



AN INTERNSHIP REPORT ON

SWOT Analysis of City Bank Limited

18th September 2020

UNITED INTERNATIONAL UNIVERSITY

DHAKA, BANGLADESH

AN INTERNSHIP REPORT ON

SWOT Analysis of City Bank Limited

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Letter of Transmittal

September 18, 2020

Dr. Khandoker Mahmudur Rahman
Associate Professor
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Subject: Submission of Internship Report

Dear Sir,

It is my pleasure to inform you that I have recently prepared my internship report on “**SWOT Analysis of City Bank Limited**”. The purposes of the report is to explain the Banking Profile of City Bank Limited and Its SWOT Analysis in the Banking Industry of Bangladesh.

As we know, a SWOT analysis is a powerful marketing technique used to determine and define your strengths, weaknesses, opportunities, and threats. It can be applied to a complete company or organization or to individual projects within the same service. Very often, SWOT analyses are used at the organizational level to determine how well a company is aligned with its growth trajectories and success parameters, but can also be used to determine the performance of a particular project based on projection initials. The study prepared a SWOT analysis based on the overall organization of City Bank Limited because I had the opportunity to work at the bank as an intern to help City Bank Limited make its future decisions.

I, therefore, pray and hope that your honour would be kind enough to grant my internship report and oblige thereby.

Sincerely yours,

Rezwana Ahmed
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Acknowledgement

In this section, I would like to thank them all without whom the study would not be appropriate.

I would like to show my gratitude to **Dr. Khandoker Mahmudur Rahman**, Associate Professor, School Of Business and Economics, United International University for supporting me as a course faculty as well as my internship supervisor. The report formats and guidelines helped a lot to understand the importance and steps of formal report properly.

Thirdly, I want to thank **Mr. Hasan Md. Lablu**, Head of HR Operation, City Bank Limited for sharing his valuable time with me whenever I required any information to prepare the study. Without his help a lot of primary information was not possible to include and couldn't found from any other sources.

Lastly, I would like to thank all the interns and colleagues at City Bank Ltd for supporting me by sharing a great deal of internal and external information on the bank, and for providing me with sources from which I had a conceptual understanding that was very relevant to the understanding I was ready to study.

Letter of Declaration

I, **Rezwana Ahmed**, declare that all information used in the study is relevant and valid. No information is copied directly from any previous studies. After collecting data through primary and secondary sources, the data were analysed and then included in the study. Furthermore, the study followed all the guidelines of formal report writing techniques as a guideline.

Rezwana Ahmed

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Executive Summary

A study on SWOT analysis is to analyse the internal strengths and weaknesses as well as external opportunities and threats of any firm to provide a competitive overview of the firm in the industry. This study is focused to analyse the City Bank Limited' internal and external environment so that it can help the bank to identify its core strengths, weaknesses, opportunities and threats. The study is prepared by five chapters where the first chapter given the general introduction of this internship report; the second chapter contains company overview of City Bank Limited; the third chapter contains the relevant conceptual overview to make the concepts easier to any reader of the report. The fourth chapter is the analysis part where a strategic group mapping of City Bank Limited is constructed and a SWOT analysis of City Bank Limited is analysed. According to the findings of SWOT analysis, the study found that the strengths of Citi Bank Limited are its online banking, various types of credit cards for different types of customers, online banking, the benefits of modern equipment, its superior service qualities, its highly senior management qualified, interactive company culture, etc. We; Weak points are limited ATMs, limited staff in several branches, long loan preparation procedures, low staff promotion, etc. The opportunities can be exploited by providing microfinance operations, providing innovative products based on customer needs, improving electronic banking services and maintaining a diversified portfolio; Finally, threats may come from central, multinational and commercial banks in Bangladesh, as the market becomes more and more competitive day by day. To utilize the opportunities and reduce the threats, City Bank Limited may check the suggestions listed in the recommendation section which is prepared based on my theoretical knowledge on banking.

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CHAPTER ONE: INTRODUCTION



Internal Strengths and Weaknesses as well as External Opportunities and Threats of City Bank Limited

1.1 Introduction

The study is prepared to submit as internship report in United International University. At the end of my four years BBA program, I got the opportunity to work as an intern in the City Bank Limited to learn practical working experience being inside the corporate culture. During performing the internship responsibilities, I had to prepare the study to complete my BBA degree as it is a pre-requirement. While working there as a marketing student, I observed that any organization needs to adhere their internal strengths and weaknesses and external opportunities and threats. Therefore, the report title had been chosen as a SWOT analysis of any bank formally assesses the strengths, weaknesses, opportunities, and threats of the financial institution. This analysis identifies these four key elements to help senior management make better use of their strengths to take advantage of future business opportunities by better understanding their operational weaknesses to address threats to potential growth. Moreover, SWOT analysis can also address many other scenarios, such as new business ventures, marketing budgets or even advertising campaigns.

1.2 Topic in Hand

The title selected to prepare the report is '**Internal Strengths and Weaknesses as well as External Opportunities and Threats of City Bank Limited**'. The selection of the titles is to describe the City Bank Limited's internal and external business environment that have an impact on the bank itself and on the banking industry. Furthermore, the purpose of the report is to describe the City Bank Limited, to create a SWOT analysis on the bank, and to recommend suggestions so that the bank can realize the potentials and can improve its financial improvements accordingly.

1.3 Background of the study

The internship report is a pre-requirement to achieve the Bachelor of Business certificate from United International University (UIU). Students who have completed all their course credit hours, have to join in any organization as an intern for at least three months. The internship program allows them to gain direct exposure to working in the real world. It also allows students to take advantage of the skills, knowledge and theoretical practices learned in college.

Internal Strengths and Weaknesses as well as External Opportunities and Threats of City Bank Limited

Throughout the process, the internship program offers a pleasant learning curve for students with little experience in the professional world.

It was a great opportunity for me that I got the chance to work as an intern in a very reputed financial institution of Bangladesh named 'City Bank Limited'. While working there as a marketing student, I observed that to compete in the highly competitive financial market of Bangladesh, City bank needs to adhere their internal strengths and weaknesses and external opportunities and threats. Therefore, it was also a great opportunity for me to prepare an internship report that also can help the bank to identify its core strengths and weakness as well as its future opportunities and threats.

1.4 Objectives of the study

The objectives disclose the aims that this study is looking for. Any reader of this study can easily identify the purposes from here. However, the objectives are divided into two parts. They are described below:

1.4.1 Generic objectives

The generic objective of the report is to analyse the SWOT analysis of City Bank Limited and to submit it in United International University to achieve the BBA degree.

1.4.2 Specific objectives

The specific objectives of the report are listed below:

- i. To analyse the City Bank Limited.
- ii. To analyse the internal Strengths and weaknesses of City Bank Limited.
- iii. To analyse the external opportunities and threats of City Bank Limited.
- iv. To recommend suggestions for the betterment of City Bank Limited.

1.5 Scope of the study

SWOT is an acronym of business administration that represents strengths, weaknesses, opportunities, and threats. SWOT analysis is a useful method to understand the strengths and weaknesses and to differentiate both opportunities and threats. The initial stage of the SWOT analysis of City Bank Limited is to recognize the key strengths of the bank. These assets can

Internal Strengths and Weaknesses as well as External Opportunities and Threats of City Bank Limited

integrate a strong brand image, a lot of working capital, a great state of consumption and even a tight distribution system. Strengths are basically advantages over its organization's real rivals. But City Bank Limited must break the strengths of their competitors, which provides a superior assessment of how a bank can market in the existing competition.

1.6 Methodologies of the study

The methodology is the theoretical & systematic analysis of the methods applied while preparing the report. It comprises the theoretical analysis of the methods and principles associated with my marketing knowledge.

1.6.1 Primary data sources

- I. Through formal conversation with the employees of City Bank Limited.
- II. Through formal conversation with the supervisor of City Bank Limited.
- III. From practical work experiences.
- IV. From the customer point of view.

1.6.2 Secondary data sources

- I. From the Websites of City Bank Limited.
- II. News publications.
- III. Articles and blogs published on City Bank Limited.

1.6.3 Data Analysis

After collecting all the necessary information, I have prepared a study framework through what I tried to study. The data of the study are utilized through the exploratory research techniques were both qualitative and quantitative data are used according to the necessity of the study topic. We know that exploratory research is a study technique carried out for an issue that has not been researched more clearly, to develop operational definition, in order to establish priorities and to improve the final study framework. It helps to determine the best study framework, data collection methodology, and subject selection.

1.7 Limitations of the report

City Bank Limited is a large financial institution with many branches and departments throughout Bangladesh, and during the internship period, it is quite impossible to deal with all the necessary parties to prepare the SWOT analysis. I have encountered some more problems, which are listed below:

- a. **Lack of proof of proper use:** since the bank regularly changes its operating systems, such as marketing, financing and human resources management strategies, it will be difficult to determine if City Bank is using the methods.
- b. **Busy work staff:** all employees and executives are so busy during open hours that they sometimes get frustrated when they do their job. Sometimes they don't want to look at us in front of their desks.
- c. **Privacy and confidentiality:** A complete SWOT analysis is a very sensitive issue for City Bank Limited. City Bank did not allow me to reveal some important information.
- d. **Short duration:** it is difficult to prepare such a complete report in this short period of time.

CHAPTER TWO: ABOUT CITY BANK LIMITED



2.1 City Bank Limited: Profile

Until the early 1980s, banking in Bangladesh was limited to the nationalized sector in addition to two or three foreign banks. It was not until 1983 that the government changed its banking sector policy, paving the way for the creation of new banks with the private sector. Indeed, 1983 saw the birth of a multitude of local private commercial banks, of which The City Bank limited has distinguished itself. It entered service on March 27, 1983. City Bank Limited is the first private sector bank in Bangladesh. The Bank has been operating since 1983 with an authorized capital of over TK. 1.75 billion under the entrepreneurial spirit of twelve major entrepreneurs in the country. The noble intention behind the creation of this bank was to make qualitative changes in the field of banking and financial management.

Today City Bank Limited serves its domestic customers with 120 branches across the country and around three hundred overseas connections covering major cities and malls around the world. The services cover vast and diverse areas of commerce, commerce and industry adapted to the specific needs of customers and are distinguished by an exceptional level of rapid and personal attention. During the year, the Bank expanded its range of services. The vast, constantly growing home network supplies and transports various products and services to millions of people. City Bank Limited has already introduced new banking products, such as double credit cards, ATMs and online services, which have attracted customers. The Bank has established real-time banking systems on the Internet, SMS and telephone in advance with all modern delivery channels. For its significant performance, the bank has acquired national and international awards. City Bank Limited was one of twelve banks in Bangladesh among the five hundred Asian banks for their assets, deposits and profits, valued by "Asia Week" in 2000.

City Bank Limited also received the Top Ten Companies award from the Prime Minister of the People's Republic of Bangladesh. The bank has a separate board of directors made up of thirteen successful and respectable entrepreneurs *Mr. Aziz Al-Kaiser*, alongside an important businessman, industrialist, pioneer personality and entrepreneur of a private sector bank in Bangladesh, is the director of the Bank *Kazi Mahmood Sattar*, a dynamic banker with a national and international reputation, is the general manager and executive director of the Bank.

Internal Strengths and Weaknesses as well as External Opportunities and Threats of City Bank Limited

City Bank Limited recently won the Asian Banker "Strongest Bank in Bangladesh-2010" award.

The birth of The City Bank Limited in 1983 created a sensation in the financial sector which raised new hopes among the banking population. A few years after its launch, the bank had a great impact on the economy and showed huge of its potentials. Success after success has been transmitted. The bank has been decorated with prestigious honors as one of the top ten companies, one of the main contributors, one of the five hundred most important banks in Asia. From 1984 to 1992, the bank made substantial profits and the performance was remarkable. However, the bank has been experiencing turbulent waters since 1993 due to multiple events such as the collapse of businesses, the culture of default, a rigorous supply, etc. So far, City Bank Limited has been very successful in keeping its customers satisfied with its high-quality service, while expanding to reach more people across the country. City Bank Limited carries out all types of commercial banking activities. She is involved in most areas of commercial banking. The main activity of the bank includes commercial finance, term finance, working capital finance, and corporate finance. City Bank Limited acted as a leader in the collection of term loans for a series of projects in the framework of syndicated loans and also participated in certain cases in this financing agreement. The bank also offers personal loans, local and foreign money transfer services and many other products. The City Bank Limited program as part of the "Poverty Reduction Program" implemented through rural branches in the form of microcredit plays an important role in the socio-economic development of the poor in rural areas. City Bank Limited entered the market at a time when the country's economic policy environment is balanced by higher levels of activity and growth. The macroeconomic management in force and the government's will to carry out the reforms of the banking sector offer a favourable and encouraging environment.

2.2 Banking mission of City Bank Limited

- I. To become Bangladesh's largest commercial bank.
- II. To manage and control organizational relationships and responsibilities between other banks and their customers.
- III. To encourage employees by ensuring attractive wages and salaries.
- IV. To improve the steady growth of the "small and medium-sized enterprises" sector.
- V. To recruit the best candidates who can be a good resource for the bank.

Internal Strengths and Weaknesses as well as External Opportunities and Threats of City Bank Limited

VI. To control employees using the two motivational theories X and Y.

2.3 Banking Vision of City Bank Limited:

To be the first bank in the country with best practices and maximum social commitment.

2.4 Objectives of City Bank Limited

Organizational objectives are short-term and long-term goals that an organization wants to achieve. An organization's goals will play a huge role in developing organizational policies and determining the allocation of organizational resources. The objectives of the City Bank are reflected in the following areas:



Chart: City Bank's Objectives

The bank believes that communication and customer feedback enables it to achieve its goal of providing world-class products and services. City Bank Ltd regularly conducts customer satisfaction surveys and makes immediate adjustments and adjustments if necessary. In addition, it constantly monitors its standards and is committed to meeting customer needs.

2.5 Products and services

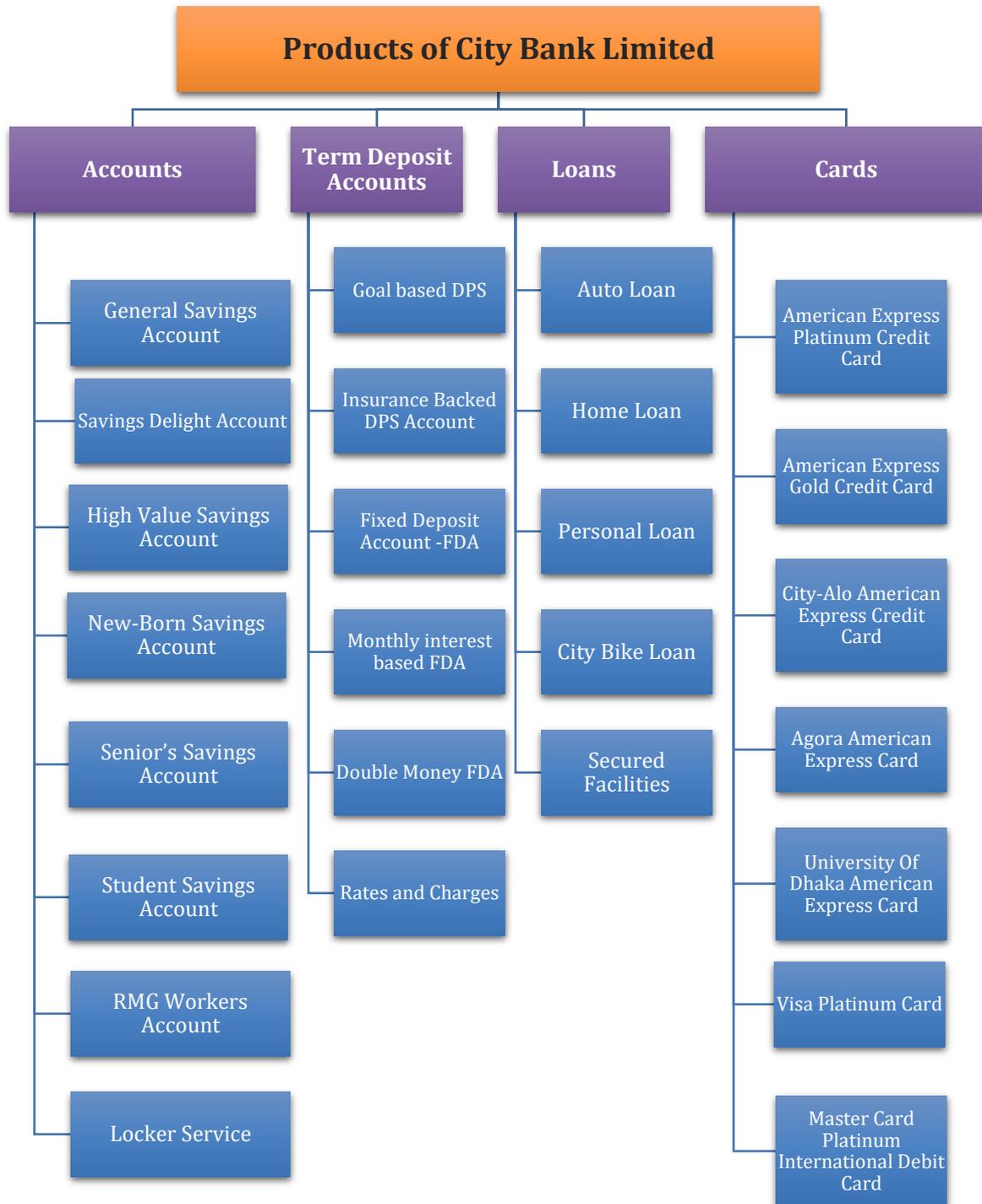


Chart: Products of City Bank Limited

2.6 Organogram

The Board of Directors is the management and policy development committee of City Bank Limited. The board of directors is currently composed of a chairman and four directors. It should be noted that the Managing Director is also a member of the board of directors. Usually, the directors are appointed among those who have experience and capabilities in the financial and banking, commerce, industry, etc. fields. The Director of Operations performs all activities under the direction of the Board of Directors.

The officer and other members of the hierarchy and staff are appointed by the recruiting committee of the Human Resources Division.

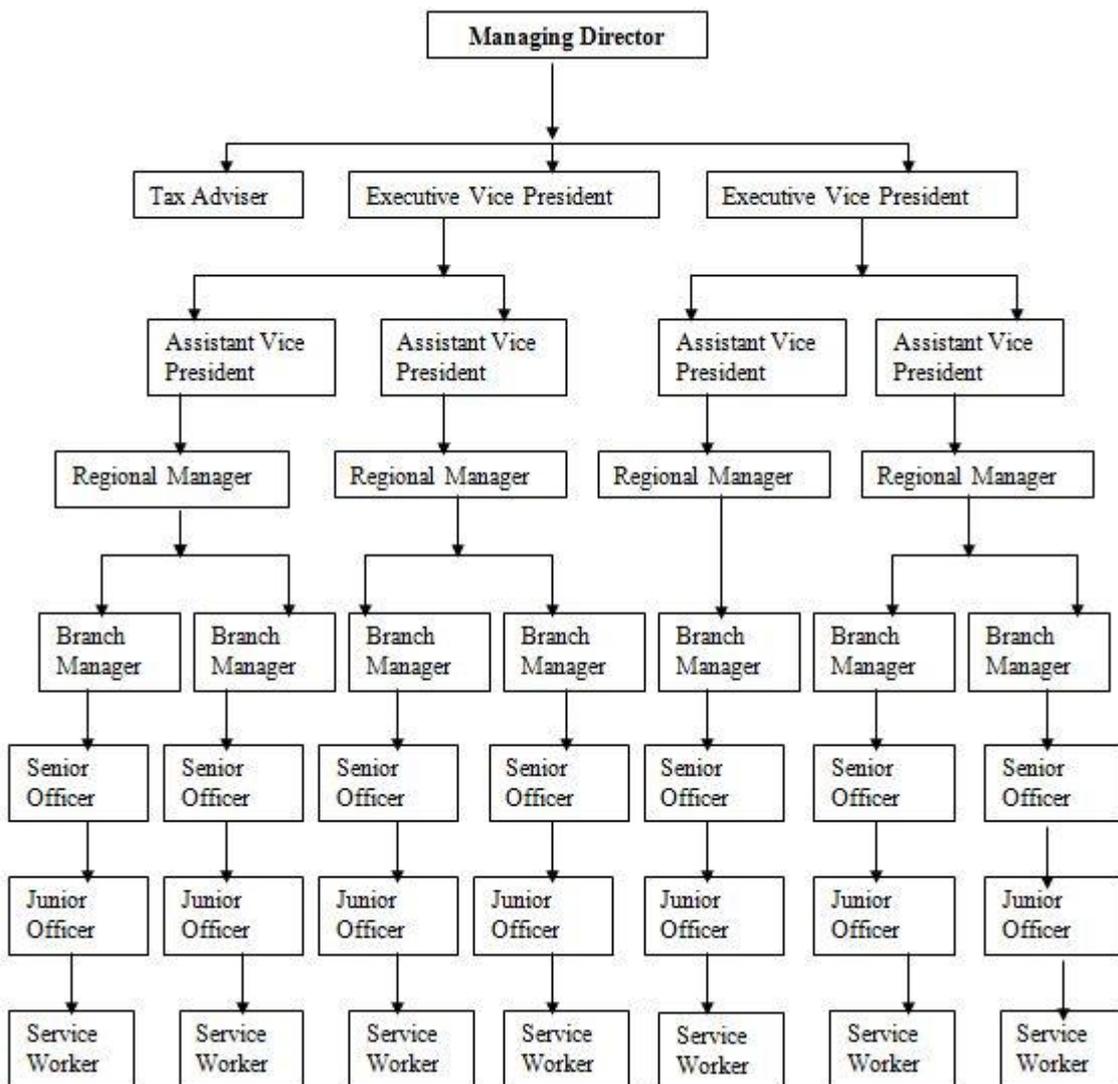
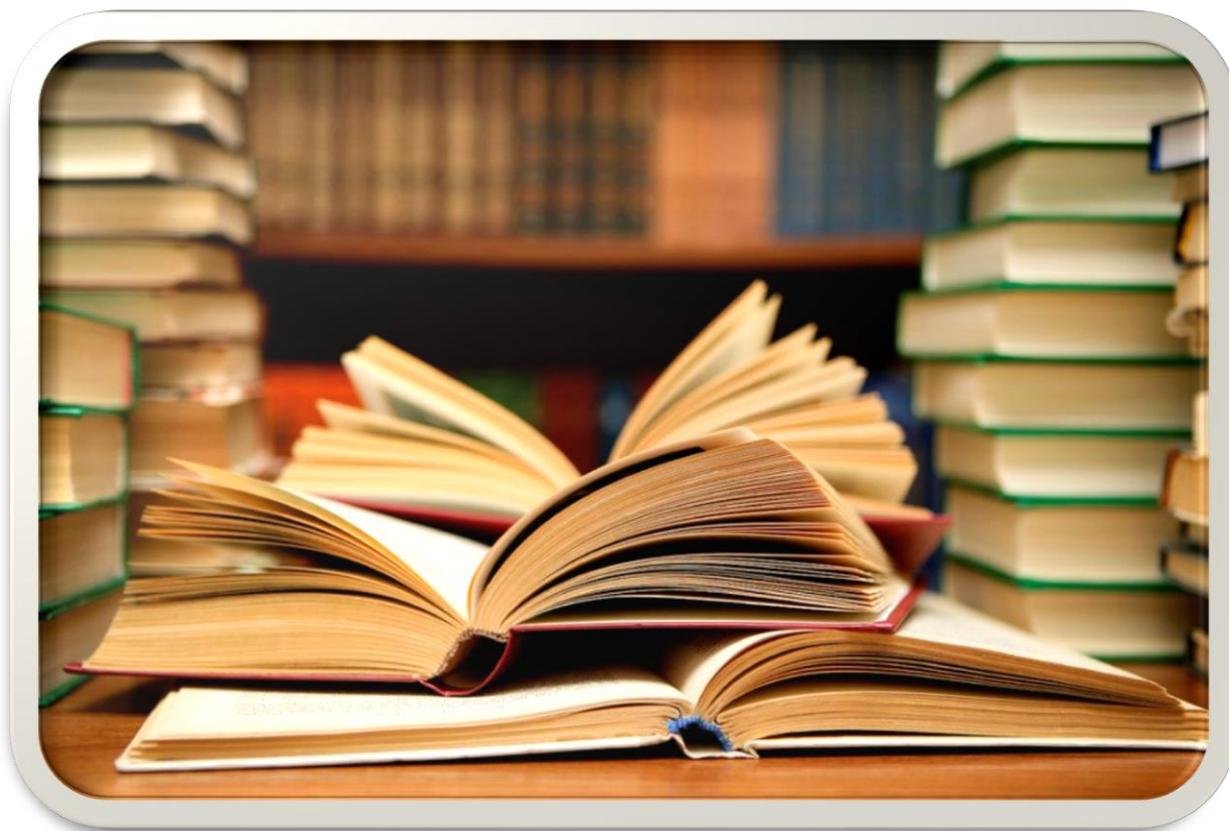


Chart: Organogram of City Bank Limited

CHAPTER THREE: LITERATURE REVIEW



3. Literature Review

This chapter is called a literature review because it discusses the concepts that will be analysed in this study. A proper review of the field of the study is the first step in any study. We, therefore, consider the role of research, synthesis, critique analysis, and more. A literature review allows us to find current knowledge gaps and show them that it is based on existing knowledge and concepts, that is, others can continue to learn where they have already gone. You can also identify other people who work in the same field. Knowing who worked on the field and communicating with them can be invaluable knowledge and support. Additionally, a literature review delineates the depth of our research understanding and identifies information, concepts, concepts, and methods that may be relevant to our project.

However, as the study is prepared on to present the internal strengths and weaknesses as well as the external opportunities and threats of City Bank Limited, in this chapter, a broad conceptual discussion on SWOT analysis, its importance and purposes as well as Strategic Group Mapping are given.

3.1 SWOT Analysis

SWOT analysis (Strengths, weaknesses, opportunities, and threats) is a planning process that helps companies overcome challenges and identify new prospects to look for. This method was established by Albert Humphrey of the Stanford Research Institute in the 1960s to determine why business plans have consistently failed. Since its inception, SWOT analysis has become one of the most useful tools for entrepreneurs to start and grow their business. An organization must regularly analyze its processes to make sure it runs as efficiently as possible. Though currently there are a lot of ways to evaluate an organization, SWOT analysis is one of the most effective ways among them

The main goal of SWOT analysis is to help organizations fully understand all the factors involved in business decision making processes. This method was created by Albert Humphrey of the Stanford Research Institute in the 1960s to determine why business plans have consistently failed. Since its inception, SWOT has become one of the most useful tools for entrepreneurs to start and grow their business.

Internal Strengths and Weaknesses as well as External Opportunities and Threats of City Bank Limited

Bonnie Taylor, a chief marketing strategist of CCS Innovations, USA, said: "It is impossible to accurately describe the future of small businesses without first assessing the future of small businesses from all angles, including an in-depth understanding of all threats and internal resources and external SWOT to do this, there are only four simple steps, and even the inexperienced company owner can understand and accept it."

3.2 Importance of SWOT Analysis

Creating a SWOT analysis can help banks and other companies in Bangladesh to identify all the opportunities and threats they need to know. For example, in financial institutions, SWOT analysis has many benefits, as long as opportunities and threats are recognized, it can translate into safer and more effective customer service. Through SWOT analysis, organizations can compete in a healthier way in their industry, which also brings advantages such as improving customer service and reducing unnecessary costs.

3.3 Purposes of SWOT Analysis

SWOT Analysis's objective is to allow us to plan ahead for this potential opportunity and start planning to provide high-quality marketing plans and solutions as strategic marketing carries importance in a volatile Asian context (Andaleeb & Hasan, 2016).

Furthermore, the objective of SWOT analysis is to deliver the strategic overview of an organization that really strengthens to set up routes to take advantage of key business opportunities. Without strategic planning, an organization can move without objectives or manage it without development and missing an opportunity is almost as catastrophic as making a big mistake in a highly competitive industry such as banking sector in Bangladesh. For example, if a new customer base grows due to changes in preferences, it is usually necessary to first understand which bank is meeting the customer's demand most.

3.4 Strategic Group Mapping

Strategic group mapping is a strategy that companies use to allow their competitors to see how the rival company competes.

Internal Strengths and Weaknesses as well as External Opportunities and Threats of City Bank Limited

To do business successfully, it is vital to understand where our competitors are. This means that we must take the time to study their work so that we can correct the problems they solve and offer them an advantage in the areas where we have increased competition.

Group strategic planning allows us to better understand our policies and reminds us of school mental planning strategies when we take notes. We will have different departments that represent bubbles of other activities and their roles.

Using a strategic plan allows us to focus more on the competition. When they have a clearer idea of the areas of the business that are not in competition with the organization, we can start developing plans to increase the potential of these areas, moving our business forward.

3.5 The way Strategic Group Mapping helps to prepare the SWOT Analysis

Strategic group mapping also helps analyse the business to prepare a more detailed SWOT for any business, which can be useful in many areas. It is a way to help increase the strength and opportunities of the industry. The questions that this bubble chart can reveal can help us prepare for a more detailed SWOT analysis, including:

- I. We have the capacity to identify the main competitors as threats and to develop countermeasures.
- II. Find out where our company has the most opportunities and can easily get the most benefits.
- III. Identifying who is the best in our business will also help us determine our strengths and improve our position on this map.

There are many significant effects that can make one company or candidate better than another. One can check the price differences between their organization and other organizations, and even the differences in customer service. The specific differences assessed will determine how they are presented.

CHAPTER FOUR: ANALYSIS AND FINDINGS



4.1 Banking industry of Bangladesh

Bangladesh is a developing country where the banking sector plays a central role in the economic development of the country. A country's banking system can be viewed as a barometer of its economic prosperity. The advanced banking system is essential to modern commerce. Banks today not only act as public depositors of money but are also essential agents in maintaining the financial condition of a country.

In 1992, nationalized commercial banks (NCBs) were reformed in Bangladesh by consolidating twelve commercial banks operating in the pre-independent of Bangladesh, which allowed the poor to access financial resources and to reduce the capital of the country to go abroad. It was one of the fundamental elements of the purpose of nationalization to increase national investment. This means a society whose resources are distributed in the best possible way. These banks changed their strategies and policies over time, which did not conform to classified government policies. An assessment of the operation of commercial banks has shown that progress in the banking sector since nationalization has not been impressive. Nationalized banks have been unable to play an appropriate role in implementing government programs and policies. As a result, a tendency to reject banks began in the mid-1980s.

At the same time, government policy towards the banking sector with regard to economic management has changed since 1976. In that year, the private sector was given the task of playing a more important role than ever in the economy. As a result, private banking services have been introduced to provide more credit to local investors. The government has decided to authorize the creation of a local private commercial bank (PCB) in addition to the current Nationalized Commercial Bank (NCB) in the country.

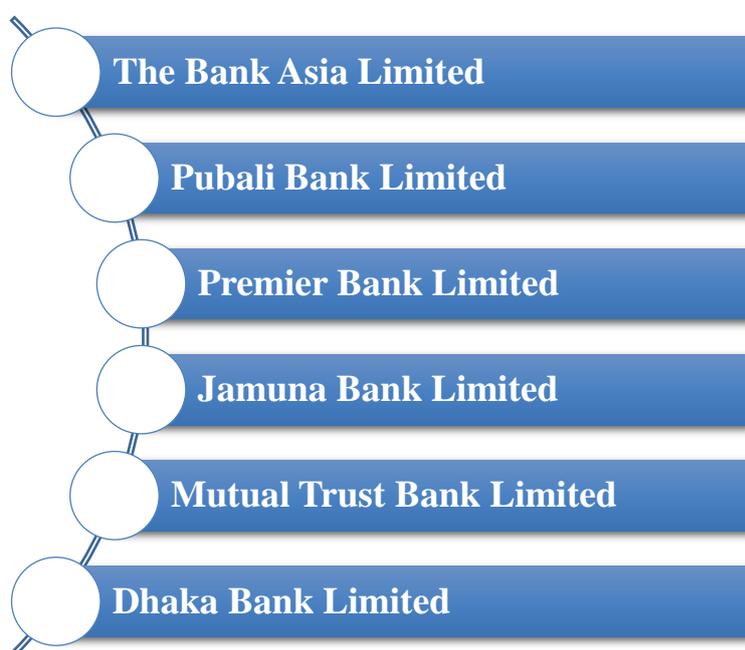
However, Bangladesh Bank, the country's central bank, encourages economic growth in the development of its banking sector as the country is one of the developing economies around the globe. Bangladesh's banking sector has achieved remarkable growth in the last three decades. It has gone further, incorporating micro-credits and micro-finances as political tools in the financial system of rural areas. It helped to accelerate the monetization of the rural economy and, therefore, focused more on the market. This market orientation of the rural economy helps provide continuous resources from rural to urban areas. Now, the biggest

Internal Strengths and Weaknesses as well as External Opportunities and Threats of City Bank Limited

threat to sustainable economic growth is the banking sector itself, especially public banks. This despite the fact that it has adopted international quality banking methods such as Basel III.

4.2 Competitors of City Bank Limited

According to Bangladesh Bank economic data 2020, there are 39 domestic private commercial banks and 8 foreign commercial banks who currently performing financial banking activities in Bangladesh. Though all are competing with each other, based on the close competitor analysis, the list below is prepared to show the competitors of City Bank



Limited.

The Banks Listed above are directly competing with each other and are the direct competitor of City Bank Limited in terms of their products and services that they are offering to their customers.

4.3 Strategic Group Mapping of City Bank Limited

Strategic group mapping is one of the most effective and innovative technologies for refining and evaluating the sector's strong competitive positions. In today's market, each sector is composed of competitors that gain an advantage over other companies. Therefore, revision and evaluation of the main factors is an important issue, on the basis of which companies

Internal Strengths and Weaknesses as well as External Opportunities and Threats of City Bank Limited

enjoy the benefits and receive certain benefits in comparison to others. Strategic group cartography is an important area in which the activities of competitors can be easily identified. The following are the key issues regarding the location of the strategic group:

1. It helps to identify the main competitors.
2. It helps detect barriers to entry and exit.
3. Key benefits help identify strategic areas
4. It helps to identify the best companies in the industry.

Strategic group mapping can help City Banking Limited strengthen its position in the Bangladesh banking sector. This is the best way for banks to stay longer and enjoy many benefits. With this strategy, Citibank Limited can easily identify its competitors and therefore operate accordingly to gain potential benefits and become a company with high profitability.

Furthermore, creating a strategic group chart is an important area, with the help of City Bank Limited, they can easily analyse where they really need to improve and with the help of this bank, good results and good results are required. Creating a strategic group map is a demanding task so that City Bank Limited requires clear and distinct analysis to get effective results.

The Strategic Group Mapping of City Bank Limited in Bangladeshi Banking Sector are given below:

Internal Strengths and Weaknesses as well as External Opportunities and Threats of City Bank Limited



4.4 SWOT analysis of City Bank Limited

As mentioned earlier, SWOT analysis is a business management diagram that represents strengths, weaknesses, opportunities, and threats. SWOT analysis is a useful way to understand strengths and weaknesses and distinguish opportunities and threats (Rahman, 2016). The initial stage of the SWOT analysis of City Bank Limited is to understand the main advantages to compete among the banks identified in the Strategic Group Mapping section. These assets can integrate a solid brand image, a large amount of working capital, a good state of consumption and even a strict distribution system. The City Bank Limited SWOT analysis is analysed below:

4.4.1 Strengths of City Bank Limited

I. Online banking:

City Bank has launched online banking, which enables it to automate everything. Currently, several banking functions are performed by computers.

*Internal Strengths and Weaknesses as well as External Opportunities and Threats of
City Bank Limited*

II. Excellent service quality:

City Bank Limited provides customers with high-quality and consistently high-quality services in all areas of its operations. This keeps customers happy.

III. Modern equipment facilities:

From the beginning, City Bank Limited tried to equip its work with modern equipment and furniture. To provide fast customer service, City Bank Limited has installed a money counter on the counter. The bank owns a computerized banking business called "PC Bank". In addition, computer-printed statements are available for internal use and sometimes for customers.

IV. Company's reputation:

City Bank Limited has established a good reputation in the banking industry in Bangladesh.

V. Many agents:

City Bank Limited has 83 online agents in Bangladesh, which can provide quality services to customers at all levels.

VI. Senior Management:

City Bank Limited senior management has extensive experience and is well known in the banking industry in Bangladesh. They have contributed significantly to the growth and development of the World Bank. Experienced bankers and company personnel have received management training.

VII. Customer satisfaction:

Customer satisfaction in City Bank Limited is high. Informal conversations with customers about service quality help management to provide services based on their choices, which in turn leads to customer satisfaction.

VIII. Modern ATM facilities:

Some banking services are automated and attract a large number of customers. For example, banks provide ATM services in multiple locations.

IX. Interactive corporate culture:

City Bank Limited's corporate culture is more interactive than other local organizations. This interactive environment encourages employees to work hard.

4.4.2 Weaknesses of City Bank Limited

I. Limited ATM booths:

The bank has only a few ATMs and is not in the right place. Therefore, the use range of the ATM card is limited.

II. Reduction of staff morale:

Decentralization is centralized, which reduces employee responsibility. As a result, staff morale has fallen.

III. The workforce is Limited:

Several brunches of City Bank Limited has limited employees. As a result, many employees are burdened with the extra workload and work late without overtime. This can lead to staff turnover, which is bad for the organization.

IV. Long loan procedures:

Sanctions and loan procedures are quite long because the loan process of the City Bank Limited branch is very strict and sometimes negatively affects the thinking of customers.

V. Long evaluation procedures:

The evaluation process for credit proposals is lengthy. As a result, valuable customers are sometimes lost and banks fail to achieve their goals.

VI. Reduced use of confidential annual reports:

There is no significant use of confidential annual reports (employee performance evaluation forms) to reward or punish employees. As a result, employees become ineffective.

VII. Fewer promotions:

Banks lack active advertising and promotions to gain broad geographic coverage.

4.4.3 Opportunities of City Bank Limited

I. Innovative products:

City Bank can offer their customers more innovative and modern products and services.

Different investment opportunities:

The possibility of bringing new areas of banking activity into a new opportunity, such as professional banking, and in many areas, City Bank Limited can grant special privileges.

II. Micro-finance:

City Bank can provide micro-finance to individuals and small businesses.

III. Support from Bangladesh bank:

The Bangladesh bank offers full financial support to the banking sector as a government representative, as it has become an important source of employment in the country. This concern of the government will promote and support the long-term vision of City Bank Limited.

IV. Development of e-banking:

The advent of e-banking will offer City Bank Limited more possibilities not only for Bangladesh but also for customers in the global banking sector. Although the bank has entered the world of e-banking, it must still provide comprehensive electronic banking services to its customers.

V. Efficient recruiting:

More efficient and experienced staff can be hired to provide clients with fast and efficient services.

VI. New branches in regions far from the city area:

Many branches can be opened to access banking services in remote regions.

VII. Diversified portfolio:

It is possible to choose a new division to obtain a diversified portfolio.

4.4.4 Threats of City Bank Limited

I. Restrictions from the central bank:

Bangladesh Bank has strict controls over all banking transactions. Sometimes the restrictions imposed by the Bangladesh Bank can create obstacles to the normal operations and policies of the bank.

II. Multinational banks:

Due to the boom in the economical progression, more foreign banks are expected to operate in Bangladesh. Multinational banks with modern products and services and rapidly growing local banks conquered a large market in a short time, causing changes in existing bank customers.

III. Contemporary banks:

Dhaka Bank, Dutch Bangla Bank, Mutual Trust Bank, and other contemporary banks are its main competitors. They are launching a radical campaign to attract profitable customers and large depositors. City Bank Limited must be vigilant about the measures taken by these banks, which in turn can influence their strategies.

CHAPTER FIVE: RECOMMENDATIONS AND CONCLUSION



5.1 Recommendations

According to the SWOT analysis, strategic group mapping, and the observation of internship program at City Bank Limited, few suggestions are listed below for the improvement of internal and external competitive environment of the bank.

- I. Executives and managers must have a clear idea about the spread of client structures in the banking sector of Bangladesh;
- II. The loan preparation process is more complicated and if possible, there should be specific guidelines on the credit policy manual. To expedite the loan process, Citibank Limited should facilitate online loan application and personal credit processing.
- III. For customers with good banking experience, the security system can be somewhat flexible.
- IV. Independent market research should be conducted every two years to understand the evolving banking industry / commercial trends of the country;
- V. To take advantage of opportunities in the outsourcing market, the retail banking industry has to appoint a resident representative in each of its branches outside Dhaka.
- VI. Safety provisions and documents must be carefully applied. Otherwise, the provisions will have no value at all;
- VII. The Customer Relationship Manager must regularly consult with a solicitor on legal matters,
- VIII. Managers need to be trained regularly to have a skilled management team.
- IX. The conflict between departments should be resolved and communication with other departments strengthened.
- X. The general banking environment must meet the highest standards in order to provide a better experience for customers and employees.
- XI. Credit rating models should be updated every two years.
- XII. To reduce the percentage of non-current loans, management must adopt conservative rather than proactive strategies.

5.2 Conclusion

The aim of the study was to identify the internal strengths and weaknesses as well as external opportunities and threats of the City Bank Limited. As a developing economy, Bangladesh is motivating the economic growth in the development of its banking sector these days where City Bank Limited is playing essential roles in the financial sector as well as in the employment sector. The SWOT analysis shows that the city bank Limited's strengths are its online banking facilities, different types of credit cards for different types of consumers, its excellent service qualities, its modern equipment facilities, its interactive corporate culture, its high qualified senior management and so on; the weaknesses are limited employees in several branches, limited ATM booths, less promotion for employees, long loan preparation procedures, etc.; the opportunities can be utilized by offering new innovative products based on the customers demand, offering micro-finance activities, improving e-banking facilities and maintaining a diversified portfolio and so on; and finally the threats can be generated from the central, multinational and commercial banks of Bangladesh as the market is being highly competitive day by day. At the end of the study, there are several recommendations are given for the improvement of City Bank Limited.

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