Internship Report

On

Bangladesh Commerce Bank LTD

Report of Internship

Bangladesh Commerce Bank Limited

Submitted To

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Submitted By

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United International University

QUEST FOR EXCELLENCE

Letter of Transmittal

17 June 2020

Mr. Mohammad Tohidul Islam Mia

Assistant Professor

School of Business & Economics

United International University, United City, Madani Avenue, Badda, Dhaka 1212

Subject: **Submission of the internship report on Bangladesh Commerce Bank Limited.**

Dear Sir,

With due respect, this is an internship report on Bangladesh commerce bank Limited that you have engaged me to acquire proper description of the Bank. I have put forth a valiant effort and have given my best exertion to gather fitting and important data in the BCBL. I have gathered data from the site of BCBL.COM and my senior Boss branch administrator. I present my temporary job report for your compassionately respect and thank you for your nonstop help and support.

On the off chance that you have further questions with respect to the report, it would be ideal if you let us know.

Thank you

Sincerely Yours

____

Md Ashiq Hasan

ID: 111152083

Acknowledgment

From the start, I might want to thanks the Almighty ALLAH for the endless gifts that he has given me. I have made this report on Bangladesh Commerce Bank Limited which has talked about in this general report. I would communicate my appreciation to my respected faculty Mr. Mohammad Tohidul Islam Mia for allowing me the chance to set up this report on this Bank.

Last not but the least; I might want to express thankfulness toward Bangladesh Commerce bank Manager Md. Farid Hasan and Operation supervisor Mr. Abul Kalam Mujahid and others staffs who helped me to make the report. Their understandings, counsel, and direction helped me to make the report. Without their helped it was difficult to me. I am happy to effectively finish entry level position report of Bangladesh Commerce bank LTD. In this position I was learn many things like how to open Account, how to open FDR (Fixed Deposit), how to write the demand draft, how to posting the remittance, and how to deal different types of customers and many other things.

I have talked about here Bangladesh Commerce bank products, their services, their customers, their interest rate in accounts. I trust this report makes an understood comprehension of the organization of Bangladesh Commerce bank to you.

Executive Summary

Bangladesh Commerce Bank Ltd. (BCBL) aims at recruiting individuals with the right employability skills with the aptitude and provide the right employment opportunities. It has top-level management with esteemed credentials and credibility. A bank with majority equity (52%) owned by Bangladesh Government, BCBL offers broadly two types of products: Deposit products and loan products along with other services such as credit card service, utility bill services, and foreign remittance services.

BCBL segment their market according to transaction status and volumes such as non-customers, low-value customers, medium value customers, high-value customers, and ex-customers. After segmentation, they target their market for two purposes: deposit and loan. They have a strong positioning strategy in their target market and at Mirpur segment geographically which happens to be my workplace for this internship.

Public and private commercial banks are playing as direct competitors for BCBL. Nonbanking financial organizations are indirect competitors for the purpose of FDR (Fixed Deposit Rate) and DPS rate. Service charges and other maintenance fees are competitive at BCBL.

At BCBL, I worked in different desks. I was working on receiving the bill, front desk, foreign remittance service, etc. I worked under the supervision of the Branch Manager and played a liaison role between the manager and Cash Department.

At BCBL, employees are customer friendly and customer services are competitive. However, a few areas of improvement and initiatives can take the atmosphere of the bank to the next level for both employees and customers. An improvement in the air conditioning system of the bank can go a long way to improve the productivity of the employees at the Mirpur branch of BCBL. A better alignment of the office layout with the workflow will also contribute to bringing better efficiency at the operation of BCBL Mirpur Branch.

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BCB

Service With Trust

CHAPTER 01

COMPANY INSIGHT

1.1 *Background of the BCBL*

Bangladesh Commerce Bank Ltd. (BCBL) is well-known organization. But it was not established in one day. In previous establishment of BCBL it was the Bangladesh commerce and investment limited. It was established (BCIL) in 1986 on 27th January. That time it was the non-banking financial organization. Their waged capital was 300 million and Tk 50 million.

In banking business BCBL combined in Bangladesh 1 June 1998.Its ongoing banking process in 1999 on 16th September. And that time waged up capital 2000 million and TK 920 million correspondingly. BCBL 52% shares holders are Bangladesh Government. BCIL depositors Contributed 520 million while banks waged up capital 300 million. Under the administration of Bangladesh BANK Financial organization, they contributed 100 million. BCIL was established on 1986 in 27 January. April 1992 it continues their business. In that year Bangladesh Bank Suspended their process for the liquidity calamity. For that reason, the investors, company suffered many problems and the employees are became unemployed. After that reason the company's employee and the investors were try to save the company. And the depositors were demanded their money came back. Then Bangladesh Government known BCBL and they destroy the BCIL.IN 1998 on 8th February known to BCBL and the board of Directors were 10members. BCIL 24 Branches were secure by way of complete BCBL branches.

First importance of the bank in 1999 and 2000 was to recover the past credits of BCIL. BCBL suffered victims in 1999 and 2000.That time they were not intelligent to recover necessary requirements for personal loans. Investment of the BCBL has better from TK 20 million in 1999. In 2000 its increase 95 million, Treasury bills of government. That Short time its reality in the original established of the bank. After that 9-members were achieved as Board of Directors designated by the government again. Today BCBL takes 51 branches across the whole country. It is execution glowing and refining its place step by

1.2 *MANAGEMENT ORGANOGRAM*

01. Chairman
02. MD
03. SEVP (Senior Executive Vice President)
04. EVP (Executive Vice President)
05. SVP (Senior Vice President)
06. VP (Vice President)
07. SAVP (Senior Asst. Vice President)
08. AVP (Asst. Vice President)
09. SEO (Senior Executive Officer)
10. EO (Executive Officer)
11. FEO (First Executive Officer)
12. Officer
13. Senior Asst. Officer
14. Asst. Officer

1.3 *VISION MISSION AND OBJECTIVES OF BCBL*

VISION OF BCBL: To become a Bank of first choice by the customers with meaningful contributions to the society.

MISSION OF BCBL: Bangladesh Commerce Bank Ltd. is loyal to fulfill its customer needs and become their first choice in banking so that a sustainable growth, reasonable return and contribution to the development of the country can be confirmed with a motivated and professional work force.

OBJECTIVES OF BCBL:

To ensure growing and growth of the bank.
To spread banking services to all classes of persons.
To be a trend-setter in the socio-economic development of the country.
To maintain an incremental deposit & reduce the non-performing assets.
To provide high quality products and services.
To use the resources of the bank efficiently.
To work for business innovation and improvements.
To have a strong customer focus and build strong relationship with customers.
To help to solve the unemployment problem.

1.4 *SWOT ANALYSIS OF BCBL*

The SWOT analysis means the organizational internal Strengths and weakness and offerings the Opportunities and Threats during the economic cycle.

1. *Strengths*: a. Strong leadership.
   b. Funding availability.
   c. Strong political support.
   d. Advanced web banking.
   e. Secure internet banking agreement.
   f. Full online banking service.

g. Top level management are highly decorated

2. Weakness: a. loan recovery is the main weakness.

b. Branches are not decorated.

c. Guards is not always attractive.

d. Fire and safety framework is out dated.

e. Most of the employee are old age people so they cannot give the first service.

f. Under the Cost Effectiveness guidelines, some real safety section has been declined.

3. Opportunities:

a. increasing the number of branches.

b. Branch's would be decorated.

c. Special protection unit, Helps to improve administration quality.

d. Service quality improving and serve first and comfortable service.

4. Threats: a. Bangladesh Bank consistence and appraisal issue.

b. Using fall grade guard.

c. Regular repairing issue.

d. Time deals.

1.5 *PRODUCTS AND SERVICE PROFILE OF BCBL:*

The products & services of Bangladesh Commerce Bank Ltd are:

01. DEPOSITS PRODUCTS

02. LOAN PRODUCTS

FOREIGN EXCHANGE SERVICE:

Export Finance
Import Finance
Letter of Credit
Traveler’ Cheque
Western Union
International Money Express (IME)
Trans fast
Express Money
Money Gram

CARD SERVICE: BCBL Provide both credit and debit card service for their customers. The interest rate now running the credit card is 14%. And the most important thing is that 50days of withdrawal money no interest imposes. After 50 days they impose interest.

Bill Pay Service
Bangladesh Telegraph and Telephone Board
Rural Electrification Board
Dhaka Power Distribution Company
WASA
West Zone Power Distribution Company

1.6 *PRODUCT LINE OF BCBL:*

DEPOSIT PRODUCT:

Savings Bank Deposit (SB)
BCB Srijoni (account for Working Women)
BCB Nondita (Account only for Housewives)
Current Deposit Account (CD)
Special Notice Deposit (SND)
BCB Students' Savings Account
BCB Double & Triple Deposit Scheme
BCB Monthly Profit Scheme (MPS)
BCB Monthly Savings Scheme (MSS)
BCB Lakhpoti Scheme (LDS)
BCB Millionaire Scheme (MDS)
BCB Kotipoti Scheme (KDS)
BCB Marriage Savings Scheme
Education Savings Scheme
Fixed Deposit Account (FDR)

LOAN PRODUCTS:

BCB Teachers' Loan
BCB Special Loan (For Service Holders)
BCB Consumer Credit Scheme
BCB Credit Scheme For women entrepreneurs
Personal Loan
House Building Loan(HBL)
BCB Car Loan
Marriage Loan
Salary Loan
Small Business Loan
Import Loan
Farmer Loan

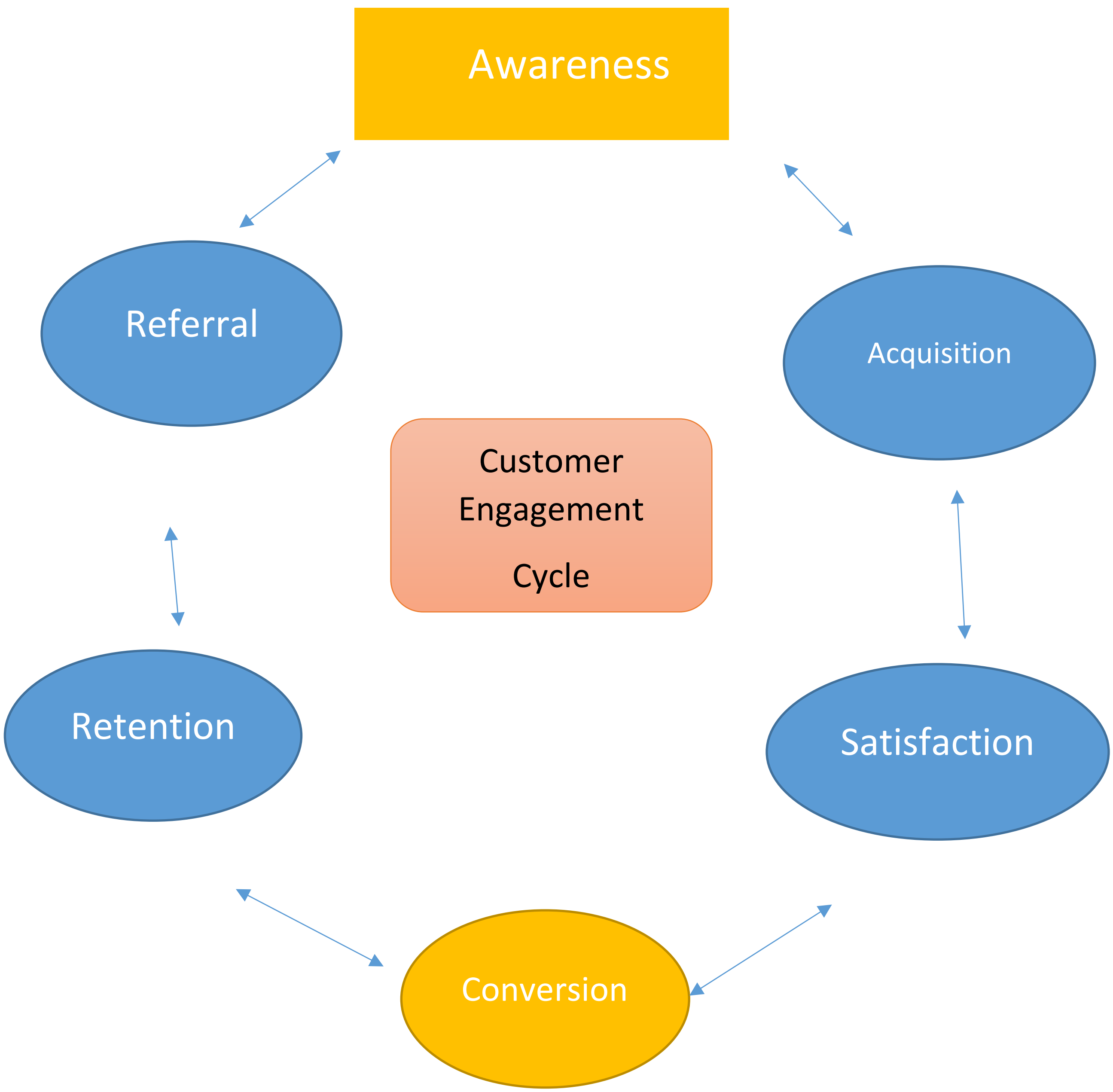
CHAPTER 02

MARKET INSIGHT

2.1 *NEED CATEGORY CUSTOMER ENGAGENENT*

Customer engagement means any interaction communication that happens between a customer and a company through multiple channels with an objective of closing a deal is customer's engagement

How the customer engagement work in BCBL:



AWARENESS: BCBL create the awareness they have high quality information about their product and service across the multiple channels. First of all they upload the information about their web site and informed their running customer that the product message out of the market than it create awareness.

ACQUISITION: When the BCBL product information spade and the customers are interacting with BCBL. And the employee of BCBL communicate with customer that the customers are well known about their product than create acquisition. Here the customer and organization relationship start from.

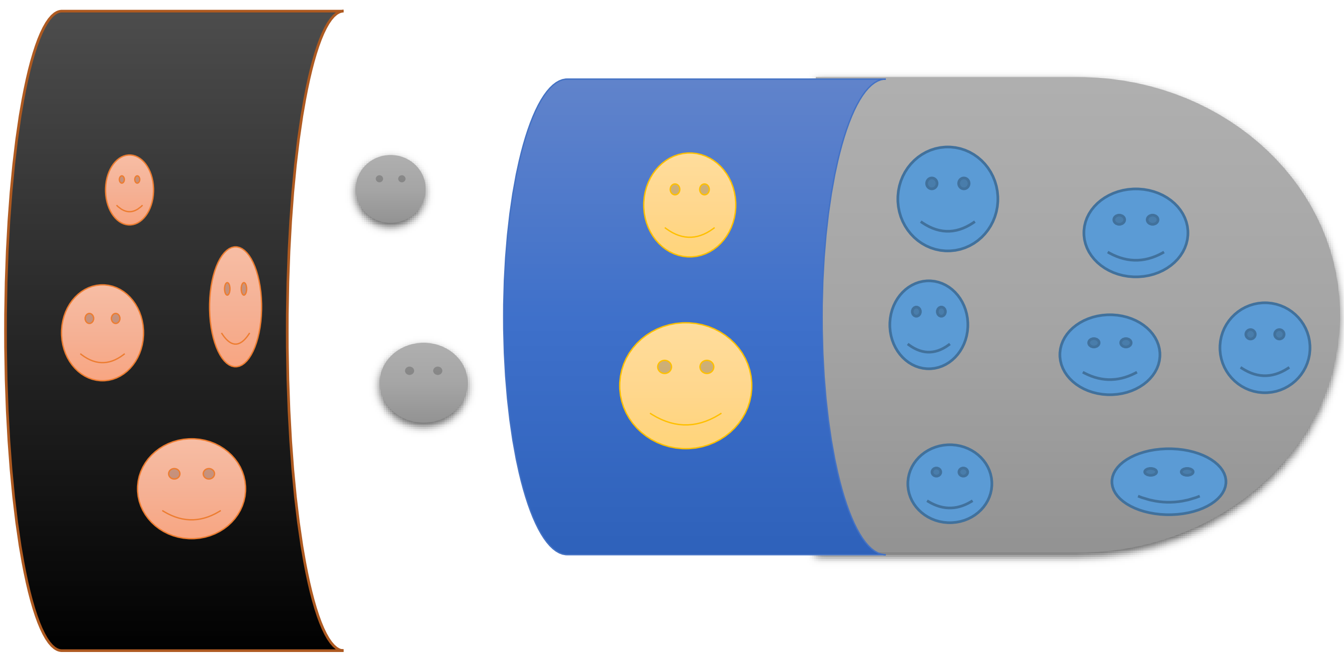
SATISFACTION: When the BCBL employee sell the product like FDR, DPS, LOANS and CREDIR CAED and the customers are happier and the employee have to ensure that the customer are satisfied to provide the good support service.

CONVERSION: BCBL employee more the more customer will be satisfied for the conversion.

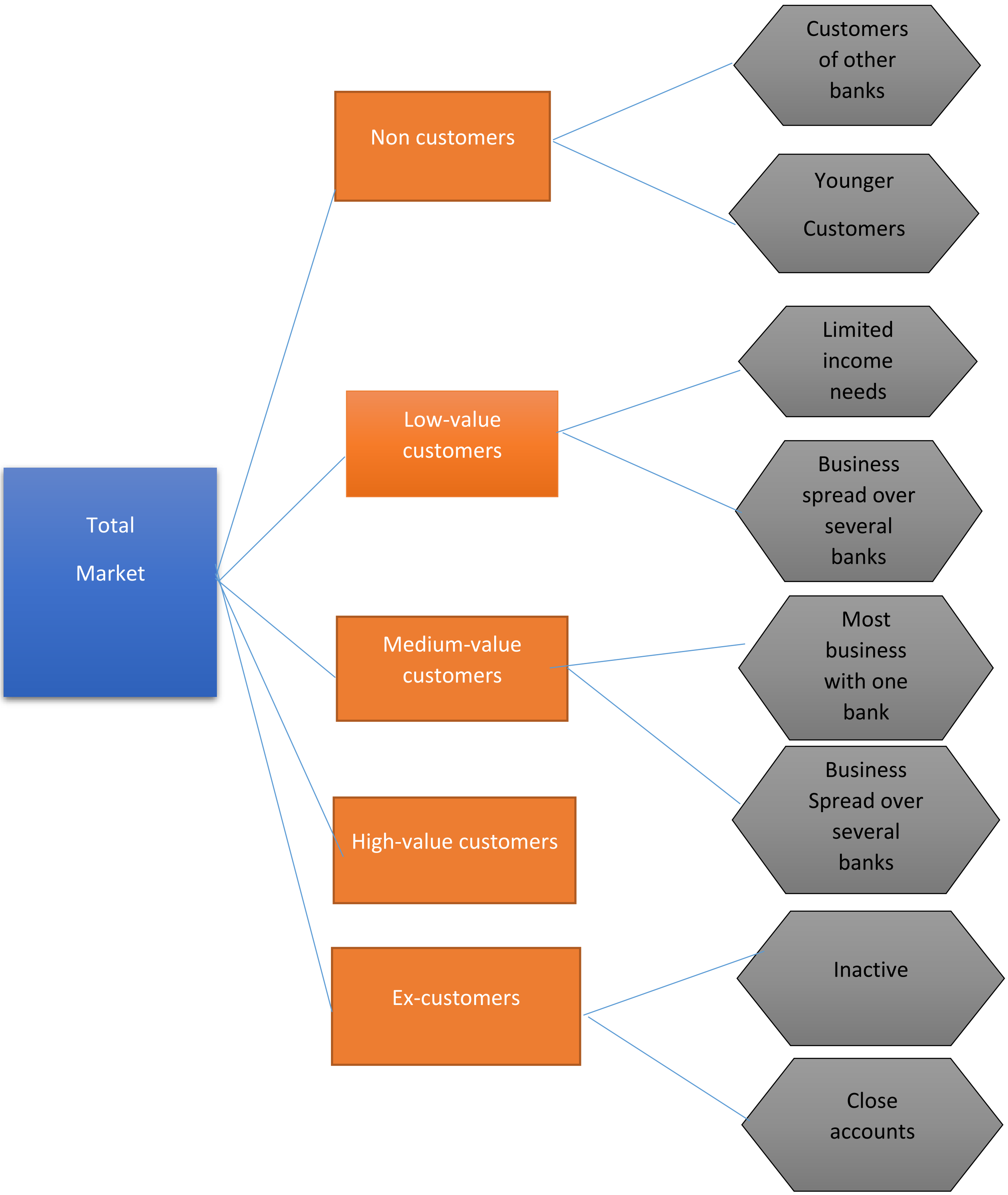
RETENTION: BCBL always focus the retention because they try to provide the excellent customer support system, they believe that more the customer satisfaction the more the retention.

REFERRAL: BCBL try to provide the excellent customer support very good customer support that the customer is very happy because the happy and satisfied customer brings the lots of customer .one happy customer brings the ten customers and ten more referrals.

2.2*SEGMENTATION TARGETING AND POSITIONIN BCBL*



The banking industry Segmentation their market in below ways BCBL also follow this ways to segmentation their market.



NON –CUSTOMER: BCBL Non-customers means those consumers that have not ever dealt with the BCBL previously. They will primarily consist of consumers of other competitive banks, as well as younger consumers that are however to form the first banking relationship of BCBL.

Non-customers are frequently the first target of BCBL primarily interested in increasing the size of the customer base with the target of rising their value over time.

BCBL Sometimes convince the non customer to make him their customer. They give some attractive proposal to the customers .For example : A high amount of interest rate they propose for the catch large amount of Fixed Deposit or giving him some loan offer against his property mortage.

LOW VALUE CUSTOMER: IN BCBL Tow types of customers are the lower valu customer one types of customers have limited income and limited finincial need.This types of customers are contribute the lower amont of investment .For example they open the Deposit Pension Scheme products like Srijoni, Nondita, Lakhpoti Scheme, Marriage Savings Scheme, Monthly Savings Scheme etc. These customers are investing 500 or 1000 tk per month to maintain the savings.

Another lower value customer of BCBL are those who are invested 400000 tk Fixed deposit in different 4 banks. Those are lower value customer. This customer gets very low interest rate and very low profit contribution for individual bank.

MEDIUM- VALUE CUSTOMER: Medium value customers of BCBL is two types one of them are those customers who have most of the business are in BCBL like their CD account, loan, FDR, and DPS.

Another Medium value customer of BCBL is those customers they are opening the account of another bank and also to transection. Like DPS and FDR.

HIGH VALUE CUSTOMER: BCBL High value customer is those who have large amount of deposit and loans in BCBL. This type of customer is very loyal to

repay the loan and their transection profile is also very high. They give the large amount of FDR, DPS that start up 25000tk per month the highest amount of DPS they transection in BCBL.

EX- CUSTOMERS: Some customers of BCBL are inactive they are not using the bank account and not any transection they occur mainly this are the SB account holder. They are lower customer and cannot any deal with BCBL. When the bank credit their service charge and account charge, they close their account for dissatisfaction.

2.3 *TARGETING THE MARKET*

The BCBL the target customers are two types in two wayes expline below:

01.Who have money he is the target customer of BCBL for the Deposit purpose.

02. And the another target customer is who have not money for the loan purpose.

01.For Deposit purpose: In BCBL for the deposit purpose they are targeting the Midium value customer and High Value customers.

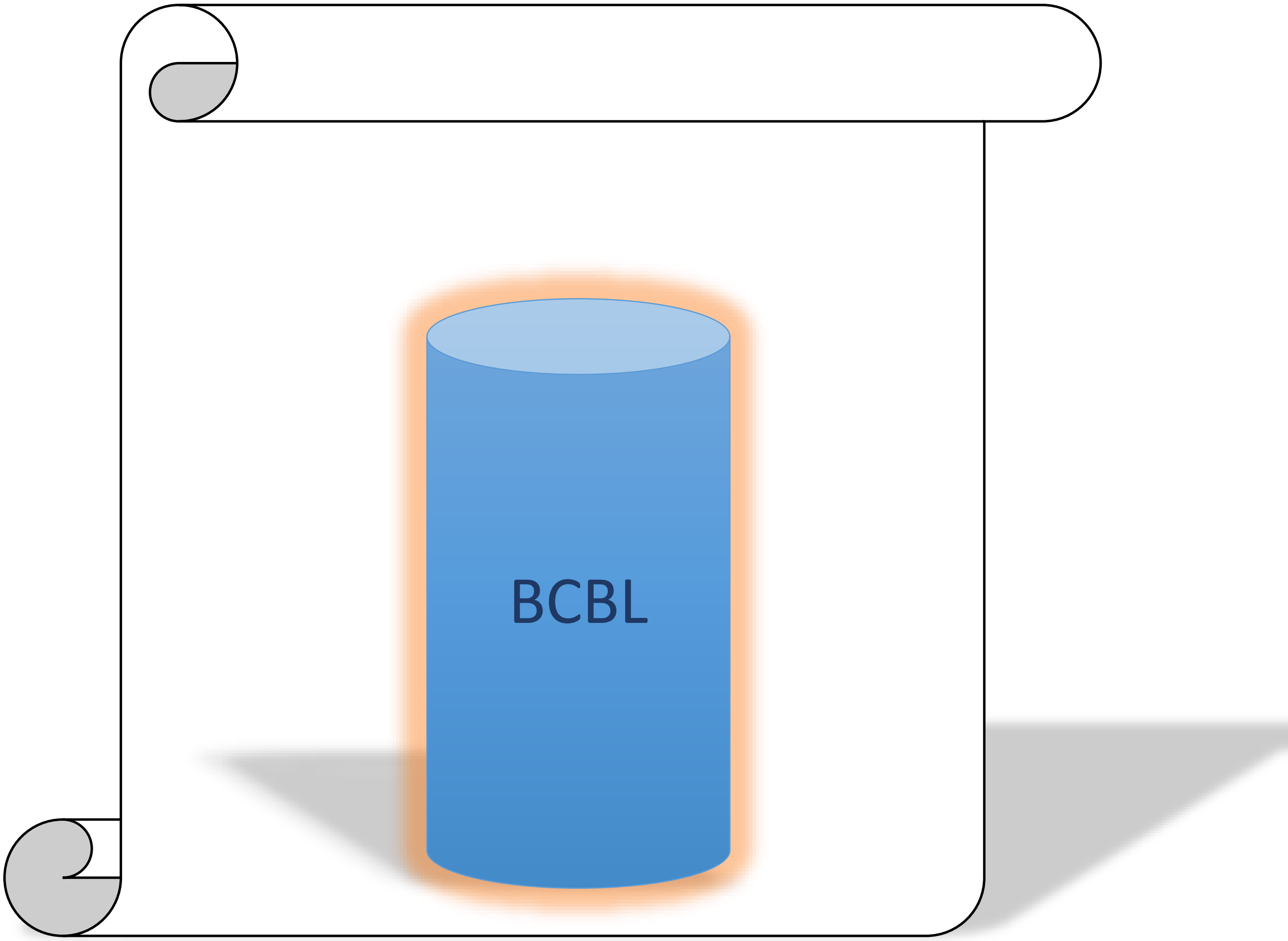
Because the medium value customers most of the business deal with one bank so this customers are very well known about the BCBL investment facilities.Most of the FDR and the MPS customers are middle level they are also invest the DPS for their future savings.After the retuirment of a banker they invest their retuirment benefit on MPS and its gives them 900 tk per month in against one lac. So this type of customers are target customers of BCBL .

High value customers are also targeted in BCBL mainly they are corporate client They gives the large number of investment in BCBL. The name of the companys are who are still client in BCBL :Sundorbon Quriar Service, Desco, Radient , MIrpur Secqurity, Boshundara food, and different types of Ngo and somobay somiti. Mainly this types of corporate client are target customers.

For Loan purpose: For loan puepose they also target the middle value and high value customers for middle valu customer they give business loan, dps loan, car loan, and house loan, because in the middle value customers and BCBL are good relation .

Another targeting of customer bank want to give the loan is high value customers.Because it's a big investment of bank and a huge earning source of bank.So the corporate client BCBL always try that thay take loan.So corporate client are their target customers who have shortage of money.

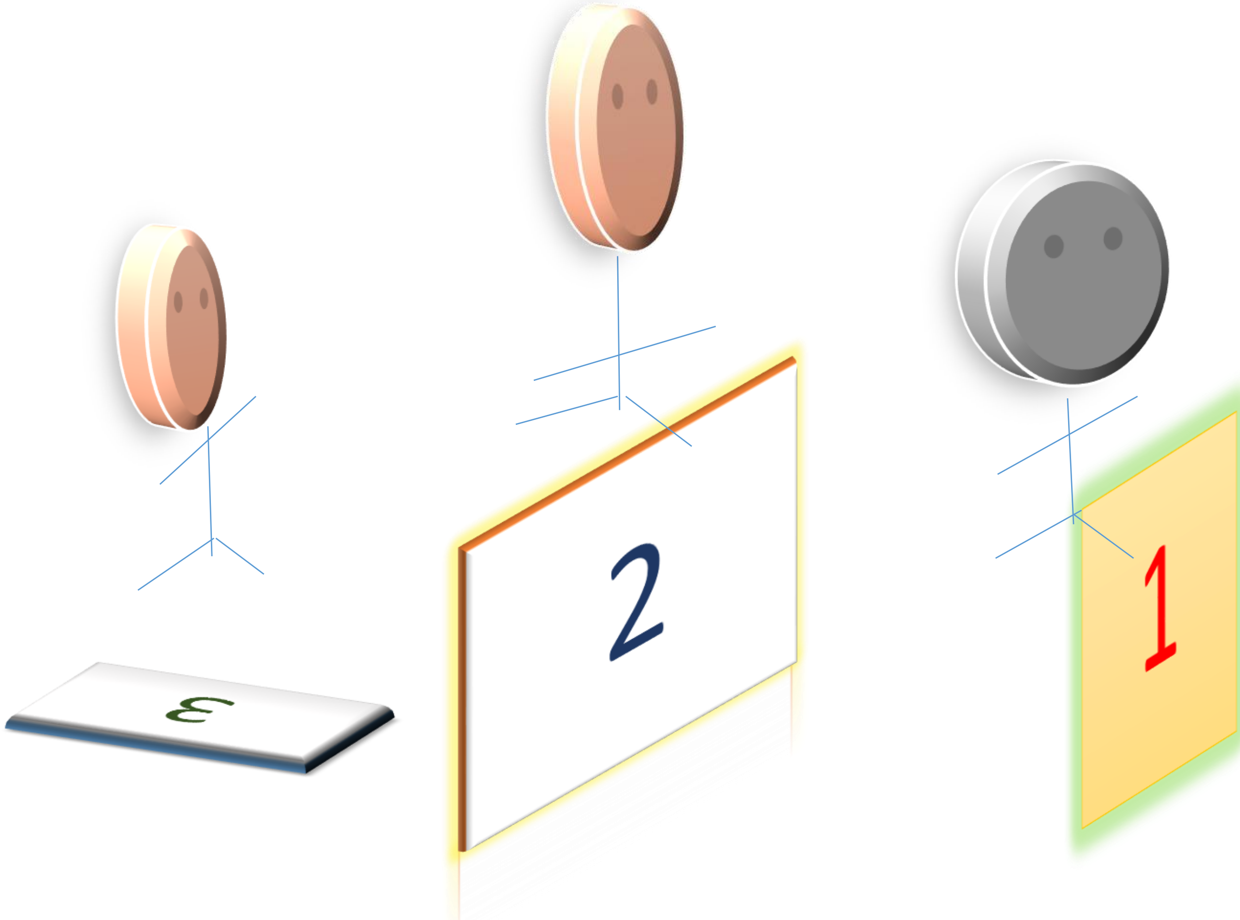
2.4 POSITION OF BCBL



BCBL mirpur branch is in good position in this area. This branch are established in Mirpur 1 and beside the branch there is a big whole sell market and many other corporate office are there. most of them are taranjection in BCBL .The bank decoration and the customer quality almost same so the customers are very comfortable to tranjection BCBL.Per day BCBl tranjection 1.5 corer or 2 lac in this area only cheque posting and cash collection.They also very popular for the bill collection and foraign exchange service.SO in this reason BCBL mirpur is very popular and their branding is very high.Desco ,wasa, Brta also collect their cash from BCBL.The monthly benefit scame are provide only BCBL in mirpur area so its gives a lots of customers in BCBL.So their branding valu in mirpure area is very high.

CHAPTER 03

COMPETITOR INSIGHT OF BCBL



3.1(a) DIRECT COMPITATOR IN BCBL:IN BCBL Mirpur 1 The direct compitators are Islami bank , AL-ARAFA ISlami Bank , SOCIAL Islami bank,because their rate of interest are almost same and their deposit products are also same For example : BCBL provide the MPS monthly pension seame and this banks they are also provide this service.so we measure it on deposits side.

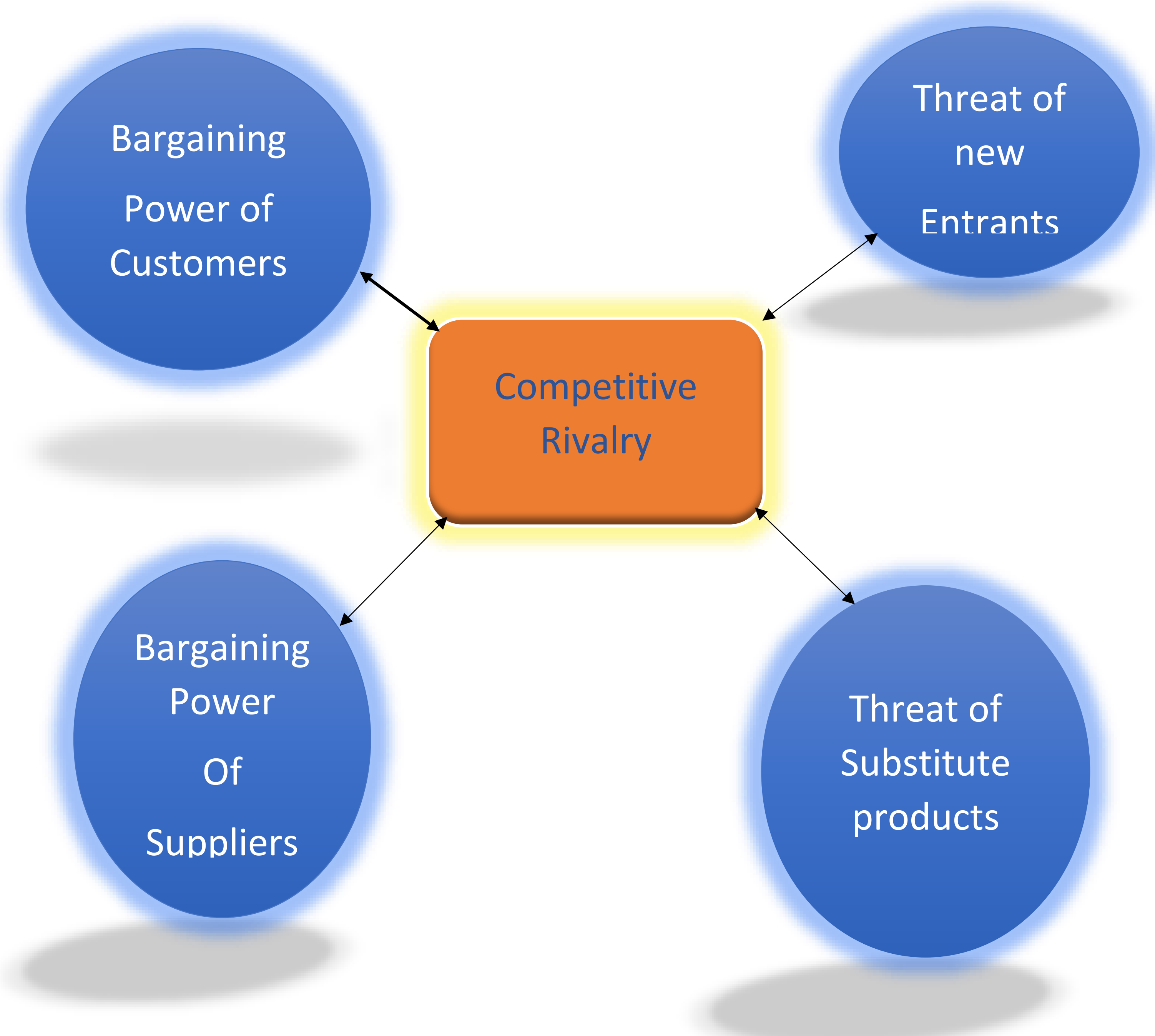
DEPOSIT INVESTMENT

BANK NAME	RATE OF INTEREST
BCBL	8% MPS (one year)
SOCIAL ISLAMI BANK LTD	8% MPS (one year)
AL ARAFA ISLAMI BANK LTD	8% MPTD(one year)
ISLAMI BANK LTD	7% mudaraba (one year)

3.1(b) INDIRECT COMPETITORS IN BCBL: All the another banks and financial organization are the indirect competitors of BCBL In mirpur1 .Because they have same solution but target is different. They give the same product but change their rate of interest and their period of time their solution is same BCBL gives customers

DPS product 5 years ,10years ,15 years ,20 years .another banks are give them 5years , 7years ,10years same amount same interest but their target is different.

3.2 *PORTERS FIVE FORCES MODEL ANALISIS IN BCBL:*



Threat of New Entrants: In banking Industry in Bangladesh every year government give the licence Two or three banks, last year government gives four banks licence. So this banks are entered new market place and they gives the new opportunities to the customers they gives better FDR ,DPS and low interest rate to pick the customers . So it's a threat of BCBL because it's a high chans that customers will change the bank.

Power Of Supplier: In BCBL there are major suppliers are 1.customers deposits 2. Mortgage and loans, 3. Mortgaged backed securities,and 4. Loans from the financial institutions .These are the major supplies of BCBL and they utilized this recourse and they gives the loans for customers and give the service to the customers. The power of suppliers basally depends on the market.

Power of Customers: In the banking industry the main factor that affect the power of customer is high switching cost. When a customer is transaction one bank he or she maintain his or her all account in this bank their savings account,loans, dps, fdr etc for hassle free life they don't want to change the bank for hassle .So BCBL try to convenience the customer to come to their bank they will offer low cost interest rate ,low cost service charge and high service quality.but most of the people don't want to change the current bank

Threat of Substitute Products:Substitute product is the big threat of the banking industry because all the banks products are almost same but their rate of interest and other service facility may be differ from one another.In Bangladesh all the banks gives the same product like savings account, DPS, FDR ,house loans, care loans ctc.But this products sometimes customers are not satisfied their service quality banking facility so they change one bank to another.Sometimes the BCBL gives the high interest rate for FDR and DPS that customer are stay with them.

Competitive Rivalry : Banking industry is highly competitive business in bangladesh because their most of products are almost same.In BCBL their position in mirpur is good because their FDR interest rate,DPS interest rate ,MPS interest rate are almost high on the behalf of other banks.And some special savings account service they provide their service charge is very low.So in the competitive market their position in mirpur is good.

CHAPTER 04

Marketing Program of BCBL

4.1 The BCBL follow the marketing program is 4P marketing program. The 4P means the marketing sector is:

1. Product.
2. Price
3. Place
4. Promotion

This 4p also called the marketing mix. It is very important for every organization. These elements are playing an important role to take core decisions in any marketing plan.

Product: Product is the first elements of 4ps and it is very important element of marketing mix. A product that can be anything that offer in market to satisfy the customer's needs. BCBL has mainly financial service industry product means the service-related products they have to achieve the target market. The BCBL have two types of products:

01. Loan product

02. Deposit product

Loan product: BCBL decorated their market to the loan products they have. They have some target customers and they try to give loan for them. Their loans are mainly House binding loan, Car loan, Marriage loan, Small business loan, Personal loan and credit card loan products they are providing to tar target customers.

Deposit Product: BCBL through some special Deposits products for their customers to satisfied their needs and wants. They have some exciting Savings and some FDR and DPS products to satisfy the customers financial needs and wants. For savings account customers are very easily transition their money.

Price: Price means the amount that charge from customers account for the purpose of service charge. Price is very important because it's affecting the customer's buying choices. If the account-maintained charge is high the customers are not interested to open the bank account. They find the low maintained charge Bank. So price is very main factor.

Place: Place is very important factor in Banking industry. They select the place to make available their product to the target customer. BCBL Select their branch in mirpur1 because the mirpur market arot is there and also Desco office is there. Almost all the target customers are around this area.

Promotion: Promotion means BCBL products promotion. That means how they communicate with their customers to buy their product and about to give messages to their product to the target customers. Sometimes they create the digital marketing to promote their promotion. Sometimes they communicate with the customers for personal marketing.

CHAPTER 05

JOB INSIGHT OF BCBL

5.1 JOB DESCRIPTION:The BCBL internship opportunity they allow the BBA last Semister and CGPA level is 2.50 in reputed university.And they allow the active smart and talent employee.

5.2 JOB SPECIFICATION:In BCBL Mirpur 1 I work in this areas that is discuss below:

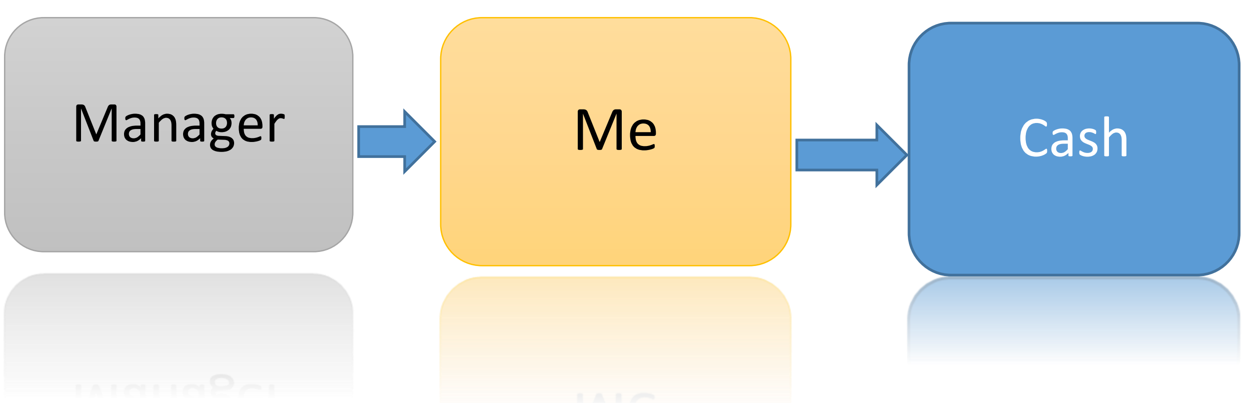
a) RECEIVING BILL: The first Of My work in BCBL was receiving the bill of wasa , titas gas , DESCO,and telephone Bill.BCBL mirpur branch gives the receiving bill service so I was working to receiving bill.

b) FRONT DESK WORK: After receiving the bill Secondly I was work in front desk work. This desk work is mainly account opening ,Account closing ,FDR opening ,proposal receiving of the cheque book ,Statement gives to the account holder,DD writing ,cheque book giving,credit card and debit card service giving to the customers.

c) FOREIGN REMENTANCE SERVICE : I was also work in giving the foreign remittance service in BCBl .The western union, money transfer,IME,transfer money this service I was given in bcbl.

d) ANOTHER WORK: Another work that I was done in bcbl was to receiving the manager signature on important documents.talk to the prospecting about to understand the bcbl deposits and fdr seame facilities.Sometimes maintain the managers important files like ACR of the employee.

e)WORK ORDER:



In BCBL the work order comes from Manager he tells me what desk I an working in this day.Every 7 days he select the work to me that what desk I am working in this week.Mainly I am working there in Receiving bill,Front desk work,foreign remittance service and another work that means maintain the manager files , and important Clint documents.After the manger order I am doing the work and than pass it to the cash.After receiving this documents the cashier payment the customer.its a process of the remittance service.the front desk service I am receiving the customers and open the account,Fdr ,writing the DD,gives the cheque book,receiving the cheque requisition.In receiving bill this time I am just give the stamp to the bill.Sometimes I am maintain the managers important files and important customers documents. This is my over all work in BCBL.

5.2 Recommendation:

a)Efficiency: Efficiency means how to improve my work and how to deliver the better work performance in my job sector.In BCBL I am working in different different desk so I know every desk work.But if I am working in one desk work than I have to learn many things in this desk.For example I can say that when I am working in foreign remittance my work efficiency was not very fast in few days but after working my work efficiency was very fast and I was delivery may service fast but If I work there in few days more than my work efficiency was more fast.Secondly Every work are not fixed its hampered the work efficiency must be fixed for every employee than increase the efficiency. Thirdly work environment are not very suitable almost employees are old age people so they are not maintain the corporate culture so if the work environment are suitable than efficiency increasing. Fourthly customers are not cooperation with the employees the always forced the first er service so employees are always in pressure so the efficiency not increase.if they cooperation with the employees than the employee are relaxed and increasing his efficiency. The branch decoration is old school its effect the enployees mind and they cannot work comfortable so if the branch is decorated than the effeciency high.Number of ac increasing in branch because there are two ac in the branch that can not sufficient so the emplyees are not work comfortablely so number of ac must be increasing than the efficiency increase.

b)Effective:In BCBl I always to benefit my Branch so that I was open many account in new customers and when any unknown customers are come in branch I was try to convince him/her to open a account in BCBL .When the customers are withdrawal the remittance than I was try to open a bank account its helps the bank.Secondly the statement charge when the customer are want to their account statement I would give it early because the BCBL the statement charge are high so it's a income of Branch.Than DD writing it's a income of branch so I was writing the DD (demand Draft) its charge was income of bank.So I am working there as a intern and I am working Front desk so I was deliver this services and this works are benefits the banks.I was also open lots of FDR that creat the Fund of the bank and its helps the bank.

Referances:

1.www.BCBL.com

2.www. segmentationstudyguideline.com

3.www.google.com

4.www.youtube.com