputation by providing responsible personalized service to its customer. It has made a new standard in financing in the Industrial, Trade and Foreign exchange business. Its numerous deposit scheme & credit products have also getting attention from the clients-both corporate and individuals who are interested in doing business with the bank.

NCCBL has received satisfactory result in past few years, which has the contribution in its balanced growth in Deposit, Advance and Profit, etc. Over last few years the remittance business has contributed extraordinarily to increase fees based income.

1.2. Topic of the report

A topic has to be selected for the report. A well-defined topic reveals what is going to be discussed throughout the report. The topic has been assigned “**Marketing Of Bank Products: Innovative Suggestions For NCC Bank Ltd**”.

1.3. Origin of the report:

In this existing education system, it is not enough for any student to get enough knowledge only in the academic education. This is why; they must go to the corporate world to gain the real knowledge and experience. By doing this report, I got the opportunity to learn and experience about the organization and their strategy of the making of their products which lead the organization to satisfy the customers and be in a good position in the market.

1.4. Background of the Report:

The internship program is an necessary part of the BBA program to complete the degree and being aware of the practical business activities. The student works directly with the employees of an organization and learns from it. This program supports a student to develop the working skill. For the completion of this internship program, I have been placed in the “NCC Bank Ltd.” Mirpur Road Branch as an intern for 3 months. This report would be base on- Banking service activities of NCC Bank Ltd.

1.5. Objective of the Report:

The analysis of the report has been taken from the following objectives:

- The good and bad sides about the ideas of Marketing of Bank Products.
- To get better direction on product management activities financing in various sector of National Credit and Commerce Bank Ltd. (NCCBL).
- To get an complete knowledge about the presentation of NCC Bank Ltd.

1.6. Methodology

1.6.1. The primary data: The primary data has been collected in several ways, like

- Questionnaire survey.
- Face to face discussions with the employees.
- Witnessing organizational procedures.

1.6.2. Secondary sources:

- Report of NCC bank Ltd.
- Website of NCC bank Ltd.
- From Internet.

1.7. Data collecting instruments:

- In-depth interviews with Employees
- Interviews with customers
- Questionnaires

1.8. Scope of the report

I have prepared this report by having discussion with various clients, different levels of employees and the honorable supervisor. By all of these informative discussions, I gained depth knowledge of the marketing strategy of the organization.

1.9. Limitation

In preparing this report, certain limitations were faced:

- ✓ The lacking of sufficient sources prevented verification of information.

- ✓ Some aspects of the report may be considered confidential by the organization.
- ✓ The analysis presented here may vary with opinions of experts in this field.
- ✓ Constrain of time.

2 ORGANIZATION PART

2.1. Organization Profile:

National Credit and Commerce Bank Ltd. has made its own journey. It started its relationship in the monetary part for the nation in 1985. The main motive of the bank was to make money resources and organize those resources in a manner that can build up nation-state's Industrial and Trade Sector.

NCC Bank Ltd. has started the journey in 1992 with 16 branches with the capital of 39.00 crore. Now the amount is 2,294.80 Crore. This capital is higher than 30.02% higher.

NCCBL has established 116 branches to deliver financing, counseling, guarantee, management etc. and the traditional banking too. NCC Bank Ltd. has gained admirable trust by providing true customized service to its client.

Name	NCC Bank LTD
Year of Establishment	It was started as an investment company in 1985 and converted in a commercial bank in 17 May, 1993.
Corporate Office	7-8, Motijheel C/A, Dhaka-1000
Authorized Capital	10,000.00 million
Paid-Up Capital	6951.74 million
Type of Company	Public Limited
Scope of Business	Banking, capital market operations

2.2. Mission & Vision

The **mission** is to provide the best service to its customers. The service would be customized, budget friendly, comfortable and innovative. By providing these customer friendly services, the bank will be exceed the customer's expectations.

Their **vision** of the bank is to be one of the most customized and delightful business bank in order to serve the country in dynamic way. It also wants to be socially capable to budgetary foundation by uniting credit and trade for expanded investors esteem and development.

2.3. Goal of the Bank

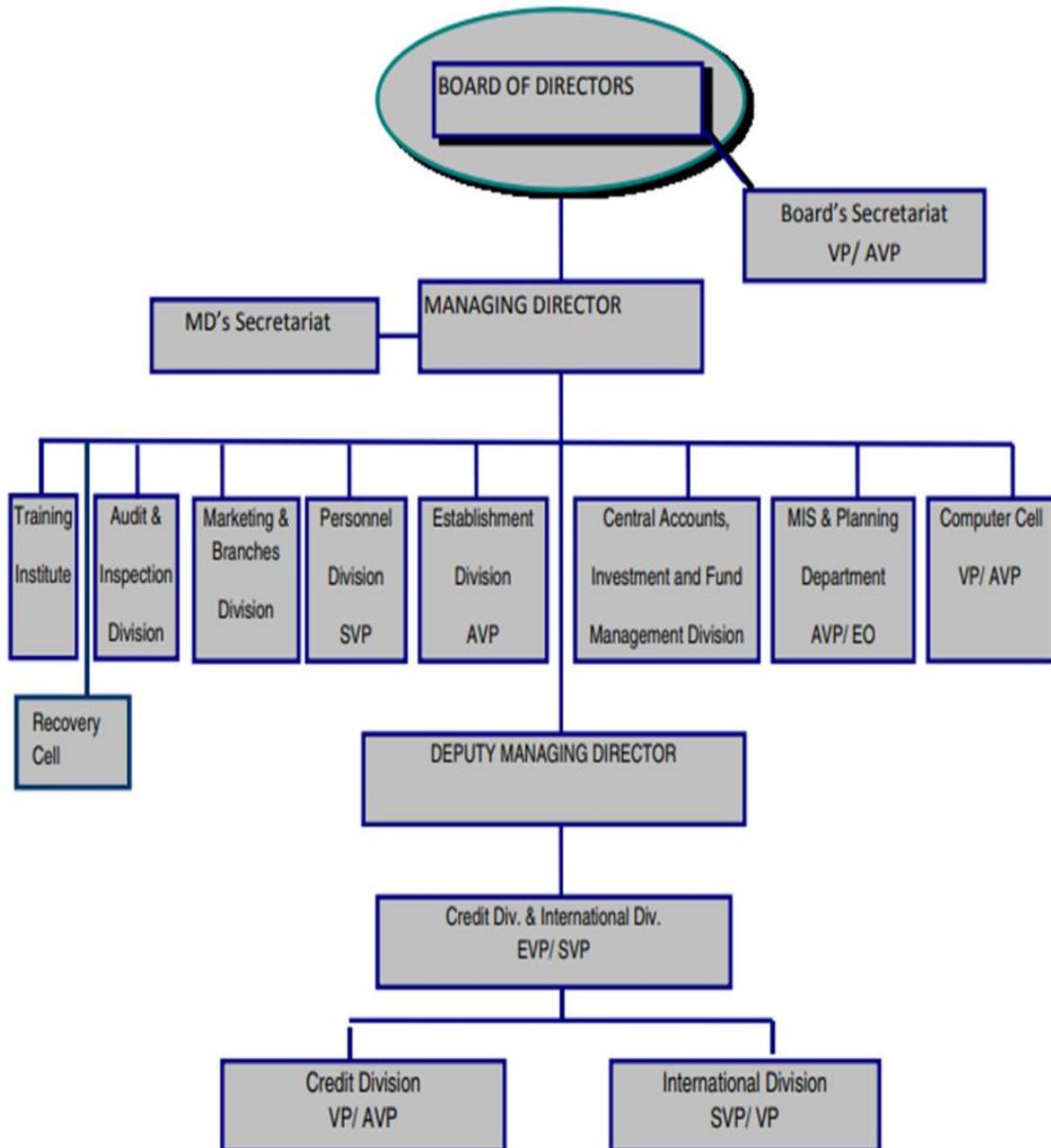
To share a critical part of the financial division's by using accessible labor and furthermore best in class innovation for augmenting the investor's riches.

- **Long Term Goal**
 - ✓ To make best use of the shareholder's wealth.
- **Short Term Goal**
 - ✓ To make satisfactory return rate of all the investment.
 - ✓ To give extensive range of service in banking.

2.4. Organogram of NCCBL

The Organogram of NCCBL is given below which includes all the positions of personnel management.

Organogram of NCC Bank



2.5. Corporate Information

Chairman of the Board of Directors	Alhaj Md. Nurun Newaj
Vice Chairman of the board of Directors	Mrs. Sohela Hossain
Chairman of the Executive Committee of the Board	Mr. S.M. Abu Mohsin
Chairman of the Risk Management Committee of the Board	Mr. Yakub Ali
Chairman of the Audit Committee of the Board	Mr. Md. Aminul Islam
Managing Director & CEO	Mr. Mosleh Uddin Ahmed
Chief Financial Officer	Mr. Mohammad Mizaur Rahman
Company Secretary	Mr. Md. Monirul Alam

Members of Executive Committee

Chairman	S.M. Abu Mohsin
Member	Abdus Salam
Member	Mr. Yakub Ali
Member	Alhaj Md. Nurun Newaj
Member	Mrs. Sohela Hossain

Members of Audit Committee of the Board

Member	Md. Abul Bashar
Member	Khairul Alam Chaklader
Member	Mohammed Sazzad Un Newaz
Member	K.A.M Haroon

Members of Risk Management Committee of the Board

Chairman	Mr. Yakub Ali
Member	Alhaj Md. Nurun Newaj
Member	Md. Abul Bashar
Member	S.M. Abu Mohsin
Member	Mohammed Sazzad Un Newaz

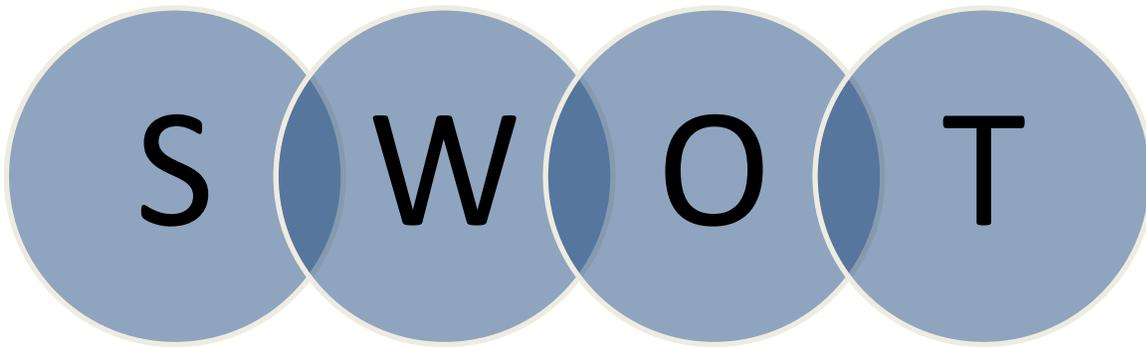
2.6. Corporate Strategy

During the year under audit,

The technique was focused on practical long term development of business, like

- Better store blend,
- Improvement of the nature of advantages,
- Reducing working cost,

- Refining effectiveness and efficiency of assets,
- Better and quicker client administrations and fortifying the general hazard the board and Corporate administration framework.

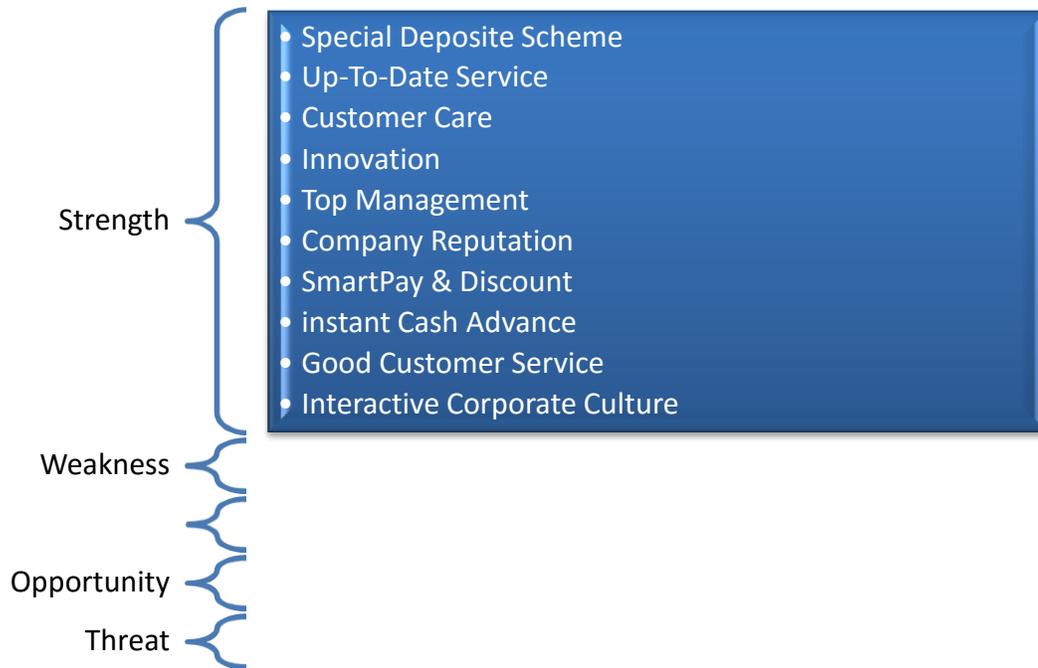


2.7. SWOT Analysis

SWOT analysis is a very significant tool for any organization because this term comes not only to evaluate the environment and law, also for taking long term steps and hard look to estimate the performance.

SWOT Analysis: SWOT analysis is the technique that is use to measure and define the strength, weakness, opportunity and threats of any organization.

Here is the SWOT analysis for NCCBL.



2.7.1. Strengths

- **Special Deposit Scheme:** NCC bank has the upmost and various kinds of deposit scheme like “**Special Notice Deposit**”, ”**Premium Term Deposit**”, ”**Instant Earning Deposit**” etc which is very much profitable and reliable for the customers.
- **Up-to-date Services and Online Banking:** NCCBL has designed its system with the fresh equipment and facilities from the very beginning. For the fast services the bank has fitted money counting machines in cash counter.
- **Customer Care:** This bank has the fastest responding customer care help center.
- **Innovation:** The significant quality of the NCC Bank is item development. They have presented new items consistently their inventive item makes a positive picture. In this year they have presented the NCCB “*Nari Samata A/C*” for the ladies in our nation.
- **Top Management:** The top management plays an very important role for any organization. The top management who are the officials have enough banking knowledge, skill and expertise.

Like, **Md Nurun Newaz Salim** who is the chairman is one of the directors of the bank and an industrialist and entrepreneur.

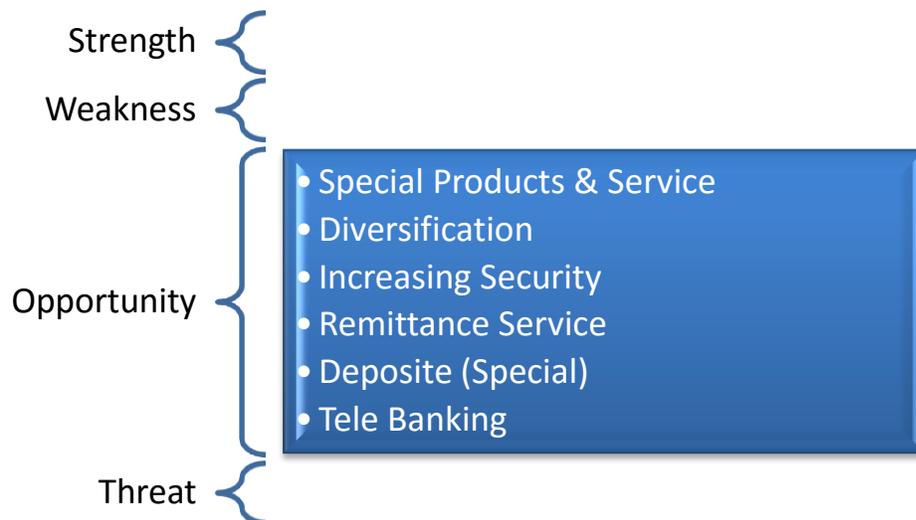
Like him all of the core team members are highly qualified and has served several important positions in different organizations.

- **Company Reputation:** NCC Bank has formed a standard in the banking industry. It is an extremely capitalized bank with an authorized capital of TK. 5000 million. With the increase of paid up the bank has gained so much strength.
- **Smart Pay & Discount facility:** The bank has presented Smart Pay service with Equal Monthly Installment (EMI) facility for the Credit card holders. This is a service towards the customer that they can purchase the desired products from the selected outlets with 0% interest rate and flexible time being.
- **Instant Cash Advance:** The credit card holders don't need to carry cash as they can withdraw the money from ATM. The limitation would be 50%.
- **Good Customer Services:** Good customer service plays key strength of NCCBL. They have introduced ONE-Stop service. If customer needs any kind of help regarding anything related to NCCBL's banking, it's all there.
- **Interactive corporate culture:** The environment of NCC Bank is very much interacting related to other local organizations. These cooperative environments inspire the staffs to work sincerely. NCC Bank has very welcoming and collaborating environment.



2.7.2. Weakness

- **Lack of Advertising & Promotion:** The bank does not have any viable route for forceful advertising exercises. Like, if any bank starts any offer or open a new branch or ATM booth, it promote that thing, whether by sending auto generated message, in bill boards, advertising in television, on internet etc.
NCC bank is a little away from these promotions and advertising.
- **Sponsors:**NCCBL do not have enough sponsors. For that reason it is not able to do various kinds of events to get media coverage.
- **Disguised Employment:**The bank accepts reference appointment. So,lots of people getthe job very easily, sometimes who are not even that much eligible or fit for the job. Moreover their contribution is also very less towards the organization, but at the end of the month they are still getting salaries.
- **Location:** NCC Bank has limited offices. Now 116 branches operating all over the country but the bank should open their branches in prime location. They have to target some effective area in which they can increase their profit.

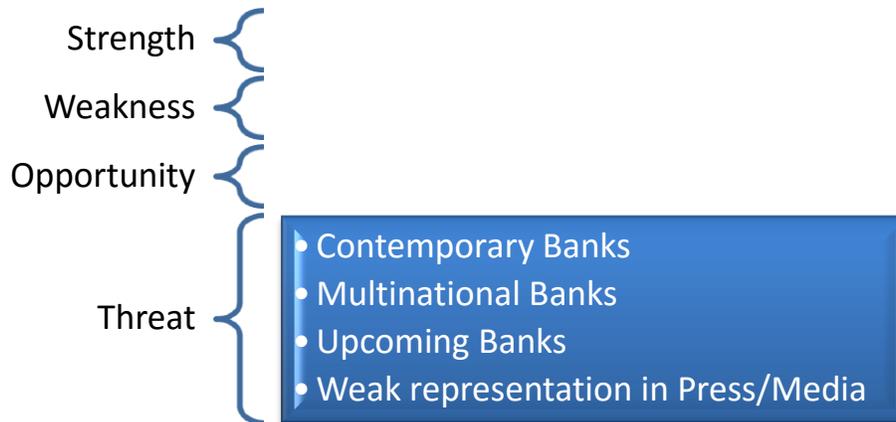


2.7.3. Opportunity

- **Special Products and Service:** NCCBL can introduce customer friendly special products and services, like-

- ❖ **Low Interest Personal Loan:** Most of the bank offer low amount of personal loan at very high interest rate. NCCBL can provide this service for their customers.
 - ❖ **Special FDR:** NCCBL already has account for children named as “Youngster account”. They can start FDR program for children that no bank has introduced.
- **Diversification:** NCC Bank can seek after an enhancement methodology in extending its present line of business. The administration can choice of beginning shipper banking or broaden into renting and protection.
 - **Increasing Security:** Dutch Bangla Bank’s ATM booths were hacked and that is something for being concerned. So NCC bank can increase their security to assure the clients. For that they can introduce something like,
 - ❖ **Finger Print:**To get more assurance about the real customers, NCCBL can add the finger print options to the ATM booth.
 - ❖ **PIN number in Phone:** Whenever any customer will try to withdraw money fom ATM with card, a new pin number will be send in the phone to get more assurance and safety.
 - **Remittance Service:**NCC Bank has given very much importance on foreign remittance service abiding Bangladesh Bank policy.As it has started remittance business through Money Gram as super-agent. Meantime, the Bank has established remittance drawing arrangement with 32 MTO,s across the globe including all major web based companies. So it is a high time that they come up with their own banking system that will able to provide the remittance service directly.
 - **Deposit at Highest rate and lowest time:** NCC bank has deposit scheme which provide 9.75% for One year deposit which has no hidden charge too.There is no other bank who have this kind of scheme. NCCBL should promote this kind of scheme more to attract the customers.
 - **Tele Banking:** Tele banking is the service which provided through phone that requires the customers to dial a particular telephone number to have access to an account which provides several options of services. Despite huge potential, tele banking services have not been widened enough in daily banking activities in Bangladesh.'Tele Banking' was

first introduced in Bangladesh by *Standard Chartered Bank* but not too many bank has adopted this idea. NCC can calculate the option of launching Tele banking system.



2.7.4. Threats

- **Contemporary Bank:** *Prime Bank, Dhaka Bank, Southeast Bank, ONE Bank* are its major competitive bank. These banks are doing really forceful campaigns to get more clients. They are also doing campaigns for getting more investors and long term depositors.
- **Multinational Banks:** The speedy increases of multinational banks are potential threats to the bank. Day by day, more foreign banks will be there in Bangladesh. The existing foreign banks such as *Standard Chartered and CITI Bank* are also there to compete.
- **Upcoming Banks:** The upcoming local private banks like *Padma Bank. South Bangla Agricultural Bank* etc. can also pose threats to the NCC Bank.
- **Weak representation in Press/Media:** The PR (Public Relationship) team of NCCBL could not manage to build a strong image of this bank to the public as other top banks are doing. NCCBL should concentrate on that.

2.8. Management of NCC Bank

For any money related and non-budgetary association, management is the most important and significant asset. The board means arranging, sorting out, staffing, coordinating and controlling of all budgetary and non-money related assets of an association. Various parts of the executives

practice in NCC BANK arranging, sorting out, staffing, coordinating and controlling, HR practices and enrollment at last.

2.8.1. Managing Core Risks in Bank:

As per the guidelines of Bangladesh bank, appropriate measurement have been taken to manage core risk in 6 (six) major areas of banking operation as identified

- ✓ **Credit Risk**
- ✓ **Foreign Exchange Risk**
- ✓ **Asset Liability Management Risk**
- ✓ **Prevention of Money Laundering**
- ✓ **Internal control**
- ✓ **Compliance and Information Technology Risk.**

2.8.2. Information Technology:

Bank gives importance of use of technology- based service. IT Division of the bank is engaged in making different kinds of software to improve the service. Through this sector, a number of Outlets have been taken underneath One-Line banking and some other Branches will also be taken underneath this umbrella soon.

2.8.3. Corporate Social Responsibility (CSR):

NCCBL considers that the banking institutions are not only for the profit earning organizations. They are also meant to have the great duties towards the society. From that view, NCCBL has taken various steps, like

- ✓ The Board of Director has established NCC Bank Foundation for the contribution and making betterment towards the society with various social development activities.
- ✓ This foundation has donated to Cchayanat to help construction work of “Cchayanat Bhaban”
- ✓ One of the vital things they are doing is, they are providing various kinds of scholarship to the talented but worried students to support them.

2.9. Products and Services

The products and services available now are given below:

2.9.1 Deposit Products

Deposit is the soul of any bank. From the beginning of the banking system, the deposit collection is the deposit collection is the key part of the bank.

Current Deposit Account:

- Savings Bank Deposit Account:
- Special Notice Deposit Account (SND)
- Instant Earnings Term Deposit
- Special Saving Scheme (SSS)

Nature of Deposites	Rate
Fixed Deposit Bearer Certificate for 3 Months	8.00%
Fixed Deposit Bearer Certificate for 6 Months	8.25%
Fixed Deposit Bearer Certificate for 1 Year	8.50%
Fixed Deposit Bearer Certificate for 2 Year	9.00%

- **Special Deposit Scheme (SDS)**

Amount of Deposit	Monthly Dividend	Amount of Deposit	Monthly Dividend
Tk. 1,00,000.00	Tk. 750.00	Tk. 6,00,000.00	Tk. 4,500.00
Tk. 2,00,000.00	Tk. 1,500.00	Tk. 7,00,000.00	Tk. 5,250.00
Tk. 3,00,000.00	Tk. 2,250.00	Tk. 8,00,000.00	Tk. 6,000.00
Tk. 4,00,000.00	Tk. 3,000.00	Tk. 9,00,000.00	Tk. 6,750.00
Tk. 5,00,000.00	Tk. 3,750.00	Tk. 10,00,000.00	Tk. 7,500.00

- Money Double Program:
In this term, the deposit amount will get double.
 - ✓ For less than 12 months
 - ✓ For more than 12 months
- **Youngster Account:**
NCCBL's Youngster Banking is the invention of School Banking program.

Account Features:

- ✓ **Account Opening Age**
 - ✓ **Parent's Approval**
 - ✓ **Account Opening Deposit**
 - ✓ **Minimum Deposit**
 - ✓ **Annual Service Charge:**
 - ✓ **Withdrawal Frequency Limit**
 - ✓ **Cheque Endorsement**
 - ✓ **Free Online Banking.**
 - ✓ **Account Statement**
- **Youngster Maximum Account:**

This account has the zero risk investment features. It takes a little amount to get started. If the client continues this account for savings and investment for a large period of time, he/she will get the additional benefit in return.
 - **Youngster Money Plan Scheme:**

People have more money than ever before for lots of reasons like allowances, gifts etc. Having more money means more responsibilities. Here NCCBL's Youngster money plan scheme works as a way for good money managing decisions for lots of stuffs like, higher education, student investments, buying bigger things like bike etc.

What NCC bank is suggesting about managing the pocket money in a Smart Way by understanding money, like

 - ✓ **The True Value of Money**
 - ✓ **Needs vs. wants--what you need to know**
 - ✓ **Time is money**
 - ✓ **Short- and long-term goals of students and Youngsters.**

2.9.2 Loan Products

Bank has its very own standard about the credit endorsed or advance to the clients; however loaning result of a bank is equivalent essential to confirm the exceptional toward the finish of any financial year. Each bank gives exceptional consideration about their loaning items, in light of the fact that these items are given over all the time.

- **Personal Loan:**

Personal loan is the financial credit service to meet any kind of emergency expenses like marriage, medical treatment, surgical operation, maternity etc.

- **Education Loan:**

NCCBL wants its customer to think more about their children's education rather than the financial state of them. That's why the bank provides education loan for the customers. NCCBL's purpose is to help its customer to understand the true academic potential of their children and get help for the education and higher education by providing loans.

- **Car Loan Scheme:**

A facility to ease the burden of high cost as well as to fulfill the dream of acquiring the car.

Eligibility of the applicant

- ✓ Wagedan employee who has confirmed service of 3 years.
- ✓ Entrepreneurial Experts who have minimum 3 years of independent practicing experience.
- ✓ Business executives who have at least 3 years commercial experience.
- ✓ Property holder or property income holder.
- ✓ Age limit should be Least 21 years to highest 60 years.
- ✓ Loan Limit starts from BDT 200,000 to BDT 4,000,000.

- **House Building Finance:**

As housing is one of the five primary needs of manhood and now everyone has the vision to have a house of own. NCCBL is there to provide the house loan to the customers who feature competitive interest rates, simple features and procedures. It will help the customers to turn their dream into truth.

2.9.3 Services

- **NCC Bank Smart Pay:**

NCCBL has the Smart Pay service which is very much useful for the customers. It has the Equal Monthly Installment features which means the customer (who is the credit card holder) can buy products from the selected merchant outlets within the country and can pay later with 0% interest rate in 3,6,9 and 12 months.

The cardholders can also have excellent discount offers in numerous clinics, Cafeteria, Guesthouses and other trade points.

- **NCC Bank Securities & Financial Service:**

It is a freshly owned subordinate company of NCCBL that has paid TK.200Crore and gained membership in Dhaka Stock Exchange Ltd. and Chittagong Ltd. Its membership number is 61 and 132 in that order. Every outlet is finely planned & furnished with up-to-date tools associated to stock broking business for extremely systematized projector, work station and price displaying board.

- **Locker Service:**

There was time, people used to keep their valuable things like jewelry, gold etc to themselves, but by the time being, risk has been increased and the mentality of people has changed. The locker in the bank has given new dimension on safety. People are more comfortable with its service in terms of their property safety. So, NCC bank provides locker service at great terms and conditions in almost every brunch.

2.9.4 Cards

- **Debit Card :**

The Debit Card will be offered to every Savings and Current account holders of the bank.

- ✓ The cash withdrawal limit is 50,000 every day.
- ✓ The Single transaction would be 20.000 taka.
- ✓ There are more than 7000 ATMs who are operating 24/7 across the country.
- ✓ This card has access to many POS (Point of Sales) who has NPBS network.
- ✓ There are no botheration of carrying notes.
- ✓ Modest fees and charges.
- ✓ PIN Change facility at NCCB ATMs.
- ✓ Mini statements & 24/7 phone banking facilities.

Fees & Charges

Service	Fees
Annual/renewal fee	*1st year free for General Customer Tk. 500 +15% VAT
Card replacement fee	Tk. 500 +15% VAT
Card Processing fee	Tk. 100+15% VAT (first time only)
Pin reissue fee	Tk. 300 +15% VAT

ATM Cash withdrawal transaction fee:

Service	Fees
Our card in NCCBL ATM	Free
Our card in NPSB Network ATM's	Tk. 15.00
Our card in Q-Cash Network ATM's	TK. 11.50

Balance Enquiry fee

Service	Fees
Our card in NCCBL ATM	Free
Our card in NPSB & Q-Cash Network ATMs	Tk. 5.00

- **Credit Card**

NCCBL has launched their Visa Card Service on September 21,2005.

The Bank is offering 3 types of cards, like

- ✓ Visa Classic
- ✓ Visa Gold (Local)
- ✓ Visa Dual Currency (Global and Local)
- ✓ Numerous types of general and corporate cards

NCC Bank Credit Card is for:

- ✓ The interest rate is only 2.09% with dual Currency.
- ✓ The Supplementary card is free which is only for spouse.
- ✓ Treasure point facilities including foreign part
- ✓ Straight procedure for Dual Currency card, only 24 hours
- ✓ Roaming Mobile Phone bill payment
- ✓ Acceptability around the world and hospitable customers support 24 x 7

Commitments:

NCC Bank assures the followings in their services:

- ✓ Committed service at the door step.
- ✓ Quicker service
- ✓ Safety of cards
- ✓ Team work
- ✓ Speedy choices
- ✓ Bigger range of Approval

2.9.5 Local Remittance

For any individual, to carry the cash money, when it is a big amount is always risky. Any kind of trouble can happen and that can cause a very big loss to anyone. This is why; money can be transferred from one place to another by using banking channel. This transaction is called remittance. This fund is one of the important aspects of any Commercial bank.

Types of remittance:

- ✓ Between banks in the same country
- ✓ Between banks in the different centers.
- ✓ Between banks and non-banks customer
- ✓ Between banks and central bank in the same country
- ✓ Between central bank of different customers

3. Portfolio

3.1. Banking Sector In Bangladesh:

A bank is a financial institution which has license for receiving deposits and make loans. Banks also provide financial services like wealth management, loans, currency exchange, safe deposit boxes, lockers etc.

An individual who is performing the trade of lending or investing the deposit of money from the public owed on call or otherwise and withdrawal by cheques, drafts and other things. The motive of banking is to make sure the allocation of money from surplus unit to deficit units. Banks existing in every country work as the store house of money. The all-purpose of public deposit is to keep the money in safe supervision along with earning interest.

After 1971, Bangladesh has faced a delicate stage of growth in the banking sector. Lots of banks were nationalized after liberation era to protect the organizations and the interest of depositors. Those who were running the banking sector had endured the liability of placing banks on dependable foot holds. Though everything was in place but lots of elements were being irregular. Though the act in public sector management of those banks had leave lots of negative effect in the economy. The swiftness among the defaulters had deployed the whole banking sector.

The openings of the private and foreign participants were getting the required results from banking sector. The idea of private bank was to design to make rivalry among the banks. It also made struggle of efficacy and output in initiatives which were financed by banks, but persons could not get the credit efficiency and growth at large banking sector yet.

3.2. Banking Situation of National Credit and Commerce Bank Ltd. (NCC Bank Ltd.):

NCC Bank Limited has been performing continuous progress in all areas of business including deposit collection, advance making and profile earning drive. In the year 2004 NCC Bank has been able to collect deposit of Tk. 16606.92 crore, registering 11.79 per cent growth. The growth in advance and profit was 18.36 per cent and 15.28 per cent respectively. NCC Bank in 2004 invested Tk. 1521.11 crore indifferent industrial and business enterprise against Tk. 1285.08

crore in 2003, registering 18.36 per cent growth the growth in profit of the bank in 2004 is 15.28 per cent by earning gross profit of Tk. 72.04 crore. The gross profit was Tk. 62.49 crore in 2003.

The bank bears a history as an investment company, which upgraded as a bank in 1985. The authorized capital of the bank remain unchanged at Tk. 750 million after inception but the paid-up capital stood at Tk. 607.81 million in 2004 as against Tk. 552.55 million in the previous year. The bank maintained the Capital Adequacy Ratio at 9.01% of risk-weighted assets. The ratio of classified loans to total loans was 9.75 during 2003. The bank launched some deposit free credit products in its minor loans program for several sections of people which had remarkable reaction from the customers. Such loans have very decent recovery percentage.

With a view to superior Agro-based sector, the bank also stretched credit facility to the North Bengal area of the country for maize cultivation, which has brought splendid result and established wide applause. Under this program a good number of marginal and small farmers of Datagram and Angorpota the most remote Bangladesh territory, connected through an Indian corridor, are now farming maize. Not only those satellite communities, NCC Bank is offering a total of 1,600 farmers in Lalmonirhat district maize loan amounting Tk. 27.20 million this year.

NCC Bank started housing finance from last year and has approved Tk. 500 million in housing loan within last four months. Honoring the increasing demand of lease finance NCC Bank is going to open a separate Lease Finance window very soon. Total number of branches of the bank was 48 as on December 31, 2006. The bank has computerized its operation over the country which is called "Online Banking". The customers are getting the benefit of ATM services located at Dhaka, Sylhet and Chittagong. The Bank has been launch Credit Card recently, necessary ground works was under way to complete the job shortly.

3.3. Nature of Business:

NCCBL has committed the progress in the private sector of banking in Bangladesh. It is now making new opportunities and creating value for its client. The bank is providing customized service to its customer to maintain the relationship. It is contributing for the formation to make national capital development to save and invest in trade, commerce and industrial sectors. The bank offers various types of commercial banking services.

3.4. Hypothesis:

H.01: NCC bank's marketing strategies which can be more innovative and customized.

H.02: NCC Bank's marketing strategies to satisfy and attract more customers and depositors, so that they can make more profit.

3.5. Departments of NCCBL:

NCC Bank Limited does this thing in a very well manner. Different departments of NCCBL are as follows:

- ✓ Human Resources Division
- ✓ Personal banking Division
- ✓ Treasury Division
- ✓ Operations Division
- ✓ Computer and Information Technology Division
- ✓ Credit Division
- ✓ Finance & Accounts Division
- ✓ Audit & Risk Management Division

4. Research Design for Suggestions

4.1. Suggestion for NCC Bank

- **Solid marketing actions:**

NCC bank has lacking on defining marketing objectives. It requires enhancement in the existing marketing approaches. It also needs the mass application on that. It will help in making more of the market share of the bank.

- **Encouraging market development:**

In any developing country, especially in Bangladesh, one of the finest sources for financing is banking. If NCC bank can use this opportunity, it can be a leading bank in the banking sector.

- **Islamic finance and investment:**

As an Islamic country, in Bangladesh people follow more of Islamic laws and regulations. Islamic banking system has huge chance in the homegrown market base, especially on Muslim customers. NCC bank has not introduced Islamic banking however. So, introducing the Islamic banking scheme would be a change maker in the existing banking system would bring to the bank as well as getting more customers.

- **Nonpayer's:**

The most problematic attitude of Bangladeshi consumers is their nonpayment can be a problem to the bank's revenue trend.

- **The control of central expert:**

Giving out the authority to central expert makes the employee less responsibility. Thus the morale of employees gets worse. So this control should be done strategically, so that the employees get always enthusiastic towards their work and responsibility.

- **Organizational difficulties in loan department:**

The credit scheme assessment process is very long. As a result from time to time valued clients are lost. It causes bank unable to meet goals. That's why the loan should easy in process.

- **Nonexistence of Staff evaluation:**

There is no practical use of Annual confidential Report for employees. Hence, the staffs become inefficient. They don't work efficiently and effectively for the betterment of the

bank. The evaluation should there so that all the employees get to know about their efficiency and capability.

- **Ineffectual portfolio:**

The portfolio of NCCBL is not that much spread because it reverses major portion of its fund on Government securities. It should provide more attention to make the portfolio better so that customers can get awareness and image of them.

- **Untouched rural sector:**

The bank has not reached to the rural banking, but rural people are bankable. NCCBL can have the estimation of rural people's bankable capability from the NGO's. This will also help this bank to get more customers.

- **Lacking in promotional activities:**

NCCBL does not do any kind of effective advertising .Like any kind of TVC, Bill board promotion, face-to-face promotion, making awareness about their activities etc. That's why people know very less about the bank and their service. If the advertising would not happen and the people would not know about them, there would be less customers and less market share.

- **Different Demographic Targeting:**

If any bank would target only a specific type of customer, it would be better for them. So that, they will be able to provide more customer friendly service towards the customer. Like for NCCBL they can target the business persons and corporate organizations and can make a strong marketing campaign. They should target the locals for it. It would be very much helpful to build a great network.

- **Adopting Latest Technologies:**

Now a day's people are dependent on technologies more and more. Every bank is providing different kind of latest technological advantage to the customers, like 24/7 customer cares which will not keep the customers on hold for long time and will be able to solve the problem instantly. Whatever technology the bank will choose, it has to make sure that the service quality should be high and easy for the customers.

- **Apps and Service:**

Everything has become app based now. Though so many banks have already launched their own app for online service, NCC bank has not done it yet. It can also launch their

own app for the customers. The only thing they can update is, they can make it super easy and relevant for the customers.

- Making smart reduction on card:

Every bank has imposed a charge on debit and credit cards. If NCCBL would reduce the charges, it would attract more customers.

- ✓ NCCBL can remove the ATM charge imposed when the cardholder withdraw money from another atm.
- ✓ NCCBL can remove the yearly charge of credit card (when the payment is always on time)
- ✓ NCCBL can arrange discount on purchasing with the credit card.

- Making customer's experience the first priority:

In recent time, people like more home service and online service rather than going to the branch of banks physically. If NCCBL can provide every banking service online in the fastest way possible, it will be able to remain and increase the customers.

4.2. Strong marketing activities:

NCC bank has shortages of noticeably defined marketing objectives. It definitely needs progress in its existing marketing strategies and mass execution.

4.2.1. Television

TV is one of the biggest media in Bangladesh; to influence the consumer the organization can start the advertisement on various top rating TV channels, like

- ✓ BTV
- ✓ ATN
- ✓ Channel I
- ✓ NTV
- ✓ RTV etc.

4.2.2. Radio

The large number people live in the rural area of Bangladesh. Radio is available everywhere and known as FM Radio. Radio can form good appeals. So, the organization can highlight the commercials on radio like,

- ✓ Voot FM
- ✓ Love guru
- ✓ Kuasha
- ✓ Bhoutik
- ✓ Jiboner Golpo

4.2.3. Newspaper

Newspaper is a very much significant media .Any organization can simply influence to the target customer through it. Almost all the daily newspapers can be used for the advertising of NCC bank ltd, Such as,

- ✓ Prothom Alo
- ✓ Jugantor
- ✓ Daily Star
- ✓ New Age
- ✓ The Asian Age

4.2.4. Magazine

Numerous kinds of Magazine are issued in Bangladesh and a particular group of people is reading these magazines. So to generate attention of NCC bank ltd. it has to occupy a large number of expenses for advertising in the magazine.

- ✓ Weekly Magazine
- ✓ Current News / Affairs / World

4.3. Marketing and Promotion Activities:

Definition of the four major promotion tools as follows:

- **Advertising:** Advertising is the form of any kind of promotion of any kinds of goods, service or product by a sponsor. Most of the time the ad is for the sponsor. The ad can appear as TVC, on bill board etc.
- **Personal Selling:** Verbal representation in a chat with one or more probable purchase for the drive of marketing sales of services.
- **Sales Promotion:** To encourage the purchase of any product or service short-term inducement is termed as sales promotion.
- **Public Relation:** It is a very much important aspect for any organization. Good public magical ways helps to build a favorable publicity with the customers and with the corporate houses.

The following tools are used with NCC Bank Ltd. are given:-

4.3.1. Advertising:

- Advertising is the most essential tool of promotion. NCCBL has to arrange some publicity to get attention from various clients like businessman, corporate offices. The bank has to always be available at the door for the clients when a new service is being arranged. They can make their pamphlet to the clients.
- Meanwhile they can make TVC with which will tell people about them. The content of TVC will be about their work, new schemes, new products. When it will appear on TV, it would be a very much effective way to reach to the clients
- NCCBL can publish wall calendar, pocket calendar, desk calendar etc.
- As NCCBL has taken the initiatives to make them appear on TV and Newspaper, they should be also appear in the internet with various kinds of campaign.

4.3.2. Personal Selling:

To make the clients aware of banks new service and schemes and to motivate the purchase of its service is called personal selling.

In NCC bank, the employees are very much aware about personal selling.

4.3.3. Sales Promotion:

Short-term encouragement to reassure the sales of services or products of Bank is called sales promotion. Banking activities are service related, so they may emphasize on the services marketing.

4.3.4. Publicity:

NCC Bank can use these things for publicity.

- ✓ Area wise selective people for promotion
- ✓ Sponsorship
- ✓ Billboard
- ✓ Banner hang on Over Bridge

4.3.5. Public Relation:

Building a good relation with different banks, organizations and corporate offices to get advantageous publicity, building up a good corporate image and controlling uncomplimentary rumors, stories and events is called public relationship.

Any bank can join in any national or international trade. Mutually with other banks, they can take part in any workshop to create their goodwill.

4.3.6. Sponsorship:

NCCBL considers sponsorship is a very important marketing tool. The bank has already been the promoter of so many social betterment programs and also doing it's CSR duty.

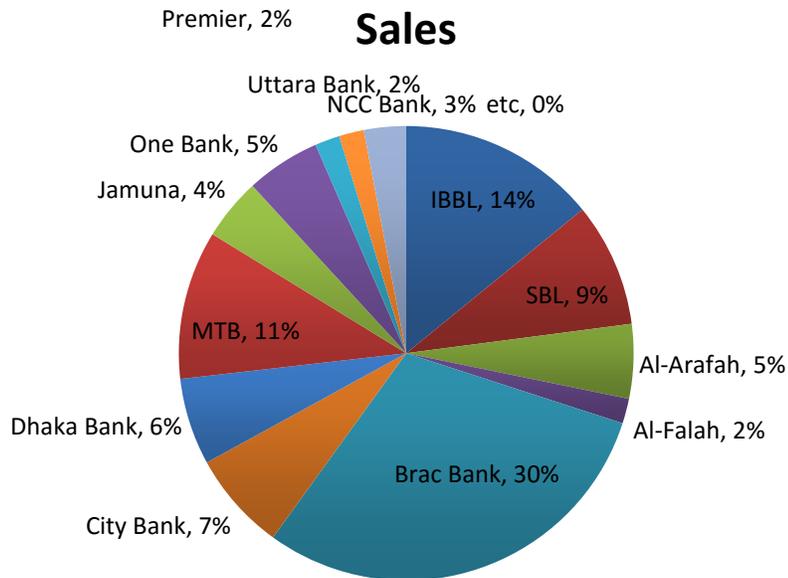
4.3.7. Target market:

NCC Bank has different major service at different branches. I did my internship at Mirpur Branch road but that branch was mainly for various groups of companies. Especial mention to **Popular Diagnostics, Lab Aid Hospital, Radiant Group, Ema leather** etc. There are few walk in customers.

4.3.8. Competitor Analysis of NCC Bank:

Name of the Bank	Market share
Islamic Bank Bangladesh Ltd.	8%
Shahjalal Bank Ltd.	5%
Al-Arafah Bank Ltd.	3%
Al-Falah Bank Ltd.	1%
Brac Bank	30%
City Bank Ltd.	4%
Dhaka Bank Ltd.	3.5%
Mutual Trust Bank	6%
Jamuna Bank Ltd.	2.5%
One Bank Ltd.	3%
Premier Bank Ltd.	1%
Uttara Bank Ltd.	1%

Figure: Competitors Analysis of NCC Bank Ltd.



4.3.8. Positioning:

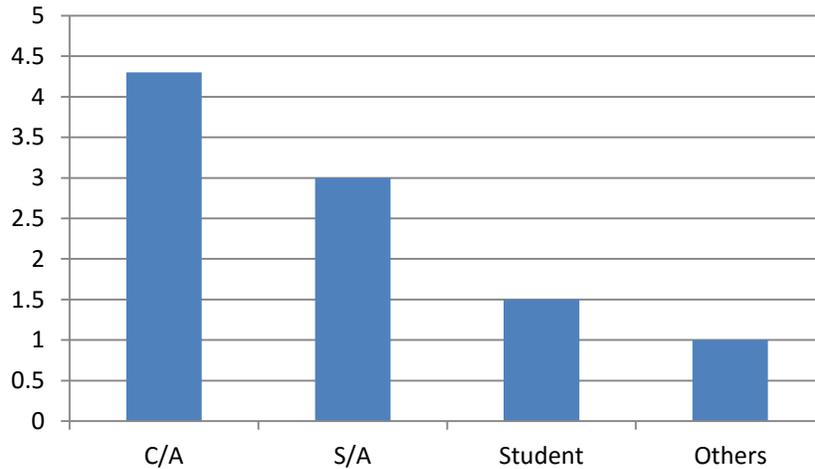
NCC bank’s competitive advantage is the best interest rate at a very minimum time which is offering more benefit to the customers. It differentiates the bank from the competitors. It helps to create position in market,

- ✓ Best interest rate
- ✓ Most Customized service
- ✓ Support service
- ✓ Immediate feedback
- ✓ Various kinds of offers

5. FINDINGS

5.1. Finding and Analysis of Customers

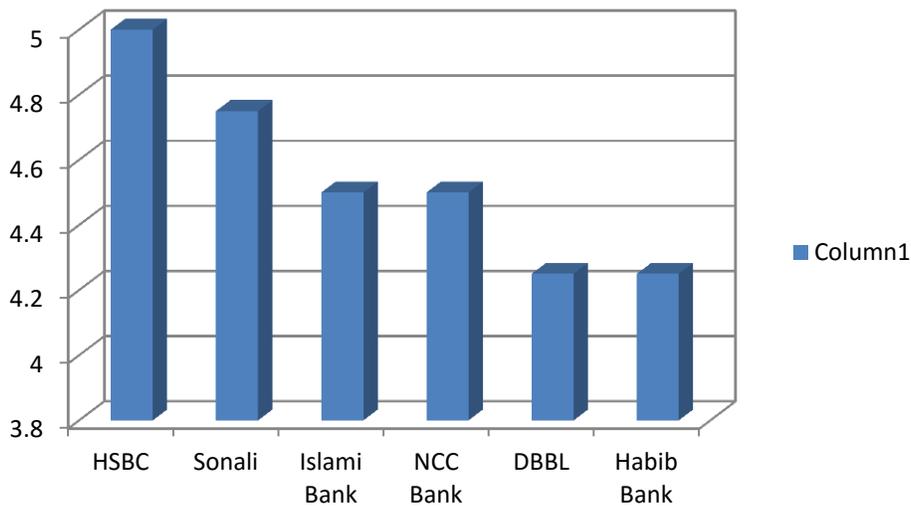
Different group of companies (current account) are the largest customer for NCC bank. Then there are normal deposit account holders.



5.2 Findings and Analysis of Different bank maturity rate:

Different bank has different FDR maturity rate.

These are top banks that provide the best interest rate within the most minimum time. NCC bank ltd. is one of them.



6. RECOMMENDATIONS

6.1. Actions that should be taken in future

Banking industry has become very much competitive in Bangladesh. NCC bank has very good Positions in banking industry still need to make lots of strategy to make more good position in the banking sector.

Lots of new banks are coming and existing banks are growing day by day, So NCC bank has to increase its brand value and service for better positing in the market.

NCC bank ltd. can adopt these strategies like,

- ✓ Improving customer service (online)
- ✓ Reducing operating cost
- ✓ Increase investment in innovation
- ✓ Update of the core operating system
- ✓ Increase marketing to reach more people
- ✓ Recruit and retain talent
- ✓ Improve business process
- ✓ Providing scholarship for less privileged
- ✓ Start taking more corporate social responsibility

6.2. Conclusion:

For banking, the importance of marketing and innovative service has grown manifold because the nature of banking industry, which is mainly service based. If the bank would not serve the innovative and customized service to its customers, it would not able to manage the financial risks that the banks need to take on regular basis.

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