



“Service Quality of Rocket & Its Profitability Ratio”



An Internship Report on
“Service Quality of Rocket and Its Profitability Ratio”

Submitted to

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Preface

Theoretical knowledge and practical knowledge is different. Theoretical knowledge is easy to get, it can be done by only learning. Practical knowledge gathers experiences and in this experiences we have to match theoretical knowledge. All of the colleges ought to take effective steps like internship program for the BBA students.

Internship program is one reasonably expertise. It's the combined arrangement between the tutorial establishments and business organizations operative within the sensible field. That the student of BBA ought to be pragmatic and will have an initial experience of real life business. The target of the internship program is to provide the learners with sensible structure setting so they'll tune up themselves for the work in future and may get a chance to reconcile the theoretical information with reality scenario. For this reason, internship program is an essential for the BBA program. Dutch Bangla Bank, Dhanmondi Branch was my place to experience this internship program. After successfully completing the three months internship program finally I decided to write a report on **“Service Quality of Rocket and its profitability ratio”**

The best feature of my internship program was the access to an intended and hard-working team of extremely knowledgeable banking professionals. The foremost vital talent that I learnt was the power to figure in an exceedingly team. I conjointly picked up extended skills in team communication, communication with the purchasers, coaching others, trained me and also the ability to adapt to the dynamic banking state of affairs.

In this Report, I am extremely Thankful to my honorable university advisor Mr. Syed Mahfujul Alam respective Lecturer Of BRAC Business School. My intention of creating this report will be fulfilled if anyone can be benefited by the report. I have tried my best to gather all the knowledge to create a unique and helpful report and gave an effective try to make it.

Best Regards

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Acknowledgement

In the name of Almighty Allah, the most Beneficent, the most merciful.

It is without a doubt an extraordinary delight and respect on my part to have the chance to submit Internship report following three months practical orientation at Dutch Bangla Bank Limited, Dhanmondi Branch, Dhaka. Above all else because of omnipotent Allah for empowering me to finish Internship report with great and sound wellbeing. I am satisfied to offer my thanks to placement committee for arranging such a program from which I have conveyed a down to earth understanding.

Internship program is one of the essential prerequisites for the BBA program. I have finished my entry level position in Dutch Bangla Bank Limited. In such manner, I might want to express my heartiest thankfulness to my respectable advisor Syed Mahfujul Alam, Lecturer, Brac Business school, BRAC University for his direction, care and significant recommendations to set up this report. I might likewise want to pay my appreciation to another chief, Biswajit Das, Vice President, Manager of Dhanmondi Branch, Dutch Bangla Bank Limited, for his direction and participation.

I am very much Thankful to my University and Md. **Mosharraf Hossain**, Vice President, Human Resource Department, Dutch Bangla Bank Limited for keeping internship program in their organizations and creating the opportunity for me to be trained up with the efficient employees of Dutch Bangla Bank Limited.

This report is prepared by exceptional supervision of my university advisor Mr. Syed Mahfujul Alam and of course my superior colleagues. Specially Mr. Abul Hossain, Executive Officer of Dutch Bangla Bank, Dhanmondi Branch was one of my encouragement, Trainer and my advisor there.

I would like to give special thanks to my parents who was extremely helpful to prepare this report specially they gave me a work environment which I enjoyed very much.

At last, I shall be grateful to those persons who read this report and who will be benefited from this report at present and in the future.



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Letter of Transmittal

November 29, 2018

Syed Mahfujul Alam

Lecturer, Brac Business School

Brac University

Subject: Submission of Internship Report.

With due respect, I would like to state that it is a matter of great pleasure and honor for me to submit my internship report on “**Service Quality of Rocket and its profitability ratio**” is assigned as my topic of internship report. In preparation of this report I have followed and maintained the format and rules of a formal internship report. The internship program gave the opportunity to have an insight on the Banking sector of Bangladesh through Dutch Bangla Bank Limited.

The Consignment was of incredible worth and claim, as it helped me to upgrade my down to earth information in the field of internet business and helped me end up acquainted with the corporate world. I have attempted substance to make the report successful and valuable.

The internship program was particularly significant to me as it helped me to pick up understanding from the pragmatic field. I am appreciative to you for giving me this chance of increasing such down to earth encounters and to realize how hypothetical learning is connected in reality.

I, sincerely hope that you will be satisfied with this report.

Please accept my report and I will be glad to clarify any discrepancy that may arise.

Sincerely Yours

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Executive Summary

Last few years bank became a part and parcel for our country. It plays an essential role in operating a business as well as industry functions. As the Internet banking is still in its developing stage, versatile managing an account has risen as the following development method for doing saving money. The extent of offered administrations may incorporate offices to lead bank exchanges, to regulate accounts transactions. In the more extensive sense, internet banking as that sort of execution of financial services, within an electronic strategy the client utilizes versatile correspondence strategies related to cell phones. Now a days, Mobile phone is so available everywhere and in everybody's hand so it's inevitable that any transaction related to phone is easier than early processes. In Bangladesh, where mobile subscribers are many in numbers mobile banking made considerably more engaging in Bangladesh. Innovation assumes an essential job in banking sector. Cell phone is a typical innovation gadget that turned out to be a piece of each person in the data period. Internet Banking is a rising alternate channel for giving managing an account administrations. There are extensive telecom market in Bangladesh, which is having high potential for growing internet banking benefits here. To have a better understanding, I tried to make the report transparent and understandable for the understudies and alternate people who are not identified with business related area thus I utilized graphical presentation other than information and figuring tables. The situation of banking industry isn't magnificent in Bangladesh. so banking in portable device made everything easy and convenient. Earlier news of Bangladesh that almost 70% people don't have any personal bank account, as they avoid going to bank or think it as an inconvenient way of saving money. Along this report and analysis, I have explained that mobile banking is a decent alternative for the saving money to expand their clients. With the assistance of telecommunication technology innovation, the clients make various exchanges in the bank anywhere anytime.

My review demonstrates that Bangladesh is moving quick towards mobile users and mobile internet clients is additionally an enormous solidarity to the banking industry to advance the mobile banking. Besides, there is a major need of appropriation of new innovation particularly in banking industry, which advances the financial balance holders in our nation.

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INTRODUCTION





Chapter 1:

1.1 Introduction

In each country, banks do the most vital job in the economy. One of the most foremost work of banks gather cash from the people and loan them to other people who needs that to run their life.. Presently banks offer the most stretched out scope of financial services and perform loads of money related capacities. In this way, banks have demonstrated that they are the key factor for the business and economy also. It is of crucial significance to comprehend and welcome the dangers the bank industry is presented with the goal that soundness and maintainability of the business can be guaranteed.

In the regulatory and supervisory sphere, the Central Bank's exercises in managing an account supervision have regularly been controlled by external components, getting essentially regulated from the adjustments in the structure and extension. Again, the exercises and risks of the financial sector is confronting and the progressions in administrative standards happening internationally. Regulating all the frameworks and strategy of banking service may create a difference in financial sector and world economy.

Mobile banking flourished in such a way that financial organizations around the globe are progressively utilizing mobile banking to expand their business. Bangladesh Bank has planned a mobile banking structure for banks to proactively oversee cash finance in accordance with internationally prescribed procedures.

“Rocket” is the pioneered mobile banking service of Dutch Bangla bank. “Rocket” has the amazing considerations over the most recent couple of years as to quantify the dimension of monetary confrontation and to acquire customers in the commercial banks. It has given the cheapest rate and most available service for clients which has attracted most of the customers. The internship report contains a concise study and analysis on the Mobile Banking arrangement of Dutch Bangla Bank Limited and also the banks service towards clients. During my three-month

internship. The report is separated in numerous departments per nature and necessity of the point and per the directions of my advisor.

1.2 Origin of the Report

Economic world is getting charismatic and competitive day by day. It is hard for an association to run and even survive in a quick paced, developing and indeterminate world if it can't keep follows the go of business dynamism. Business assumes and interfaces essential jobs in building up the economy of a nation. In this way, as a business graduate, I think I should be attached with any association to get a convenient and adaptable experience about the business world before beginning our career. As the report has been set up as the prerequisite of the internship program, I have arranged this details regarding the premise of my three months pragmatic working knowledge and under supervision of my advisor Syed Mahfujul Alam, Lecturer of BRAC Business School. Seeing all the prospects and scope of mobile banking in Bangladesh, I have prepared a report named “**Service Quality of Rocket and its profitability ratio**”

1.3 Objective of the Study

❖ General Objective

The general objective of the study is to fulfill requirement of the Graduation under the Bachelor of Business Administration program of BRAC University as per university policy.

❖ Major Objective

- Measure the importance of mobile banking and people's acceptance towards it.
- To measure the level of satisfaction of customers
- Finding Customers' Satisfaction by surveying for Rocket the mobile banking service.
- To be habituated with the corporate environment and culture.
- To understand the importance and impact of mobile banking in Bangladesh.
- To identify the areas of satisfactions of customers
- To suggest company how to improve consumer satisfaction level for mobile financial service

1.3 Scope of the study

Characterizing the extent of the investigation is a wide perspective to be portrayed. As I was an intern, my scope was constrained and limited for some reason. I had kept up some official formality for the accumulation of information of my report. This investigation will give a reasonable thought regarding the history and fate of Rocket banking initiative started by Dutch Bangla Bank Limited. What's more, it's easy to know the issues and prospects of mobile banking in Bangladesh.

- Understand the present position of "Rocket"
- Know about the new idea of E-Banking
- Know the necessity of mobile banking in Bangladesh
- Follow the recommendations to improve the mobile banking experience.

1.4 Methodology of the report

Methodology is the systematic, hypothetical analysis of the strategies connected to a field of study. It contains the hypothetical investigation of the body of methods and principles related with a part of learning. Here, methodology of my report is structured in such a path along these lines, to the point that it correspondent to accomplish the objective of the study. Information collection and investigation were finished during the Internship time frame at Dutch Bangla Bank Limited.

The research will be done through two different ways-

(I) Survey to comprehend the service quality of "Rocket" I have utilized Likert Scale to quantify the significance of each perception and utilized standard deviations to comprehend the distinction

(ii) Regression investigation with the income from "Rocket" as the percentage level of total net pay of DBBL.



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To complete the regression analysis, I have used this equation: $y=a+bx$

Where,

y = Impact of „Rocket“ on Financial performance of DBBL

x = Income from „Rocket“

b = Beta coefficients

1.5 Sources of Data

To do smooth and precise study, everybody needs to pursue a few rules and regulations with the end goal to gather right information for the correct procedure. I had gathered information from both the primary source and secondary source.

Primary sources

- Questionnaire for real customers and face to face interview
- Official desk work practically
- Discussion with the officers of the organization

Secondary sources

- Annual and Intern Reports of Dutch Bangla Bank Limited.
- Website of “Rocket” .
- Few Brochures.
- Some Papers & journals about mobile banking.
- Some Text books of E-commerce and E-banking

1.6 Limitations of the Study:

To accomplish any research work needs high level of association in regards to gathering of data, making of database, writing literature review and investigation of information. At the same time, numerous limitations emerge despite the fact that I constantly try my best to stay away from these restrictions. In directing the present research,

- The first and foremost limitation was insufficient data. The personnel of the organization did not want to disclose the classified information to maintain bank restrictions. So had to do maximum research depending on secondary research.
- Time was constraint. As I had to work there as full time intern, I had less time to work more on the research.
- Thirdly, primary data is, in every case hard to take a shot, at in light of legitimacy. A large portion of the people are not interested to offer time to answer the inquiries as they don't have enough thought regarding mobile banking.
- Due to time limitation many of the aspects could not be discussed in the present report. Learning all the functions within just 90 days is really tough.

Chapter: 2 Initiative of Mobile banking

2.1 What is mobile Banking?

Mobile banking has become a new trend. It has started a new era of e commerce. The mobile banking is characterized as a customer server System which is intended for cell phones to access their accounts, pay bills, approve finance transfers, or perform different activities through SMS, WAP, or App Service. At the end of the day, it is the arrangement of banking service to clients on their cell phones.

Mobile Banking refers to arrangement and use of saving money and financial services with the assistance of mobile telecommunication gadgets. Mobile banking is a framework that encourages the clients to direct various monetary exchanges with the assistance of their cell phones. Mobile trade is a natural successor to electronic business. Where a cell phone is utilized to start, approve and affirm an exchange of financial value in return for products and enterprises. Cell devices may incorporate cell phones, PDAs, remote tablets and whatever other gadget that associate with mobile telecommunication network system and make it feasible for payments to be made. The bank gives mobile banking services to their clients, wishing to expand their client share by removing every one of the obstacles in the way for selection of mobile banking services.

Mobile Banking is a procedure of no branch banking which gives financial services to unbanked networks in both urban and country region at moderate expense. The goal of the service isn't to destroy branch banking, however to bring those individuals under the umbrella of banking benefit that are far from banking facilities. Government supposes it has an extraordinary prospect as it is another innovation in advanced Bangladesh. Through mobile banking one can benefit different services i.e. service utility bill payment, Fund Transfer, Shopping, Cash Withdrawn from chosen ATM or Cash point and a lot more exciting facilities. As it may, in Bangladesh numerous individuals think traditionally, in light of the fact that they can't think it has any facility to use of mobile banking.

2.2 Mobile Banking in Bangladesh

Bangladesh is the eighth biggest populated nation on the planet with around 161 million individuals. Among them relatively 31.5% population are living under neediness. From this tremendous population just 13% individuals have bank account. Then again, there are just about 90 million cell phone subscribers in Bangladesh. The extension of e-banking is restricted by the issue of institutional, framework and regulatory problems. Absence of network system, incompetent individuals and absence of legitimate strategies are missing behind the entire framework.

In spite of the fact that Bangladesh Bank is creating country's payment system yet the commercial banks did not enhance their ICT system.

The idea of mobile banking developed to achieve the banking facilities to the unbanked individuals. Individuals additionally accept this framework as great one as 69% individuals trust this "mobile banking service" has prospect in Bangladesh. (Bangladesh bank, 2013) Mobile saving money is another banking idea in Bangladesh. Bangladesh Bank is impacting banks to work on this mobile banking in a genuine way to reach to the unbanked individuals of Bangladesh.

Dutch-Bangla Bank Limited first begun Mobile Banking in Bangladesh. BRAC Bank Limited was the second Bank to this and after that the various Banks.

One of the most up to date approaches and a best accomplishments or objective because of the quick progression in data and correspondence innovation (ICT) in Bangladesh is Mobile Banking. From conventional banking history, we found such a significant number of arrangement of saving money like, Core Banking, Internet Banking, Mobile Banking, SMS Banking, Electronic Funds Transfer, Any Branch Banking, Automated Teller Machine (ATM), Point of Sale (POS), and Debit Cards, Credit Cards, Banking KIOSK, SWIFT, MICR, Open online Letter of Credit and so forth. Out of previously mentioned systems in Bangladesh, mobile Banking turn into the quickest developing and popular system.

Advancement of Mobile Banking in Bangladesh in between a brief timeframe The Central Bank of Bangladesh "Bangladesh Bank" issued the 10 license to the ten commercial bank



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for doing same sort of mobile banking service to rural area where the individuals do not get the banking facilities but rather have cell phone.

2.3 Mobile banking vs online banking

Now a day's mobile banking gives nearly indistinguishable sort of service in online, credit/debit card banking. At the point when mobile banking benefits initially began, the cell phones were not ready to help mobile banking service and they were deficient with regards to hardware and software support. Even in network support they were insufficient. .

At the beginning mobile banking service offer was the SMS banking; while internet banking was exceptionally very well developed and was putting forth a wide range of banking service. Credit/debit card system are likewise completely created and individuals could utilize their cards at shopping purpose and online for payments. it can be said that innovative advancement in cell phones have empowered clients to utilize mobile banking related administrations by means of SMS, internet browser and mobile web applications.

As of now availability of mobile devices have indistinguishable handling power from PCs and they are still advancing. In a few nations, mobile banking was begun in the mid 90's in the world economy and now offer a full suite mobile banking arrangement, which has highlights of internet banking and credit/debit card banking.

Everyone is utilizing their cell phones to exchange cash and cards. Though mobile banking account service in Bangladesh was begun towards the end of 2010. A lot more banks in Bangladesh are still not offering full mobile banking service to answer for their clients. Central bank System reported proximity payment system in 2010, which has been being used for quite a while in different nations. A portion of the features of online banking and credit/debit card banking are not accessible for mobile banking systems. So mobile banking system in Bangladesh is less developed than to online, credit/debit card banking in terms of services. Moreover, as number of people enlisted in mobile banking increments and banks offer more services with a full scope of solutions. The line between mobile banking and online ,credit/ debit card banking will get more slender and, later on, mobile banking will give a mix service of online and credit/debit card saving money in the economy.



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Chapter 3 : “Rocket” of DBBL

Though there are lots of other commercial banks in Bangladesh, Dutch Bangla Bank Ltd. is a main and extraordinary bank for banking. Because of achieving valuable confidence from the clients and to keep up reliably later on with every contenders around market, DBBL offers diverse items and different quality of services for various types of client. To build a relationship with client DBBL made a banking activities simple and worthy for the clients. Their main motive and focus is to make an easy and smooth banking.

Certainly DBBL has adequate brand components that are really expected to build an unique and best banking service. They are persistently changing their marketing techniques to maintain it as a wanted product at development stage. To hold its fame and to pick up the most popularity it endeavors to deal with its crisis time as adequately as it could be. Furthermore, DBBL can take the future test to acquire clients and guaranteed to make their items more valuable by maintaining their service quality.

In our country DBBL made that first step towards Mobile banking. DBBL was the first bank to offer this type of service through an extensive range of cell phones. Rocket is one of the banking procedure that does not require to go to bank and also which gives financial service to the people who don't understand banking works and process. This is also at a very reasonable expense. Making every transaction smooth and convenient there is Rocket. It helps to do many transactional works such as- cash-in, cash out, merchant payment, utility payment, salary disbursement, foreign remittance, government allowance disbursement, ATM money withdrawal etc.

3.1 Model of “Rocket”

Dutch-Bangla Bank Limited, an innovative keen commercial bank in Bangladesh, it has begun Rocket on 31 March, 2011. Dutch-Bangla Bank has made a one of a kind model for organization of the Mobile Banking in Bangladesh. Dutch-Bangla Bank Rocket model has the following features:-



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1. Mission and vision of “Rocket”-

The main vision of the Dutch-Bangla Bank Rocket is to elevate Banking to the people who are unbanked (dissimilar to different models in advancement of nations which advance person to person), and to create awareness of having saved money for facing any crisis among unbanked people. Dutch-Bangla Bank Rocket began with giving highest value to registration with appropriate KYC, Cash-in and Cash-out exercises. Some other Different exercises like P2P, foreign remittance, salary, government's/different remittances, trading different goods and services and so forth are considered as the result of the fundamental banking service.

2. Cash movement tiers-

By using Rocket Clients can cash in/cash out money from agent. In this manner all the money is eventually saved at a bank office. In order to make the transaction smooth for the clients, the bank has established agents to perform direct exchange of money. By agent's clients from different remote areas, can easily make transaction and communicate in their convenient way.

3. Bank-led digital finance-

In 2006, CGAP distinguished two broad models of digital financial services (DFS) — one led by banks, the other by nonbanks. Huge numbers of the supposed bank-led models were not really driven by banks. Or maybe, nonbanks were achieving more popularity and implementing DFS, despite the fact that banks remained the lawful suppliers of these services. Such way, Dutch-Bangla Bank Rocket is a Bank-led model to satisfy the essential saving money needs using cell phones in Bangladesh where just 24% of the grown-up people has bank accounts, yet 60% are using mobile phones and almost everyone is aware of the fact that how mobile phone is helping to do all the money exchanging activities. This is an opposition to the Rocket in developed nations where relatively 100% of the grown-up individuals have bank account, so in their country they don't need to skip basic banking services. But in our country there need of mobile banking plus banking service as well. Both have same importance in individual's life.



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4. Rocket’s geographical tiers-

Better management of work requires better arrangements. DBBL managed to work in such a way that helps organizations to reach customers easily. In order to have intense supervision on the clients, agents and super agents, build up the mobile banking market, fast and confined information in the time of registration, and the dispute management, the whole country has been separated into four tiers – territory, upazila, district and division. DBBL has set up small workplaces to provide service to the clients in the middle of two tiers and two or three employees are hired for those offices in that locality

5. Merging different parties on one floor-

To execute any work it’s needed to merge all the parties involved in certain work. Dutch-Bangla Bank Rocket also did the same things. It has merged four parties like- Bank, Mobile Network Operators (MNO), Agents and Customers with a commission model to suit every one of the parties. The commission charged to the clients is adequate to them (clients), and in the meantime it is persuasive for the Bank, MNO and agents to maintain their own business. DBBL always prioritizes clients and agents benefits.

3.2 Rocket as a Product & Service-

- ✓ **Customer Registration:** Mobile banking registration is very convenient for customers. Customers can register at any DBBL nominated- own agent. There are lots of agents outside where there are always try to help clients.
- ✓ **Cash deposit:** Customer can cash-in at any DBBL Branch and also in any agents out there.
- ✓ **Cash withdrawal:** Anyone can cash-out at any DBBL Branch and ATM. Bank charges some amount of money for cash withdrawal.
- ✓ **Mobile Top-up:** It decreased the hassle of going outside for recharging mobile so DBBL Rocket account holder can Top-up own or other's Banglalink, City cell, Robi.
- ✓ **ATM withdrawal (cash withdrawal):** There are lots of ATM booth where customer can cash-out money from their Rocket account.
- ✓ **Person-to-Person Transfer (P2P):** By Rocket account a person can transfer fund from one Rocket account to another Rocket account. It is called P2P or person to person transaction.



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- ✓ **Bank A/C - Mobile Bank A/C Transfer:** Customer can also transfer money from bank account to Rocket account.
- ✓ **Bill Payment:** Any kind of bill payment can be done by Rocket account such as E-Bill, telephone bill, water bill even at present customers can pay many tuition fees also.
- ✓ **Merchant Payment:** to do various shopping customers can use Merchant pay option. There are many cash back system on this merchant payment also which attracts customers to use Rocket.
- ✓ **Foreign Remittance:** Dutch Bangla bank has many branches where a remitter can transfer money from foreign account. The dispatched cash will be exchanged to the recipient's Rocket account inside 24-72 hours and the recipient will quickly get a SMS about the store.
- ✓ **Salary Disbursement-** Rocket is also used for salary dispense of employers from many companies. Even now a days government also use this Rocket account to give many allowances like freedom fighter allowance, elderly allowance because many people stays in village they don't understand banking procedure so much .

3.3 Rockets distribution policies-

Rocket is used not only for transaction in our country. There are distributors all over the country but it also used for many other remittance, funds from foreign countries. They charge some money for foreign funds. So people must know the charges of transaction and limit of transactions. Those are given below-

ATM/Cash-in Free	Per Transaction Max Amount	Per Transaction Min Amount	Daily Transaction Max Amount	Daily Transaction Max Count	Monthly Maximum Transactions	Monthly Transaction Max Amount
Cash in agent	25000	20	25000	5	20	150000
In Branch	Any amount	20	Any amount	5	20	Any amount
Cash out at agent	25000	20	25000	3	10	150000



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Cash-out at branch	25000	20	100000	5	20	250000
Cash out at ATM	10000	500	30000	3	10	100000
Cash-in at Fast Track Bills pay	25000	100	50000	5	20	150000
Merchant payment	Any	20	Any	5	Any	20
Collection	Any	N/A	Any	10	200	Any
Disbursement by corporate	Any amount	100	Any	100	1000	any
Top up	1000	10	5000	100	1000	25000

3.4 Charges for customer

Services	Pre-registered Consumer (self)	NON KYC Pre-registered Consumer (agent)	ATM Free Product	Cash- In Free Product
Cash-in at Agent	0	0	0.9 of TXN	0
Cash-in at DBBL	0	0	TK. 10	0
ATM	N/A	N/A	0	0.9% of Trns
P2P	N/A	N/A	Within = 0 Other = 0	Within = 0 Other = 0.9%
Top-up	0	0	0	0



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Balance Enquiry	0	0	0	0
Bills Pay	N/A	N/A	Tk.2/- to Tk.20/ or 1%	Tk.2/- to Tk.20/ or 1%
Merchant Payment (payable by merchant)	Up to 1%	Up to 1%	Up to 1%	Up to 1%
Collection (B2B) payable by Sender/Receiver Disbursement like salary, Grant, stipend	N/A	N/A	0.20 to 0.45 % of txn amount	0.20 to 0.45 % of txn amount
Disbursement like salary, Grant, stipend	0	0	0	0

3.5 Agents of Rocket all over the country

There are approximate total 1,21,337 agents of “Rocket” banking throughout the country. Among them many distributors are at Dhaka city, as Dhaka is way more crowded than other places, here it is needed to have many distributors. After Dhaka division second largest distributors are at Chittagong division. Chittagong is an industrial area, here Rocket is very efficient way of transaction for merchants. The chart of Rocket agents is given below-

Dhaka Division	45144
Chittagong Division	22169
Sylhet Division	7910
Barishal Division	7908
Rangpur Division	13320
Khulna Division	12013
Rajshai Division	12873
Total-	121337

Chapter 4: Research and Data Analysis

4.1 SWOT Analysis

In every project or product there is some strengths, weakness etc. SWOT stands for Strength, Weakness, Opportunity and Threat. The center advantage of money banking is to reach to the general population who don't have opportunity to avail internet banking or in normal banking. It is generally useful for the general population of remote regions.

4.1.1 Strength

- ✓ DBBL always believe in keeping deep relation with customers which helps to connect with customers.
- ✓ First man, first step is remembered for life time. DBBL is the pioneered bank of this mobile banking service.
- ✓ DBBL's Capital Adequacy Ratio (CAR) as on December 31, 2017 stood at 14.49% as against Bangladesh Bank's minimum requirement of 9.00%.
- ✓ As DBBL is one of the oldest and most available bank in our country it has become the largest issuer of bonds and guarantee in the country.
- ✓ DBBL is a joint venture. It was the first joint venture where Europe and Bangladesh became partners.
- ✓ There are lots of CSR activities of DBBL such as sports many cultural events sponsor etc.
- ✓ DBBL's allows all local remittances such as TT, DD, and PO etc. on the DBBL's cost.
- ✓ Rocket is such a service where it's not only be beneficial for the organization, it is also a need for customers from remote area so DBBL doesn't think only about their profit but also society's betterment.



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4.1.4 Threats

- ✓ Different rules and regulation by Bangladesh Bank affects mobile finance services.
- ✓ Everyone is not ready to accept this new use of technology. Many people is not even tech savvy.
- ✓ There are lots of competitors so there are chance of losing market share. Competitors are- Bkash, Ucash, Easy cash etc.
- ✓ Many people can deny to accept the new technology, new service of Rocket.

As this is a very new concept in Bangladesh, motivating customers to register for mobile banking is still a big challenge.

4.2 Customers Satisfaction of “Rocket”:-

To understand and feel the satisfaction level of clients I used a small survey on general people. Surveys are very important and easy way to find out people’s feelings about anything. I surveyed on 30 people including bankers to understand the feelings and acceptance of mobile banking among general people. Structured question has been made to do the survey.

I have scale all the questions by remarking with High, low, medium. I used SPSS to calculate all the data to analyze.



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4.2.1 Rocket saves time

First of all, we have to find out whether “Rocket” is time-saving than other conventional banking or not. The graphical presentation of the survey is given below-

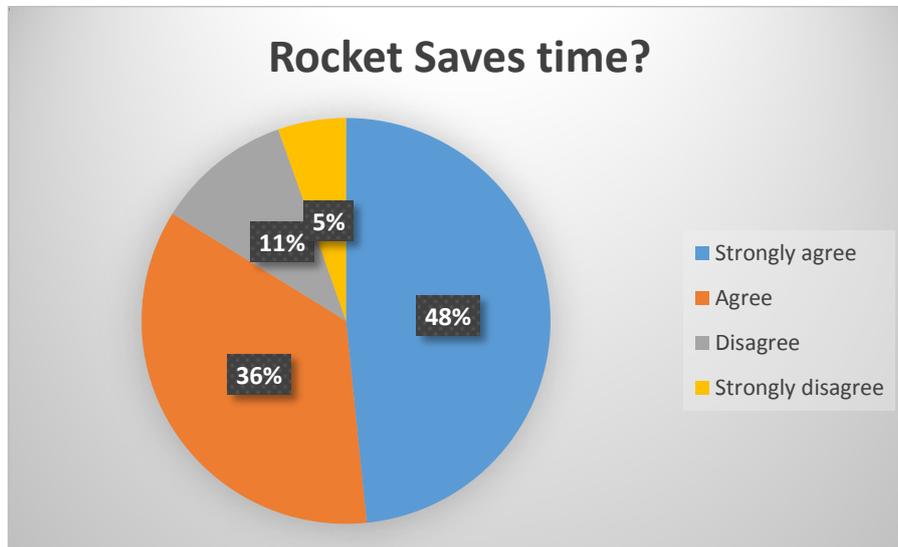


Fig: Opinion about time saving of Rocket

This figure shows that more than 80% people agreed that “Rocket “saves time. Almost 20% people thinks that this doesn’t save time as it is fully depend on the agent. Some shop agents open their shop according to their will which troubles the customer.

From the analysis, we get a mean of 4.18 and SD 1.21. Which is better than neutral. So, most of the people have agreed that Rocket is time saving but some people are not sure about their neutral opinion.

4.2.2 Safety of Rocket

Mobile banking is one of the newest system of banking. So many people have this confusion either the system is reliable or not. People have question in their mind “Is Rocket is safe for us?”

Almost 41% people thinks that it’s safest, they strongly agree. This 41% people have no doubt about the safety, more than 60% have positive vibe towards Rocket’s safety. Though there are also almost 30% people thinks it’s not safe. By this analysis we can understand people are pretty sure about the safety of Rocket.



"Service Quality of Rocket & Its Profitability Ratio"

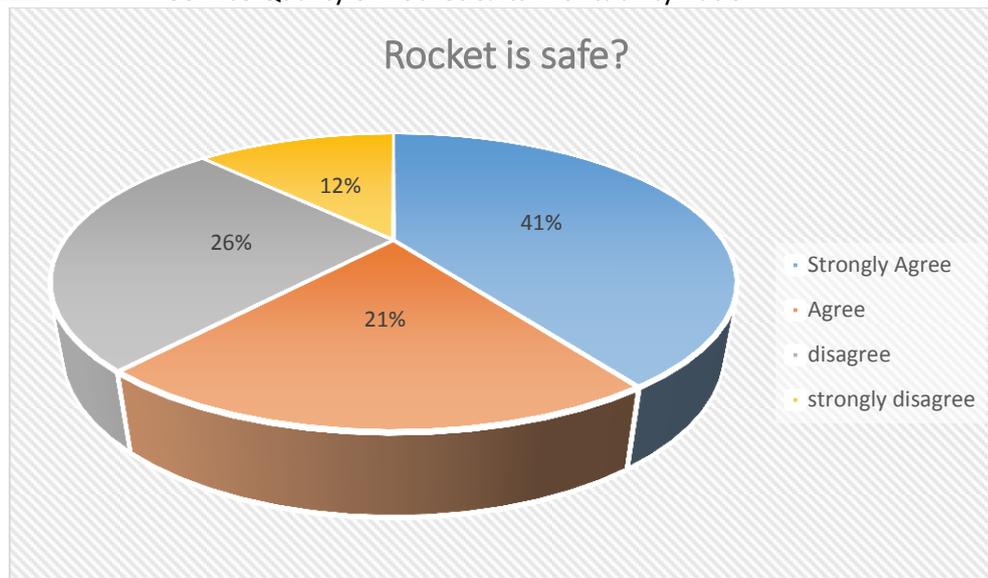


Fig: Opinion about Rocket's Safety

4.2.3 Rocket is cost effective

Reasonable price of any product is very important for any customer. Especially when you are introducing a new product customers will think twice to use that product or service. Strangely, by this survey I came to know more than 60% people disagree that Rocket is affordable. Around 30%

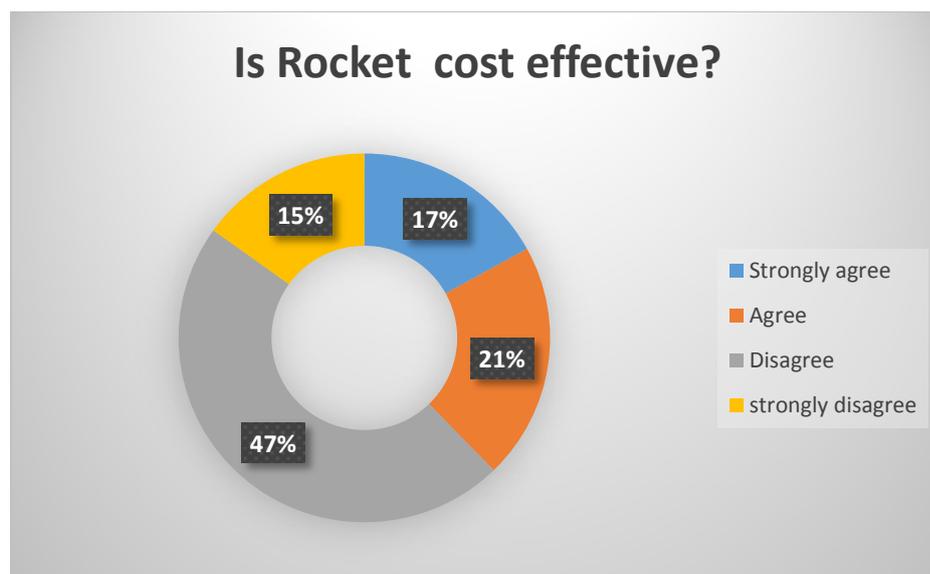


Fig: Cost effectiveness of Rocket



“Service Quality of Rocket & Its Profitability Ratio”

Thinks that Rocket is affordable. As maximum amount of people think it’s not affordable so I think DBBL should take measure to lessen up the cost of this service. From the analysis, mean is lower and standard deviation is higher, so it’s clear that people are not satisfied with the cost of the product.

4.2.4 Rocket is available: 24/7 service

Here in this question there was a mix response. Around 50% people agree on the fact that Rocket is available and they can get service wherever they want. Besides almost 50% of people think Rocket is not that much available. People have found there are less agents and branches so they find problem to get services.

But it’s thought of half of the people. From this analysis, I found that the mean is higher and also the standard deviation is higher so the answer can’t be determined.

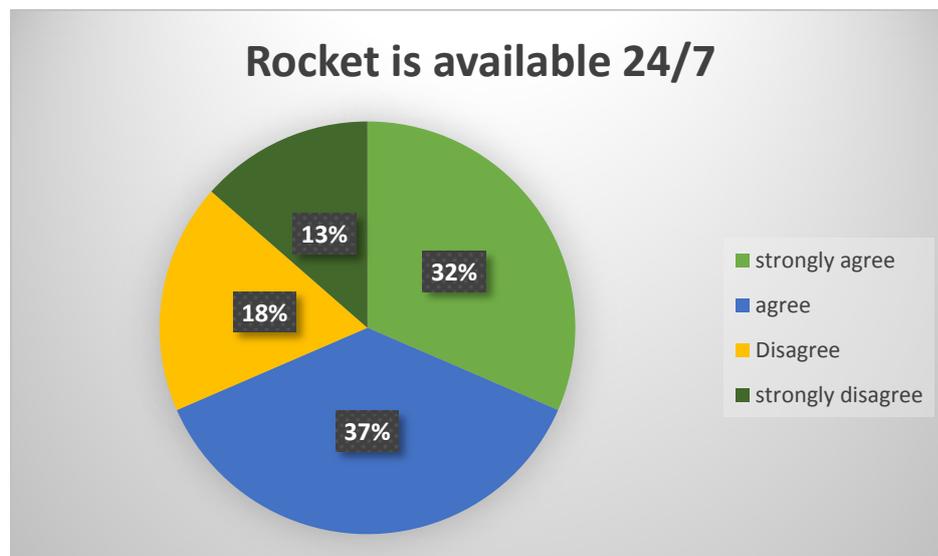


Fig: Opinion about availability of Rocket



“Service Quality of Rocket & Its Profitability Ratio”

4.2.5 Rocket service as a convenient service

Another vital inquiry was "Is Mobile Banking Convenient or Easy to Use?" Over half are firmly feeling that Rocket banking is easy yet at the same time around 33% of the general population assumes that Rocket is hard to use. May be they don't realize how to use the service. Here, from the analysis I found out the mean is very high which describes that Rocket service is very convenient. Besides the SD is also high which determine there are scattered customers out there at market.

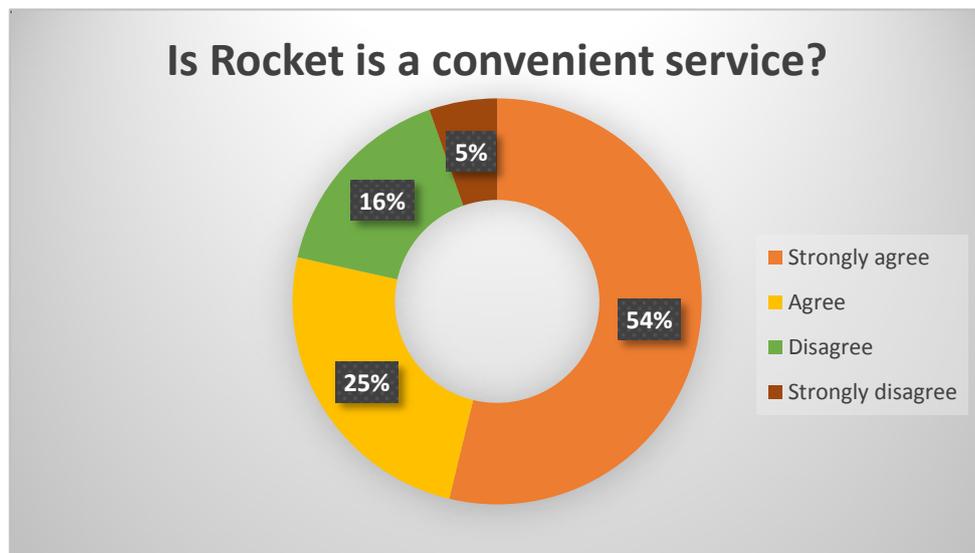


Fig: Convenience of Rocket



“Service Quality of Rocket & Its Profitability Ratio”

4.2.6 Comparison among the observations-

Here, in this chart added below, the whole analysis is shown as mean and the standard deviation-

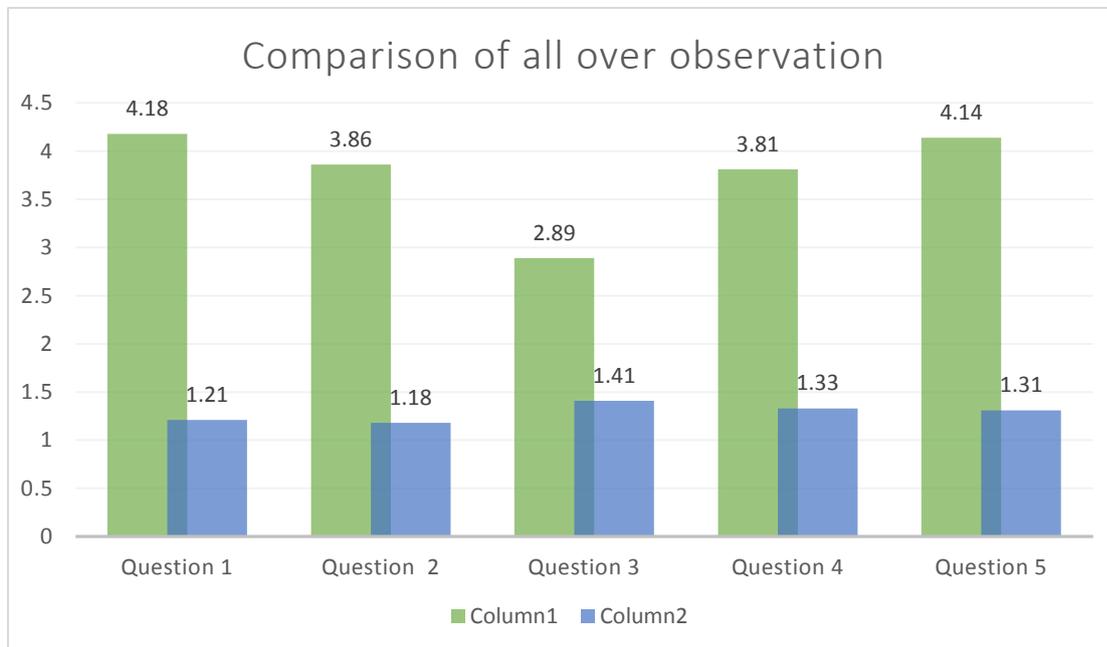


Fig: Comparison of the observation from the survey

4.2.7 Rocket regular user

I had one more question for the survey that how often they use Rocket. The percentage of regular Rocket is high. People who are convenient with mobile banking, almost regularly they use Rocket.

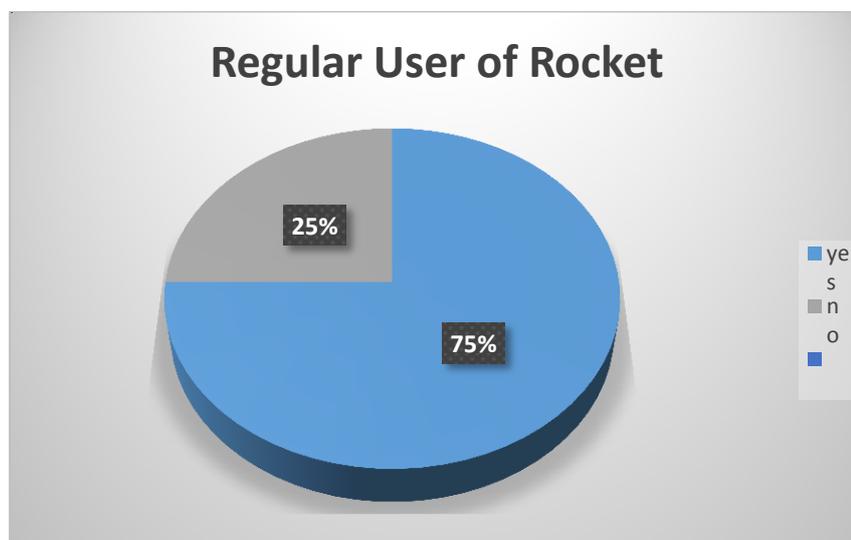


Fig: Total User of Rocket



“Service Quality of Rocket & Its Profitability Ratio”

4.3 Rocket’s contribution to profitability ratio of DBBL

In this research paper there are two parts, one is the whole scenario of Rocket and its profitability ratio towards its mother company DBBL. The profitability ratio of Rocket and its contribution to DBBL will be discussed in this section. To execute the research, the performance of DBBL has been taken as the total net income. Then, the income portion of Rocket is shown as a percentage of this net income. The graph generated from this analysis:

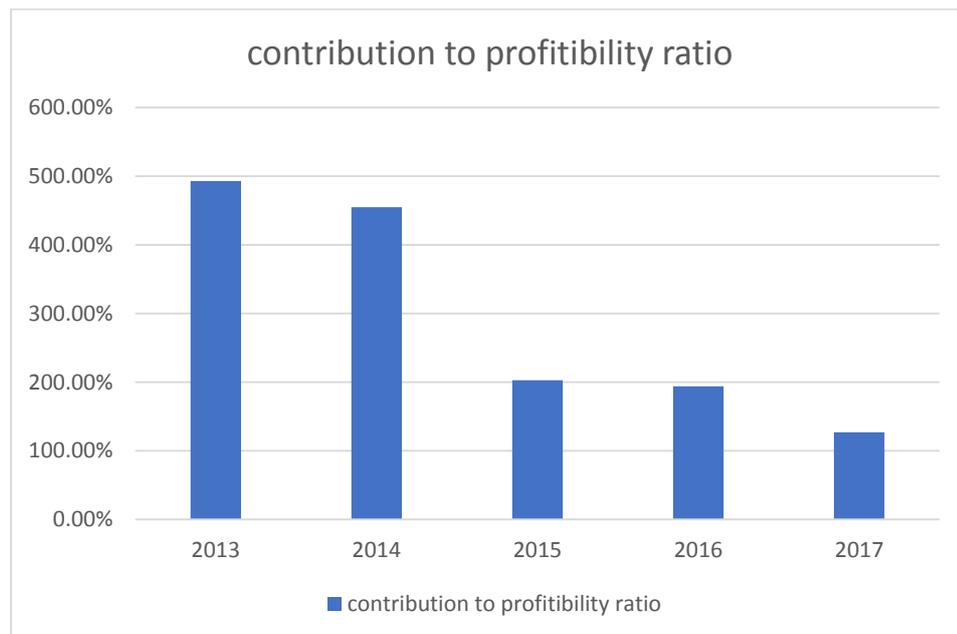


Fig: Rocket’s contribution towards DBBL

4.4 Regression Analysis

Assume that, Contribution of “Rocket” to the Profitability of DBBL is the dependent variable and the income from “Rocket” is independent variable. So, the equation to complete a regression analysis should be like this linear equation:

Where,

y = Net income performance of DBBL

a = Constant

b = Beta co-efficient of independent variable

x = Income from „Rocket“ banking system

“Service Quality of Rocket & Its Profitability Ratio”

Multiple R	0.816863421
R square	0.342459016
Adjusted R square	0.350583026
Std Error	100420237.1
observation	5

	Coefficient	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	1732010883	160133028	14.10	0.00037	1517192531	2348709233
Income from Rocket	-4.939483	2.87351	-1.950	0.13	-12.96727	2.1019

Observation (Years)	Predicted Net Income of DBBL	Residuals
1	1442979903	-6729659.729
2	1622087464	23752739.27
3	1527853433	-42780681.3
4	1639970382	12897964.86
5	1618240151	144743731.3

“Service Quality of Rocket & Its Profitability Ratio”

Interpretation:-

P value

P value is the most important information of a regression analysis. Here, I have run the model with 5% significance level and now I have a p-value of 13.00%. It means, my analysis was significant and it rejects the null hypothesis.

Multiple R

Multiple R represents the relation between the variables. It is positive and changes are much strong.

R Square

R Square represents the coefficient of determination that shows the strength of the relationship. That means, the sharpness of the changes happened between these two variables. It remains between 0 to 2. Here it is 0.34 and it means relation is very strong. One can be changed with other's small changes.

Adjusted R Square

Adjusted R Square shows the accuracy of R Square. It is lower in this analysis because, I have added only one independent variable here. If I could add more variables, it would be more reliable and almost equal to the R Square.

Observation

I have run the model with 5-years data. That is why there are five observations.

4.5 Net profit ratio of Rocket

From the data of reports, I have discovered that the net profit acquired from the “Rocket” framework is diminishing step by step.

I have determined the Net Profit of “Rocket” by deducting the working expenses from the salary from Mobile Banking System of DBBL. All the calculations are given in the Appendix section.

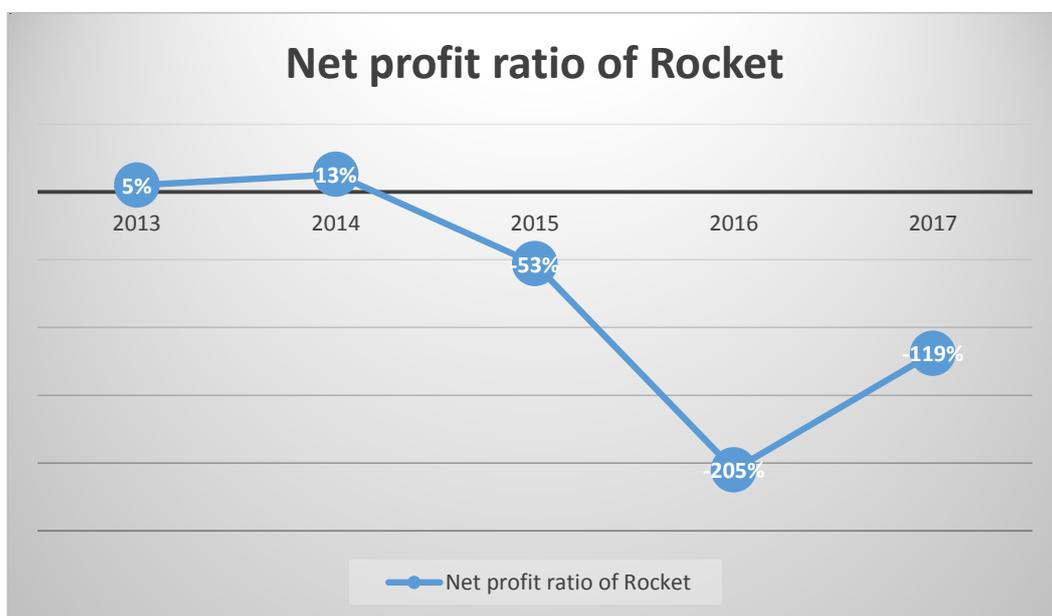


Fig: Net profit Ratio of Rocket

Chapter5: Recommendation, Findings and

Conclusion

5.1 Findings on Rocket

I have a couple of proposition about DBBL “Rocket setting aside extra cash

- ✓ All banks should give this open entryway than adaptable setting aside extra cash obstruction can be decreased.
- ✓ Government should give help about convenient keeping cash.
- ✓ Rules and Regulations must be stricken for adaptable dealing with a record.
- ✓ Dutch Bangla Bank Limited should take off more upgrades in keeping up the records of “Rocket” as it is hampering whole financial execution of the bank.
- ✓ Since versatile keeping cash is another thought for Bangladesh, is a key to achievement of the experience on this unpaved road.
- ✓ Focus should be given on upgrading Bank-MNO associations. It would it be more brilliant to leave checking to bank-MNO exchange, so both the brands will be progressed in market.
- ✓ Need to propel more business by moving government portions to MFS, extending trade purposes of restriction and cutting down impediments on trades
- ✓ Banks should administer wants: should not be reluctant to put a lot of money on the table, adaptable money requires significant starting theories; anyway will be profitable in the whole deal, don't grasp a transitory view.
- ✓ Government needs to venture up even in the root level to assemble instruction.
- ✓ Mobile dealing with a record zone depends upon media transmission organizations. Along these lines, government, banks and convenient heads should cooperate to upgrade media transmission sort out all through the country.
- ✓ Bank needs to take care of KYC (Know Your Customer) properly to ensure convincing blackmail the board.
- ✓ Facilitating 2-4 real players past bKash and DBBL will propel competition in market and along these lines will extend the component of organization for customers.

5.2 Recommendation

We have a few proposals about DBBL “Rocket” mobile banking

- ✓ All banks ought to give this open door than mobile banking impediment can be diminished.
- ✓ Government ought to give assistance about mobile banking.
- ✓ Rules and Regulations must be stricken for bank account.
- ✓ Dutch Bangla Bank Limited should roll out more improvements in keeping up the records of “Rocket” as it is hampering entire monetary execution of the bank.
- ✓ Since portable keeping money is another idea for Bangladesh, is a key to accomplishment of the adventure on this unpaved street.
- ✓ Focus ought to be given on enhancing Bank-MNO organizations. It would be smarter to leave marketing to bank-MNO transaction, so both the brands will be advanced in market.
- ✓ Banks ought to oversee desires: ought not to be hesitant to put a great deal of cash on the table, mobile banking requires substantial introductory speculations; however will be gainful in the long haul, don't embrace a momentary view.
- ✓ Government needs to step up even in the root level to build education.
- ✓ Mobile managing an account area relies upon media transmission administrations. In this way, government, banks and mobile banking service should work together to enhance media transmission organize all through the nation.
- ✓ Bank needs to look after KYC (Know Your Customer) appropriately to guarantee compelling extortion the board.
- ✓ Facilitating 2-4 genuine players past bKash and DBBL will advance rivalry in market and in this way will expand the dimension of services for clients.

5.3 Conclusion-

Innovation of any product and services is expanding step by step. The different parts in Bangladesh are developing at a lot quicker rate with the assistance of innovation. Mobile banking is likewise a major versatile media transmission stage of new innovation, which advances the mobile banking capacities in Bangladesh. Mobile banking additionally causes the banks to expand their clients. Today, individuals have somewhere around a cell phone in their grasp. The quantity of these clients in Bangladesh got expanded much as of late. The expanding recurrence of mobile banking clients gives the lift vitality to the service. This paper investigates the significance of mobile banking in the new time of innovation which encourages the mobile banking industry to develop at higher speed.

As the quantities of mobile banking client's increment, the security issues and dangers will likewise increment. Subsequently, banks should address these security issues and assemble a sheltered and secure the structure of mobile banking. These cooperation's have been conceptualized in connection to how the utilization of the telephone prompts interrelated types of substitution, improvement (or reduction), trade, blend and immateriality of advantages.

APPENDIX

Annex I

Customers Perspectives on "Rocket"(Mobile Banking Service)

1. Gender-
(a) Male (b)Female
2. Age-
(a) 18-25 (b)26-30 (c) >30
3. What is your occupation?
(a) Student (b) Service holder (c) Businessman
4. Do you operate any Bank account?
(a) Yes (b)No
5. Do you maintain any Dutch Bangla Bank account?
(a) Yes (b)No
6. What type of bank account you use?
(a) Savings (b)Salary (c) Current
7. What methods do you prefer to use for any payments?
(a) Debit card (b)cash (c) Mobile banking
8. Do you have any Rocket account?
(a) Yes (b) no
9. Which mobile Banking service is most helpful according to you?
(a)Rocket (b) Bkash (c) Ucash
- 10.How much money transaction do you need in a month ?
(a) =<10000 (b)=>20000 (c) >30000
11. How often do you make transaction?
(a) Daily (b) Weekly (c) Monthly 2-3 times
12. Do you feel any safety issue regarding mobile banking service?
(a) Yes (b) No
13. How you pay your bills (e Bills, Water Bill, Telephone bill)
(a) Cash payment (b) through Bank (c) Mobile banking



“Service Quality of Rocket & Its Profitability Ratio”

14. Put Cross or Right

Service quality of Rocket (Mobile Banking) -

Less Cost		
Saves Time		
Safety (Carrying cash is not secure)		
24/7 service		
Overall trust		

15. Among all these financial services, which services do you want to get via mobile?

	Low	average	High	Very high
Purchasing				
Salary Deposit				
Pension Fund Deposit				
Bill Payments				
Bank Account Management				

“Service Quality of Rocket & Its Profitability Ratio”

Annex II

Data from questionnaire		
Age	18-25	46%
	26-30	29%
	>30	25%
Gender	Male	68%
	female	32%
Type of Ac people use	Salary	23%
	Savings	55%
	current	22%
Preferred banking service	Debit card	41%
	Cash	30%
	Rocket(Mobile banking)	29%
Transaction in a month	=<10000	40%
	=>20000	26%
	>30000	34%

Annex III

Rockets Profitability Ratio to DBBL

Year	2013	2014	2015	2016	2017
Net Income of DBBL	1,381,202,752	1,453,769,329	1,762,973,882	1,527,223,401	2,455,000,000
Income from Rocket	68,098,443.45	66,089,939.00	35,858,777.00	29,658,227.00	31,259,337.00
Contribution of Rocket to DBBL income	4.93%	4.55%	2.03%	1.94%	1.27%

Net profit Ratio of Rocket

Year	2013	2014	2015	2016	2017
Income from Rocket	68,098,443.45	66,089,939.00	35,858,777.00	29,658,227.00	31,259,337.00
Other expenses for Rocket	65,022,824.67	57,433,841.00	54,925,133.00	90,463,489.00	82,421,638.00
Net income from Rocket	3,075,618.78	8,656,098.00	19,066,356.00	60,805,262.00	51,16,2301.00
Net Profit Ratio of Rocket	5%	13%	-53%	-205%	-119%



“Service Quality of Rocket & Its Profitability Ratio”

Annex IV

Raw data of questionnaire

Q1	Q2	Q3	Q4	Q5	Regularity	sum	Mean score
2	2	3	2	2	0	11	2.2
4	2	3	4	1	0	14	2.8
3	2	3	3	1	0	12	2.4
2	2	3	2	4	0	13	4.33
3	2	4	3	1	1	13	4.33
1	1	4	3	2	0	11	2.2
2	2	3	4	1	1	12	2.4
2	1	4	3	2	1	12	2.4
2	3	4	3	1	1	13	4.33
3	2	1	4	2	1	11	2.2
4	2	2	2	3	1	13	4.33
1	2	3	2	4	1	12	2.4
1	3	4	2	3	0	13	4.33
4	3	2	2	4	1	14	2.8
4	2	2	2	3	0	15	3
2	2	3	2	1	1	13	4.33
2	3	4	1	1	1	11	2.2
3	1	4	2	2	1	12	2.4
4	2	2	3	1	1	15	3
3	2	3	4	4	1	13	2.6
4	3	2	1	4	1	14	2.8
1	4	3	4	1	0	15	3
2	1	4	3	2	0	14	2.8
3	2	4	1	2	0	13	2.6
2	3	4	2	2	0	15	3
1	2	4	3	1	1	14	2.8
2	1	1	3	2	1	11	2.2
2	4	1	3	2	1	12	2.4
3	2	3	3	4	1	13	2.6
1	3	4	4	4	0	15	3
2	3	4	1	2	1	12	2.4
4.18	3.86	2.89	3.81	4.14	Mean	13.47	3.12
1.21	1.18	1.41	1.33	1.31	SD		

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