

INTERNSHIP REPORT

General Banking Performance of the City Bank Limited- A Case Study on Nawabpur Branch

An Internship Report Presented to The Faculty of Business Administration in Partial
Fulfillment of the Requirement for the Degree of Bachelor of Business Administration.

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Internship Report on:
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A Case Study on Nawabpur Branch

Letter of Transmittal

Md Kaium Hossain
Assistant Professor
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Subject: Submission of Internship Report on “General Banking Performance of the City Bank Limited-A Case Study on Nawabpur Branch.”

Dear Sir,

It is privilege to let you know, I have finished my internship program in the City Bank limited, Nawabpur branch. I have to prepare a report based on my practical experience. This report focuses on General Banking performance of the City Bank limited.

I am very glad to submit the report, I would like to say that this report is very helpful for me to gather real life experience about whole business activities accomplished in a bank. I also came to know that how to handle customers and provide service to them. I have tried my level best to gather all kinds of pertinent information, which could give me overall concept of this report. I hope that it will meet my expected standard.

I'm submitting this report for your kind attention and thanking you for your persistent assistance and guidance. Hope that you would be happy to accept my report and oblige me.

Sincerely Yours,

Amina Yesmin

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Acknowledgement

In the beginning, I would like to convey my gratitude to the almighty for allowing me the strength and chance to complete the report in the arranged time positively. This is a different occasion of profession life I accepted and loved in the time of my internship, which helped me to make this report. Completion of anything requires supports from various sources. I am very much privileged to get sincere guidance and supervision from a number of people.

At the very beginning, I am very pleased to successfully complete my internship. Then I would like to take this opportunity to express my profound gratitude and deep regards to my honorable faculty **Md. Kaium Hossain**, Assistant Professor, Department of Business Administration, United International University, for his exemplary guidance, monitoring and constant encouragement throughout the report. The blessing, help and guidance given by him time to time shall carry me to take a long way in the journey of life on which I am about to embark. Without his continuous support and suggestion, I can't prepare this report.

I am grateful to the executives of CBL who drawn-out the adoring support during my internship period. I would also like to thank to G.M Jahid Hasan Mona (SAVP & Branch Manager), Md Shah Alam (AVP & SCSM), Md Shafiqul Islam (SBOM), Anisa Hasan Santana (ACSM), Farzana Akther (ACSM), Md Abu Zubayer Tuhin (RM), A.K.M. Hasib Shanto(Trade Officer).

I thank them all from the core of my heart.

Executive Summary

The bank plays a significant role in helping the economic development of a country. The City Bank Limited (CBL) is well known private commercial bank in Bangladesh. The primary aim of this study is to analyze the general banking performance of the CBL. The secondary objective is to identify the problems facing the Bank. The significant issues of the Bank are weak monitoring unit and an inadequate number of employees which ultimately hamper the customer service of the Bank. The does not provide any locker services. Despite the problems, the Bank's deposit and export business is increasing at a considerable amount in last five years. The City Bank should have bigger branch premises for an increased number of customers, and more sitting arrangement should be made for their clients. The bank should raise the ATM booth across the country as early as possible. In conclusion, it can be said, services of City Bank Ltd. still, possesses excellent potentiality. They have outstanding chances in the marketplace to utilize, and they can simply stay in the industry with fall profitability by implementing several current pertinent tactics. To keep up the hopes of the customers, the City Bank Ltd. have to take all needed actions to please their customers because if the customers once understand that they are not receiving right behavior, they may move to another organization.

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Chapter- One

Introduction



1.0 Introduction

The importance of commercial bank is more important than the nationalized banks in the third world countries like Bangladesh. This is the 21st century; the age of globalization and alliance among the multinational and foreign businesses.

Globalization/Free market economy is one of the major challenges for this world. A bank is a vital financial institution that play a vibrant role in the county's business & central of the disbursement system. Now, the economy of Bangladesh demands fast expansion of commercial institutions. The intern report has been organized based on hands-on information and academic understanding. The City Bank limited (CBL) follows centralized management policies, and the head office strongly controls all of the branch offices.

1.1 Origin of the Study

The Internship program, designed to provide the student with an opportunity to obtain on the job training and it aims is to bring the two facts of learning the theoretical and practical knowledge together. In fact, this report is made in partial fulfillment of the requirement for the Degree of Bachelor of Business Administration. The title of the report is **“General Banking Performance of the City Bank Limited--A Case Study on Nawabpur Branch”** and assigned by the respected supervisor, Md. Kaium Hossain, Assistant professor, Marketing, School of Business and Economics, United International University.

1.2 Purpose

The purpose for selecting this title is to know the “banking service” presently existing in Bangladesh. The study permits me to know definite touches about the general banking performance of the CBL. Mainly, there are three tasks that a bank do each day, but I have studied only on the task of general banking activities of the CBL, as my topic is **“General Banking Performance of City Bank Limited---A Case Study on Nawabpur Branch”**. In effect, the main purpose of this intern is to make a bridge between theory and practical knowledge.

1.3 Objectives

It's obligatory to select a topic or title to write a report. A precise topic reveals the contents what is going to deliberate throughout the study. The title has been assigned by my honorable faculty Md. Kaium Hossain and the title is **“General Banking Performance of the City Bank Limited- A Case Study on Nawabpur Branch”**. The main aim of my internship is to get a practical direction from the bank and to know how it runs and what job it does.

1.4.1 Primary Objective

- To understand the general banking performance of the City Bank Limited.

1.4.2 Secondary Objectives

- To identify the statistical performance of the City Bank limited.
- To discuss functions and operations of each level of the organization of the Bank.
- To identify the problem facing the Bank.
- To relate theoretical knowledge with practical experience in several functions of the City Bank limited.
- Evaluate customer service of the City Bank limited.

1.5 Methodology of the Data Collection

Sources of Data

Collections of facts are treated as data; there are two types of data.

- Primary Data
- Secondary Data

1.5.1 Primary Sources

The primary data are those which are gathered for the first time and thus ensue to be original. Primary data sources are mention below.

- Personal experiences by meet and greet with customers.
- Personal experience gained by visiting different desks.
- Personal investigation with bankers.

1.5.2 Secondary Sources

- Website of the City Bank Ltd.
- Annual report
- Official records
- Several Books and periodical related to the banking sector.

1.6 Limitations

Information couldn't be gathered because of privacy of the bank. Therefore, it is very tough to carry out a detailed analysis of the bank's problems and the service provided by the City Bank Ltd (Nawabpur Branch). At the same time, I tried to adjust to those problems.

The main limitations faced in producing this report are as follows:

1. Bank policy did not support to collect all type of data and information.
2. In many circumstances the latest information is not published.
3. Because of the reluctance of the busy key personnel, necessary data collection becomes hard.
4. Lack of experiences has acted as constraints in the way of careful exploration of the topic.

Chapter- Two

OVERVIEW OF THE CITY BANK LIMITED



2.0 Company Overview

2.1 Background of the Company

The CBL is the first private sector bank in Bangladesh. The bank has been operating since 1983 with an authorized capital of Tk. 1.75 Billion under the entrepreneurship of twelve prominent & leading businessman of the country. The CBL underway its journey on 27th March 1983 through opening its first branch at B. B. Avenue Branch in the capital, Dhaka city. It was the far-sighted entrepreneurship of around 13 local businessmen who braved the huge worries and risks with courage and interest that made the establishment and onward march of the bank possible. Those sponsor directors started the journey with only Taka 3.4 crore worth of Capital, which now is a respectable Taka 2311.78 crore as capital and reserve. The vertical intention behind starting this Bank was to bring about qualitative alterations in the scope of Banking and Financial management. Today The City Bank serves its customers at home and abroad with 88 branches spread over the country and about three hundred overseas correspondences covering all the major cities and business center of the world. The CBL presently has 99 online branches and 1 SME service centers and 11 SME/Agri branch arrangement across the length and breadth of the country that comprises a well-built Islamic Banking branch. Further these traditional delivery points, the bank is also very dynamic in the alternative delivery area. It at present has 294 ATMs of its own; and ATM allocation arrangement with a partner bank that has more than 1150 ATMs in place; SMS Banking; Interest Banking and so on. CBL is now started its Customer Call Center operation. The CBL has a plan to close the current year with 200 personal ATMs.

2.2 Organizational Structure

The City Bank Ltd. is among the very few local banks which do not track the traditional, decentralized, geographically copied, branch-based business/profit model. In its place, the bank manages its business and operation sharply from the head office through the five separate units specifically:

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

The City Bank is liable for all activities associate the supplying of the fresh credit cards, comprising billing and accounting, customer service, credit supervision & charge approvals along with marketing the cards in Bangladesh. The City Bank also introduced exclusive privileges for the card members underneath the American Express selects program in Bangladesh. The CBL likewise deals phenomenal advantages all over the world with more than 13,000 offers at over 10,000 merchants in 75 countries.

The CBL already introduced real time internet, internet Banking system I-banking with all up-to-date distribution networks. For noteworthy performance, the bank has received national & international recognition. The Bank was one of the twelve banks of Bangladesh among the five hundreds (500) Banks in Asia for its asset, deposits & profit as appraised by ASIA WEEK. In 2000, The City Bank received “Top Ten Company Award” from the honorable Prime Minister of Bangladesh.

2.3 Objectives of the City Bank

The major objective of the CBL is to build a solid capital base, to make a good profit and pay a smart dividend to honorable shareholders, to attain the objectives, the bank works for improving the quality of bank's assets by identifying possible good borrowers. And persuade the clients to open an account in the bank through their skill and intelligence as well as is to keep the reputation through their customer services oriented facilities. To accomplish this desired goal it has the intention to the quest for excellence in the climate of nonstop progress. Because it trusts the line of quality is continual, it also trusts that its strategic plans and business will its asset in a competitive atmosphere. Its motto is to deliver every single customer services available in today's banking process for their clients.

2.4 Mission, Vision and Core Values

Vision:

To be the leading bank in the country with best practices and highest social commitment.

Mission:

- To contribute to the socioeconomic development
- To attain highest level of customer satisfaction through extension of services by dedicated a motivated team of professionals.
- To maintain continuous growth of market share ensuring Quality
- To maximize bank's profits by ensuring its steady growth
- To ensure participative management system and empowerment of Human Resources.
- To nurture an enabling environment where innovativeness and performance is rewarded.

Core values:

- Result Driven
- Accountable & Transparent
- Courageous & Respectful
- Engaged & Inspired

- Focused on Customer Delight

2.5 Operational Process of City Bank Limited

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

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

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

2.6 Strategies

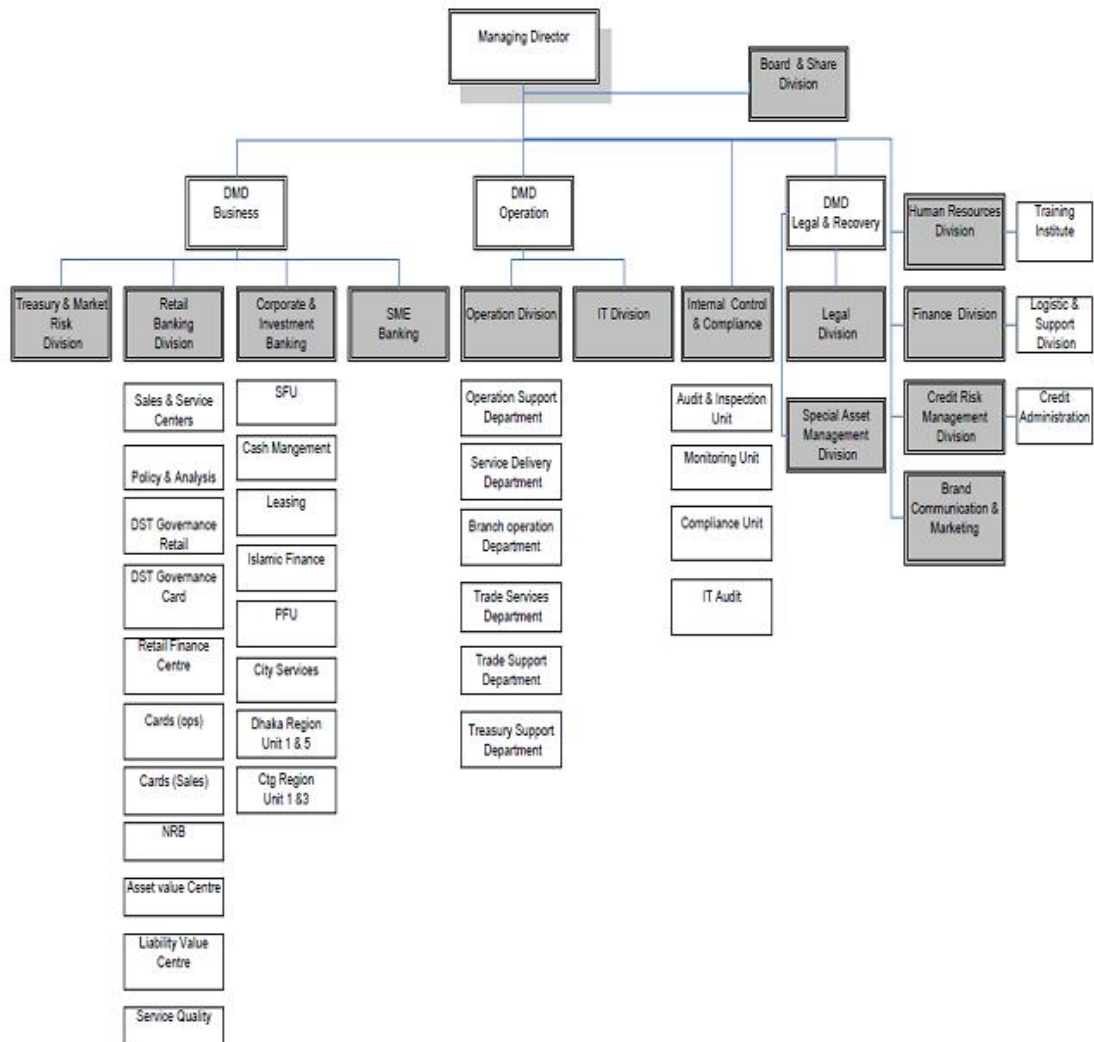
The CBL trusts in the practice of market-oriented strategic planning, developing & maintaining a workable fit between the organization's objectives, skills, and resources. The goal of such approach is to shape and reshape the banks business and services so that they produce target profits and growth. The strategic planning of CBL comprises of two organizational levels, which are

1. Location Based strategy
2. Business Level Strategy

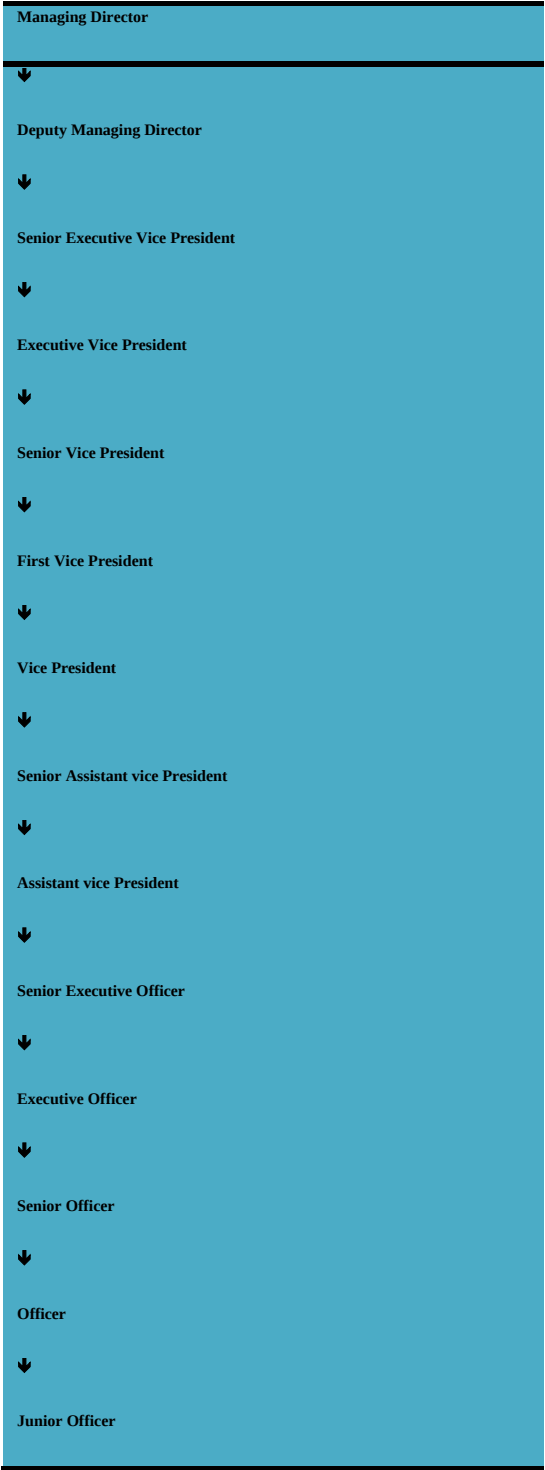
2.7 Business Philosophy

Despite rigid struggle among banks maneuver in the country Bangladesh, both local & international, the CBL made a surprising growth basically in each domain of its operations. The activities of the CBL are very tacit & enormous relating to that of another bank in the country today. The CBL has a very good slogan- “For Relationship Banking” which is actual time focused.

2.8 Organogram



2.9 Organizational Hierarchy



2.10 Services and Products

The bank launched several financial products and services since its inception. Among them are:

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

2.11 Departmental Activities: General Banking Section

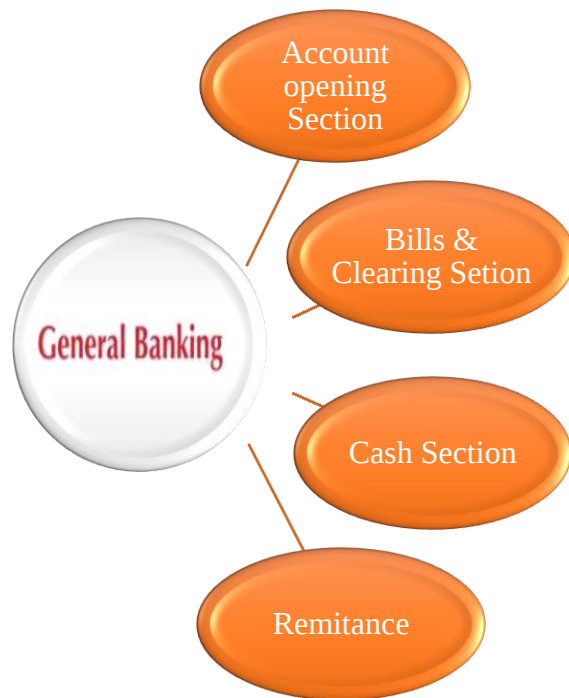
What is banking?

An establishment authorized by a government to accept deposits, pay interest, clear checks, make loans, act as an intermediary in financial transactions, and provide other financial services to its customers.

General banking department performs the core functions of a branch. General banking department is that department which is generally exposed to the maximum number of customers. It is the introductory department of the bank to its customers. A bank does not produce any tangible product to sell but does offer a diversity economic services to its customers.

The Nawabpur Branch of the CBL has all the required sections of the general banking and this section run by skill manpower with vast banking knowledge. Hence, a touch of amusing customer service is prevailing in the branch. General banking of this branch consists of different sections, namely account opening section, checkbook issue, transfer of account, closing of account, remittance section, online banking, clearing and bills section, cash section, data entry section etc.

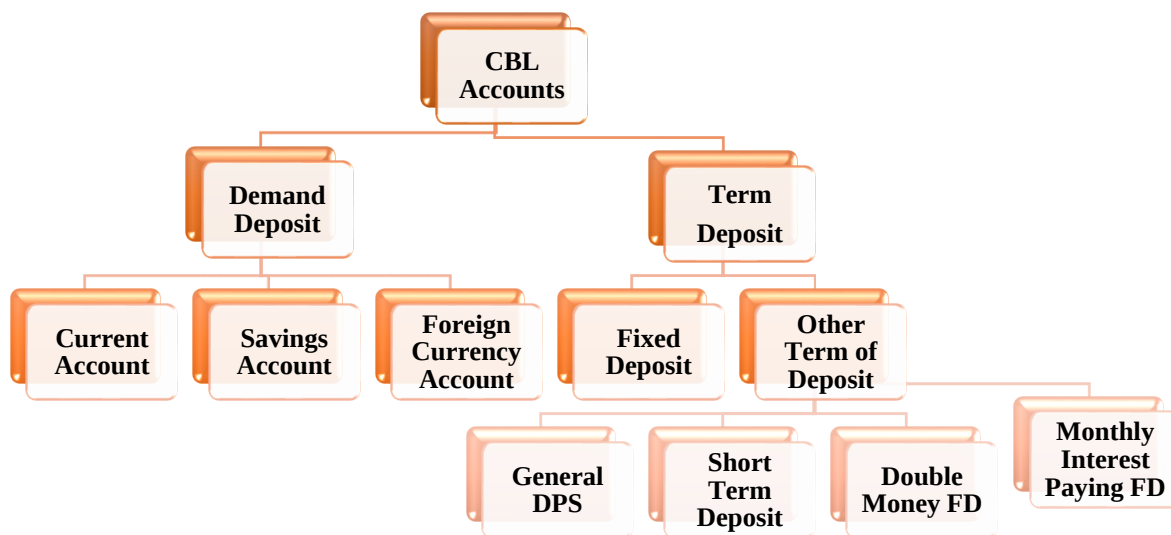
The general banking department (GBD) that involves primarily of the subsequent and they are specified below:



2.11.1 Account Opening Section:

According to the law and practice, the banker-customer relation arise sonly from the contact between the two. And opening an account is the contract that establish the relationship between a banker and a customer. So this section pays a vital role in attracting customer and therefore should be handled with extra care. City bank limited opens the following accounts for its customers:

Types of account of CBL:



Current Account:

Any Businessperson or organization can open this type of account. Customer can request and drawing their full cash without giving any notice to the Bank. Account holder get cheque book having pages 50 or 100 in numbers. The distinctive features of this account are as below:

1. The main objective is to save big customers as big business person, joint stock companies, public limited companies and private limited companies, etc.
2. CBL current account does not pay any interest on current deposit.
3. Minimum deposit of Tk 10000/= is required for opening a current account.
4. In this regard no IC (incidental Charge) is deducted.

Types of Current account:

1. Individual account
2. Proprietorship account
3. Partnership account
4. Limited account

Savings Account:

A savings account is intended for individuals for lower & middle class who have to save a portion of their earnings to meet their upcoming want intend to earn an income from their savings. Same as current account there are also need Tk 10000/= to open a savings account. Account holder get chequebook with leaves 25. Savings account can be opened either individually or jointly, and account holder get interest on it.

Types of Savings account:

1. Savings delight account
2. High value savings account
3. Basic savings Account
4. Student savings account

Foreign Currency Account:

Foreign currency account is a service concept where financially attractive products like FCY Account, RFCD Account and NFCD Account for individuals is offered with value added bundle offers. RFCD Account and NFCD Account is the most popular deposit products to high net worth non-resident Bangladeshi's and a large number resident Bangladeshi people who frequently visits outside the country for holidays and other business purposes. These people open RFCD account with foreign currency carried in at the time of their return from travel overseas for different future purposes.

Types of Foreign Currency account:

1. RFCD Account
2. NFCD Account

Term of Deposit account:

Fixed Deposit Receipt (FDR): In this types of deposit, a huge amount of money is deposited in the bank for comparatively higher rate of interest is offered to the depositor for the period of 3 months, 6 month, 1year to 10 years with the condition that they can withdraw the amount before maturity but can draw the profit on a monthly basis.

Other Term of deposit:

1. **General DPS Account:** General DPS account is an outstanding DPS product that is different and more attractive than the prevalent DPS products in the market. It's a perfect way to secure financial future. The monthly install deposit ranges from tk 500 to tk 50,000.
2. **Short Notice Deposit (SND):** This distinct types of account is just in between CD and SD which offers income at the rate of 6% (simple rate of profit designed yearly on daily balance) but needs 7 days-30 days prior notice of cash withdrawal.
3. **Double money FD account:** This pattern entities to double the amount of customers initial one time deposit in a shortest possible time.
4. **Monthly payment interest account:** In this type of FD the amount starts from Tk 50000/= on behalf of this type of deposit customer can get loan, in this type of deposit customer can encashment facility before maturity.

2.11.2 Bills and Clearing Department:

Clearing stand for mutual payment of claims made in among member banks at a fixed time place in respect of instruments drawn of each other. Clearing House is an arrangement under which member banks agree to meet, through their representatives, an appointed time and place to deliver instruments drawn on the other and in return to obtain instruments drawn of them.

Types of Clearing:

1. **Inward Clearing:** Clearing returns (inward) contains of those instruments which were offered by us to other banks for payment but have been reimbursed and due by them owing to specified cause through the clearing house.

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

2.11.3 Remittance

Customers of a bank need to transfer his fund or money to anywhere within the country they can do it through the remittance section of the bank remittance section of general banking deals with only local remittances. During my internship I have observed in my branch deals with three types of local remittances. These are:

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

2. Pay order: It is like cash but not just cash. It is an instrument which is issued from a certain branch of a bank and must be encashed from the same branch. Unlike cheque there is no possibility of dishonoring pay order because before issuing bank pay order bank takes out money of the pay order in advance. It is not a negotiable instrument because it cannot be endorsed or crossed.

3. Mail transfer: Where there is no telex machine or telephone line then this system is used. It is the least used technique for transferring fund as it is time difficult and risky for mail may miss. When the handover of fund from one branch to another takes place by mail but most of the time over telephone it is called Mt. procedures of issuing.

2.11.4 Cash Section

Cash is the most liquid asset and it should be deal very carefully. So this department is truly handed with intensive care. This department starts the day with cash in vault. All cash receipts and payments are completed through this department. I was not authorized to deal with this section. Operation of this section begins at the start of the banking hour. Cash officer begins their transaction with taking money from the vault, known as the opening cash balance. Vault is kept in a much secured room. Keys of the room are kept under control cash officer and Branch Operation Manager. The amount of opening cash balance is entered into a register. After whole days transaction extra of the money remains in the cash counter is put back in the vault and known as the closing balance. Money is received and paid in this section.

1. **Cash Receipt:** Depositors deposit money in their account through this section by deposit slip. This section also receives cash from customer for opening pay order, bank draft telex transfer etc. this banks all cash receipts are taken by this department.
2. **Cash Payment:** This section accepts the cheques from the depositors for payment in cash. After receiving cheque first the cheque is scrutinized whether it is a valid one. Cash officer judges the amount both in figure and word date of the cheque and signature etc. then finally authorized officer compares the sign on the cheque with the specimen sign, and check whether the balance in the account is sufficient. If the things is satisfactory, then payment is made against the cheque.

2.12 Other Services Provided by the CSM at Nawabpur Branch

1. Transaction profile (TP) update procedure: When any account holders monthly transaction (limit of cash deposit and cash withdraw) become high then the bank called to the customer for updated their TP.

2. Signature change procedure: If any customers wants to changes his/ her account signature then he/she must bring one copy passport size photo and seal if it is a current account. There is two form required for changing the signature. One is the changing signature form and another is a signature card.

3. Contact information change procedure: If any customer changes their communication address /mobile/email address then they also can update information on their account. If communication address will be changed then the customer must bring a verified copy of the changing address like electricity bill of the address/copy of the passport or NID if this address is mention there

2.13 Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis

Every bank/organization has some internal strengths and weaknesses and has some external opportunities and threats. The next will present the City Bank's SWOT:

2.13.1 Strengths

1. American Express Credit Card: The CBL has launched together local and dual currency (BDT and Dollar) Amex Credit Cards on 7th November, 2009. According to the contract, CBL is going to be the high-class supplier and dealer of Amex cards in Bangladesh. Brand image of Amex is surely going to the brand standing of City Bank ltd.

2. New Management: The CB's management squad has meaningfully changed since the year 2007. New departments like NFB (None funded business), Policy and analysis etc. are opened for better action purposes.

3. Experience: City Bank ltd. has been in the industry for about 25 years. This long time of existence in the industry has helped CBL to gain in-depth knowledge about the industry trends as well as helped to build up strategic corporation with many corporations which most other banks could not achieve in the shorter time.

4. Availability: Currently CBL has 82 Finacle (Online) branches, 1 established Islamic Banking Branch and 5 SME centers all over the country. This multitude of branches is giving easy access to their customer which is a huge advantage of CBL.

5. Good Relationship with Customers: One of the main strength of CBL is they maintain a good relationship with their customers. They treat their customers very friendly. That's why, customers don't want to leave the bank.

2.13.2 Weaknesses

1. **Low remuneration package:** Compared to other banks, CBL's payment package is poor. With this lower payment policy, CBL won't be able to employ the well-known employees of the country and might even lose their current talented employees.
2. **Lower service quality:** CBL's service standard is lower compared to other banks. Except few selected branches (Dhanmondi, Gulshan branch), most other branch don't even have high-class and well-organized inner design. Customers are not treated according to their confidence and service is very slow in some branches for the poor network system.
3. **Existing elderly employees:** A large part of CBL employees are employed in this bank over 35 years. The new management is finding it hard to allocate with these employees, particularly with them who are reluctant to accept new policies and change within the Bank. Now it's a matter of question for the CBL top management that whether to find an appropriate exit strategy for these employees or whether to launch proper training programs to train them for new policy and rules.
4. **Poor Brand Image:** Prior to the launching of Amex Cards, CBL had unfavorable brand identity among its customers which sustained for more than 20 years. Now it would be hard for this new management to change this brand identity suddenly.
5. **Lack of own ATM services:** Many customers criticize that ATM booths are not available in some areas or one booth is so distant from another.

2.13.3 Opportunities

1. **Credit Card Business:** The card business of Bangladesh is flourishing since last few years. ATM's, Debit cards and Credit cards are becoming a vital product both for the customers and bank itself. A major share of the Bank's revenue comes from card business. CBL had launched AMEX Credit Cards on 7th November, 2009. This is surely going to lift their card business and brand image. In addition, CBL is looking onward to include Master Card in their card business. Both of these plays vibrant role for CBL to grow as the leader in the card business in Bangladesh.
2. **Online Banking:** With the advancement and accessibility of technology, the need for online banking is receiving more priority. Both local and foreign banks are moving towards online banking to ease the business practice for their customers. The CBL too, has taken some marvelous efforts. They have already converted eighty three (83) of their branches into online branch & providing assured services through internet.
3. **Automation:** Since 2007, one of CBL's major projects was to automate its operation by using newest technology and software. Presently all of their branches are linked through intranet. This network based banking is building the overall departmental jobs much easier and faster, ensuring better and much faster customer service. CBL employees are also using software called 'Finacle' which helps them to track information & data about their customers within a matter of minutes. This move to automation will definitely provide CBL a huge gain over other banks in the industry.
4. **High growth of sales and trade finance:** City Bank's earn a huge sum from their sales team and trade finance now a days. They have to train their sales team properly because it's a great chance for them.

2.13.4 Threats

1. **VISA Credit discounts:** We have already stated that CBL has started a fascinated project of American Express in the card segment of the banking industry. But, the card segment of Bangladesh is already led by Visa credit cards. Moreover, right after the launch of Amex Cards, several banks (i.e. standard chartered bank) has undertaken noteworthy deductions in their visa card offerings. Under these conditions, more promotional efforts in Visa by other banks can have a shocking result in CBL's Amex Project.

2. **Failure to establish AMEX brand image:** Compared to the existing foreign banks, CBL's brand image is supposed somewhat poor. Particularly in case of service quality. With the existing brand identity of its own, CBL might fail to formed AMEX brand identity suitably.

3. **Maintaining a broad target market:** CBL's target market consist of consumers from lower class to consumers with high net worth. Lately started 'Celtic Project' is designed for solely the elite class of Bangladesh. However, with least training, the existing employees might not to provide sufficient service to these different classes of people, mainly since the expected service quality of the upper class is much different than the lower classes.

4. **Management Collision:** In 2006, a major change occurred in the history of CBL's management because of the sudden recruitment of certain fresh personalities. The novel management squad renewed the overall structure of the bank and centralized its operations. They tried to confirm that the new management consists of young and highly talented people of the industry. Several of existing employees think that under this new management their future prospect of job is zero and in contrast, the new management is not even ready to agree that there exists some sort of confusion and is trying to convince that only people with high skills have been chosen for newly undertaken projects. This obscure shade of confusion between these two groups of employees can reason major costs in the future projects of the CBL.

CHAPTER- THREE

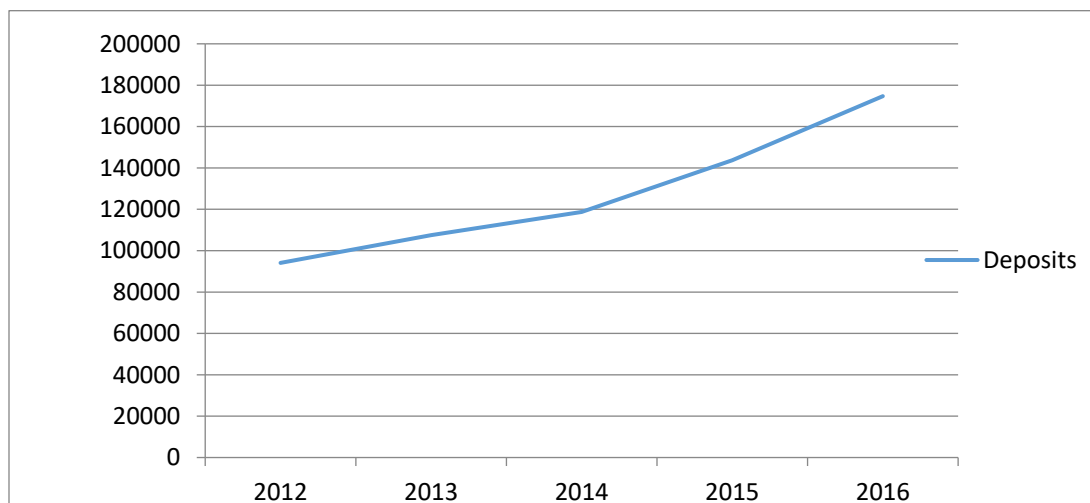
ANALYSIS & FINDINGS



3.1 Deposits:

A deposit is the major source of fund for commercial banks, all they want that they have the sufficient deposits to expand their business with a continuously increasing trend. So now a days, deposit mobilization has become a challenging task for the commercial bank. Actually deposit is the great source of fund for any bank and especially for the City Bank limited Nawabpur branch. Among all the branch of City Bank Nawabpur branch gather a huge amount of money from deposits. Here last five year deposits:

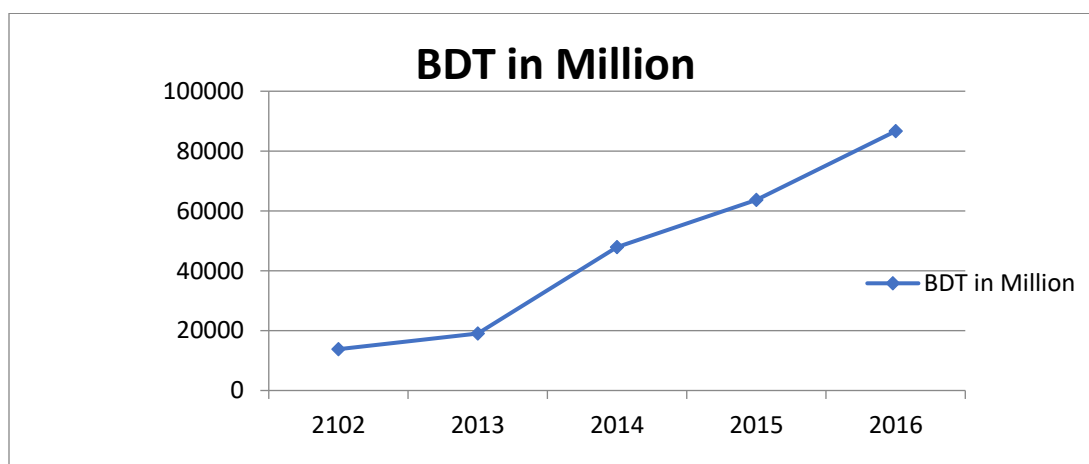
Year	Amount in BDT million
2012	94,099
2013	107497
2014	118727
2015	143729
2016	174695



Deposits (Amount BDT in Million)

3.2 Export Business:

Year	Amount in BDT Million
2012	13800
2013	19043
2014	47887
2015	63660
2016	86657

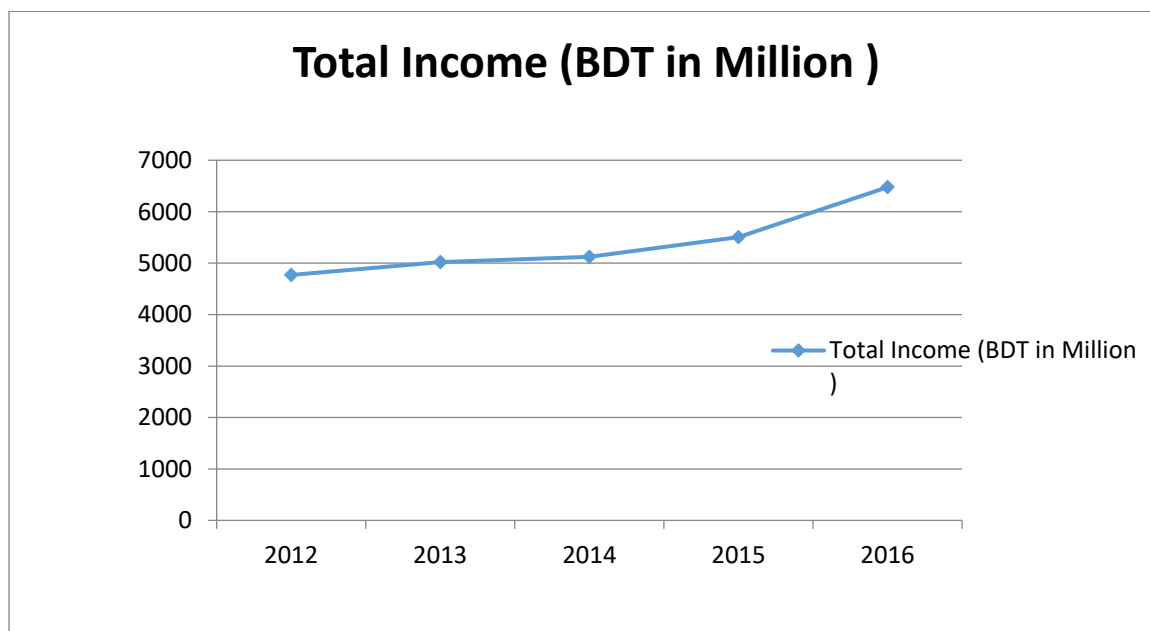


Export Business (Amount BDT in Million)

3.3 Total Income:

Total income increased from 4770 million to 6477 million from 2012 to 2016. The income is increasing in a tremendous way from 2012 to 2016.

Year	Amount in BDT million
2012	4770
2013	5019
2014	5122
2015	5506
2016	6477



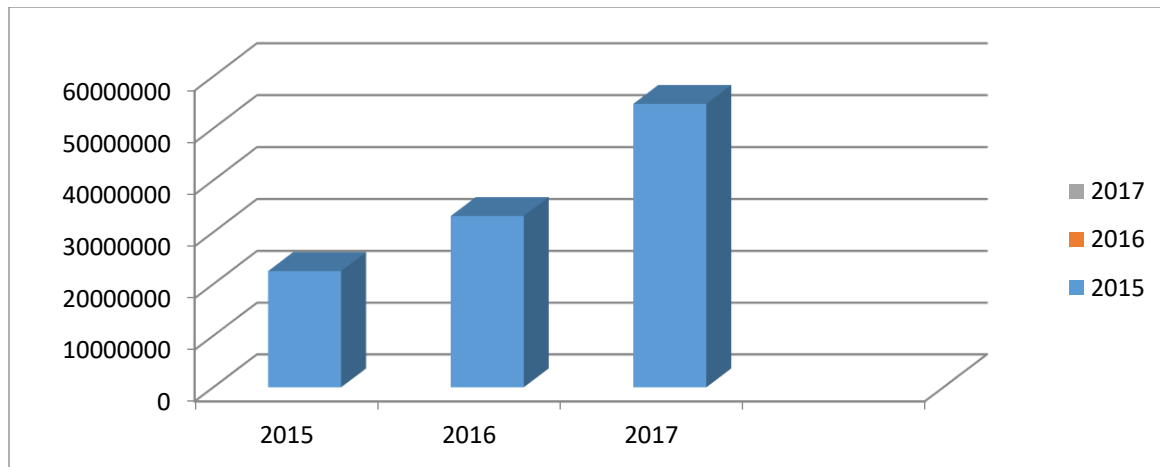
Total Income (Amount BDT in Million)

3.4 Core Financial Findings of City Bank, Nawabpur Branch:

Particulars	Year		
	2015	2016	2017
Profit (Amount in BD)	22500000	33100000	54700000
Deposit (Amount in BD)	777000000	959800000	1050000000
Employee Turn Over Rate (%)	22%	28%	35%
New Current Account Open	69	88	100
New Savings Account Open	111	120	180
FDR Open	40	50	70

3.4.1 Profit:

If we analysis the profit then we find it that Nawabpur Branch achieve a huge profit in compare to 2105 to 2016. In every year the profit of the branch will be increase because of the loyalty, trust worthiness, good customer services, and employee's commitment to their assigned work. Officers of the nawabpur branch always tries to provide good service that helps them to gain a huge profit. Profit will increase in a tremendous way from 2015 to 2017, in 2015 the profit was 22500000 BDT and in 2017 the profit was 54700000 BDT. So the profit indicates the present condition of the branch and also the performance.

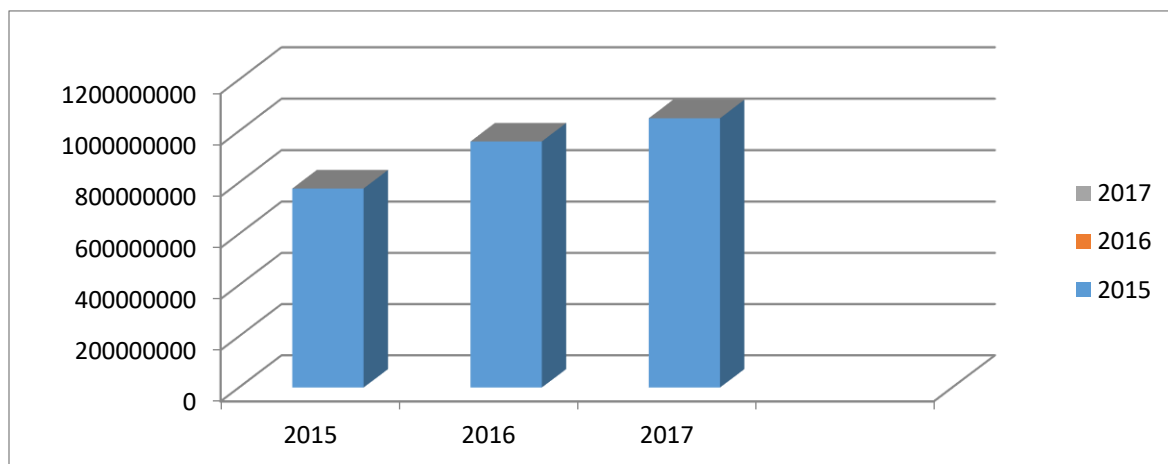


Profit (Amount in BD)

3.4.2 Deposit:

As we already mention that deposit is the main income source of the City bank limited compare to any other segment. In 2017 the branch gains 1050000000 BDT. No doubt that is a huge amount for any branch. Compare to 2015 the amount is increased day by day. Customers are interest to open deposit account in the City Bank limited because of some following reason:

- 1) Lots of options, so customers can choose an amount according to their level. The amount starts from 10000tk to 100000.
- 2) Deduct less excise duty.
- 3) Customers can get service from any branches of CBL.

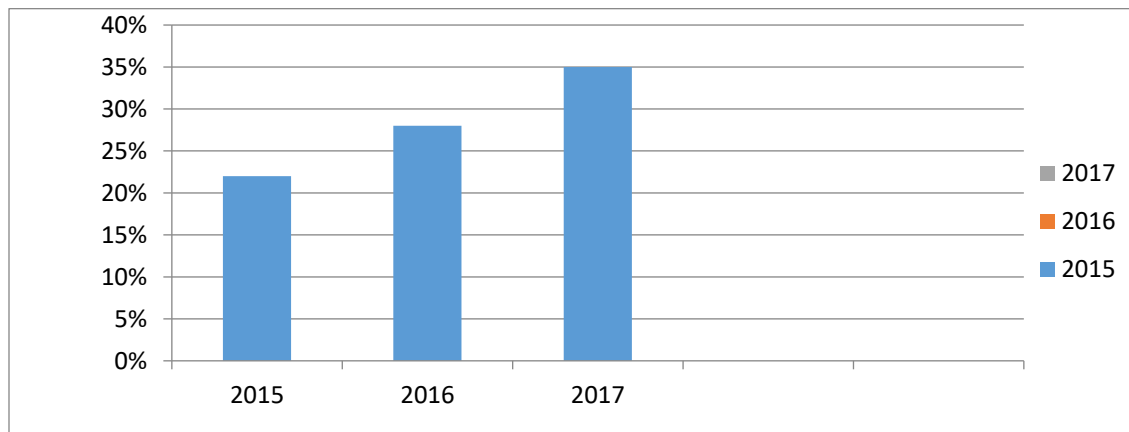


Deposit (Amount in BD)

3.4.3 Employee Turnover Rate:

The turnover rate of the City bank is very low; in 2015 turnover rate is 20% is and in 2017 turnover rate is 35%. The rate is not only in nawabpur road branch but all 97 branches of the City bank limited. Employees are not interested to switch to another bank because of some reason.

1. This is the reputed local banks in Bangladesh.
2. The environment of the bank is really good.
3. Employee works in coordinate way.
4. Attractive salary.



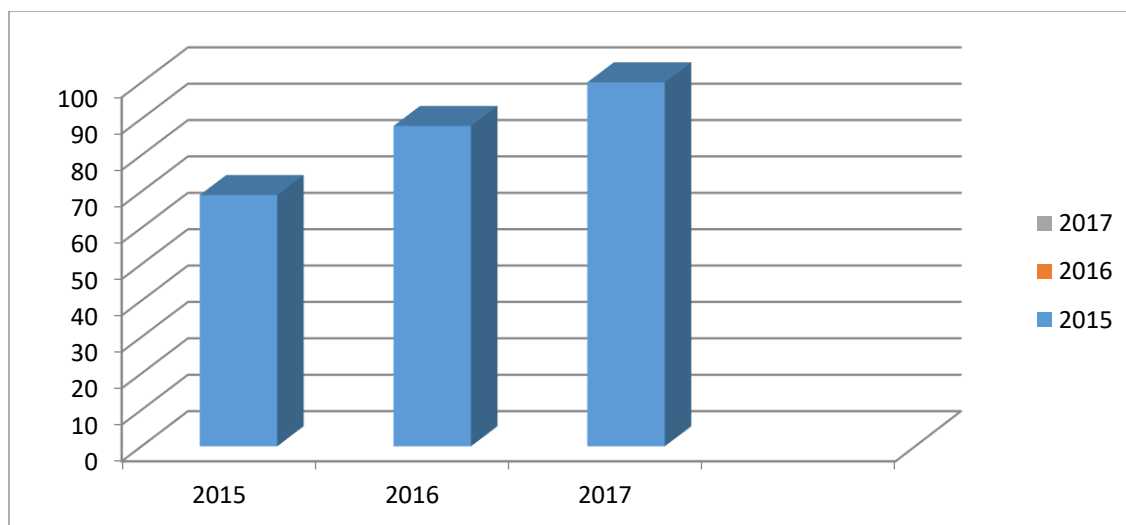
Employee Turnover Rate (%)

3.4.4 CBL Current Account:

Current account is an only demand deposit account. Gradually, the demand of current account is increasing because of some reasons:

- Lots of options, current account can open individually, proprietorship, jointly, partnership.
- No interest rate is offered.
- The initial lowest deposit for this account is 10000tk.
- No incidental charge (IC) is taken.

In this chart we can easily see the demand of current account is increasing; in 2015 the amount of new current account was 69 and in 2017 the amount of new current account was 100.

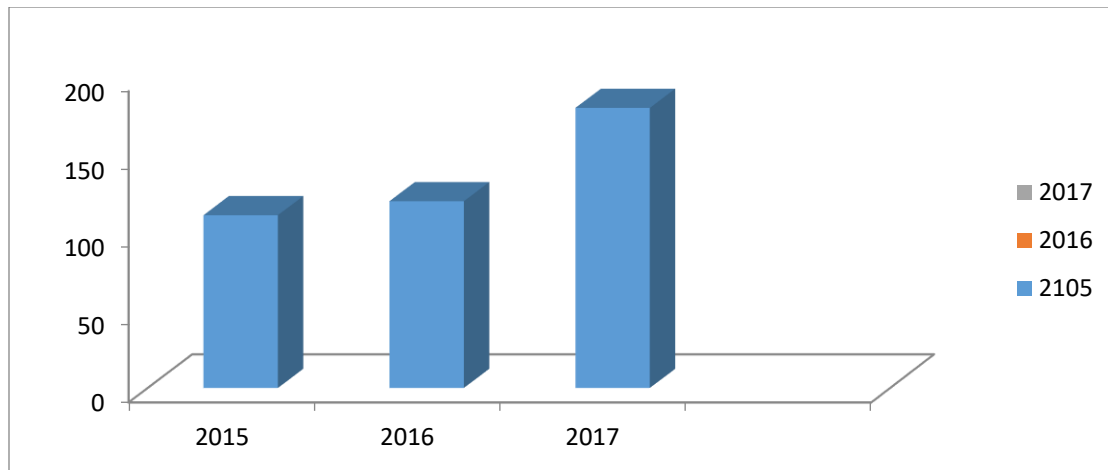


New Current Account Open

3.4.5 CBL Savings account:

A Savings Account is planned for the people of lower and middle classes who have to save a part of their incomes to meet their future need and anticipate to earn an income from their savings. It aims at stimulating savings of non-trading person institution, society, clubs etc.

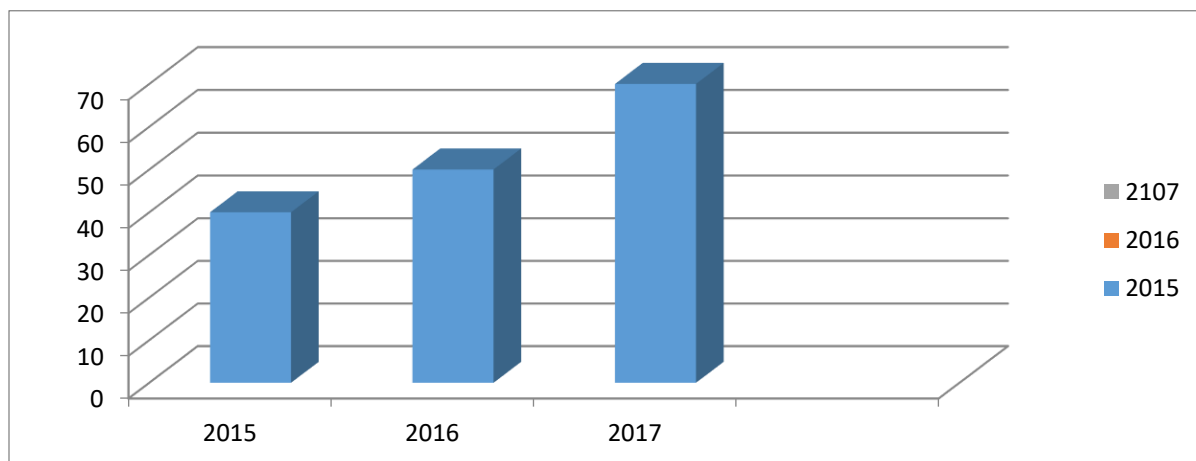
In this type of account, customers can deposit their money having an interest from the bank on least rate of interest of per month transaction like 6 to 8.5%. That's why who wants to save rather than drawing choose savings account. Last year the amount of new savings account was increased from last two years, in 2017 the amount is 180.



New Savings Account Open

3.4.6 Fixed Deposit Receipt (FDR)

Fixed Deposit Receipt (FDR) account offers the customers the chance to invest a fixed amount for a fixed period at a fixed rate of interest. The customers have the preference to re-invest their funds both principal amount and interest amount on maturity or principal amount and the interest amount being paid into their SB accounts. Customers are very much attracted in FDR. Here the rate of increasing interested people in FDR, because the interest rate is increasing now a days.



New FDR Open

3.5 Findings

The Bank is excessively centralized. For every walk, branch office has to go for consent from the Head Office. The Head Office tightly controls every branch office. This sort of dependency on Head Office slows down the actions of every branch office.

From my observation from internship, I found Nawabpur Branch takes long time for providing services. It sometimes creates an awful effect on the market. Consequently, many customers are switching to other banks to save their time.

- Understanding customers' savings trend and market demand the bank launched four new deposit products which are: City Onayash, City Ichchapurun, City Projonmo and City Shomridhdhi.
- Presently launched a service "CITY TOUCH" is very much popular and useful for the customers.
- Ineffective marketing policy which unable to attract potential customers in the market.
- Monitoring unit is not adequately function able.
- Occasionally the process of information transfer to the management is long.
- The counter service is infrequently unsatisfactory as of not having enough employees for the counter sector.
- Sometimes, customers do not receive appropriate attention during the busy hour.
- The branch is making a profit every year at a stable rate. The rate of deposit collection in every year is growing at a positive rate.
- Customers waiting areas in the bank is not satisfactory, so, customers have to wait by standing.
- From deposit sector & export business City bank gather a sizeable amount in last five years.
- Employee turnover rate is not so high due to City bank's HR policy.
- Current account, savings account, FDR these are increasing day by day.

Chapter-Four

***Conclusion and
Recommendations***



4.0 Conclusion

A bank must have a goal to attain. To attain that goal bank must fix its vision and mission. Customers are the focus of that mission and vision for any organization. Because most of the banks are providing same services and their features and characteristics are also same. So it becomes very hard for a financial institution to create competitive advantage and to provide superior and quality to customers. Service is the only tool that can distinguish one bank from other. Customers will select that bank which is providing first, error-free & quality services. Otherwise, it will be very tough for a bank to attract more customers and even they can lose their present customers if service quality is not good enough.

The City Bank Ltd. is a famous commercial bank in the country. City Bank limited is committed to keeping up its promise to provide responsive services in banking to its valued customers. CBL management has always put individual effort to uphold the interest and trust of their customers.

Time to time, City bank offers different attractive packages of the program for customer and offers which remain on changing. According to my perception, they require a much prompt guideline to operate their activities. Of course, the level of customer satisfaction varies from bank to bank and even from branch to branch within a bank.

Lastly, it can be said throughout the results attained so far are moderately acceptable, service of City Bank Ltd. Still, keeps excellent potentiality. They have excellent chances in the market to apply, and they can definitely last in the industry with fall profitability by approving some current appropriate strategies. To continue the expectations of the customers, the CBL has to take all the necessary actions to satisfy their customers because if the customers once recognize that they are not receiving appropriate treatment, they may change to another bank.

4.1 Recommendations

Now a days, it is essential for every business to build a strong presence in the market by maximizing profit margin by nurturing their customers as much as possible. To remain competitive in the industry, bank has to classify the strategies that support, fit or match the bank's resources & skills to the demand of the environment to cash its opportunities and counter threat & to correct company weakness building on the strengths.

After completing my internship program with City Bank, Nawabpur branch, I consider the following recommendations may help them to increase the level of performance which help to gain more customer satisfaction:

1. A bank is a service-oriented financial institution. Its profit depends much on its customers' satisfaction level. So, the authority always should put concern about their customers and the quality of service they are providing to them.
2. City Bank should have better branch places for an increased number of the customer, and more sitting arrangement should be made for their clients.
3. The loan application process time is very lengthy. The time required for the applications should be reduced. For the faster loaning process, the CBL may provide online loan application submission & personal credit processing.
4. Debit card may be given to the new account holder within a short period and it should be activated as early as possible. Sometimes customers open bank account for their early and fast service in the case of carrying a debit card, but it is reached on customers hand after 7 to 10 days. So it takes more time to issue the debit card and activation of it.
5. Sales team should be trained to increase their efficiency.
6. Setting up of Query Desk/ Information Booth in all branches so that customers can easily collect their queries.

7. Another thing that I have noticed while working as an intern was that a considerable amount of customers required locker services but at the Nawabpur branch does not have the locker service for the customers. But it should be improved at CBL, Nawabpur branch for increasing number of customers.
8. Increase the ATM booth across the country as early as possible. Some booths should be improved to fill up customer demand.
9. An independent market survey can be performed in every two years to realize about the booming industry/business trend of the country.
10. The City Bank should combine the skill of old employees with the originality of newly recruited employees.
11. Most of the employees are sticking to one seat only, with the result that they become a master of one particular job and lose their grip on other banking operation. In my opinion, each employee should have regular job change.

Appendix

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