

An Internship Report
On
Customers' Perception of Service Quality: A Case Study on City
Bank Limited

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Letter of Transmittal

20 October 2018
Md. Kaium Hossain
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Subject: Report submission on **“Customers’ Perception of Service Quality- A Case Study on City Bank Limited.”**

Dear Sir,

With due respect and humble submission, I am extremely glad to place the report on **“Customers’ Perception of Service Quality-A Case Study on City Bank Limited”** that you assigned me as a part of BBA program. This topic was very interesting and essential for marketing students because of knowing the customers perception. When I prepare the report, I tried to focus all of the practices in the company and I tried my best to gather the knowledge on overall banking of City Bank Limited.

So, I will be highly motivated if you are kind enough to receive my report and forbearance me for any errors and mistakes.

Sincerely Yours,

Maria Afrin

ID# 111 133 028

Acknowledgement

First of all, I dedicate thank to Almighty Allah to let me complete my internship on time. I would like to reveal my sincere thanks to my academic supervisor Md. Kaium Hossain for his support, leading, inspection, indication, and advice for inspire me to complete this report.

I am also grateful to Mohammad Reajul Islam (FVP & Branch Manager), Rebeka Sultana (Customer Service Manager), Hosen Monsur (Associate Customer Service Manager), Md. Awal Hossain (Customer Service Manager) of City Bank Limited for helping me to know about general banking. Also thankful to all employees of B.B. Avenue Branch.

At first I work cash department then customer service department. They were very much helpful and they don't feel disturb when I asked question for information. It was great experience for me and it helps me to building my career.

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Executive Summary

The title of the report is “Customers’ Perception of Service Quality- A Case Study on City Bank Limited.” This study tries to understand the customers’ perceptions of different service quality when they were dealing with this bank. This study was driven based on both primary and secondary sources of information. This is a descriptive type of research. The questionnaire was made for the survey. The total sample size was 40 for this study. City bank should improve their cash service because of the complaint about cash service, and customers want quality service. This information I found in the survey. If City bank retains customers, they should improve their service and environment some of the branches. City bank offers a different type of loan like- car loan, house loan, study loan, cc loan, etc., the interest rate of city bank is low but should increase their deposit rate. If city bank open consult service of a customer in that time perception of customer toward bank will be positive.

Chapter One

Introduction

1.0 Introduction

A commercial bank is more important than the nationalized banks in third world countries like Bangladesh. The free market economy is a big challenge in the world and Banks are a critical financial institution that plays an economy role for a state. This report prepares with practical knowledge as well as theoretical knowledge.

City Bank one of the top bank among the oldest five commercial banks in Bangladesh and they started their operations in 1983. The City Bank Limited explores decentralized policies, and they give enough workspace to the employee.

Overall I have experienced a friendly and supporting environment when I work city bank limited. I am fully satisfied to be part of them for a while.

1.1 Origin of the Study

The report is on “Customers’ Perception of Service Quality- A Case Study on City Bank Limited” is ready as a part of the academic requirement under the regular supervision of Assistant Professor Md. Kaium Hossain, faculty of School of Business & Economics, United International University.

1.2 Purpose of the Study

Internship report acts as a bridge between theoretical knowledge and practical knowledge. We complete our theoretical knowledge in BBA. An internship gives us an opportunity for practical implementation of academic knowledge. Through the internship, students can understand their limitation and shortages. Therefore, they can remove their problem and also can learn how to solve problems through practical training.

I was assigned to The City Bank Limited (CBL), at B.B.Avenue branch for my practical training. Students prepare an internship report under supervising teacher on the selected topic. I tried my best to make this report. In this report, I combined those experience which I gain on the practice field.

1.3 Objectives of the Study

Broad Objective

- To know about the customers' perception of service quality of City Bank Limited.

Specific Objectives

- To find out the perception of about the service of the city bank limited.
- To measure the gap between expectation and perception of the about the service that provided by the city bank limited.
- To make practical knowledge about the corporate environment.

1.4 Methodology of Data Collection

Both primary and Secondary data was collected for prepare this report.

Primary Sources

All the necessary data were collected by direct interview, personal Communication and questionnaire survey. First of all I prepare questionnaire then I collect data. Some information I collected through depth interview and informal discussion.

Secondary Sources

Secondary data were collected from company's annual report, various books, articles, monthly basis performance to the employees and different type of official documents.

1.5 Limitations of the Study

The main limitations of this report are-

- Because of confidentiality of the bank, I couldn't collect all the information. As an intern, it was not possible to get those secret topics.
- Not capable of receiving data from all clients because all clients are not co-operative.
- Most of the time clients don't show a willingness to give the question answer.
- Sometimes employees are keeping busy taken with their work that's why essential data collection becomes hard.

Chapter Two

The Organization

2.0 Contemporary Banking Situation in Bangladesh

Today's fast-growing companies need banking services that fully meet their expectations for speed, convenience, efficiency, and security. To ensure their optimum level of satisfaction, regarding their necessity for this type of affluent banking services different types of local as well as multinational banks are coming up with diverse and dynamic corporate banking services. Whoever, being an individual firm, company or corporation generally dealing in the business of money and credit is called the bank. In our country any institution that accepts for the purpose of lending or investment deposits of money from the public, repay on demand of transfers by checks, drafts orders & other means is called the bank. The purpose of banking is to ensure transfer of money from surplus unit to deficit units. Banks in all countries work as the repository of money. The owners look for safety and amount of interest for their deposits with money. Entrepreneurs try to obtain money from the banks as working capital and for long term investment. These entrepreneurs welcome effective and forward-looking advice for investment. Banking sector thus owes a great deal to the deposits holders on the one hand and the entrepreneurs another hand. They are expected to play the role of friend, philosopher, and guide for the deposits holder and the entrepreneurs.

Banking is the backbone of the national economy. All sorts of economic and financial activities revolve around the axis of the bank. As industries produce goods and commodities, the bank creates and controls money market and promotes the formation of capital. From this point of view, banking-a technical profession- can be termed as an industry. Services its customer are the product of the banking industry besides being a pivotal factor in promoting capital formation in the country. As all of the economic and fiscal activities revolve around this important industry. The role of banking can be hardly over emphasized.

Now a day the banks try to give priority in the perspective of our national interest. The banking industry in Bangladesh is one characterized by strict regulations and monitoring from the central governing body, the Bangladesh bank. The chief concern is that currently there are far too many for the market to sustain. As a result, the market will only accommodate only those banks that can transpire the most competitive and profitable ones in the future.

Circumstances being such, it becomes imperative to find out the role that is now playing in the country and analyze its operational aspects so as to ascertain the importance of this delicate

financial sector and its overall impact on our national economy. In the global context, the role of banks is far reaching and more penetrating in the economic and fiscal discipline, trade, commerce, industry, export, and import all carried through the banks. Banks are the only media through which international trade & commerce emanate the entire credit transactions, both national and international.

2.1 Bank, its Goals and Functions

The term ‘Bank’ originally referred to an individual or organization, which acted as a money changer and exchanged one currency for another. According to Prof. Sayers- banks are an institution whose debt usually referred to as Bank Deposits- are commonly accepted in final settlement of other people’s debts.

According to the Banking regulation act, 1949-Banking means the accepting money for the purpose of lending or investment of deposits of money from the public repayable on demand or otherwise is provided by overdraft fees and riskier investments. Withdrawable by cheques, drafts order or otherwise, Banks have a long history and have influenced economics and politics for centuries. The Jews in Jerusalem introduced a kind of banking in the form of money lending before the birth of Christ. The word “bank” was probably derived from the word ‘bench’ as during ancient time jews used to do money-lending business sitting on long benches. First modern banking was introduced in 1668 in Stockholm as ‘savings bank’ which opened up a new era of banking activities throughout the European Mainland. In the South Asian region, the early banking system was introduced by the Afghan traders popularly known as Kabuliwallas. Muslim businessmen from Kabul, Afghanistan came to India and started money lending business in exchange of interest sometime in 1312 A.D. They were known as “kabuliwallas”. Goals and Functions of Bank Regulations are given below:

- 1 Ensure the safety and soundness of bank
- 2 Provide an Efficient and Competitive Financial System.
- 3 Provide monetary Stability
- 4 Maintain the Integrity of Payment System
- 5 Protect consumers from Abuses

2.2 Size, Structure and Composition of Banks

After the independence banking industry in Bangladesh started its journey with 6 nationalized commercialized banks, 2 states owned specialized banks and 3 foreign Banks. In the 1980s banking industry achieved significant expansions with the entrance of private banks. Now banks in Bangladesh are primarily of two types:

Scheduled Banks: The banks which get a license to operate under Bank Company Act, 1991 (Amended in 203) are termed as Scheduled Banks.

Non-Scheduled Banks: The Banks which are established for special and definite objective and operate under the acts that are enacted for meeting up those objectives are termed as Non-Scheduled Banks. These Banks cannot perform all functions of scheduled banks.

There are 47 Scheduled banks in Bangladesh who operate under full control and supervision of Bangladesh Bank which is empowered to do so through Bangladesh Bank order, 1972 and Bank Company Act, 1991. Scheduled Banks are classified into following types:

State Owned Commercial Banks (SCBs): There are 4 SCBs which are fully or majorly owned by the Government of Bangladesh.

Specialized Banks (SDBs): 4 specialized Banks are now operating which were established for specific objectives like agriculture or industrial development. These Banks are full or majority owned by the Government of Bangladesh.

Private Commercial Banks (PCBs): There are 30 private Commercial banks which are majorly owned by the private entities. PCBs can be categorized into two groups.

Conventional PCBs: 23 conventional PCBs are operating now in the industry. They perform the banking functions in conventional fashion i.e. interest-based operations.

Islamic Shariah-based PCBs: There are 7 Islamic based in Bangladesh. They are based on profit loss sharing mode.

Foreign commercial Banks (FCBs): 9 FCBs are operating in Bangladesh as the branches of the banks which are incorporated in abroad. Bangladesh Bank regulates and supervises the activities of all banks. The Bangladesh Bank is now carrying out a reform program to ensure quality services by the banks.

2.3 History of the City Bank Limited

The City Bank Limited is the first private sector bank in Bangladesh. The bank has been operating since 1983 with an authorized capital of Tk. 1.75 Billion under the entrepreneurship of twelve prominent & leading businessman of the country. It is a top bank among the oldest five Commercial Banks in the country. The Bank started its journey on 27th March 1983 through opening its first branch at B. B. Avenue Branch in the capital, Dhaka city. It was the visionary entrepreneurship of around 13 local businessmen who braved the immense uncertainties and risks with courage and zeal that made the establishment & forward march of the bank possible. Those sponsor directors commenced the journey with only Taka 3.4 crore worth of Capital, which now is a respectable Taka 2311.78 crore as capital & reserve. The noble intention behind starting this Bank was to bring about qualitative changes in the sphere of Banking and Financial management. Today The City Bank serves its at home & abroad with 88 branches spread over the country & about three hundred overseas correspondences covering all the major cities and business center of the world. The bank currently has 99 online branches and 1 SME service centers and 11 SME/Agri branch spread across the length & breadth of the country that includes a fully fledged Islamic Banking branch. Besides these traditional delivery points, the bank is also very active in the alternative delivery area.

It currently has 294 ATMs of its own; and ATM sharing arrangement with a partner bank that has more than 1150 ATMs in place; SMS Banking; Interest Banking and so on. It already started its Customer Call Center operation. The bank has a plan to end the current year with 200 own

ATMs. City Bank is among the very few local banks which do not follow the traditional, decentralized, geographically managed, branch-based business or profit model. Instead, the bank manages its business and operation vertically from the head office through the five distinct Units namely

1. Business Unit
2. Branch Banking
3. Risk Unit
4. Operations Unit
5. Support

City Bank is the local caretaker of the brand and is responsible for all operations supporting the issuing of the new credit cards, including billing and accounting, customer service, credit management and charge authorizations, as well as marketing the cards in Bangladesh. Both cards are international cards and accepted by the millions of merchants operating on the American Express global merchant network in over 200 countries and territories including Bangladesh. City Bank also introduced exclusive privileges for the card members under the American Express Selects program in Bangladesh. This will entitle any American Express card members to enjoy fantastic savings on retail and dining at some of the finest establishment in Bangladesh. It also provides incredible privileges all over the globe with more than 13,000 offers at over 10,000 merchants in 75 countries.

The city Bank Limited already introduced real time internet, internet Banking system i-banking with all modern delivery channels. For significant performance, the bank has earned national and international recognition. The City Bank Limited was one of the 12 banks of Bangladesh among the 500 Banks in Asia for its asset, deposits & profit as evaluated by ASIA WEEK. In the year 2000, other than that, The City Bank Limited received Top Ten Company Award from the Prime Minister of the People's Republic of Bangladesh.

2.4 Vision

The Financial Supermarket with a Winning Culture Offering Enjoyable Experiences.

2.5 Mission

- Offer wide array of products and services that differentiate and excite all customer segments
- Be the “Employer of choice” by offering an environment where people excel and leaders are created
- Continuously challenge processes and platforms to enhance effectiveness and efficiency
- Promote innovation and automation with a view to guaranteeing and enhancing excellence in service
- Ensure respect for community, good governance and compliance in everything we do

2.6 Values

- Result Driven
- Accountable & Transparent
- Courageous & Respectful
- Engaged & Inspired
- Focused on Customer Delight

2.7 Objective of Bank

The prime objective of The City Bank Ltd. is to create a strong capital base, to earn a good profit and pay a satisfactory dividend to honorable Shareholders, to achieve the objectives, the bank works for improving the quality of bank’s assets by identifying potential good borrowers. And persuade the clients to open an account in the bank through their wit and intelligence as well as is to maintain the reputation through their customer services oriented facilities. To achieve this desired goal it has the intention to the pursuit of excellence in the climate of continuous improvement. Because it believes the line of excellence is never-ending, it also believes that its strategic plans and business will its strength in a competitive environment. Its motto is to provide every single customer services available in today’s banking procedure for their clients.

2.8 Operational Process of City Bank Limited

As a financial institution, the City Bank Limited serves General facilities, Credit & Advances facilities as well as Foreign exchange facilities & Advances facilities as well as Foreign Exchange facilities. By this way, we can say that the banking services of City Bank are served by the three departments. Those are:

- ✓ General Banking Department
- ✓ Loan and Advance Department
- ✓ Foreign Exchange Department

However, not all the branches are involved in foreign exchange business. Among the 77 branches of the City Bank, only 22 are the AD (Authorized Dealer) branches and these branches only have the foreign exchange department.

2.9 Strategies of City Bank Limited

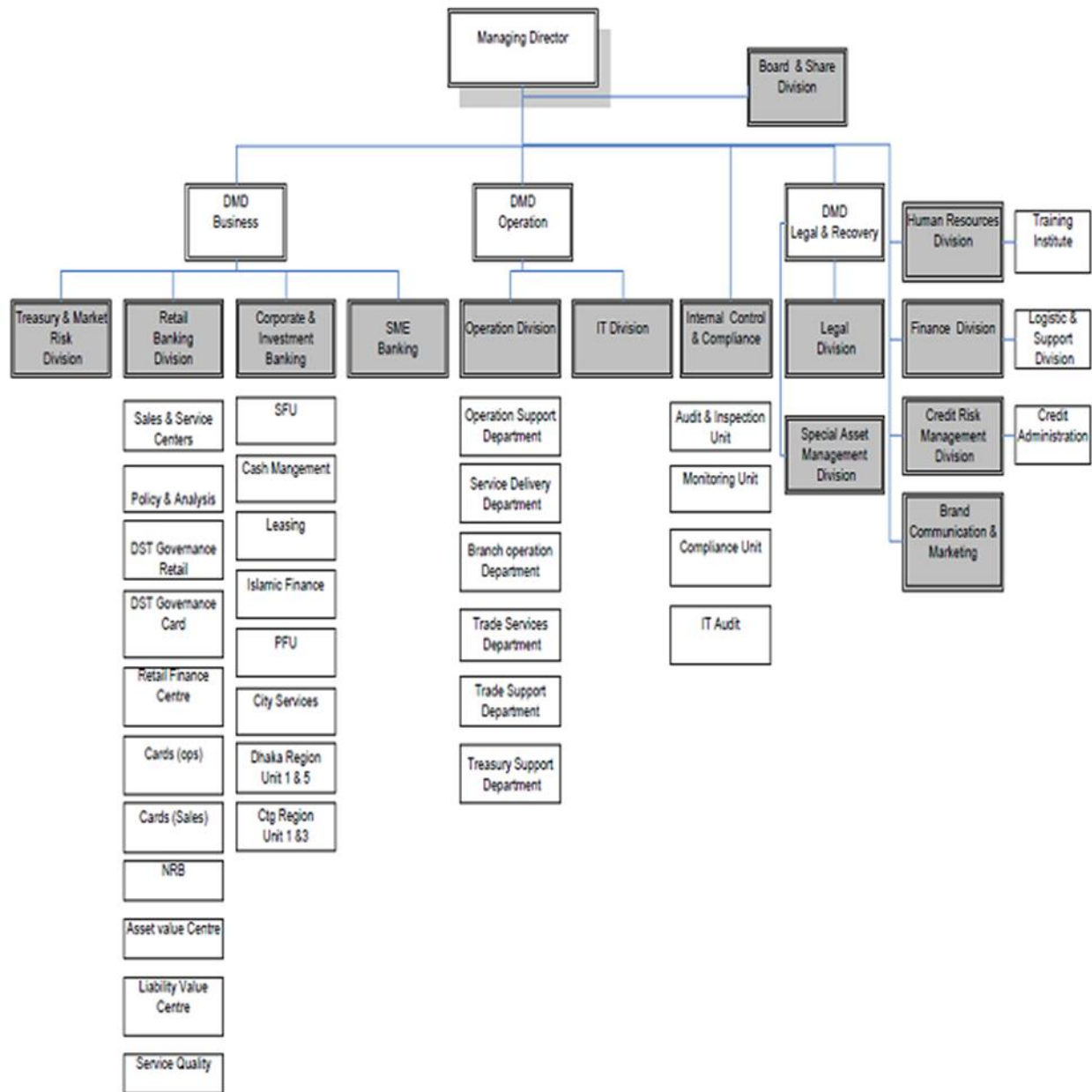
CBL believes in the practice of Market-oriented Strategic planning, developing and maintaining a viable fit between the organization's objectives, skills, and resources. The aim of such approach is to shape and reshape the bank's business and services so that they yield target profits and growth. The strategic planning of CBL consists of two organizational levels, which are

1. Location Based strategy
2. Business Level Strategy

2.10 Business Philosophy of City Bank Limited

Despite stiff competition among banks operation in Bangladesh, both local and international, The City Bank Ltd. has made a remarkable progress practically in every sphere of its activities. The activities of The City Bank Ltd. are very implicit and vast comparing to that of another bank in the country today. The slogan of the bank is "For Relationship Banking".

2.11 Organogram of city bank limited:



2.12 Organizational Hierarchy of the City Bank Limited



2.13 Functions of Different Division at City Bank

2.13.1 FINANCIAL DIVISION

1. Payment of salary
2. Controlling inter-branch transaction
3. Disbursement of bills
4. Preparation / Review of returns and statement
5. Preparation of financial reports and annual reports
6. Maintenance of Provident Fund, Gratuity, Superannuation Fund
7. Reconciliation

2.13.2 CREDIT RISK MANAGEMENT (CRM)

1. Loan administration
2. Loan disbursement
3. Project evaluation
4. Processing and approving credit proposals of the branches
5. Documentation, CIB(Credit Information Bureau) report etc
6. Arranging different credit facilities
7. Providing related statements to the Bangladesh bank and another department

2.13.3 HUMAN RESOURCE DIVISION (HRD)

1. Recruiting
2. Training and development
3. Compensation, employee benefit, leave and service rules program and purgation
4. Placement and performance appraisal of employees
5. Preparing related reports
6. Reporting to the Executive Committee/Board on related matters
7. Promotional camping and press release

2.13.4 INFORMATION TECHNOLOGY (IT) DEPARTMENT

1. Software Development
2. Network management and expansion
3. Member banks reconciliation
4. Date entry and processing
5. Procurement of hardware and maintenance

2.13.5 BRANCH CONTROL & INSPECTION DIVISION

1. Controlling different function of the branches and search for expansion
2. Conducting internal audit and inspection both regularly and suddenly
3. Ensuring compliance with Bangladesh Bank(BB), monitoring BB's inspection
4. and external audit report

2.14 Products and Services OF CBL

The principal activities of the Bank are to provide all kinds of commercial banking, consumer banking trade services, custody and clearing to its through its branches in Bangladesh. City Bank is among the very few local banks which do not follow the traditional, decentralized, geographically managed, branch-based business or profit model. Instead, the bank manages its business and operation vertically from the head office through 4 distinct business divisions. Namely-

1. Corporate & Investment Banking
2. Retail Banking
3. SME Banking
4. Treasury & Market Risks
5. Islamic Banking
6. Internet Banking

2.15 Corporate & Investment Banking

City Bank is a major player in Bangladesh wholesale banking industry to offer the full scope of innovative, customized solutions and services. They are offer service at the highest level. Their

focus is not on short-term profit, but on building long-term relationships and standing by their clients whenever they need.

CBL have a unique business focus on enabling project financing, trade, investment, and supply chain financing for clients. Aim to be a one-stop gateway for corporate and financial institutions looking to extend their business. And they are committed to using countrywide network to facilitate their clients' growing trade and investment flows and supply chain financing needs across their business footprint.

CBL focus exclusively on corporate and institutional clients domiciled or conducting business in their footprint, offering clients access to their extensive branch network and award-winning suite of state of the art services.

City Bank fully understands the importance of time, convenience and efficiency to the success of clients business. They make easy the complex financial world for and help them maximize every opportunity.

This division of CBL mostly deals with deposits and loans from corporations or large businesses, as opposed to normal individual members of the public (retail banking). The functions of the corporate division may include the following tasks:

1. Issuing bank drafts and bank cheques
2. Accepting money on term deposit
3. Lending money by overdraft, installment loan, or other means
4. Providing documentary and standby letter of credit, guarantees, performance bonds, securities underwriting commitments and other forms of off balance sheet exposures
5. Safekeeping of documents and other items in safe deposit boxes
6. Sale, distribution or brokerage, with or without advice, of insurance, unit trusts, and similar financial products as a "financial supermarket"

2.16 Retail Banking (Including Cards)

One of the most remarkable success stories of last 50 years banking industry globally has been the conceptualized and innovative execution of banking with individual , their friends,& families .the industry has termed it as retail banking or personal banking or consumer banking and it has

now at a very rapid pace become the major revenue line for most of the top banks in the world. City bank recently has started its journey in retail banking

City retail– add a little city to your life is the new brand mantra, the pay off line for city retail. Their aim is clear. They want city bank to become the most performed bank to all individual clientele of the country at least of the cities and towns where we operate. They want to provide our the best class in services innovative products and financial solutions from smart outlets all with big smile and conveys and generate happiness all the way!

Debit card: Now comes the visa debit card from city bank makes our life become hassle free and safe and it is visa electron branded which makes us the proud owner of meaningful plastic

Features:

- Cash withdrawal from 500 + visa ATMs 24/7/365 all over the country
- Shop and dine hundreds of merchant visa outlets all over the country
- Balance enquiry
- PIN change
- Mini statement
- Cash withdrawal @ taka 25 per transaction at 583 CBL ATMs
- Cash withdrawal @ Taka 10 per transaction at 110 Q-cash network ATMs

Credit Card:

City visa credit card is designed to be a privileged card for anyone to enjoy benefits to make the best of their lifestyles. This is not just a credit card it is the modern solution for financial situations that gives you prestige and respect for every transaction you make with this card.

Credit cards are given below:

VISA:

- Visa local classic
- Visa classic dual
- Visa gold local
- Visa gold dual

2.17 SME Banking

SME Banking of City Bank is assuming a new and modern dimension. It is entering into a wider horizon. The philosophy of extending banking services to SME's of the country is to meaningfully push every one of them up to the next level of respective business operations. The upward push would be meaningful as they would be business wise competitive for a sustainable future. It is, therefore, would be turning into an abode of SME's to grow to the next level. Hence the bank has named it City Business - for taking SME's to the next level.

- City Muldhan
- City Sheba
- City Munafa
- City Nokshi
- City Agro

2.18 Islamic Banking

City Bank introduces City Manarah - Islamic Banking. City Manarah is here to guide you and manage your finances in a fully Islamic Shariah Compliant way. It offers a wide variety of deposit and investment products such as Manarah Savings, Manarah Current, Manarah Term Deposit and Manarah Monthly Deposit Schemes, Manarah Hajj Deposit Scheme, Manarah personal Finance, Manarah auto Finance. Each account is designed to meet your financial needs with the best value for your money

2.19 Internet Banking Service:

City Touch

This allows a customer to access his / her account from home or office. By virtue of internet connectivity. The bank has been one of the pioneers in introducing internet banking in the country. Using an internet connection , a client can do balance enquiry, Account Statement Fund transfer between own accounts , fund transfer to any 3rd party account ,setup/modify standing instruction ,term deposit account opening and redemption utility bill payment by using internet.

2.20 I- Banking

I- banking means single click banking. For getting this service. have to fill out the form correctly. Secret question and answer have to be filled out by the applicant and he/she should not disclose that to anyone. Within 4 working days after submitting application form bank will inform the customer his/her id @ password. After getting id &password users have to go the website <http://www.thecitybank.com> for log in to I –bank service after first log in user must change password for future user can check his account summary .Account detail can query about his/her cheque book, can view his/her standing instruction of the account can take print statement and he/she can change password when needed.

2.21 SMS and Alert Banking Service:

Considering the availability of mobile phones are now almost everybody hand. The bank has introduced SMS and alert banking for the convenience of the customer. At this moment more than 4.2 million are configured to receive transaction

2.22 Account opening section /Department:

Account is the systematic record of transaction. Bank Account is a contract between the Bank and the client, allowing he customer to use Bank Service against a cost of fees. This is the best way a Client can build relationship with the Bank. The main purpose of opening account is to deposit money. Deposit account can take on a various forms.

They consist of two forms-

- 1) General saving Account
- 2) Current Account

The basic things that any accounts require are:

- ☐ A valued client's Introduction.
- ☐ Two photographs of the concerned party.
- ☐ Taka 500 cash deposit for Savings deposit and Taka 1000 cash deposit for current deposit

2.22.1 General saving account:

Savings account is an individual A/C, joint A/c or minor A/C. It is an account where client can deposit his or her money having an interest from the bank on minimum rate of interest of per month transaction Like-6 to 8.5%. That's why who wants to deposit rather than withdrawal choose such type of A/C. There are 25 leaves in a cheque book

Rules and Regulations:

- The manager's permission is mandatory to open any account.
- Savings account can either be opened individual or jointly.
- Interest rate in Savings Deposit in City Bank is 6 to 8.5% and is counted on monthly basis.
- But no SD holder can draw more than 25% of his balance in a week neither s/he can encash more twice in a week. If he does so, he will be deprived of interest in that given week.
- The initial minimum deposit for this account in this bank is TK.500 in urban areas and for the rural areas it is TK.100.
- IC (Incidental Charge) of TK.50 will be deducted from the account if the minimum balance of the account goes below TK.1000.

Types of General Savings Account

High value savings account

High value savings account is a unique kind of savings account which calculates interest on daily balance and pays interest every month. It is a major departure from the conventional savings account available in the market. All such accounts calculate interest on the average or lowest balance of the month while high value savings account does on daily product basis. Not only that while those conventional savings accounts pay interest only twice a year in June and December – high value savings account pays it to you every month.

Basic savings Account

Basic savings account is a deposit account for small/marginal/landless/natural disaster affected farmers and micro / small traders who might need re financing facility in future. A testimonial from local ward counselor / union council chairmen /union council member/ head master of a local school / principal of a local college is required starting the occupation of the applicant. There is no maintenance fee.

2.22.2Current account

Any legal Businessman or Company can open this A/C. client can demand and withdrawal all of the money without giving any notice to the Bank. That's cheques leaves are 25,50 or 100 in number

- Current account can be opened individually, proprietorship, jointly, partnership, autonomous, govt., club etc.
- No interest rate is offered in this case neither here is any bar regarding minimum balance or weekly cash withdrawals.
- The initial minimum deposit for this account in this bank is TK. 1000.
- No IC (incidental Charge) is deducted in this regard.

Types of CD Account:

- . 1. Individual Account
- 2 Proprietorship A/C
- 3.Partnership A/C
- . 4. Limited Company A/C

Individual account:

- The applicant must find out an introducer who has a SD or CD account in the specific branch of the bank. The introducer must have satisfactory transaction as well as healthy account balance.

- The applicant must fill up the Account Opening Application Form properly. The introducer must introduce him by signing his/her name and mentioning his/her account number.
- He/she must also put his name and signature in the Specimen Signature Card (SS card) and must fill up the cheque book requisition form.
- The applicant must submit two passport size photographs, which will have to be attested by he/she introducer in backside. And also submit one copy photograph of nominee.
- The applicant must submit Citizenship Certificate/attested copy of passport/driving license/voter ID/utility Bill.
- He must deposit money over the cash counter and then he will be provided with an account number and cheque book.

Joint Account:

Rules and regulations & Account Opening Steps:

The same above-mentioned rules and regulations & steps are applicable in case of a joint MSD account. In addition, following are the prerequisites of opening a joint account:

- All applicants' name must be mentioned as account title.
- All applicants name, occupation, present & permanent address must be written in the form.
- Name of the person who will operate the account must be mentioned as special instruction in the application form & SS card.
- Nomination is mandatory.
- Permission and signature of all applicants' must be done in front of the account opening officer.
- All major decisions (nomination, closure etc) must be taken by all account holders.

Proprietorship Account

When a proprietor opens an account on behalf of his/her firm. She/he may mandate some other employees to operate that A/C without his/her presence.

Account Opening Steps:

The applicant must submit the following documents other than the mentioned procedures:

- Properly filled up full set of account opening form
- 2 copy passport size photo of proprietor attested by introducer
- 1 copy passport size photo of Nominee attested by proprietor
- Valid Trade License
- Passport/NID/Birth Certificate of proprietor
- In case of Birth Certificate addition photo identity documents (i.e. driving license, employee
- Photo ID & any other photo ID issued by Government owned organization.

Partnership Account

According to Section 4 of the Partnership Act 1932, Partnership is defined as-“The relational between Persons who have agreed to share the profit of the business carried on by all or by any of acting for all.”

Account Opening Steps:

- Properly filled up full set of account opening form
- 2 copy passport size photo of all partners(owner of 20% or more share of the organization) & Signatory (other than partner) attested by introducer
- Valid Trade License
- Certified true copy of partnership deed(if registered)/Notarized copy of partnership deed(if not registered)
- . Certificate of Registration (if registered)
- . TIN certificate in the name of organization.
- . Letter of account opening & operation mode
- Passport/NID/Birth Certificate of all partners(owner of 20% or more share of the organization) & Signatory(other than part.

2.23 Term of Deposit Account:

General DPS Account:

General DPS account is an exceptional DPS product that is distinctly more Attractive than the prevalent DPS products in the market. Customer receive a weightly sum at the end of the term against their monthly deposit of small installments. It's a perfect way to secure financial future no initial deposit is required. The monthly install deposit ranges from tk 500 to tk 50,000 and from Tk 500 to tk 50,000. Its interest rate is 7.25% customer can choose installment date and get loan facility on deposited amount

Fixed Deposit Receipt (FDR):

In this types of deposit, a large amount of money is deposited in the bank for comparatively higher rate of interest (simple, not communed but calculated annually) is offered to the depositor for the period of 3 months,, 6 month, 1year with the condition that s/he can withdraw the amount before maturity but can draw the profit on a monthly basis.

Maturity & Profit

Particulars	Rate of profit
1 month	10%
1 to 3 month	11%
3 to 6 month	11.25%
6 to 12 month (1 year)	12%

2.24 Bills &Clearing Department:

Clearing stand for mutual settlement of claims made in among member banks at an agreed time place in respect of instruments drawn of each other: Clearing House is an arrangement under which member banks agree to meet, through their representatives, an appointed time and place to deliver instruments drawn on the other and in exchange to receive instruments drawn of them.

Types of Clearing

1 Inward Clearing

2.Outward Clearing.

Inward Clearing

Clearing returns (inward) consists of those instruments which were presented by us to other banks for payment but have been returned and unpaid by them due to specified reason through the clearing house.

When instruments are sent to the bank via clearing house it entered into the clearing in register the officer checks the instruments thoroughly before it sent to the computer section for posting. If any kind of error is found in any instrument it is dishonored and sent back with appropriate reason for doing so. Instruments are also dishonored for insufficiency of funds. This information is then sent back to the clearing house for taking appropriate action

- The instruments drawn on D.D. Bank are received from other banks in the clearing house
- The amount and numbers of instruments received are entered in the house from the main schedule of respective banks
- The instruments with schedules are arranged branch wise
- The instruments sent to branches concerned for clearance and IBCA 's are collected from them for honored cheque
- The instruments are sent to the respective departments and the schedules are filled

Outward clearing:

When a particular branch receives instruments drawn on other bank within the clearing zone and sends those instruments for collection through the clearing arrangement is considered as Outward Clearing for that particular branch.

2.25 Remittance:

If a bank needs to transfer its funds or money to anywhere within the country, it can do it through the remittance section of the bank. The remittance section of general banking deals with only local remittances. During my internship, I have observed in my branch that it deals with three types of local remittances. These are:

- 1) Demand draft
- 2) Pay Order

Demand Draft :

This is an order to pay money drawn by one office of a bank upon another office of the same bank for a sum of money in any place. Which is outside of the clearing house area of issuing branch. It is a negotiable instrument. It can be crossed or not, for payment of DD bank checks the test code first mentioned on the draft. If test code agrees then the bank makes payment. This issuing bank sends an advice about the DD to the paying branch for further confirmation. Demand draft is an instrument containing an order by the issuing branch upon another branch known as Drawee branch to pay certain sum of money to the payee or to his/her order on demand.

Pay order

It is like cash but not exactly cash. It is an instrument which is issue from a certain branch of a bank and must be Encashed from the same branch. Unlike cheque there is no possibility of dishonoring pay order because before issuing bank pay order bank takes out money of the pay order in advance. It is not a negotiable instrument because it can not be endorsed or crossed.

Payment order gives payee the right to claim payment from the issuing branch. In other words it is an undertaking by the issuing bank to pay a certain sum of money to the payee or to order on demand.

2.26 Types of Loan:

Auto Loan:

City drive is a tailor made auto loan from city bank for individuals. A person must be between the age of 22 to 60 if she/he wants that service. The person must have 1 year of job Experience with the 6 months with the current employer in case of salaried income and in the case of business the person must have 1 year of experience and his monthly income must be TK 30000 above.

Document needed for city drive:

- Passport or Voter identity or driver license or employee id or nationality or ward commissioners certificate with photo attachment
- Recent color photograph and business card
- Copy of TIN Certificate

- Letter of introduction (in case of salaried executive) as per our format or pay slip if it covers the major information of LOI
- Trade license /moa for businessperson and bank statement for last 6 months
- Rent or lease agreement of house / property (if applicable)

Eligibility of guarantor

- Spouse or blood relatives (parents, siblings)
- Any salaried executive deemed acceptable to CBL or
- Professionals (Doctors Chartered Accountants and Engineers)
- Reputed businessmen acceptable CBL
- A guarantor can provide a personal guarantee not exceeding the maximum exposure of the product ceiling and creditability
- CBL staff cannot give guarantee against any retail loan

Required guarantors documents

- TIN certificate , home and office address
- Photograph NID & Signature
- Information about monthly income
- Mobile number and business card

Features

- Loan amount ranging from TK 300000 to Tk 2000000
- Car financing up to 30% of reconditioned or new vehicle price
- Loan tenor 12 to 60 months
- No hidden charge
- Competitive interest rate

Personal loan:

City bank gives personal loan to solve all problems and to fulfill all dreams. A person must be between the age of 22 to 60 if she / he wants that service. The person must have minimum 6 months with current employer for salaried executives and for businessperson and self employed2

years of experience needed. A person must have minimum monthly income for salaried executive TK 15000 and for self employed and business person TK 30000

Document needed for city solution

- Passport or Voter identity or driver license or employee id or nationality or ward commissioners certificate with photo attachment
- Recent color photograph and business card
- Copy of TIN Certificate
- Bank statement for last 6 months
- Letter of introduction (in case of salaried executive) as per our format or pay slip if it covers the major information of LOI
- Trade license /moa for businessperson
- Copy of house ownership and rent agreement for landlord and landlady

Eligibility of guarantor

- Any salaried executive deemed acceptable to CBL or
- Professionals (Doctors Chartered Accountants and Engineers)
- Reputed businessmen deemed acceptable to CBL
- A guarantor can provide a personal guarantee not exceeding the maximum exposure of the product ceiling and creditability
- CBL staff cannot give guarantee against city solution

Required guarantors documents:

- TIN certificate , home and office address
- Photograph , NID & Signature
- Information about monthly income Mobile number and business card

Features

- Loan amount ranging from TK 50,000 to 10,00,000
- Loan tenor 12 to 60 months
- No guarantor required for the loan amount up to TK 3 lac

- No hidden charges
- Competitive interest rate
- Processing fee 1.5%

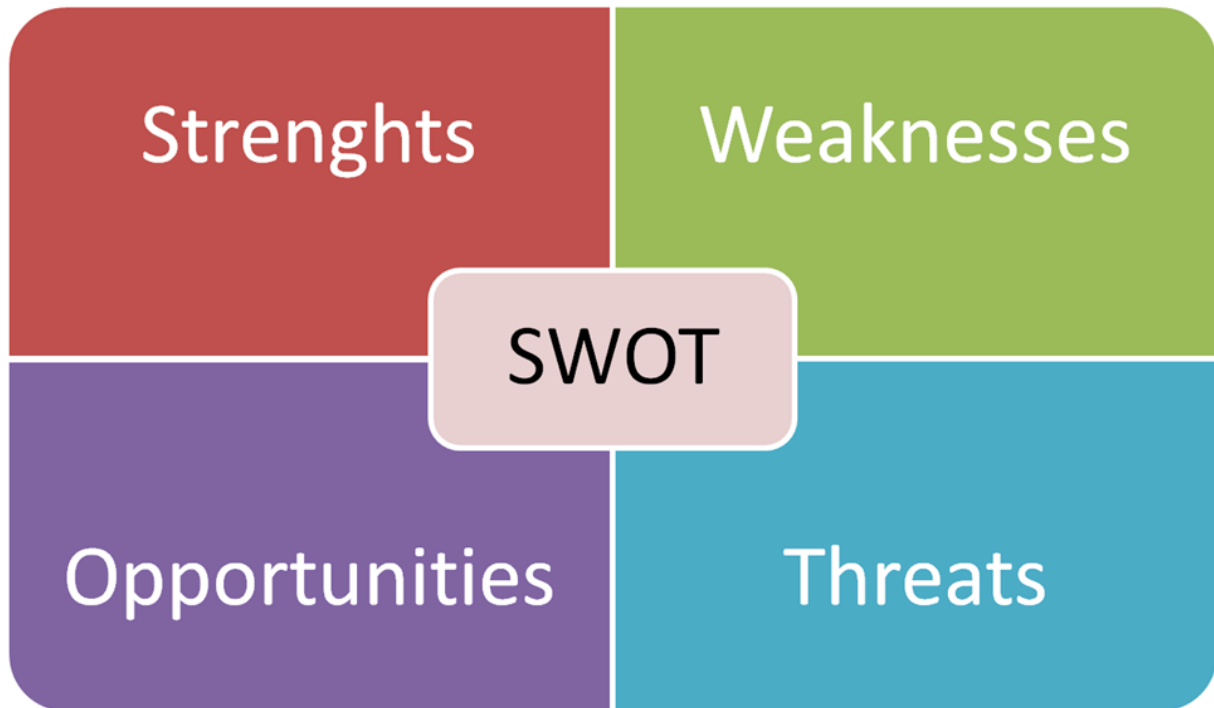
Home loan:

Customer can take home loan. The loan amount ranging from BDT 5 lac to BDT 1.2 Crore. Repayment tenor is 1 year to 25 years and maximum 5 phase disbursement is allowed. Financing up to 70% of property value and there is early statement facility. Customer can take loan against property. There is no hidden cost.

Eligibility:

Customer age should be between 22 years to 65 years . For salaried executive minimum 2 years of experience including 6 months with current employer is needed for professionals 2 years of experience of practices needed and for businessmen minimum 3 years of involvement in the business is needed. For salaried executive / professional income criteria is minimum 40000 and for A/c paid salaried minimum TK 35000 is needed.

2.27 SWOT Analysis



Internet-Marketing-Management.com

SWOT analysis is the detailed study of an organization disclosure and dynamic in aspects of its strength weakness opportunity and threat. This facilities the organization to make their subsist line of representation and also anticipate the future to improve their performance in balanace to their competitors as though this instrument, an organization can also study its current position it can also be envisage as an important instrument for making changes in the strategic management of the organization.

Strengths

The City Bank Limited gives its excellent and coherent quality in every service. It is of highest precedence that customer is fully satisfied.

- City Bank Limited has already earn a high growth rate accompanied by engrossing profit growth rate in 2007. The number of deposits and the loans and advance are also increasing speedily.

- City Bank Limited's culture was interactive. The working environment is very favorable and informal and there are no secret limit while communicate among the superior and the employee.
- City Bank Limited has the fame of being the give of good quality services to its , dynamic .
- The City Bank Limited describe its strength from the accommodation and dynamism. It has fast adapted to world class standard in terms banking services. NBL has also adapted state of the art technology to joint with world for better communication to fuse facilities.
- The City Bank Limited also provides power card service facility. First year Bank is not charge any service charge for the power card.

Besides these the following elements are take into account as the strengths of The City Bank limited:

- Permanent source of fund
- Low cost of deposit
- Wide branch network
- Visionary top management
- Diversified product line
- Satisfactory IT infrastructure
- Surplus cushion against loan loss

Weaknesses

- The principal serious thing is that the bank has no clear mission statement and strategic plan. The banks not have any long term strategies of whether it wants to focus on retail banking. The way of the future should be ordain now with a strong possible strategic plan.
- Some of the job in City Bank Limited has no growth or progress way. So absence of motivation exists in persons intromission those positions. This is a weakness of City Bank Limited that it is having a group of displeased employee. In terms of promotional sector City Bank Limited has to more accent on that they have to follow incursive marketing campaign.

Opportunities

- In order to minimize the business risk City Bank Limited has to enlarge their business portfolio. The management can consider options of beginning merchant banking or diversify into fraud and insurance sector.

- The activity in the secondary financial market has immediate influence on the primary financial market. Banks lead in the primary financial market. Investment in the secondary market governs the national economic activity. Action in the national economy rule the business of the bank.
- Opportunity in retail banking keep in the fact that countries increased population is rapidly learning to take up consumer finance. The size of our population is middle less. Different types of retail lending products have great request to this class. So wide type of retail lending products has a very massive and freely pregnable in market
- A massive number of private banks coming into the market in the current time in this competitive environment City Bank Limited (CBL) must enlarge its product line to improved its continue competitive advantage. In that product rank they can introduce credit card and debit card system for their dynamic customer.

Threats

- All continue multinational banks and upcoming foreign private bank posse's huge threats to City Bank Limited. If that happens the severity of competition will increase further and banks will have to develop. Strategies to stand against an on put away of foreign banks
- The default risks of all terms of loan have to be minimizing in order to continue in the financial market because default risk commands the organization towards to bankrupt. City Bank Limited has to stay cautious about this problem so that proactive strategies are taken to minimize this problem if not dismissal.
- The low reparation package of the employee from mid level to lower level position threats the employee inspiration. As a result, good quality employees leave the organization and its yielding the organization as a whole.

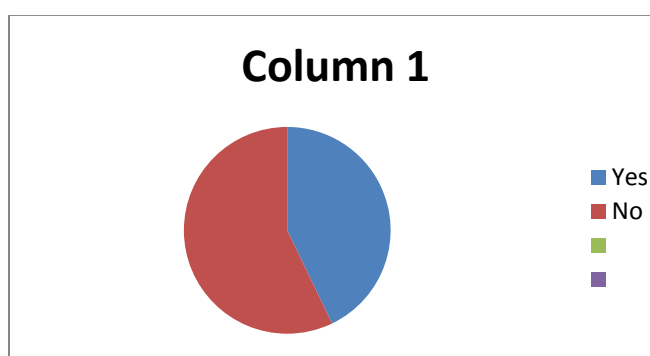
Chapter Three

Analysis and Findings

3.1 Analysis

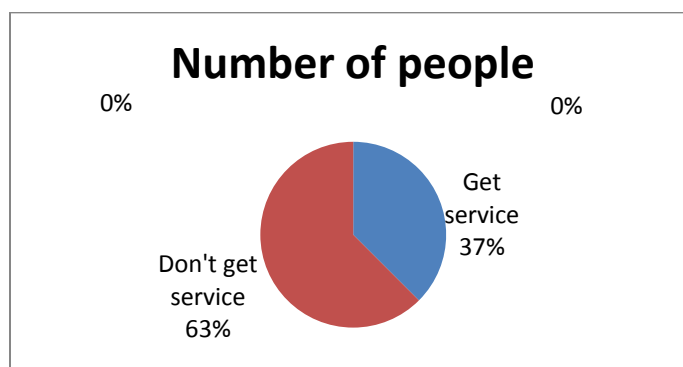
Question#1 Did our officer serve you as you expected?

Opinion	Number of People
Yes	15
No	25
Total	40



Total sample size was 40. According this survey 15 people agree that officer serve them as they expected and 25 people disagreed that they don't get proper service from officer as they expected.

Expectation:

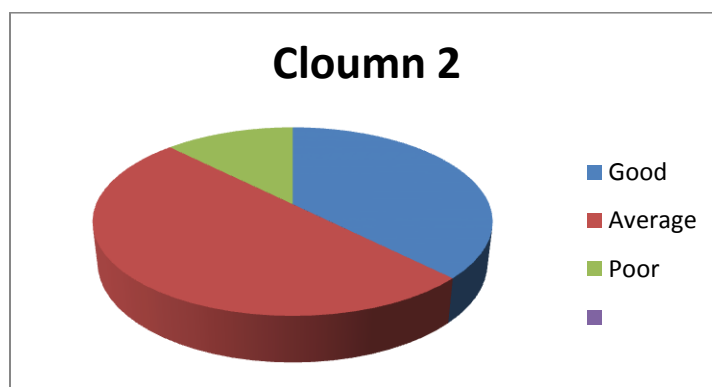


Total sample was 40. Only 15 are satisfied with service but another 25 are dissatisfied with their service. That 25 people want proper service from the bank. They said that CBL's most of the cash counters provide slow service that's why cash counter should be increased with

additional manpower. Survey shows that 63% people get expected service from the officers and 37% people don't get expected service from the officers. So city bank should work on that 37% people and find out way to solve this problem.

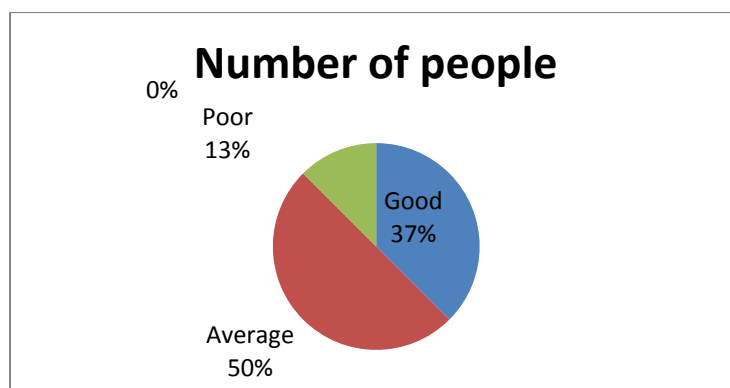
Question#2 How would you rate the overall service of the branch?

Opinion	Number of People
Good	15
Average	20
Poor	5
Total	40



Total sample size was 40. According this survey 15 people agreed that service was good, 20 people thought service was average and 5 people were dissatisfied with the service.

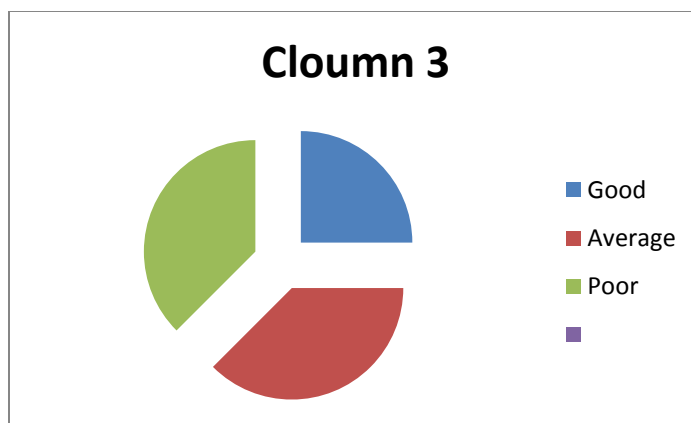
Expectation:



Total sample was 40. 15 people satisfied about overall service, 20 people are not totally satisfied and 5 people total dissatisfied about their overall branch service. Bank should improve their service against their lacking. Employee should be fast when they provide service. 37% people totally satisfied with their service rest of 50% people said they are moderately satisfied and 13% people totally dissatisfied. Some time bank should listen of customer's opinion, if bank give priority of opinion then ' perception will be positive toward bank. Bank should work on these dissatisfied .

Question#3 What do you think about the timeline of receiving the desired service?

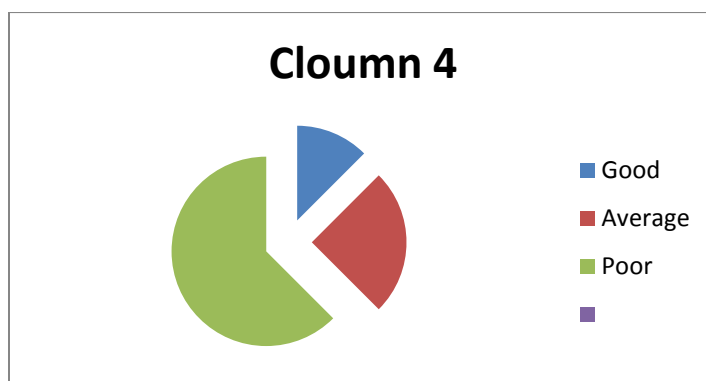
Opinion	Number of people
Good	10
Average	15
Poor	15
Total	40



Total sample size 40. According this survey 10 people agreed with that they get proper service and satisfied with that, 15 people are not fully satisfied and 15 people are totally dissatisfied about their service.

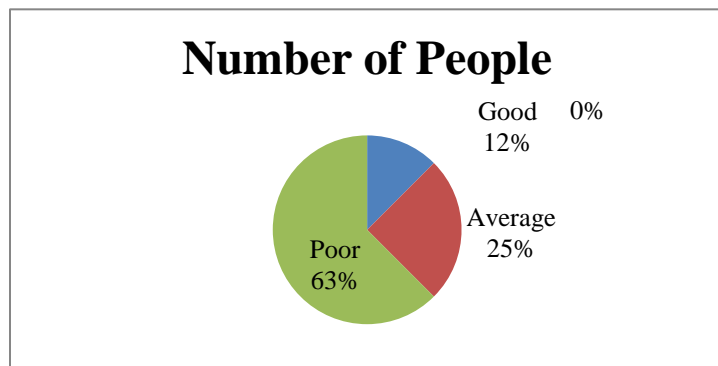
Question#4 How would you rate the premises of this branch?

Opinion	Number of people
Good	5
Average	10
Poor	25
Total	40



Total sample size 40. According this survey only 5 people like branch environment, 10 people think average about branch environment and majority of the said (62.5 %) Bank should improve branch environment.

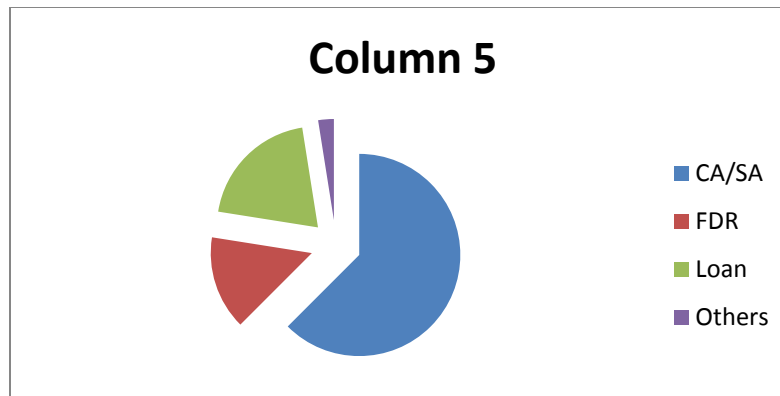
Expectation:



Total sample was 40. 63% customers said their branch environment was not good. They want branch environment should be good. Full branch should be clean, should be enough places for sit, should be organized all departments. They want friendly, clean, noise free, organize environment in a branch.

Question#5 what is the best thing you like about our product/feature?

Opinion	Number of People
CA/SA	25
FDR	6
Loan	8
Others	1
Total	40



Total sample size 40. According this survey 25 people most liked current account/savings account, because of low rate most of the people didn't show interest about FDR , few people liked loan and 1 people liked others like as card.

3.2 Findings

After analyzing the perception of CBL customers regarding the performance of the Bank, the following findings are predominant.

- B.B. Avenue branch's cash department gives slow service that complains customer.
- So many customers already closed their account due to this slow service by the Bank.
- Shortage of workforce in the cash department.
- The market policy is not definite that's why CBL is not getting new customers
- When City Bank Limited promises to commit something in a particular time, they do so.
- City Bank Limited gives priority to and tries to solve their problem if customers complain about any issue.
- When the bank provides service to, they keep information about all transaction. Customers feel safe when they transfer money through City Bank Limited because they follow many rules.
- The employees of City Bank Limited have enough knowledge to answer customers' questions about any topic bank related.
- City Bank Limited gives individual attention toward to understanding proper customers' needs.

Chapter Four

Conclusion and Recommendations

4.1 Conclusion

In banking service especially the private banks are doing great business. It is clear that modern people are more worried about securing their valuable asset. For this reason, lots of new commercial bank has been set up in the last few years, and these banks have made this banking sector very competitive. Now banks have to establish their operation and start their services according to the need of the market. Nowadays banks do not depend on the traditional method of the banking system. The critical task for banks to survive in this corporate environment and expertly manage their assets and liabilities. City Bank is one of the committed banks in Bangladesh. Everyday city bank attempts to increase their products and services although CBL provides a wide range of product of services to their customers. City bank is contributing to the economy of Bangladesh. City bank offers a different type of loan for customers. CBL also gives a credit card facility, ATM card facility for customers. For better growth and strong economic position, CBL should focus on their customers' expectation correctly.

4.2 Recommendations

City bank should take actions for increasing employees' satisfaction level. If employees are satisfied, then employees do work, and management can expect good output from the employee.

1. Afterward advertising in media, the branch can place few terms for personal selling. Staffs or officers can be farmed or internal teams can be conducted for this.
2. Accurate and adequate training is necessary for every staff to work with full ability in the best way. So training should be conducted for all teams of B.B. Avenue Branch of The City Bank Ltd.
3. An accurate rule is the pre-consideration for good collection. So monitoring unit is necessary to be workable enough to collect more deposit.
4. Staffs of required branches being cordial sufficient in their jobs. This will help in banking progress.
5. The brochures of the products and services of the branch can be posted through the welcome letters along with the situation of the by courier.
6. An interpersonal relationship requires to be made between employees and superiors.
7. Developed customer service and so get a favorable operational result.
8. The City Bank Ltd should naturalize online loan application offer and personal credit procedure.
9. Rise the ATM booth over the country as soon as possible. A number of booths should be developed to fill up customer demand as we know that at present it has only for booth throughout the country. So it should be receivable to the customers.
10. An independent market observation can be accomplished in every two years to know about the thriving industry/business tendency of the country.
11. City Bank should combine the knowledge of old employees with the creativity of newly recruited staffs.
- 12 For satisfy, city bank should understand need then work according to their need.
13. Most of the employees are run to one seat only, with the result that they become expert of one particular work side and lose their control on other banking operation. In my opinion, sometimes each employee should exchange their work so that they know others work.

14. TV ads should be telecast to touch a broader line of promotion. The ads should capitalize on making a healthy relationship and quality service of the bank rather than an element of products.
15. The bank should award more facilities to the precedence such as travel facilities, medical facilities, send flowers and cakes to customer's birthday, anniversary or any other occasions.

Appendix

1. Did Our officer serve you as you expected?

- Yes
- No

2. How would you rate the overall service of this branch?

- Good
- Average
- Poor

3. What do you think about the timeliness of receiving the desired service?

- Good
- Average
- Poor

4. How would you rate the premises of this branch?

- Good
- Average
- Poor

5. What is the best thing you like about our product/ feature?

- CA/SA
- FDR
- Loan
- AMEX
- Others

CITY BRANCH BANKING SURVEY



Branch Name: Date:
Customer's Name: Contact No.:

Respondent Type

- ☐ Customer
☐ Non-Customer

Service Area

- ☐ Cash Area / Teller Service
☐ Customer Service / Query
☐ Relationship Manager

Please Tick (✓) your answers

- 1 Did Our officer serve you as you expected?
☐ Yes ☐ No
- 2 How would you rate the overall service of this Branch?
☐ Good ☐ Average ☐ Poor
- 3 What do you think about the timeliness of receiving the desired service?
☐ Good ☐ Average ☐ Poor
- 4 How would you rate the premises of this Branch?
☐ Good ☐ Average ☐ Poor
- 5 What is the best thing you like about our product / feature?
☐ CA/SA ☐ FDR ☐ Loan ☐ AMEX
☐ Others:

Your additional comments / suggestions:

.....
.....

Signature

Bibliography/ References:

- City Bank Limited Annual report (2016-2017)

Website-

- The City Bank- Wikipedia
- <https://www.thecitybank.com/contact.php>