



Internship report on

**An analysis of the FDR department of Trust Bank Limited**

**Prepared For**

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**Date of submission:** April 19, 2018



**An analysis of the FDR department of Trust Bank Limited**

## Letter of Transmittal

April 05, 2018.

Jubairul Islam Shaown  
Lecturer  
BRAC Business School  
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**Subject:** Submission of internship Report on an analysis of the FDR department of Trust Bank Limited.

Dear Sir,

I have the honor to let you know that I have accomplished my internship report titled “An analysis of the FDR department of Trust Bank Limited and the components that influence the consumers to invest through it” It gave me immense pleasure to place the same before you. The study has been completed covering the period from 1st January 2018 to 31st March 2018. I made every endeavor to prepare this report and tried my level best to accumulate relevant and insightful information. It is a great experience for me to work with this topic. I have tried to make the report vivid and comprehensive within the scheduled time and limited resources.

I sincerely hope, this report will fulfill the requirements suggested by you under the course BUS 400. In case of any further clarification of my work, I would welcome the opportunity to consult with you.

With regards,

**Fairuz Anika Rahman**

ID: 14104002

BBA Program

## **Acknowledgement**

All praises to Almighty Allah for giving me the strength and the composure to finish the task within the scheduled time. I want to express my gratitude to the Trust Bank Ltd. for providing me the opportunity to complete my internship program. I received cordial cooperation from all the officers and staff members of Trust Bank Ltd. (Kafrul Branch). I express my cordial appreciation to them for their cooperation which made me contented to complete the report.

I am thankful to Md. Zakir Hossain, SAVP & Manager, and Asma Rahman, AVP & Sub manager, Trust Bank Ltd. (Kafrul Branch) for their valuable support and guidance that led to the successfully completion of my internship project.

I would like to express my deep sense of gratitude & sincere appreciation to my internship supervisor Jubairul Islam Shawon, Lecturer, BRAC Business School, BRAC University for his continuous support & guidance during the practical orientation period. His suggestions and valuable comments were really a great source of spirit to make the report up to the standard.

Finally I acknowledge the support of all concern for supporting me accomplishing the report as well as internship.

## **Executive Summary**

Bank is a financial institution dealing with money. Modern banking sector is expanding in different financial manifolds. At the same time the banking process became faster, easier and wider. In order to survive in the competitive field of banking sector, all organizations prefer to offer better service opportunities to provide their fellow clients. In Bangladesh, from 1980's banking industry achieved significant expansion with the entry of private banks.

I have completed my internship in Trust Bank Limited, Kafrul Branch. Throughout my three month internship program I have performed various jobs which helped me to understand the banking system, customer nature, preferences, financial analysis, reporting and so on. Few drawbacks of the bank are observed while working with the clients. Shortage of space, scarcity of modern equipment and lack of technological advancements are few of those for which customer service was hindered. While working in the bank, I perceived the number of clients for fixed deposit scheme is quite large. It draws my interest to do my report on the FDR department of Trust Bank Ltd. The research focused on the customers who had invested through FDR in Trust Bank. Limitation of time was one of the most important factors that affected the study. Due to time limitation the sample size became small. The survey mainly focuses on demographic profile, banking history and preference of the consumers. The findings of the survey are based on customers' response in Trust Bank Kafrul branch only which is located in Dhaka City. The results may not reflect the same for other branches of Trust Bank.

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# **Chapter- 1**

## **Organization overview**



## 1.1 Introduction:

Bank is one kind of financial institution which mainly operates on two functions. One of these is collecting deposit and other is providing loan. Banking sector is one of the most significant parts in the financial sector of Bangladesh and this sector experienced a noticeable boom with the introduction of private banks. Currently there are 57 banks in Bangladesh among which 40 are local private banks. My internship report is based on Trust Bank Limited which is one of the leading private banks of Bangladesh.

## 1.2 History of Trust Bank Limited:

Trust Bank Limited obtained license from Bangladesh Bank on July 15, 1999 and was founded by Army Welfare Trust which is its major shareholder. The Bank was formally inaugurated and listed as a scheduled Bank on November 1999. The concept of setting up a Bank operated by and specially focusing on Bangladesh Army was first conceived in 1987 and on November 29, 1999 the first branch of the Trust Bank Ltd came into operation. Trust Bank Limited is a scheduled commercial Bank established under the Bank Companies Act- 1991, which obtained license from Bangladesh Bank on July 15, 1999. Before that, it was incorporated as a Public Limited Company under the Companies Act- 1994 in Bangladesh on June 17, 1999.



**“Previous Logo”**



**“New Logo”**

The bank is first of its kind as its founded and sponsored by Army Welfare Trust (AWT). It currently comprises of a network of 91 branches, 7 SME centers, 152 ATM Booths and 65 POS in 55 Branches across Bangladesh. Trust Bank limited plans to open more branches to cover the important commercial areas in Dhaka, Chittagong, Sylhet and other areas by 2018. It has gained

validation from public as a sound and secure bank as it has wide range of modern corporate and consumer financial products. In 2001, in order to increase efficiency and provide a better customer service it introduced automated branch banking system. In the year 2005, the bank moved one step further and introduced ATM services for its customers. In January 2007, Trust Bank successfully launched Online Banking Services which facilitate Any Branch Banking, ATM Banking, Phone/Mobile Banking, SMS Banking, & Internet Banking to all customers. Customers can now deposit or withdraw money from any branch of Trust Bank nationwide without needing to open multiple accounts in multiple branches.

**1.3 Products and Services:** Trust Bank Limited has a wide range of products and services. Some of these are given below:

**1.3.1. Retail banking:** Under this division various types of deposit schemes, branch sale services, TBL cards, defense personnel, studying abroad, service quality etc. are available. Some of these are:

- Current Deposit Account
- Savings Deposit Account
- Fixed Deposit Account
- Smart Savers Scheme
- Lakhopati Savings Scheme
- Internet Banking
- Phone Banking
- Credit Card
- Debit Card
- Defense Personnel Saving Account
- Trust Student File

**1.3.2 SME Banking:** Under this category three types of loan are available. These are given below:

**Agriculture Loans:**

- Agribusiness loan

- Loan for Poultry Farm
- Peak Seasons Loan

#### **Entrepreneur Loans:**

- Entrepreneurship Development Loan for Retirees
- Loan for Shopkeepers

#### **Engineering Loans**

- Loan for Light Engineering

**1.3.3 Islamic Banking:** Under Islamic banking following products are available:

#### **Islamic Deposit Accounts**

- Al-Wadiah Current Account
- Mudaraba Term Deposit Receipt

#### **Islamic Loan & Investment**

- Qard Scheme
- Home Investment Scheme
- Barakat Car Scheme

#### **1.3.4. Corporate Banking**

##### **Corporate Cash Management**

- Cash Trade Overview
- Liability Product
- Securities Services

##### **Corporate Loan Products:**

- Overdraft

- Short Term Loans
- Term Loans
- Syndicate Loans

**Trade Finance:**

- Letter of Credit (LC)
- Letter of Guarantee (LG)

**1.3.5 International Banking:**

**Bonds**

- US Dollar Investment Bond
- US Dollar Premium Bond
- Wage Earners Development Bond

**Foreign Exchange**

- Travelers endorsement
- Remittance of Foreign Currency

**FC accounts:**

- Private Foreign Currency Account
- NRB account
- RFCD account

**1.3.6. Mobile Banking:** T-cash is a prepaid account facility where Customer can do transactions from anywhere through mobile phone with 24 hours banking facility. Customer will be able to fund Transfer, Deposit and Withdraw money from the accredited Pay-

points by using Mobile. Customers also will be able to send remittance faster to the remote place of Bangladesh by availing this product.

#### **1.4. Vision, Mission & Positioning Statement:**

##### **1.4.1. Vision:**

Build a long-term sustainable financial institution through financial inclusion and deliver optimum value to all stakeholders with the highest level of compliance.

##### **1.4.2. Mission:**

- Achieving sound and profitable growth in Assets & Liabilities, with focus to maintain non-performing assets at acceptable levels.
- To build long-lasting, credible and mutually dependable relationships with customers.
- Efficiently managing interest and operating costs.
- To excel in rendering superior customer service.
- To be the preferred employer among Banks in Bangladesh

##### **1.4.3 Positioning Statement:**

Trust Bank is a contemporary, upbeat brand of distinctive quality of service and solution that offers a rewarding banking experience as preferred choice of banking partner every time, everywhere.

# **Chapter-2**

## **Project part**

## **2.1. Introduction:**

In our economy and financial sector banks are playing a very important role. As a student of finance I had always a curiosity regarding financial institutions and banks. So I did my internship at the Kafrul branch of Trust Bank Limited to gain a practical insight regarding how banks operate. During this 3 month long internship program I understood that different sources of deposit is the heart of the bank as it helps to keep the banks operating and granting loans. And among different forms of deposit schemes Fixed deposit scheme is one of the most important and notable one. In my internship report I tried to analyze the FDR department of Trust Bank Limited and the component which influence the consumers to invest through it.

## **2.2. Origin of the report:**

As a student of business administration learning through books is not sufficient and we need practical experience. So to fulfill that experience the BBA students of BRAC University has to complete their internship under the course BUS 400 in any of the country's repudiated institutions of their choice. Therefore, as a part of my internship curriculum I decided to complete my internship at the Kafrul branch of Trust Bank Limited to gain real life business experience. This report is submitted to fulfill the requirement of my internship course.

## **2.3. Scope of the study:**

During my internship period my workplace was the Kafrul branch of Trust Bank Limited. And for this reason, the scope of my work was also limited to that place. Therefore, my report covered the FDR department of the Kafrul branch of Trust Bank Limited and the consumers investing through that department.

## **2.4. Limitation of the study:**

- Time limitation is one of the main problems. Due to less time it was very difficult to collect all the information which is required to gain a proper and complete insight.
- The employees were not able to provide all information due to company policy
- Due to lack of time, the study focuses only one branch of Trust Bank Limited which may differ from other branches.
- The study contains a questionnaire which many consumers were not willing to fill due to lack of time, interest etc.

- Due to lack of time, the sample size is also very small which may not represent all consumers.
- Due to short tenure of the internship program, I was unable to compare the FDR department of Trust Bank Limited with other banks which would have been helpful to obtain a complete insight.

## 2.5. Objectives of the report:

- To gain a complete idea regarding FDR Department of Trust Bank
- To analyze the profile of the customer investing through it.

## 2.6. Methodology:

To prepare the report I used two types of data. This are-

- Primary data: The primary sources of data were the clients & consumers coming to the bank, direct interview with consumers, questionnaires filled by consumers, direct interview with employees of the bank.
- Secondary data: The secondary sources of data were the website of the bank, financial report of the bank, documents collected from the banks FCAD & FDR departments.

## 2.7. Review of related literature

In this work quantitative inquiry method acting methodology was used. Quantitative research involves obtaining data from a large chemical group of answerer and is used in descriptive studies to quantify data and generalize the results from the sampling to the prey population (Hollensen, 2003). The research focused on the customers those who had invested money through Fixed Deposit strategy in Trust Bank. I have used the non-chance (convenience) sample method. According to the sense of Robert -Lombard (2002:109) convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient availability and accessibility to the researcher. The survival of the sample under convenience sampling concentrates on the researcher's personal judgment. Cooper and Schindler (2006) identify three primary data collection method acting as observation, experiment and survey. This research used the survey method. Cooper and Schindler (2006) noted that the broad orbit of



survey research encompasses any calculation procedures that involve asking questions from respondents. A survey will ask a serial publication of questions that require solution from respondents which are then analyzed at the end of the survey when the participant storey has been reached. In survey research, the researcher selects a sample of respondents from a population and administers a standardized questionnaire to them. Gerber-Nel, Nel and Kotze (2005) indicated that surveys can be divided into four major types: personal interview, phone surveys, mail surveys and self-administered surveys. Data for this research study was gathered through self-administered questionnaire. Self-administered questionnaire are research questionnaire personally delivered to the respondent by the interviewer but completed by a respondent with no interviewer involvement. The total bit of fixed depositary accounts in Trust bank Kafrul offshoot is approximately 2050 (active). From which about 150 were opened in 2018 (1st January to 31st March). The survey was conducted through 5 weeks only and that's why the number o respondent was only 40.

## **2.8. Measurement:**

The research instrument used here was the self administered-questionnaire. The questionnaire consisted of three sections. The first part indicated demographic information from the respondents that was required to achieve the objective of the repot. The second part of the questionnaire asked respondents about their banking history to know their banking condition and experience. The third part asked the respondents to rate the indicators of choice of banking preference. Here the customers evaluated some determinants by giving those rates through the following rating scale:

<b>Excellent = 5</b>	<b>Good = 4</b>	<b>Average = 3</b>	<b>Poor = 2</b>	<b>Very Poor = 1</b>
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## **Chapter -3**

# **Internship job description**

### 3.1. Nature of the job:

I started my internship on January 01, 2018 and it ended on March 31, 2018. During this 12 week internship period, I worked in almost all the departments on a regular 15 days job rotation basis. I mainly worked in Account Opening, FDR, Foreign Remittance, Cash, Credit and FCD departments. The nature of my work in those departments is stated below:

- **Account opening:** In accounts department I used to provide mainly client services. There were many clients who were unable to fill up their forms. So I used to help them and open their savings account. I also used to attach the required documents to open the savings and current account and provide customers necessary information regarding selection of account type based on their requirement. Other two main responsibilities were issuing checkbook and updating the information on the hard copy of the form, updating the KYC (Know Your Customer) and SBS forms.
- **FDR Department:** In FDR department, I used to help the customers with filling up the forms, suggest them appropriate deposit scheme, and update the hard copy of the FDR and DPS forms.
- **Credit:** In credit department, I used to prepare CIB (Credit Information Bureau), which is a requirement of Bangladesh Bank. CIB shows the entire credit history of the customers seeking loan on the basis of which Bangladesh Bank decides whether the customer will get the loan or not. I also used to prepare the loan proposals of the customers which were made after getting a positive CIB report from Bangladesh Bank.
- **Cash & Foreign Remittance:** In these cash department I mainly used to give entry and collect the Cheque from cash department to clearing department to process. I also used to check the cash vouchers after the transaction is over. During my stay in foreign remittance department I used to give entry of the daily transactions in the software and used to help out the customers in filling up the forms of different agents of the bank like Western Union, RIA, and NEC Money Transfer etc

- FCD Department: During my stay in FCD department I used to make different kinds of bills of the bank like entertainment expenses, Transportation bills made by employees for official purposes, repair and maintenance bill etc. I also used to check the vouchers after transaction hour to ensure correct endorsement in the system.

### 3.2. Fixed Deposit Receipt (FDR):

A fixed deposit is meant for those investors who want to deposit a fixed amount of money for a fixed period; say for a minimum period of 30 days to one year and above, thereby earning a higher rate of interest in return. Investor gets a lump sum (principal + interest) at the maturity of the deposit. At maturity the customers have the option of re-investing both the principal and interest amount or the amounts being paid to their accounts or in cash.

Features of the FDR of Trust Bank Limited:

- The FDR can be opened for 3 month, 6 month, 12 month and above

### Interest Rate of Fixed Deposits Receipts:

Particulars	01 Month	03 Months	06 Months	12 Months
Fixed Deposit Receipt (FDR)	5.00% p.a.	8.25% p.a	8.25% p.a	8.25% p.a

- Money grows at attractive interest rate with flexible tenure
- Automatic renewal facility at maturity
- Facility to take loan against FDS to meet urgent need.
- The customers are allowed to avail loan facilities against FDS as security
- Premature closure opportunities at savings rate.

### 3.3. Eligibility:

- FDS account can be opened for both corporate bodies and individuals.
- Only Resident Bangladeshi National is allowed to open Personal FDS Account.
- Joint account can be opened.
- Minor account can be opened under the supervision of his / her / their guardian.

### **3.4. Requirements:**

#### **3.4.1. Individual/Joint:**

- Photocopy of Citizenship Certificate / Passport / Voter I.D. Card / National I.D. Card / Driving License.
- 3 (Three) of recent passport size photograph duly attested by the introducer. Certified document(s) for source of income.
- Tax Certificate.
- Proof of communication address: Photocopy of an Electricity Bill / Gas Bill / Wasa Bill / Telephone Bill.
- The account requires to be introduced by an existing and satisfactory account holder of Trust Bank Limited.
- Nominee form and photograph of nominee(s) (signature attested by the account holder). In case of minor nominee, copy of the birth certificate and photograph required.
- Personal Information Form.
- KYC Form.

#### **3.4.2. Public limited company:**

- Introducing the A/C by a person / company/ firm who maintaining an current A/C with this Branch
- 3 (Three) passport size photographs of all the Directors duly attested by the introducer
- Valid Passport / Identify card (For Deffence personnel) / Word comissioner certificate of all the Directors
- Initial deposit minimum 5000/-for opening a new A/C
- Board Resolution regarding opening of A/C & mentioning authorized persons for operation of the same
- Valid & upto date Trade license from municipality

- TIN & upto date TAX clearance certificate
- Memorandum & Articles of association duly signed by the registrar of joint stock company with seal
- Account agreement form
- Certificate of Incorporation
- List of Directors on the company's letter Head Pad
- Certificate of commencement of Business

### **3.4.3. Private limited company:**

- Introducing the A/C by a person / company/ firm who maintaining an current A/C with this Branch
- 3 (Three) passport size photographs of all the Directors duly attested by the introducer
- Valid Passport / Identify card (For Deffence personnel) / Word comissioner certificate of all the Directors
- Initial deposit minimum 5000/-for opening a new A/C
- Board Resolution regarding opening of A/C & mentioning authorized persons for operation of the same
- Valid & upto date Trade license from municipality
- TIN & upto date TAX clearance certificate
- Memorandum & Articles of association duly signed by the registrar of joint stock company with seal
- Account agreement form
- Certificate of Incorporation
- List of Directors on the company's letter Head Pad
- Certificate of commencement of Business

### **3.4.4. Govt. / Semi Govt. / Autonomous / Corp, Societies / Clubs. Etc:**

- Photocopy of Registration certificate certified by Chairman/Secretary

- Copy of constitution/ Bye Laws of the Club/ Society/ Association duly certified by Chairman/ Secretary. Certified copy should also be verified with the original by concerned Bank Officials under seal and signature
- Resolution of the managing committee/ Executive Committee authorizing opening the A/C with the Bank naming the persons who will operate the A/C
- List of Members of Managing Committee/ Executive Committee duly certified by Chairman/ Secretary

### **3.5. Fees:**

- No fees and charges except duplicate issuance of FDR.
- VAT applicable for all fees & charges

# **Chapter-4**

## **Research part**



#### 4.1. Brief idea of the research:

Here the main tool was the questionnaire consisting of three sections such as: demographic profile of the customers, banking history and evaluation by the consumers. The evaluation of customers is taken to show the potency of the five determinants such as Location, Customer service & relations, pricing/ interest rate, security and innovation.

#### 4.2. Analysis of demographic and socio- economic profile of consumers:

For analyzing the socio- economic status and demographic portfolio I have taken five factors into consideration. These are:

- Gender
- Age
- Income
- Marital status
- Profession

**4.2.1. Gender:** Here it was divided in to two sections; male and female. Among 40 respondents, 25 were female and 15 were male. The results are shown below:

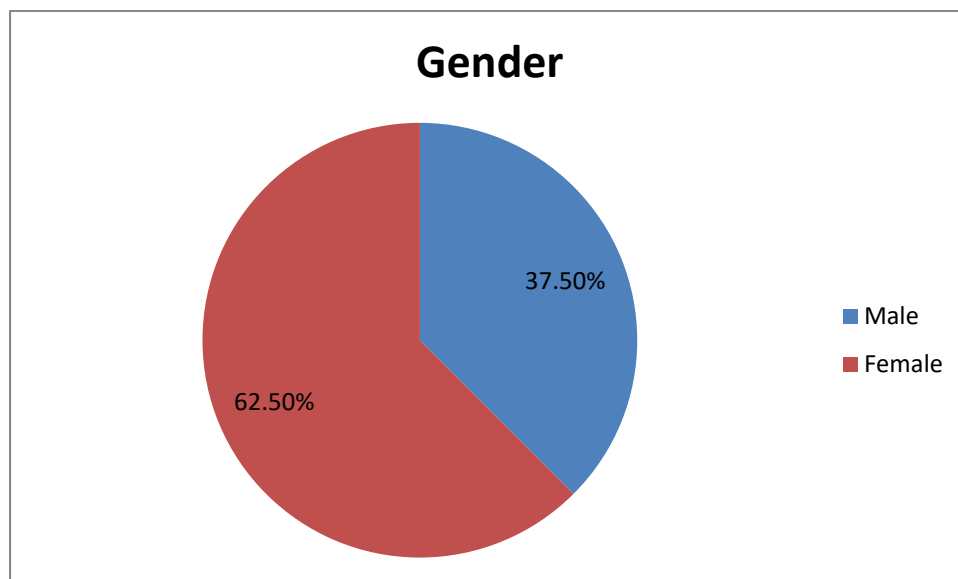


Figure: Gender of the respondents.

**Interpretation:** From the above result, it is evident that female is more interested in investing through FDR. 25 respondents were female and 15 were male among 40 respondents. It can be interoperated in two ways:

- Usually female are more conscious regarding future and maintain household expenditure is their responsibility which motivates them to save more.
- In many cases the FDR is done by the husband/ guardian on their name for safety purposes or sometimes as gift.

**4.2.2. Age:** The questionnaire divided the respondents into four age groups. These are:

- 18-30 years
- 30-45 years
- 45-60 years
- 60 and above

The result is shown below:

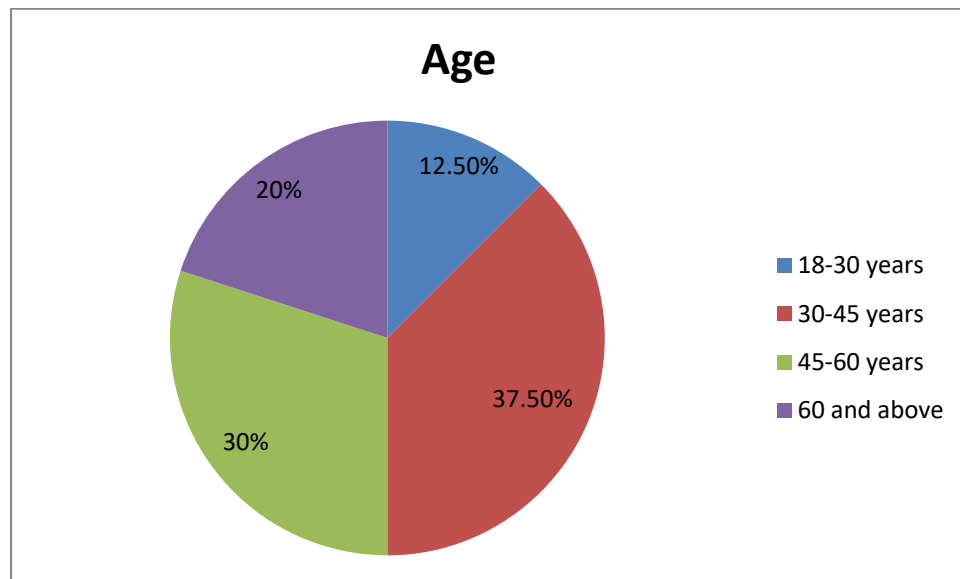


Figure: Age of the respondents.

**Interpretation:** Among the 40 respondents 5 were in age group 18-30 years, 15 in 30-45 years, 12 in 45-60 years and 8 in 60 years and above. The highest percentage is in the age group 30-45 years who service persons are completing more than 10 years of service and homemakers. The

lowest is 18-30 years with a percentage of 12.5 % who are basically students, job seekers or joined service recently.

**4.2.3. Profession:** The respondents were divided into six categories. These are:

- Service
- Business
- Retired person
- Housewife
- Student
- Others (farmer, landlord etc.)

The result is shown below:

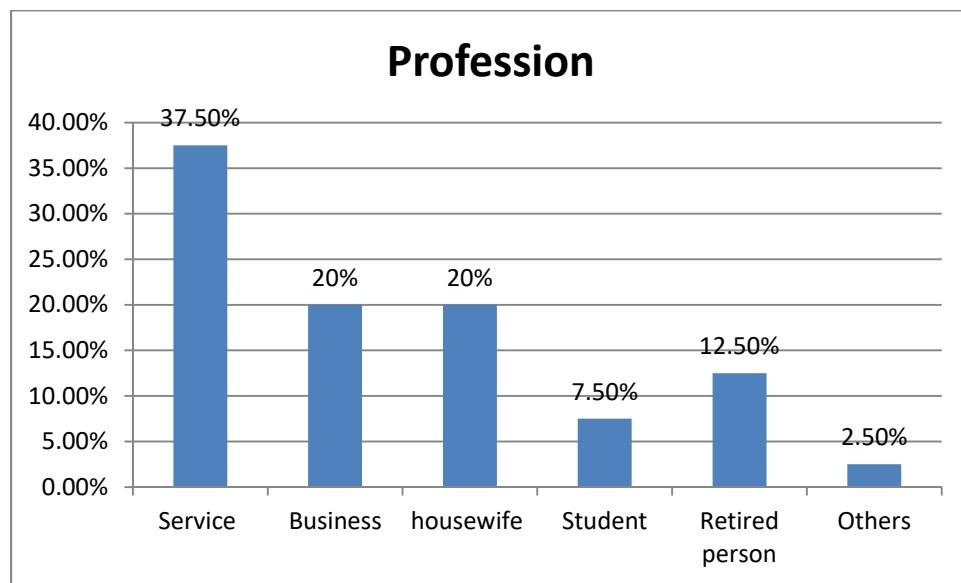


Figure: Profession of the respondent customers

**Interpretation:** Among 40 respondents, 15 were from service background, 5 from retired, 8 each from house wife and business background, 3 were students and the rest 1 was from others category. So it is evident that service holders with the highest percentage prefer to deposit for Fixed Deposit scheme as may be because of safe and easily accessible deposit for short period of time and which can be made cash at any time to utilize. Businessman prefers to invest more in his business or to deposit in other schemes. Retired person consist of approximately 12.5%% of

respondent prefers to deposit their money in FDR as they consider it source of monthly income like before.

**4.2.4. Income:** In the questionnaire the income was divided into four slabs. Among 40 respondents, 36 were earning persons and the rest were housewives and students. The slabs are:

- 20000-50000 BDT.
- 50000-75000 BDT.
- 75000-100000 BDT.
- 100000 and above

The results are shown below:

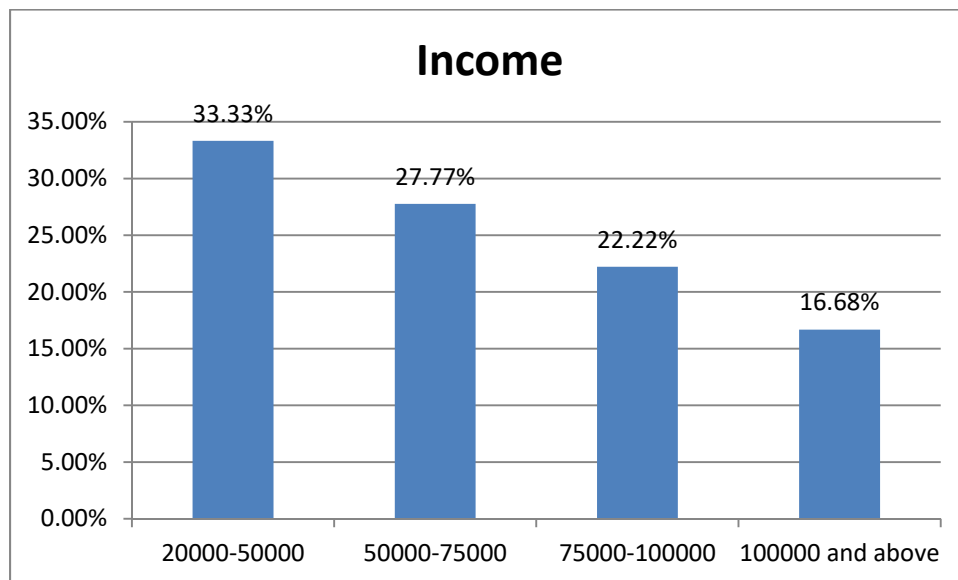


Figure: Income of the respondent customers

**Interpretation:** The result is obtained from the response of 36 earning respondents and the rest are excluded. From the above graph it is clear that, the tendency to invest in FDR scheme is higher among middle class to upper middle class people whose income fall in between 20000 to 750000 BDT as this category of people believe in investing in a secure and risk free source of income rather than investing in other risky ventures. The rest are people with a comparatively higher income who just prefer to spend more and taking risk by investing in other schemes.

**4.2.5. Marital status:** Marital status also plays a significant role in the saving pattern of individuals. Here the respondents were divided into two categories, such as: Married and unmarried. The results are:

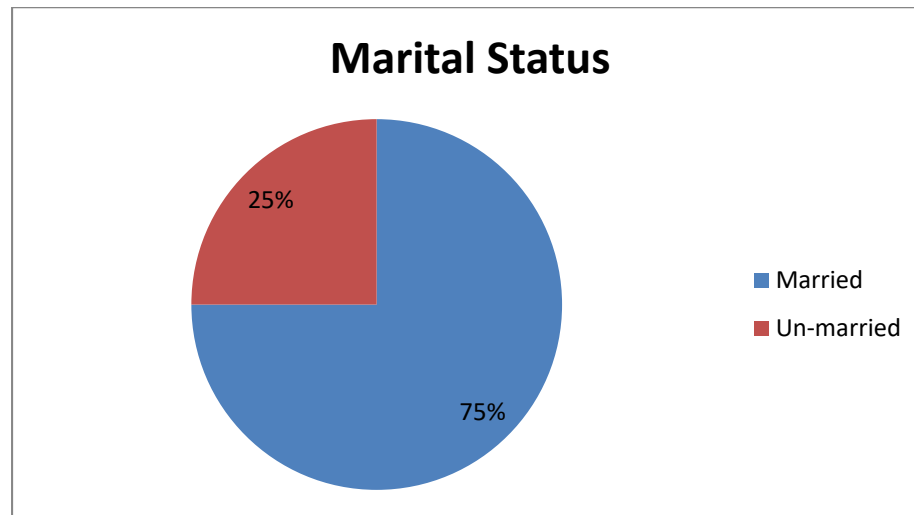


Figure: Marital Status of the respondents

**Interpretation:** From the above graph it is seen that, the tendency to save is more among married people because of the factors like child education, medical reasons, marriage of children etc. On the other hand, the unmarried people mainly prefer to spend more than to save.

### **4.3. Banking History of the customers:**

**4.3.1. Accounts with other banks:** This factor is important as it effects the investment decision of the customers through FDR. Among the 40 respondents, 38 have accounts with other banks. So the result is obtained from the responses of this 38 people and the type of accounts that they maintain. It is shown below:

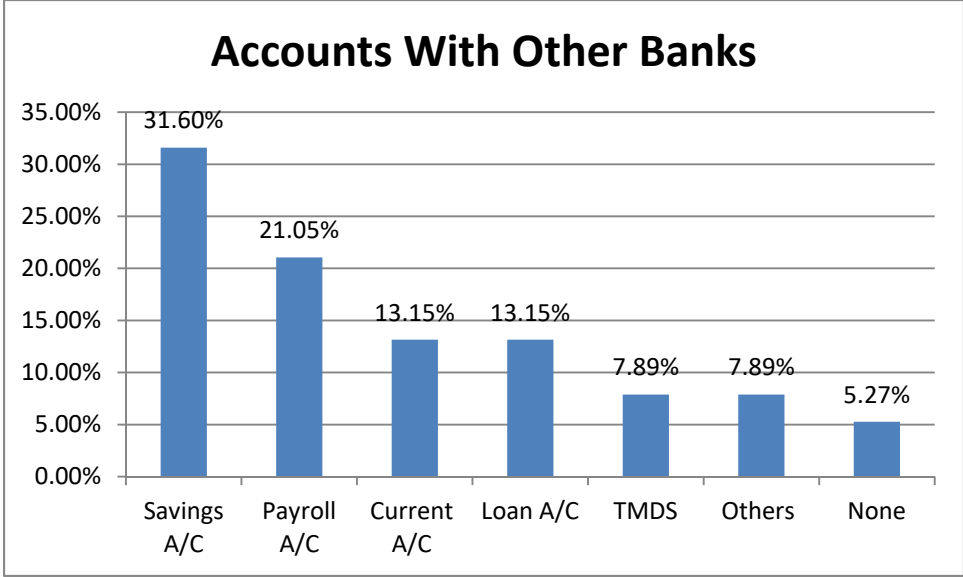


Figure: Respondents having accounts with other banks.

**Interpretation:** Around 95% respondents maintain accounts with other banks (38 respondents). The majority of them maintain a savings A/C (12 people). The percentage of people maintaining payroll A/C, Current and Loan A/C is also comparatively higher.

**4.3.2. Recommendation or advice from other sources:** A good word of mouth plays a very significant role in any business. Often it is seen that recommendation of friends, family, and bank employees plays an important role to get the customer associated with any bank and open a FDR account. The results are shown below:

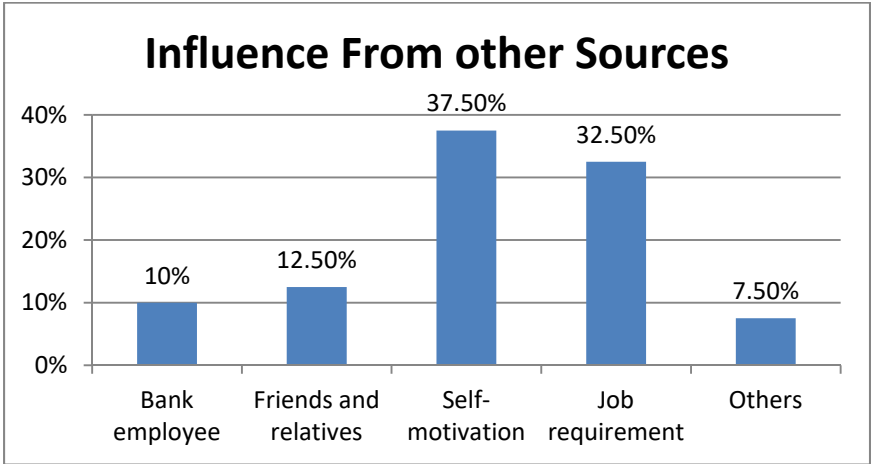


Figure: Influence from other sources

**Interpretation:** A high percentage of people (37.5%) opened the FDR account themselves without any influence as they had prior relation with Trust Bank Limited followed by the section of people who opened the FDR account for job requirement. Majority of these people are defense personnel and employees from defense operated schools and colleges for easier salary withdrawal system and liberal policies for taking loan against FDR. The word of mouth from friends, relatives and employees play a comparatively less significant role here.

**4.3.3. Incorporation with Trust Bank Limited:** Among tons of different service of process of TBL, answerers are taking one or more of them at the same time. Sometime their decision regarding to investment funds depends on their experience and kinship with the bank. This component was also analyzed and interpreted as follows

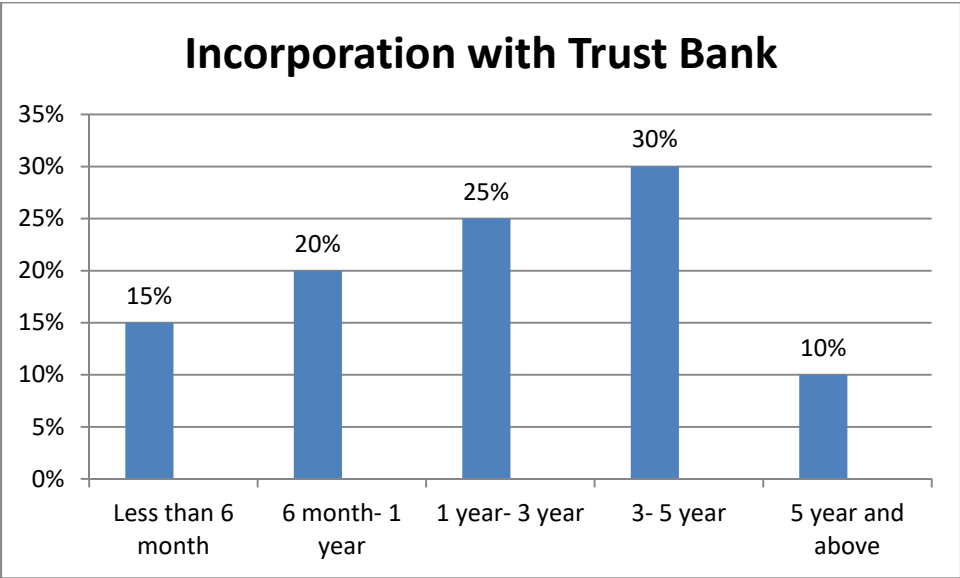


Figure: Incorporation of the respondents with Trust Bank Limited.

**Interpretation:** It is seen that majority of the customers are those who have a relation with TBL longer than 12 months which indicates a good customer relationship management technique adopted by TBL.

#### 4.4. Determinants of the factors of choice for banking orientation among customers

**4.4.1. Interest rate or pricing:** Although interest rate is an important factor in taking investment decision but as most of the banks follow almost a similar interest rate so it doesn't make much of a difference now. However, the factor is analyzed below:

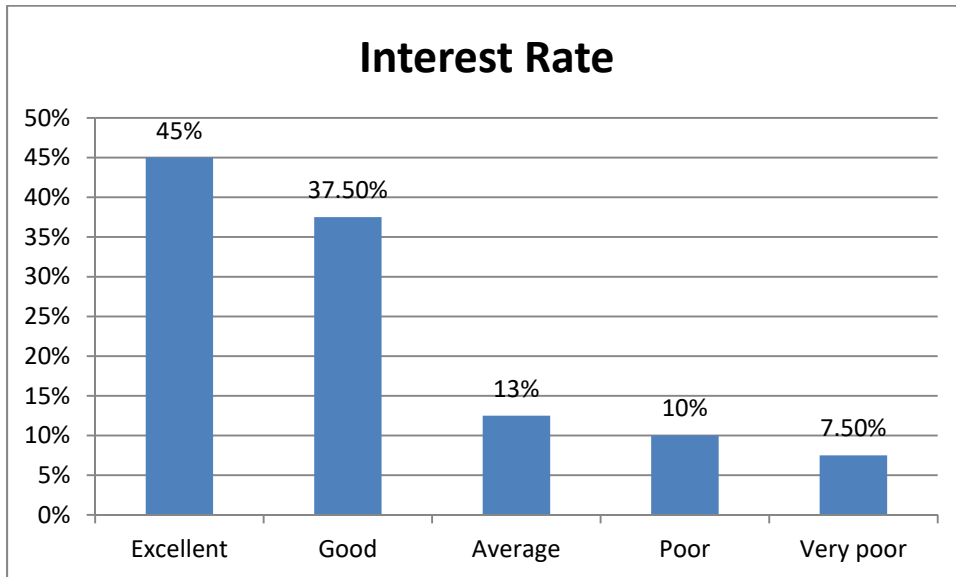


Figure: Ranking of interest rate

**Interpretation:** The above result shows that almost 62.5% consumers are satisfied with the interest rate offered by Trust Bank Limited. The rest are not that satisfied but the bank can't help much as the rate is mostly determined by Bangladesh Bank.

**4.4.2. Reliability or Security:** Customers always seek for security of their deposited money. It is always their first priority and to some consumers it is more important than profit margin. So this factor is analyzed and the results are shown below:



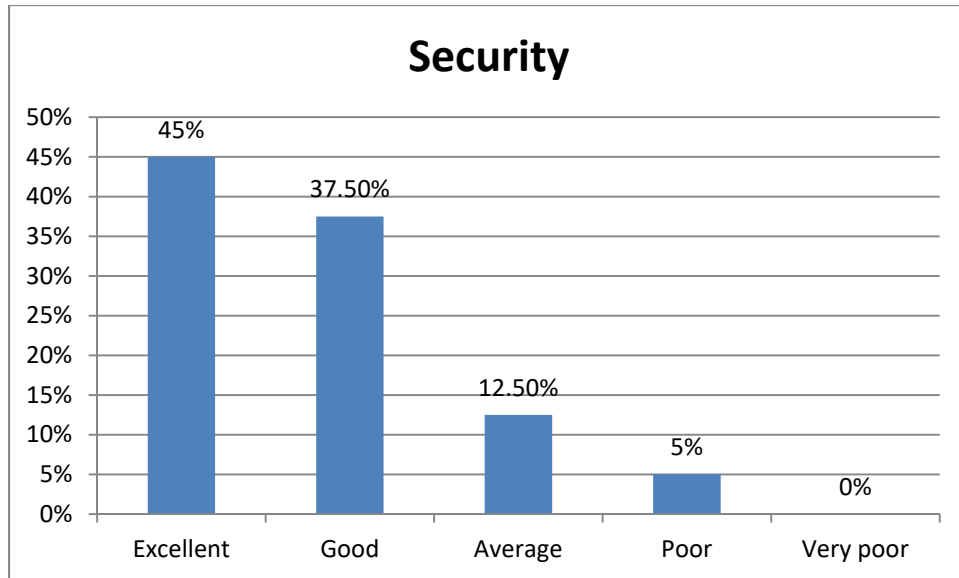


Figure: Ranking of security

**Interpretation:** It is evident from the result that most of the customers consider Trust Bank Limited as a reliable bank as it is a fairly secured bank. Probably involvement of Bangladesh army, preferable location, and good customer relation policies is ensuring this feeling of safety among customers.

**4.4.3. Service Quality:** The quality of service is an important factor as it helps to keep the existing customers along with attracting new ones. Service quality depends on the factors like: prompt service, behavior and friendliness of the employees, complaint handling capacity etc. The result is shown below:



Figure: Ranking of service quality

**Interpretation:** It is clear that, the customers are very satisfied with the service quality of Trust Bank Limited as 17 and 19 respondents rated their service as excellent and good respectively out of 40. Although this result is for Kafrul Branch only and the quality of other branches may vary.

**4.4.4. Location:** In case of location, the things taken to the consideration are nationwide spread, localized coverage and proximity. Trust Bank Limited has its branches all over the country. But as my survey was focused on Kafrul branch only so the result also covers the location facility of this branch only. The result is shown below:

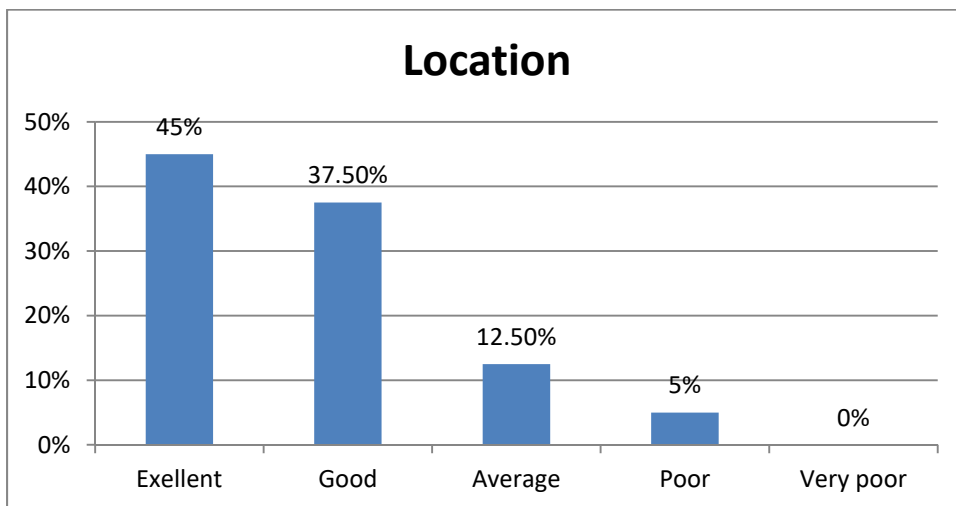


Figure: Ranking of location

**Interpretation:** It is evident that most of the consumers are very pleased with the location of Trust Bank Limited, Kafrul Branch. The reason is it is located beside Cantonment and most of the customers of this bank are defense personnel who live in adjacent areas. So they are highly satisfied with the location.

**4.4.5. Innovation:** In this age technology has redefined the banking system with the introduction of ATM, internet banking, mobile banking and personalized treatment to individual customers (birthday/ festive wishes, specific schemes) etc. which makes banking experience easier and more personalized. Therefore, the availability of these factors has also become very important as now customers always look for these added experiences. The result is given below:

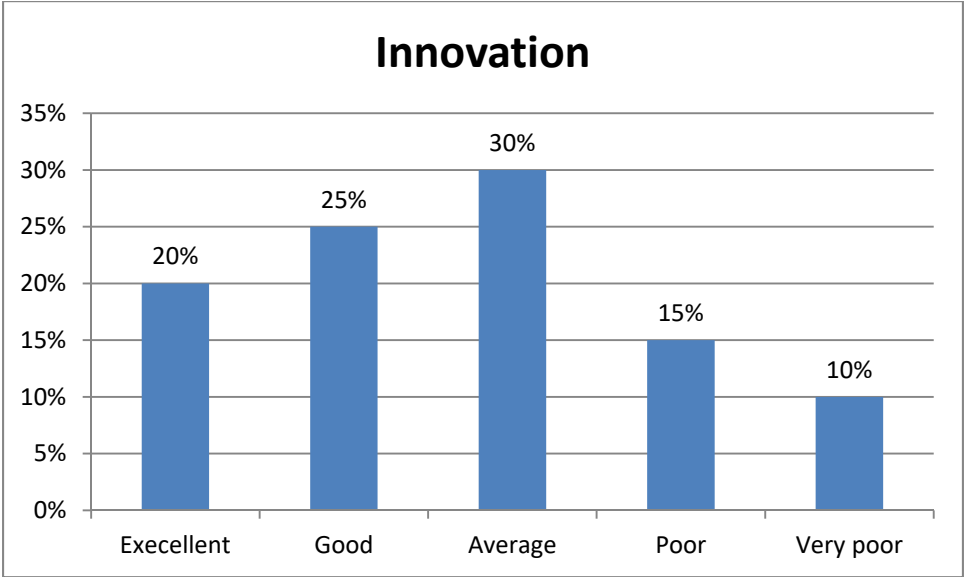


Figure: Ranking of innovation

**Interpretation:** From the above graph, it is evident that consumers are not that satisfied and majority of the respondents (30 %) ranked it as average. While working there I also noticed that Trust Bank Limited lack innovation and customers are not getting enough personalized treatments from them which other banks are offering.

# **Chapter -5**

## **Findings, Recommendations & Conclusion**

### **5.1. Findings:**

- In case of investing through FDR of Trust Bank Limited, the demographic profile plays an important role. Usually middle class working defense personnel choose to invest in this bank as this bank focuses on them mostly
- The banking history plays a significant role. In case of Trust Bank Limited, most of the consumers are defense personnel who chose to invest through this bank as a part of their job requirement as salary withdrawals is easier and attractive loan benefits are provided against FDR.
- The strongest areas of Trust Bank Limited, Kafrul Branch are location, service quality and reliability. But they lack in innovation and interest rate doesn't have much of a role to play to influence the savings pattern of the consumers.
- One of the reasons of lack of innovation is FLORA Banking Software which has been recently updated and the employees are not familiar with the updated version of this software as they lack technical expertise. The branch is not fully computerized A lot of data entry procedures are still manually done which effects the agility of the working process.

### **5.2. Recommendations:**

- Although this bank focuses on defense personnel, but still many civilians are also its clients who often feel neglected due to the amount of rules and restrictions they face to open account or to get loan facility. So they should also be treated with equal importance and the amount of restrictions should be reduced.
- The branch and all its activities should be digitalized. The employees should be given proper training on operating the various banking software's more efficiently. Besides printing machines and other equipments has to be updated as well.
- The operational area of the branch has to be expanded more to ensure better customer experience which will increase the deposit rates eventually.

### **5.3. Conclusion:**

Depository is the lifeblood of a Bank. Without sedimentation no Bank can run. So it is very important to attract client toward fixed repository as it ensures the amount from its client for a particular geological period of time which eases up the operational activities of the bank. It has also a significant contribution on earning profit. As the banking industry of Bangladesh is expanding day by day, the competition and challenges have become extremely high. To cope up with this situation banker should go through proper analytical subject beside their practical experience and sketch. The factor analysis about the customer to invest in Trust bank also reveals the expectation of the customers toward the bank.

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## Appendix

### Survey Questionnaire

Dear Respondent, I am a student of BRAC University currently working as an intern in Trust Bank Ltd. For the partial fulfillment of my internship course am going to conduct an analysis on the componets that influence customer to invest through Fixed Deposit Receipt (FDR) in Trust Bank Limited. Please take a few minutes to answer the questions below. Provided information will be treated confidentially.

**Name of the Respondent:** .....

**FDR A/C NO:** .....

### **Section 1: Demographic and Sociologic Information**

#### **1. Gender:**

- a) Male. b) Female.

#### **2. Age:**

- a) 18-30 year's b) 30-45 year's c) 45-60 year's d) above 60 years

#### **3. Professional Category/Occupation:**

- a) Service b) Business c)Housewife d) Retired Person e)Student f) Other

#### **4. Income Level:**

- a.) TK 20000-50000 b) TK 50000-75000 c) TK 75000-100000 d)TK 100000 and above e)  
Not applicable



**5. Marital Status:**

- a) Married    b) Unmarried

**Section 2: Banking History.**

1. Which type of account you have with Trust Bank Ltd.?

- a) Savings A/C    b) Payroll A/C    c) Current A/C    d) TMDS    e) Loan A/C    f. Other A/C    g. None.

2. How long you have been associated with Trust Bank?

- a.) Less than 6 month    b) 6 months - 1 Year    c) 1-3 Years    d) 3-5 Years    e) More than 5 years

3. Why you are investing through FDR in Trust Bank?

- a) Suggested by the bank personnel    b) Suggested by Friends and Family    c) Job Requirement    d) Self-motivated    e) Other

**Section 3: Determinants of Choice of Bank**

Please put tick marks on the boxes bellow against the questions

Serial No:	Questions	Excellent (5)	Good (4)	Average (3)	Poor (4)	Very poor (5)
1	On the scale of 1 to 5 how secure do you feel Trust Bank Limited is?					
2	What do you think about the service quality of Trust					

	Bank Limited?					
3	What do you think about the interest rate of TBL?					
4	What is your opinion about the location of TBL?					
5	What is your opinion about the innovative features of TBL?					