

Project Report on

An Exploratory Study of Marketing Activities of

Dutch-Bangla Bank Bangladesh Ltd

Submitted To

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Date of Submission: November 23, 2020

Letter of Transmittal

November 23, 2020

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Associate Professor

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Subject: Submission of the Project Report

Dear Sir,

This is my pleasure to submit my project report on “**An Exploratory Study of Marketing Activities of Dutch-Bangla Bank Bangladesh Ltd**” Which has been prepared as a requirement for the completion of the BBA Program of United International University. This is mandatory and required to complete this program.

Although during the working of this project, I have tried to follow every instruction that have been suggested by my honorable instructor. It was a very informative knowledge to work on this new topic. I believe that the knowledge and experience I have achieved from this project that will help in my normal life and also my professional life.

Sincerely,

Salman Khan

ID: 111 161 230

Acknowledgment

First of all, I might want to offer my most profound thanks to the almighty Allah for Whose Merciful support I was able to make ready and complete. I impart my thanks to my honorable supervisor, Dr. Khandoker Mahmudur Rahman for his thoughtful guidance and generosity. He gave his valuable time free from the opening of this work until its completion. A successful project completion needs help from various sources, as I have taken information from different ways and also have taken information from various online websites. Lastly, I acquaint my earnest thanks to my honorable supervisor for his careful suggestion during the undertaking of the report.

DECLARATION

I am Salman Khan, student of School of Business and Economics, of United International University, Bangladesh, I hereby declare that the project work entitled “**An Exploratory Study of Marketing Activities of Dutch-Bangla Bank Bangladesh Ltd**” is an original work and never been presented before, which is done by me under the guidance of Dr. Khandoker Mahmudur Rahman, Associate professor of United International University. This project is submitted in the partial fulfillment and required for the degree of bachelor.

Salman Khan

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School of Business and Economics

United International University

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Executive Summary

This report contains about Dutch Bangla Bank Limited organizational profile, historical background and marketing activities. But major focus of this report is “An Exploratory Study of Marketing Activities of Dutch-Bangla Bank Bangladesh Ltd”. DBBL is one of the leading banks in banking industry of Bangladesh. They are leading in this banking sector with their product and service. The highest number of ATM booth and huge expenses on their CSR program made people think about them and love them. Its CSR activity and SME banking is also a part of their marketing activity. With these activities they earn the trust of their customers. They are also giving Master and Visa debit card and credit card at lowest possible cost. They were not so focus on their social media marketing. But now a days, it's started giving focus on social media marketing. It's financing to its new product services for getting more attention from customers and marketing its product.

CHAPTER 01

Introduction

1.1 Introduction

Dutch Bangla Bank Ltd. is one of the most successful banks in Bangladesh. It's popular for its highest number of ATM booths and also for its investment on social activities. From the beginning of its journey, it has been financing high growth manufacturing industry. Its help those manufacturing industry to export their product worldwide. Currently it has 199 branches and 4834 ATMs all over the Bangladesh. It's also providing Visa and Master card at low cost. DBBL nexus debit card and credit card are getting fame day by day. It's also giving loan to the students and small businesses. For promoting their service and products they follow different king of marketing strategies or tools. In the past years it was giving advertisement on TV. Now it's expended its marketing activities. Now it's using Blogs, Website, Social Media, and SEO as their marketing tools. It's reached to a large number of customers through these activities. With this activity they are improving its customers brand awareness and also promoting its products and services.

1.2 Topic of the Report

I have selected “**An Exploratory Study of Marketing Activities of Dutch-Bangla Bank Bangladesh Ltd**” as my project topic and it's also my project title. On this topic I have completed my project report.

1.3 Origin of the Report

This project report is prepared for an essential requirement to conclude the BBA program. With the change of time marketing activities of Banks has change. In this report I try to study Dutch Bangla Bank Ltd. new marketing activity tools. It will help us to find marketing activities that most of the Bank currently doing in the banking industry.

1.4 Background of the Report

The project report is an important part of the BBA program to complete the degree. I wrote my report based on DBBL marketing activity. Like other industries banking industry getting very competitive. Banks are now coming with new strategies into the market. In this report I try to display some of the strategies or tools or marketing activities of DBBL.

1.5 Objective of the Report

1.5.1 General Objective

- Identify marketing activities of DBBL
- Identify what marketing tools they are using
- What benefits they have got from this activities
- Evaluating DBBL marketing activities

1.5.2 Broad Objectives

Find out and analyze current marketing activities of Dutch Bangla Bank Ltd. How this activities help to increase the brand awareness and image.

1.5.3 Specific Objectives

- To learn from DBBL marketing activity
- Understand importance of marketing activities for promoting product or services
- To learn how marketing activities increase the brand image & awareness.
- Analyzing DBBL strength, weakness, opportunities and threat.
- How the attract new customer with their strategies.

1.6 Scope of the Report

I have gathered some important knowledge about DBBL while working on this report.

- How marketing tools works for promoting product or services
- How an organization can reach to an individual customer through social media.
- Services that can be attractive for a customer.

1.7 Methodology of the Report

Data can be collected from primary sources and secondary sources. In this report all data collected from secondary sources.

1.7.1 Primary Sources

No data collected from primary sources.

1.7.2 Secondary Sources

- DBBL website.
- From social media
- From in-house documents

1.8 Limitations

- Did not manage to collect primary data because of COVID-19 situation
- Little knowledge about DBBL
- Lack of data collection sources

CHAPTER 02

Organizational Overview

2.1 Organizational Overview

All over the world, the facet of Banking has been dynamic speedily because of freeing, Technological modernism and globalization. Banking in Asian nation has got to keep pace with the worldwide modification. Currently Banks should contend each as native establishment and foreign one.

The declaration of the Government's brave and far-sighted selections to permit banks within the non-public sectors to play its due role within the economy of Asian nation, have started the method of making new and dynamic money establishments. One such establishment is that the Dutch-Bangla Bank Ltd. (DBBL). right now, the emergence of DBBL is a vital event within the non-public banking arena of Bangladesh.

2.2 Background History of DBBL

Dutch Bangla Bank limited is the first joint venture bank of Bangladesh. The Bank was established under corporations Act 1991 and incorporated as a public Ltd. The Bank is registered in Dhaka stock market and Chittagong stock market.

DBBL is a public Ltd company by shares, incorporated in Asian nation within the year 1995 under corporations Act 1994. FMO is the international co sponsor of the bank with 30% equity holding. 60% equity has been provided by entrepreneurs and industrialists and rest of the 10% share is public issue.

DBBL's focus is to supply one counter service to shoppers covering: industrial Banking ,Retail Banking –Foreign & upcountry remittance, cash Services, Human Resources, company banking, plus & liability management, cash & capital Resources Management, info technology,.

DBBL personal & business account holder can enter their account, anytime from anywhere by using internet. Their customers can choose their own banking hours. It will save time, cash and energy. It's quick, easy, safe and better of all.

From the beginning of its journey, its take part in so many corporate social responsibilities works. This works take its brand image higher level. It was one of the fastest growing banks on the private sectors. Dutch Bangla Bank Ltd. is playing a crucial part among the private sector and it is a very important part of Bangladesh economy.

Dutch Bangla Bank Ltd. came as a joint venture bank and included as a public Ltd. Starts its work in Bangladesh on June 26, 1995 with the objectives of operating all kind of banking business in and outdoors of Bangladesh. DBBL commenced its business as a registered bank with impact from July 1995 with one branch in Dhaka. All the branches of DBBL are presently providing really On-Line banking facility. With TK.400 million and paid up capital of Tk.202.14 million it started its operational activities.

Dutch Bangla Bank Ltd. was the first automated bank in banking sector of Bangladesh. The Electronic-Banking division was established in 2002. Full automation was completed in 2003 and it's also introduced plastic cash to the Bangladeshis peoples. Dutch Bangla Bank operates the largest ATM. Due to this attitude, most local banks have joined Dutch Bangla Bank banking infrastructure rather than following their own.

2.3 Mission, Vision and Objective of DBBL

2.3.1 Mission

"Profits alone" do not hold a central focus in the Bank's operation; because "man does not live by bread and butter alone".

2.3.2 Vision

Dreams of better Bangladesh, where arts, sports and athletics, music and entertainment, science and education, health and hygiene, clean and pollution free environment and above all a society based on moral principles and ethics make all our lives value living.

2.3.3 Core Objectives

Dutch Bangla Bank's main objective is fulfill its customer needs and satisfaction and to become their first choice in banking. Taking sign from its pool esteemed customers, Dutch Bangla Bank intends to pave the way for a new age in banking sector that upholds and epitomizes its vaunted marquees "Your Trusted Partner

2.4 Objectives of DBBL

- Maintain CAMEL Rating ‘Strong’
- Contribute more in corporate social responsibility.
- Fulfill its customer need and satisfaction.
- Make their Electronic Banking more advance and secure.
- Invest in rural area for development.
- Ensure low risk investment

2.5 Focus of DBBL

DBBL’s focus is to provide one counter service to their clients:

- Commercial Banking
- Consumer Banking
- Liquidity & capital Resources Management
- Corporate Banking
- Human Resources
- Financial Services
- Information technology
- Asset & liability management

2.6 Wide Range of Dutch Bangla Bank Retail Products:

- **Deposit Plus Scheme (DPS):** Only age above 18 can open this account.
 - Minimum EMI for this account is 500 taka and maximum is 50,000 taka.
 - The tenure of the DPS would be 3/5/8/10 years.
 - After completing those years, on the time of maturity bank will pay principal plus interest to the account holder
- **Children Education Savings Scheme (CHESS):** A individual person can open this account who have children.
 - One person can open 2 CHESS account
 - A applicant can open 3/5/8/10 years CHESS account
 - Once a applicant choose a tenure, it will be not changeable in future.
 - Minimum EMI for CHESS is 500 taka and the maximum is 50,000 taka.
- **Millionaire Deposit Scheme (MDS):** Individual above 18 can open this account. No institution can open this account.
 - The minimum monthly deposit will be 6,092 Taka and maximum 25,410 Taka.
 - The tenure of the MSD would be 3/4/5/6/7/8/9/10.
- **Periodic Benefit Scheme (PBS):** Only individual person can apply for this account. No institution is allowed for this.
- A person can apply for more than one account but he have to submit separate form for each account and maximum deposit will be 5,000,000/- TK.
 - The minimum Principal deposit is BDT 50,000/-. The applicant can deposit any amount in multiples of BDT 50,000/- subject to a maximum amount of BDT 5,000,000/.

- **Bochore Dergun Scheme (BDS):** A person above 18 can open this account. But no institution is allowed to apply for that.
 - For opening more than one account, the applicant has to submit separate file for each account.
 - Customers have to open a current account for getting installment through ATM or Internet Banking.
 - Under this scheme customer can open an account with initial/ start up amount of Tk.50,000/- or its multiplies with a maximum of Tk.5,000,000/- and then (s)he has to deposit monthly installment @ 3% of the initial/startup investment (for example Tk.1,500/- monthly deposit for initial/startup deposit of Tk.50,000/-) for 1 (One) year. The tenure of the Bochore Dergun Scheme (BDS) would be 1 (One) year. On maturity customer will get 1.50 times of initial investment

- **Pension Plus (PP):** For a safety of someone future, a person can deposit an amount and get a monthly installment.
 - Initial Investment BDT 5000 or its multiple up to BDT 5,000,000
 - Tenor 10 years
 - Monthly Deposit/Installment@ 5% of initial investment for 1st five years
 - Monthly return/pension@ 7.5% of initial investment for next 5 years
 - Maturity value 250% of initial investment at the end of 10 years
 - Special bonus 10% of initial investment at the end of 10 years

2.7 DBBL Cards Product:

Dutch-Bangla Bank Limited aims at superiority and is committed to explore a new possibility of banking and provide a wide range of quality products and services similar with those available

with any modern bank in the world. The bank has launched a number of financial products since its beginning. DBBL Card is their best product.

There are two types of card. Like-

- Debit Card; and
- Credit Card.

2.7.1 Debit Card:

- DBBL-NEXUS Classic Card (debit)
- DBBL-NEXUS VISA Electron card (debit)
- DBBL-NEXUS Maestro card (debit)



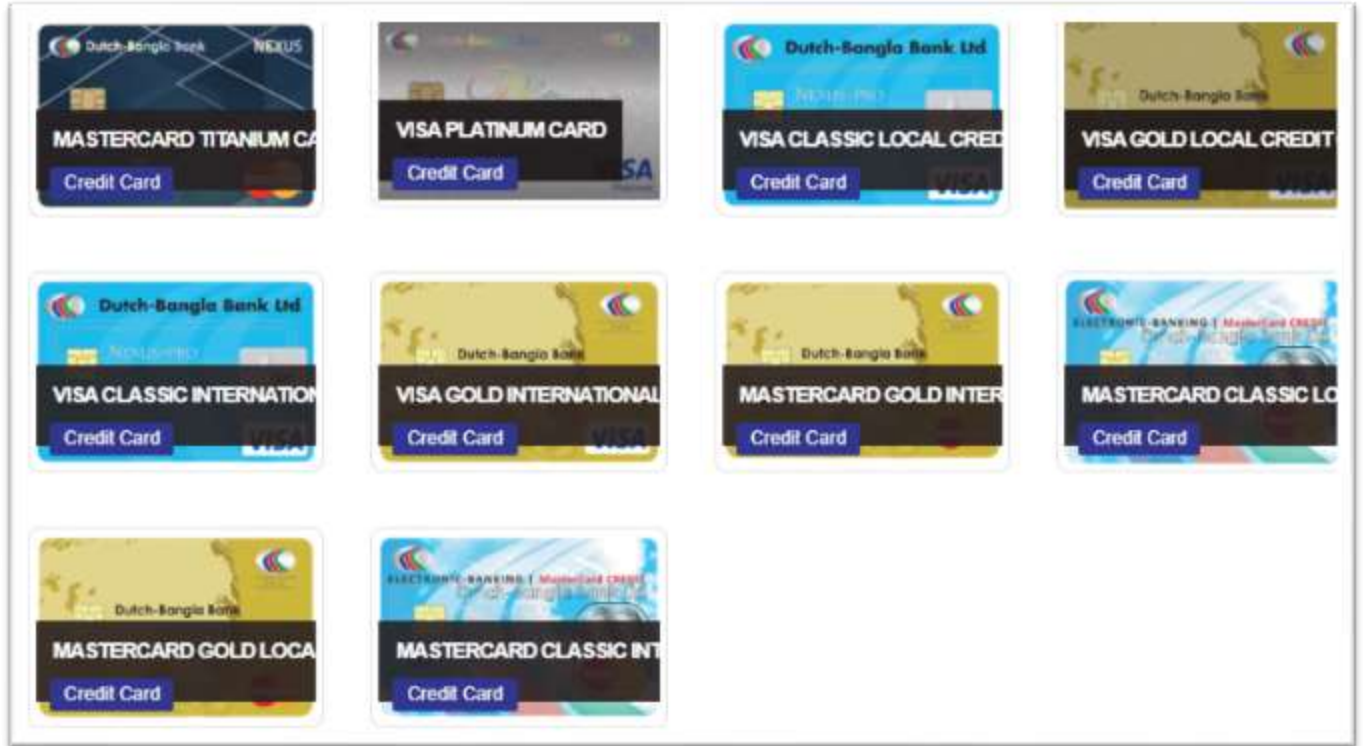
Now Dutch Bangla Bank is the market leader in Debit Cards. DBBL has 4834 ATM's all over the country. This ATM service makes the DBBL transaction faster and easier for their customers. There isn't any group action or hidden prices related to Dutch Bangla Bank cards and accounts. But still now people are not aware about the charges.

DBBL Master Card make easy for its client to pay bill on restaurant, online purchase, Purchase product from Amazon, Ali express, Alibaba and many other national or international transaction.

This card is easy to use and it's also giving more security to customer's money. They give a PIN number to open their cards.

2.7.2 Credit Card:

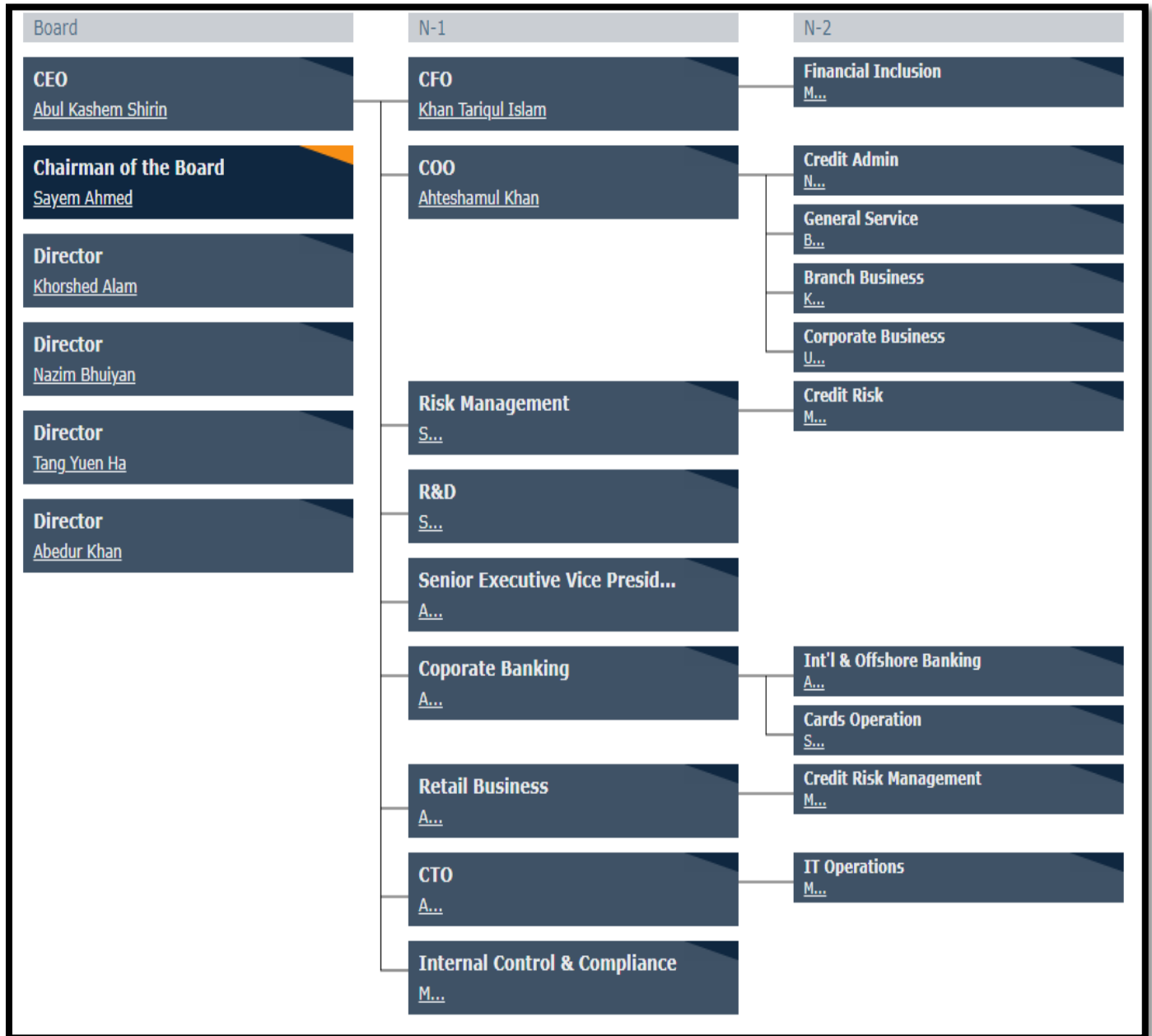
- DBBL-NEXUS Silver OD card (credit)
- DBBL-NEXUS Gold OD card (credit)



Dutch Bangla Bank Ltd. introduces their visa credit card in 2008. Its nexus credit card is also popular among people. It provides so many benefits to its customers .Interest free payment facility up to 50 days for purchase. For the 1st year no annual fee has to given. No credit card issuance or activation fee, dual currency facility. Customers have to pay Interest 1.5% monthly or 16% annually. Up to 90% of the limit can be transferred to the debit account and kept without interest for 50 days. Customer will be charge 1% processing fee. They can also use free ATM service. Customers will get Cash withdrawal facility from ATM booth that will charge 53 poisa per thousand per day, 18 Taka per thousand per month.

2.8 Organizational Structure of DBBL

Dutch Bangla Bank Limited has six members in its “Board of directors”. The main issue is that, all of these board of directors are higher educated and experienced enough that generated from different public and private sectors.



2.9 Key Objectives of the Directors

The directors take decisions for the organization and set objective and goal for the organization to maintain a long term relationship with stake holders and stake holders.

They are expected to-

- Be fully independent from management.
- Apply carefulness and judgment in decision making.
- Show the highest professional and ethical standard.
- They know their working ground well, so they have to face challenges.
- Think about the wealth of shareholders and stake holders.

CHAPTER 03

Marketing Activities of Dutch Bangla Bank

3.1 Marketing Activities of Dutch Bangla Bank

Marketing activities help an organization to reach their targeted customers (Kotler & Keller, 2006). It's not just about selling product and service also earning trust of the customers. The strategic impact of marketing has great consequences on the overall performance of the organization as it broadly refers to the overall game plan of how objectives would be achieved (Rahman, 2016). The banking sector of a country plays a key role in the development of the economy. Banks are now currently giving importance to the marketing activities to create awareness relating to their services to the general public (Daneshgadeh & Yildirim, 2014). Customer plays a key role in banking sector. Customer satisfaction is very important so banks are introducing new instruments and ways in which to draw in the clients. Banks are building several strategies so as to retain the customers. Banks are currently putt stress on customer relationship management. That too they're concentrating on long relationships to retain clients. Dutch Bangla Bank has a well-organized marketing strategy. They operate their marketing activity according to their strategy. Their CSR program and SME banking also fall under the marketing activity. They are doing this to earn trust of the customer. They want to prove, they just not come here to earn profit, they also care about wellbeing of the people. They are also doing many other marketing activities to promote their products and services.

3.2 CSR (Corporate Social Responsibility) activity of DBBL

As a corporate citizen DBBL know how its responsibility and work impact the society, stakeholders, staff, environment and the economy. They are conducting their business ethical way, they are creating new opportunities for new business, giving job to the unemployment people, making a great impact on our economic growth. They are ensuring protection of the environment while financing a business.

3.2.1 Contribution to Economy

First of all its business based on trust and good will of people. For make this trust and good will stronger. They are doing a lot of CSR activity. Their way of activities is giving a boost to our economy. Their fast track service giving people chance of fast transaction. They are giving home loan, educational loan, and loan for small business. They are donating in educational sector, health sector and many other sectors. This kind of activity helps our economy grow.

3.2.2 Making the Technology Affordable and Socio-economy Development

Affordable technology helps customers to get better services and offers (Daneshgadeh & Yıldırım, 2014). DBBL is the most technological advance bank and it has the highest number of ATM all over the country which is not at all financially rewarding. But still they are working on this to provide benefit to their customers. So that customers can get benefit from this 24/7. They are taking this initiative as a part of their CSR program. To make this ATM service more beneficial to the people, its enable other banks customer to take this service at a nominal cost. This activity widens and spread the benefit of the ATM network DBBL.

3.2.3 Contribution to Educational Sector

They invest a lot of money in education sector to improve the number of educated people. For example, they organize Gait and physics Olympiad, scholarships to the meritorious students and much other activity to make a improvement in education sector. DBBL-Scholarship Program awarded scholarship to 200 meritorious and poor students as well as 10 physically challenged students who passed HSC Examination in 2006. DBBL awarded scholarship to 150 meritorious and poor students including 6 Blind students who passed HSC Examination in 2005. DBBL had donated to Bangabandhu Sheikh Mujib Medical University (BSMMU) Tk. 15.00 lack for purchasing academic reference books. It also donated a Toyota Hi-Lux Pick-up Van to Bangladesh Agricultural University (BAU).

3.2.4 Contribution to Cover Natural Disaster

DBBL has donated Tk. 25 lack for victims due to devastating landslides following torrential rains lashed down in Chittagong city and its adjacent areas. For rehabilitating the homeless people affected by river-erosion of Ramgoti Upazila under Noakhali District on August 14, 2005 DBBL had donated 130 bundles of GCI sheets worth Tk. 5.60 lack. It also donated 700 bundles of high grade GCI sheets worth

of Tk. 29.00 lack for rehabilitating the ordinary people of the four Upazilas of Gaibandha and Rangpur districts. In fact, such contribution by banks are well-regarded by customers as well as other stakeholders (Sharif, M., & Rashid, K., 2014).

3.3 SME (Small and Medium Enterprise) Banking

For making rural people self dependent and make a huge number of unemployed people employed DBBL is trying to build SME center all over Bangladesh. This SME centers also providing ATM service free of charge, so rural people can transect their money home and abroad. It's also a part of their marketing activity to promote their business and earn trust of the customers. DBBL serving SMEs for differentiate them from the competition when marketing to target customers. They are currently providing the following services in their SME centers.

- DBBL Cash Credit “Len-den”
- DBBL Term Loan – “Somridhi”
- DBBL Property Loan – “Janala”
- DBBL Festival Loan – “Utshab”
- DBBL Women Entrepreneurs Financing (Term Loan) – “Uthsaho”
- DBBL Women Financing (Cash Credit) – “Shofolota”
- DBBL Distributor Financing (Cash Credit) – “Prosher”

DBBL Cash Credit “Len-den”

Purpose	Give working capital to start a business
Target Customer	Any small entrepreneurs who ever want to started a small business
Loan Amount	Maximum up to 750 Mil.

DBBL Term Loan "Somridhi"

Purpose	Expansion of existing Business
Target Customers	Cottage, Micro, Small and Medium Entrepreneurs.
Loan Amount	Maximum up to 750 Mil.

DBBL Property Loan “Janala”

Purpose	To buy new house or develop existing house or remove the existing house or taking loan over existing house.
Target Customers	Any legitimate business like Cottage, Micro, Small and Medium entrepreneurs
Loan Amount	Maximum up to 12.00 Mil or LTV Ration 70:30 or Industry ceiling for SME Loan whichever is lower.

DBBL Festival Loan “Utshab”

Purpose	To meet up seasonal working capital condition.
Target Customers	Any legitimate business like Cottage, Micro, Small and Medium entrepreneurs.
Loan Amount	Maximum up to 20.00 Mil

DBBL Women Entrepreneurs Financing (Term loan) “Uthsaho”

Purpose	Invest more in business or buy a new asset by the women entrepreneurs.
Target Customers	Any legitimate business like Cottage, Micro, Small and Medium women entrepreneurs
Loan Amount	Maximum up to 5.00 Mil

DBBL Women Financing (Cash Credit) “Shofolota”

Purpose	To meet up working capital condition of business set by the Women entrepreneurs.
Target Customers	Any legitimate business like Cottage, Micro, Small and Medium women Entrepreneurs.
Loan Amount	Maximum up to 5.00 Mil

DBBL Distributor Financing (Cash Credit) – “Prosher”

Purpose	To meet up working capital condition of business entities engaged in distribution.
Target Customers	Distributors of well- known local or multi-national companies like Cottage, Micro, Small and Medium Entrepreneurs as per definition provided by Bangladesh Bank
Loan Amount	Maximum up to 20.00 Mil.

3.4 Blog and SEO (Search Engine Optimization) Marketing

3.4.1 Blog

Now we can find millions of blogs on the internet. They write content, news, and stories about organizations and many other things. It's a huge opportunity for an organization to increase their traffic on their website. It also helps customers to get information about an organization. People cannot get every kind of detailed information from a DBBL website. This blog also helps them to get the information they desire.



Most of the time blog are written by unknown people. They update news, story, and changes about DBBL. DBBL never paid them for their content. It's one kind of free marketing for

DBBL. Though it's very helpful for a business but sometimes negative content can make negative impact on an organization.

3.4.2 Search Engine Optimization

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to a website through organic search engine results.



The better visibility web pages have in search results, the more likely they are to garner attention and attract prospective and existing customers to your business. Dutch Bangla Bank Currently

working on their SEO program. They are hiring new SEO expert for their websites. Develop themselves in SEO will help them in future. It will keep them above its competitors.

3.5 Online Banking

3.5.1 Rocket

Dutch Bangla bank is now the most technological advance bank in Bangladesh. But now they have many competitors. So they are now focusing on their technology and internet banking. It was the first bank to offer banking services through a wide range of mobile phones. They introduced DBBL Rocket for the mobile banking. Rocket provides banking services without bank branch and financial services to unbanked communities competently and at reasonable cost. To provide banking and financial services, such as, utility payment, merchant payment, cash-in, Cash out, salary disbursement, government, foreign remittance allowance disbursement, ATM money withdrawal through mobile technology devices, i.e. Mobile Phone, is called Rocket.

In earlier they failed to promote “Rocket”. But now they are trying to promote “Rocket”.

Bkash has gone so far from them in case of promoting. Now a day, most of the merchant payments are given by Bkash. People will choose the payment method more which is more available in the economy.

Rocket can be linkup with any DBBL account. It does also can be use as a bank account. Anyone can send money from abroad to a rocket account. This is the plus point of rocket. DBBL is trying to give some extra benefit to their customer over Bkash.

3.5.2 First totally automated Electronic Banking

Dutch-Bangla Bank is the first automated electronic bank in Bangladesh. They started this electronic banking service in 2003. They are upgrading their Electronic Banking system day by day. It's introducing new features in “Electronic Banking”. They also making it easy for customer to operate and also get access in so many national or international transactional activities.

3.5.3 Unrivaled Access to Banking

DBBL customers have free access to banking from any DBBL branch, ATM and POS. All of those services are free-of-charge and are amazingly reasonable for everybody. DBBL invests a lot of money in Electronic. But it's still not so profitable for them. We can say that DBBL takes this task as a social responsibility. They are giving this service for developing the economy of our country. Never has any bank given such a lot without charges.

3.5.4 Largest ATM Network in Bangladesh

DBBL has the highest number of ATM's in Bangladesh. It provides Dutch-Bangla Bank Ltd Customers full access to 'anytime anywhere' banking nationwide. All the other banks use DBBL ATM to serve their customers. Dutch-Bangla Bank Ltd has put in over 4834 ATMs all over the country. This service makes the banking service faster and secure.

3.5.5 Largest IT (Information technology) Budget

DBBL keeps a big budget for developing Information technology. They are investing a lot for developing electronic banking. DBBL is the only bank that uses DRS (data recovery site) for keeping their customer information safe and secure. This is a backup for keeping the information.

3.5.6 VISA and MasterCard

Dutch Bangla Bank Ltd is a license holder for VISA and MasterCard. These cards are used for settling payment. Dutch Bangla Bank Ltd is working with other organizations to promote their Visa MasterCard services. They are giving these cards to their customers at low cost.

3.5.7 Agent Banking

DBBL "Agent Banking" gives banking service to rural people. The rural people are not so aware about banking. This banking service makes things easy for them. Now they are getting banking service most nearest destination. This Agent Banking service helps a lot for agricultural growth. Agent banking service is helping them to transfer, withdraw, give and collect payments.

3.6 Social Media Marketing

The scenario of social media marketing had change in last few years. Social media is now connecting individual people to a community. Social media marketing for banking has started to make effect in current market. Now Banks can give customize service to their clients. Now they are getting ideas about customer demands through social media .The are also answering the question of individual customer and giving them a clear idea about solving their problems. Sometimes they go for paid promotion for let the customer know about their new services. Dutch Bangle Bank Limited is doing the same thing on social media. In Facebook they have 798,734 like and 823,779 followers. This number is increasing day by day.

Here are 5 things DBBL using in social media in:

3.6.1 Increasing Touch Points

Social media make it easy for DBBL to give service to each customer individually. Now the customer doesn't have to wait for the banking hours. They can get their question answer by posting a comment or giving a message. This thing creates a touch point. Also the can interact with their customers several times in a month or week. It's also helping them to build a good relationship with their customer and make them feel valuable for DBBL. The service through social media should only focus on customer service not in bank product or service. They can get a clear idea about their customer through social media and take proper step before a need arise

3.6.2 Building Leads

DBBL use social media for self-promotion, promoting product or service and new offers.

Dutch-Bangla Bank Limited ✓
Yesterday at 11:47 AM · 🌐

রকেট দিয়ে রবি প্রিপেইড নম্বরে মাত্র ১১৪ টাকা রিচার্জে ৪ জিবি + ৩ জিবি, মেয়াদ ৭ দিন।
মাত্র ৬৯ টাকা রিচার্জে ৩ জিবি + ১ জিবি, মেয়াদ ৩ দিন
বিস্তারিত জানতে : ১৬২১৬



The graphic features a smartphone in the center. The screen displays two offers. The top offer is for 114 BDT recharge, providing 8 GB + 3 GB and a 7-day validity. The bottom offer is for 69 BDT recharge, providing 3 GB + 1 GB and a 3-day validity. The Rocket logo is in the top left, and the Rabi logo is in the top right. A QR code is in the bottom right. At the bottom left, there are links to download the app from Google Play and the App Store.

Rocket
Yesterday at 11:46 AM · 🌐

রকেট দিয়ে রবি প্রিপেইড নম্বরে মাত্র ১১৪ টাকা রিচার্জে ৪ জিবি + ৩ জিবি, মেয়াদ ৭ দিন।
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বিস্তারিত জানতে : ... See More

Like, giving discount on shopping and restaurant bill when customers use DBBL Nexus debit or credit card for make payment. Give offer on mobile recharge. They use chat bots for giving instant service to customers.

3.6.3 Sharing Data and Value

DBBL use social media for share their information and current update about them. What they are doing? What they are currently offering to their customers? Customer can get this valuable information through social media. It's helping DBBL to build a trustful relationship with their customers. By creating media content like video, image, and audio and informative post they share into FaceBook. Then this data customer share with each other and reached a huge number of people within a short time.

3.6.4 Using Emotional Targeting

Increase in interest rate doesn't make the customers switch the banks. Banks have to give value to their individual customers. DBBL has started Small and Medium Enterprise banking service to serve the huge number of unemployed man and women. They also give loan for education, for building home, for reconstructing a house or developing an existing business. They also invested a lot of money for the people who lost their home for natural disaster. This works keep them ahead of their competitors. They are just not making profits; they are also taking a place in people heart.

3.6.5 Working as a channel

Customer can reach to DBBL through different channel. Social media is one of those channels. Customer must experience same service on social media that they are getting from other channels. DBBL is trying to ensuring that, customers will receive the same or much better service on social media. This will make their brand image more valuable to their customers.

3.7 Non-Traditional Rewards Programs

In addition to the programs already discussed, the bank also offers other promotional offers.

3.7.1 DBBL Loyalty Program

In their loyalty program they give loyalty point to their customer. Customers earn this loyalty point by spending money of their debit or credit cards. For each 50 taka of spending of their cards they get 1 reward point. They can convert those reward point into money.



3.7.2 0% InstaPay

DBBL's "0% Instapay" is a interest free service for their customers. Customers can give money in installment when they purchase a product that cost 3000 or more than that. They can give the payment 3, 6,9,12,18,24,36 monthly installments without giving any interest. They can get this service from the "0% Instapay" partners who are listed to give "0%instapay" service.



3.7.3 Easy Pay, Easy Buy, Easy Loan

DBBL Credit card holders have the privilege to convert their retail purchase, utilized and un-utilized limit up to 36 months Equal Monthly Installment at attractive rates. Card holders can apply for these facilities simply by calling 24/7 call center at 16216.



3.7.4 150+ Discount Partner

150+ partner of DBBL will give 50% discount to the DBBL card holders. They can get discount on shopping, travelling, medical service, restaurants, hotel resort and life style shop. This program attracts more customers for DBBL.



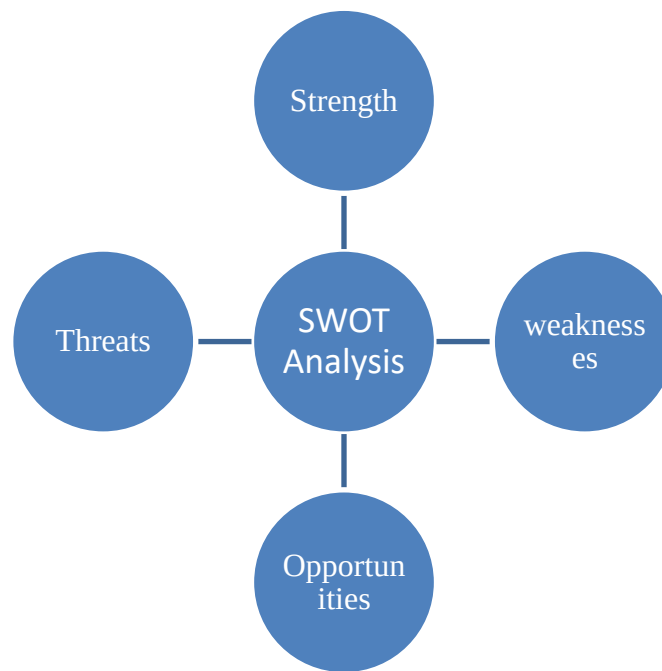
3.7.5 Two Factor Authentication (2FA)

This two factor authentication system is giving more secure bank service to the customers. Customer will get a token code for a short time. That makes sure that they are the charge of their accounts. No other person has the access to their accounts. They give this token for each online transaction.



This type of reward system makes DBBL more attractive to its customers.

3.8 SWOT Analysis:



Strengths:

- DBBL has 4834 ATM's all over the country. Most of the bank depend on DBBL ATM service. For their ATM's they get the competitive advantage over the competitors.
- Setting up ATMs at rural area, make it easy for the rural people to withdraw and transfer their money.
- Build a good reputation and image through their social activity.
- Cisco based call center.
- Well developed and implemented CSR. Invest a lot of money for CSR activity.
- Strong treasury team make it easy for them to complete a job effectively and more efficiently.
- DBBL allows all local remittances such as TT, DD, and PO etc at free of costs.
- DBBL is Technology more advanced than other banks.
- Well compensation package and working environment give motivation to their employee to work more efficiently.
- Objectives are not only to make profit, but also at the same time contribute towards social and human developments. These activities get more focus of the people to DBBL.
- DBBL rocket account can be connected to DBBL accounts.

Weaknesses:

- Idle money problem with competitors. Competition is getting hard day by day. Idle money make it more difficult for them to compete with the competitors.
- Increasing charges of ATM service may not be motivating people. Also they are not earning much profit from the ATM service. It's a hard situation for them to solve.
- Most of the customers don't know details about the charges they take from them. In the end of every year they have to complain with the charges they take.
- Still not so developed in the social media platform. They are just using Facebook for marketing. They should also focus on other social media platform. Also invest much more time and money for the improvement of social media marketing.
- Political and environment factor effect its performance. Sometime political condition get so bad, it affect the average performance of an organization.
- Escalating debt is another problem for them.

Opportunities:

- They have a strong social backbone. They created this brand image by their huge contribution for society. They should not get slow for investing in this sector.
- They should give more focus on SME. They build a limited number of SME center. They should build more SME center all over the country.
- Expanding Business in rural areas can create a huge opportunity for them. They can be a good competitor for Grammen Bank.
- Establish more ATM all over the country.
- Reduce the transaction cost for the customers.
- Improve the DBBL Rocket service & solve the problems that are related with it.

Threats:

- Bangladesh Bank obligation is one of the major problems.
- Other banks have better deposit plan than DBBL. They are paying more money than DBBL.
- Some free services can be reason of decreasing overall net profit. For example, DBBL ATM service is earning no or less profit for them.

- Poor rocket service is a big threats for them. They have invested a lot of money in this project. But still its not giving any benefit to them.
- Market share growth rate can be reduce for high competition with the compititors.

Chapter 04

Recommendation and Conclusions

4.1 Recommendation

Dutch Bangla Bank Ltd. is doing so well in the banking sector. But still they have so many spaces for improving themselves. After doing a study on DBBL marketing activity I have found few things that can be a recommendation for DBBL. After analyzing earliest parts of my report should recommend few necessary steps that can be very helpful to DBBL's marketing activity.

- In the earliest years of their journey they invest a lot of money in their **Corporate Social Responsibility** program. Now they are not investing enough to the CSR program.
- They should link their bank with more international payment system and also make that payment system available in Bangladesh. For example, Paypal, Payza & Webmoney.
- Build more SME center all over the country.
- They are not investing enough money in Search Engine Optimization. They should hire more experts for SEO. It will help them in the long run.
- Give a clear idea about the charges; they are taking from their consumer yearly basis. Most of the consumer doesn't know about the charges. They should promote more details about their card and its charges.
- Be aware of negative comments in social media. They should deal with this kind of comment fast and sincerely.
- DBBL should be more focus to their DBBL Rocket service. Lack of promotion takes them backward. Bkash doing much better than Rocket. They are also not providing good service to their customer. DBBL Rocket agents are not so expert of providing service and solving problem.

4.2 Conclusion

DBBL is leading the banking sector of Bangladesh. They have a good reputation and brand image. For keep this thing in a stable position or make this thing better, they are changing their marketing strategies with time. They contribute a lot in the economy growth of Bangladesh. They have supported the flood affected people & contribute more in the education sectors. Their Small medium enterprise (SME) helps so many unemployed man and women. They are working on the betterment of their Search Engine Optimization (SEO). It will give them more free traffic to their website. Social media is giving them a chance to get more close to their consumer. With the help of Facebook they are giving regular update to their customers. They are Promoting new offers and service through Facebook. They give value to all of their customers. DBBL also arrange Non-Traditional Reward Programs for their customers. Its customers getting discount from restaurants, Shops, medicine, hospital, and mobile operators. Card holders can buy product in EMI without giving any interest. In the end I can say Dutch Bangla Bank Ltd. has amazing marketing strategies for marketing their product and they are using right tools for operating their marketing activities.

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