

---

---

**CUSTOMER SERVICE  
AT  
PRIME BANK LIMITED**

---

**SUBMITTED TO**

Md. Intisar Alam  
Lecturer  
BRAC Business School  
BRAC University

**SUBMITTED BY**

Fouzia Sultana  
ID: 08104134  
BRAC Business School  
BRAC University

**DATE OF SUBMISSION**

18<sup>th</sup> December, 2011

# LETTER OF TRANSMITTAL

**December 18, 2011**

To

Md. Intisar Alam

Lecturer

BRAC Business School

BRAC University.

**Sub: Submission of Internship Report on “Customer Service at Prime Bank Limited”.**

Dear Sir,

This is my internship report on “**Customer Service at Prime Bank Limited (PBL)**.” I am submitting this report as the part of fulfilling my BBA degree. In case of preparing this report, I tried my best to make the report informative and to follow your instructions as well as the instructions given by my organization supervisor. The full report is based on my practical experience in Prime Bank Mohakhali branch. I have found the experience quite interesting and the guidance of my supervisors and with the help of all the members of all the departments. I have tried my level best to prepare an effective report.

Consequently, I am transmitting this report to your very concern. Hopefully, you will discover the report informative approach as a hallmark of my hard work. In case of any further clarification or elaboration regarding this report I would welcome the opportunity to consult with you to explore how my findings could best meet your needs.

Sincerely yours,

---

Fouzia Sultana

ID: 08104134

BRAC Business School

BRAC University

## ACKNOWLEDGEMENT

The successful completion of this Internship report has seen many helping hands, without which this would have not been possible. I specially want to acknowledge **Mr. Fasiul Islam, Senior Vice President** and Head of Branch, and **Md. Abdul Bari Mollah, Assistant Vice President and Manager Operation** of Prime Bank Ltd., Mohakhali Branch for their tremendous support, guidance and patience. Without their kind supervision, preparing this report would have been very difficult. I am also thankful to him for providing me all the relevant and available information to have a clear concept on the subject. My heart full thanks to **Eman Mustafiz, Executive officer** and **Md. Arifur Rahman, Senior Officer**, foreign exchange department; Prime Bank Ltd. They provide me the guidance and counseling during my entire internship program. Their continuous and well-thought feedback enabled me to make this report a comprehensive one.

I would like to express my sincere gratitude to my academic supervisor **Md. Intisar Alam, Lecturer**, BRAC BUSINESS SCHOOL, BRAC University for his constant guidance, supervision and feedbacks which enabled me to prepare a well executed report.

The following persons also gave me important information which were necessary for analysis and provided me with feedbacks, which helped me, a lot in preparing the report, their assistance is gratefully acknowledge: **Mr. Monir Ferdous Khan, Executive Officer**, **Md. Fahmid Hossain, Senior Officer** of Prime Bank Ltd. Mohakhali branch.

Above all, I want to acknowledge and most grateful almighty Allah, the most merciful blessing me with patience and tenacity of mind to complete the requirements for the degree successfully.

## LIST OF ACRONYMS

PBL	Prime Bank Limited
GB	General Banking Department
CD	Current Deposit
STD	Short Term Deposit
SD	Savings Deposit
POS	Point Of Sale
FDR	Fixed Deposit Receipts
A/C	Account
L/C	Letter of Credit
CIB	Credit Information Bureau
TT	Telegraphic Transfer
VAT	Value Added Tax
SWIFT	Society for Worldwide Interbank Financial Telecommunication
BTB	Back To Back

## **EXECUTIVE SUMMARY**

Banks and other financial institutions play a vital role in forecasting the economic and social condition of a country. Banks in Bangladesh now constitutes the core of the country's organized financial system. Prime Bank Limited which is a renowned bank in Bangladesh was created and commencement of business started on 17<sup>th</sup> April 1995. This bank plays a significant impact on the growth of the economy of this country.

Customer satisfaction is one very important for the reflections of the succession toward progress and expansion for any service institution. Excellence in customer service helps an organization to build a good position in the market and retain more customers. To keep the customers satisfied, PBL provides various types of service to its customers. PBL Mohakhali branch has three departments. These are: General Banking Department, Foreign Exchange Department and Credit Department. Through these three departments they serve their customers.

General banking department provides service to the customers by doing the elementary tasks of the bank. These elementary tasks include account opening, providing master credit card, internet banking, offering different types of schemes to the customers, different types of bills and fees collection etc. Foreign Exchange department also play vital role by providing service to the customers. This department has three sections. These are: Export section, Import section and Foreign Remittance section. All these three sections Foreign Exchange department provides services to its customers. The role of the Banks in financing International Trade, especially in Letter of credit operations is very crucial. Foreign Exchange Department deals with international trade. It facilitates international trade through its various modes of services like import, export and remittance. It bridges between importers and exporters. To expand the range of foreign exchange business and to reduce the risk, the branch can think about being diversified in their foreign exchange business. No matter whatever the challenges are in the area of Foreign Trade, Prime Bank Ltd. is fully equipped to face any obstacle. For the last five years they have hold the number one position in the Bangladesh Banks CAMEL's rating and hopes to be on top this year as well. Credit Department of PBL serves customers by providing them different types of credit facilities according to customers need. PBL do their best to remain spirited and also they are

committed to continuously reviewing both their lending policies and rates to ensure that customers get the best deals from the bank. They mainly offered two types of loans for serving their customers. These are: Business Loan & Personal/ Retail Loan.

Prime Bank Limited is operating efficiently with its existing products and services. It has remained profitable from the beginning of its operation in the commercial banking sector. In service-oriented industry, it is very difficult to set a standard rule to satisfy the customer. Several factors shape up the decision of taking the service from an organization. The services which the Bank provides to their clients are very prompt and quality one compare to other private or foreign banks. The bank made satisfactory progress in all areas of business operation. So Prime Bank is the bank, which will go on in the banking sector of the world with their slogan "**A Bank with a difference**".

## TABLE OF CONTENT

Contents	Page Number
<b>Organization Part</b>	
1.1 Introduction	1
1.2 Foundation and Growth	2
1.3 Corporate Information	2
1.4 Vision	2
1.5 Mission	2
1.6 Objectives	3
1.7 At a Glance Prime Bank Limited	4
1.8 Product, Price, Place & Promotion  (4P's of PBL)	5-9
1.9 SWOT Analysis	9-12
<b>Job Description</b>	
2.1 A Brief of Prime Bank Mohakhali Branch	13
2.2 My Work Experience & Specific  Responsibilities of My Job	14-16
2.3 List of My Works	17-18
2.4 Different Aspects of Job Performance	18
2.5 Observations and Recommendations	18-19

<b>Project Part</b>	
<b>Chapter 1</b>	
3.1 Introduction	20
3.2 Origin of the Report	20
3.3 Classification of the Report	21
3.4 Objectives	21-22
3.5 Scope	22
3.6 Limitations	22
<b>Chapter 2</b>	
3.7 Literature Review	23
<b>Chapter 3</b>	
3.8 Methodology	24-25
<b>Chapter 4</b>	
Customer satisfaction at Prime Bank Limited	
4.1 Customer Services of General Banking Department	26-30
4.2 Customer Services of Foreign Exchange Department	31-33
4.3 Customer Services of Credit Department	34-39
<b>Chapter 5</b>	
Findings & Analysis with Recommendation	
5.1 General Banking Department	40-46

5.2 Foreign Exchange Department	46-47
5.3 Credit Department	47-49
<b>Chapter 6</b>	
Conclusion	50

## LIST OF FIGURE

Contents	Page Number
Figure 01	4
Figure 02	6
Figure 03	13
Figure 04	31
Figure 05	32
Figure 06	32
Figure 07	43
Figure 08	48



# **PART- A**

# **Organization Part**



## **1.1 Introduction:**

Bank is a financial institution which plays a fundamental role in forecasting the economic and social condition of a country. In the process of acceptance of deposits and provision of loan, bank creates money. This characteristic feature sets bank apart from other financial institution. A Bank can manipulate the money supply through lending and investment. Banks collect deposit at the lowest possible cost and provide loans and advances at higher cost. The difference between these is the profit for the Bank. Prime Bank Limited is fast growing private bank. This bank has been operating in the bank industry since 1995 and belongs to the second generation of private banks to be incorporated since the independence of Bangladesh. It was established in 17<sup>th</sup> April 1995. From its establishment it is engaged in a desirable position among its competitors after achieving success in all area of business operation.

## **1.2 Foundation and Growth:**

Prime Bank Limited (PBL) is one of the Bangladeshi private banks, which was incorporated on 17<sup>th</sup> April 1995 with Tk. 1000 million of authorized capital & Tk. 100 million of paid up capital by a group of successful entrepreneurs. It is not only a conventional Bank. It's a modern, dynamic private commercial bank & plays a constructive role in the economic development of the country. Prime bank is the first private bank to introduce lease finance, Hire purchase & customer credit schemes along with Islamic banking services in the banking sector in order to bring about qualitative changes in the lives of people of Bangladesh. PBL through its steady progress & continuous success has, now earned the reputation of being one of the leading private sector Banks of the country. The bank offers all kind of Commercial corporate and Personal banking service covering all segment of society within the framework of Banking Company Act, rules and regulation laid down by our central bank. Prime Bank Ltd. is determined to explore the different ways to accommodate with the needs of its clients. One of these ways includes Foreign Exchange Operation and transactions which offer customers a medium of doing business globally with minimum risk associated. Prime Bank Ltd. has already made significant progress within a very short period of its way of life.

### **1.3 Corporate Information:**

- February 5, 1995: Memorandum and Articles of Association by the sponsors.
- February 12, 1995: Incorporation of the Bank and Certificate of Commencement of Business.
- February 20, 1995: License issued by Bangladesh Bank.
- November 15, 1999: Listed in Chittagong Stock Exchange Limited (CSE).
- March 14, 2000: Dividend declared in the 5th AGM (First after the IPO).
- March 27, 2000: Listed in Dhaka Stock Exchange Limited (DSE).
- March 29, 2000: Trading of Shares in DSE and CSE.
- March 29, 2001: Registered as Merchant Banker with Securities and Exchange Commission (SEC).
- April 17, 2005: Formal launching of the Bank & Commencement of the business from the Motijheel Branch.
- June 30, 2005: Agreement with Temenos for Core banking software T24.
- August 29, 2005: Initial Public Offering (IPO).
- December 11, 2007: License issued from Bangladesh Bank as Primary Dealer.
- March 29, 2008: Registered as depository participant of CDBL.
- June 15, 2008: Trading of share started in Demat form in Stock Exchanges.

### **1.4 Vision:**

Every Company has their own vision. By fixing vision, they can set their future growth. Prime Bank Ltd. has its own vision to be leader in the banking industry.

*“To be the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management & profitability having strong liquidity”.*

### **1.5 Mission:**

- To build Prime Bank Ltd. in to an efficient, market driven, customer focused institution with good corporate governance structure.
- Continuous improvement in business policies, procedure & efficiency through integration of technology at all levels.

## **1.6 Objectives:**

Prime Bank Limited has some general objectives. But besides the general objectives it has also some strategic and financial objectives. All these are given below:

### **❖ General Objectives**

- To have a strong customer focus & to build a relationship based on integrity superior services & mutual benefit.
- To work as a team to serve the best interest of the group.
- To work for continuous business innovations & improvements.
- To value & respect people & make decisions based on merits.
- To provide recognition & rewards on performance.
- To have sustained growth, improved & wide spectrum of products & service.

### **❖ Strategic objectives**

- To achieve positive Economic Value each year.
- To be market leader in product innovation.
- To be one of the top three Financial Institutions in Bangladesh in terms of cost efficiency.
- To be one of the top five Financial Institutions in Bangladesh in terms of market share in all significant market segments we serve.

### **❖ Financial objectives**

- To achieve a return on shareholders' equity of 20% or more, on average.

### 1.7 At a Glance Prime Bank Limited:

<b>Prime Bank Limited (PBL)</b>	
Type	Private
Industry	Banking
Date of Inauguration of Operation	17 <sup>th</sup> April, 1995
Registered Office	Adamjee Court Annex Building-2, 119-120 Mothijheel C/A, Dhaka-1000, Bangladesh.
Products	Banking services, Consumer Banking Corporate Banking, Investment Banking
Chairman	Md. Shirajul Islam Mollah
Managing Director	Md. Ehsan Khasru
Number of Branches	99
Logo	
E-mail	primebank@bangla.net
Website	www.prime-bank.com

*Figure 01: Company Profile of Prime Bank Limited*

## **1.8 Product, Price, Place & Promotion (4P's of PBL):**

In this section the product & services offered by Prime Bank Ltd. along with the price is briefly discussed. Besides that, the place of the bank and the promotional activities the bank conducts in order to attract customers are also discussed.

### **❖ Product & Price**

The success of a company depends exclusively on the products & services it offers with a reasonable price compared to the competitor. It is the main source to attract customers. Banks are operating in the service industry & their business would become successful only when they can offer quality services to the customers within an affordable price. The savings rate in Bangladesh is one of the lowest in the world rate of domestic saving being 17.78 %. In order to improve the savings rate, Financial Institutions responsible for mobilization of savings should offer attractive Savings Schemes so that the marginal propensity to save increases. The savings do not, of course, depend only on the quantum of income but largely depend on the habit of savings of the people.

Interest rate of **Savings Deposit** is 5.50%.

On retail banking service Prime Bank Limited provides-

-Depository Products

-Loans Products

For different types of Depository Products and Loans Products price is different. The products have designed in such a way that upper class to lower class all people will be benefitted. For different types of depository products, according to schemes minimum size of monthly installment shall be Tk. 500/- and multiplies of Tk. 1000/-. Maximum installment size shall be Tk. 25,000/- . Besides that they have some schemes where monthly installments are Tk.250.00 and after a fixed period of time customers will get a lump sum of money.

Basically their products are their service which they provide to the customers. On the customer service part of this report the products and price offered by PBL has discussed elaborately.

### **❖ Place**

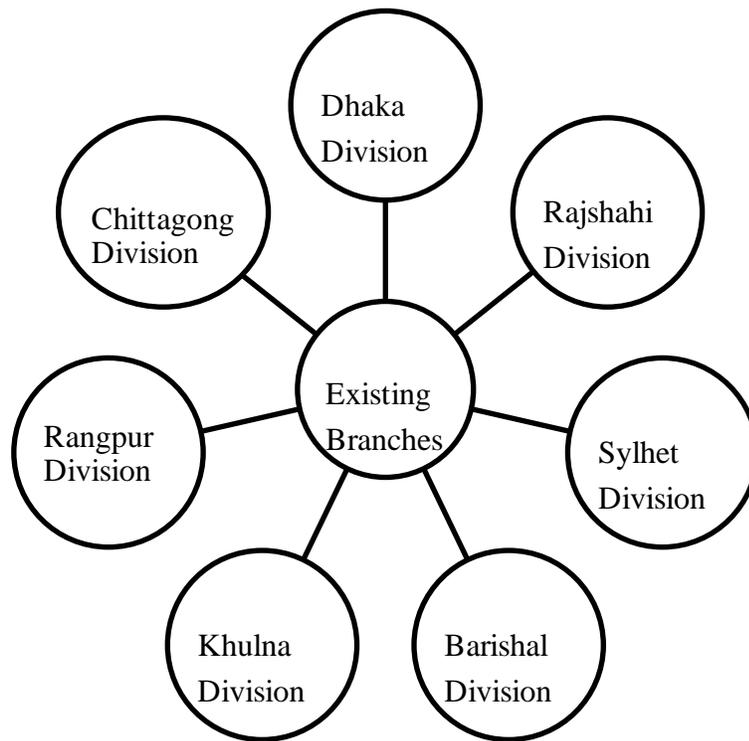
The location of the organization plays a significant role in how the organization is performing. Before setting a location for, the organization should keep some important things in mind,

especially the accessibility of the location, the target market, transportation facility, business prospectus etc.

In case of the Prime Bank Ltd., the Head Office is located in Motijheel commercial area. This is a very suitable place for business, has good transportation facility. The area is business oriented so it is possible to capture the target market. Lots of Industries & organization are located in that commercial area, so it is not too hard to attract clients.

**Branch Networks:**

Prime Bank has 99 existing branches and some other proposed branch all over the Bangladesh to provide better service to their valuable customers.



*Figure 02: Branch Networks of Prime Bank Limited*

▪ **Dhaka Division**

Adamjee EPZ Branch	Asad Gate Branch	Banasree Branch
Ashulia Branch	Banani Branch	Bashabo Branch
Bangshal Branch	Bashundhara Branch	Damudya Branch
Bhairab Branch	Bijoy Nagar Branch	Dhanmondi Branch
Elephant Road Branch	Faridpur Branch	IBB Mirpur Branch
Foreign Exchange Branch	Gulshan Branch	Jamalpur Branch
Ganakbari Branch	IBB Dilkusha Branch	Jatrabari Branch
Gareb-E-Newaz Avenue Branch	Jaydevpur Chowrasta Branch	Joypara Branch
Kawran Bazar Branch	Kishoregonj Branch	Mohakhali Branch
Madhabdi Branch	Mirpur-1 Branch	Satmasjid Road Branch
Mirzapur Branch	Mouchak Branch	SBC Tower Branch
Motijheel Branch	New Eskaton Branch	Serajdikhan Branch
Moulvi Bazar Branch	Panthapath Branch	Shimrail Branch
Mymensingh Branch	Pragati Sarani Branch	Tangail Branch
Narayanganj Branch	Ring Road Branch	Tongi Branch
Pallabi Branch	Savar Branch	Uttara Branch
Wari Branch		

▪ **Chittagong Division**

Jubilee Road Branch	Khatungonj Branch	Hajigonj Branch
Agrabad Branch	Fatickchari Branch	Halishahar Branch
Ashugonj Branch	Feni Branch	Hathazari Branch
Banshkhali Branch	Dagonbhuiyan Branch	IBB O. R. Nizam Road Branch
Chauddagram Branch	Cox's Bazar Branch	IBB Pahartali Branch
Chaumuhani Branch	Comilla Branch	Laldighi East Branch
Oxygen More Branch	Prabartak More Branch	Raojan Branch

▪ **Rajshahi Division**

Rajshahi Branch	Bogra Branch	Naogaon Branch
Baneswar Branch	Ishwardi Branch	Pabna Branch
Chapai Nawabganj Branch	Joypurhat Branch	Natore Branch

▪ **Sylhet Division**

Sylhet Branch	Court Road Branch	Barolekha Branch
Tajpur Branch, Sylhet	Beanibazar Branch	IBB Amberkhana Branch
Upashahar Branch, Sylhet	Biswanath Branch	Habigonj Branch
Kadamtali Branch	Nabigonj Branch	Subid Bazar Branch
Sreemangal Branch	Sunamganj Branch	

- **Khulna Division**

Khulna Branch	Jessore Branch
Satkhira Branch	Kushtia Branch

- **Barisal Division**

Barisal Branch	
----------------	--

- **Rangpur Division**

Dinajpur Branch	Rangpur Branch
-----------------	----------------

- ❖ **Promotion**

A broad range of product with attractive price and a suitable location is not enough for a business to survive. It is very important to make the people aware about the existence and operation of that organization. This is why the promotional activity is very vital. Prime Bank Ltd. is engaged in various kinds of promotional activity. From time to time PBL sponsors cricket tournament in national level. The bank advertises on newspaper, TV, billboard etc. It also participates in social activities, for example, in 2007, the bank donated Tk.50 lac to the Prime minister's relief fund for the cold stricken poor people of North Bengal. Moreover, to create pollution free environment, PBL encourages CNG sector financing under direct supervision of USAID aiming at making the Dhaka city as "Green Dhaka, Clean Dhaka" by the year 2007. These are contributing the society as well as promoting the bank.

PBL also has souvenirs for example, wallet, key ring, diary, desk calendar, wall clock etc. that work as promotional activity. To attract and retain corporate clients, the Head Office maintains personal relationship with the clients; arrange party or events in various occasions. These are the main promotional activity conducted by Prime Bank Ltd.

## **1.9 SWOT Analysis:**

SWOT analysis enables an organization to have a comprehensive insight about position in the industry compared to its competitors. It provides the organization a scope to strategically improve its position in the market. Here, the internal strength and weakness of Prime Bank Ltd. as well as the external opportunities and threats are discussed:

### **STRENGTH**

- i. **Capital Adequacy:** Prime Bank Ltd. is maintaining a strong capital base. By the end of year 2008, the capital adequacy ratio of the bank was 11.50% which was well above the stipulated requirement of 9%. The bank had a target to have Tk. 3000 million of capital fund by the year 2010, where as it already reached capital fund of almost Tk. 2000 million by 2008, positioning the bank as one of the strong capital based bank of Bangladesh.
- ii. **Customer Service:** Prime Bank Ltd. has a very good relationship with its customers. The bank believes in maintaining personal relationship with its clients. One of the major goals of the bank is to build long term relationship with the customer and to create value for them. To maintain this relationship, PBL sometimes waive high charge for those valued clients who are linked with the bank for a long period of time. As a result of such strong customer service, the bank currently has more than 154000 customers, highest in the private sector commercial banks of our country.
- iii. **Liquidity Position:** Liquidity position is a major criterion to measure a bank's strength. By the end of 2008, PBL's liquid assets ratio was 18.92%. So the liquidity risk of the bank is low and it makes its position stronger.
- iv. **Efficient Administration:** Prime Bank Ltd. has a very efficient management. The work is done in a timely and systematic manner for which the efficient administration is responsible. This is close relationship between the employees and the management though the chain of command is maintained strictly. Overall, there is a good balance between the administration and the employees.

- v. **Quality of asset:** The asset of PBL is very high quality. The major portion of this asset is loan and advances. The default rate is less than 2% where as the average default rate in Bangladesh is 30%. This proves that the credit risk of PBL is very low.

### WEAKNESS

- i. **Technology:** One of the major weaknesses of Prime Bank Ltd. is the technology used by the bank. With the change of time, technological advancement is essential to survive in the competition. Hence, PBL is lagging far behind in this area. Most of the branches are not well equipped. There are not enough computers, telephones or fax machines in the branches which are often slower the pace of work. PBL was the pioneer in “Online Banking” but the online facility which the bank is providing currently is not up to the standard.
- ii. **Remuneration:** The pay scale of employees in PBL is not competitive compared to other private banks of the country. The employees of PBL get compensation of around 60% of what other private banks, for example, Dhaka Bank, Bank Asia, Mercantile Bank, Southeast Bank etc. offer to their employees. This creates dissatisfaction among the employees which carries the risk of rise in employee turnover rate. Those who cannot switch bank are often discouraged to give their best effort in the job.
- iii. **Promotion:** When an employee gets a promotion to the next level, he/she gets more compensation. PBL is regular in giving promotion, but the employees get late effect of this promotion. Often there is a long gap, for example a six month gap in getting the effect.
- iv. **Deposit Amount:** Prime Bank Ltd. has acquired high amount of deposit till now. By the end of November 2008, the deposit amount was 2542 million. Most of this deposit amount remains idle in the bank. Not even half of this amount is used as loan and advance. The lending rate has been lowered by the government, so the interest rate from loans cannot cover the interest given on deposit. The high amount deposit bears high cost. To reduce this cost, most of the deposit schemes have been discontinued. This has a negative effect on clients who expects a broad range of deposit services from the bank.

- v. **Training:** Prime Bank Ltd. has its own training Institute PBTI (Prime Bank Training Institute) to strengthen the capabilities of human resources. However, it is not always possible to give thorough training. Especially, there is a lack of specific training for specific jobs. As a result, the employee has to learn things from the job by doing it practically.

### **OPPORTUNITY**

- i. **Branch Expansion:** Prime Bank Ltd. is growing very quickly all over the country. Besides expanding in the urban areas, PBL has the prospect to open more branches in suburban areas which will eventually enhance the government's effort at reviving the rural economy. It will also serve the people of those areas better.
- ii. **Training Facility:** Prime Bank Training Institute (PBTI) is supporting the bank by offering in house training courses, workshop and seminar. As the bank has its own training institute to enhance the capability of their human resources, PBL can use this opportunity to train their employees in specific areas and create specialize and expert people for the bank.
- iii. **Banking Software:** Provide quality service is one of the major goals of PBL. The PBL is still lagging behind in upgrading their software system; the bank has the prospect to select high quality banking software which will make the banking operation fast and smooth.

### **THREAT**

- i. **Level of Competition:** Competition is always a major threat for any organization. In recent years, the number of private bank is increasing. These banks always pose a threat for others by coming up with new product line, innovative technology, quality services etc. Thus the level of competition raises and creates threat for Prime Bank Ltd.
- ii. **Technological Advancement:** With time, technology is getting advanced. However, Prime Bank Ltd. is lagging behind. As the technology is getting advanced, most of the banks, especially private banks are upgrading their operating system to survive in the industry. PBL is still mostly dependent on manual work rather than technology. With time, the advancement of technology is posing a threat for the bank.

- iii. **Compensating Package:** Compared to other private banks of Bangladesh, the compensation package of Prime Bank Ltd. is not attractive. Though the employees of PBL gets fair financial and other benefits, the base pay is not sufficient. This poses a threat of switching banks as other private banks are giving lucrative offer.
- iv. **Political Unrest:** The political unrest as well as the law and order situation of Bangladesh is always a threat for banking industry. Especially, the events of recent years, the corruption level of our country, the poor infrastructure are affecting the national economy. The current economic situation is very likely to worse further. In this case, the whole banking industry is facing a big threat.



# **PART- B**

## **Job Description**



I have been assigned as an intern at Prime Bank Ltd. Mohakhali Branch for 3 months to fulfill my academic requirement of Bachelors of Business Administration (BBA) degree. The duration of my Internship program was 3 months which started on October 18, 2011 and finished on December 15, 2011. In my internship period I have worked on general banking department & foreign exchange department. I also have an orientation on credit department. I am going to discuss different aspects of my experience and learning about PBL.

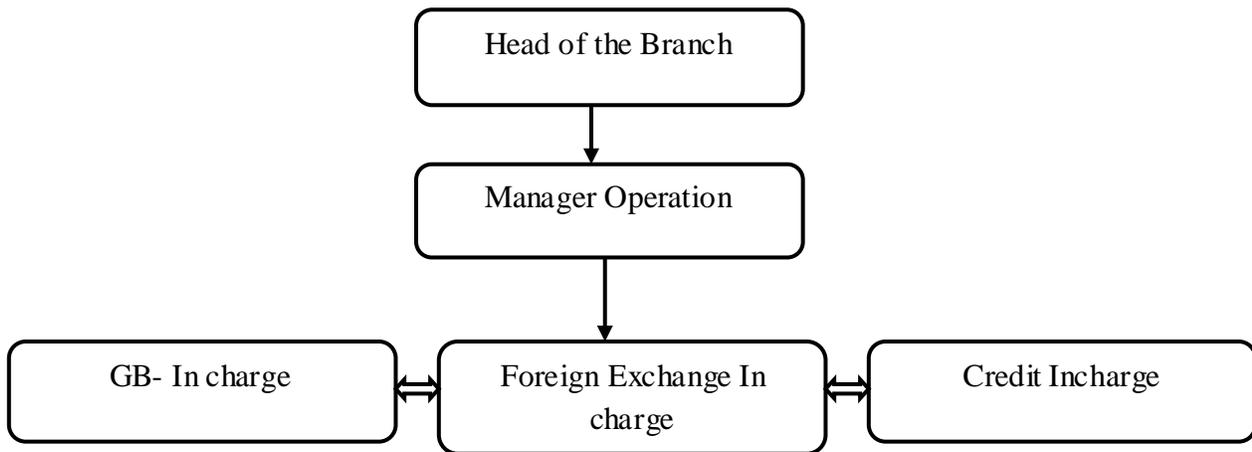
### 2.1 A Brief of Prime Bank Mohakhali Branch:

Prime Bank Limited Mohakhali branch is divided into three departments. These are:

- i. General Banking Department.
- ii. Foreign Exchange Department &
- iii. Credit department

**Total Number of employees: 38.**

Given below is an Organizational hierarchy of Prime Bank Limited Mohakhali branch –



*Figure 03: Organizational hierarchy of Prime Bank Limited Mohakhali branch*

Among 99 branches of Prime Bank Ltd., Mohakhali branch is one of the most reputed and respected branches in all aspects. From the very beginning, this branch is contributing a lot to the bank. A brief of Prime Bank Ltd. Mohakhali branch is given below:

- **Manager:** Mr. Fasiul Islam, Senior Vice President.
- **Manager (Operation):** Mr. Abdul Bari Mollah, Senior Assistant Vice President.
- **Foreign Exchange in Charge:** Mr. Towhidul Islam, Assistant Vice President.
- **General Banking in Charge:** Mr. Monirul Haque Bhuiyan, Senior Executive Officer.
- **Cash in Charge:** Mr. Pranesh Kanti Biswas, Junior Officer.
- **Credit in Charge:** Mr. Mashiur Rahman Khan, First Assistant Vice President.

## **2.2 My Work Experience & Specific Responsibilities of My Job:**

In my internship period I was assigned to perform my Internship on all the department of prime bank. Before going to give the description of my working experience I must say that the working environment of PBL is very pleasant and all the employees are very much friendly and helpful. When I first went there I was very much nervous as I had no idea that what to do. But all the people over there helped me a lot to cope up with the environment. Initially there was some communication gap but after a while it becomes alright. They gave me right instructions what to do. And slowly I adjusted with the corporate culture.

Now I am going to describe the specific job responsibilities of my job and the chronology of my internship at Prime Bank Limited-

❖ **General Banking Department-** When I joined in Prime bank, at first I was assigned to work on general banking department. In this department I have done different types of work through which I have learned lots of things. The chronology of my work on this department is given below:

- Right after joining I worked under Farhana Hasnat where I learned about account opening. On account opening I have learned for opening personal account, non personal or corporate account what is needed, how to deal with customers or how to help them for account opening. For opening personal savings account needed- two copies of passport

size photograph of the account holders duly attested by the introducer, one copy passport size photograph of nominee duly attested by A/C holder, photocopy of birth certificate/ passport/ voter id card no of both A/C holder and nominee, income source copy of A/C holder, A/C introduced by a account holder.

- On the other hand for opening non personal/corporate account for different types of firm like proprietorship firm, partnership firm, limited company club/ society/ school/ college, trust etc papers/documents are required are: two copies of passport size photograph of the account holder(s) who will operate the A/C duly attested by the introducer, A/C introduces by current account holder, certified copy of valid trade license, trade seal, TIN certificate, Trade seal, one copy passport size photograph of nominee duly attested by A/C holder etc.
- Besides that PBL provides different types of schemes and benefits to consumers. I have also learned about those schemes and helped customers to fill up the forms of different types of those schemes offered by PBL.
- After learning account opening, for several days I have worked on entering data of university transactions in the excel sheet. PBL collects tuition fees of East West University and BRAC University. After collecting that money they had to send the soft copy as well as hard copy to the respected universities. I have worked on preparing the soft copy where in a excel sheet I have to write the name, id, semester amount paid and deposit slip number.
- I have also worked for cheque clearing. It's a simple job that includes putting 3 seals on the cheques and signing afterwards. First I had to mark those cheques with the "Prime bank Limited" name known as "Crossing." Then I put the date and afterwards the authorized signature seal where the authorized employee had to sign. Up to this, the process is known as cheque making. Then the authorized person had to scan those in to the computer, enter the account number and amount and then send those data to Bangladesh Bank via internet. After one day the cheque is there in the clearing house. The next day it's transferred to the desired account. However if it is the cheque of PBL itself then the cheque is processed immediately.
- I also prepared the cheque books for delivery to customers. For preparing these I had to staple the requisition forms with the respective cheque books.

❖ **Foreign Exchange Department:** After working one month on general banking department I was sent to the foreign exchange department. There are three sections under foreign exchange department. These are:

-Export section

-Import section

-Foreign Remittance section.

I was assigned to work in Export section as an Intern. I have worked in the reporting department of export section. My main responsibility as an intern was to assist the officers of export sections-Eman Mustafiz (Executive Officer of Mohakhali Branch, Prime Bank Ltd.) and Arifur Rahman (Senior Officer of Mohakhali Branch, Prime Bank Ltd.) who deal with export procedures. I had to do all the activities related to reporting during my whole internship period. I have regularly checked and updated different register books related to export like Export register, FDBC register and FDBP register. I also updated files against particular FDBC and FDBP numbers, checked and stored the documents and uncovered discrepancy. I also learned to work on the GLOBUS software. I could do entry all the data of duplicate and triplicate copy of EXP form. I also learned to report the export details of Prime Bank Ltd. to Bangladesh Bank.

❖ **Credit Department:** Last week of my internship program I was sent to the credit department. In this department as an intern I had nothing to do. I was just introduced with different types of loans given by PBL. In this department Mr. Monir Ferdous Khan (Executive Officer) helped me to introduce with different types of loans provided by PBL. He gave me a brief idea that PBL mainly provide two types of credit. These are-

-Business or Corporate Credit

- Personal or Retail Credit.

He also told me briefly about the credit giving stages, procedures and documentation regarding Business or Corporate Credit and Personal or Retail Credit.

### 2.3 List of My Works:

I already have mentioned that as an intern I have worked on all three departments of Prime Bank Limited. At a glance the list of my works those I have done on these three departments are given below:

<b>Department</b>	<b>Duration</b>
General Banking Department	18 <sup>th</sup> September,2011-18 <sup>th</sup> October,2011
Foreign Exchange Department	19 <sup>th</sup> October 2011- 10 <sup>th</sup> December, 2011
Credit Department	9 <sup>th</sup> December, 2011- 15 <sup>th</sup> December, 2011

#### ❖ **General Banking Department:**

- Different types of account opening for example- Personal savings account, non personal or corporate account etc.
- Helped customers to know about different schemes of PBL.
- Helped customers to fill up the account opening forms.
- Entering data of East West University and BRAC University transactions in the excel sheet.
- Cheque clearing.
- Preparing of cheque books.

#### ❖ **Foreign Exchange Department:**

- Check out EXP form correctly.
- Fill the blanks of EXP form where necessary.
- Maintain records of realized payments for each organization party/clients.
- Update EXP register, FDBC register, and FDBP register.
- Checking & sort listing of the duplicates and triplicates.
- Reporting to Bangladesh Bank about export details through GLOBUS software.

#### ❖ **Credit Department:**

- Introduce with different types of loans given by PBL.
- Credit giving stages, procedures and documentation.

#### **2.4 Different Aspects of Job Performance:**

Job performance depends on many factors like job responsibility, working condition, knowledge and expertise on the work activities; job satisfaction etc. The specific responsibilities of my job were not so tough to do, but too much work loads affect the job performance a lot. The working environment at this branch of PBL was very friendly, which helped me to consider myself as a part of my jobs with greater satisfaction. Sometimes the job seems much boring. I could perform well due to the cordial assistance from all of the employees and staffs of this branch.

On my three months of internship period on PBL I have taught practically lots of things those I have learned on theoretical courses. Though there I got differences sometimes but there were also some similar things. Really this practical experience helped me a lot to learn more new things. In my future life all these will be a valuable experience for me.

#### **2.5 Observations and Recommendations:**

After working three months in Prime Bank Limited Mohakhali Branch I have found something really very impressive about Prime Bank. On the other hand from my observation of last three months I would like to recommend them something that can give them another thought.

#### ❖ **Some Impressive Aspects about Prime Bank Limited**

- The employees of PBL general banking department are usually very gentle in behavior. All the employees of this department always try to be very helpful to the customers.
- Some of the regular and priority customers are given very good treatment so that they feel respected and attached with the organization.
- Employees of the banks are very sincere on their work. They always get done their work clearly. I have seen employees come on weekends to complete those tasks if needed.

- Most of the office peons are also very sincere and they obey and assist their seniors.
- Organizations like Square Pharmaceuticals, Standard group are regular customers of PBL Mohakhali Branch. From their perception this bank is very convenient and friendly to them in terms of service, because this bank is very systematic, honest and fast.
- Employees of PBL are very friendly among themselves. In the office they are like family.
- Newcomers are treated quite well unlike many other organizations.

❖ **Some aspects that need rethinking of Prime Bank Limited**

- Customers might have a lot of problems, also they might make mistakes. But no matter how wrong they are. As I have already mentioned PBL is very helpful and friendly with customers but sometimes I have seen there were certain misunderstanding between customers and employees of PBL. In most cases mistakes were from customer's end. But quite a few times it has seen that fault was caused by employees also. So for avoiding this situation employees have to be cool and tactful.
- In general banking department huge number of customers come every day. They make impression by seeing the environment of the bank which is not that much smart. Because employees of this department talk very loudly among themselves or over phone. Little improvements can change the brand value of this organization.
- Delivery of different facilities like providing cheque book or master debit card is delayed beyond the deadline sometimes which is not expected. Usually master debit card is supposed to be delivered within 3 weeks. If it is not possible to deliver it within this time then it is better to mention customers a more prolonged delivery date.



# **PART- C**

## **Project Part**



# ***CHAPTER ONE***

## ***INTRODUCTION***

### **3.1 Introduction**

A bank is a financial organization which provides different types of services to its customers benefit. It deals with deposits and advances and other related services. The main objective of a bank is to mobilize the fund of its customers. It receives money from those who want to save in the form of deposits and it lends money to those who really need it in emergency. In the process of taking of deposits and stipulation of loan, bank generates money. This distinctive characteristic places bank separately from other financial institutions. Banks accumulate deposit at the lowest possible cost and make available loans and advances at higher cost. The difference between these is the profit for the Bank.

Over the years the banking industry in Bangladesh has flourished. Now the time is very much competitive for every industry as well as in banking industry. To keep the strong position in this competitive industry banks are frequently looking for ways to offer superior customer service which will facilitate them to prevail and keep customers.

Prime bank limited is not out of this. To maintain its strong position in this competitive world they are also providing different types of services to its customers and trying a lot to keep their customers satisfied.

### **3.2 Origin of the Report:**

As a student of Bachelor of Business Administration (BBA) every student has to conduct a practical orientation in any organization for fulfilling the requirements of the 12 weeks Internship Program. The main purpose of the program is to introduce the students to the real corporate world. Recently I have completed my internship program on Prime Bank Limited. I was placed as an intern on Prime Bank Limited on 18<sup>th</sup> September, 2011 and I have finished my internship program on 15<sup>th</sup> December, 2011. For the completion of my BBA program of the School of Business on BRAC University I have prepared this report on what I have learned from the organization and services provided by Prime Bank Limited to the customers.

### **3.3 Classification of the Report:**

This report is mainly divided into three major parts:

- ✓ The organization part
  - ✓ Job description and
  - ✓ The project part
- The organization part includes the company profile that is mission, vision, structure, objectives. Besides that, this part will also include different products and departments of PBL, SWOT analysis and an overall idea about the bank.
  - The Job description part includes my work experience at PBL, job responsibilities, different aspects of job performances, observations and recommendations.
  - The project part has based on customer service provided by PBL Mohakhali Branch through all the departments for example, General Banking Department, Foreign Exchange Department and Credit Department of PBL, Mohakhali Branch.

### **3.4 Objectives:**

The objective of this report is divided into two parts. This report has both primary and secondary objectives. These are specified below:

#### **❖ Primary objectives**

General objectives is to gain the practical knowledge on the range of activities, policies associated with banking sector, customer service provided at different retail banking section of the bank. This report will also give the opportunity to relate our theoretical understanding with actual scenario in the light of banking services & state our findings & recommendation.

#### **❖ Secondary objectives**

- To give a brief overview of Prime banks Ltd.
- To have a close view as well as analyze the performance of the specific branch and the bank as a whole.
- To know about different customer services provided at different sections of the bank.

- To find out and provide recommendations for the internal and external lacking that would help to Prime Bank Limited for more progress.
- To study existing banker-customer relationship.
- To know how the bank build customers relationship.
- To know how to provide customers service.

### **3.5 Scope:**

The scope of this report is limited to the Prime Bank Ltd, Mohakhali Branch. The scope of the report is also limited by the information given by the bank. As the report is mainly based on practical observation, the scope was limited to the related department of this report, there was no scope of going outside the range and also the scope has narrowed to the branch operation and practices.

### **3.6 Limitations:**

- Prime Bank Ltd. maintains strict confidentiality about provide their financial information; therefore, it was quite difficult to obtain all the necessary data that was required to complete the report. In some cases assumption had to be use for some particular figures. Thus in those cases there could be a certain level of inaccuracy.
- Major part of this report is based on the face to face interviews, which consists of view and opinion of those people. In some cases some of them were not able to provide concrete facts or figures. In these cases as well some assumption had to be made.
- Since banks personals were very busy they could provide me very little time.
- Due to time limitations many of the aspects could not be discussed in the present report
- The nature of information of the project part is somewhat critical to analyze. It was quite difficult to have the sufficient knowledge and understanding in that particular field, in a short period of internship program.

## *CHAPTER TWO*

### *LITERATURE REVIEW*

#### **3.7 Literature Review:**

Customer service means to provide customers with good services in order to earn profit along with customer satisfaction. As service providing organization, providing best service is one of the mottos of the commercial banks. With the customers' perception as well as satisfaction, the mirror image of service quality in private commercial banks can be obtained. The achievement of the customers' satisfaction is the key feedback to improve service quality for any organization. Prime bank Ltd. is a swift rising Private Sector Bank and the Bank is already at the top slot in terms of quality service and value addition to the customers. The bank made pleasing improvement in all areas of its business operation.

From the beginning of the operation of Prime Bank Limited they are very much concern about customers satisfaction. From the past they are dealing with customer's satisfaction and time to time they are improving themselves and upgrading their service quality to satisfy their customers. As customer satisfaction is a very much important issue to them so that I have chosen this topic for my report.

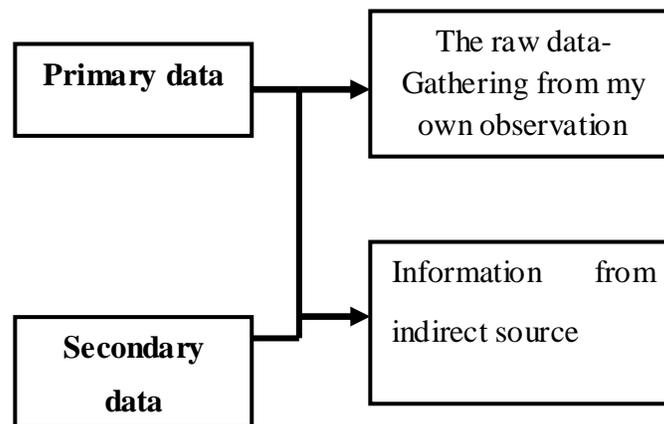
## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.8 Methodology:**

The methodology includes the methods, procedures, and techniques used to collect and analyze information. To prepare this report I have used two methods. And those methods were effective in preparing this report.

In this report I have used two types of data. These are as below:



Information collected to furnish this report is both from primary and secondary sources. This report is mainly based on primary data. But I have also used secondary data from different sources.

#### **Collection of Primary Data:**

Many of the data and information were collected from my practical experience and queries from the executives while doing my internship at Prime Bank Ltd. Besides that, most of the necessary information has been collected by face to face interview with the major clients of the bank and people working in different department, personal investigation with bankers, circular sent by Head Office and maintaining daily diary which contains all the activities that has been observe and done in the bank.

❖ **The primary sources are:**

- Practical observation.
- Face to face conversation with branch manager, officers and executives of the bank.
- Face to face conversation with the existing and new customers of PBL.
- Relevant document's studies as provided by the officers concerned.
- Personal diary (That contains every day experience in bank while undergoing practical orientation).

**Collection of Secondary Data:**

Many of the data in this report also has collected from some secondary sources.

❖ **The secondary sources are:**

- Annual report of PBL.
- Audit reports.
- Website.
- Relevant books, Research papers, newspapers and journals.

## **CHAPTER FOUR**

### **CUSTOMER SERVICE AT PRIME BANK LIMITED**

For every organization customer service is an essential part. Customers are the most vital asset of an organization. Without customers not a single business could exist in market. When the organization satisfies its customers, they not only help them to grow by continuing to do business with them, but recommend it to friends and associates. Customer service provides a valuable link between customers and the companies. PBL also try to provide best customer service to their customers. To keep the customers satisfied, PBL provides various types of service to its customers. By providing different types of depository and loans products PBL has positioned itself as a giant player in the banking industry.

PBL Mohakhali Branch serves its customers through their three departments. The services those PBL offers to satisfy its customers are given below:

#### **4.1 Customer Services of General Banking Department:**

By performing different types of activities this department provides services to its customers. The services provided by this department are:

##### **❖ Account Opening:**

Account opening is a vital work of general banking department. In this department customers open their account as their need. Banker-customer relationship begins through this account opening procedure. Along with account opening general banking department performs various tasks. Such as:

- ✓ Opening of different types of account.
- ✓ Issue of cheque book.
- ✓ Transfer and closing of account.
- ✓ Enquiry of account.
- ✓ Checking The Signature of the client
- ✓ Locker opening & closing

❖ **Opening Different Savings & Deposit Scheme:**

PBL deliberate various deposit schemes to meet all different needs of the customer. The following are the banking deposit schemes those PBL provides to satisfy its customers.

At a glance, different deposit schemes of PBL are explained below:

- **Short Term Deposit:** A short term deposit (STD) account is a running account with amounts being paid into and drawn out of the account continuously. These accounts are called Demand Deposits or Demand Liabilities since the banker is under obligation to pay the money in such deposits on demand. These accounts are generally opened by Business Organization, Public Institution, and Corporate Bodies. An STD account may be opened by an individual person. It is an interest bearing deposit. Interest is calculated on daily basis as per Banks Prescribed Rate and is credited to account on half yearly basis.
- **Fixed Deposit Receipts Scheme (FDR):** Under this scheme customer can devote a fixed amount of money for one month, three months, six months or twelve months for interest rate of 7.5%, 11%, or 11.5%.
- **Current Account:** Current Account is a non interest bearing checkable deposit (Demand Deposit) which allows the owner of the bank accounts to write check to third parties.
- **Savings Account:** Savings Account is an interest bearing checkable deposit (Negotiable order of withdrawal) which allows the owner of the bank account to write check to the third parties.
- **Monthly Benefit Deposit Scheme:**

<b>Maturity ( Years)</b>	<b>Installment (BDT)</b>	<b>Interest Rate (%)</b>	<b>Terminal Benefit</b>
3/5/10	1lac Multiple & Maximum Tk. 25lac	12.00	Tk. 1000 per Lac before Tax

- **Contributory Saving scheme:** This is a Savings Scheme in which a person gets the opportunity to build up savings by contributing monthly installments and receives an attractive fixed amount at the end of a specified term.

<b>Eligibly</b>	<ul style="list-style-type: none"> <li>• <b>Citizen</b></li> <li>• <b>Savings/ Current account holder</b></li> </ul>
<b>Maturity</b>	<ul style="list-style-type: none"> <li>• 5years</li> </ul>
<b>Minimum size of monthly installment</b>	<ul style="list-style-type: none"> <li>• Tk. 500/- and multiplies of Tk. 1000/-.</li> </ul>
<b>Maximum installment size</b>	<ul style="list-style-type: none"> <li>• Tk. 25,000/-</li> </ul>
<b>Rate of Interest</b>	<ul style="list-style-type: none"> <li>• 11%</li> </ul>
<b>Payable Amount</b>	<ul style="list-style-type: none"> <li>• According to installment 40000/- to 20,06000/-</li> </ul>

- **Lakhopati Deposit Scheme:**

<b>Maturity (Years)</b>	<b>Installment (BDT)</b>	<b>Inte rest Rate (%)</b>	<b>Terminal Benefit</b>
15	250.00	10.00	1,00,000.00
10	500.00	10.00	1,00,000.00
5	1300.00	10.00	1,00,000.00
3	2400.00	9.50	1,00,000.00

- **Education Savings Scheme:**

Name of the Scheme shall be "**Education Savings Scheme**". The Scheme shall be implemented through the Islamic Banking Branch. Deposit under the Scheme is acceptable at any branch of the Bank. The fund shall be transferred to Islamic Banking Branch. Similarly, the issuing Branch shall also make the payment of the Instrument under the Scheme on behalf of the Islamic

Banking Branch.

<b>Maturity ( Years)</b>	<b>Installment (BDT)</b>	<b>Interest Rate (%)</b>	<b>Terminal Benefit</b>
5	50,000 Multiple & Maximum Tk. 5.00 lac	10.75	Tk. 80,000 or Tk. 1,550 will be paid in case of pension

▪ **Double Benefit Deposit Scheme:**

<b>Maturity ( Years)</b>	<b>Installment (BDT)</b>	<b>Interest Rate (%)</b>	<b>Terminal Benefit</b>
6	25,000 Multiple & Maximum Tk. 25.00 lac	11.61	Double of Initial Deposit

▪ **House Building Deposit Scheme:**

<b>Maturity ( Years)</b>	<b>Installment (BDT)</b>	<b>Age Limit ( Years)</b>	<b>Interest Rate (%)</b>	<b>Terminal Benefit</b>
10	5,130.00	35	11.00	1,000,000.00
7	8,525.00	38		1,000,000.00
5	13,160.00	40		1,000,000.00
10	10,260.00	35		2,000,000.00
7	17,050.00	38		2,000,000.00
5	26,320.00	40		2,000,000.00

❖ **Master Debit Card:**

Very recently PBL has introduced the master debit card facilities to its customers. General banking department of PBL issue master debit card. This card has much more benefits than ATM cards. Withdrawal of money or shopping was no easier and convenient ever before, but now through the new offer of Prime Bank Master Debit Card it has become very easier. The SD/CD/STD account holder of Prime Bank can enjoy this debit card facility. They can use over 1300 ATMs all over Bangladesh and can get advantage in the MasterCard branded network.

The benefits that the master debit card provides are given below:

Cash Withdrawal	<ul style="list-style-type: none"> <li>● Any Prime Bank's ATM booth</li> <li>● All DBBL booths.</li> <li>● MasterCard branded ATM booths of other banks</li> </ul>
Transaction at MasterCard Branded POS	<ul style="list-style-type: none"> <li>● 'No fee' to make purchases</li> </ul>
Balance Enquiry	<ul style="list-style-type: none"> <li>● Free Balance Enquiry facility at any ATM booth of Prime Bank and DBBL.</li> </ul>
Transaction Limit	<ul style="list-style-type: none"> <li>● up to five transactions in a day</li> </ul>
Daily Spending Limit	<ul style="list-style-type: none"> <li>● ATM : up to Tk. 50,000.00</li> <li>● POS : up to Tk. 1,00,000.00</li> </ul>
PIN Change	<ul style="list-style-type: none"> <li>● Can change the PIN number of debit card freely at any ATM booths of Prime Bank and DBBL.</li> </ul>

❖ **Bill and Fees Collection:**

General banking department of PBL collects utilities bill and Mohakhali Branch of PBL collects tuition fees of BRAC University and East West University.

Besides these service general banking department provide services to the customers by providing different types of information according to customers need.

**4.2 Customer Services of Foreign Exchange Department:**

Foreign exchange department provides service through three sections under foreign exchange department. These are: Export section, Import section and Foreign Remittance section.

❖ **Export & Import section:**

International Trade is full of challenges & risks. Exporters & Importers negotiate through banks just to minimize this risk. Therefore, a bank has to be very cautious in dealing with the foreign transactions so that it can minimize the risk for their clients as well as can gain some profit from this business. In this section it can be minimize the risk for their clients as well as can gain some profit from this business. Export and Import section helps different organizations by opening their L/C in exporting and importing. They also open Back to Back L/C for the organization and try to help their clients. Some of the organizations name those open always export L/C from PBL Mohakhali Branch are given below:

<b>Name of the Company</b>	<b>Exported Item</b>
S.F. Denim Apparels Ltd.	Fabric
S.F. Fashion Wears Ltd.	Fabric
S. F. Apparels Ltd.	Fabric
Amex Ltd.	Fabric
Amotex Ltd.	Sweater
Haque Textile Ltd.	Fabric

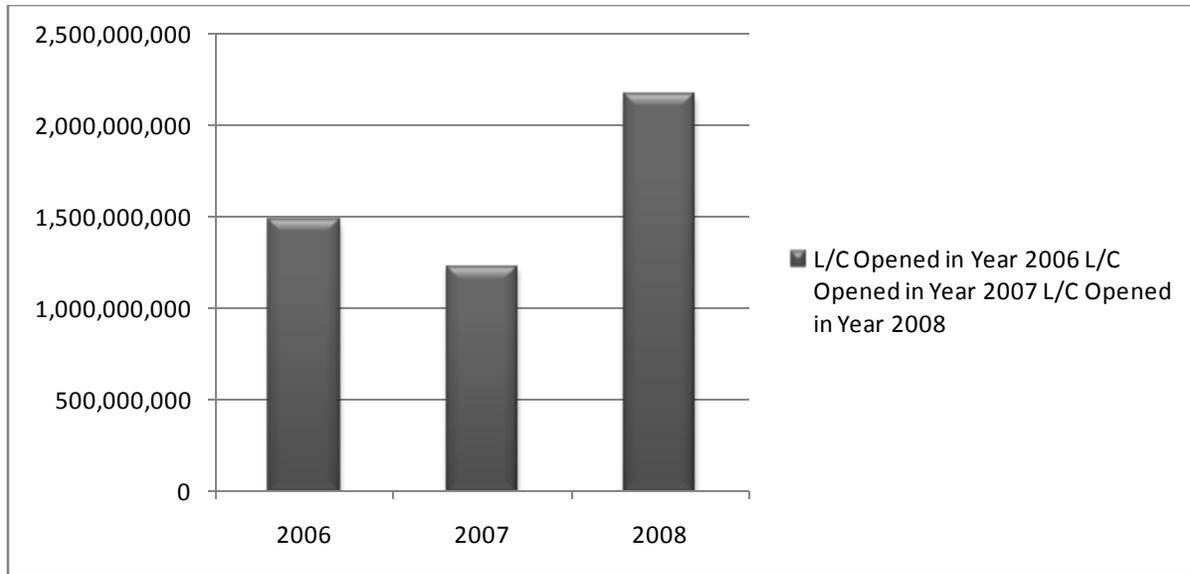
A & A Accessories Ltd.	Poly Bag
Friends Composite Industries Ltd.	Fabric
Titas Sweater	Sweater
Square Spinning Kills Ltd.	Yarn
Square Toiletries	Soap
Square Consumer Products	FMCG
Square Pharmaceuticals	Medicine

**Figure 04: Organizations those open export L/C from PBL Mohakhali Branch**

Foreign Exchange department of PBL Mohakhali Branch open lots of L/C in every year. Amount of import L/C opened in the year of 2006, 2007 and 2008 is given below:

<b>Year</b>	<b>Amount in BDT</b>
2006	1,483,535,000
2007	1,230,233,000
2008	2,172,015,000

**Figure 05: Amount of import L/C opened**



**Figure 06: Amount of Import L/C opened**

#### ❖ Foreign Remittance section

Foreign Remittance section provides both outward and inward remittance.

- **Outward Remittance:** Outward Remittance includes sale of foreign currency by TT, Drafts, Travelers' cheque as well as the payment against imports into Bangladesh and Local currency credited to Non-resident Taka Accounts of Foreign Banks or Convertible taka Account. There are three types of outward remittances which again has several categories. The Mohakhali branch of PBL remits currency in almost all the categories though in a very limited range. A very brief view of those categories is given below:

#### 1. Private Remittance

- ✓ Family remittance facility
- ✓ Remittance of membership fees
- ✓ Education
- ✓ Remittance on consular fees
- ✓ Travel
- ✓ Health & medical
- ✓ Remittance for Hajji
- ✓ Other private remittance

## 2. Official and Business Travel

- ✓ Official visit
- ✓ Business travel quota for new exporters
- ✓ Business travel quota for new importers and non-exporting producers
- ✓ Exporter's retention quota.

## 3. Commercial Remittance

- ✓ Opening for branches or subsidiary companies abroad
  - ✓ Remittance of Royalty and technical fees
  - ✓ Remittance on account of training and consultancy
  - ✓ Subscription to foreign media services
  - ✓ Bank Charges
- **Inward Remittance:** Inward remittance includes the purchase of foreign currency by TT, Drafts as well as purchases of bills, Traveler's cheque. The following points are included
- Inward Remittance done by Authorized Dealers:
- ✓ Purchase of foreign currency notes
  - ✓ Encashment of Traveler's cheque
  - ✓ Encashment of TT
  - ✓ Purchase and collection of foreign Draft

### 4.3 Customer Services of Credit Department:

Credit Department of PBL serves customers by providing them different types of loans according to customers need. PBL strive to remain competitive and are committed to constantly reviewing both their lending policies and rates to ensure that customers get the best deals from them. They mainly offered two types of loans. These are: Business Loan & Personal/ Retail Loan. Business Loan is mainly provides for business purpose and personal loans are provided according to consumers need.

- **Swapnaneer Home Loan:**

Purpose	<ul style="list-style-type: none"><li>● Construction of own building /home</li><li>● Purchase of flat/building</li><li>● Apartments under construction is also considered</li></ul>
Criteria to be eligible	<ul style="list-style-type: none"><li>● Age: At least 25 years</li><li>● Professional Experience:<ul style="list-style-type: none"><li>- Permanently employed at least for 02 years</li><li>- Professional experience or business establishment for at least 2 years</li><li>- Minimum Monthly Income BDT 30,000</li></ul></li></ul>
Loan Limit	<ul style="list-style-type: none"><li>● Maximum 1 crore</li><li>● Minimum BDT 500,000/-</li></ul>
Security	<ul style="list-style-type: none"><li>● Mortgage and original title deed</li><li>● Irrevocable General Power of Attorney (IGPA)</li><li>● Customer protective insurance coverage</li><li>● Property insurance covering fire, earthquake, flood &amp; cyclone</li></ul>

▪ **Swapnapuron Loan:**

Purpose	<ul style="list-style-type: none"> <li>● Daughter's wedding,</li> <li>● vacation,</li> <li>● son's/daughter's admission to a foreign university,</li> </ul>
Criteria to be eligible	<ul style="list-style-type: none"> <li>● Age: At least 25 years</li> <li>● Professional Experience <ul style="list-style-type: none"> <li>- Permanently employed at least for 02 years</li> <li>- Professional experience or business establishment for at least 2 years</li> <li>- Minimum Monthly Income BDT 30,000</li> </ul> </li> </ul>
Loan Limit	<ul style="list-style-type: none"> <li>● Loan amount maximum 30 lac</li> </ul>
Security	<ul style="list-style-type: none"> <li>● Mortgage and original title deed</li> <li>● Property insurance covering fire, earthquake, flood, and cyclone</li> <li>● Irrevocable General Power of Attorney (IGPA)</li> </ul>

▪ **Car Loan:**

Purpose	<ul style="list-style-type: none"> <li>● Purchase of Brands new cars</li> <li>● Purchase of Re-conditioned cars</li> </ul>
Criteria to be eligible	<ul style="list-style-type: none"> <li>● Age: At least 25 years</li> <li>● Professional Experience <ul style="list-style-type: none"> <li>- permanently Employed for at least 2 years by a well-reputed organization including at least 6 months with present employer</li> <li>- Professional experience or business establishment for at least 2 years (with adequate proof)</li> <li>- Minimum Monthly Income: <ul style="list-style-type: none"> <li>Salaried: BDT 20,000</li> <li>Self Employed: BDT 40,000</li> </ul> </li> </ul> </li> </ul>

Loan Limit	<ul style="list-style-type: none"> <li>• Maximum 20,00,000/-</li> </ul>
Security	<ul style="list-style-type: none"> <li>• Hypothecation over the car</li> </ul>

▪ **CNG Conversion Loan:**

Purpose	<ul style="list-style-type: none"> <li>• Help to convert your personal vehicle to CNG</li> </ul>
Criteria to be eligible	<ul style="list-style-type: none"> <li>• Age: At least 21 years</li> <li>• Professional Experience <ul style="list-style-type: none"> <li>- permanently Employed for at least 2 years by a well-reputed organization including at least 6 months with present employer</li> <li>- Self employed: Professional experience or business establishment for at least 4 years (with adequate proof)</li> <li>- Minimum Monthly Income:- <ul style="list-style-type: none"> <li>Salaried: BDT 10,000</li> <li>Self Employed: BDT 25,000</li> </ul> </li> </ul> </li> </ul>
Loan Limit	<ul style="list-style-type: none"> <li>• maximum 01 lac</li> </ul>
Security	<ul style="list-style-type: none"> <li>• Personal guarantee of the borrower/s</li> <li>• One personal guarantee acceptable to Prime Bank</li> </ul>

▪ **Household Durables Loan:**

Purpose	<ul style="list-style-type: none"> <li>• buying furniture</li> <li>• home appliances</li> <li>• household durables</li> </ul>
---------	---

Criteria to be eligible	<ul style="list-style-type: none"> <li>● Age: At least 21 years</li> <li>● Professional Experience <ul style="list-style-type: none"> <li>- permanently Employed for at least 1 year by a well-reputed organization including at least 6 months with present employer</li> <li>- Self employed: Professional exercise for at least 3 years (with adequate proof)</li> </ul> </li> <li>-Minimum Monthly Income: <ul style="list-style-type: none"> <li>Salaried: BDT 10,000</li> <li>Self Employed: BDT 25,000</li> </ul> </li> </ul>
Loan Limit	<ul style="list-style-type: none"> <li>● maximum 05 lac</li> </ul>
Security	<ul style="list-style-type: none"> <li>● Personal guarantee of the borrower/s</li> <li>● One personal guarantee acceptable to Prime Bank</li> </ul>

▪ **Marriage Loan:**

Purpose	<ul style="list-style-type: none"> <li>● Fulfill long-cherished priorities and expenditures of your wedding</li> </ul>
Criteria to be eligible	<ul style="list-style-type: none"> <li>● Age: At least 25 years</li> <li>● Professional Experience <ul style="list-style-type: none"> <li>- permanently Employed for at least 1 year by a well-reputed organization including at least 6 months with present employer</li> <li>- Self employed: Professional exercise for at least 2 years (with adequate proof)</li> </ul> </li> <li>-Minimum Monthly Income: <ul style="list-style-type: none"> <li>Salaried: BDT 10,000</li> <li>Self Employed: BDT 25,000</li> </ul> </li> </ul>

Loan Limit	<ul style="list-style-type: none"> <li>• Maximum 03 lac</li> </ul>
Security	<ul style="list-style-type: none"> <li>• Personal guarantee of the borrower/s</li> <li>• One personal guarantee acceptable to Prime Bank</li> </ul>

▪ **Education Loan:**

Purpose	<ul style="list-style-type: none"> <li>• Parents/guardians/students for those who want to fulfill their dreams.</li> </ul>
Criteria to be eligible	<ul style="list-style-type: none"> <li>• Age: At least 25 years</li> <li>• Professional Experience <ul style="list-style-type: none"> <li>- permanently Employed for at least 2 year by a well-reputed organization including at least 6 months with present employer</li> <li>- Self employed: Professional exercise for at least 2 years (with adequate proof)</li> </ul> </li> </ul> <p style="text-align: center;">-Minimum Monthly Income: Salaried: BDT 10,000 Self Employed: BDT 25,000</p>
Loan Limit	<ul style="list-style-type: none"> <li>• Maximum 05 lac</li> </ul>
Security	<ul style="list-style-type: none"> <li>• Personal guarantee of the borrower/s</li> <li>• One personal guarantee acceptable to Prime Bank</li> </ul>

▪ **Any purpose Loan:**

Purpose	<ul style="list-style-type: none"> <li>• Aailed for any purpose deemed appropriate for lifestyle &amp; personal exigencies including purchase of household items.</li> </ul>
Criteria to be eligible	<ul style="list-style-type: none"> <li>• Age: At least 23 years</li> <li>• Professional Experience <ul style="list-style-type: none"> <li>- permanently Employed for at least 2 year by a well-reputed organization including at least 6 months with present employer</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- Self employed: Professional exercise for at least 2 years (with adequate proof)</li> <li>-Minimum Monthly Income: Salaried: BDT 10,000 Self Employed: BDT 25,000</li> </ul>
Loan Limit	<ul style="list-style-type: none"> <li>• maximum 10 lac</li> </ul>
Security	<ul style="list-style-type: none"> <li>• Personal guarantee of the borrower/s</li> <li>• One personal guarantee acceptable to Prime Bank</li> </ul>

▪ **Loan against Salary:**

Purpose	<ul style="list-style-type: none"> <li>• Home renovation, marriage, purchase house hold etc</li> </ul>
Criteria to be eligible	<ul style="list-style-type: none"> <li>• Age: At least 21 years</li> <li>• Professional Experience <ul style="list-style-type: none"> <li>- permanently Employed for at least 2 year by a well-reputed organization including at least 6 months with present employer</li> </ul> </li> </ul>
Loan Limit	<ul style="list-style-type: none"> <li>• maximum 3 lac</li> </ul>
Security	<ul style="list-style-type: none"> <li>• Employer Certificate incorporating to pay the monthly installments by deduction from salary of the concerned applicant.</li> </ul>

▪ **Hospitalization Loan:**

Purpose	<ul style="list-style-type: none"> <li>• Home renovation, marriage, purchase house hold etc</li> </ul>
Criteria to be eligible	<ul style="list-style-type: none"> <li>• Age: At least 21 years</li> <li>• Professional Experience <ul style="list-style-type: none"> <li>- permanently Employed for at least 2 year by a well-reputed</li> </ul> </li> </ul>

	organization including at least 6 months with present employer
Loan Limit	<ul style="list-style-type: none"> <li>• maximum 3 lac</li> </ul>
Security	<ul style="list-style-type: none"> <li>• Employer Certificate incorporating to pay the monthly installments by deduction from salary of the concerned applicant.</li> </ul>

Besides that Credit department also provides doctors loan, travel loan etc loan to its customers.

**CHAPTER FIVE**  
**FINDINGS & ANALYSIS WITH RECOMMENDATIONS**

**5.1 General Banking Department:**

General banking department does the fundamental activities of the bank. This dept is assigned with the task of continuing the daily transaction of the banks activity and give customers the basic services.

❖ **Account Opening:**

Account opening is the regular and very important task of the GB dept. everyday lots of customers open different types of account. All these account are opened in a procedure. These are as follows:

- ✓ **Step 1:** Receiving application form and signature card mentioning what type of account is desired to be opened by the customers.
- ✓ **Step 2:** The account should be properly introduced by an existing account holder of the Bank.
- ✓ **Step 3:** The form is properly filled up by the applicant. When the fill up form is submitted to the bank then two copies of passport size photographs are taken from the account holder duly attested by the introducer, also one copy passport size photograph of nominee duly attested by A/C holder, photocopy of birth certificate/ passport/ voter id card no of both A/C holder and nominee and income source copy of A/C holder are taken by the bank.
- ✓ **Step 4:** Authorized Officer accepts all these things and if all are ok then the officer give a account number and a deposit slip book to the A/C holder.
- ✓ **Step 5:** According to account type minimum balance is deposited by the A/C holder and here only cash is accepted.

In Mohakhali branch of PBL, this section is doing well for the following reasons:

- At PBL, the employees have a very good communication skill. At the time of opening an account of a customer, the employees make a good interaction with the customers. They really behave well with customers to make a long-term relationship with them.

- The employees of account opening section are very much cooperative and helpful. They always try to help the customer at their utmost service. There are different types of customers in the bank. But they can deal with all these types of customers efficiently and cooperatively.

However, at the same time they have some lacking in the process of opening accounts. These are listed below:

- There is less number of employees on this branch and two of them are looking after this account opening. Sometimes when more than two customers come to open account then the employees do not become able to serve good way to all.
- Sometimes it has been seen that there is a lack of sincerity among the employees of account opening sections. They don't fulfill their daily activities, as a result, they have to face pending problem.
- If authorized employee of account opening is absent in any reason then other employee look after it, who has lack of knowledge about different matters. Because of this, employees face difficulties and also disturbance is occurred in providing services to the customers. This is only because they are not given proper training before starting the work.
- Job rotation is not adequate in this department. Repetitive job causes monotony for the employees. As a result, job dissatisfaction exists among the employees.
- Letter of thanks is to be sent to the introducer as well as to the a/c holder to confirm the authenticity of a/c holder and to get feedback from the introducer if finds any dissimilarity by him. But it is not practiced.

### **Recommendation:**

In recommendations, certain suggestions can be followed. They are given below:

- Proper training should be given, so that they get to know about the real problems before starting their job.
- Employees should be more sincere about their responsibility.
- Employees should be more careful about their duties. Customer satisfaction is a big deal, but they should also keep other activities in mind as well so that operational lapses cannot

be occurred in this branch. To reduce the number of pending files, account should not be opened without required information.

- The jobs of officers in this department should be rotated regularly for a specified time so that everyone knows other person's job. This will help to motivate the employees.
- Thanks Letter should be sent for the aforesaid reason. In addition, it also builds up banker-customer relationship.

❖ **Opening Different Savings & Deposit Scheme:**

PBL offers its customers different savings and deposit scheme. These schemes are really attractive to customers as from the lower class to upper class people all get benefit from these schemes. Though it gives many attractive offers to its customers but there are some conditions for getting these benefits. For getting any of the offers customers must have to have a savings account with this bank. For that reason if any one suddenly wishes to take a scheme he or she will not be able to take that.

**Recommendation:**

- For opening any schemes customers must have to have a savings A/C on that bank. If anyone does not have any savings A/C then they will not be able to get the schemes which should not happen.

❖ **Master Debit Card:**

Recently PBL is offering master debit card to its customers which has more benefit than ATM cards. If customers have savings account on PBL then they can apply for master debit card.

**Fees and Charges of master debit card**

Features	Fees and Charges		
	Prime Bank ATM	DBBL ATM	Other MasterCard Branded ATM
Issuing Charge (Only for the first time)	Tk. 500 + 15% VAT	-	-
Annual Service Charge	Tk. 500 + 15% VAT	-	-
Card Replacement Charge	Tk. 300 + 15% VAT	-	-
PIN Replacement Charge	Tk. 200 + 15% VAT	-	-
Cash withdrawal Fee	Free	Free	Tk. 150 per transaction
Balance Enquiry Fee	Free	Free	Tk. 30 per transaction
Unsuccessful transaction	Free	Free	Tk. 30 per transaction

*Figure 07: Fees and Charges of master debit card*

The master debit card provides more benefit than the ATM card. These are:

- Master debit card of PBL provides shopping facilities on mega shops whereas ATM card do not provide this facility.
- Transaction limit of master debit card is more than the ATM card.
- Master debit card provides free Balance Enquiry facility at any ATM booth of Prime Bank and DBBL whereas ATM card cut charges for it.
- Free-of-cost cash withdrawal facility from any Prime Bank's ATM booth and all DBBL booths.

Definitely, PBL has some negative sides along with those positive sides. The negative sides are described below:

- Issuing charge of master debit card is Tk. 500 + 15% VAT which is too high. If students want to use the card then it is not affordable to them.
- Annual Service Charge of master debit card is Tk. 500 + 15% VAT which is also very high.
- Replacement charge is Tk. 300 + 15% VAT which is also high of this master debit card.

**Recommendation:**

- Issuing charge of master debit card should be less than the students also can afford it.
- Card may lose in any sudden accident. In that case replacement charge should be less.
- Annual Service Charge of master debit card should be fewer.

❖ **Bill and Fees Collection:**

PBL general banking dept collects bill and tuition fees. General banking department of PBL Mohakhali Branch collects utilities bill and also collects tuition fees of BRAC University and East West University. In this GB department the service must be quick enough to impress the customer and in this department all the transactions are taking place. Therefore, this department should be maintained well enough.

At PBL, experienced employees handle the cash department. They have been working there for a long period of time. Moreover, the employees are very helpful and try to make the customers happy, even if the customers behave rudely with the employees.

As PBL is a well reputed bank in Bangladesh so they have lots of customers. Besides that everyday lots of people come to give utility bill and also lots of students come to give their tuition fees. To serve all of them in this branch they have a very limited number of employees. So the following problems are happening in this branch:

- Always the GB dept is crowded as lots of customers come together. As this branch collects tuition fees of students so when a semester starts then lots of students come here to pay tuition fees. As lots of customers come together so sometimes it happens that many of them wait on standing as there is not proper sitting arrangement.
- As there is less number of employees so customers have to wait long time.
- Sometimes the employees take more time to serve one customer. Then the others have to wait long time which should not happen.

### **Recommendation**

In recommendation, the followings can be suggested

- Sitting arrangement in this department should increase.
- This department should take more employees to serve customers.
- Employees should be more efficient to serve customers.

### **❖ Internet Banking:**

PBL offers internet banking to its customers. Internet banking offers customers to do bank transactions wherever they are and anytime they want. It is safe and convenient to access the account 24hours and 7days in a week. Facilities provided by Internet Banking are:

- ✓ Balance enquiry
- ✓ View account statement
- ✓ View loans schedule
- ✓ View deposit schedule

For applying internet banking customers have to go through a procedure which is given below:

- ✓ **Step 1:** Download the internet banking application form this link or collect the internet banking application form from Prime Bank branch.
- ✓ **Step 2:** Fill up all the account details.
- ✓ **Step 3:** The internet banking application form must be signed by account holder.
- ✓ **Step 4:** Submit the form to your respective branch office.
- ✓ **Step 5:** Prime Bank will send the password by mail.

Internet banking facility of PBL provides different types of facilities but there are some facilities those the internet banking of PBL does not provide. The customer cannot pay their utility bill (like Electricity, WASA, GAS, Telephone, Mobile, ISP etc.) through it.

**Recommendation:**

- PBL's internet banking does not provide the utility bill payment services. So Internet banking of PBL should provide this service.

**5.2 Foreign Exchange Department:**

Foreign Exchange Department deals with international trade. It facilitates international trade through its various modes of services like export, import and remittance. The export or import has motivated by the Prime Bank Ltd. to the foreign exchange business, particularly to open the letter of credit. A letter of credit offer advantages both the importer and exporter. The advantages accruing to either of the parties differ depending upon the nature of credit opened.

Foreign Exchange Department performs many functions to facilitate the foreign exchange transactions. These are:

- ✓ Facilitating Import Trade
- ✓ Facilitating Export Trade
- ✓ Providing Funded and Non-funded Credit Facility
- ✓ Provide Non Commercial Remittance
- ✓ Maintaining Foreign Currency Accounts
- ✓ Selling of Foreign Currency Bond

- ✓ Preparation and Submission of Statements

### **Recommendation:**

In recommendation, the followings can be suggested:

- In the Mohakhali branch of Prime Bank Ltd., the Foreign Exchange Department is dealing with a narrowed group of clients. It is good to have trustworthy clients even if their number is limited, however it increases client bargaining power over the bank and there is always a risk that if a major client leaves the branch, the base of business would become weaker. To widen the range of Foreign Exchange business and to reduce the risk, the branch can think about being diversified in their foreign exchange business.
- In order to do any kind of foreign trade whether be it Remittance, Export or even Import charges are applicable everywhere. Charges includes: SWIFFT charges (charges for sending the L/C electronically), Document Handling charges, Stamps charges as well as VAT. Prime Bank Ltd. will be able to attract more customers by reducing these charges.
- Being a well reputed bank, Prime Bank Ltd. no longer wants to conduct smaller L/C request coming from SMEs'. As a result, they are disregarding a he number of potential customers. The bank now pays more attention to big customers and if their attitude toward smaller business does not change soon, they might fall far behind its competitor.
- A customer is required to pay the bank a certain percentage of the total L/C value in advance before opening an L/C, which is called L/C margin. If Prime Bank Ltd. reduces the rate of margin then perhaps they can attract more customers. At the moment, companies with good relationship with the bank only benefits with lower margin level over others.

### **5.3 Credit Department:**

Credit division of PBL Mohakhali branch performs the lending and lending related activities. Their duties are:

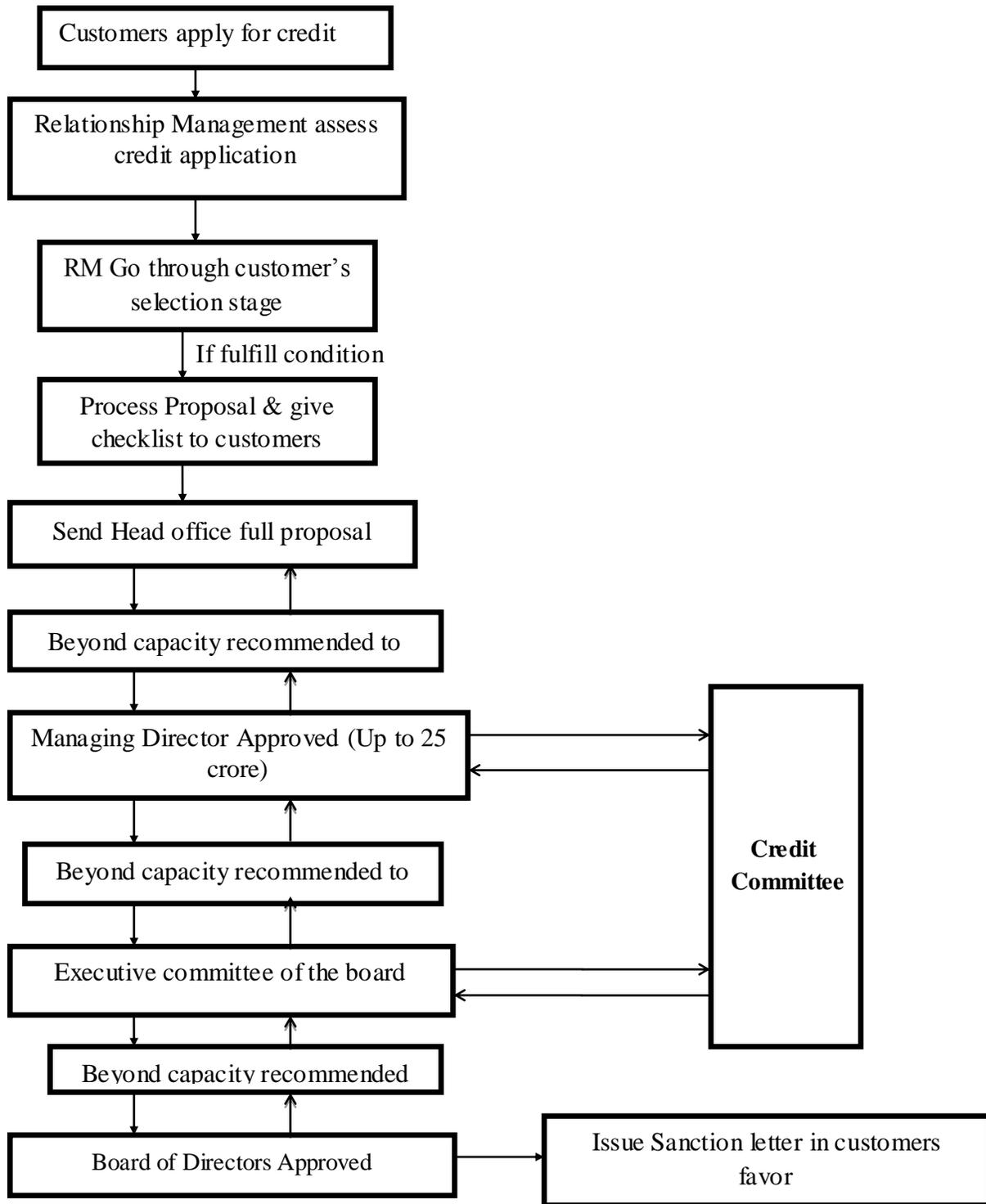
- ✓ To manage the portfolio of the bank,
- ✓ To receive credit proposal from other branches,

- ✓ To appraise and approve the loan proposals
- ✓ To monitor and follow up the loans and advances provided by the bank
- ✓ To set up prices for credits and ensure their effectiveness
- ✓ To prepare various statement to Bangladesh bank

Credit department of PBL provides two types of credit. These are:

- I. Business Credit
- II. Personal Credit

Credit approval process of PBL is given below briefly:



*Figure 08: Credit approval process*

Credit dept of PBL deals with the credit related function. It is their main duty. There are some positive issues of this dept. These are:

- Before approved credit of the customers they justify the background of the customers that they are eligible or not to repay the loan.
- If necessary they go for factory visit too.
- They also justify customer's involvement that how much customers are involvement in this loan.
- Before financing they also take information about customers. Collect CIB report.
- They also check that customers are able or not to provide security against the loan.

As they check these things before financing so they face less problem of customer's default.

Though they have some positive issues but they have some negative aspects too. These are:

- Credit approval process is too lengthy.
- The main power of credit approval is in the hand of the head office. Where there are lots of customers whom branch manager know personally but the head office do not know. For them also head office has to go through the whole process for approving loan which is time consuming.
- Sometimes it happens that for approving loan employees do not properly judge all the documents of the customers which should not happen.

### **Recommendation:**

Some aspects those can be suggested for this dept are:

- Bank should reduce some of its formalities to give loan
- Bank should provide more power to branch manager to sanction credit and credit assessment.
- Monitoring should be strictly followed by the bank to reduce risk.

## *CHAPTER SIX*

### *CONCLUSION*

Prime Bank limited is a modern commercial bank. It is committed to provide high quality financial services / products to contribute to the growth of G.D.P. of the country through stimulating trade & commerce, accelerating the pace of industrialization, boosting up export, creating employment opportunity for the educated youth, raising standard of living of limited income group and overall sustainable socio-economic development of the country.

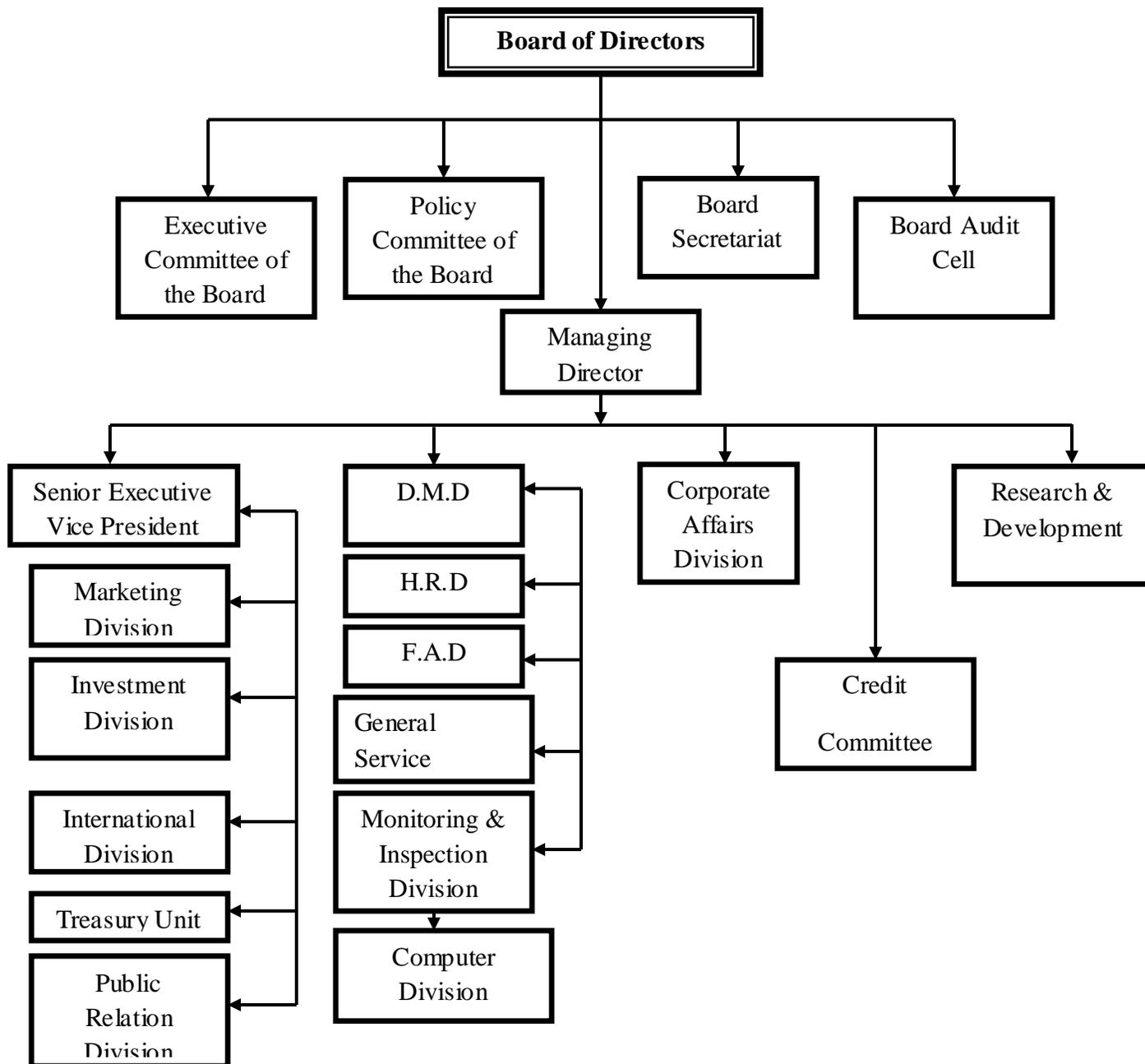
The Bank is operating efficiently with its existing products and services. It has remained profitable from the inception of its operation in the commercial banking sector. The emergence of fierce competition and adverse economic condition has forced the bank to be innovative in offering its products and customer services. Service quality is a critical component of customer perceptions. In the case of pure services, service quality will be the dominant element in customers' evaluations.

The services which the Bank provides to their clients are very prompt and quality one compare to other private or foreign banks. So Prime Bank is the bank, which will survive in the banking sector of the world on the slogan "**A Bank with a difference**".

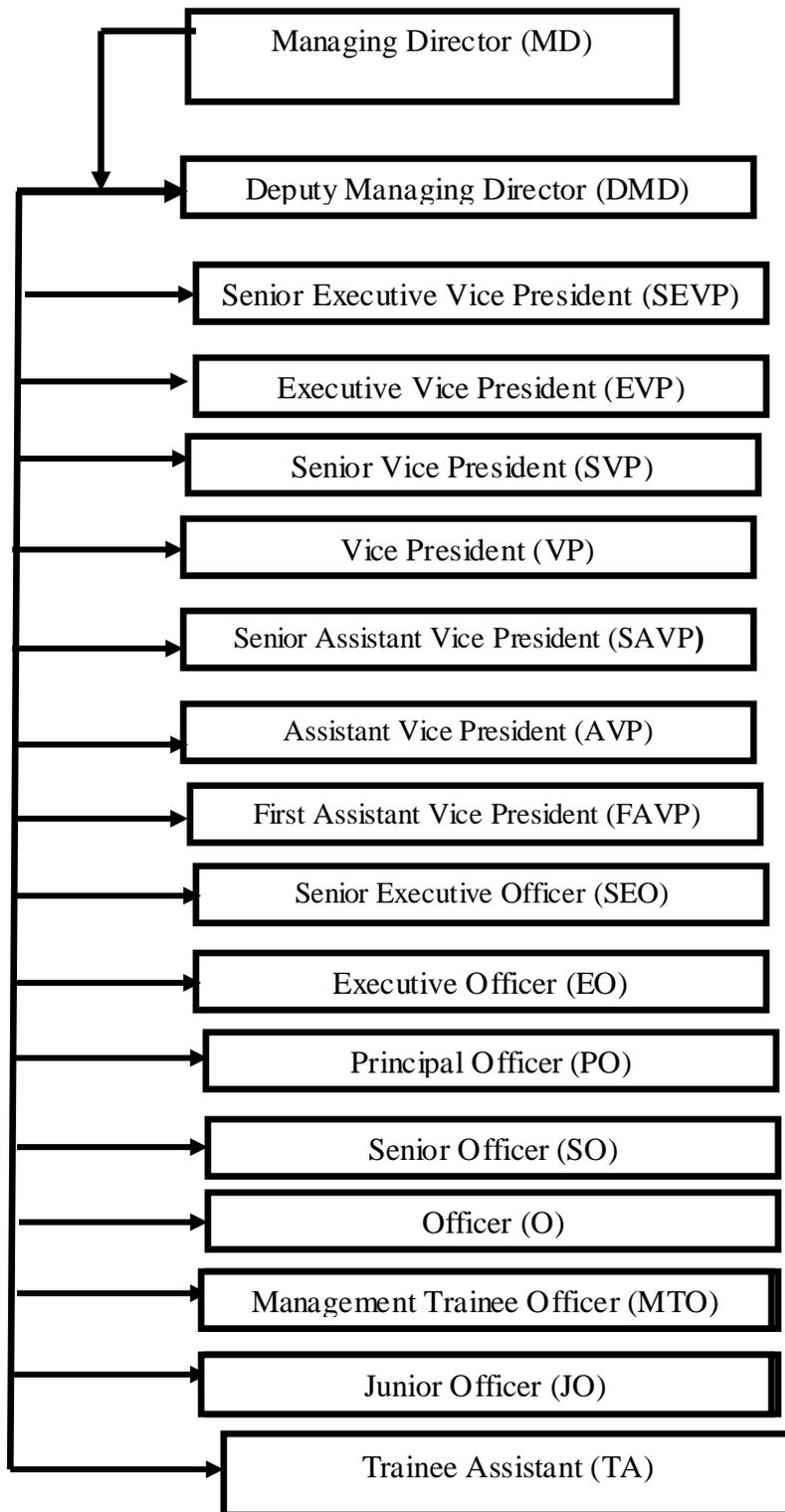
## **BIBLIOGRAPHY**

1. Website: <http://www.primebank.com/>
2. Annual report 2004-2008, Prime Bank Limited
3. Foreign Exchange Manual of Prime Bank Limited
4. Kotler, F. (2000) Marketing Management. 10th ed, New Delhi: Prentice Hall
5. Organizational Behavior, 11<sup>th</sup> Edition, Robbins, Stephen P. Prentice Hall. India
6. Several Booklets & Newspapers from Prime Bank Limited.
7. Different types of products of Prime Bank Limited i.e. Leaflets, Brochures etc.

## APPENDIX



*Organogram of Prime Bank Ltd*



*Management Hierarchy of Prime Bank Limited*

**PRIME BANK LIMITED**

**Credit Division**

**Head Office**

-----

Subject : \_\_\_\_\_

**Date :**

(Figures in Lac Taka)

Company Name : .....			Industry Name : .....		
(As per CIB Guideline)					
Address : .....			Factory:.....		
Business.....					
Phone : .....		Fax : .....		E-mail : .....	
Customer ID No : .....					
Lending Category : .....		Sector Code: .....		Purpose Code: .....	
Group Name : .....			Originating Branch : .....		
Group Code: .....					
MAJOR OWNERSHIP			MANAGEMENT/DESIGNATION		
Name		Share %	Networth Taka		
Name:		---	---		
S/O :					
W/O:					
Present Address:					
Permanent Address:					
.....					

.....			
.....			
.....			
Total	----	----	----
Date of Establishment : -----	Account opened on : -----	Account No: -----	
--			
Customer Code(CIB) : -----	TIN No: -----	Paid-up Capital : -----	
-.			
Total Networth : -----	Investment in Business : -----	Nature of Business : -----	
Banking with Prime Bank Limited since -----	in the name of M/S. -----		
-----			
Original Limit : -----	Sanctioned by Head Office/Branch on -----		
	-		
Comments in last HO / BB inspection report, if any : -----			
--			

Contd... P/01

**A/C.** ----- **Branch.** \_\_\_\_\_

ALLIED DEPOSITS AS AT .....					ORIGINATING REASON	
Type	Encumbered	Unencumbered		Total	Marketed by the Bank	<input type="checkbox"/>
					Customer approached the Bank	<input type="checkbox"/>
					Part of Special Scheme Bank/ Govt.	<input type="checkbox"/>
					(Mention name of the Scheme)	<input type="checkbox"/>
					Referred by individual	<input type="checkbox"/>
		2000	2001	2002		
Volume of Import L/Cs						
Volume of Export Bills						
Volume of L/Gs						
Volume of Remittances					Name of Person who referred	-----

\*\*\_Lending Category :

I. Agricultural (AG)	VII. Other Exports (OE)
II. Large and Medium Scale Industry (Term Loan) LM	VIII. Other commercial lending (OC)
III. Working Capital (Jute) – WJ	IX. Urban Housing (UH)
IV. Working Capital (other than Jute) - WO	X. Special Programme
V. Jute Trading (JT)	a) Small Industry (Term Loan)
VI. Jute & Jute Goods Export (JE)	b) Other special Programme (OS)
	XI. Other (OT)

(Fig. in lac Taka)

FACILITIES SUMMARY    New <input type="checkbox"/> Renewal <input type="checkbox"/> Increase <input type="checkbox"/> Delinquent <input type="checkbox"/>												
Existing facility							Proposed Facility			Security Value		
Nature	Limit	Outst.	Overdue	Expiry	Adj. Times	Recycle Times	Limit	Expiry	FDR/SDR	Property	Others (Specify)	Total



**A/C. ----- Branch\_**

GROUP NAME : -----

Group Code: .....

Other Group Liabilities with Prime Bank Limited :

Company / Trade Name	Existing Facilities					Security Value				
	Nature	Limit	Outstanding as at .....	Expiry	Over dues	CL status	FDR	Property	Others	Total
	Cash									
	Contg									
Total										
Total ( Group)	Cash									
	Contg									

Income during last 12 months (In case of new customer Projected income for the next 12 months to be furnished)	FINANCIAL <input type="checkbox"/> Audited <input type="checkbox"/> Un-audited			
Commission/Exchange/Fees : -----	1999 (Actual)	2000 (Actual)	2001 (Actual)	2002 (Projected)
	Sales/Revenue			
Interest Income net COF : -----	Net Profit			
<b>Total :</b>	Total Debt			
	Total Assets			
	Tangible Net worth			

Allocation of Credit for this Sector :	(To be filled in by Head Office)
Total Allocation for the year	
Sanctioned Limit	
Outstanding	

Liabilities with other Banks: (as per declaration of the customer)							
Bank Name	Name of Account	Nature of facility	Limit	Outstanding as at .....	Overdue	CL Status	Remarks
Total Group	Cash						
(Other Banks)	Contingent						
Total							

**A/C. ----- Branch.**

	RISK				OVERALL BORROWING QUALITY			
	Good	Acceptable	Marginal	Poor	Good	Acceptable	Marginal	Poor
Business Risk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security Risk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Date of Customer's request :		Proposal received at Head Office on :			Analysis completed on :		Level of Approval Required:	

**Details of the proposed facilities :**

a) Nature of Credit Facility	:	
b) Amount	:	
c) Margin	:	
d) Rate of Interest	:	

e) Validity / Expiry	:	
f) Mode of Repayment	:	
g) Purpose	:	
<b>h) Security / Collateral</b>	:	
i)		
ii)		
iii)		
iv)		
v)		
vi)		

(Different table may be used for different types of credit facilities)

Contd... P/04