

Retail banking

by Sabrina Sadakat

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Report on

Retail banking of Dutch Bangla Bank Limited

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Submitted to

Mr. Mohammad Tariq Hasan

Assistant Professor

School of Business and Economics

United International University

Submitted by

Sabrina Sadakat

ID- 114 141 015

BBA in AIS

United International University

Date of Submission



DBBL



Dutch-Bangla Bank

Your Trusted Partner

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Internship Report

on

Retail Banking of Dutch Bangla Bank Limited

Letter of Acknowledgement

At first, Thanks to Almighty Allah for giving strength and patience to complete the internship report properly.

The internship program was for 3 months, starting from 18th Feb 2018 to 18th may, 2018. Throughout the whole program, it created a great opportunity to understand the corporate environment. This report won't be possible to complete without the involvement of few people.

It was not the easiest task to complete the report on "*Retail banking*", where all the information need to be gathered properly, analyzed and represent in a descriptive manner. There are so many individuals who had helped, encouraged to complete the report successfully.

Thanks to Mr. Mohammad Tariq Hasan Sir for giving proper guidance and suggestions throughout the whole internship period. This report is being prepared under the supervision and assistance of him.

Thanks to all the employees of DBBL (Mohammadpur branch) for being so cooperative and giving guidance and provide adequate information for preparing this report.

Letter of Transmittal

15th May 2018

Mr. Mohammad Tariq Hasan

Assistant Professor

School of Business and Economics

United International University

Dhaka

Subject: Submission of Internship Report on “*Retail Banking of Dutch Bangla Bank Limited*”

Dear Sir,

With great pleasure would like to inform that the internship report on “*Retail Banking of Dutch Bangla Bank Limited*” is being presented here. This report is being prepared as per the supervisor’s instructions. This report is presented here with full of information in a descriptive manner, which made this report presentable and comprehensive.

The internship program is completed in DBBL by working as an intern for three months. It was a great experience to work in there. This report gives the opportunity to learn lots of things. It made a way to understand the differences between practical and the theoretical knowledge.

It would not be possible to complete this report without supervisor’s guidance and expert advice. It is expected that it will fulfill all the expectations and requirements.

Sincerely

Sabrina Sadakat

ID- 114 141 015

BBA in AIS

United International University

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List of Abbreviation

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DBBL	Dutch Bangla Bank Limited
DPS	Deposit Plus Scheme
20R	Fixed Deposit Rate
CAMELS	Capital Adequacy, Asset Quality, Management, Earning, Liquidity and Sensitivity to Market Risk
ATM	Automated Teller Machine
FMO	Netherlands Development Finance Company
SND	Special Notice Deposit
CASA	Current Account Savings Account
FT	Fast Track
EMV	EuroPay, MasterCard, and Visa
TT	Telegraph Transfer
DD	Demand Draft
PO	Pay Order
HR	Human Resource

Executive Summary

This report represents the working experience of an intern on retail banking division of ⁶ Dutch Bangla Bank Ltd. It is one of the leading second generation commercial private banks in Bangladesh. As a mandatory requirement of graduation program, the internship has been completed in this organization. The main objective of that program is to gather knowledge and experiences of the banking sectors and understand the implementation of theoretical knowledge in real life. Throughout the whole program, different experiences have been gathered by working in several departments of DBBL. This internship report discloses the background, history of the organization, product, and services provided by the bank and recommendation given based on the experiences gathered. In this report, different types of strategies are discussed that the bank used to promote their products and services and for the assessment of their employees. The mission, vision, and management of DBBL has also discussed briefly in this report. But the main focus of this report is retail banking. Different types of retail products and their basic features are discussed elaborately in this report. Based on the findings and analysis comparisons with other banking sectors have also been made.

The achievement of the ultimate goal of the organization depends on the customer satisfaction. So the bank always gives their best effort to provide quality services to the customer.

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Chapter 1

Introduction

1.1. Background

An **internship** is a **program** of a student who works in an organization to gain practical knowledge of the working environment, gather work experience and fulfill requirements for qualification. As a mandatory requirement to complete graduation, the internship program is being completed in a renowned banking institution named **“Dutch Bangla Bank Limited”**. It is 3 months long internship program and throughout the whole program, it is a great opportunity to gather practical knowledge regarding banking systems and operations. Officially appointment was given to work in the retail division of the bank. This report is basically on **“Retail banking of DBBL”**. This report will present the historical background of the company, different products, and services of the company, different types of accounts, loans, findings, and recommendations based on the experiences gathered.

1.2. Brief introduction of the organization

Dutch-Bangla **Bank Limited** (DBBL) is a renowned **commercial** private **bank in Bangladesh**. It is **one of the** most innovative **and** technological advanced banks in Bangladesh. DBBL has first **started its operation as joint venture bank**. The joint venture **was** between **Bangladeshi parties by** Sahabuddin Ahmed (founder) and a **Dutch company FMO**. It **was** started its banking operations on June 3, 1996, **under the Bank Companies Act 1991** and merged **as a public limited company** **under the Companies Act 1994 in Bangladesh**. Its main purpose **is** to do **all kinds of banking activities in Bangladesh**. The Bank is registered **with the Dhaka Stock Exchange Limited (DSE)** and **Chittagong Stock Exchange Limited (CSE)**.

1.3. Objectives of the report

The core **objective of the** placement **program is to** gather **practical** information about **the** banking sector and find out the correlation between theories and practicalities of the banking system. The objectives of the report are described below:

Broad objective:

- a) To fulfill graduation program
- b) To gain practical working experience
- c) Proper use of academic knowledge in the practical filed
- d) Knowing the internal environment of the corporate world

Specific objective

- a) Understand the overall banking system of DBBL
- b) To learn about the retails banking sector of DBBL
- c) To Know the overall banking customer relationship
- d) Identify the factors that affect the performance of the bank

1.4. Scope of the report

This internship report covers the retail banking sector of DBBL. Retail banking sector of DBBL basically covers **loan, savings and transactional accounts, mortgages, personal loans, debit card and credit cards** etc. The data and related information are collected from various sources for preparing this report. Discussed with the employees of the bank, collected their operational manual, and had a conversation with the customers. While preparing this report, learned so many things related to banking activities. It helped to enrich knowledge about private banking sector of Bangladesh.

1.5. Rationale of the study

The internship program is very much helpful for every student to understand the corporate environment and gain real-life experiences. This program helps to bridge the gap between theoretical knowledge and practical experience.

1.6. Limitations of the study

This report is prepared with all the efforts and with full of available information but there are some limitations that are obvious and acted as a barrier to conduct the research. Some constraints are described below:

- a) **Time Constraint:** Three month is very much limited period to know and understand the overall banking activities. For the time limitations, many things could not be disclosed in the report.
- b) **Access to information:** This is one of the main obstacles that the bank's policy does not allow them to disclose much information and data because of their confidential reasons.
- c) **Limited information:** Because of the limited information, some assumptions were made to complete the report. So there are possibilities to have some unintentional mistake in the report.
- d) **Secrecy of Information:** Every organization has their own secrecy that is not disclosed to others. Information is collected through questioning the personnel but they are not permitted to reveal much information because of secrecy.

Chapter 2

Methodology of the study

2.1. Methodology

A methodology is a process to collect data and information for research or fieldwork. Data can be collected in two ways: Primary and Secondary. Primary data collection is the method where data can be collected through interviews, questionnaires or from first-hand experiences. A secondary data is a system to collect data from other sources other than the users. To prepare this report both primary and secondary data collection methods are used.

Primary Sources

- a) Practical work experience
- b) Through observation
- c) Discussed with the bank Officials
- d) Conversation with the clients
- e) Informal discussion with the bank's employees individually
- f) Direct participation in the activities of retail banking division

Secondary Sources

- a) DBBL's Annual report
- b) DBBL Banking manual
- c) Previous internship reports
- d) Different publications of DBBL
- e) DBBL website
- f) Bangladesh bank circulars
- g) Different related websites

After collecting data from different sources, it was organized by using Microsoft Word. Though this report is prepared based on information collecting from different sources, the main focus is being given on the information gathered from practical experiences. But the above specific methodologies made this report more informative.

Chapter 3

Organizational Background and Industry Perspective

3.1. The banking sector in Bangladesh

“Bank is an institution which collects idle money temporarily from the public and lends to other people as per need.” ---- **R.P. Kent.**

A **Bank** is a business organization that takes money from the customers for making deposits and makes loans, investments. Bank also provides other services such as wealth management, currency exchange, provide locker facilities etc. The primary function of a bank is to borrow from individuals, non-individuals as savings and give them interest on their savings and make loans at a higher interest rate.

3.2. Objectives of a bank:

Some objectives of overall banking industries are given below:

1. To maximize profit and to conduct overall economic activities.
2. To collect public money for savings at a lower interest rate and lend money to the public at a higher interest rate.
3. Enhance tendency to save money amongst people.
4. Increase capital through savings.
5. To assist government for social economic development.
6. To spread services to customers

Bangladesh's economic sector is basically run by the banking sector. The effect of the banking sector makes the financial sector susceptible; on the other hand, it highlights the vital meaning of the sector in resource mobilization and economic growth.

Bangladesh banking sector is still underdeveloped in providing services and customer care, especially by the government banks. Lately, the private banks are trying to develop the banking sectors by following the banking structure of more developed countries. The types of banking sectors are:

1. Commercial Banks (DBBL, BRAC, Bank Asia, Mutual trust etc.)
2. Non-Commercial Banks (IDLC, IPDC, LankaBangla etc)

Bank means Commercial banks which ²⁹ play a vital role in Bangladesh's economic sector. A central ⁵ bank is the head of all banking sector. It is a separate entity and plays a typical role. **Bangladesh Bank** is the Central Bank of Bangladesh. It controls the entire sector. At the present time, modern banking provides many other banking facilities like transfer money from one country to another, pay utility bills, provide tuition fees of educational institutions etc. The beginning of ⁵ modern banking is the consequence of commercial bank. In this regard, Professor Roger said - “the bank which deals with money and money's worth with a view to earning a profit is known as “Commercial bank.”

3.3. Banker-Customer Relationship

Customers ¹³ are those who maintain a bank account or take other services from banks. An individual does not become a customer of the bank just by opening an account, he or she must have to deal with the banker first before designated as a customer.

The banker-customer relationship depends upon the nature of the products or services provided by a banker. Basically saving money, lending to others are the main objectives of a bank. In addition to that, they provide various other services like lockers facilities, and collecting cheques or other financial instruments as their agent. So, the banker-customer relationships can be classified as follows:

- a) Debtor-Creditor
- b) Creditor-Debtor
- c) Bailee -Bailer
- d) Lesser-Lessee
- e) Agent-Principle

So the above relationship can exist between banker-customer.

3.4. Overview of DBBL

⁶ Dutch-Bangla Bank Limited is one of the prominent scheduled commercial banks in Bangladesh. DBBL inaugurated officially on June 3, 1996. ²⁴ DBBL is a European private joint venture ²² scheduled commercial bank. In the beginning, the Bank started its banking operation with one branch only on 4 July 1996, now it has 174 branches all over the country. The banking facilities

DBBL provides are General Banking under which retail banking and agent banking, mobile banking (rocket) operates.

The brief Profile of DBBL are given below in a table

Table3.1

Profile of DBBL

Name	Dutch Bangla Bank Limited
Type of business	Public
Traded as	DSE: DUTCHBANGL
Type of Industries	Banking Financial Services
Started Operation	1995 in Bangladesh
Founder	M Sahabuddin Ahmed (Chairman)
Number of Employees	1800
Website	https://www.dutchbanglabank.com/
Head office	“Senakalyan Bhaban” (4th floor), 195, Motijheel C/A, Dhaka, Bangladesh

It provides services to customers are:

- a) **2** Commercial Banking (Deposit Accounts- DPS, FDR)
- b) Consumer Banking (Retail Baking)
- c) Foreign & Internal Remittances,
- d) Mobile Banking
- e) Financial Services
- f) Non-individual Banking,
- g) Asset & liability management etc.

DBBL gives advantages of internet banking. Internet banking allows users to operate his bank accounts. It is a secure procedure to use bank account from anywhere in the world. Because of internet banking customer can choose his own banking hours independently. This process saves time, money and effort of customers.

At 3 June 2010, DBBL started the internet payment system. It is known as Nexus Gateway. Through this system, they provide their customers' Visa, Masters, DBBL Nexus and Maestro cards online. Currently, DBBL has more than 400 e-commerce Dealers.

DBBL has the largest network in Bangladesh. It is one of the most advanced, technological banks in Bangladesh. It has its own network and automation. DBBL has over 4000 ATM booth around Bangladesh.

DBBL is always active in various social activities, which increased its reputation and growth over the period of time. DBBL contributes a huge amount towards society every year. It is one of the biggest private contributors. It contributes widely through its foundation “**Dutch Bangla Bank Foundation**”. The bank contributes towards many social awareness programs, educational sectors, and healthcare. They have enormous scholarship program since 2011. This program provides a huge amount of money to the students who do brilliant result in board examinations and want to continue their education. So that it has achieved various national and international awards for playing such a kind role in the progress of Bangladesh. In 2007, the bank was awarded **Bangladesh Business Awards** for being the 'Best Financial Institution' basically for keeping its words in technology and community services.

3.5. Philosophy of DBBL

The goal of DBBL is to give facilities of modern banking & provide advanced products & services to its clients. The corporation with FMO makes the chances to take ideas of the modern Banking system from the western world. The Bank is always dedicated to providing its customers best services. At first, DBBL was focused to establish a better management department to ensure strong internal control procedures and functional structures. In order to decrease the dependence on interest, income DBBL improves its commission income stream, non-funded fees.

3.6. Mission Statement

Mission: "Dutch-Bangla Bank engineers enterprise and creativity in business and industry with a commitment to the social cause. “Profits alone” do not hold a central focus in the Bank's operation; because “man does not live by bread and butter alone”."

Vision: *"To become a leading banking institution and play a pivotal role in the development of the country"*

"Dutch-Bangla Bank dreams of better Bangladesh, where arts and letters, sports and athletics, music and entertainment, science and education, health and hygiene, clean and pollution free environment and above all a society based on morality and ethics make all our lives worth living. DBBL's essence and ethos rest on a cosmos of creativity and the marvel-magic of a charmed life that abounds with the spirit of life and adventures that contributes towards human development."

3.7. Core Objectives

DBBL committed to fulfill its customers all requirements and to become the best bank. The core objective of DBBL is to be **"Your Trusted Partner"**

3.8. Focus of DBBL

DBBL's main concentration is to provide all types of services and facilities to Customers. The services they cover are basically:

- a) Deposits / Savings accounts (Including Individuals, non-individuals)
- b) Foreign and internal remittances
- c) Different Monetary Services
- d) Business-related services
- e) Mobile banking
- f) Asset & liability management
- g) Internet Banking
- h) Advanced and modern banking facilities.

3.9. Strategies of DBBL

Following are the strategies they follow for better banking service –

- a) To operate banking activities in the most efficient and effective manner
- b) To develop financial performance and control cost
- c) To gain client satisfaction through provide better services on a timely basis
- d) To find customers' credit and other banking needs
- e) Monitor whether they could able to meet their customers' necessities

- f) Keep rules, processes, and practices up-to-date in order to develop the procedures to provide better-quality service to clients.
- g) Trained all staffs properly and give them sufficient facilities so that they can fulfill customers' necessities.
- h) Organizational efficiency can be promoted by disclosing company's policies, procedures, and performance on a timely basis.
- i) Try to build a closer relationship with customers by contacting directly

3.10. Objectives of DBBL

- a) Maintaining 'Strong' CAMEL Rating.
- b) Develop service quality to build strong customer relationships.
- c) To exist as the no.1 private bank in Bangladesh in terms of profit growth, social services.
- d) To introduce advanced technological banking systems.
- e) To ensure safety on customers savings and provide desirable interest rates

3.11. Board of Directors

A board of directors ¹⁶ consists of a group of individuals elected by shareholders. Board of Directors is responsible for taking serious decisions regarding company's different issues. The founder of DBBL is M Sahabuddin Ahmed. Now Mr. Sayem Ahmed is a chairman of the bank. Different branches have different managers and deputy managers who play a key role in monitoring the branch's activities and take necessary decisions.

Table3.2**1*****Board of Directors***

Sl. No.	Name of the Directors	Designation
01.	Mr. Sayem Ahmed	²⁷ Chairman
02.	Mr. Abedur Rashid Khan	Director
03.	Mr. Bernhard Frey	Nominee Director
04.	³ Mr. Md. Fakhru Islam	Director
05.	Mr. Md. Nazim Uddin Bhuiyan, FCMA	Independent Director
06.	Mr. Mohd. Khorshed Alam	Independent Director
07.	Mr. Abul Kashem Md. Shirin	Managing Director & CEO, Director (Ex-officio)

3.12. Products and services of DBBL

Product means the “Features” that trade to the customers on behalf of the bank. DBBL provides the most advanced and reasonable products and services to customers in Bangladesh. Different types of products offered by DBBL are:

Deposits product

- a) Current Deposits
- b) Saving Deposits
- c) Deposits on terms
- d) Special Notice Deposits
- e) Monthly terms deposits
- f) Other deposits permitted by head office .etc.

Types of Accounts

- a) Current Account (For Business purpose)
- b) Non-Current Account (Single/Individual Account)

3.13. Retail Banking

Retail banking is **Consumer Banking**; it is banking systems where services are provided to individuals customers. Individuals are the main focus of retail division and corporate/ SME banking which emphasize their services to organizations or corporate customers. Services are provided by retail banking is various types of loans and credit cards.

3.14. Retail Products

Current_account, savings account, SND account etc. are the different types of retail products provided to customers under CASA. Currently, DBBL deals with the following types of products under CASA:

- a) Savings Deposits Account
- b) Savings deposits account (DBBL Staff, on Salary Account)
- c) Excel Account
- d) Savings account for foreign education
- e) School savers account
- f) Current account
- g) Savings account (Silver, Gold, platinum) etc.

Those different types of products are offered by DBBL. Different products have different types of codes to identify easily.

3.15. Requirements to establish Retail Banking

- a) **Risk Management capacity** should be established separately for the purpose of consumer financing -staffed by personnel having adequate expertise and experience in the field of consumer finance/business.
- b) Board of Directors should approve **Consumer credit policy**.

- c) ⁴ The bank shall develop a specific **Product Program Guide (PPG)** for consumer finance activity. The program consists of:
- i. ⁴ The objective/quantitative parameters for the eligibility of the borrower
 - ii. To determine the maximum permissible limit of a borrower
 - iii. ⁴ Maximum permissible coverage banks will take against each product.

3.16. Retail Loan Products

A loan is a sum of money which is borrowed from banks or other sources in terms of conditions to pay back within a specified period with interest. DBBL provides different loans to customers of different sectors.

The target group of customers

- a) Businessmen
- b) Landlords
- c) Service holders with good salaries from recognized organizations
- d) Self Employed
- e) Professionals (Doctor, Lawyers, Chartered Accountants, Engineers etc.)
- f) Students for education
- g) Beneficiaries of Foreign Remittance.

Loan Products are:

- 1. DBBL Personal Loan- “**Jokhn Tokhon**”
- 2. DBBL Auto Loan-“**Prottasha**”
- 3. DBBL Home Loan- “**Thikana**”
- 4. Credit Cards
- 5. Secured Loans

Personal Loan- “Jokhn Tokhon”: Personal loans are the types of credits which provide to consumers to fulfill their basic needs.

Other basic features of personal loan are given below:

- a. **Purpose:** Give loans for personal uses (Medical treatment, Travel, festivals, Marriage etc.)
- b. **Limit & Time:** Amount of personal loan starts from 0.5 lac to 20 lac. A personal loan is given for maximum 5 years.
- c. **Age Limit:** Minimum age 18 years and Maximum 70 years (Loan tenure or retirement age whichever is earlier)
- d. Borrowers must be a Bangladeshi citizen

Table3.3

Interest rate of different segments

PPL	PL	EL	GL	SCC
10%	10.5%	11%	13%	10%

Auto Loan/Car loan-“Pruttasha”: Auto loan provides customers opportunity to buy new and reconditioned cars for personal use only or refinancing previously owned cars.

Basic features of car loan are:

- a) **Purpose:** Able to purchase new and reconditioned cars for personal uses.
- b) **Amount:** Minimum 1 lac to maximum 40 lac or 50% of car value whichever is lower.
- c) **Repayment Tenor:** 5 years
- d) **Age Limit:** Minimum 18 years and Maximum 70 years.
- e) **Segment of customers:** professionals, landlord, self-employed etc.

Interest rate of car loans **10%**.

Home Loan- “Thikana”: Home loan is given to customers to purchase a new apartment or to the construction of a home or to renovation.

Basic features of home loan are:

- a) **Purpose:** To purchase a new or old house. Also gives for construction of a new house or to renovate/refinance existing flat. Home loan gives facilities of taking over the existing house loans from other bank or financial institutions.

- b) **Amount:** Minimum 2lac and Maximum 1.2 crore (or 70% of the property value whichever is lower). For renovation purpose maximum 75lac.
- c) **Repayment tenor:** Up to 25 years.
- d) **Age limit:** Minimum age 18 years and Maximum 70 years.
- e) The house shall be mortgaged in bank's favor by way of the registered **mortgage** with **registered Power of Attorney**.

Table3.4

Interest rates

Home construction / Purchase of new flat	9.0%
Refinance for interior	9.5%
Takeover of facility	8.75%

Credit Cards: Credit card is a card that provides to customers and allows them to buy any goods or services on credit. DBBL issued credit card facilities to their customers since November 2008. DBBL credit card provides most secured and rewarded facilitates to fulfill customer's requirements.

The basic features of DBBL credit cards are:

- a) **Credit limit** up to 10lac.
- b) **First EMV Credit Card:** DBBL is the innovator of EMV chip-based card for the cardholders of Bangladesh. The Nexus Processor Chip gives assurance that card can't be stolen. It is the most secured card.
- c) **No Issuance Fee:** Issuance fee is free for new credit cards.
- d) **Interest rate:** The Interest rate is lowest 18% p.a for any purchase or withdrawal.
- e) **Interest-free period:** the Interest-free period is maximum 50 days for any purchase through POS and e-commerce.
- f) **Fund Transfer:** DBBL credit card gives fund transfer facilities to cardholders up to 90% of the credit limit.

- g) **Late Payment fee:** Late payment fee is zero for the minimum payment. If the minimum fee is not paid within due date than extra 3% p.a. interest will be charged on the unpaid minimum amount.
- h) **Cash withdrawal fee:** Cardholders can withdraw 50% of credit limit from any DBBL ATM booth without any fees.
- i) **Flexibility:** Credit card bills can pay through flexible modes like branches, internet banking, ATMs, Fast tracks etc.

Table3.5

Interest Rate

pa	18%
pm	1.5%

Key Regulations for Credit Cards

- a) The unsecured limit under credit card to a borrower shall not exceed BDT 1 million. But in secured card limit may exceed 1 Million. In both cases, the limit should not exceed BDT 2.5 million.
- b) The bank shall provide a statement of account to cardholders.
- c) The bank shall provide assurance to a customer of their security against fraud or misuse of cards.

Secured Loans: Features of secured loans are:

- a) **Amount:** Minimum 45k to 95% LTV.
- b) **Tenor:** 5 years
- c) **Interest Rate:** 9% to 12% based on nature of securities

3.17. Customer segment

DBBL has customer segmentation to provide loans. Those are:

- a) **Power Plus Line (PPL)** - DBBL Employees, Employees of selected corporate bodies who maintain salary account with DBBL.

- b) **Power Line (PL)** - Employees of selected corporate bodies who have salary account with DBBL.
- c) **Executive Line (EL)** - Creditworthy individuals who maintain salary account with DBBL or staffs of any other banks.
- d) **General Line (GL)** - Creditworthy individuals like salaried executives, landlord, and business individuals.
- e) **Special Category Customer (SCC)** – VIP customers of DBBL, FCA, Doctor, Engineers, college & university teachers, Gov. Gazetted officers etc.

19 3.18. SWOT Analysis

SWOT stands for **Strengths, Weakness, Opportunities**, and **Threats**. SWOT analysis is a strategic process undertaken by an organization to measure its internal strengths and weaknesses and find out its external opportunities and threats. It helps the organization to evaluate its performance and help to increase opportunities and avoid threats.

- a) **Strengths** identify organization strongest points that separate it from its competitors.
- b) **Weaknesses** recognize organization weak points that create disadvantages over others.
- c) **Opportunities** help to find out its favorable factors that can expand its advantages.
- d) **Threats** identify factors that cause harm to the organization.

SWOT analysis of DBBL is described below

Strengths:

1. The bank has the reputation and goodwill to provide quality services to its different customers
2. The bank provides largest banking service among all the commercial banks.
3. The bank personnel is well trained and experienced and well educated.
4. The bank has reached the high growth rate of profit, deposits and on investments.

5. The bank has a very exceptional corporate culture which plays a great role among employees as a motivational factor.
6. The working environment in the bank is very friendly; everyone is very co-operative to each other. There are no boundaries or barriers between superiors and employees so that communications can easily occur.
7. The bank has very efficient and experienced management.
8. The bank provides its customers all local remittance facilities, such as TT, DD, and PO etc. at free of cost.
9. The bank objectives are not only to make a profit but also contribute towards social welfare.
10. Internet banking, mobile banking, and all other internet based advanced technologies are provided to its customers at free of cost.
11. ATM booths are available all over the country.
12. Provide fast track facilities to provide quick and faster services.

Weaknesses:

1. The branches of the bank have to wait for the head office to take any decisions.
2. The bank provides online banking and ATM services which are limited and needs to improve.
3. The interest rate of fixed deposit and DPS are low compared to the other banks.
4. Minimum balances and annual charges are too high.
5. Branch offices are only available in large and metropolitan cities.

Opportunities:

1. By reducing charges and fees DBBL can achieve more corporate client.
2. DBBL can increase its customers saving options by providing more different saving schemes.
3. Through lending, DBBL can help small and medium enterprise.
4. By increasing interest rates on deposits schemes, they can bring more customers.
5. Expanding branches in rural areas they can enrich their banking services.

6. DBBL can make its ATM services and online banking facilities easier to compete with other banks.
7. DBBL can provide special schemes for special corporate clients according to the profession such as for lawyers, engineers, and other professionals.

Threats:

1. The economic conditions in Bangladesh are very poor.
2. Disturbance political environment
3. DBBL provides some services at free of cost which may decrease the overall profit.
4. Increased new competitors
5. Multinational banks come and merge with other banks to provide good banking services, which may become threats because multinational banks have more financial strengths.
6. Other banks such as BRAC bank, Bank Asia, Prime bank etc. are its main opponents.

Table 3.6

Summary of SWOT Analysis

Strengths i. Bank has reputation and goodwill ii. Provide quality services to customers iii. Available ATM booth facilities iv. Fast Track facilities v. Internet banking, mobile banking all other internet based advantages vi. Trained personnel vii. Experienced management	Weaknesses i. Minimum Balances and annual charges are very high ii. Internet services need to improve iii. The low-interest rate on DPS and FDR.
Opportunities i. By reducing charges and annual fees can achieve more clients ii. Expand branches in rural areas. iii. Introduce more saving schemes	Threats i. Poor economic condition ii. Increase new competitors iii. Main rivals are Brac Bank, Bank Asia, Mutual trust etc.

Chapter 4

Roles & responsibilities at DBBL

DBBL has appointed for that program on 14th February 2018 by HR Department and given an appointment letter. The internship program was started from 18th February 2018 at Mohammadpur Branch, Dhaka. After joining, a timetable of the internship program was given where office hours, responsibilities, rules and regulation were mentioned. Since Mohammadpur branch of DBBL is a new branch, it is small in size compared to other branches. It operates three sections – Cash section, Customer service section, Relationship management section. The topic of the internship program is *Retail Banking*, so the whole responsibilities were given in retail banking department.

4.1. Job Description

Retail banking division of DBBL includes the activities which are basically related to customer services. This department provides various services such as account opening; provide loans, clearance, etc. Services are divided into few desks consists of account opening desk, clearance desk, card and cheque delivery desk, foreign remittance desk.

4.2. Job Responsibilities

The roles and responsibilities are to provide customer services, give proper information to pursuing customers, helping them to fill up account opening form, assist senior officers of different desks to learn how the things are operated. Each responsibility during the whole internship period is described below individually:

4.3. Account opening:

Account opening is one of the main activities in banks. This is actually the main source to run the banking activities. This is a way by which bankers and customers relationships build up. Account opening is one of the tasks which were assigned to perform in the internship program. There are different types of accounts offered by DBBL. Those are:

- a) Savings Account
- b) Current Account
- c) Fixed Account
- d) Student account
- e) Salary Account etc.

Different accounts provide different facilities and different requirements to ³open an account. The common procedures to open an account are performed throughout the internship program given below:

1. Check whether required documents are available to open an account or not. The essential documents are:
 - a) 2 copy passport size photograph of an account holder
 - b) National ID or Passport or Birth certificate of an account holder
 - c) 1 copy passport size photo of the nominee
 - d) National ID or Passport or Birth certificate of the nominee
 - e) If student than student ID, If service holder than Job ID or Visiting card otherwise nothing is necessary for this situation
 - f) Copy of utility bill

In case of other types of account few additional things are needed-

- a) Trade license of the business
- b) E-TIN. etc.

2. If necessary documents are available then the next task is to fill up the form. Take signature of customers, complete the full form, adding transaction profile of customers, then calculating risk grading etc. were the task assigned to perform.

4.4. Card Delivery

After opening an account, account holder gets a debit card which is known as Nexus card. This is one of the tasks assigned to perform at the beginning of internship program. Card and pin number is delivered to the customer by taking their signature in two different papers. A card is also provided to the customer when it is lost or stolen or the existing customers need to change their old card. In both cases, new cards and pin numbers are provided to the customer.

4.5. Cheques delivery

Account holders (except student account holders) are entitled to take cheque books. In order to take cheques, they have to give cheque requisition first. In Mohammadpur branch, cheque books

and cards are delivered in the same desk. Cheque books are organized in a desk serially and serial no is kept in an excel sheet. To find out the exact cheque book from the drawer is the task given to perform when customers come to take their cheque books.

4.6. Foreign Remittance

Foreign Remittance is paid in the same desk where cards and cheque books are delivered. Help recipients to fill up the remittance form, write vouchers are one the responsibilities to perform in the program.

Additional Responsibilities of the job

- a) Assist customers to fill up DPS, FDR forms
- b) Check customer photographs and signature
- c) Write customers deposit book
- d) Write pay order instruments
- e) Provide customers product and service related information
- f) Give assistance according to the need of the customers
- g) Update customer information
- h) Fill up incomplete forms
- i) Verified NID
- j) Help to find out old forms from files
- k) Identify pending documents of customers

4.7. Learning Outcomes

This internship program gives an experience of how to work in the corporate world, especially in the banking sector. There are lots of positive outcomes in this programs which are discussed below:

- a) Learn how to maintain each work systematically
- b) How to behave with the customers, how to talk with them politely with patience and understand their needs and demands.
- c) Learn to time management. How to complete a due work in time.
- d) Develop communication skills

- e) Deal with office works and prepare internship report at the same time.
- f) Learn to cooperate with colleagues while working together.
- g) Learn Bank's rules and regulations.

Chapter 5

Findings and Analysis

5.1. Comparison with the banking industry

All the banks in Bangladesh are regulated by Bangladesh Banks but each of them has different strategies, policies, and procedures to maintain. Such policies, procedures make them unique than others. Such differentiation creates various options for customers to choose affordable products. Comparison with the overall banking industry with DBBL is given below:

Table5.1

Comparison with industry

Products and Services		DBBL	Banking Industry	Comment
28 Loan Product	Home Loan	Interest rate- 9% & for taking over it would be- 8.75%.	Other banks interest rate is high. Starts at 14.5% & maximum rate is more than 11%.	DBBL has comparatively low-interest rates on loans than other banks in Bangladesh.
	Car Loan	The interest rate is 10%	Most of the bank's interest rate is 11.5% & highest 15%.	
	Personal Loan	Interest rate starts from 10%-13% depends on various customers segments.	The interest rate is high on other banks. Maximum banks charged interest more than 12% rate.	
Other Products	Individual Account& Non-Individual Account	Savings account, current account, student account, Salary accounts etc.	Different types of accounts provided by other banks like Triple Benefits savings account, Young stars savings account etc.	DBBL has few products for savings than other commercial banks. Annual fees, service charges are very high and interest on savings is low.
	Fees & Charges	Annual fees & charges are high.	Annual fees vary from bank to bank. Many of them have comparatively low annual fees.	

	Annual Interest	Interest gives on savings is low.	Many banks provide high interest on savings.	DBBL interest rate is low on DPS & FDR.
	DPS & FDR	The interest rate is 4%.	Current industry interest rate is around 3%-9%.	
Services	Internet Banking, Mobile Banking	Internet banking fund transfer through 2FA. DBBL apps facilities etc. SMS alert, Rocket banking.	Current banking industry provides fast internet facilities. City Bank, BB, SCB is on the top 5 to provide mobile apps facilities.	DBBL internet and mobile banking is a little behind than other banking industries.
	ATM Booth and Fast track	Available ATM booths. Have Fast track facilities.	ATM booths are not enough. Banks have not yet expanded their facilities outside branches.	DBBL is the introducer of ATM booths and Fast tracks in Bangladesh.

5.2. Findings

To prepare the report various sources are used to collect related information. While collecting information and analyzing it some major findings are acknowledged. The concentration area of this internship program is basically a retail division of DBBL. The following findings are identified while preparing this report:

- a) Workforce and desk are limited at Mohammadpur branch of DBBL as this branch is new. But this branch is progressing day-by-day.
- b) DBBL always try their best to provide the best services to their customers. Customers are their first priorities. They give quick services and try to solve their problems as soon as possible.
- c) All the employees always try to maintain official principles and rules. They follow the guidelines provided by Bangladesh Bank and their own banking guidelines.

- d)** Numerous numbers of ATM booths are the main advantages of DBBL. This satisfied customers the most.
- e)** DBBL Provide extra facilities to their account holders to pay electricity/gas bills.
- f)** Some hidden costs are charges to the customers which are not disclosed by the officials.
- g)** SMS alert systems sometimes not properly work.
- h)** The internet facilities of DBBL are not strong enough to provide required services to the customers. This made customers dissatisfied.
- i)** Customer service charges are comparatively high. On the other hand interest rates on DPS are very low.

Chapter 6

Recommendation and Conclusion

6.1. Recommendation

While preparing this report lot of things are observed that needs to be improved. To make banking activities more effective following recommendations have been given:

- a) Increase the number of desks and employees of the branch. Because of having fewer employees than other branches quality services are not being assured to customers.
- b) The quality of ATM booth should be improved.
- c) Banking systems should be more organized.
- d) Services charges should be minimized at an acceptable level.
- e) Minimum balances should be decreased.
- f) DPS & FDR interest rates should be increased.
- g) Communication skills need to be developed.
- h) As the whole banking activities depend on the manpower, proper training should be arranged for the employees on a regular basis.
- i) Customer's satisfaction should be their main focus.

6.2. Conclusion

Dutch Bangla Bank is one of the most advanced, technological potential commercial banks in Bangladesh. It plays a vital role in Bangladesh's economic sectors. It has a huge skillful management team to maintain around 150+ branches across Bangladesh. It has plentiful assets to meet up its obligations and meet customer demands.

DBBL started its banking operations in order to provide all kinds of products and services to lessen the need for all level of customers. The bank also contributes towards the development of society. The actual achievement of a bank depends on the quality of services it provides. Therefore all the banks always try to maintain their products quality, DBBL is one of them. Retail product is developed for the same reason. It fascinates their customers because of the lower interest rates and fees.

DBBL has its own strong position in the market. Their strongest point is the available ATM booths facilities, which makes them different than others. This is one of the main reasons to have a huge number of customers and it makes competitive advantages for the bank.

Although this report presents DBBL is in a better position, it has few obstacles to overcome to sustain the position. Customer satisfaction is the only way to achieve its ultimate goal. By providing quality services customers' satisfaction can be achieved. Thus the continuous development of the services will definitely make DBBL the best bank in Bangladesh.

Appendix

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