

# Internship Report

On



**“Marketing Strategies of United  
Commercial Bank Limited”**



**United International University**  
*QUEST FOR EXCELLENCE*

**Internship Report**

**“Marketing Strategies of United Commercial Bank  
Limited”**

**Course code: INT 4399**

**Submitted To**

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**Submitted By**

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**Date of Submission**

**22<sup>th</sup> June, 2021**



**United International University**  
*QUEST FOR EXCELLENCE*

## Letter of Transmittal

22<sup>th</sup> June, 2021

Mr. Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University

Subject: **Submission on of internship report.**

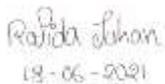
Sir,

With due respect, I am Rafida Jahan Mim, student of United International University would like to inform you that, with the grace of Almighty Allah and your unconditional supports, I have completed the internship report under your supervision to fulfill the requirements of my internship.

This is my pleasure to submit my report entitled “Marketing Strategies of United Commercial Bank Limited (Khilkhet Branch).” In UCB, I have a great working experience which is also a learning experience for me because it shows contrasts between practical and hypothetical work.

Therefore, I would like to thank you for all the backings and instructions that you have given to me and the expectation that you will give your guidelines in the future. Thusly, I will be accessible in the event that you have any inquiries.

Sincerely,



Rafida Jahan Mim  
19-06-2021

Rafida Jahan Mim

ID: 111 161 324

BBA Program, United International Univeristy

## Declaration of Originality

**Title of the Report:** Marketing Strategies of United Commercial Bank Limited (Khilkhet Branch)

**Name of Student:** Rafida Jahan Mim

**Supervisor:** Mr. Sarker Rafij Ahmed Ratan

**Department:** Bachelor of Business Administration

I hereby certify that my internship report is an original research work and it doesn't contain any plagiarized work. I have not used any unethical methods such to prepare this report.

Signature \_\_\_\_\_

Rafida Jahan  
18-06-2021

Rafida Jahan Mim

ID- 111 161 324

## Declaration of the Student

I am Rafida Jahan Mim, a student at United International University of Bachelor of Business Administration in Marketing. I do hereby declare that this report on "Marketing Strategies of United Commercial Bank Limited" has been set up as a part of my internship report. It is a compulsory part of our BBA Program to introduce an internship report.

Furthermore, I was guided by my instructor Mr. Sarker Rafij Ahmed Ratan, Assistant Professor, United International University. This report is completed for the fulfillment of my undergrad degree, BBA Major in marketing from United International University.

Rafida Jahan  
18-06-2021

Signature -----

## Acknowledgment

From the start, I want to express my heartiest gratitude to almighty Allah to enable me to complete this report on “Marketing Strategies of United Commercial Bank Limited-Khilkhet Branch.” I pass on my genuine appreciation and respect to my scholastic supervisor Mr. Sarker Rafij Ahmed Ratan, Assistant Professor from UIU, department of marketing. Without his benevolent bearing and legitimate direction, this report would have been unimaginable for me. In making this venture, his management and direction formed this report to be finished.

I also want to say thank to my chief at UCB Bank Limited, Mr. M Mahbub Hasan, Khilkhet Branch Manager, who has been inconceivably quiet and give time from his clamoring plan to give out various moving works towards me and assured me that I play out my best during internship period of my entry-level position, as a fruitful pioneer.

I furthermore committed to Ms. Taslima Hanif (Customer organization chief), Mr. Adeb Hussain (Head of Service Quality and Customer Support), Tanjila Ahmed (HR Executive), Ms. Kanta, Mr. Reza, Mr. Imtiaz, Mr. Imran at Brand Communications and Marketing Department who were amazing mentors and also guided me all through with all kinds of information and suggestions.

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## Executive Summary

Marketing Strategy is a business concept whereby companies set their overall game plan for their target customers to increase their sales & profits. The report, titled 'Marketing Strategies of United Commercial Bank Limited' has been prepared for the fulfillment of the internship program, which is also a requirement of the BBA program. The primary purpose of this intern report is to find out the following strategies for the marketing sector. This report consists of six chapters titled introduction, company and industry preview, methodology, analysis and findings, internship experience, and recommendations. In this descriptive type of research, both primary and secondary data were used. In chapter two are highlighted by company's mission vision, their core values, a hierarchy system, their objectives, their products & services, general banking activities, SWOT analysis & industry analysis. In the main part which is findings & analysis is covered by the segmentation process of United Commercial Bank Limited, their target customers & their positioning strategies and also I have tried to find out their marketing 7ps of marketing mix strategies which they are following for their bank industry. According to these researches I have tried to give some recommendations in chapter six.

# CHAPTER 01

## INTRODUCTION

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## **1.1 Introduction of the Report**

Marketing Strategy is a business concept whereby companies set their overall game plan for their target customers to increase their sales & profits. By finding the company's value proposition, your offers about the products & services, who & how you will communicate with the customers & deliver your messages to them & your competitors, you can set your marketing strategies that must help you to keep marketing focused, sales results & mostly make right your investment . Not only business sectors but also banks play tremendous performance on Marketing Strategy. Marketing Strategy is a significant benefit from financial institutions such as banks. Governments, Individuals & businesses require a comprehensive range of services, which commercial banks currently provide. Commercial banks are currently Bangladesh's primary source or contributor. This bank's role is to collect deposits and provide loans and advances, and students can gain practical knowledge that will help them understand real-life situations and start introducing a career path with practical experience through an internship program in the industry of the bank. For customers' satisfaction & happiness, we need to know how satisfied they are with the bank that means the level of the customers' satisfaction with a bank. The main reason for including marketing strategy as a major component is to improve customer satisfaction and the marketing mix (4ps) of United Commercial Bank Limited. I have attempted to identify and correct differences in banking performance, employee performance, and customer satisfaction. This report is on Marketing Strategies of UCB Bank and their marketing activities are presented in detail.

## **1.2 Origin of the Report**

An internship program is a pre-requisite for acquiring a BBA program. Before completion of the program, a student must undergo the Internship Program/Project. Every student under the internship program must prepare a report based on the intern's area of specialization and organizational requirements. I have got an opportunity to do my internship in a leading Bank named of the United Commercial Bank Limited. My internship report titled is "Marketing Strategies of United Commercial Bank Limited". I have prepared this intern report under the supervision of Mr. Sarker Rafij Ahmed Ratan, Assistant Professor, department of Marketing, United International University.

### 1.3 Objectives of the study

There are two types of objectives: broad and specific, as mentioned below.

**Broad objective-** The broad objective of this report is to find out the Marketing Strategies of United Commercial Bank Limited.

#### **Specific Objective-**

- To understand how UCB divide segmentation on their target customers and how they positioning their business.
- To accrue knowledge about banking activities of UCB
- To make some recommendations on the existing practice of marketing mix to improve this service further.

### 1.4 Scope the study

This report is based on “Marketing Strategies of United Commercial Bank Limited”. The individual whose intention is to conduct this kind of researches in the Marketing, Sales & Promotion sector of banks in Bangladesh, this report will be very helpful for these human beings. By using this document, they can accumulate information about the services and products presented by UCB in their sales & marketing activities, the performances they provide in fulfilling their targets, also customers’ satisfaction and development in the marketing sector. I would attempt to focus on the hypothetical parts of Marketing strategies & activities.

### 1.5 Limitation the study

The main limitation is the pandemic Covid-19. As there are many employees were affected in covid-19 in the bank which made the working environment unsafe for me to do my internship properly. During my internship, I also got affected by covid-19, so it was tough for me to attend the bank, so I shifted my internship by home internship in last months of my internship journey. Beside this some other limitations are listed below.

- Every one of the bank was strolling individuals and they were occupied with the goal that they were unwilling to collaborate.
- This investigation was deficiency of data.

- Need enough ideal opportunities for this sort of contextual analysis.
- Some data can't be given because of security and other corporate commitments.

# CHAPTER 02

## Company & Industry Review

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## 2.1 Take a look at United Commercial Bank Limited



**Akhtaruzzaman Chowdhury Babu**

### **Founder of United Commercial Bank Limited**

United Commercial Bank Limited is one of the most established private business banks in Bangladesh. Since 1983, the bank has been chipping away at affirmed capital. Under, 1750 million capital and venturesome business

visionaries. The reason for the dispatch of this bank was to accomplish subjective changes in banking and monetary administration. Today United Commercial Bank Limited stretches out 89 branches to its customers, what's more, offers types of assistance to exactly 300 outsiders. Later the bank is presently covering the primary urban communities and business focus of the world. The administrations of the bank incorporate a wide assortment of exchange, trade, and mechanical territories, which are altered to the particular requirements of the customers and are renowned for the remarkable degree of quick also, customized consideration. All through a long time the bank has expanded the scopes of its associations. The wide and really making nuclear families coordinate gives and passes on different things and associations to the doorsteps of millions. The United Commercial Bank Limited has ranked in 12 Banks of Bangladesh among 500 Banks in Asia for its resource, service and preferred position



<b>Type</b>	Private (Non-Government)
<b>Industry</b>	Banking
<b>Founded</b>	Dhaka, Bangladesh
<b>Founder</b>	Akhtaruzzaman Chowdhury Babu
<b>Headquarters</b>	Dhaka, Bangladesh
<b>Key people</b>	Shawkat Jamil , CEO & Managing Director
<b>Products</b>	Banking services Consumer Banking Corporate Banking  Islamic banking <sup>[1]</sup> SME finance Credit card
<b>Website</b>	<a href="http://www.ucb.com.bd">www.ucb.com.bd</a>

reviewed by "ASIA WEEK" in the Year 2000. United Commercial Bank Limited is granted to the "initial ten" organization "Leader of the Republic Popular from Bangladesh.

## **2.2 Mission, Vision & Core Values of United Commercial Bank Limited**

### **Mission**

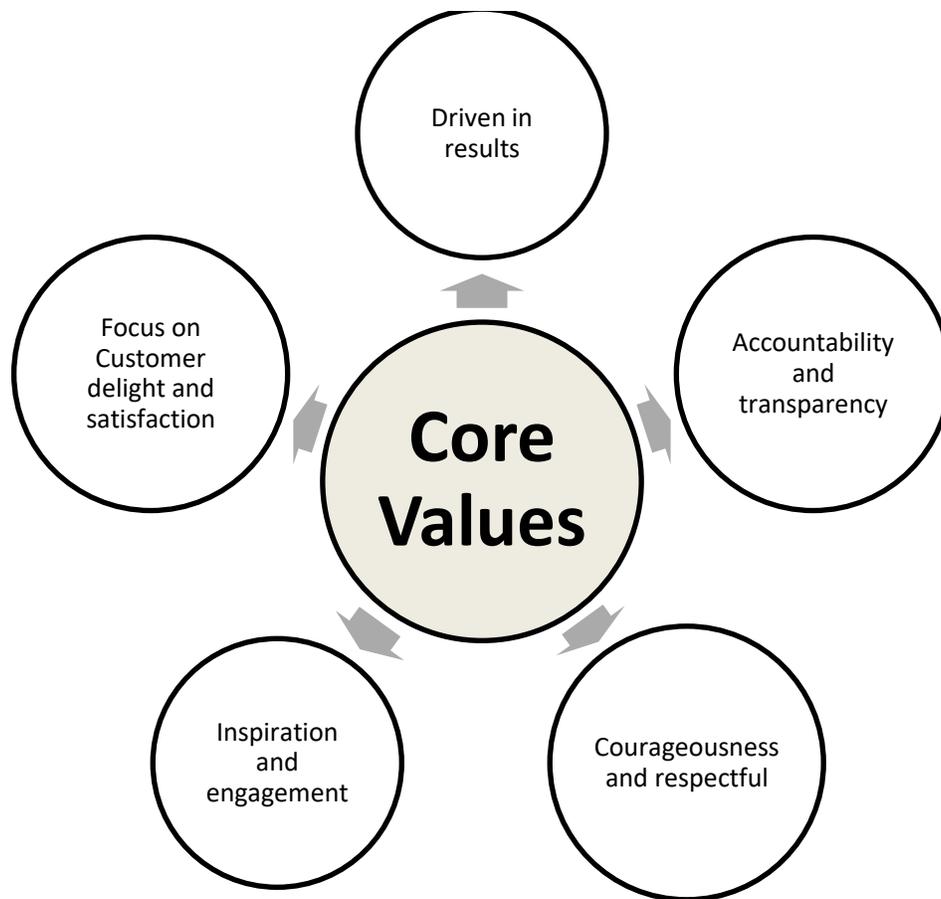
- Offer a wide group of things and organizations that different from each other.
- Be the "Employer of choice" by publicizing a climate where employees exceed expectations and leaders are made.
- Challenge structures and stages for development and effectiveness.
- Promote advancement and automation with a final goal of guaranteeing and improving goodness in assistance.
- Ensuring regard for the network, extraordinary administration and consistency in all that we do.

### **Vision**

- The monitory supermarket for financial performances with a winning capability of Advertising Agreeable Experiences.

### **Values**

- Driven in results
- Accountability and transparency
- Courageousness and respectful
- Inspiration and engagement
- Focus on Customer delight and satisfaction



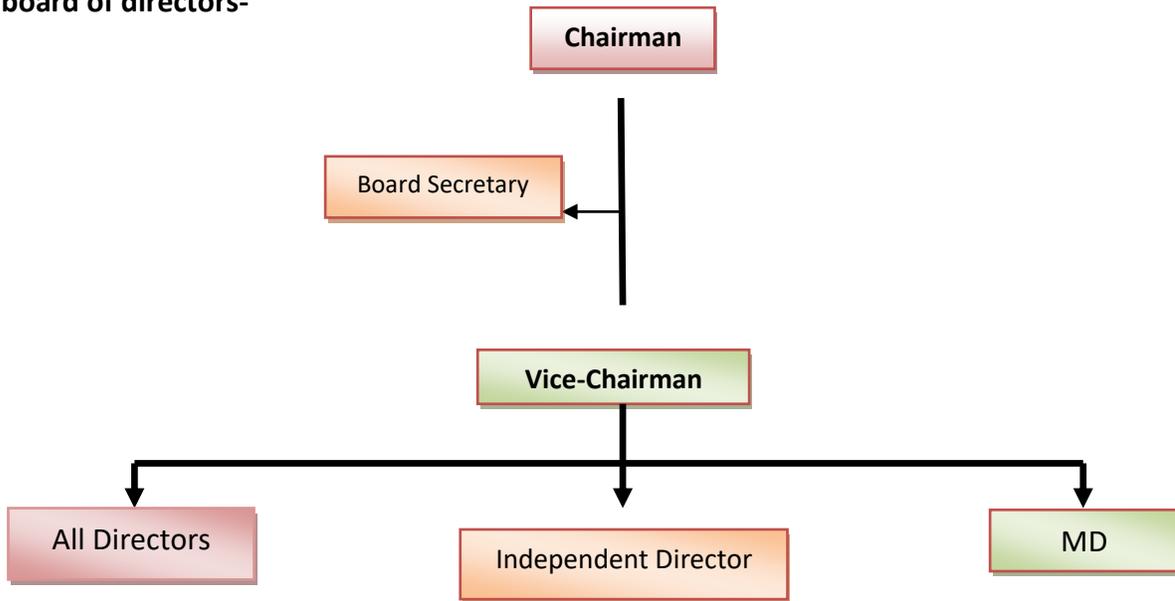
**Figure 2.1:** Core Values of United Commercial Bank Limited

### **2.3 Organization Objectives**

The prime target of UCB is to frame a strong capital base, to win incredible advantage and deliver a palatable profit to good Shareholders, to understand the objections, the bank works for pushing ahead the nature of bank's assets by perceiving expected extraordinary borrowers.

## 2.4 Organizational Organogram

The board of directors-



The management committee-

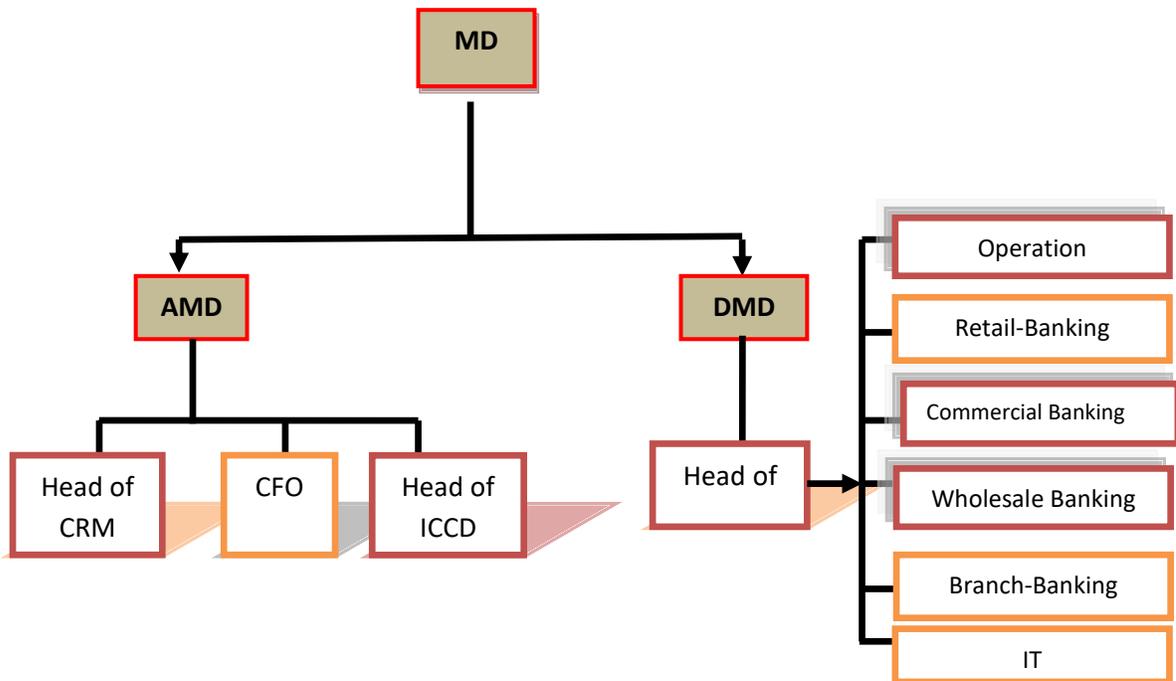


Figure 2.2: Organogram of United Commercial Bank Limited

## 2.5 Products & Services

As we know that banks basically provide services, here the products of United Commercial Bank Limited are embedded with its all services.

**The products of CBL are listed below.**

Accounts and loans	Statements	Customer care service
NIB	Pay orders	Students services
Cheque book issue & delivery	Cards delivery	Pay through Visa
Banking service	Shanchai potro service	FDR

UCB with its wide extent of “SME” banking organizations through 3 individual sectors that fuse intermediate, little and agro parts. UCB moreover offers a wide extent of wholesaling banking organizations. Close to these organizations they offer various organizations which are recorded beneath.

- Priority service in banking
- Corporate banking service for corporate sector
- Advance internet banking facilities through united touch
- Trade services for both foreign and local
- United ALO service for women entrepreneur

## 2.6 General Banking Activities of UCB

### UCB Accounts

United Commercial Bank Limited has different types of accounts based on various categories. The general bank accounts are available in every bank but in UCBL, they suggests some special facilities based bank accounts to their special customers and beside these for companies and also for the religious minded people they have different accounts.

The bank accounts that UCBL have are listed below;

- a) **Current Account-** The current account is basically UCBL's general bank account. It has deposit locker facility; cash back facility and also debit card for cash withdrawal. Under the current account they have Simple current and Easy plus Accounts.
- b) **Savings Account-** UCBL has two sorts of saving accounts which are the general savings and the Alo savings accounts.
- c) **Savings-Delight Account-** Here the customer's interest meets UCBL's banking privilege to help in achieving the life they want. Beside this, UCB have High Value Savings Account which provides daily rewards by interest on daily basis, have united touch facilities.
- d) **UCB Women's Savings Account-** The United women's savings account is for only women entrepreneur who are doing business or are workaholic. Now a day's online women sellers shows interest in opening United Alo Account. UCBL also provide Alo Delight Savings Account.
- e) **Manarah Account-** UCB offer this account only those who are Islamic oriented and those who don't want interest from bank savings. Basically this account is operated its customer's financial activities under the Islamic Shariah.
- f) **Fortune Transactional Account-** For the small businesses, UCB introduce the Fortune Transactional Account so that they can manage their day-to-day transactions without limits, enjoy their daily interest on account balance and do much more with this transactional new account.

Beside these accounts, the other accounts are the **Student Account, New Born Savings Account, RMG Workers Accounts, NFCD, RFCD, FCY Accounts** and deposit rates.

### **Account Opening and Transfer**

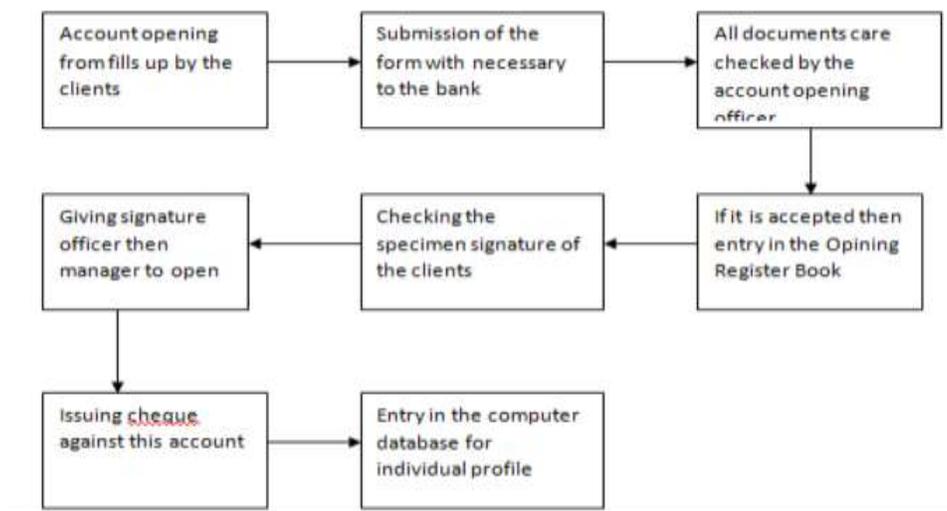
An account is a specific record of exchange. Monetary ledger is an understanding among bank and its clients, permitting clients in utilize banks' service against expenses and it can be the best way for a client who can create a relation with the bank. The basic reason for opening a bank account is to deposit cash. These accounts have different structures. The types of deposit accounts are given here.

## Opening bank account

For opening new account bank has adhere to certain principles and guidelines. Bank needs a couple of authentic reports, for example, NID (National Identification Card), Students' ID card, a legitimate record of grounds and houses visa measure photographs. The client needs to save several firing proportions of cash for opening the account. It is known as the security cash which a client never denies. In the wake of getting records and avowing records, the particular authority is holding up for the endorsing of the division boss. Right when the authority gets underwriting, the individual being referred to will open up the record. On the hand for death account, the departed person's nominee is to get those cash. Around then chosen one ought to bring a couple of reports for claiming the money-

- Demise Certificate
- Testament of relationship from ward official
- If 'no candidate 'is found then right beneficiary/beneficiary ought to bring the progression endorsement from the court
- Endorsement of the cemetery

Whole procedure of account opening is given below.



**Figure 2.3:** Procedure of opening account of United Commercial Bank Limited

## **Account Transfer**

Account transfer is about exchanging account from one branch to another. It is applicable for any sort of account only except the FDR. To transferring an account clients need to submit application to bank and that must contains some following matters;

- Reason
- Name of the branch where record will be Transferred
- Date of Effect
- Sign of application should be matched with the SS Card

After this, it needs the authorization of administrator as an endorsement of the record move application and prior to moving the record, bank will give the record articulation. Additionally, benefit will be relevant around then and independently it might make reference to in the interest sum.

## **UCB's Card Facilities**

The United Commercial Bank Limited has different types of card facilities for their clients. They have 5/6 types of credit cards. Their blue and green cards are for normal users. Based on users and their deposits they provide special types cards which are gold and platinum cards. The clients who have annual fees of six lacks of TK will get the gold credit card and who have annual fees of 28 lacks will get platinum credit card. Beside these cards, UCB also provide taxation card, security card, business card, Visa card etc.

Clients can increase their credit cards limit on the basis on security but they can't increase the card limit based on FDR. UCBL also provide United Alo credit card to the women business holders and recently they are providing prepaid cards to those who are students, gamers' wants to purchase from abroad via online and for paying bills of Netflix.

The most popular card of CBL is the Visa Platinum Card (VP Card). VP card provide the world-class charges, rewards and exclusive benefits for its clients through world. This exclusive credit card is divided in gold, platinum, bronze, blue, black colors based on facilities. Except the middle-east this card is available in every side of world.

## Platinum Cards

### VISA Platinum Card



- ✓ Unsecured Credit Limit from BDT 2,00,000 up to BDT 6,90,000.
- ✓ Secured Credit Limit up to BDT 25,00,000.
- ✓ EMV compliant Contactless Chip Card
- ✓ Dual Currency Card
- ✓ Life time Free 1 Supplementary Card

### Master Platinum Card



- ✓ Unsecured Credit Limit from BDT 2,00,000 up to BDT 6,90,000.
- ✓ Secured Credit Limit up to BDT 25,00,000.
- ✓ EMV compliant Contactless Chip Card
- ✓ Dual Currency Card
- ✓ Life time Free 1 Supplementary Card

## Classic Cards

### VISA Classic Card



- ✓ Unsecured Credit Limit from BDT 20,000 up to BDT 75,000.
- ✓ EMV compliant Contactless Chip Card
- ✓ Dual Currency Card
- ✓ Life time Free 1 Supplementary Card
- ✓ Maximum 45 days Interest Free Period

### Master Classic Card



- ✓ Unsecured Credit Limit from BDT 20,000 up to BDT 75,000.
- ✓ EMV compliant Contactless Chip Card
- ✓ Dual Currency Card
- ✓ Life time Free 1 Supplementary Card
- ✓ Maximum 45 days Interest Free Period

## Gold Cards

### Visa Gold Card



- ✓ Unsecured Credit Limit from BDT 80,000 up to BDT 1,90,000.
- ✓ EMV compliant Contactless Chip Card
- ✓ Dual Currency Card
- ✓ Life time Free 1 Supplementary Card
- ✓ Maximum 45 days Interest Free Period

### Master Gold Card



- ✓ Unsecured Credit Limit from BDT 80,000 up to BDT 1,90,000.
- ✓ EMV compliant Contactless Chip Card
- ✓ Dual Currency Card
- ✓ Life time Free 1 Supplementary Card
- ✓ Maximum 45 days Interest Free Period

## Signature Cards

### Visa Signature Card



- ✓ Unsecured Credit Limit from BDT 5,00,000 up to BDT 10,00,000.
- ✓ Secured Credit Limit up to BDT 25,00,000.
- ✓ 5000 bonus reward points for 1st transaction within 30 days of issuance.
- ✓ 10% Cash Back on superstores and dining for 3 months from issuing. Maximum cash back amount BDT 3000 during the period.
- ✓ Meet & Greet service up to 4 persons without any charge (no maximum limit per year).

## Cash Department

The money division is the main branch of the financial area since it has an immediate communication with the customers. This department is the media that communicate with the clients of bank and based on their communication it also provide information to bank authority and also collect money / cheques from customers according to banking systems. It receives money and works on payment procedures. Cash department have some register books which are listed below.

- Protected in/out registers
- Key Register
- Remittance based registers
- Cashier's receiving book
- Cashier's payment book
- Cash balance related book

On the other hand, cash is received in cash, cheque, bills, Pay-orders, TT, DD, MTDR.

## Remittance Section

Remittance is about transmissions of money starting with one spot then onto the next. UCB follows three modules of settlement and this are-

- TT-Telegraphic Transfer-** TT is the speediest system of exchanging saves beginning with one put then onto the following. The dispatching division sends a sent/ telephone based/ fax message to the working sector of any distant border, to pay a particular amount of cash to the mentioned payee.
- DD - Demand Draft-** It is about containing instruments in a boundless solicitation of a bank office to pay a definite measure of cash to the particular person in based on requests. It is an extraordinarily outstanding device for sending cash beginning with one corner of cash then onto the following. DD's is 15% of the standard aggregate.
- PO - Pay Order-** This a pattern of exchanging cash from payer to payee inside a particular clearing ranges through managing a record channel. An individual also

can purchase portion requests in various model, for example, pay arrange with money, pay arrange with a money order.

### **Cheque Issue**

Cheque is an object to pull cash from banks. This is a worthwhile strategy of executing cash beginning with one spot at that point on to the following with no disaster. If someone opens a bank record or account, he/she can apply for a cheque book on the solicitation receipt. In the wake of affirming the mark of record-holder by its authority, we may take cheque books. Then we can relegate numbers to escapes enlistment and record numbers in a register book.

The record number will be made on each leaf out of the enlistment. Two authorities prepare and set the record numbers and leaf numbers. The capable authority can similarly check register book and instates it too. By then enrollment will be given to the social event in wake of taking the sign on the enrollment book.

### **Clearance Section**

Clearing represents a settlement among branch banks from claims made in the selected place/time in regards to resistance drawn of one another. Clearing House is a place where a particular branch and other branch banks consent to meet, through their agents in an appointed time and give defiant drawn on others? In return, to get instruments drawn of them. The nit total of receivable or payable kept through a record with the controlling banks when the case is settled (Bangladesh Bank/ Sonali Bank).

### **2.7 SWOT Analysis of UCB**

Organizations are made up of their business management diagram which is based on some strengths, weakness, opportunities and threats. The SWOT analysis represents all sectors of an organization. It is a useful way for an organization to understand its upcoming difficulties and also to know about its current situation and possibilities.

In United Commercial Bank, they also have some positive and negative fact and issues regarding their organizational work and environment. The SWOT analysis of UCBL has given below.



**Figure 2.4:** SWOT Analysis of United Commercial Bank Limited

### **Strengths**

- Online banking services and facilities
- Modern technology-based equipment using in banking sectors
- Have 83 online agents who provide customer services
- ATM services are available in multiple locations with modern ATM machines
- VP, Signature card facilities are one of the main attraction for customers
- United Commercial Bank's brand quality and reputation
- Interactive corporate culture

## **Weaknesses**

- For limited workforce employees are burdened
- Sometimes their decentralized management system is affected by centralized management
- ATM booth is not available in other districts except Dhaka, Chittagong
- The credit procedures are very difficult and the evaluation system is too lengthy
- Lack of advertisements and promotional activities

## **Opportunities**

- Effective recruitment process
- Provides micro-finance to individuals
- Huge supports from Bangladesh Bank in the long-run
- Variety of innovative products and services
- Having a new division can bring a diversified portfolio
- For satisfactory services have the opportunity to open new branches in remote areas

## **Threats**

- Multinational banks with modern products are growing rapidly
- Strict control and rules of Bangladesh Bank
- High competition of Contemporary Banks

## **2.8 Industry Analysis**

### **2.8.1 Industry Specification**

In Bangladesh after the independence, the banking industry has begun its banking journey and the banking sector consists of various types of institutions. The Bangladesh Bank is the central bank of Bangladesh and is the chief administrative authority in the banking sector. According to Bangladesh Bank Order, 1972 the Government of Bangladesh revamped the Dhaka Branch of the State Bank of Pakistan as the central bank of the country and named it Bangladesh Bank with retroactive effects from 16 December 1971.

Central bank's journey starts with six (6) nationalized commercial banks, three (3) state-owned specialized banks and nine (9) foreign Banks. In 1980s, the industry of banking achieved a significant expansion with the entrance of private banks. Other than that, now the central bank is fundamentally categorized into two types.

- **Scheduled Banks** - The banks which follow and maintain the order of Bangladesh Bank, 1972 are known as scheduled banks.
- **Non- Scheduled Banks** - The banks which are established for specific objective and operate under scheduled banks' act or not but cannot perform the functions of scheduled banks.

Starting in late 1985, the government sought after a tight monetary related strategy that pointed toward restricting the development of domestic private credit and government getting from the financial framework. The approach was generally fruitful in diminishing the development of the cash supply and complete domestic credit. Net credit to the public authority really declined in FY 1986. The issue of credit recuperation stayed a danger to financial solidness, liable for genuine asset misallocation and unforgiving imbalances. Although the government had started compelling measures to improve monetary control, the draconian compression of credit accessibility contained the danger of coincidentally debilitating the new economic growth of Bangladesh. The commercial banking framework overwhelms Bangladesh's monetary area.

### **2.8.2 Industry size & maturity**

As a developing economy Bangladesh has urged to build up its financial industry to advance monetary development. Over the last thirty years or so the nation has seen the fantastic extension of the banking industry. The banking industry in Bangladesh has even gone above and beyond by advancing the monetary incorporation of the poor in provincial zones of which microfinance and microcredit are the arrangement instruments to accomplish that objective. This has assisted with extending the adaptation of the provincial economy, and as a result, it has become more market-arranged.

Banks have gone during a time of primes. During the most recent decade, banks appeared colossal development in their accounting report size, benefit and productivity. In general characteristics of resources and arrangement against those resources have

improved essentially. Complete monetary record sizes (as far as resources) of the private business banks have improved from 1194911.41 million to 3560533 million every five years. The absolute advance portfolio remained at 2587394 million here as it was 846579.9 million out of 2006. Banks created their working pay from four key sources-net interest pay, investments, commission, trade financier, and other working pay. After 2007 banks got intensely associated with the capital market. They expanded their openness in the capital market by getting vendor banking permits and financier permits. Banks vigorously expanded their immediate openness through restrictive speculation. Until 2011, they vigorously profited from the capital market gold mine. Other charge-based wages were moreover expanding with the expanded measure of settlement inflow and exchange financing development.

Banks additionally saw a bountiful liquidity stream in the currency market. In 2010 they saw the most minimal rate in interbank repo rate (for example call cash rate). Banks had the option to keep an extending spread in spite of bringing down the normal loaning rate. M2 development rate in 2010-11 was 21.34% and in 2009-10 it was 22.43%. This high cash supply development made overabundance into the books of banks, which discovered an approach to the capital market. This immense cash supply development made the capital market blast and added to the value level climb in the economy.

According to Bangladesh Bank, in 2018 seven states-had and three private region banks were running capital inadequacies, that necessary state-upheld recapitalization or bailouts of these banks to keep up open trust in the financial framework. The Capital to Risk-weighted Assets Ratio (CRAR) of the banking industry remained at 11.6% toward the finish of December 2019, which was 10.5% in 2018. Out of 58 booked banks, 48 banks kept a CRAR of 10% or higher as of December 2019. All out capital deficit remained at almost BDT 236 bn in December 2019.

The financial area saw a BDT 18.2 bn fall in default credits and a 9% NPL in March 2020 as Bangladesh Bank suspended announcing of default advances from January to help organizations tide over the Covid 19 pandemic. With the monetary emergency in the midst of Corona virus, Banks' capital deficiency will increment further because of rising NPL provisioning. Nonetheless, BB's convenient choice to confine the profit

installment till September 2020 is an inviting advance to fortify the monetary soundness of banks.

### 2.8.3 Barriers to entry

Some barriers to entry in banking industry are listed below.

- **Foundation measures:** In any nation, setting up another bank is dependent upon numerous models such as least capital, permitting necessities, and so forth.
- **Fixed speculations:** A bank should have an IT framework, branch organization, ATMs, web banking, and so on, and these will cost a great deal of cash.
- **Staff:** As another bank, it will require experienced staff, to begin with. It should have the option to poach this workforce from their current positions with the right measure of motivators. Henceforth, more cash.
- **Saturated market:** The market is as of now created many occasions over by the current banks. For fledgling banks, it should have the option to have an effect. This can be through your item offering, promoting, administrations, evaluating, or something different. Be that as it may, you need to choose and get ready for this from before the start, as this will be the premise of your system.

### 2.8.4 Industry Rivalry

As banks assume a key part in the financing of the economy, banking rivalry applies an effect on the monetary turn of events. Be that as it may, there are some expected negative impacts of banking rivalry through over the top danger taking by banks, which may hamper monetary steadiness.

In addition, a more significant level of rivalry in financial business sectors is required to give government assistance gains by decreasing the costs of monetary administrations and subsequently quickening venture and development. These increases ought to truth be told come from two channels of transmission. From one viewpoint, a more significant level of banking rivalry should bring about lower restraining infrastructure force of banks, and hence a reduction in financial costs. Then again, uplifted rivalry ought to urge banks to lessen their expenses, that is, their expense shortcomings. This last direct is

especially encouraging as far as government assistance gains, as the significant degree of the expense failures in the financial areas.

The issues in regards to banking rivalry and its belongings are accordingly specifically compelling experiencing significant change nations, as bank credit; there is by a wide margin the biggest wellspring of outside money for organizations. Since speculation is especially touchy to abatement in credit rates, a decrease of restraining infrastructure leases and cost failures would subsequently affect venture and financial development.

# CHAPTER 03

## Internship Experience

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### **3.1 Job Responsibilities**

My work was on handling customer gathering, knowing about their feedbacks, observing whole working process, monitoring new clients. Beside these tasks, I had to do general banking activities also.

The general banking activities that I did there;

- √ Opening accounts,
- √ Cash counting,
- √ Token delivery,
- √ At a time handling customers with different product/services,
- √ Attend meetings.

UCB provides us an Excel Survey file to collect customer feedbacks weekly basis and then we have to mail those data to the UCB Head Office.

### **3.2 Training**

In UCBL (Khilkhet Branch), they train their permanent employees more than their interns. Before joining the internship session UCBL calls their new interns in the head office, then sends them to the customer service department. In the customer service department head of service talks about the intern's working activities and provides guidelines.

After joining the internship in the first week the branch manager and supervisor instruct the intern and each employee from their departments helps to train the intern according to banking activities.

Besides these, they always monitor intern's activities and also provide instruction via e-mails. To connect all branch interns with the head office of UCBL, the service department and HR department jointly open Whatsup group for providing daily basis guidelines and collects information from each of the branch interns.

### **3.3 Contribution to departmental function**

As intern our duty is to communicate with the clients first then after the banking hour our duty is over viewing each departments and work with them. UCBL believe the interns are third eye of company who can bring more satisfaction for clients as well as for bank. The contribution towards departments is given below.

- In service department my work was to communicate with customers, know about their problems and then provide them the services based on their needs. Here I helped the service officers and customer care officer as an assistant.
- In the rush hours in cash counter I worked counting the amount of moneys and cheques then leveling each of bundles with stickers.
- As a service representative I represent the customers with new services of bank and also influence them to open new accounts.
- As a third eye of bank, I provided weekly basis data not only based on customers feedback but also about the branch bank' employees performances to the head office.

# CHAPTER 04

## Methodology of Data Collection

## 4.1 Introduction

The methodology involves studying your field and the theories or principles behind it to develop an approach that matches your objectives. The data collection methodology involves gathering data from all the applicable sources to discover answers to the examination issue.

## 4.2 Research Design

Based on the essence of the problems, there are three forms of business research: exploratory, descriptive, and causal. In this report, I used descriptive research. As we know, descriptive research is utilized to depict the characteristics of a population, situation, or phenomenon being studied.

## 4.3 Data Collection

For data collection, I used two types of sources: primary and secondary sources. The data sources are listed below.

### Primary Source-

- Face to confront discussion with the separate clients and officers
- Practical desk work
- Direct Observation
- Attending meetings is conducted to discover how they deal with consumer loyalty and disappointment level.

### Secondary Source-

- The United Commercial Bank Limited's Annual report
- Different kinds of archives are given by the concerned officers of the association
- UCB's local site
- Relevant books, inquire about paper, diaries and web investigates

# CHAPTER 05

## Findings & Analysis

## 5.1 STP Process of United Commercial Bank Limited

### 5.1.1 Segmentation & Target Customers

UCB Bank Ltd, they divided their financial sectors in many segments for providing better services & their products to their customers & these dividing segments are based on-

- Customer Feature
- Geographic locations/area
- Financial Conditions
- Their Nature of Business
- Behavior and so on

Marketing teams of UCB are divided these segments based on above these criteria.

UCB's target customers are small-medium-large, individuals & corporate clients, since it's a commercial bank in Bangladesh, so all kinds of peoples are their target customers. Recently United Commercial Bank Ltd is targeting on upper class people by their "United Commercial Bank Limited Deposit Programmed" & also targeted all categories of people who are interested in digital mobile banking services & that are "Uppay Digital Financial Service"

### 5.1.2 Positioning Strategy

UCB, they positioned their banking service business by utilizing products differentiation to their target customers which has unique features & are not utilized on any other bank that's are,

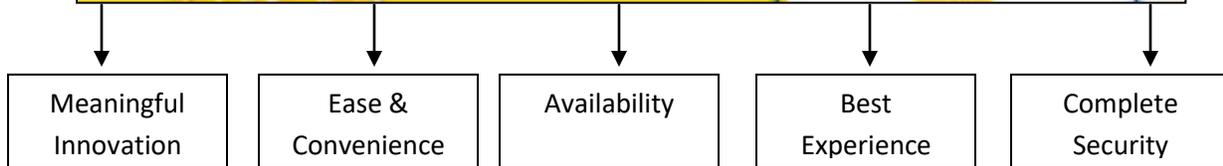
- Mobile Banking Service at a lower cost which is UPPAY Digital Financial Service
- Another one is UCB Deposit Programmed

Their following position strategies are given below:

#### a) Positioning By Attribute

Nature, features, colors and so on are attributes of products. United Commercial Bank Limited deposit programmed & upay digital financial services launched itself as an

attribute based on positioning strategy & customers think that these services are more beneficial in their lifestyles.



### b) Positioning By Use

Considering on customers 'uses, UCB serves many types on their products & services. And also UCB Deposit Programmed is able for saving purpose to obtain credit or loan. And Upay digital financial services are able for money transferring from one area to another area for business purpose or individual purpose in the whole Bangladesh at any time. By using the deposit programmed, customers can expand their time length; can get a big amount of money from the UCB at ending of deposit time. These services are not available on any other competitors.

## **5.2 Marketing Strategies of United Commercial Bank Limited**

UCB has celebrated the small entrepreneur to big traders and business conglomerates through the business community. The bank has implemented a number of programmes to improve the quality of its human resources, the majority of which are aimed at improving employees' professional knowledge and skill levels through training. They gain a significant image in the country's banking sector as setting a new standard in banking in a very short time thanks to marketing and a good relationship with the business entity.

## **5.3 Marketing Mix of United Commercial Bank Limited**

### **5.3.1 Products**

#### United Commercial Bank Limited's Special Deposit Product Schemes

- United Commercial Bank Ltd offers customers a variety of deposit options, including fixed deposits, savings bank deposits, and current account deposits.

The following is a list of deposit schemes:

- Saver benefit deposit scheme (SBDS)
- Pension Saving scheme (PSS)
- Marriage saving Scheme (MSS)
- Fixed Deposits

#### Regular Deposit Program at UCB

This is similar to a traditional deposit scheme in which customers deposit their money or savings for a set period of time, and the bank, on the other hand, pays the valuable customer an interest rate based on the scheme.

#### UCB Double-earnings scheme

- A deposit of TK 5000 is required.
- For the deposit programmed, a receipt will be issued.
- The deadline for issuing installments is 7 years.

- After 7 years of maturity, he/she will receive double +

### United Commercial Bank Limited's Proposed Product

In order to keep up with customer demand, UCB has recently introduced new products into their organization. Many deposit products will be introduced for the first time in the Research & Development department as a result of them. The Department of Research and Development (R&D) is listed on the right.

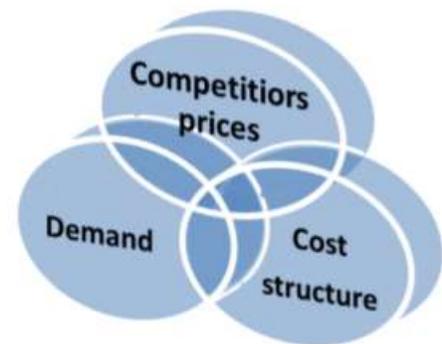


### Enhance Services with New Features

- In United Commercial Bank Limited, services will be updated and reorganized to bring them back in line with people's needs. The following factors will be taken into account:
- UCB limited can accept monthly bills such as phone, gas, and telephone, in addition to electricity and water bills. This will be an important aspect of customer service.
- United Commercial Bank Limited will launch a service called "Tele-banking" that will allow customers to make inquiries over the phone while maintaining the same level of security as HSBC.

### Choosing a Product

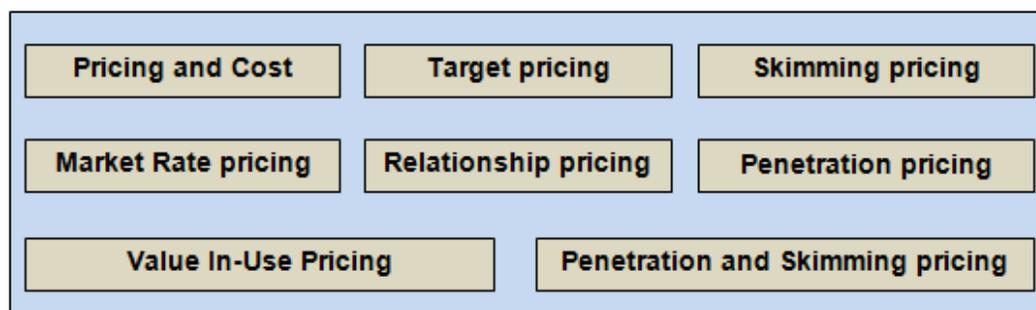
Long-term produced services can easily meet the changing demands and needs of customers, and the bank's competitors offer similar services. Some products may become uncompetitive, profitable, or even unnecessary for customers. Because other banks provide similar services, United Commercial Bank Limited should employ new tactics and formulae.



## **5.3.2 Price**

### United Commercial Bank Limited's Pricing Strategy

This is the area of three key determinants of a pricing strategy for this bank on the right side. Pricing refers to the amount of money charged for any bank product or service in exchange for the benefits of the service. On the basis of these three pricing options, you can go to the bank. Alternatives are listed below.



### Pricing of United Commercial Bank Limited

To increase the number of customers, the bank must have a pricing strategy that is critical for deposit growth. The price mix is the top priority in the minds of customers when making a decision. Financial institutions are tasked with developing "Two-Fold" strategies. When it comes to strategies with a moderate impact, financial institutions should take steps to establish a strong link between the two. It is critical for both buyers and sellers to have a sense of victory.

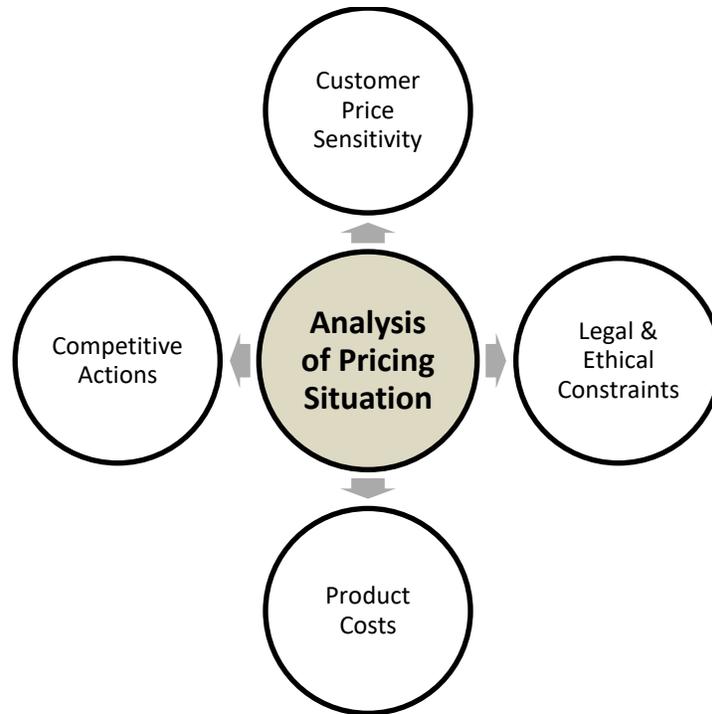
- First**, the formula is primarily concerned with the fee profit.
- Second**, the formula has something to do with profit.

### United Commercial Bank Limited's Pricing Situation

In order to evaluate new product ideas, it's necessary to look into pricing. The following elements have an impact on the pricing situation.

- Analysis of Pricing Situation**
  - Customer Price Sensitivity
  - Legal & Ethical Constraints
  - Product Costs

- Competitive Actions



**Figure 2.5:** Analysis of pricing situation of United Commercial Bank Limited

Customers have been shown to be very price savvy. In the banking industry, price plays both an economic and anatomical role. Customers of United Commercial Bank Limited, particularly those from the upper middle and upper class income groups, are likely to be price conscious, and they offer services with low service charges.

### 5.3.3 Place

In marketing, place refers to the location of services or the availability of a product. The greater the number of branches, the better for various sites. As a result, sorting by location is critical. It is critical for a bank to open a branch near business areas or other locations where they can be certain of bringing in business. United Commercial Bank Limited has 130 branches across Bangladesh, which is strategically located to accommodate customers' needs for business, convenience, and affordability.

Number of branches of UCB Limited is listed below:

Dhaka Division – 32	Kishorgonj Division-01
Chittagong Division – 18	Shoriotpur Division-01
Chuadanga division -02	Chapainowabgong division-01
Rangpur Division – 03	Bogora Division-02
Rajshahi Division – 05	Savar division-01
Sylhet Division – 05	Barishal Division-03
Gopalganj Division – 3	Jessor division-01
Khulna Division – 03	Bagerhat division-02
Rongpur division-02	

#### United Commercial Bank Limited's Distribution strategy

- They used letters to invite prime clients from industries and offices after launching a new branch of UCB.
- At the start of the year, UCB used to give out gifts to the society's senior citizens.
- Through the Authority of UCB, the Branch manager gathers information about the financial market's condition and position.
- The bank holds numerous programmers throughout the year to honor the most deserving individuals.
- The branch manager has access to the head office's updated deposit and investment list.
- UCB plans to create a new R&D department and split the marketing divisions.

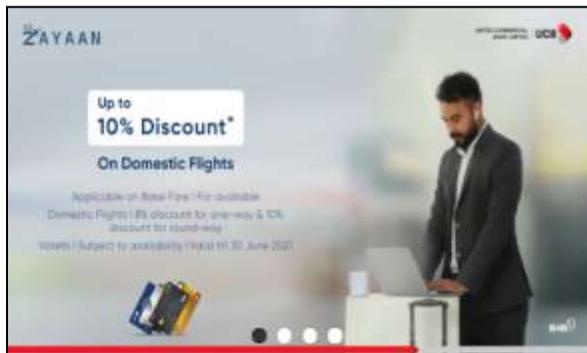
#### **5.3.4 Promotion**

United Commercial Bank Ltd publishes advertisements and notices in daily newspapers on a regular basis. For example, any information about new branch openings, new products, new schemes, new services, and so on. United Commercial Bank Ltd's billboards or nameplates are not very visible on the road. Typical forms of promotion

include billboards, television commercials, and newspaper advertisements, as well as CSR activities, branding, and sponsorship. Every year, at least 3% of our annual profit is set aside for the foundation to carry out Corporate Social Responsibilities (CSR) activities at United Commercial Bank Ltd.

**Promotional strategies of UCB**

United Commercial Bank Limited has recently included a large number of advertisements in order to attract more valuable customers. They do this by promoting Victory Day ads, Traveling Ads, premium card paper ads, and so on. UCB provides extra pay, extra incentives, or loan facilities to its employees as an additional incentive. This is a motivational strategy used to encourage employees to work harder and more efficiently. As a result, their work has become more sensitive and efficient. Below are some examples of advertisements.



### 5.3.5 Physical Evidence

The following are some key points about how physical evidence is used in this bank. –

- Customers are first and foremost treated with care by the Guards and Employees. Customers are always greeted with a friendly smile and courteous behavior by employees.
- Customers who have been waiting for their services for a long time are offered water or tea by the branch.
- This branch lacks a photocopy machine, which causes customers to be irritated by the lack of service.

### 5.3.6 People

- **Customers-** I worked at United Commercial Bank Limited's Khilkhet branch. Customers in this branch come from a wide range of locations. This branch does not cater to any specific customer types. However, I noticed that the majority of customers are from the job sector, with only a few from the business sector. And this branch houses the accounts of a large number of garment workers. Because of the branch's small size and area, the number of customers is also small.
- **Employees-** Employees in this branch are in short supply. However, the employees are extremely productive and capable. They are satisfied with their benefits and raises from this bank, and they also provide excellent customer service. Employees are very good at gaining customers' trust and loyalty, and they try their hardest to provide the best service and gain superior customer value.

### 5.3.7 Process

The success of the services is classified to the people, who play an important role in the structure and which we must emphasize in order to establish a good process. In today's

competitive world, businesses are competing fiercely to deliver services that are reliable, efficient, and of the highest quality and quantity.

## 5.4 Key Findings of UCB

- United Commercial Bank encourages its employees to work on a salary basis by providing incentives, benefits, and other benefits such as performance bonuses, profit sharing, and risk incentives.
- The number of ATM booths available to customers is insufficient, and as a result, customers may not be able to meet their needs on time, wasting time.
- Many or some customers are unable to visit the bank during banking hours, causing the bank to lose a certain number of customers who are unable to attend due to the lack of evening banking.
- The absence of a marketing department has been the most visible weakness in the Account Opening & Dispatch section. The bank's work would have been easier if there had been a completely separate and divided marketing division.
- In the GB section, or front desk, there are fewer employees who can handle a larger number of customers.
- The technological instrument has not been updated in a long time. For example, the Khilkheth branch lacks a photocopier and an intercom phone.
- There are only a few departments in the general banking sector.

# CHAPTER 06

## Recommendation & Conclusion

## 6.1 Recommendations

- There are six sections in the general banking division that are directly related to customers; therefore, the GB division should be divided into more sections. A well-structured GB division should help banks develop more personal relationships with their customers.
- To provide better service to their customers, the number of employees in UCB's branches should be increased.
- Clients and employees should both have access to a complaint box. As a result of some internal politics, there are some awkward situations.
- The number of ATM booths should be increased, as well as the quality of the ATM booth services.
- UCB should have a marketing department that is separate from the rest of the company.
- It is necessary to bring appropriate technological instruments into the bank.

## 6.2 Conclusion

Many new commercial banks have opened in the last few years, making the banking industry extremely competitive. UCB Ltd is on a fast track to becoming a major service importer. UCB Bank Limited's aim and goal is to increase its growth rate and develop all of its strategies and services to the highest level possible.

I am grateful for the opportunity to intern in a bank, particularly at United Commercial Bank Ltd's Khilkhet Branch. I've learned a lot of new banking systems that I wasn't aware of previously. I gain practical experience in order to put my theoretical knowledge into practice. I believe that these three months of internship will assist me in developing my career and determining the best career path for me in the future.

In general, I believe that every industry has both positive and negative aspects, and in the case of United Commercial Bank Limited, the first is that they are very focused on improving their existing strategy and adding valuable products to gain customer preference and loyalty.

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Branch Manager  
United Commercial Bank, Khilkhhet Branch
2. Ms. Taslima Hanif  
Customer organization chief
3. Mr. Adeeb Hossain  
Head of Service Quality & Customer Support
4. Tanjila Ahmed, HR Executive

## Supplementary Part

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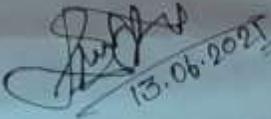
## Appendix

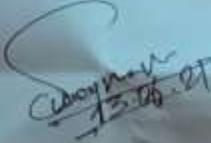
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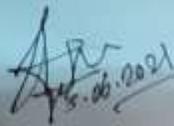
**TO WHOM IT MAY CONCERN**

This is to certify that Ms. Rafida Jahan Mim bearing ID-111 161 139, a student of BBA, major in Marketing at United International University, United City, Madani Avenue, Badda, Dhaka 1212 has successfully completed 03 (Three) Months long Internship Program at our United Commercial Bank, Khilkhet Branch, Dhaka commencing from 12<sup>th</sup> March, 2021 to 12<sup>th</sup> June, 2021 as a part of academic requirement. During the internship period Rafida Jahan Mim has worked almost all the Department of the Branch sincerely. During her tenure of internship program, we have observed that she was hard worker, sincere and devoted to her assignments in gathering practical Banking experience which enable her to make a comprehensive report to be submitted in his good institute.

We wish her every success in life.

  
13.06.2021

  
13.06.21

  
13.06.2021

**For United Commercial Bank Limited**  
Khilkhet Branch, Dhaka

## Interview Questionnaires

Name:

Email ID:

Designation:

Mobile:

		Notes
01	Could you mention some marketing strategies of UCB?	
02	What are your strengths & weakness for your business?	
03	What are your threats & opportunities for your business?	
04	How you set your price for your products & services?	
05	Is the price varied based on the categories of your target customers?	
06	What external or environmental factors are challenging to run your business?	
07	Who are your competitors?	
08	How you gain competitive advantage & what's strategy you are following against your competitors?	
09	Can you explain about your marketing policies?	
10	How you do promotional activities in both Offline & Online?	
11	How you are doing to keep promotional or marketing campaign in this pandemic situation?	
12	What was your successful promotional campaign?	
13	How you find out the effectiveness of online & offline marketing?	