

General Banking
Operations & Marketing
Activities of EXIM Bank
Limited



Internship report on “General Banking Operations & Marketing Activities of EXIM Bank Limited”

Submitted to:

Mr. Sarker Rafij Ahmed Ratan
Assistant Professor, School of Business and Economics
United International University

Submitted by:

Fabiha Tabassum
Id no: 111-161-399

Date of Submission: 13th June, 2022



United International University
QUEST FOR EXCELLENCE

UNITED INTERNATIONAL UNIVERSITY

Letter of Transmittal

To,

Sarker Rafij Ahmed Ratan

Assistant Professor, School of Business and Economics,

United International University

Subject: Submission of Internship Report

Respected Sir,

I am pleased to provide you with my Internship Report, which I was instructed to create under your supervision on the topic of "General Banking Operations & Marketing activities of EXIM Bank Limited" (Sat masjid Branch). This internship program has allowed me to work in the general operations of EXIM Bank.

With the goal of this report, I have tried to incorporate important data so that the main purpose can be perceived. In addition, I acquired relevant work experience, which allowed me to establish a strong network within the corporate world.

If you can just, please accept this short-term work report and submit your opinion, I would be quite thankful.

Respectfully yours,

Fabiha Tabassum

111 161 399

BBA Program

School of Business and Economics,

United International University

Student Declarations

I am Fabiha Tabassum , Id: 111 161 399, a Bachelor of Business Administration (BBA) student at United International University, declaring that this Internship report on the topic of "General Banking Operations and Marketing Activities on EXIM Bank Limited" was prepared expressly for the purpose of completing my BBA program after completing a three-month internship at EXIM Bank Limited.

I furthermore guarantee you that I am the main creator of the internship report, along with my analysis and findings, which are for my academic standards.

Respectful Yours

Fabiha Tabassum

111 161 399

Supervisor's Certificate

It gives me great pleasure to confirm that Fabiha Tabassum, a marketing and accounting major with a BBA from United International University, has successfully completed an internship report on "General Banking Operations & Marketing Activities of EXIM Bank Limited "under my supervision.

I congratulate her on her accomplishments and wish her further success.

Mr. Sarker Rafij Ahmed Ratan

Assistant Professor

School of business and economics

United International University

Acknowledgement

To begin, I'd like to express my gratitude to the Almighty for allowing me to successfully implement my Internship Report. Then I'd like to express my gratitude to EXIM Bank Limited for providing me with the opportunity to work on their office and obtain some valuable corporate experience. I also want to thank my internship supervisor, Sarker Rafij Ahmed Ratan, Assistant Professor, United International University.

I'm equally grateful to EXIM Bank Limited's general banking department for opportunity to work in the Satmasjid branch. I'd also like to express my gratitude to Muhmammad Mabin Hossain Khan, the branch manager of Satmasjid Road, and the branch's executives for cooperating with me to make my internship program a success. It was a once-in-a-lifetime opportunity to participate in an internship program with such an organization. The knowledge I have gathered will help me with my upcoming professional arrangements.

Executive Summary

Banks are the most essential financial intermediaries considering they play quite a significant role in the economy. The banking industry is largely responsible for keeping funds flowing from depositors to investors. This paper is the fruit of a three-month internship program that yielded excellent results. It illustrates the picture of General Operations that the EXIM Bank Limited conducted. EXIM is a Bangladeshi private commercial bank that plays a significant role in the country's fin tech markets. During my internship, I was allocated responsibilities in EXIM Bank's numerous departments, eventually being involved in the general banking activities sector and seeing EXIM Banks operations. The overall aim of this study is to have a reasonable comprehension of EXIM Bank's general banking operations and marketing activities. Opening and closing accounts, issuing and delivering cheque-book, providing customers with account statements, and processing pay orders are all examples of general banking operations. Marketing activities include price, promotion, people, place etc of the EXIM Bank. From topic selection to final report preparation, the study necessitates a systematic approach. The first three chapters provide a quick review of the background, company overview, and general banking operations, as well as an organization profile with its vision, goal, and objectives. The third chapter provides a synopsis of internship experiences. I examine the full Marketing Activities in the fourth chapter. In the fifth chapter, I concluded this study by making some recommendations and drawing some conclusions.

Table of Contents

Chapter One: Introduction to Study	9
Introduction:	10
Background of the Report	10
Objective of the Report	11
Motivation of The Report	11
SOURCES OF DATA:	12
Scope & Limitations of the Report:	12
Limitations of the study:	13
Chapter Two: Overview of the Company	14
Chapter Three: General Banking Operations of EXIM Bank Limited	21
1. Steps of opening a bank account in EXIM Bank Limited:	22
2. Steps of closing a bank account in EXIM Bank Limited;	23
3. Account for deposits:	24
4. Issuing of a cheque book;	28
5. Section for cash	29
6. SMS Banking:	30
7. Section for clearing:	31
8. Services for local remittance:	32
Chapter Four: Internship Experience	35
Position, duties, and responsibilities:	35
New skills developed:	38
Application of academic knowledge:	39
Chapter Five: Marketing Activities	40
Marketing Activities	41
Marketing Mix	41
Customer-Driven Marketing Strategy by EXIM Bank	42
SWOT Analysis	47
Chapter Six: Conclusion & Recommendations	51
Appendix:	55

Chapter One: Introduction to Study



Introduction:

Banks play a critical role in a country's commercial sector and industrialization. Basically, banks receive deposits from consumers at a rate of interest and lend the money to borrowers at a rate of interest for a set length of time. The bank provides numerous interest notes and other possibilities for consumers to remit and deposit their money under this sphere. The majority of the features are the same across all banks; only the customer service and other services differ.

Every student, especially Business Administration students, should participate in an internship program since it allows them to gain experience in a real-world setting. As a result, a student enrolls in an internship program as part of their bachelor's degree program in order to begin a job with some practical experience. It is now necessary for everyone to have a basic understanding of banks and banking procedures. Students can gain practical knowledge through an internship program in a bank, which can help them understand real-life circumstances and help them establish a career with some practical experience.

Background of the Report

The internship report is a detailed component of the four-year BBA program. I will be able to make relationships and network as a result of this internship program. In the real world, contacts can help you obtain a job. The student has the opportunity to train and prepare for the jobs market. Bangladesh, for example, has a large population of unemployed educated graduates. They have not been able to get standard professional experience in establishing a networking structure, which is vital in securing a job, due to their lack of internship experience. As an outcome, it is clear that the necessity of an internship as a fundamental requirement of four years of BBA degree is certainly justified. And after completing three months of internship at EXIM Bank Ltd, I wrote this internship report. In this topic, I completed my paper named "General Banking Operations and Market Activities of EXIM Bank. "My supervisor suggested the topic for my report, and I am now three months into my internship. The main focus of my paper is EXIM Bank Limited's General Banking challenges, which

will help me to understand how things work in actual life. This is critical for every BBA graduate student since it helps to gain experience in an actual business environment.

EXIM Bank is the most important financial intermediary in our country and one of the leading banks in the banking sector, thus I completed my internship there. EXIM Bank Ltd offers graduating students the chance to participate in an internship program. Students can prepare for real-life situations by doing so.

Objective of the Report

The fundamental objective of this report is to meet the BBA program's requirements. However, the goal of this study is far broader.

The study's goals are summarized in the following way.

- To adapt theoretical knowledge in real life circumstances.
- To accomplish the internship report obligation.
- To bridge the gap between theoretical and real banking operations.
- To obtain practical experience by working in various desks at the EXIM Bank Satmasjid Road branch.
- To observe the work practices in commercial banks
- To evaluate the existing banker-customer relationship.
- To understand the general operation of EXIM Bank Limited
- To obtain some practical experience that will benefit my future job.

Motivation of The Report

The most crucial aspect of my four-year BBA program is my internship report. My understanding and learning of this BBA graduating program are perfected through theory and practice. In the last three months, I've met a lot of new individuals and formed a lot of new networks. These contacts may be useful in obtaining a new career in the future. That has aided me in preparing for the job market.

Sources of data:

Two sources of data and information were heavily used to make the report more informative and appealing.

Following are the "**Primary Sources**":

- ✦ Direct communication with the Branch's appropriate officers and personnel.
- ✦ Informal discussion with customers.
- ✦ Hands-on work experience from several desks in the Branch's departments.
- ✦ An examination of relevant files as given by the officers in question.

Following are the "**Secondary Sources**":

- ✦ Annual Report of EXIM Bank Ltd.
- ✦ A variety of books, articles, compilations, and other materials on general banking operations, currency exchange transactions, including credit policies.
- ✦ An additional 'Procedure Manual' published by EXIM bank.
- ✦ Different circulars were issued by the EXIM Bank Head Office and the Bangladesh Bank.
- ✦ Website of EXIM Bank Limited.

Scope & Limitations of the Report:

This study provides a comprehensive overview of EXIM Bank's general banking operations and marketing activities. EXIM Bank Limited is one of Bangladesh's modern generation banks. The study's scope is restricted to the Satmasjid Road Branch. The report includes the bank's organizational structure, background, functions, and performance. Because I've mostly worked in the general banking sector, my report covers all general banking activities at the Satmasjid Road branch. EXIM refused to allow the interns to use their software. However, there are also valuable opportunities for their interns, such as developing solid communication skills, filling out forms, working in a beautiful office setting, having a lot of information, and so on. The viewers of this report will gain an understanding of the banking sector's general banking operations, client relationships with the bank, and EXIM Bank Limited performance

Limitations of the study:

During my internship, I had to contend with several limitations as an intern.

The limitations are listed below:

1. The time limit of 90 working days is insufficient to learn about all of the branch's activities and prepare the report.
2. It was quite difficult to gather information from diverse individuals due to their job limits.
3. We can't interact properly cause of safety concerns, Covid 19.
4. Another limitation of this report is the Bank's policy of withholding certain statistics and information, which could be highly beneficial, for obvious reasons.
5. Some assumptions were made due to a lack of knowledge. As a result, there may be some personal errors in the report.
6. Because this was my first time doing such a study, inexperience was one of the study's key obstacles.

Definition of Key terms:

- ✦ **General banking:** The business of a bank or other financial organization is referred to as general banking. There are several different sorts of banks that deal with various aspects of banking.
- ✦ **Marketing activities:** Marketing activities are acts taken by a person or a company in order to attain specified marketing goals.

Chapter Two: Overview of the Company



EXIM Bank's History:

Export Import Bank of Bangladesh Limited was established in 2001 under the leadership of Late Mr. Shahjahan Kabir, Founder Chairman, who had a long-held goal of establishing a commercial bank that would contribute to our country's socioeconomic growth. He has a successful record as a banker. For make the actual chairman's goal a reality, a group of highly qualified and successful entrepreneurs joined forces with him. Indeed, all of them established themselves as one of the most renowned leaders in their respective industries via their hard work, intelligence, and entrepreneurship talent. Following the death of the honorable original chairman, Mr. Nazrul Islam Mazumder, an incandescent business magnate in Bangladesh's garment industry, was appointed as the Honorable Chairman. He also serves as the chairman of the Bangladesh Association of Banks (BAB). Under his leadership, BAB has evolved as an effective venue for sharing perspectives on issues confronting Bangladesh's banking sector and for establishing clear policy guidelines for handling such challenges. This bank, known as Bengal Export Import Bank Limited, began operations on August 3, 1999. On November 16, 1999, it was renamed Export Import Bank of Bangladesh Limited, with Mr. Alamgir Kabir as the Founder Advisor and Mr. Mohammad Lakiotullah as the Founder Managing Director. They both have extensive experience in our country's banking sector. This bank has achieved a stable and distinct place in the banking business in terms of performance, growth, and excellent management via their practical decision and organizational directives in operational activities. In July 2004, the bank transitioned all of its regular banking operations into Shariah-based Islamic banking under the direction of Mr. Lakiotullah. Mr. Mohammed Lokiotullah resigned from the Bank on June 3, 2007, and Mr. Kazi Masihur Rahman took over as Managing Director on June 4, 2007. For the next five years, Mr. Rahman worked at the bank. The bank has been placed on a state-of-the-art centralized IT platform with two modern data centers, where the world-renowned core banking software TEMENOS T24 is riding alongside some alternative delivery channels such as ATMs and SMS banking, under his guidance

Dr. Md. Haider Ali Miah joined the bank as Managing Director on August 25, 2011. EXIM Bank will take on a new shape, with IT-enabled financial services

spreading across the industry, thanks to his vast experience in Shariah-based Islamic banking in Bangladesh.

CORPORATE INFORMATION

Name of the Bank	EXIM Bank Limited
Date of Incorporation:	June 02, 1999
Authorized Capital:	Taka 20,000.00 million
Paid-up-Capital	Taka 14,122.51 million
Registered Office:	“SYMPHONY “Plot No. SE (F) - 9, Road No. 142 Gulshan Avenue, Dhaka-1212, Bangladesh PABX : 880-2-55045547, Fax: 880-2-5504 5559
No. of Employee	2910
No. of Branches (including SME/Agriculture):	131
No. of Shareholders (31-12-2020):	61848

Vision of EXIM Bank limited:

The gist of the company vision is "Together Towards Tomorrow". In its march toward expansion and progress with service, the Export Import Bank of Bangladesh Limited (Exim Bank) believes in working jointly with its clients. To attain the intended result, a continuous quest of excellence in accordance with Islamic Shariah will be pursued. They think that the benefits of Islamic economics may best be shared with the public through a technology-driven modern banking system that preserves Islamic values, and Exim Bank intends to be a perfect example of this. In a quickly changing competitive environment, the Bank's strategic initiatives and networking will improve its competitive advantage over their rivals. Its individualized quality services to consumers, combined with a continuous improvement trend, will be the foundation for their operational success.

Mission of EXIM Bank limited:

- ✓ To provide high quality financial services in export and import trade.

- ✓ To provide excellent quality Customer service.
- ✓ To maintain Corporate and business ethics.
- ✓ To become a trusted repository of customers' money and their financial advisor.
- ✓ To make our stock superior and rewarding to the customers/shareholders.
- ✓ To display team spirit and professionalism.
- ✓ To have a Sound Capital Base.

The Workplace Environment of EXIM Bank limited:

Organizational culture is seen as an important component of commercial corporations because of its potential to unite organizational members. Their bank's culture and values have proven to be a source of competitive advantage for them, serving as a significant component in establishing the relationship between the bank and their workers, and, in turn, between their employees and their clients. Customers and employees are also encouraged to join and stay with them because of their culture and principles. EXIM Bank has also been able to boost organizational performance by enhancing individual contributor performance and recognizing existing talents to fill higher vacancies within the organization or place them in the correct position where the best use of their abilities can be secured. Their culture encourages the pursuit of a single objective, which creates amicable relationships in the workplace.

Functions of EXIM Bank limited:

- ✓ To keep track of all forms of deposit accounts.
- ✓ To put money into something.
- ✓ To carry out foreign exchange transactions.
- ✓ To carry out other banking transactions.
- ✓ To engage in social welfare work.
- ✓

Values of EXIM Bank limited;

- ✓ To be one EXIM by holding and guiding the following values:

- ✓ To have a strong customer focus and to build relationship based on integrity, superior service and mutual benefit.
- ✓ To strive for private and sound growth.
- ✓ To work as a team to serve the best interests of the organization.
- ✓ To work for continues business innovation and improvements.
- ✓ To value and respect people and make decisions based on merit.
- ✓ To provide recognition and reward on performance.
- ✓ To value open and honest communication.

BOARD OF DIRECTORS:

Chairman

Mr. Md. Nazrul Islam Mazumder

Directors

Mr. Mohammad Abdullah

Mr. Md. Nazrul Islam Swapan

Mrs. Nasreen Islam

Mr. Md. Nurul Amin

Mr. Anjan Kumar Saha

Major Khandaker Nurul Afser (Retd)

Independent Directors

Lt Col (Retd) Serajul Islam BP (BAR)

Mr. Ranjan Chowdhury

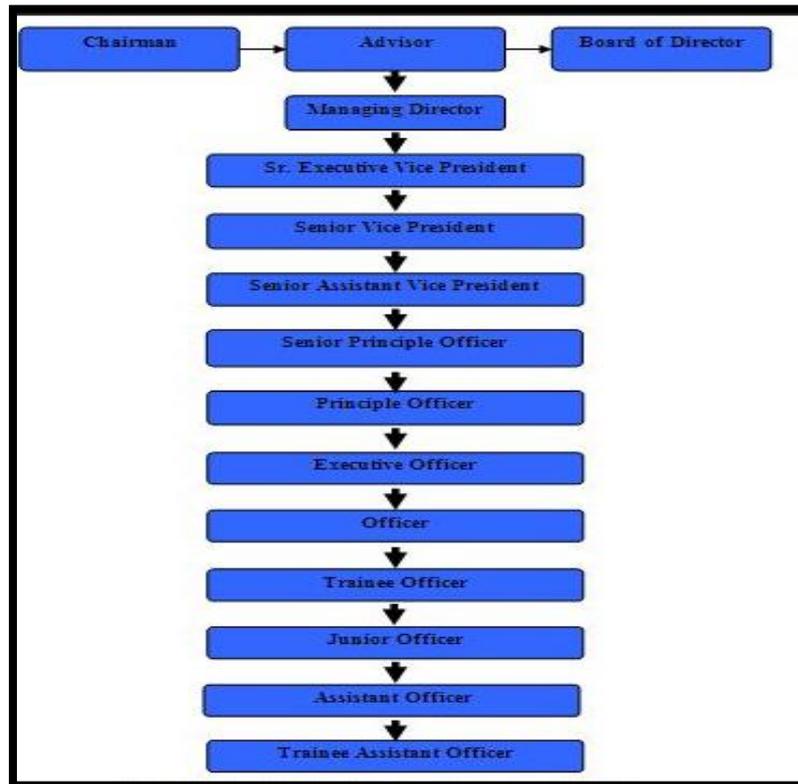
Mr. Khandakar Mohammed Saiful Alam

Mr. Muhammad Sekandar Khan

Managing Director & CEO

Dr. Mohammed Haider Ali Miah

Organizational Structure :



Main Operational Areas:

EXIM Bank Limited, as a commercial bank, provides all standard banking services, such as a variety of savings and investment scheme products, foreign exchange, and subsidiary services, all with the full support of professional management and cutting-edge technology. EXIM Bank places a premium on export-import trade management, as well as the development of entrepreneurship and the private sector. Furthermore, the bank has established itself as a leader in the assistance of the ready-to-wear garment industry. It provides financial assistance to the sector, as well as market information and advice. As a result, it is one of the industry's main financiers. Furthermore, EXIM Bank is committed to keeping its customers by providing customer relationship management and financial advice.

Products and Services of EXIM Bank Limited:

Clients of EXIM Bank Limited's Satmasjid Road Branch can access a variety of general banking services. These are essential methods for the bank to use in order to attract new customers and retain existing ones. EXIM Bank Limited also assists consumers with new banking products, foreign exchange services, and investment options. These classifications are based on the demands and expectations of the clients. EXIM Bank primarily deals with five different categories of products and services. Retail banking, SME banking, corporate banking, agri banking, and remittance are the many types of banking.

Chapter Three: General Banking Operations of EXIM Bank Limited



General Banking:

All financial functions and processes are built on a foundation of general banking. It's a direct customer service center. This department performs one of the most significant responsibilities in commercial bank operations. The general banking unit is accountable for taking deposits while also providing excellent customer service. It accepts deposits from consumers on a daily basis and honors cheques in order to meet their financial demands. This department also assists customers with the opening of new accounts, debt money, pay orders, demand drafts, and other financial transactions.

General Banking Features: There are many parts of general banking operations. They are given below:

1. Opening a bank account
2. Closing the account
3. Account for deposits
4. Issuing of a cheque book
5. Section for cash
6. SMS Banking
7. Section for clearing
8. Services for local remittance

1. Steps of opening a bank account in EXIM Bank Limited:

A contract is formed between the executives of bank and the client in order to open an account. The clients must fulfill the following requirements before opening a bank account in EXIM Bank:

- ✓ The bank provides clients with an account opening form.
- ✓ The client should correctly complete the form and the specimen should sign the card.
- ✓ The bank will next receive the application form, which must be signed by clients with two passport size photo
- ✓ The bank officer check the form and verify the documents of clients.

- ✓ The officer will proceed with the account opening steps if no problems are discovered
- ✓ The authorized officer will issue a deposit slip on which the client must make a deposit.
- ✓ After that bank will make a cheque for the bank account and give them to the client
- ✓ The bank then keeps the sample card and finally opens the account.

Account Opening Requirements for AL-WADEEAH-CD/MSD/MSTD-

- ✓ The client must complete and sign a document to open the account (s)
- ✓ Any individual acceptable to the bank, or a current account holder with signature and account number.
- ✓ Two copies of each account holder's recent passport-size picture
- ✓ A copy of the nominee's passport-size picture
- ✓ To create an account, you'll also need a copy of your passport, national ID card, driver's license, office ID, Word Commissioner's Certificate, or any other ID card.
- ✓ An authenticated photocopy of a passport with a valid visa and work permit is necessary in the event of a "Foreign Currency Account."
- ✓ The bank requires the "Joint Account Declaration Form" to create a joint account.

The procedures for opening a new bank account differ from person to person, depending on the type of account the client's desires. To begin with, different sorts of clients such as individuals, partnerships, joint ventures, sole proprietorships, private limited companies, public limited companies, organizations, clubs, societies, and trusts, among others, can create various types of accounts depending on their needs.

2. Steps of closing a bank account in EXIM Bank Limited;

There are many reasons of an account can be closed:

- ✓ If the client agrees to cancel his or her account.
- ✓ If EXIM Bank discovers that the account has been unused for a long time.
- ✓ If EXIM Bank obtains a court injunction.

Clients would be required to submit a request along with the unused leaves of the cheque books supplied to them in order to terminate an account. When the application is received, the following will be done:

- ✓ The account owner's signature will be confirmed, and the number of unused cheque leaves will be recorded
- ✓ Before the account is closed, the branch-in-charge will accept the application
- ✓ After declaring the obligation, if any, and incidental costs to be credited to the account
- ✓ However, if an account is closed within three months of the promotional period, the closure charge is Tk.500 + 15% VAT.
- ✓ After the incidental costs have been deducted from the account, the client will be asked to withdraw the remaining amount of his or her account.
- ✓ Finally, the "Account Closed" stamp will be placed on the customer's account opening form and specimen signing cards.
- ✓ Once all of the conditions have been met, the application will be mailed together with the account opening form, and the specimen signature cards will be held under lock and key.
- ✓ Finally, the authorized bank officer will destroy the customer's unused cheque leaves.

3. Account for deposits:

EXIM Bank Limited gives a profit to its customers on their deposited funds. A number of different types of deposits are described here.

-  Mudaraba Savings Account (MSD)
-  Current Deposits (CD)
-  Term Deposits
-  Deposit Schemes

Types of Deposit Accounts:

- a) **Mudaraba Savings Deposit (MSD):** Under the Mudaraba Principle of Islami Shariah, a Mudaraba savings deposit account can be created. The consumer is known as Sheheb-Al Mal, whereas the bank is known as Mudarib, according to this premise. MSD accounts are typically used by non-trading consumers looking to save money. Aside from that, the bank encourages people to save by allowing them to create a required savings account. One person or several people can create and manage a Mudaraba savings account. This bank account can also be opened by a guardian in behalf of a minor. Furthermore, the client gets earnings from this savings account. "Individual Saving Account" and "Joint Saving Account" are the two types of savings accounts that are available. Finally, a Tk. 1000/- deposit and a Tk. 250/- annual fee are required to start a Mudaraba Savings Account. Furthermore, an account user will be able to withdraw up to 25% of his or her account amount every week.

Main Characteristics

A deposit of 1000 Taka is required at the beginning of the deposit.

- A half-yearly account statement
- ATM cash withdrawals are free at all EXIM Bank Limited ATMs. Offers a debit card with a limited withdrawal limit.
- SMS banking services for its clients
- Profit per month
- Allows for pay crediting, check writing, and fund transfers.

Terms and Conditions for this account

- The account will be run according to Mudaraba principles.
- A minimum of 65 percent of investment revenue will be distributed among mudaraba depositors according to the weightage assigned to each account.
- MSD will be given a 0.75 weighting.

b) Al-Wadia Current Deposit: There is no return in an Al-Wadia current account, but it does have several advantages over a savings account, such as no withdrawal restriction and overdraft capacity. Tk 2000 is the minimum account opening charge. This sum must be kept in the account at all times. Aside from that, the account maintenance fee is 250 Tk and is collected twice a year. The bank will levy a minimum balance fee of 250 Tk if the balance falls below Tk 2000/-

Main Characteristics:

- No profit will be supplied to the client
- Unlimited deposit and withdrawal options
- Cheque book and ATM Card facilities are accessible
- Free online transactions are available

Terms and condition for this account

- Accounts shall be kept in accordance with the Mudaraba Principle.
- With the account holder's approval and without danger to the account holder, the bank may utilize the funds for its own purposes.
- Without prior warning, a client may withdraw all or part of their funds.

c) Mudaraba Term deposit Receipt: Mudaraba Term Deposit Receipt (MTDR) account is a short-term deposit account that does not pay out until the maturity date. EXIM Bank Limited offers greater profit rates on such deposits. Clients/persons and organizations can usually open this account for a set length of time, and the profit rate is determined by the deposit conditions. Furthermore, the Head Office determines and publishes the MTDR minimum deposit amount, renewal procedure, rate, and premature accrual criteria on a regular basis. The following weightages will implement to MTDR account deposits:

The following weightages will implement to MTDR account deposits:

Term/Period	Weightage
1month	0.83
2months	0.83
3months	0.88
6months	0.92
1 year/2years/3years	0.96

Table: Weightage of MTDR account

Main Characteristics

- A MTDR account can be opened by any adult (individually or jointly) of sound mind.
 - A deposit fee of at least 10,000 Tk is required.
 - Clients can open one or more account in the same name at the same or different branches of the bank
 - Daily profit will be computed.
- d) **Deposit Schemes:** There are many deposit schemes .They are Mudaraba Monthly Savings Scheme (MMSS), Mudaraba Super Saving Scheme, Mudaraba Millionaire Deposit Scheme, Mudaraba Su-Grehini etc.

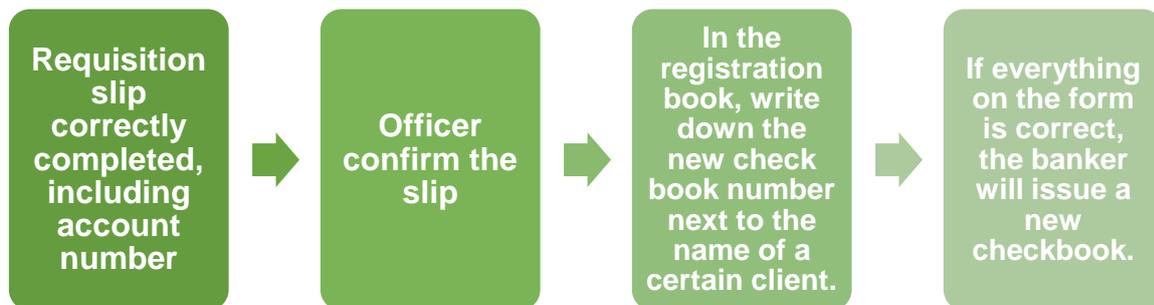
Purposes of the Scheme:

- It is a government-sponsored benefit program that encourages older adults to save their unused money in a low-cost deposit account.
- A strategy that assists older folks in maintaining their hard-earned money in a valued account.

- A structured savings plan that helps consumers and societies maximize their wealth by giving a considerable return on their investments.
- It is a savings plan that assists customers of all levels in making a good contribution to their family by providing a fund in times of financial difficulty.

4. Issuing of a cheque book: Cheque is a required document that instructs a bank to pay a certain amount of money from a person's account to the person whose name the cheque is issued. It is essentially a paper signed by the account holder ordering a certain individual to pay a specific amount of money.

Process of Issuing Cheque Books: To open a bank account, the consumer must sign a Cheque Book Requisition Slip. Only if the account opening form is correctly completed will the consumer receive a check book. The banker will then enter the customer's name and account number against a certain cheque book series and preserved a record on the computer.



Any of the following factors might cause bank checks to be dishonored:

- If the amount in the figure and the amount in the word disagree
- Cheque that is out of date or has been post-dated
- Inadequate deposit
- The drawer halted payment.
- A issue with the payee's authorization;
- A crossed check must be provided through a bank;
- The signature of the drawer differs; or any other important reasons

The authorized official then enters the dishonor check into the Return Register and notifies the party. In order to deliver the dishonored check, the party must sign the return register. The return cheque is then mailed to the party's mailing address, along with a Return Memo. EXIM Bank levies a penalty of 25Tk if the check is not honored owing to a lack of funds.

5. Section for cash: The cash department is critical to the financial institution's banking operations. It is concerned with the primary function of a commercial bank, which is to receive deposits and pay cash on demand. Because this area deals directly with clients, the bank's brand value is heavily reliant on it.

This department's function begins at the start of the banking hour. The opening cash balance is the amount of money taken from the vault by the cash officer to start the daily transaction. Furthermore, the vault is stored in a closed restricted chamber that only the cash officer and the branch in charge have access to. The cash register is then updated with the amount of the opening cash balance. The leftover cash is stored in the vault after the daily cash transactions are completed, and this is known as the closing balance.

These are monitored by the cash department:

- Keep track of the checks
- Give money to depositors

- Collect money from depositors
- Keep track of the branch's monthly closing transactions

6. SMS Banking: EXIM Bank established SMS Banking services to enable customers with instant access to account information at any time. This service is simply accessible to any mobile phone user who has an EXIM Bank Limited account.

SMS Banking offerings include:

- Balance Check
- Mini Statement
- Service Assistance

How it works:

- Download the Application Form if you want to use SMS Banking.
- Fill out the application form and return it to the nearest EXIM Bank branch (After fulfilling the form).

EXIM SMS PULL SERVICE				
Category of query	Keyword	# Go to Handset Message option	Write Keyword	Send to
Balance Inquiry	EXIM BAL		EXIM BAL	09612516246
Account Information	EXIM ACC		EXIM ACC	09612516246
Service Help	EXIM HELP		EXIM HELP	09612516246

For details please feel free to contact us at-
 Call . 16246
 e-mail us at adc@eximbankbd.com

7. Section for clearing: Clearing is a procedure that allows a bank to collect cash from other banks through a clearing house. A clearing house is essentially a location where representatives from different banks receive and distribute checks to and from another bank. According to Article 37(2) of the Bangladesh Bank Order, banks that are members of the clearing house are known as Scheduled Banks, and it is their role to accept and clear cheques from various banks. Bangladesh Bank is primarily responsible for clearing houses in Dhaka, Chittagong, Khulna, Rajshahi, and Bogra. If Bangladesh Bank does not have a branch, Sonali Bank is in charge of this role. Furthermore, the clearing section's primary responsibility is to ensure the safety and security of monetary transactions involving financial instruments like as DDs, POs, and Cheques for the benefit of clients via Bangladesh Bank Clearing House, OBC, and IBC.

The following are some of the items that this section looks at:

- Whether the payment bank is located in Dhaka.
- Whether the payment bank is located outside of Dhaka. The OBC will then clear these checks (Outward bill for collection)
- Whether the paying branch is their own. IBC will clear these cheques (Inter Branch Bill for Collection)

Types of Clear Section



1. Inward Clearing: When a client's cheque is received for collection from another bank, the following should be carefully examined :

- The check must be crossed.
- The amount should be the same in both words and figures on the deposit slip.
- For more than six months, the cheque should not include a date that is older than the receiving
- The collecting bank must check to see if the endorsement has been completed properly.

2. Outward Clearing: Outward clearing occurs when a bank's branches receive a check from a client written on one of the other banks in the local clearing zone for collection through the Clearing House.

The following are the steps in the Outward Clearing process:

- After issuing an Inter Branch Debit Advice, deliver the instruments with schedules to the EXIM Bank Bangladesh Limited main branch (IBDA).
- Instruments should have clearance stamps attached to them.
- Instruments are endorsed when a signature is authorized.
- The client receives the duty-signed instruments, as well as the branch code number appended to them.

The "Outward Clearing" register keeps track of the instruments and vouchers.

- Instrument receipt and payment slip
- Instrument inspection and payment slip

8. Services for local remittance: Remittance is the process of sending money from one location to another via an official route. Carrying cash all the time is dangerous and inconvenient. Customers of commercial banks can use remittance services to receive money from one of the bank's branches and make payments to another branch within the same nation more convenient. One of the most important components of a commercial bank's service to its clients is remittance of monies.

There are three methods for transferring funds:

a) **Payment Order (PO):** Payment Orders are a method of transferring funds from a payer to a payee within a specified clearing region via a banking channel. It's essentially a bank-issued order for local payment. Customers can purchase payment orders in a variety of ways, including by cash and by check. It is commonly used as a currency replacement. It can also be utilized as a loan's safety deposit. So a PO is a non-negotiable financial instrument issued by a bank branch to allow a client to remunerate a set proportion of money to the order of an individual, branch, association, or workplace within the same clearing house region as the pay order-issuing branch.

Pay order has various characteristics like-

- ✓ The issuing branch and the paying branch must be the same.
- ✓ The application for payment must be made within the clearinghouse region of the issuing bank.

b) **PO Issuing Process:** To get a pay order, the client must submit an application to the remittance department, which must be filled out completely and signed by the customer. In the pay order form, the candidate must accurately fill in the payee name, order number, amount in figures, and words.

Exim Bank Charges for P.O as follows-

Amount (TK)	Commission (TK)	Postage Fee (TK)	Total (TK)
1-10000	25	4	29
10001-100000	60	9	69
100001-Above	120	18	138

Table: Charges for P.O

- a) Obtaining a properly filled-out and signed PO application form from the applicant.
- b) Collecting the cash/transfer amount along with the commission.
- c) Creating a pay order
- d) Entering pay order information into a register

c) **Demand Draft (DD)**: A bill of exchange known as a demand draft is a type of bill of exchange. It is a bank order to pay a certain amount of money from one branch to another in response to an application. It is mostly relevant outside of the city of Dhaka. The DD is typically granted for the safety of the party. Individuals use this DD to safely move money from one city to another since it can effortlessly transfer money across multiple branches of the same bank.

Charges for Demand Draft as follows

Amount	Percentage of Charge
0-250000	15%

Table: Charges for D.D

The Process of Issuing a Demand Draft:

- i. Obtaining a demand draft application form that must be properly filled out and signed by the applicant
- ii. Receiving the transfer amount plus the commission charge
- iii. Inserting the test number
- iv. Entering the DD register and giving guidance to the payee branch

Chapter Four: Internship Experience



Position, duties, and responsibilities: During my three-month internship with EXIM Bank, I worked on a variety of department .I work in practically every area at the Satmasjid Road Branch. From 10:00 a.m. until 3:00 p.m., I had to perform there. In the offices, I learnt a lot about discipline. In addition to a commitment to work hard, this

organization places a premium on each individual's level of discipline. So far, for example, I've been nicely managed here. I'm still working at the office. During these three months, my internship responsibilities assist me in learning more about banking. As an intern, I don't have any set obligations.

As an Intern, I have a variety of tasks and responsibilities which are given below:

- i. **Account opening**: I started off in the non-individual and individual account opening department. I was tasked with creating accounts for a variety of customers. To begin, I double-checked that the customer had brought all of the necessary documents to open the account (National ID card, 2 copies of the account holder's passport-size photo, 1 copy of the nominee's passport-size photo, TIN Certificate if applicable, current bill document for address verification, and birth certificate).I then completed the account form papers according to the officer's directions. Current accounts, savings accounts, fixed-term deposit accounts (FDR), and other types of accounts must all be recognized.
- ii. **Complete forms**: I discover that certain forms are missing information, so I fill them out. Some forms needed to be amended since they were lacking information or documentation, so I followed my supervisor's directions and corrected them.
- iii. **Thanks Letter**: I wrote a number of thank-you notes to verify the customer's address.
- iv. **Scanning Documents**: I had to scan many documents if needed. For example scanning photo of clients, passport etc.
- v. **Entering Date in MIS portal reporting system** : MIS portal reporting system is software where clients information is recorded .I had to enter clients information data in MIS report.

- vi. **Sending Emails and Printing Necessary Documents**: I used to send e-mails to other EXIM Bank branches, along with essential papers attached. Furthermore, in order to assist the officials, I used to print numerous paperwork

and attachments pertaining to the establishing of a bank account. These paperwork were required to be completed in order to create a bank account.

vii. Clients' Bank Accounts are Being Checked: If a client needed to know their bank balance, it was my obligation as an intern to check their balance at the bank. For current balance inquiries, EXIM Bank's MIS Portal Reporting System is utilized, where the customer's account number is entered and the current A/C balance is displayed.

viii. Contacting clients by phone: For various reasons, I had to phone the clients on occasion. If – I had to phone the clients.

- To notify clients that their cheque book is available for collection, or it will be abandoned.
- Any other documents required for account establishment.
- Provide clients with information regarding the debit card.

ix. Issue and delivery of cheque books: I also learnt how to process a check book throughout those three months. I've learnt how to fill out check book requisitions and other formalities, as well as how to distribute cheque books.

- Make a check book entry in the registration book with the serial number, account name, and account number.
- I had to take a customer's signature in the cheque register book and compare it to the account signature.
- Finally, I had to hand over the checkbook to the customer after checking the signature.

As an Intern, I had to deal with a variety of issues:

This was my first experience working for a company. For me, it was a whole new experience. During my internship, I encountered a number of issues.

- Understanding EXIM Bank Limited's management and hierarchy
- Getting used to the new work environment
- Understanding my tasks and obligations, as well as what I could and could not do as a bank intern

- I was very anxious at first while filling out customer names, numbers, and addresses since there was no room for error. After inputting those crucial details about clients, I used to double check, which took a long time.
- The bank work was tedious and not at all demanding.
- Exim Bank's software was not completely available to interns, and only theoretical information was provided, which was insufficient to understand the bank's whole method.

New skills developed:

- **Gaining experience:** I believe that EXIM Bank is an excellent location to gather experience, and that my experience there will help me to grow in confidence. This bank provides me with a sufficient amount of experience. My seniors are also quite helpful in providing enough input for me to get experience in my role.
- **Interacting with Corporate People and Corporate Culture:** Connecting with corporate personalities is an art for me, as well as EXIM Bank is the perfect location to learn because I meet so many clients in a day. The way people behave in the workplace differs from how they behave in everyday life. When I spoke with cops or anybody else in the office, I kept a professional demeanor. All of this I learned from EXIM Bank: perfect body language, a method to interact with people.
- **Initiative:** Officers always appreciate it when I take the initiative to solve work problems and assist people who need assistance. I've adopted a working style from my superiors, and now I'm ready to tackle my own project.
- **Regulation and Time management:** Maintaining office regulation and time management is one of the most crucial skills I've acquired. So far, I've been nicely taken care of here.

Application of academic knowledge:

Learning in the classroom vs learning on the job are two separate things. The internship is really beneficial to me since I believe my practical talents and capacities are much enhanced here, and I am also able to use my academic knowledge. We need skill in both practical work and academic study if we wish to excel in our careers. Practical experience and academic knowledge complement one other, and each has its own value. In my four years as a BBA student, I have received a lot of academic knowledge and experience. However, the experience of my internship term and my academic learning time are vastly different. I don't have to worry about my time much during my university years. My professors have provided me with sufficient time to finish my course assignment. However, in my work life, I must keep their timeliness. I learned how to communicate in academic learning for course reasons, and I built my confidence by making presentations. All of these skills are transferable to professional life since I had to deal with clients, therefore I utilized academic knowledge throughout my internship term.

Chapter Five: Marketing Activities



Marketing Activities

Marketing activities are the actions taken by a person or a company to increase sales and strengthen its brand. Marketing activities are the procedures for effectively communicating, trading, and delivering customer-value-added services. EXIM Bank also many kinds of marketing activities to increases their profit and strengthen their brand.

Marketing Mix: Marketing mix includes-

1. **Product:** Because banks primarily deal in services, product mix formulation must be flexible enough to adapt to changing business situations. Since its founding, EXIM bank Limited has developed a number of financial products and services. Monthly Income Scheme, Monthly Savings Scheme, Super Savings Scheme, Education Savings Scheme, Multiple Savings Scheme, and Hajj Deposit Smart Saver Scheme are only a few of them. All of them have been widely accepted by the public.
2. **Price:** Pricing decisions made by banks, as well as interest rate, fee, and commission decisions, have been shown to be effective in motivating or influencing the target audience. In terms of expanding client numbers and deposit growth, a bank's pricing policy is viewed as critical. Furthermore, the costs paid are proportionate to the amount of service provided. As a result, customer service takes the lead when it comes to selecting the price mix. EXIM Bank similarly uses a pricing mix to attract customers. Exim Bank Ltd. charged a fixed rate of interest on loans and a fixed profit rate on deposits (12.5 percent).
3. **Place:** Exim Bank Ltd. distributes its services throughout the country through its own 62 locations, making it easier for clients to obtain services from this bank. As a result, the branch must be positioned in a convenient area. These locations were chosen based on company locations, proximity, and people's ability to afford them. The branch locations of EXIM Bank Ltd are shown on the following:
 - Dhaka Division – 38
 - Rangpur Division – 05
 - Rajshahi Division – 05

- Sylhet Division – 08
- Chittagong Division – 14
- Barishal Division – 06
- Khulna Division – 02

4. **Promotion:** Anything that promotes a bank to the public might be considered promotional activity. Advertisements on billboards, TV commercials, or newspaper advertisements, for example; CSR initiatives, branding, and sponsorships are all examples of this. EXIM Bank publishes ads and announcements in daily publications on a regular basis. For instance, any information on new branch openings or new items. EXIM Bank's billboards aren't very noticeable on the highway. EXIM Bank participates in a wide range of CSR initiatives around the country. Every year, at least 2% of their yearly profit is set aside for the foundation to execute CSR initiatives. Exim Bank also engages in a range of promotional initiatives, both in print and through public relations.

Customer-Driven Marketing Strategy by EXIM Bank : EXIM Bank really does have a plan or approach in place to attract the intended clientele. Due to capacity constraints, EXIM Bank is unable to service all citizens of our nation. As a result, EXIM Bank segments the market into relevant customer groups (targeting), chooses a specific group to serve (segmentation), and then differentiates its product to capture consumer attention (differentiation).

- i. **Segmentation Strategy of EXIM Bank:** EXIM Bank Ltd. has divided the market into different segment which are given here:
 - **By Region:** The entire nation is split into seven divisions or regions
 - **By Religion:** Our country's population is made up of people of many religions, including Muslims, Hindus, Christians, and Buddhists, among others.
 - **By Occupation:** Professionals, technicians, entrepreneurs, farmers, housewives, and students, among others.
 - **Social Class:** Working class, Middle class, Upper middle class, higher uppers, etc. Lower lowers, upper lowers, Working class, Middle class, Upper middle class, Upper uppers, etc.

- ii. **Targeting Strategy of EXIM Bank :** For targeting their whole market, EXIM Bank employs follows both undifferentiated and differentiated marketing strategy. EXIM Bank caters to the entire market, providing the same services to individuals of all social classes. People of any rank, religion, or location can use EXIM Bank services. Through its branches, it provides easy services such as deposit, investment, and foreign exchange goods and services to its clients. It also employs a differentiated marketing strategy by providing or offering a specific product/service scheme to a specific segment of customers, such as an agricultural loan exclusively for farmers, a student account and student loan exclusively for students, and a Hazz deposit scheme exclusively for Muslim customers, among other things.
- iii. **Differentiation:** The most significant distinction is that, although EXIM Bank is an export-import-based schedule commercial bank, it is also a shariah-based Islami bank. For example, it provides a no-interest (Riba) banking service to its clients. Islam forbids all forms of interest. As a result, pious Muslims choose islami bank. The EXIM Bank is a bank that invests in the productive sector. The bank collaborates with its customers like a partner.
- iv. **Market Positioning Strategy:** EXIM Bank Ltd. is Bangladesh's first export-import commercial bank. They also positioned their bank as an Islami Shariah-based commercial bank with a timetable. People who are Muslim have trust in EXIM Bank services since it is an Islami Shariah based bank. In its march toward expansion and prosperity with services, EXIM Bank Ltd. believes in working together with its clients. It intends to pursue excellence at all levels with a climate of continual development in order to attain the desired objective As a result, the client will be motivated by the company's ideology and devoted to its services.

Integrated Marketing Communications (Promotion Mix) used by the EXIM Bank

Ltd: The focus of marketing communications in the target market is on achieving immediate awareness, image, or preference goals. However, today's marketers are beginning to see communications as a means of managing the client connection across time. Relationships in the banking business are built on trust. Clients are increasingly looking for protection and safety, as well as quick service. EXIM Bank Ltd. is a bank that provides services to its customers. Clients who are targeted are people

from all walks of life in our society. EXIM Bank Ltd. places a strong emphasis on both social welfare and corporate performance. Their slogan is "General Banking System & Marketing Implications." As a result, happy clients spread the word.

They also use a variety of media to market their services, including:

Advertisement Provided on:

- **Television Advertising:** When a new branch is expected to open, EXIM Bank tells its potential clients through television advertisements. People can find out where and when banking services will be available in their area by watching television commercials.
- **Newspaper Advertising:** In several Daily Newspapers, the bank advertises the opening of a branch as well as other special incentives. Clients must be informed about new services such as ATM booth locations, Xpress money services, branch address changes, personal loans, and household durable goods services, among other things. The most successful medium for these services are newspaper advertisements. Various National Dailies have been selected for advertisements. For example: The Daily Prothom Alo, The Daily Naya Diganta, The Daily Amar Desh, The Daily Sangram, The Daily star, The Bangladesh Observer etc
- **Magazine & Journals:** This medium is used to advertise consumer banking services such as household durable goods schemes, special schemes for medical instruments, office equipment, computers, vehicle investment schemes, and other services provided by the bank.
- **Billboards:** Although EXIM Bank does not employ billboards, it does use digital and plastic signboards at various branches as a form of advertising. The bank's emblem is represented via ATM booths distributed across the city.
- **Calendar & Note Books:** The bank produces and distributes wall calendars, desk calendars, diaries, and note books to its clients and other parties. EXIM Bank's calendars are made up of calligraphy and historical Islamic locations that inspire individuals to follow Islam.
- **Prospectus & Annual Report:** To gather stockholders and bondholders, EXIM Bank issues a prospectus. The bank's dividend, equity, and asset are all

declared in the annual report. Bangladesh Bank, Shareholders, various research firms, and interested groups must all submit annual reports.

Public Relations provided on: Corporate Social Responsibility, news releases, and sponsorship may all help with public relations.

- **Corporate Social Responsibilities (CSR):** Every year, at least 2% of our yearly profit is set aside for the foundation to execute CSR initiatives. The following are some of the foundation's primary CSR activities:
 1. **Healthcare service.** EXIM Bank Hospital has been housed in a five-story structure with a 10,000-square-foot floor area at 840 Kazi Para, Rokeya Sarani, Mirpur, Dhaka-1216. The hospital's beautification is in full swing. A doctor has been hired to function as the hospital's resident director. Other physicians and hospital employees have been selected through a recruiting notice that has already been published in national newspapers. They will be appointed as soon as the hospital's decorating is completed.
 2. **Scholarship program for brilliant poor student:** It is a compensation program for low-income and deserving students that supports them throughout their academic careers. By the end of 2008, the EXIM Bank Scholarship Program, which began in 2006 with 61 poor and meritorious students from various reputable educational institutions in Dhaka City, such as Govt. Laboratory High School, Viqarunnissa Noon School and College, Dhaka University, BUET, Dhaka Medical College, and others, had enrolled over 1000 students from around 150 reputable educational institutions throughout the country. They are enrolled in this program and will be cared for the rest of their scholastic lives if they meet the qualifying conditions, which include acceptable academic results, non-involvement in student politics, and financial bankruptcy, among other things. This initiative has so far given Tk. 19.3 million in scholarship funds.
 3. **Education Promotion Scheme:** Quard or profitless investment is offered for poor and meritorious students under the Education Promotion Scheme to assist them in meeting monthly educational

expenditures such as academic expenses, food, and lodging. The quard is paid out in monthly payments to chosen students until they complete their master's degree. Students in this program are obliged to repay the money (just the principle) in long-term monthly installments when they have found a stable employment and completed their school. By the end of 2008, Tk. 19.7 million had been set aside to help 138 deserving students from a variety of reputable educational institutions, including Dhaka University, Chittagong University, Dhaka Medical College, BUET, Bangladesh Agricultural University, Shahjalal University of Science and Technology, and others.

4. **Helping people affected by natural calamities:** Another important aspect of our CSR initiatives is assisting individuals in surviving natural disasters. EXIM Bank's welfare program provides financial and in-kind assistance to flood, fire, and storm victims, as well as cold-stricken individuals. The goal of these CSR efforts is to assist the target group in quickly overcoming their temporary disadvantage and contributing to socio-economic progress.
5. **Helping people in slum areas:** Aside from natural disasters, fires erupt in slum regions from time to time, destroying the shanties and rendering the residents defenseless. In that scenario, they assist the victims in overcoming their difficulties and resuming their usual lives.
6. **Helping people in Covid19:** The coronavirus epidemic has spread throughout Bangladesh, claiming the lives of over 100,000 people. While neighborhoods have begun to recover, the epidemic has put a strain on resources, causing companies to close and millions of people to lose their employment. In that scenario, they assist the victims in overcoming their difficulties.
7. **Donation to educational institutions to setup computer lab:** They provided money to build up two computer laboratories at Dhaka University and Chittagong University to enable students learn about information and communication technology. This will undoubtedly assist pupils in being prepared to meet the challenges of the information society.

8. **Beautification of Dhaka City:** Since 2005, EXIM Bank has been contributing to the massive work of beautifying the capital, in response to the Dhaka City Corporation's appeal. EXIM Bank collaborates with the
 9. government to make the capital a modern metropolis with suitable urban facilities.
- **Press Release:** The bank schedules press releases at various periods in order to maintain a positive "business image" and to deal with or prevent bad rumors, reports, or occurrences. The morale of many stakeholders is also boosted by the issuance of a press release. It also brings in new customers to the bank.
 - **Sponsorship:** The bank supports a variety of events, particularly sports-related events. Because it is a shariah-based islami bank, it never promotes anything that is forbidden by Islam, such as a musical performance.

SWOT Analysis

Strengths:

- ✓ In Bangladesh's banking business, EXIM Bank of Bangladesh Limited has already earned a positive reputation. It is one of Bangladesh's most well-known private commercial banks. In terms of earnings and deposits, the bank has already experienced significant expansion.
- ✓ EXIM Bank of Bangladesh Limited has a prominent leadership and management position in its banking services. Exim Bank's executive management is well-trained and experienced. Mr. Md. Nazrul Islam, the chairman of the board of directors, has extensive commercial experience. Alamgir Kabir, the bank's advisor, is a well-known senior chartered accountant with extensive expertise in accounting, audit, finance, and banking in both the United States and internationally. As the bank's managing director, Md. Fariduddin Ahmed .The bank's senior management officials have all worked for reputable institutions, and their years of banking experience, talent, and competence will continue to aid the bank's growth.
- ✓ EXIM Bank's business culture is collaborative. There are no hidden obstacles to communication between superiors and employees since the working

environment is generally pleasant, dynamic, and casual. Employees are highly motivated by this business culture.

- ✓ In 2021, EXIM Bank of Bangladesh Limited has already reached a high growth rate, as well as a strong profit growth rate. The quantity of deposits, loans, and advances is likewise fast expanding.
- ✓ They have a robust deposit base as well as excellent financial resources.
- ✓ EXIM Bank of Bangladesh Limited, being an Islamic Shariah-based bank, has a well-known Shariah Council and may offer a variety of Islamic banking products.
- ✓ They have a strong leadership team and a top-level management staff.

Weakness:

- ✓ EXIM Bank Limited's ATM BOOTH service is still inadequate due to the bank's lack of ATM booths around the country.
- ✓ Because EXIM Bank is a Shariah-based Islami bank, there is a dearth of aggressive advertising on television, magazines, and other forms of media.
- ✓ While EXIM Bank Limited's service quality is superior to Prime Bank, Dhaka Bank, Dutch Bangla Bank, and any government bank, it is insufficient to compete with international banks such as HSBC and Standard Chartered.
- ✓ Because it lacks autonomy, the Branch is unduly reliant on Head Office. As a result, when speedy decision-making is necessary, it is usually found to be hampered.
- ✓ Some jobs at EXIM Bank of Bangladesh Limited may not offer opportunities for progression or growth. As a result, people who occupy those roles are unmotivated. The fact that EXIM Bank of Bangladesh Limited has a group of dissatisfied workers is a drawback.
- ✓ EXIM Bank of Bangladesh Limited has to put more emphasis on promotional efforts since many clients are dissatisfied with the bank's promotional operations. The bank must engage in an aggressive marketing effort.

Opportunity:

- ✓ EXIM Bank must broaden its business portfolio in order to decrease business risk. The management might consider creating a merchant banking business or diversifying into the leasing and insurance industries.
- ✓ The expanded population of the country is progressively learning to use consumer finance, which presents an opportunity in retail banking. The middle class makes up the majority of our population. This group is particularly interested in a variety of retail lending solutions. There is a significant market for a wide range of retail lending products. EXIM Bank already offers retail banking services, therefore this is a good opportunity for them.
- ✓ There has been a recent influx of private banks into the market. In this competitive climate, EXIM Bank of Bangladesh Limited has to increase its product range in order to maintain long-term competitive advantages. They can provide a range of credit and debit card systems in that product line for their prospective clients, and the bank should boost the number of ATM booths.
- ✓ In addition to those considerations, EXIM Bank of Bangladesh Limited may develop a customized corporate program for corporate clients or officers with greater income levels than service holders. At the same time, they can develop a scheme or loan for various service providers, with the scheme being divided into several categories based on the professions, such as engineers, lawyers, and physicians, for example.
- ✓ Because EXIM Bank Limited is an export-import and Islami Shariah-based bank, and because 90% of our country's population is Muslim, there is a significant market for this bank to target because Muslims favor Shariah-based banks.

Threats:

- ✓ Exim Bank Limited faces significant risks from both established multinational banks and new overseas private banks. If this occurs, the level of competition will increase even further, forcing banks to devise tactics to compete with overseas banks.

- ✓ The devaluation of the Taka versus the US dollar poses a significant risk to EXIM Bank of Bangladesh Limited's foreign currency transactions and profitability.
- ✓ In order to stay afloat in the financial market, all loan terms must be kept to a minimum. Because default risk puts the company at danger of going bankrupt. EXIM Bank of Bangladesh Limited must keep watchful about this issue so that proactive methods may be implemented to reduce, if not eliminate, the problem.

Chapter Six: Conclusion & Recommendations



Recommendation

EXIM Bank has some problems in ordinary banking operations. I'd like to provide a few suggestions and recommendations in order to help EXIM Bank Limited overcome the challenges described above, as well as to enhance the bank's overall banking performance. The following suggestions are simply suggestions for improving performance in order to enhance customer satisfaction and increase customer loyalty to Exim Bank.

Here, some recommendations are mentioned below-

1. EXIM Bank shall deliver exceptional services to its clients by utilizing current banking techniques and technology.
2. EXIM Bank can provide superior solutions to its clients by leveraging cutting-edge banking procedures and technology.
3. Banks must engage in active marketing in order to popularize their Visa Islamic Card and satisfy clients.
4. The bank's loan product profit rate should be reduced and kept acceptable. Because 19% profit margin is fairly high, and customers are aware of this.
5. To establish a strong image and reputation in a competitive market, EXIM Bank should prioritize their advertising and promotional activities.
6. They should also implement a completely automated general banking system in order to please consumers by delivering faster and better service.
7. To attract more clients, their online banking system has to be improved.
8. EXIM Bank should build additional branches in order to reach more people.
9. Proper banking software should be employed to deliver quick services to its customers.
10. The bank should hire new personnel to better service its clients.
11. The authorities should set up a comprehensive training and development program for its personnel so that they can carry out their tasks and obligations efficiently.

Conclusion

Many new commercial banks have emerged in recent years, making these banking sectors extremely competitive. As a result, banks must structure their activities and carry them out in accordance with market demands. We've come a long way since banks were merely deposit taking and lending institutions. Modern banking is a product of changing financial activity and lifestyles. Bangladesh has not fallen behind. Banks are obligated to participate in nation-building efforts and to function as agents for banking on socioeconomic developments.

It is an honor for me to work at EXIM Bank Limited's Satmasjid Road Branch. I can't compare academic and practical knowledge since I don't have any. Due to a lack of time, learning all of a bank's sectors is impossible. It is feasible to understand all of the Banking operations more thoroughly if the internship term may be extended.

EXIM Bank Limited, as a major new generation bank, is making a substantial contribution to Bangladesh's economy and has a bright future. I am hopeful that EXIM Bank Limited would be able to expand their company by adding new schemes and other utility services.

BIBLIOGRAPHY

- Annual Report of EXIM Bank Limited 2020 & 2021.
- Daily affaires report.
- Different types of Form of EXIM.
- Newspapers: “Prothom Alo” & “Daily Star”.
- Different officer of the branch under whom I worked.
- Bangladesh Laws on Banks & Banking.
- Marketing research, by N K Malhotra.
- www.eximbankbd.com.

Appendix:



Figure: Visiting card of Vice President & Manager of Dhanmondi Branch

List of Abbreviation

EXIM	Export Import Bank Limited
A/C	Accounts
DD	Demand Draft
FDR	Fixed Deposit Receipt
PO	Payment Order
TT	Telegraphic Transfer
BC	Bankers' Cheque
TIN	Tax Identification Number
MSD	Mudaraba Saving Deposit
MSTD	Mudaraba Short Term Deposit