

Internship Report on

**Service Processing and Range of Services in a Commercial Bank:**

**A Case Study on City Bank Limited**

**Submitted to**

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BBA Program

School of Business and Economics

United International University

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# Letter of Transmittal

19th October, 2018

To

Muhammad Hasan Al-Mamun

Assistant Professor

United International University

Sir,

I am pleased to submit the Internship Report as a partial fulfillment of BBA program. I give best effort to present this internship report on **Service Processing and Range of Services in a Commercial Bank: A Case Study on City Bank Limited.**

Conforming to your guideline. I attempted my best to work earnestly to cover all viewpoints in regards to the issue. Viable introduction is exceptionally fundamental for introduction with this present reality working field. I have taken in a sound information and comprehend on the fundamental task of the bank. Through I confronted a few restrictions to set up the report because of lack of composed information, time confinement and little learning about keeping money segment, I have altogether delighted in setting up this temporary position report which has contributed fundamentally to my comprehension on the basics and significance down to my learning.

In any case, if any need any proposals, headings or suggestions for assist change of the report.

I will be committing to give advance clarification.

Obedient

Sabrina Islam

Id-111 141 442

BBA Program

School of Business and Economics

United International University

# Acknowledgement

I would like to express my sincere gratitude and appreciation to my instructor, Mr. Muhammad Hasan Al-Mamun.It would not have been feasible for me to finish this report without his assistance, exhortation andgeneral supervision. His supervision all through the season of this internship periodhave been mostinspiring for me. I am also indebtedto MD.Ibrahim Khalil (Branch manager), Mrs.NustarParvinRani ( Associate Customer servicemanager) Mrs. MahfuzaParveen (SEO and Customer Service Manager). Mrs. ShahjadiSharnaSharmin (Customer Service Manager). Abdullah-Al Mamun (Senior Relationship manager). Mrs. AklimaParveen. (Associate relationship manager).

Without them it could not possible for me to match with that new work environment.

# Executive Summary

Internship program is one of the requirements for the students who are going to be graduated from theBBA program of United International University, I got the opportunity to do my internship froma host organization named ‘The City Bank Limited.City bank limited has its prosperous past, glorious present, prospective future.The timing of my internship period was three months. In the internship period I learned about the various services provided by the bank and the corporate culture of that organization. I have required by my supervisor to make a report on:**Service Processing and Range of Services in a Commercial Bank: A Case Study on City Bank Limited.** So during this time I learnedthat how to run an office. So at first we all know that Bangladesh bank is a central bank controlling all other banks currently operating in Bangladesh. Banking sector is a significant part of financial sector that includes 6 state-owned commercial banks, 39 domestic private commercial banks, 2 government-owned specialized banks, 9 foreign commercial banks. Banks have some rules and some code of ethics that they have to follow in their pursuit of profits. City bank has a very wide range of services which are given to the customers that are opening account that are savings, current , deposit etc. then also debit or credit card, telephone banking, SME banking, mobile banking, loan, cash transaction etc. City bank is one of the oldest commercial bank it was established 27 March 1983. Its currently has 311 ATM booths. Present Chairman of this bank is MohammadShoeb . In their 25th anniversary 2008 they changed their logo and image. This bank has well-established vision, mission and objectives. They have 5 values. They follow hierarchical organizational design, which means their decisions are taken by Chairman, Vice chairman. Board of Director etc. then these orders have to be followed by others. Basically they set a target that has to be fulfilled by others. They give services to the customers that are opening account, like savings, current deposit , FDR, Monthly deposit scheme etc. They give loans to the customers that are auto loan , personal loan home loan etc. Debit or credit card are another important services by the bank. SME loan is another type of service the organization is currently focusing on. Some customers like to follow Islamic shariah rules for them they give services which called Manarahaccount in this services customers account are opening by following Islamic rules that called AL- wadiah. Through City touch they give online services for the customers and customers have to use their apps by that they can check their current account, savings account etc.

So as an intern I found that in branch they mainly operate throughvarious sections.Each of these sections headed by**customer service manager** mainly open accounts, FDR, Monthly deposit scheme, pay order, Cheque issue etc. But I noticed in this bank they required many documents and sometimes customer feel annoyed for these requirements. In card section they give debit or credit card. Another one is loan they want to give loan as much as they can, and last is cash transaction section here customer come for borrowing cash or to deposit cash. And at last I suggest some suggestions for this bank that are they can open account with the minimum possible information mandated by the prevailing laws.I also recommend a re-evaluation of the servicescape of the bank along the necessary tangibles for the purpose of communication and aiding the service performance.

**Key Word:** Service Processing, Commercial Banks

# **Introduction:**

Internship program is one of the stipend part for the students who are going to be graduated from the BBA program of United International University, I got the opportunity to do my internship from a host organization named ‘The City Bank Limited. The timing of my internship period was three months. In the internship day I learned how to do or corporate organization works with the internal supervisor. During this time, I learned how to corporate organization works with the help of the internal supervisor. I have required by my supervisor to make a report on: **Service Processing and Range of Services in a Commercial Bank: A Case Study on City Bank Limited.** I learned how the bank run its activities I have also learned

how to write report in proper manner and it’s a great deal to relate theoretical with practical

situations as a huge things of it.

Generally Due to globalization and augmentation of overall business, Marketing is a system of bank organization to achieve their maximum satisfaction of the need of capital as well as other product and services of the bank one or more groups of targeted customers. First marketing is involved with their product and services. Secondly marketing is involved with detail marketing plan which is compromised of situation analysis , marketing objectives , segmentation , targeting, positioning and marketing mix. As BBA understudy I learned that marketing main objective is making profit by selling their product and services through segmenting, targeting and positioning. United International University has endeavored the passage level position getting ready program for its BBA understudies. As a fragmentary and central need of the BBA, on expert's rule I have picked the City Bank Limited, one of the prominent dealing with record associations of Bangladesh to increase some practical inclusion in that how they execute marketing plan in their organization and achieve their target. Manager can provide better resolution about product and services through marketing activities by gathering information , researching customer demand, competitors, learning products etc. that will help manager to find out that which product they should launch in their bank. It would not be weird to indicate here that over the traverse of the program I had worked with relationship manager, customer service manager, in card division in a very short period . So Before embarking to the essential

report, I should need to indicate that it was unfeasible for me to cover the entire activity of the 35

years old marketing strategy in the given limited time.

## Topic in Hand:

General Banking department is directly related with customer service centre, it gives customer services by opening new account , honor cheque, takes deposits, bank draft, pay order , FDR, etc.

### Bank Account:

A bank account is a financial account that is created and maintained by bank. There are many type of account deposit account saving account current account etc. Customer open accounts with the purpose of holding credit account that is deposit, whereas holding credit balance is loan accounts and there are some accounts that is classify by the variety that is savings accounts.

Types of accounts:

* Deposit
* Current
* Savings
* Loan
* Joint
* Others

### Debit Card:

A debit card is a plastic card that can be used when purchasing instead of cash.

Types of debit card:

* American express
* Discover Card
* Master card
* Visa

There are 2 system one is online debit system another one I offline debit system.

### Safe deposit Locker:

Safe deposit locker often called safe deposit box. It is used personally for secured container. It mainly use for valuable possessions such as gemstones, money, precious metals, currency etc.

### Payments/Transfer orders:

Payment involves with money, cheque, Debit card or credit card, bank transfer. There are two types one is payer another one is payee. Payee is who receive money and payer is who give money.

### Telephone Banking:

Telephone Banking is banking which is over the phone. Customer can do financial transfer over the phone its not needed cash or document. And also for this customer don’t have to go branch or ATM booth. Customer can transfer electronic bill payment and fund transfer to customers with another accounts.

### SMS Banking:

SMS banking is kind of mobile banking. This facilities gives by some of bank. Bank gives message to the customers for doing transaction by SMS. There are two types one is push another one is pull. Push message is bank is given to the customer without customer interest or want but pull message is that bank is give to the customer which customer want to do SMS banking.

### Internet banking:

Internet banking is cognizant as online banking. It is an electronic payment system that helps customers of bank to doing financial transaction by the financial banking institutions.

### Mobile Banking:

Mobile Banking is a banking that gives by bank allows customer to conduct financial transaction by using mobile, tablet, smartphone etc.

### Personal Loan:

Here bank give personal loan to the customer .customer take this loan for their home repair, or special vacation, cover medical expense etc.

### Vehicle Loan:

Customer take loan from bank for their vehicle maybe they want to buy car, motorcycle, or other vehicle.

### Mortgage loan:

Mortgage loans that take by customer to buy real property to real estate , raise fund, or alternatively by remain property owners to raise funds for any purpose. Customer borrow it individually for their home , or for their own business premises, residential property let to tenants etc.

### Credit card :

Customer use credit card for payment . It helps customer to pay for goods and services. Credit card is the equivalent size like ATM cards and other payment cards such as debit card.

### Buy now Pay later:

Buy now pay Later means customer are able to pay in easy monthly installment at 0% interest with your commercial bank Credit card.

### Credit shield plus:

It is a extensive insurance package that also gives customer purchase and expanded warranty .

### Travel Insurance:

Bank offer many types of travel insurance to the customer. It can be one trip, or several trip on summer, or a number of trip over a course of a year etc.

### Visa Platinum Card:

Bank which provides visa platinum card may offer customer benefit and privileges with applicable term and conditions. It maks no warranty and guaranty.

### Visa Mastered card:

Mastered card is an international debit card. This card can be issued against customer foreign currency account like Resident Foreign Currency deposit account and many things.

### Call for cash:

Bank take loan from another bank if they have shortage of cash.

### Direct deposit :

It is an electronic payment from one account to another. Its like money moving from an employers bank account to employees bank account even though there are many ways to use direct deposit.

## Context of the study:

### City Bank History:

The City BankLimited establish in 28 March 1083. Its created new logo and

services 25th Anniversary in 2008. Its launched also American express credit card. It has 112 branches 310 ATMs 30CDMs as at 2018.

### Vision:

* To be the Financial Supermarket with a Winning Culture Offering Enjoyable Experiences

### 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.

## Objective of CBL :

Despite extreme competition among banks operating in Bangladesh, both local and international The City Bank Limited made a remarkable progress practically in every sphere of its functions. The active of the CBL are very implicit and vast comparing to that of other banks in the country today. The theme of the bank is “For Relationship Banking”. The prime objectives of the CBL are to create a strong capital base, to earn good profit and pay satisfactory dividend to honorable shareholders with proper social commitments. To achieve the objectives the management is continuously working for the improvement of bank’s assets quality by identifying potential depositors and good borrowers. Because it believes “The line of excellence never ends”. The strategic plans and business will be its strength in this very competitive environment.

# 

### Values:

The City bank believes that the vision and the mission can’t be achieved unless it defines the expected behavior of their employees. There come their **5**values, which are -

1. **We are ‘Result Driven’**: “We drive to meet or exceed ambitious performance objectives and quality standards, deliver business results and continuously find sustainable improvements in methods and process. We act in proactive way by taking action. We not only react to situations but also anticipate future opportunities or problems, and act upon them well in advance. We always come up with new idea to operate more efficiently.”
2. **We are ‘Engaged & Inspired’: “**We work collaboratively with others and demonstrate commitment to achieve the team’s objectives. We tend to convince others and accept feedback in order to get their commitment ideas, projects or actions. We are committed to developing individuals and making them believe in themselves, so that they constantly push their limits.”
3. **We are “Accountable & Transparent’:** “We tend to perform responsibly with a sense of ownership and hold ourselves accountable for the outcomes. We mobilize resources effectively to ensure that strong corporate performance is delivered. We, as accountable leaders, believe that our behavior and actions collectively will create positive impact on our customers, bottom line and future. We have full faith in the fact that an employee who is accountable to the company will produce more and better-quality work than an employee who is not.”
4. **We are ‘Courageous & Respectful’: “**We are confident in our capabilities and judgment and challenge the status quo in a device for improvement. We seek to encourage the climates of respect to ensure that all employees are treated equally and can share individual view. We act as a ‘leader not a boss by being open to self-criticism and being rational, impartial and compassionate at all times.”
5. **We are focused on ‘Customer Delight’: “**We desired to help and serve our customers in a way that best meets their expectations and actual needs. We are committed to provide high quality service to our customers for a long-lasing and mutually profitable relationship. ‘Customer’ can be any person or organization for whom the service is intended (external client, internal client, colleagues at all levels, supplier, regulators etc.)”

## City bank Product & Services:

### Transactional account

* Current Account
* General saving accounts
* Saving delight account
* High value saving account
* New born’s deposit accounts
* Senior saving accounts
* Student saving account
* School plan
* College plan
* RMG workers account
* Basic saving account

### Term deposit account

* General DPS account
* Insurance baked DPS account
* Fixed deposit account
* Monthly interest paying FD account
* Double money FD account

### Foreign Currency Account

* FCY account
* NFCD account
* RFCD account

### Rates and charges

* Schedule of charges
* Deposit rates

### Loan

* Auto Loan
* Personal Loan
* Secured Facilities
* Partial Secured Loan
* Home Loan

### Others

* City Foreign exchange
* Non Funded Business
* Medical File
* Student File
* Locker Services

### Card

* Debit card
* Visa Debit card
* MasterCard Debit card
* The Citymaxx American express card

### Credit card

* American Express card
* Visa Platinum card
* Visa Gold Local
* Visa Gold Dual
* Visa Classic Local
* Visa Classic Dual
* Credit Card Customer Service

### Prepaid Card

* Manarah Hajj Prepaid Card

### Cards Faq

### Americal Express T&C

### Treasury

* Overtime Deposits
* Term Deposits
* Foreign Exchange
* Local Currency Spot & forward
* Derivatives

### Wholesale Banking

* Working Capital finance
* Trade Finance
* Short/mid term finance
* Project Finance
* Islamic Finance
* Structured Finance
* Cash Management
* Investment Banking
* Rates & charges
* Schedule of Charges

### SME Banking

* City SME Unsecured Loan
* City SME secured loan
* City SME Women Entrepreneur Loan
* City Nobagata
* City Trinamul
* Agent Banking
* Supply Chain Finance

### Islamic Banking

* Manarah Current Account
* Manarah Savings Account
* Manarah Term Deposit
* Manarah Monthly Deposit Scheme
* Manarah Monthly benefit Scheme
* Manarah Hajj Deposit Scheme
* Manarah Personal Finance
* Manarah Auto Finance
* Manarah Home Finance
* IISR:Profit Sharing Mechanism
* Rates & Charges
* Schedule of Charges
* IB Investment rates
* IB Deposit Rates
* IB Historical Deposit Rates

### Priority Banking

* Citygem
* Exclusive Priority Banking Service

### Digital Banking

* Citytouch
* Digital Banking Service
* I-Banking

### American Express B2B Expense

### Management Solution

## Organizational Background and Industry Perspectives:

According to the Banking industry of Bangladesh “The gradual improvement in the overall policy environment has enabled Bangladesh to improve its economic performance in recent years. The financial system in Bangladesh is relatively small and less developed than in most countries in South and East Asia. The sector’s contribution to GDP has remained static at 1.5 percent during 1999-2000 periods. Commercial banks are at the heart of this financial sector by contributing 80% of the total. The depth of the financial system, as measured by the ratio of the broad money supply to GDP, has been growing slowly and was low at around 32% in 1999-2000”.

The City bank is a one of a private bank of Bangladesh. It is one of the banks in Bangladesh with a centralized infrastructure. The present CEO is Sohail RK Hossain. Its establish 1983 , 28 march. In 25th anniversary The City bank improvised its image and services.

## Organizational Background:

### Historical Background of The City Bank Limited:

**The City Bank** is one of the oldest private Commercial Banks operating in Bangladesh. It is a top bank among the oldest five Commercial Banks in the country which started their operations in 1983. 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 core worth of Capital, which now is a respectable Taka 2311.78 core as capital & reserve.

City Bank is among the very few local banks which do not follow the traditional, decentralized, geographically managed, branch based business or profit model. It is one of the few banks in Bangladesh with a centralized infrastructure. The bank manages its business and operation vertically from the head office through 5 distinct Units namely-

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

Under a real-time online banking platform, these 5 distinct Units are supported at the back by a robust service delivery or operations setup and also a smart IT Backbone. Such centralized business segment based business & operating model ensure specialized treatment and services to the bank's different customer segments.

The bank currently has total 120 branches which include 99 online branches, 1 full-fledged Islamic Banking branch, 1 SME service center and 11 SME/Agra branches spread across the length & breadth of the country. Besides these traditional delivery points, the bank is also very active in the alternative delivery area. It currently has 311 ATMs of its own; and ATM sharing arrangement with partner banks that has more than 1150 ATMs in place; SMS Banking; Internet Banking and so on. It already started its Customer Call Center operation.

City Bank is the first bank in Bangladesh to have issued Dual Currency Credit Card. The bank is a principal member of VISA international and it issues both Local Currency (Taka) & Foreign Currency (US Dollar) card limits in a single plastic. VISA Debit Card is another popular product which the bank is pushing hard in order to ease out the queues at the branch created by its astounding base of some 400,000 retail customers. The launch of VISA Prepaid Card for the travel sector is currently underway.

City Bank prides itself in offering a very personalized and friendly customer service. It has in place a customized service excellence model called GAP (Graceful-Appropriate-Pleasing) that focuses on ensuring happy customers through setting benchmarks for the bank’s employees’ attitude, behavior, readiness level, accuracy and timelines of service quality. The current senior management leaders of the bank consist of mostly people form the multinational banks with superior management skills and knowledge in their respective "specialized" areas. The newly launched logo and the pay-off line of the bank are just one initial step towards reaching that point.

The City Bank Limited was one of the 12 Banks of Bangladesh among the 500 Bank in Asia for its asset, deposit & profit as evaluated by “Asia Week” in the year 2000. Other than that, The City Bank Limited received the “Top Ten Company” award from the prime minister of the People’s Republic of Bangladesh.

Present Chairman of the bank: Mohammad Shoeb

Vice Chairperson: Tabassum Kaiser

Managing Director and [CEO](https://www.google.com/search?client=firefox-b&sa=X&biw=1366&bih=659&q=ncc+bank+limited+cfo&stick=H4sIAAAAAAAAAOPgE-LSz9U3KE7PKDAs0VLIKLfST87PyUlNLsnMz9PPL0pPzMusSgRxiq2S0_IBJ62rszAAAAA&ved=0ahUKEwjigcLQj9nVAhUGsY8KHby7CjMQ6BMIlAEoADAP):Sohail R.K. Hussain

But in 2008 In their 25th anniversary they change their service and logo.

### Vision:

* To be the Financial Supermarket with a Winning Culture Offering Enjoyable Experiences

### 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
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3. **We are “Accountable & Transparent’:** “We tend to perform responsibly with a sense of ownership and hold ourselves accountable for the outcomes. We mobilize resources effectively to ensure that strong corporate performance is delivered. We, as accountable leaders, believe that our behavior and actions collectively will create positive impact on our customers, bottom line and future. We have full faith in the fact that an employee who is accountable to the company will produce more and better-quality work than an employee who is not.”
4. **We are ‘Courageous & Respectful’: “**We are confident in our capabilities and judgment and challenge the status quo in a device for improvement. We seek to encourage the climates of respect to ensure that all employees are treated equally and can share individual view. W act as a ‘leader not a boss by being open to self-criticism and being rational, impartial and compassionate at all times.”
5. **We are focused on ‘Customer Delight’: “**We desired to help and serve our customers in a way that best meets their expectations and actual needs. We are committed to provide high quality service to our customers for a long-lasing and mutually profitable relationship. ‘Customer’ can be any person or organization for whom the service is intended (external client, internal client, colleagues at all levels, supplier, regulators etc.)”

## Organization structure of The City bank Limited

For discover and differentiate personnel The city bank ltd maintain organizational hierarchy which is varies upon on employee’s designation and work .

* **Organization Hierarchy of The City bank limited.**

### Services:

### Savings account:

Each and every person maintain his or her savings account with bank for their financial service or transactions. They give their service with their man power.

For opening this account customer must be,

* Age at least 18 years old
* Nationality , Bangladeshi

Its interest rate only 4 % . It has some facilities that are Cheque book facility, for safer locker, Debit card or Credit card, Citymaxx card for easy shopping, online banking service etc.

For account opening in city bank needed 4 form that are personal account opening form, individual opening form, individual KYC form, and atlast MID. Here also needed some customer documents NID for both who is going to opening form and who is going to be nominee. 2 passport size picture, service document.



### Current Account:

Customer use current account when they are going to opening account for their business or their organization related. For this account ,

* Customer need to be at least 18 years old
* Nationality, Bangladeshi.

It has also some features that are Cheque book facility, safer locker system, Debit card for easy cash withdrawal, City maxx for easy shopping etc.

To opening this account its needed five forms Non- Individual form, Individual form, Individual form KYC, MID, Nominee form.

Its needed some document of customer that are NID, Business Trade License, 2 copy passport size picture.



### Deposit account:

General deposit account is an unique DPS product that is more attractive Than the other DPS product in the market. For this account customer have to,

* At least 18 years old
* Nationality. Bangladeshi.

Here interest rate 3 years to 7 years 7.25 %. There are some features that are no initial deposit required, monthly deposit ranges 500 to 50,000. Flexibility for choosing installment date.



### Insurance Backed deposit account:

Financial security for your future generation. It is an exceptional deposit account that is for your children to safeguard their future from all uncertainty. As a guardian they can open this deposit account for their children by this time their children passed out their school and college. This is the cash for their children future higher education. This deposit 5 to 20 years 7% interest rate. There are some features that are monthly deposit amount 500 to 10,000. Loan facility, flexibility to choose installment date.



### Fixed Deposit Bank:

Fixed Deposit account is a long term investment and for which people who want to earn higher interest in their savings. Its interest rate is depend on its time and money for example 30, 45 or 91 days below 1 crore its interest rate is 6%. It has some features that are it can open for 1m , 3m, 6m, 1 year 2 year & 3 years. Loan facilities.



### Monthly Interest paying Fd account:

This deposit helps you for enjoy interest in every month in your fixed deposit account. You can enjoy it at any term of deposit account. It helps you to make a better decision in your financial health. Its interest rate depend on its time and money for example in 1 year below 1 crore its interest rate is 6.25%. its features is monthly return on investment, loan facilities.



### Double Money FD Account:

This account helps customer to double their money .This deposit account for which customer who want to earn higher money in a shortest period. Its interest rate is 7 year 7 months 9.25 % . It has some features that are deposit will be double after 9 years. Customer can open multiple account.



## Loan:

### Auto Loan:

In Bangladesh every person cannot afford their personal car for financial solvency. That’s why CITY BANK provide car loan to the people. City bank create some easy rules for their customers. They provide money to the people 3 laces to 40 laces taka which is up to 50% of the total vehicle money in brand new or recondition cars. City bank also has that facility, people can take 100%loan of their specific vehicle but condition is they have taken that loan against their cash security like FDR or Government Savings Bonds.

Customers have to pay their loan within 12 to 60 months. The interest of auto loan is tentative and also competitive. The interest rates depend on level of risk. They charge processing fee 1% of total loan amount and there will be no any hidden charge.

To take that loan there will be some requirements. Client age should be 22-60 years. If customer isa business man then he should be involved same business minimum 2 years and 1 year’s job experience if customer is a job holder. And also, customer have

minimum income in a month is 30,000 taka or 3,60,000 taka in a year.



### Home Loan:

City bank provides Home loan to make happen their customer’s own home dream. There are many banks in Bangladesh who provide home loan to the customers. City bank makes the whole process system very well and more flexible than any others bank in Bangladesh. City bank provides 5 laces to 1.2 corer taka home loan with the repayment facility of 1 year to 25 years which is very flexible than any other banks. City bank also allowed 5phase of disbursement facility. Generally, the interest rate of Home loan tentative and also very competitive. They try to make a good interest by understanding of level of risk. City bank provide financial help up to 70% of the property value with a comfortable repayment procedure. Clients also take-home loan against their existing property. City bank charges processing fee 1% of the total loan amount and there will beno any kind of hidden charge. To take that loan there are some requirements. Client’s age should be 22-65 years. If customers area job holder then he has the 2 years of job experience and if he is business person then he has to involve same business minimum 3 years. Client’s monthly income should be 40,000 taka or 4, 80,000 taka in a year.



### Personal Loan:

sometimes customers come to the bank for a small amount of money as loan only for personal purpose not for business/commercial or asset purpose. Sometimes they don’t have any asset or bank asset which they can mortgage. That’s why city bank provide personal loan to their customers by measure their needs. Consumer loan granted for personal (medical),family (education, vacation), or household (extension, repairs, purchase of air conditioner, computer, refrigerator, etc.)

By calculate the level of risk city bank provide 50,000 to 20, 00,000-taka personal loan to their clients. City bank has that much facility to repayment that loan minimum 1 year to maximum 5years with a flexible installment system. Different types of bank charges different types of in terestrate of their customers and it also depends on level of risk. so, the interest rate of personal loan in city bank is competitive and also tentative. They make that whole processing system very fast and professionally. That’s type of loan is different from any other loan because banks need much information to provide that loan. That’s why they charged 2% processing fee of the loan amount and also there will be no any kind of hidden charge. To provide personal loan clients need some important requirements. Generally, bank provides that loan against customer’s monthly or yearly income. If customer is an educative they he need to show 3 years educative experience and his monthly salary should not 15,000 taka which is accounts pay. If customer is a business person then he should 2 years involvement in same business and his monthly income should 35,000 taka.



### Practical secured Loan:

personal secured facility is totally different type of loan’s means clients have FDR in city bank or any other bank or financial institutions and he can take 2 different type of loan from city bank, OVERDRAFT which is 90% of the eligible securities **(secured loan** EMI loan which is up to 10,00,000 BDT **(unsecured loan)**City bank has that much facility to repayment that loan minimum 1 year to maximum 5 years with a flexible installment system. Different types of bank charges different types of interest rate of their customers and it also depends on level of risk. So, the interest rate of PSF in city bank is competitive and also tentative. That’s type of loan is different from any other loan because banks need much information to provide that loan. That’s why they charged 2% processing fee of the

loan amount and also there will be no any kind of hidden charge. To provide personal loan clients need some important requirements. Generally, bank provides that loan against customer’s monthly or yearly income. If customer is an educative they he need to show 3 years educative experience and his monthly salary should not 15,000 taka which is accounts pay. If customer is a businessperson then he should 2 years involvement in same business and his monthly income should30,000 taka.

* Secured Loan: Secured advance means is a completely secured advance office for any real reason. The security credit required CBL securities (FDR, Deposit conspire, WEDB). Bank would back against clients CBL FDR or distinctive banks/NBFIs securities. Secured Overdraft is a totally secured and turning office for any genuine reason. Bank would support against clients CBL FDR or other bank FDR/NBFIs securities. Secured Loan-Bullet Payment is a totally secured and settled term (quarterly interest Based) credit office for any bona fide reason. City bank gives least advance sum is 50,000 and most extreme the estimation of the securities. What's more, the advance reimbursement office is extremely adaptable which diverse frame work for various credits is.
* **Secured advance** – time term of reimbursement is 1 year to 5 years.
* **Secured overdraft** - time length is 1 year.
* **Secured Loan- Bullet Payment** – time duration is minimum 1 year to maximum 2 years.

That type of loan doesn’t have any kind hidden charge but there are different types of processing charge. Like up to 5, 00,000 the processing fee is 2,000 BDT. Above 5, 00,000-10, 00,000 BDT the processing fee is 3,000 taka and above 10, 00,000 the processing fee is 4,000 BDT. The minimum age limit to get this loan is 18 years. Any profession people can take that loan but his monthly income should be 15,000 BDT.

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### Debit Card:

Debit card is plastic card it is used for payment when customer purchase anything instead of cash, money comes from directly to their account. It has some features that are cash withdrawal from 500 to any amount ATM 24 hour open all over the world. Customer can inquiry their balance , PIN change etc.

If customer have any savings account in the city bank they can avail this card.

There are many cards **master card** that is international debit card from city bank. It is international dual currency debit card for this card customer have to earn minimum 10 lacs or they have to gain net income atleast 2 lacs and above. There are also a card that is **city maxx** debit card It is a exceptional card from customer savings account it will only give 5% cash back all over the year.



### Credit Card:

Credit card is a payment card that help to pay for what customer buying . Credit card is different from charge card and cash card. There are many cards that are **American express card** that gives customer exceptional benefit. **City visa Platinum card**it gives double benefit insurance. **Visa gold local**that card is only taka card that can use only in Bangladesh this card ranging from 50,000 to 5,00,000 its used by higher earning customer. **Visa local classic** this card only used in Bangladesh its ranging from 10,000 to 49,999.



* City SME women entrepreneur loan:

It is a loan facilities for women who run an enterprises like manufacturing, service , agriculture etc. Loan amount range is 1,00,000 to 50,00,000 this loan for soul proprietorship, partnership, business experience 2 year and age 21 to 60.



### Manarah account:

Manarah account is mainly for those customer who want to open their account as per Islamic Shariah and that type of account is operate under the principle of Al- wadiah. This account is suitable for any Bangladeshi citizen at 18 years old. It can open by only 10,000 taka.

In manarah section there are all type of account such as savings, current, term, deposit. Fixed deposit etc.



### CityTouch:

Citytouch service brings the simplest way to do banking . Customer can use it by their internet device. By online they can check their current , savings account , FDR loan etc. They can buy their air ticket, pay mobile bill etc by citytouch.



### Industry perspectives:

According to Ethical Banking: Bangladesh Perspectives.M. Kabir Hassan, Ph.D. MdGolzareNabiRafiunNabi“Bangladesh Bank, the central bank is at the top of the financial system in Bangladesh. The other members of the financial system comprise commercial banks, non-bank financial institutions, microfinance institutions, insurance companies, co-operative banks, credit rating companies, merchant banks, brokerage houses and stock exchanges (Bangladesh Bank, 2015a). However, the banking sector dominates heavily in the financial sector in Bangladesh which includes 6 state-owned commercial banks, 2 government-owned specialized development banks, 39 domestic private commercial banks, and 9 foreign commercial banks in FY16 . Domestic private commercial banks are the major players among all types of banks in Bangladesh. (Bangladesh Bank, 2016b). Banking business is regarded as the financial intermediary that mobilizes funds from savers to allocate the gathered funds as loans among deserving economic entities (Figure 1). Banks play crucial roles in the economy to keep its wheel moving forward by accelerating saving-investment process, smoothing payment system, promoting domestic and international trade and working as conduit for implementation of monetary policy. In a fact, banks are the backbone of modern economy; no modern economy can go even a day without bank. Without a well-functioning set of financial intermediaries, an economy cannot reach its full potential of resource utilization. We observe presence of banking since ancient times when banks as financial intermediaries took deposits from households having surplus funds and made loans to economic agents having interest to invest in productive projects. As time passes, the nature of jobs of banks and its operational procedures have also changed to cater the diversified demand of depositors and investors.” Banking industry should be ethical. Ehtical Banking can improve society and social responsibility. Our country is responsible for various things that finance, corporate social activities etc.

## “Functions of Conventional Commercial Banks:

* Smoothing Payments Services:The theories of financial intermediary reveal that banks emerge for lowering transaction costs. Banks play key role in smoothing payments services by carrying out payments for goods and services on behalf of their customers at lower cost. To perform such jobs, banks issue and clear checks, remit funds and provide ATM services for 24 hours in a day.
* Managing Risk:As theories of financial intermediary also find that commercial banks act as risk manager in investing savers‟ funds at lower cost compared to individuals can do following expertise and economies of scale. In this regard, banks monitor and control risks in managing deposits, loan portfolio and off-balance activities. The core risks include credit risks, liquidity risk, market risk, money laundering risk, technology risk, environmental risk and compliance risk. **Implementing monetary policy**: Banks serve as a conduit for implementing monetary policy in order to manage money supply and liquidity of the economy for attaining higher growth, price stability and employment generation.
* Playing guarantor role:Commercial bank issues letter of credit on behalf of its customers to facilitate foreign trade and finances foreign trade by accepting foreign bills of exchange.
* Performing agency services:Commercial banks perform various agency functions on behalf of customers which includes collecting and clearing cheque, dividends and interest warrant, making payment of rent, insurance premium, dealing in foreign exchange transactions, purchasing and selling securities, acting as trusty, attorney, correspondent and executor, accepting tax proceeds and tax returns etc.
* General services: The general functions performed by banks include providing safety locker facility to customers, issuing traveler‟scheque, acting as referees and accepting various utility bills for payment phone bills, gas bills, water bills, etc.” Commercial banks plays a very important role for financing, economics in our country. This banks wants to maximum profit for shareholders.
* “Remittance service:Commercial banks provide internal and external money transfer services. Banks play crucial roles in mobilizing foreign remittances that contribute a lot in building foreign exchanges reserves and ensuring BOP stabilization. In fine, major functions of bank includes intermediation, maturity transformation, credit allocation and facilitation of payment flows that affect the functioning of the entire economy by augmenting saving-investment process to keep the wheel of the economy moving forward.

## Maintaining trust with stakeholders

Banks offer deposit services among different types of customers including corporate entities. Deposit services provide both saving and safety facilities to customers. . Bank deposits are regarded as blood of banking system that is also the main source of financing economic activities of Bangladesh. Bangladesh Bank as the watchdog of banking system issued various guidelines for protection of public deposits. Deposit insurance scheme is also introduced in the interests of depositors. Banks offer loan services among different sectors such as agro loan, industrial loan, trade loan, working capital loan and consumer finance etc.

### Green Banking

Following immense importance of green financing, Bangladesh Bank, the Central Bank of Bangladesh, has introduced green banking activities in 2009 and issued guidelines on green banking in 2011. This type of initiative in Bangladesh has been first in South Asia. Green banking activities include financing green projects, using climate fund, turning bank branches online, enhancing CSR activities, promoting mobile banking etc. Provision of loans with financial concession for environment friendly products and projects has been adopted to promote green banking in Bangladesh.

* Online Banking and Energy Efficiency:55 banks out of 56 banks have online branches in FY16 whereas the number of banks was same in FY15. Online branches are 75.1 percent of total branches in FY16 which were 68.1 percent in FY15. Green banking policy has pursued the banks to establish branches powered by solar energy. The number of branches powered by solar energy stood at 493 in FY16 and this was 416 in FY15.” This commercial has some social responsibility they have to take care of it.
* “Corporate Social Responsibility:On 22 December 2014, BB issued an indicative guideline for allocation and end use monitoring of CSR engagements of the financial sector. The guideline clearly states the administrative setup, budgetary allocation, expected range/coverage of CSR activities and end use monitoring process of CSR expenditures and activities. BB has also established 'Bangladesh Bank Disaster Management and Corporate Social Responsibility Fund' by transferring Taka 50 million from its annual profit each year to conduct its own CSR activities in different areas such as education, health, environment, empowerment, human resources development, etc. Later the fund was extended to Taka 100 million in 2015.

## Conclusion

Following global concerns stemming from acute financial crisis, environmental problems, financial exclusion and lack of socially responsible investment, ethical banking has emerged as new paradigm in financial world.”

# **Objective of the study:**

Objectives of the study: The objectives of this internship report can briefly be summarized below:

1. To analyze the historical development of the banking sector of Bangladesh. Here particular emphasis will be focused on Bangladesh bank as a guardian of the financial sector of the country. Here various types of banks controlled and monitored by Bangladesh Bank will also be explored.
2. To evaluate the historical background of the organization. Here organizational hierarchy and diffusion of their banking services will be clarified by identifying the organizational structure and the number of branches of the bank currently operating in Bangladesh.
3. To examine the ranges of services provided by the bank. Here particular focus will be concentrated on the processes of providing the services to customers and clients. Specific focus will also be concentrated on the digitization of the banking services and how such digitization is actually facilitating the provision of their various services.
4. To see if the bank is providing non-traditional services, such as SME-loans and shari’ah banking to specific target groups of customers and/or clients.
5. To come up with specific suggestions in the form of recommendations that might help the bank to improve their service quality and the resulting customer satisfaction.

# **Methodology of the Study:**

The methodology of the study can be clarified in terms of the following aspects:

1. Nature of the Study: Internship placed in (The City Bank Limited, Dhanmondi Branch)
2. Time Frame: (3 month)
3. Types of Data:
   1. Primary Data
   2. Secondary Data

## Findings of the study:

In City bank there are four section that are customer service manager who give service like opening account , FDR, Solvency Certificate, Pay order, Cheque book, Monthly deposit etc. another section is card section who give service to the customer ATM card, Credit card, debit card etc. then another section is loan side here they want to give loan to the customer as much as they can then another side is cash transaction here cash is delivered to the customer and also customer here come to deposit their cash.

* Customer Service manager: here they give service to the customer that opening account within 1000 cash but I noticed that customer have to bring many documents that is not needed at other bank but in city bank its needed so customer face some problems here then if any overwriting is occurred in form then customer have to sign their that is another problem for the customer.
* Card Section: Here I noticed that they give card to the customer ATM card, crditcard , debit card. Etc. sometimes customer find problem then they come to the card section and solve their problem.
* Loan Section:Here they want togive as much as they can give loan to the customer and they always tell to the customer if they take loan what benefit they can get but here I noticed that loan rate is high .for loan customer salary have to 20,000 . here also give loan to the women to the purpose of business.
* Cash Transaction: here I noticed that cash transaction is always running. That some customer come to deposit cash some are come to take cash etc. but this section is always very busy.

Here I noticed another one thing that every employee get a target from head office and they have to fulfill this target within a month some employee may sometimes can,t fulfill this is big problem for employee.

For customer they have to face some problems that are they have to wait 1 hour or 2 hour for a very small work because sometimes employee faces problem their machineries such like pc, photo copy machine, printer so they can,t give service in appropriate time.

## Recommendation:

As the report is mainly cover by comparing all the service section so I noticed some problem in their service and also in branch so here I suggest some advice that if they follow this suggestion they can improve their service in all section that I feel.

* In City bank I noticed that they require many documents that is not needed at other bank for opening a account for that reason customer feel very annoying so some customer don’t want to open account in this bank.
* In this branch I noticed that their equipment is not adequate and also this equipment sometimes can,t give service properly like printing machine , computer their network is very slow so they can,t operate properly as a result employee can,t give service to the customer in a proper time so they need to increase their equipment and also they should focus on their network system.
* The bank needs to decrease their interest expense as they have fewer deposits so they have to focus on this section very carefully.
* Policy may be revised from time to time.
* The bank has to increase their advertisement and also increase their social activity.
* Sometimes I noticed that new employee they get confused that how to handle situation or how to operate their equipment so I think employee may need advance training.
* Avoid force loan as minimum as it can Right people should in right place, so that the job has been done properly.
* To innovate new products bank must careful about the outcome from those products and work on that way.
* I was intern at Dhanmondi branch so I feel that in this area customer is huge and city bank is a renowned bank so in this branch customer is very high in rate so I think this branch is small for that customer I suggest that this branch should be large in size its need more space so customer can sit properly.

## Conclusion:

Presently multi day Banking organizations are one of most major parts of an economy. Presently banks outfit different contributions for singular, restrictive firms, bunches notwithstanding for development et cetera. As an association city bank has earned the ubiquity of best Banking administration in Bangladesh. The association is an entire with additional organized as opposed to some other money related association running neighborhood or outside in Bangladesh. With the great affirmed and talented human asset, the city Bank takes favorable position of any risk in theBanking division. It is pioneer in presenting numerous new monetary items like American Express Credit Card, Special budgetary establishment Account and administrations in the managing an account area of our nation. In this entry level position paper, I want to demonstrate the similar situation between recorded banks in Bangladesh with the city bank ltd.. The budgetary articulations are the significant components to look at the situation of these banks that lead the title recognize of this temporary position paper which is

“ Service processing and range of services in a commercial bank: A case study on City bank limited”.

After all analysis, we can say that comparatively City bank’s performance was higher in

Some sectors than listed bank from the year 2016-2017. In deposits aspect listed banks Performances have been higher than city bank.

# **Appendix:**

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