

Internship Report
On
The Banking Industry of Bangladesh &
Southeast Bank Limited with the Internship
Experience

Submitted to

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United International University
QUEST FOR EXCELLENCE

Letter of Transmittal

Date: 29.06.2018

To

Dr. Md Mohan Uddin

Professor

School of Business & Economics United International University

Sub: Submission of Internship Report.

Dear Sir,

I am proud to present you my internship report on “**The Banking Industry of Bangladesh & Southeast Bank Limited with the Internship Experience**” which I have done under your instruction. I would like to thank you for giving me the opportunity to work on such a topic for which I have learned so many things and gathered a vast knowledge about our banking industry.

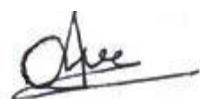
This internship and my report is a part of my BBA program, so it is very important for me.

To make this report I have conducted interview with some of the officers of the bank and also used my personal observation. I have gathered my required data, documents etc from them and tried my level best to put it on my report.

Your acceptance and appreciation is very important and it will inspire me a lot. I would like to clarify all the things if there is a need of any explanations. Would you please kindly accept my internship report and oblige thereby.

Sincerely Yours,

Aisha Akter



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Acknowledgement

First of all, I would like to thank almighty Allah for giving me the strength to complete my internship successfully and preparing my internship report as per the instructions.

I am deeply indebted to my Faculty Advisor **Dr. Md Mohan Uddin**, Professor, School of Business and Economics, **United International University** for his instructions and support in completing my internship and suggestions from the very beginning of starting my report.

Last but not the least, I would like to express my gratitude to **Mr. Mazharul Haque**, Senior Vice President & Manager, **Quazi Shakhwat Imran**, Senior Assistant Vice President & Manager Operations, **A.K.M Badrul Hasan Tareq**, Assistant Vice President & In Charge- Credit, **Mr. Farid Uddin (EO)**, **Nihad Ferdous (EO)**, **Khushnuma Yasmin Zaman**, **Nowrin Khondoker**, **S.M. Muttaquin** and all the officers of **Southeast Bank Limited, Satmashjid Road Branch** who gave me full support and were so helpful during my internship period. I want to thank them for providing me all the information's I needed and teach me so many things about corporate life.

Executive Summary

This report is on Analysis of the Bangladesh Banking Industry and Analysis of the Southeast Bank Limited. This report is prepared for the requirement of my BBA program and supervised by Dr. Md Mohan Uddin, Professor, United International University. The general objective of this report is to give an overview of the banking industry of Bangladesh particularly Southeast Bank Limited and the internship experience of the author. There are also some specific objectives which are to present the scenario of the banking industry of Bangladesh and Southeast Bank Limited and the internship experience of the author with some recommendations for those three particular topics.

This report is divided into five chapters. The first chapter will present the introduction part that means the introduction of this report, objectives of this report and the significance of this report. The second chapter will present the Bangladesh Banking Industry. It will include some of the selected issues of the banking industry. Then the third chapter will present some information about Southeast Bank Limited at which I have completed my internship program. The fourth chapter is about my overall internship experience at Southeast Bank Limited. And the last and fifth chapter is about my recommendations for the organization Southeast Bank Limited and some recommendations for my self-improvement.

The main findings of this report are the present scenario of Bangladesh banking industry with that the performance of Southeast Bank Limited. The banking industry of Bangladesh is growing day by day but now what the challenges they are facing and what the world has to say about our banking industry. Another finding is a particular bank's function from the observation and experience of the author.

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Chapter 1

Introduction

Introduction

Nowadays the banking industry of Bangladesh plays a considerable role in the economic development and business improvement, in this aspect analysis of the banking industry is vital. So in this report one chapter will cover our overall banking industry. This will include some information about the history of Bangladesh banking industry, its size, trends and maturity, different factors that have an impact on Bangladesh banking industry and then will try to analyze the porter's five forces of the industry. And then after analyzing these entire, author will summarize the challenges and opportunities she found.

To understand the banking industry closely the author have observed one of the banks by working in that bank with the employees and now will try to put some information based on that observation. So another chapter will present the bank Southeast bank limited. To analyze this bank there are some important factors that have been selected and will summarize the bank through these factors. This will include an overview and history of the organization, trend and growth, customer mix, product/service mix, operations, SWOT analysis etc. the chapter will be ended by summarizing some steps and strategies that can be taken to meet up the challenges and opportunities of the bank.

After analyzing the whole organization through personal observation it is important for the author to give some recommendations for the betterment of the organization and for the self-improvement of herself. So, the last chapter will cover with some recommendations for the bank southeast bank limited to improve some of their facilities and then some recommendations for the author as she found some limitations that spoil her performance. So, in this way the overall report will be prepared.

1.1. Background of the Report

Bangladesh banking industry has an under developed banking system. Specially, in terms of services and customer care provided by the government owned banks kept the banking industry of Bangladesh far behind from any other countries in the world. Although, the private banks are trying to follow the structure and framework of the developed countries to make a noticeable development but because of some inexpert and politically motivated policies imposed by the central bank, Bangladesh Bank have often spoiled these attempts taken by the private banks. The outcome is the banking system fostering corruption and illegal monetary activities by the political powerful criminals and at the same time making international transactions difficult.

A recent article from **The daily star** have shown that, in the last two years Bangladesh's economic expansion has been quite impressive from the perspective of the GDP growth rate which was seven plus both years. The article also shows that how our banking-sector is being the worst performers day by day in case of the NPLs (non performing loans), CRAR (capital to risk weighted ratio). In spite of giving continuously bad performance the government is insistent on bailing the banks out. The two main reasons behind all these are "corruption" and "efficiency".

The banking industry and the overall analysis are done taking this situation in consideration. The different factors, trends that affecting the banking industry and taking a particular bank to understand the performance of a bank will be presented in this report.

1.2 Objectives of the Report

1.2.1. General objective:

The general objective of this report is to give an overview of Bangladesh banking industry particularly Southeast Bank Limited and also the internship experience to the reader.

1.2.2. Specific objective:

There are also some specific objectives of this report. They are:

- To assess the present condition of the banking industry.
- To summarize the opportunities and challenges of the industry.
- To find out the present scenario of Southeast Bank Limited.
- To find out some recommendations for their improvement.
- To present the internship experience to the reader.
- To find out some recommendations for the author herself.

1.3 Significance of the Report

The significance of this report is so much because it's a first real world experience of a student for future reference. It will include the analysis of Bangladesh Banking Industry, analysis of Southeast Bank and my personal internship experience. It will also include some recommendations for southeast bank and some for my self-improvement. Again, through this report I want to see my own performance what I have learned and to present that in my report. This report has another significance that to have a great knowledge through study during preparation of the report. As a whole, this report is very important. Another thing is by the help of this report the author will get an opportunity to bring her opinion in front of the reader and also get a feedback whether the presentation of the information was good or not.

There is also another significance of the report which is to give a sound knowledge about the banking industry, southeast bank limited and internship experience of the author to the reader. The main thing is when the reader would see the topic he/she can gather some sound knowledge of that particular topic from the beginning of the report till the end. This report will present the entire scenario from the view point of the author. So this report is also significant because of the readers.

Chapter 2

Analysis of the

Industry

Analysis of the industry

Since the country's independence the central bank of Bangladesh is Bangladesh bank. Bangladesh bank has been working as the regulatory body of the banking industry. The major functions of Bangladesh bank (BB) includes issuing currency, maintaining foreign exchange reserve and providing transaction facilities of all public monetary matters, Bangladesh bank not only works for the banking industry but also responsible for planning the governments monetary policy and implementing it. The banking industry, its performance, its ups and downs are quite dependent on Bangladesh banks regulations, policies and rules related to banking functions.

Bangladesh banking industry is highly fragmented and has various segments including retail banking, corporate and investment banking as well as asset and wealth management. During the period from 2006 to 2011 the retail banking segment have experienced significant growth and expected to grow even faster in 2017.

2.1. Specification of the industry

I am doing my internship at Southeast Bank Limited and it is under the banking industry. Bangladesh Banking Industry is now in the growing stage. Every year new private banks are being launched and existing banks are opening new branches within two or three months. New customers are coming everyday to different banks and showing their interest to the different services provided by the banks. The banking industry is developing with new trends and these trends are making banking services more prompt and updated.

2.1.1. History of Bangladesh Banking Industry

Bangladesh received its banking structure from the British regime and had 49 banks and other financial institutions before the partition of India in 1947. After that a total of 6 branches were in notice. Additionally there was Mymensingh, Narayanganj and Rangpur branches after the 6 branches were opened. The first bank in Bangladesh was established in 1846, named as Dacca Bank. Their operations were so limited that it did not engage in issuing banknotes. Dacca bank was later purchased by Bank of Bengal in 1862 and after that it opened its branches in Chittagong, Sirajgonj (1873) and Chandpur (1900). During independence of 1971, Bangladesh banking system has two branch offices of the former state bank of Pakistan, seventeen large commercial banks and there were also fourteen smaller commercial banks.

The Bangladesh banks nationalize order enacted in 1972 nationalized all banks except foreign banks. Six nationalized banks were formed by merging the existing banks of the period. Economic history shows that the development has started everywhere with the banking system and its contribution was highest at the initial stage towards the development of a country. The rate of growth and development of the banking industry in the country was extremely slow until 1983 when the government allowed to establish commercial private banks and started to denationalize.

Modern banking system always plays an important role of a nation's economic development. Over the past few years the banking world has been undergoing a lot of ups and down due to deregulation, new technological innovations and most importantly globalization. These changes also brought some revolutionary changes in a country's economy. Our present world is also changing to face the upcoming challenges of competitive free market economy. It is well recognized that there is a need for better, qualified management and better trained staffs in this competitive market. Bangladesh is also going with this flow and following this trend as the banking sector Bangladesh is facing challenges from different sides to bring a bright future.

2.1.2. Types of banks:

There are several types of banks that are focusing in different features. These are as follows:

State Owned Banks:

There are some state owned banks. They are listed below:

- Sonali Bank
- Rupali Bank
- Agrani Bank
- Janata Bank
- Bangladesh Krishi Bank
- Basic Bank

Private Commercial Banks:

There are some private commercial banks which have their own control. They are listed below:

- AB Bank
- Bangladesh Commerce Bank Limited
- Bank Asia Limited
- Brac Bank Limited
- City Bank Limited
- Uttara Bank Limited
- Dhaka Bank Limited
- Dutch-Bangla Bank Limited

- United Commercial Bank Limited
- Eastern Bank Limited
- Standard Bank Limited
- IFIC Bank Limited
- Jamuna Bank Limited
- Southeast Bank Limited
- Meghna Bank Limited
- Midland Bank Limited
- Mercantile Bank Limited
- Modhumoti Bank Limited
- Mutual Trust Bank Limited
- National Bank Limited
- National credit & commerce Bank Limited
- NRB Bank Limited
- One Bank Limited
- Trust Bank Limited
- Pubali Bank Limited
- Prime Bank Limited
- Premier Bank Limited
- The Farmers Bank Limited

- Shimanto Bank Limited

Islamic Commercial Private Banks:

There are also some Islamic commercial private banks which follows Islamic rules for their banking activities. They are:

- Al-Arafah Islami Bank Limited
- EXIM Bank Limited
- Social Islami Bank Limited (SIBL)
- Shahjalal Islami Bank Limited
- ICB Islami Bank Limited
- Islami Bank Bangladesh Limited
- First Securiy Islami Bank Limited

Foreign Commercial Banks:

The foreign commercial banks are as follows:

- Bank Al-Falah Limited
- HSBC
- Standard Chartered Bank
- Citi Bank N.A
- State Bank of India
- National Bank of Pakistan

Non-Scheduled Banks:

The non scheduled banks of Bangladesh are listed below:

- Grameen Bank
- Probashi Kollyan Bank
- Palli Sanchay Bank
- Ansar VDP Unnayan Bank
- Karmashangsthan Bank
- Jubilee Bank

2.2. Size, trend and maturity of the industry

2.2.1. Size:

Market size of an industry can be measured by many ways, such as Total Revenue, Volume of production number of customers and so on. However, in case of the Banking sector the measurement of market size is quite peculiar as both the total amount of deposits and advances are taken into consideration.

2.2.2. Trend:

In recent years the banking sector and its services are changed. In previous days the bank accounts are being maintained physically and there were lots of paper work to maintain an account and taking bank services. But nowadays all the banks are using online to keep customer details and they can easily use online banking. They can also do shopping via cards or send money to anywhere without any paper work of banks. Existing banks and new banks also are trying to make their strategies keeping this online trend in their mind.

The trend of mobile banking is also popular nowadays. Bangladesh has already given license to 28 banks to open mobile financial services (MFS) and out of that 19 have started to operate. For example, Dutch-Bangla banks Mobile Banking, united commercial banks Ucash etc. Again, bKash can be a perfect example of how much this concept has become so popular among the people of this country. Mobile banking has made money transfer easy and helped the businesses also.

There is also trend of E-banking which is the newest delivery channel of banking services. Through this E-Banking clients can take retail banking services through computer, television and mobile phone. They can pay bills or fees and send money even abroad following this trend. So, these are the trends of Bangladesh banking industry.

2.2.3. Maturity:

The banking industry of Bangladesh is now in the growth stage. Among all the stages of industry life cycle we can see that the banking industry is having the growth stage although the shakeout stage does not seem too far. Some of the characteristics of shakeout stage are already noticeable. It is also noticeable that the demand for banking services in Bangladesh has increased day by day throughout the last few years. The increasing number of banks has a great impact in this fact.

2.3. Seasonality

The seasonality of banking industry follows a pattern. The pattern is discussed below:

- The basic pattern is a period of annual lows in late January and February.
- Then a surge in loans that begins in March and rises sharply through May, usually peaking in early June.
- Though the summer services the demand for banking services remains relatively flat to slightly down. This period extends to around the first of October.

- Then there is a steady increase from the first part of October to first part of January.
- Considering the loan activity and demand for investment services, the pattern is examining the performance of the sector over last 20 years.
- The banking sector experiences the highest return on months of March and April and then months of October through December.
- In February the banks for bank stocks performs worst.

2.3.1. Factors driving seasonality in the banking industry:

There are some factors that drive seasonality in the banking industry of Bangladesh. They are discussed below:

- **Interest rates:** one of the factors that drive seasonality in the banking industry is the corresponding seasonality in interest rates. Since the financial crisis of 2008, there has been a seasonal trend for interest rates. Rates are to be lower in spring and fall and higher in winter and summer. When the rates are low that is the major time to finance. Then the spring season is the prime home buying season. Because of that there is always a sharp increase in applications for home mortgages during March, April and May.
- **Investment services:** Another factor that works as the driving force for the seasonality of the banking industry is the increased demand for the financial services. This demand occurs in December and the first portion of January. In this time the portfolio and fund managers do a lot of rebalancing and many of the investors make significant investment adjustments, such as end-of-the-year or first-of-the-year?

- **Tax planning:** There is also a factor Tax planning in the demand for bank services. This factor contributes to the seasonal rise in activity that begins in March, just prior to the April 15th income tax deadline.

2.4. External economic factors

The banking industry and the economy are tied with each other. How income flows, whether the economy is prospering or barely surviving during the time of recession, affects how much capital banks can access, spending habits, and the reasons behind them, affect when customers borrow or spend funds at banks. Additionally, when inflation skyrockets, the bank experiences the black lash; inflation affects currency and its value and causes instability. Foreign investors think twice before providing their funds when a particular country's currency is high. Exchange rates also affect banks globally stable currencies such as the US dollar impact other currencies, spending habits and inflation rates in other countries.

If inflation heats up then purchasing power for the money people saved will be less because inflation makes money less valuable. Again, interest rate will rise in savings accounts, certificates of deposits and other products. Bank tends to pay less interest today but the annual percentage yield (APY) will be attractive. A rise in dollar exchange rates are normal but it is a matter of concern that it increases frequently.

2.5. Technological factors

In the 21st century Technology is virtually everywhere. A large part of the tasks carried out by the banks are carried out online. Information technology has taken the center stage and from customer accounts to loans and insurance, several services can be availed through online. Technology has added convenience to banking and it always been dynamic.

Most of the banks are now offering their own apps to make the facilities of maintaining accounts, transfer of funds and payment of bills easier. Smartphones now can scan cheque books and banks do process sitting in their own location. It saves lot of paper and time. Debit cards are also

changing. Users have to insert the card into the debit machine rather swiping them. These technological changes make it easier to take the services of the bank and even banks now utilizing technologies because to compete with each other effectively every bank should take technological help.

2.6. Political, legal and regulatory factors

2.6.1. Political factors:

Political factors play a very important role in the context of the banking. The banking sector looks all powerful but it is always susceptible to the government. Government laws affect the state of banking sector. The government can intervene in any matter of banking whenever, leaving the industry susceptible to the political influence. This includes corruption amongst political parties or specific legislative laws such as labor laws, trade restrictions, tariffs and political stability.

The level of government scrutiny and regulation they have to deal with is also very high. However, because of being the leading repositories of the public's savings, the banks must be regulated and still strict regulation has often been criticized for hindering growth. Apart from this the level of involvement between the banks and government has also been high since always. There has always been a high level of involvement between banks and the local governments.

2.6.2. Legal factors:

The banking industry globally is impacted by several laws and follows strict laws regarding privacy, customer laws and trade structures to confirm frameworks in the industry. These structures are required for customers in the allocated country and international users.

Legal risks are immense because oversight and regulation are very high in this sector. In US alone, several laws have been introduced to regulate this industry. Since the Federal Reserve act of 1913,

the Glass Steagall Act and the Dodd Frank several laws have been introduced and several agencies founded to oversee a lawn sure compliance. Customer concerns and social responsibility have also made the government introduce several laws. Banking is a heavily regulated area where compliance requires a lot of focus and also spending.

2.6.3. Regulatory factors:

Bangladesh Bank, which is the central bank of Bangladesh acts as the regulatory body and has all supervisory controls over the banking sector. Bangladesh Bank monitors that banks have a minimum paid up capital and reserve funds and no persons, family or company can own more than 10% of bank share personally, jointly or both. Bangladesh Bank also have that power to change the policy of reservation of risk-based capital assets at any time with the prior government approval. They can also determine the policy of control the advances by the banking companies.

Bangladesh Bank has direct authority to bring new MD, GM or CEO and remove any MD if they feel it is in public interest. They are the official liquidator and have the power to give directions to the banks.

2.7. Barriers to entry

This is one of the five forces models of porters. Barriers to entry in financial services markets include licensure laws, capital requirements, and access to financing, regulatory compliance and security concerns. The banking industry of Bangladesh is still in the growth stage. So the threats of entrants of potential competitors are quiet high. Our existing companies have set some entry barriers to deter those competitors and made it costly and harder to enter into the industry. The common barriers to entry are brand loyalty, absolute cost advantage, economies of scale and government regulations.

In Bangladesh the brand loyalty is very high. It is evident that a loyal customer of a local or government owned bank usually does not go for a multinational or other banks whatever their benefits are. This is a big barrier for the new entrants.

Another thing is no bank enjoys an absolute cost advantage, due to the fragmented nature of the industry. Most of the government banks and some local banks enjoy scale of economy due to the fact that they have been doing the business for a long time and they have so many branches all over the county. Multinational banks are also on the process of achieving economies of scale. Government regulation is quite supportive to the formation and operations off new banks. So this factor is not that significant.

2.8. Supplier power

Bargaining power of suppliers can be considered as a threat when the suppliers have that capability of forcing up the price that a company must pay higher for what they supply or reduce the quality. This process ultimately depresses company's profitability. But if the suppliers are weak then it can be reverse process.

Supplier power in banking industry is low. For the bank the main supplier of fund is the depositors. Bank also gets its fund from the directors. So, the strength of the supplier's depends on the following factors:

- **Number of supplier:** Bargaining power of suppliers is low in the banking industry because there is a lot of individual saving in the economy but banks don't have too many opportunities to invest.
- **Threat of forward integration:** We all know that bank makes money by investing others money. It can happen that corporations or big multinational companies can give threat to the private banks that they will form another bank for

depositing their money. They will not supply fund to other banks. So this can be a great threat by forward integration.

2.9. Buyer power

Buyer's bargaining power can be viewed as a competitive that when they are in a position to demand lower prices from the company or when in such a position that they are to demand better services that can increase operating costs. But when the buyers are weak it becomes a great opportunity for the company that they can raise their prices and earn greater profit.

For banking industry buyers are the customers who take loans from the bank. Buyer power in the banking industry is low. The bargaining power of the buyers depends on the following factors:

- **Number of loan applicants:** There are not enough business loan applicants in our country. There are more than 50 banks in our banking industry including the Multinationals and nationalized banks. Because of lacking of loan applicants banks are setting with their idle money in hand, mostly in the form of personal credits. For this reason, the competitions among existing businesses are increasing day by day.
- **Switching cost:** Switching cost is very low in our banking industry. Every single bank is giving the same loan at same interest rates. So, an individual who wants to take loan can switch easily from one bank to another if he or she doesn't like the term and condition of a particular bank. Lower switching cost makes the industry more competitive.
- **Threat of backward integration:** In the banking industry, there is always a chance for threat of backward integration. Corporation or big multinational again can be threat to the commercial banks. They can give the threat that they will arrange their money by forming another bank where the cost of fund will be low compared to other

banks. For this reason, giant customers of this industry are having more power than their banks.

2.10. Threat to substitutes

In many industries, firms are in close competition with producers of substitute products and services in other industries. Competitive pressure arising from substitute products increase as the relative price of the substitute products declines and as customers switching costs decrease. Substitute products are those of industries that serve consumer needs in a way that is similar to those being served by the industry. Loans, the major banking product, have some substitutes. All informal sources and channels of financing are treated as viable substitutes. Some wealthy individuals lend out money at a very high interest rates. These loans do not often require securities, and also do not require any special conditions, e.g. age, certain service time, set monthly income, etc. which makes them a very lucrative option. However, most of these activities are illegal, and therefore bears high risk. For this reason, most people tend to avoid these channels. Thus it appears that the threat of substitute products is not that much prevalent in the banking sector of Bangladesh, till date.

2.11. Industry rivalry

This force is the major determinant on how competitive and profitable an industry is. In competitive industry, firms have to compete aggressively for a market share, which results in low profits.

Bangladesh banking industry is growing day by day and that's why competition is becoming stronger. Rivalry in existing competitors of Bangladesh banking sector is very high. So many banks are doing well in the market they are giving tough competition to the existing top level banks.

2.12. Summary of challenges and opportunities

2.12.1. Challenges in Bangladesh Banking Industry:

Challenges in banking sector are widespread and is not related to banking system only. The regulatory entity should be independent but accountable also. Prudential regulation should be limited to deposit-taking institutions and should be clearly separated from non-prudential regulation. The problem of lower profitability of bank is that it might reduce the tax and thus make a trace on fiscal system where bank is the number one source of tax under large tax unit of NBR. Moreover, the revenue target may face hurdle from another side where lower growth of credit may affect investment and growth, and thus tax collection.

2.12.2. Opportunities in Bangladesh Banking Industry:

There are huge possibilities of the banking sector in Bangladesh but it needs proper management of fund and using the opportunities with efficient skills. These are below:

- Banking sector of Bangladesh has a great opportunity to become a major sector of the national economy.
- Bangladesh has huge number of population. This advantage may accelerate expansion and growth of Bangladeshi banking sector.
- Bangladeshi banking sector is very much capable to ensure proper quality of the product services as per requirement of the global market.
- There are ten foreign banks active in Bangladesh, but no Japanese bank yet. So there are huge prospect for Japanese bank to open their branch in Bangladesh.

Chapter 3

Analysis of the organization

Analysis of the organization

Their journey is towards greater operational success with increased energy and enthusiasm. As there were stiff challenges ahead on the way to further improving the profitability of the Bank, they always rely on their skilled and experienced workforce. The strengths and the close and cordial partnership they have with their customers will definitely help them to reach their goals.

The management of SEBL pledge-bound to turn Southeast Bank into a modern banking institution, dynamic in actions, progressive in programs, honest in dealings, just in judgment, futuristic in attitude, fair in approaches and devoted to high quality service to customers. Their plans are aimed at boosting modern management, advanced technology, good profitability, sound financial strength and fair image of the Bank. They are always firmly committed to transparent, responsible and accountable corporate governance with the participation of their strong and most capable team of professionals and guidance of the Board of Directors of the Bank. Southeast Bank carries out its business activities keeping in mind its core values, norms of business, commitment to clients, society and the environment. Southeast Bank in all its activities and operations tries to establish the Green Banking practice and attain a sustainable growth.

3.1. Overview and History

Southeast Bank Limited is a second generation private commercial bank, was established in 1995 with a dream and a vision to become a pioneer banking institution of the country and contribute significantly to the growth of the national economy. The bank was established by leading business personalities and eminent industrialists of the country with stakes in various segments of the national economy. Its vision is to stand out as a premier banking institution in Bangladesh and contribute significantly to the national economy. The Bank, in the meantime, successfully

completed twenty two years of banking operations registering significant growth in performance indicators.

Southeast bank is run by a team of efficient professionals. They create and generate an environment of trust and discipline that encourages and motivates everyone in the bank to work together for achieving the objectives of the bank. A commitment to quality and excellence in service is the hallmark of their identity.

The banks journey began when it was incorporated as a Public Limited Company on March 12, 1995. In the registrar of joint stock companies and firms issued the certificate of commencement of business of the bank on the same date. The Southeast Bank received its banking license from the Bangladesh Bank on March 23, 1995. The banks first branch was opened by Late M. Saifur Rahman, the then honorable finance minister of the government of the people's republic of Bangladesh. The incumbent chairman of the bank is Mr. Alamgir Kabir, FCA, Mr. M. A. Kashem a member of the board and Mr. Yusuf Abullah Harun were past presidents of the Federation of Bangladesh Chamber of Commerce and Industries (FBCCI). The slogan of Southeast Bank is "A Bank with Vision".

3.1.1. Vision of Southeast Bank Limited:

To be a premier banking institution in Bangladesh and contribute significantly to the national economy is the vision of Southeast Bank Limited.

3.1.2. Missions of Southeast Bank Limited:

They have some significant missions. They are as follows:

- Balance growth strategy
- High quality financial services.
- Steady return to stakeholders.
- Innovative banking at a competitive price.
- Firm commitment to the society and the growth of national economy.
- Attract and retain to the society and the growth of national economy.
- High standard business ethics.

3.1.3. Objectives:

To be the market leader both in terms of deposits and good loans among private commercial banks.

3.1.4. Goals:

- Become the most profitable bank.
- Provides highest level of satisfaction to customers.

Enhance the value of shareholders investments and optimize return on their investment.

3.2. Trend and Growth

The trend and growth of southeast Bank Limited are shown below through several important figures. The figures are below:

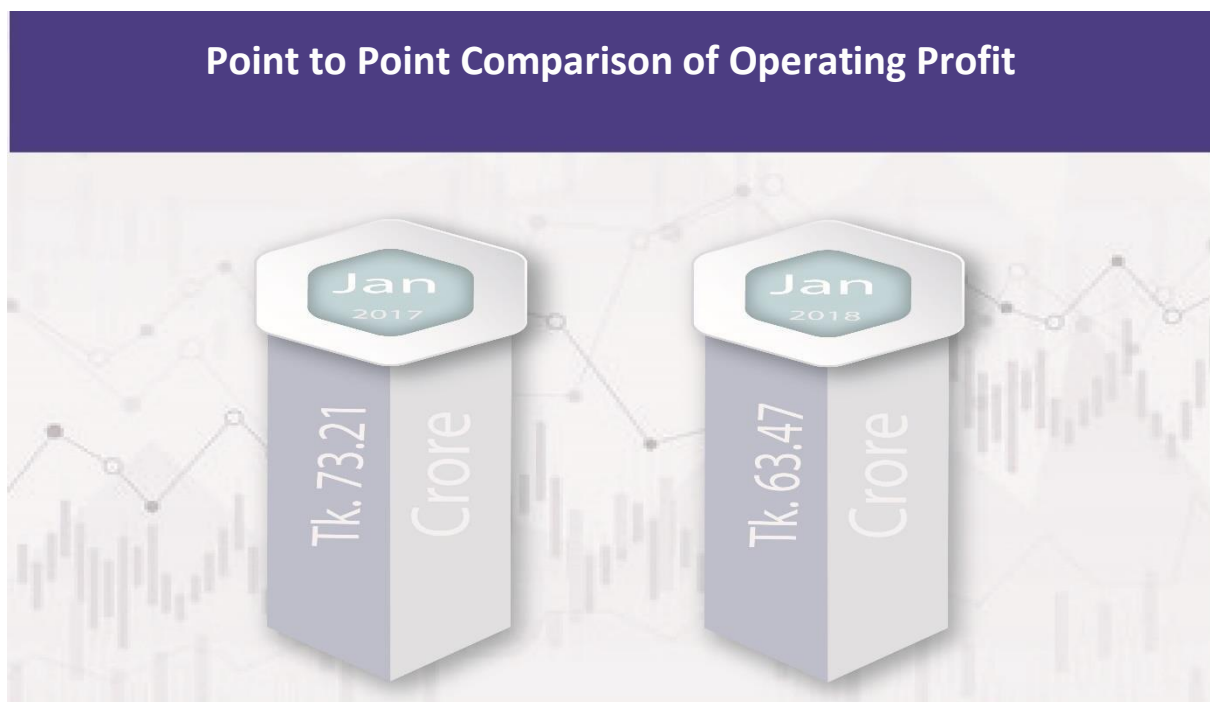


Figure 3.1 Point to point comparison of operating profit

Here we can see the point to point comparison of operating profit. In January of 2017 the operating profit of the bank was 73.21 crore and in January 2018 the operating profit decreased by 13.30% and the amount became 63.47 crore.

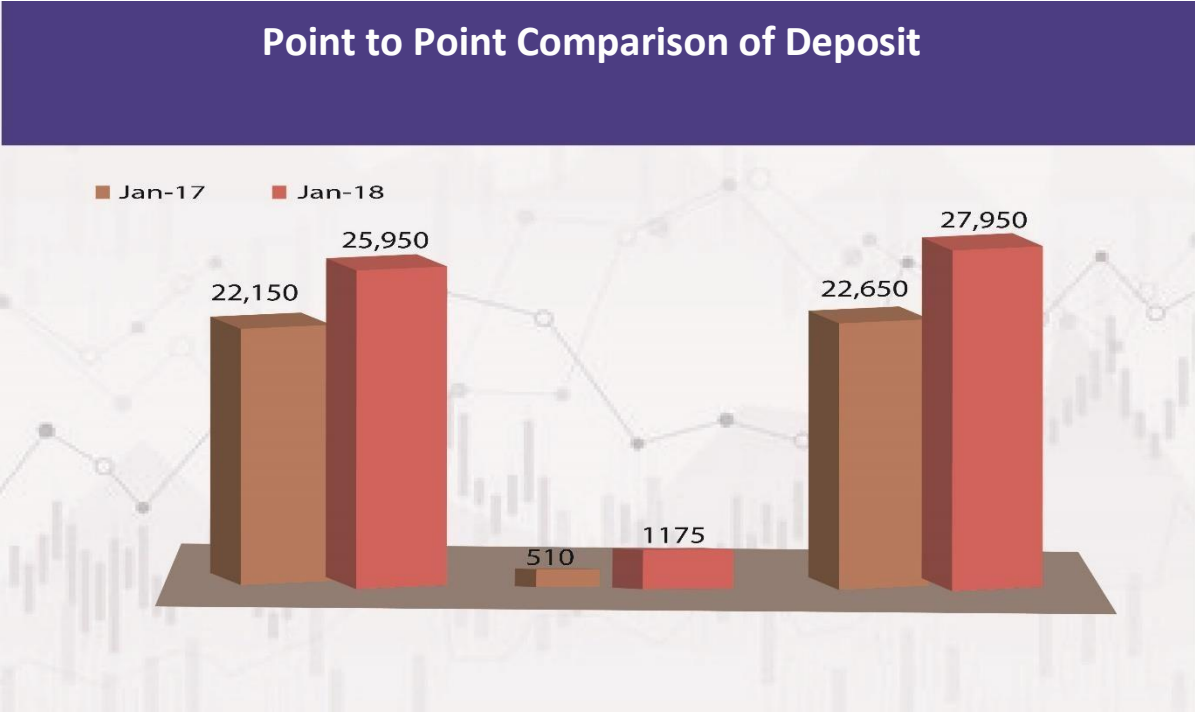


Figure 3.2 Point to point comparison of deposit

In the figure 3.2 the point to point comparison of deposit of 2017 and 2018 are shown. In case of deposits the bank has experienced a slight increase. 22,150 to 25,950 which is a increase of 17.16% then another one is increased by 130.39% and rise 510 to 1175 and the last one is 22,650 to 27,950 which is a increase of 23.40%. So, these are the increased portion of deposit from the January 2017 to January 2018.

Point to Point Comparison of Low & High Cost Deposit

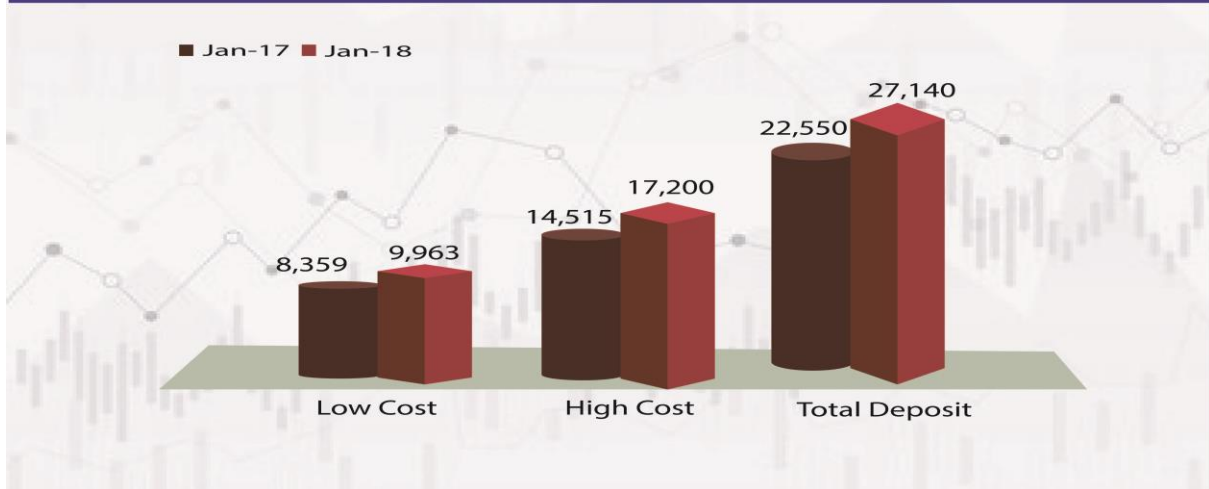


Figure 3.3 Point to point comparison of low & high cost deposit

The point to point comparisons of low and high cost deposit are shown in the figure no. 3.3 which shows a slight increase from 2017 to 2018. Low cost deposit increased by approximately 19.19% and high cost deposit increased by also approximately 18.50% and finally the total deposit increased by 19.29% from January 2017 to January 2018.

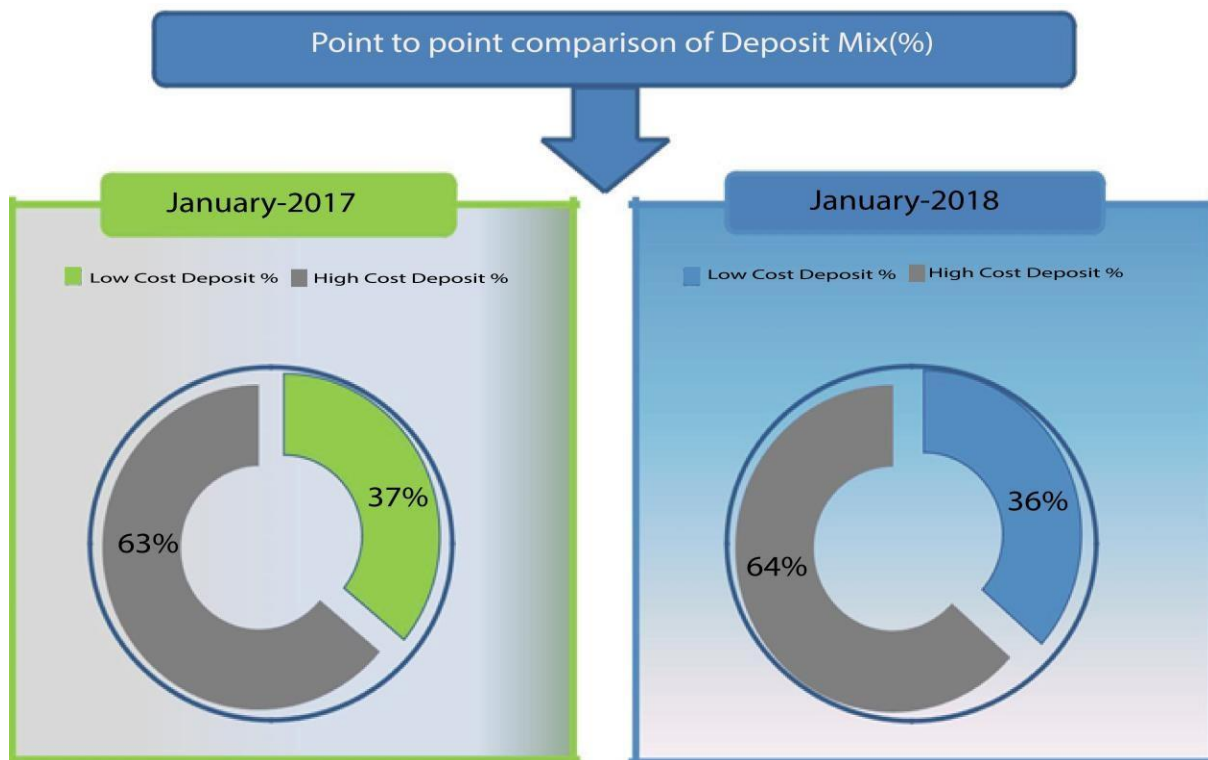


Figure 3.4 Point to point comparison of deposit mix (%)

Figure 3.4 shows the point comparison of deposit mix from January 2017 to January 2018. High cost deposit mix increased by 1% and low cost deposit mix decrease by 1%. We can see there is not that difference they had.

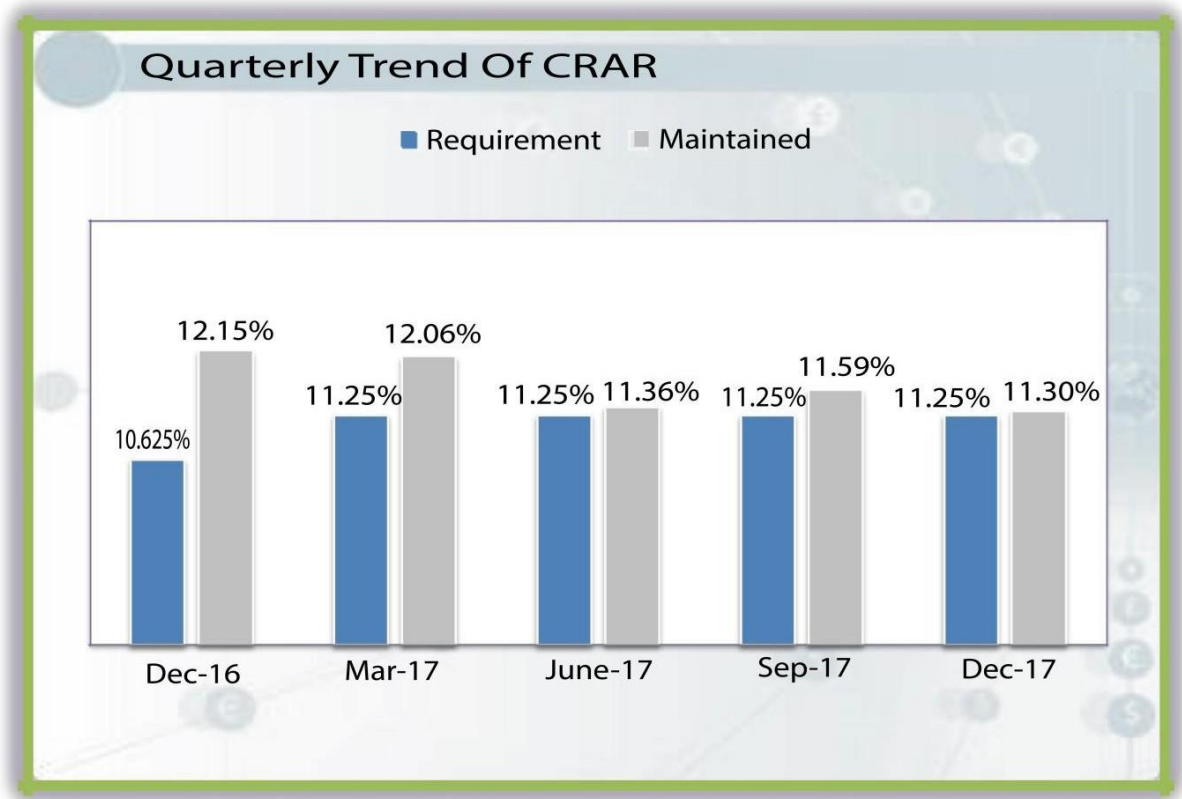


Figure 3.5 Quarterly trend of CRAR

The figure 3.5 shows the quarterly trend of CRAR (Capital-to-risk weighted assets ratio) which is used to protect depositors and promote the stability and efficiency of financial systems. The figure shows the ratio on a quarterly basis from December 2016 to December 2017. We can see the ratios that are required to maintain and the ratio which is actually maintained.

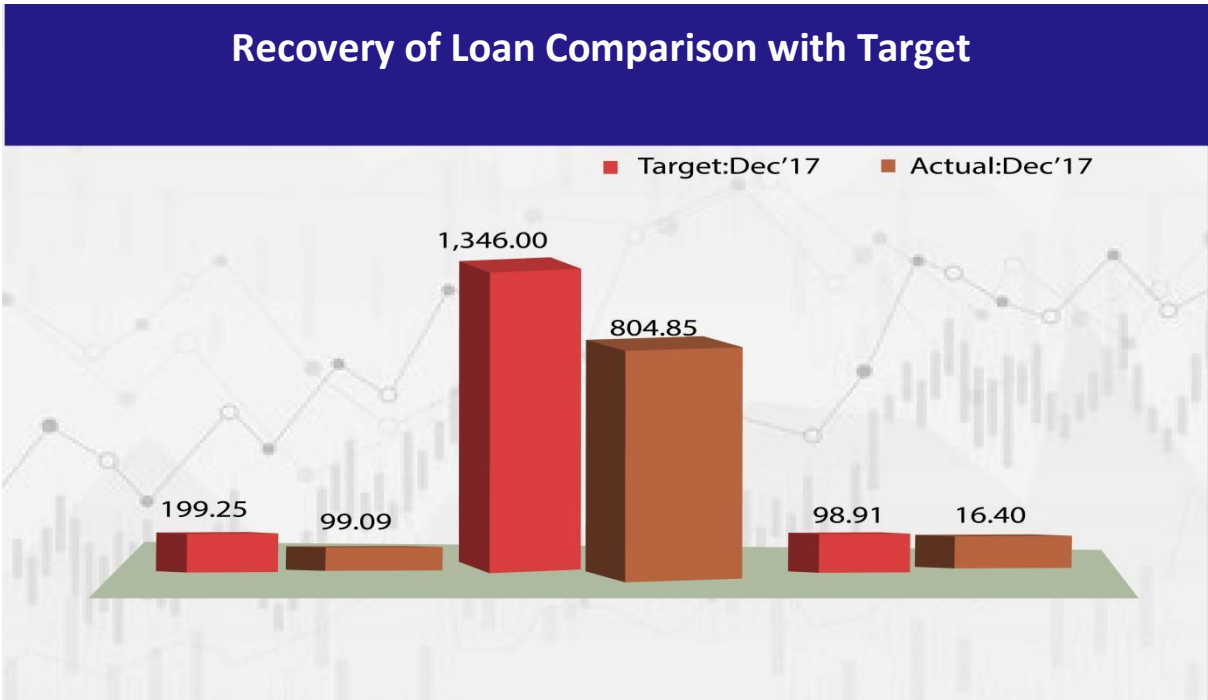


Figure 3.6 Recovery of loan comparison with target

In this figure we can see that there is a comparison with target of recovery of loan of December 2017. To understand the figure shows the target amount and the actual amount they could recover. The recovery of loan couldn't touch the target.

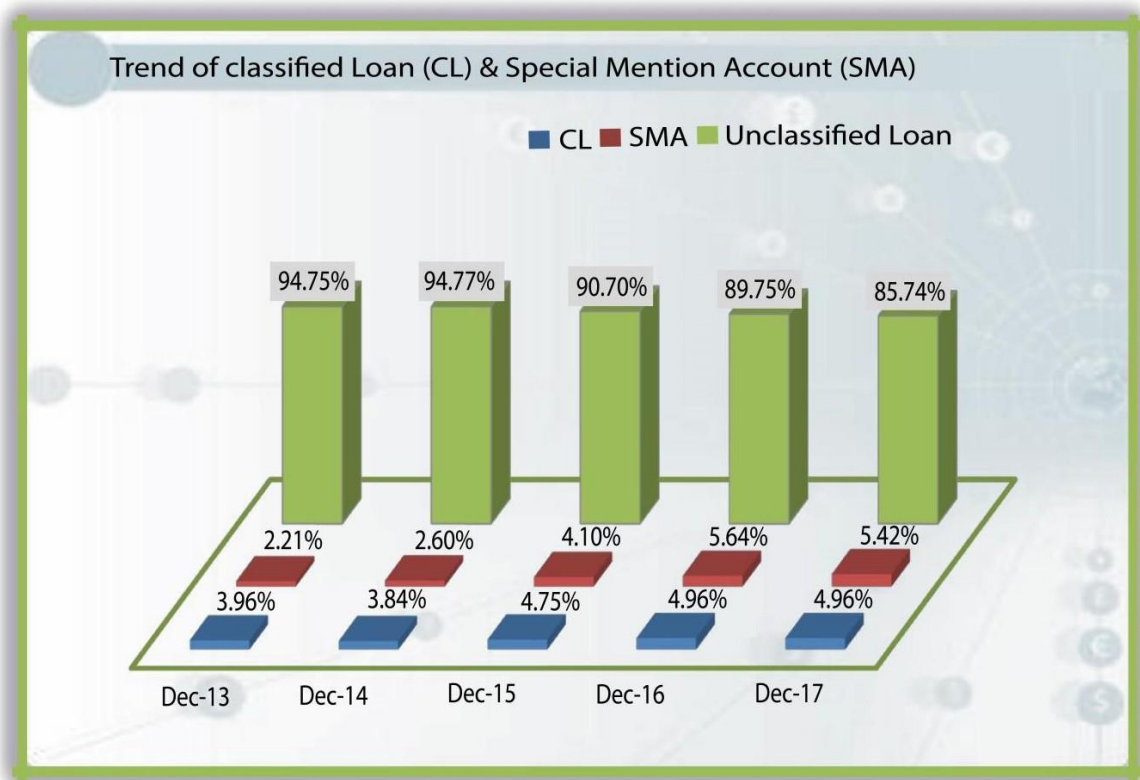


Figure 3.7 Trend of classified loan (CL), Special mention account (SMA) & Unclassified loan

In the last figure which is the figure no. 3.7 shows the trend of Classified Loan (CL) and Special Mention Account (SMA) and also the Unclassified Loan. We have the trend of past 5 years.

3.3. Customer Mix

The bank Southeast have their customer mix that means their target customers for their particular products. They target different segment of clients for different deposit products and loan schemes.

The customer mix of SEBL is given below:

- Corporate Clients
- Small and Medium Enterprises
- Non-Banking Financial Institutions
- Banks Individuals/ Retail Clients

- Institutional Clients
- Govt. and Non-Govt. Organizations

3.4. Product/ Service Mix

The products are divided into two types. They are deposit products and loans and advance products. Deposit products are divided into two other factors conventional banking and Islamic banking. The products are given below:

3.4.1. Deposit Products:

Conventional banking: There are some conventional banking products. They are listed below:

- Savings Bank (SB) Account.
- Current Deposit (CD) Account.
- Special Notice Deposit (SND) Account.
- Fixed Deposit Receipt (FDR) Account.
- Double Benefit Scheme (DBS) Account.
- Millionaire Deposit Scheme (MDS) Account.
- Pension saving Scheme.
- Education saving Scheme.
- Monthly Savings Scheme (MSS) Account.
- Monthly Income Scheme.
- Multimillionaire Gold Deposit Scheme.

Islamic Banking: The Islamic banking products are as follows:

- Mudaraba Savings Bank (SB) Account.
- Al – Wadiah Current (CD) Account.
- Mudaraba Special Notice Deposit (MSND) Account.
- Mudaraba Term Deposit Receipt (MTDR) Account.
- Mudaraba Double Benefit Scheme (MDBS) Account.
- Mudaraba Monthly Savings Scheme (MMSS) Account.
- Mudaraba Hajj Sanchay Prokalpa.
- Mud araba Millionaire Deposit Scheme (MMDS) Account.

3.4.2. Loan and Advance Products: There are also some loans and advanced products and they are:

- Working Capital Finance.
- Overdraft (OD).
- Project Finance.
- Syndicated Loan Packing Credit.
- Loan Against Export Bill.
- Loan against Trust Receipt.

3.5. Operations

Southeast Bank Limited has some special banking operations that they provide to their clients.

They are as follows:

- General banking services.
- Foreign remittance service.
- Investment service.
- Sanchaypatra Schemes.
- Islami banking services.
- Consumer savings schemes.
- SME Banking.
- Dual Currency VISA Credit Card.
- Locker services.
- E-Statement services.
- Bill payment services.
- Internet Banking Services.
- ATM Services.

3.6. SWOT analysis

There are some strengths, weaknesses, threats and opportunities of southeast bank. From authors point of view the SWOT analysis of southeast bank is given below:

3.6.1. Strengths:

According to the author the strengths of Southeast bank limited are given below:

- **Skilled and dedicated employees:** One of the vital strength they have is their skilled and dedicated employees. They are so self-motivated and dedicated towards their work.
- **Well disciplined and friendly working environment:** Another important strength of them is they have a well disciplined and friendly environment for which the employees get energy to work and never gets bored.
- **Experienced management team:** They have a experienced management team which I think is most important for any organization to conduct its activities nicely.
- **Good variety of products:** They have a good variety of products in their product mix which help the clients to choose the particular product according to their needs.
- **High quality products:** They have some high quality products with so many different features which is attractive to the clients.
- **Very good reputation as a local bank:** They have a very good reputation as a local bank which is very important for any organization as it works as goodwill.

3.6.2. Weaknesses:

According to the author the weaknesses of Southeast bank limited are given below:

- **Weak ATM facility:** They have very weak ATM facility. Their machines are defective and needs to be updated regularly.
- **High concentration on fixed deposits:** They only give concentration on fixed deposits.
- **Small market share:** One of the biggest weaknesses of the bank is they have a very small market share in the industry.
- **Lack of promotional activities:** Another weakness is they have so many lacking in their promotional activities and they are not that updated in this area.
- **High concentration of large loans:** They only focus on large loans which can be considered as their weakness.

3.6.3. Opportunities:

According to the author the opportunities of Southeast bank limited are given below:

- **Scope of market penetration through their variety of products:** So many varieties of product of them can be a great opportunity for market penetration.
- **Regulatory environment favoring private sector development:** The regulatory environment is also in favor for private sector development which is a great opportunity because there are so many new facilities for private sector.
- **Increasing trend in international business:** So many new trends are being launched in international business. Effective use of those trends can be a great opportunity.

- **New entrepreneurs and lots of new educational institutions:** New entrepreneurs are increasing day by day and so many educational institutions are being opened so they can grab them as their biggest opportunity.
- **Introduction of credit card and Tele-banking:** Credit cards and Tele-banking are now trending. So it's a great opportunity.
- **Value addition in products and services:** Adding new features and benefits in products and services adds value in that particular products and services. For that existing products can become a great opportunity.

3.6.4. Threats:

According to the author the threats of Southeast bank limited are given below:

- **Increased competition for market share in the banking industry:** Competition in banking industry is increasing day by day for market share which is the biggest threat for the bank.
- **Market pressure for lowering the lending rate:** Because of the market pressure the bank has to lower the lending rate which is a loss for the bank and ultimately a threat.
- **Global and local unstable political situation:** Sometimes the global and political situations become unstable which hampers the activities of the bank. Sometimes it becomes uncontrollable that bank needs to stop their all works.
- **Vulnerable Government regulations:** Government regulations can be a threat because it may not match with the banks policy.

- **Multinational banks with good services and strategies:** Multinational banks are always providing good services and they have some exceptional employees with exceptional strategies which can be a great threat for the bank.
- **Default culture all over the country:** Default culture all over the country is a large obstacle for the bank to implement the banks own culture. So it becomes a threat when all the banks are following the same culture.

3.7. Steps/ Strategies to meet the challenges and opportunities

After observing analyzing the whole organization the author found some strengths, weaknesses, opportunities and threats. To meet those challenges which are the weaknesses and threats with that the opportunities which are the strengths and opportunities the bank can take some steps and strategies. They are as follows:

- Arranging proper training for their employees as they are skilled enough so, training will make them more effective and perfect employees.
- They can take their products and services to the new universities and other organizations to promote their products as they have good variety of products. The deposit products and loan schemes need to be promoted as the clients can know the features and benefits of those products.
- They should ensure proper servicing of their ATM machines and also of the internal machines so that they can't hamper the works during rush hours.
- They should focus on gaining as much clients and bring as much financial institutions with them so that they can grab a large market share. In that case they can focus on various business sectors as such pharmaceuticals, steel & heavy engineering sector, light engineering, import of stone, oil import business, deemed

export business, loan to salt farmers, EPZ based business etc.

- They should focus more on grabbing large loan applicants. That means giving more time on large loans which would be an effective source and will help to grab a large market share.
- They can also add as much value as they can in their products and services.
- They should keep pace with the trends and implement them as soon as possible because the competition is very high in this banking industry.
- As the regulatory environment favors the private sector so, they can use it as a big weapon concentrate on that.
- More focus should be given to rate the eligible corporate and SME clients in order to reduce the Risk Weighted Assets.

Chapter 4

Internship

Experience

4.1. Position, Duties and responsibilities

4.1.1. Position:

The author has done the internship program at Southeast Bank Limited, Satmashjid Road Branch, Dhaka. She was appointed there as a customer representative in almost all departments of that branch.

4.1.2. Duties and Responsibilities:

During the internship period the author had some duties and responsibilities to perform towards the bank in a regular basis. The duties and responsibilities are given below in department wise:

- **Remittance Department:** In remittance department my duties were to keep the daily record in the register and input them in a excel sheet. The beneficiary's information, sender's information, amount that has been remitted and the agent information via which sender sent the money. Sometimes I had to deal with the clients in the absence of the officer. I had to complete the whole procedure by the help of the particular client.
- **Front Desk:** Front desk can be called the heart of the bank. So, naturally this department is the busiest site of the bank. I have spent a huge time in that department and learned so many things about bank from them. My duties there were to help the clients filling the account form, processing cheque books, Express cards etc. I had to deal with the new customers also about banks account schemes when there is a rush of client service. There are some savings account schemes such as **Ononnya, Royal Savings, Savings Fast, Bichokkhon** etc. which targets students,

women, 60 above aged clients.

- **Clearance Department:** Clearance department is the sensitive site of the bank. Although I haven't spent that much time in that department but learned so many important things about the clearing process of a cheque. The time limit, when the cheque get rejected and how many times a cheque can be taken. There my duties were to accept the cheque on behalf of the officer, voucher sorting and auditing.
- **Credit Department:** Credit department is another important site of the bank. They give loans and for that bank charge a specific rate of interest. Here my duty was to prepare some official documents related to loan proposal which is given by the officers and some workings on excel sheet. Sometimes I had to discuss with the clients about their SME loan schemes such as **Swapnil, Shuprova, Shikhor, Shopan** etc. These are the packages of their loan schemes which targets women entrepreneurs, new entrepreneurs, small & medium entrepreneurs.

4.2. Training

Southeast Bank Limited is a fast growing bank and having a good position in the market. I was lucky to get the opportunity to do my internship there. From the very first day of my 3 months internship period I have experienced so many new things and learned a lot from them. Although I didn't get any formal training but they answered every single question of mine and cleared my all confusion. They gave me all the information I needed and with that they taught me the things I should know. All the departments were individually helpful. It can be called informal training whatever I learned from and I can say now I have a good knowledge about the activities of a bank. Throughout my whole internship period I got the chance to know so many people and learned how to deal with different people and how to handle different situations. So, I can say my internship period was all a training session for me.

4.3. Contribution to departmental functions

From the very first day to the end I have worked in different departments and contribute my level best to the improvement of the bank. They are discussed below in department wise:

4.3.1. Remittance Department:

In the remittance department I helped the clients to fill up the form and make the process fast. Whenever there is a need to provide any queries of the client I tried my level best to help them whether it is about the documents needed or any other queries about remittance process. I also kept the daily record about the clients of that particular day.

4.3.2. Front Desk:

I made the account opening process as swift as I can through filling up the forms faster by the clients. I also processes cheque books and kept the record. I helped in client service by giving them their required information's.

4.3.3. Clearance:

I helped in the whole processing of cheques as per requirements. I have also done voucher sorting and auditing in a daily basis.

4.3.4. Credit:

I prepared their loan related documents in word files. I have also given alert about their outstanding over the phone. I kept record in excel files about clients and their loan amount, interest, outstanding, expiry date etc.

I have tried my level best to contribute in those departments; I was placed in and done correctly whatever they ask for. I believe I have done my tasks as faster as I can.

4.4. Evaluation

While working at the bank as a regular employee sometimes I worked perfectly but sometimes I made some mistakes. I gave my full concentration on my work and my work has been praised by all. Although they didn't evaluate my work formally but I got some positive words about my works and they always motivate me even if I have done any mistakes.

Starting from the GB of Southeast Bank Limited, Satmashjid Branch to the Credit department they rotated me after a certain period so that I can have the experience of all the departments. They praised my work as I worked there like a regular employee and helped them to make their task swift. I have made several solvency certificates and designed by myself which was praised by my supervisor. Then I wrote some documents for loan proposals, loan renewal applications and A/C receivables and A/C payables which were also made by me following their format. The credit in charge evaluated every document and was quite impressed of my work. So, all I got the evaluation from the officers was motivating.

4.5. Skills Applied

As an internee my works at Southeast bank Limited was limited. As banks work with very matters, so I was always there to assist them. But sometimes I have worked as officers. I can say whatever they taught I got them very quickly.

I have applied the skill most is my computer skills. I used to work in Microsoft Word and Microsoft Excel and I had to make many official documents. As I have the experience making quotations, so I know the format. There I got the chance to use those formats.

I observe their works for a certain time and after that I have that capacity to deal with the clients in absence of the officers. I am a quick learner and I can say that it another important skill of mine for which I didn't face any difficulties learning any new things rather my works has always been praised by all.

4.6. New Skills Developed

Throughout my whole internship period I have developed so many new skills which are so helpful and were needed for me. I think doing internship is the perfect chance to fight our fear. My supervisor at Southeast Bank was so helpful and for that I could develop myself with so many new skills.

The first thing that I have developed is talking with new people and senior officials. I had always the fear of dealing with new people, behaving in a corporate way and showing curiosity about something new. There I had to deal with new people and talk with them without any fear. The officers gave me that courage to talk with them how I want to and then they taught me I have to.

I got the opportunity to work on my weaknesses practically which will definitely help me in my future. The officers of that branch helped me a lot in this case.

4.7. Application of Academic Knowledge

Internship is somewhat connecting the corporate life with the academic life. During the internship period the academic knowledge of a student helps a lot. So how the author applied the academic knowledge is given below:

4.7.1. General Banking:

This area of any bank is the main part of that bank. Clients can have any information related to banks from them. At the front desk I used my academic knowledge while doing DPS and FDR. There is a need of calculating interest rates for a specific person at a specific rate for a specific period. It can be 3 months, 6 months, 1 year, 5 years or 10 years. I had to calculate the interest rate on the amount they are opening the FDR. That means the interest they are going to get and what they are going to get when the FDR will be matured. The same procedure I had to do in case of DPS. Sometimes I had to convert US dollar amount in BDT when clients wanted to know at that day's specific rate. So, these things I have used in the General Banking Section.

4.7.2. Credit Department:

In the credit department the main thing they do is give loans. There are some schemes of that bank and for every scheme the interest rate is different. So, here I have to calculate the interest according to that particular rate of the scheme. I have to keep a list of the interests the borrower has to pay to the bank and if there any monthly installment they have to pay or not. I have also used my knowledge of ratio analysis there in credit department. I have used the formulas of current ratio, quick ratio etc. So, these things I could use while working in the credit department.

Chapter 5

Recommendations

Recommendations

5.1. Recommendation for improving departmental operations

After working at Southeast Bank Limited I have observed some problems faced by the officers while working. So, I have some recommendations for the bank to improve their departmental operations. These are as follows:

- Southeast Bank Limited should focus on prompt client service not only generating profits. Their cheque book delivering process is so lengthy. In fact it takes 7-8 days to get a cheque book after giving requisition for a cheque book.
- They should enhance their card service as the world is getting more attached with internet and online services.
- They should recruit more employees for their front desk as there is always a rush of client service.
- They should update themselves technologically. I observed that their machineries are not up to date which hamper their daily operations.
- Their ATM machines should also be repaired. Because, when I was in front desk I always saw that clients are complaining that the machines are out of service maximum time. They can also go for servicing their machines yearly.
- They should also sponsor to local sports and cultural program by branch level and family get together.
- They should monitor and minimize their operating expense to maintain low cost which is the income ratio.

5.2. Recommendations for improving self-performance

The author also has some recommendations for herself as she found some limitations which spoiled her performance. So she got some strategies for herself which will help to improve her self-performance. They are:

- I should be more confident about my works and I am always afraid of raising questions which I heard from one of the officers of Southeast Bank Limited.
- As I want to be a banker in future and for that I have chosen a bank for doing my internship. I want to recommend myself to work on my patience as the bankers I saw there are so calm and full of patience.
- Sometimes I get nervous when I fall in a new situation which spoils my performance all the time. So I would recommend myself to be more confident and to work on this habit which will improve my performance.

So, these are the recommendations I had for myself and for Southeast Bank Limited as well. I gave these recommendations for Southeast Bank Limited from my personal observation. What I felt and what I saw, I kept that record before and according to that now I gave these recommendations. The suggestions I got from the bank and from my personal realization and I gave these recommendations for my self-improvement because I realized its importance .

Conclusion

Banking is the backbone of any national economy. Banks are responsible to ensure transfer of money from surplus unit to deficit unit. Banks are working as the repository of money. Banks are helping all the other sectors of a country by financing them. They help entrepreneurs by providing them working capital and long term investment as well. Bangladesh Bank is always taking new steps to put the banking institutions on the right track and works for the improvement of Bangladesh overall economy. Bangladesh Bank is also taking initiative for reducing bad loan. The banks are also taking some good steps to reduce the bad loan and investing in more secured place which will be good for Bangladesh economy.

It is not possible to know everything about an organization in just few months. Still I have tried my level best to gather as much knowledge as I can. Again it is more difficult to evaluate the overall organization because a branch is controlled by the Head Office. As a result I can show the only one branch and its activities in my report. I have tried to do the analysis following the instruction. Southeast Bank Limited, Satmashjid Road Branch has some good employees and many good clients. So, if they focus on some of the problems that I have mentioned they can develop themselves more.

My internship program is so important because this is my first time real life working experience.

My internship report is also important because I have put my personal observation there and also tried to analyze our banking industry using my academic knowledge.

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Appendices

From the day I joined Southeast Bank, Satmashjid Road Branch as a intern I have tried to be connected with the employees there so that I can work with them without any hesitation. The environment was so good which I want always as a working place. The officers I worked with were so humble, friendly and motivational. I kept a record of my daily activities which I want to put in my internship report as this is a record of my internship.

- The first day I was asked to work at the Remittance Department. I was appointed as Customer Representative and here I have learned the features of foreign Remittance and got to know about the agent companies of remittance. The importance and position of foreign remittance in Bangladesh Banking Industry and economy.
- I was working at the remittance department, accounts and the front desk at the same time for a specific time period. I can relate them with each other. All the departments and their activities are related with each other. One cannot do whatever he/she wants or giving any service alone. They involve more than one person for a certain **account opening, FDR, DPS, Pay Order** though the authorization process.
- I didn't get the chance to work in the cash department as interns are not allowed to work in that area. But I gathered some knowledge though one of the officers of cash department. He told me how they have to manage the deposits and withdrawal. Sometimes there is a shortage of cash in cash department and they have to convince the clients according to that.
- I saw there are several teams formed by the head of the branch from a officer of different department. The team consists of 3 members and the team is formed for marketing purpose. They have to go for different institutions, restaurants, cultural organizations to promote their products which are their schemes.

- After completing 2 months in GB I was promoted to the Credit Department. All the officers there helped me a lot. They taught me the **LC (Letter of Credit)** process and what the requirements are if someone wants to open a LC and what are the conditions. They also taught me about the **DD (Demand Draft)** and how it works. I have learned the loan listing from the credit in charge of Southeast Bank Limited, Satmashjid Road Branch. He taught me like a student about the overall concept of bank in a short form and so easily. He also gave me suggestions about my report and my future also.

Till the last day of my Internship at Southeast bank Limited, Satmashjid Road Branch I have enjoyed every single moment. Although I was a little bit scared what I will do there and how I will manage with so many new people out there. But I found them so friendly, so helpful and so experienced. I always wanted a workplace like this. Although it was not a permanent job but still I gave my 100% there. As I was enjoying working with those good people and learned so many helpful things from them so, it was a nice journey overall.

