



Jamuna Bank limited
your partner for growth

Internship Report
On
Customer Satisfaction of Jamuna Bank Limited



Submitted To

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Letter of Transmittal

10th March, 2014.

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Subject: Submission of Internship Report.

Dear Sir,

It is my great pleasure to submit this report on “**Customer Satisfaction of Jamuna Bank Limited**” as a part of my BBA curriculum. To prepare this report, I have gathered what I believe to be the most complete information available. The experience will remain as a valuable asset of immense useful in my life.

I have worked hard preparing this report and sincerely tried to make the paper a comprehensive one within the given time span. I will be always available for answering any query regarding this paper. I believe that the preparation to prepare my report will help me to work at banking sector.

Thanking you

Rifat Al Mahmud

ID- 09304088

BRAC Business School

Acknowledgment

I wish to express my gratitude for profound kindness of Almighty Allah. From the first inception to the final completion of this report, the success of this study rests not on me alone but also on the contributions of many persons who have inspired, influenced and guided my work.

I would like to convey my deep gratitude to my honorable Supervisor **Md. Jabir Al Mursalin, Senior Lecturer** for giving me the opportunity to present my Internship Report on “**Customer Satisfaction of Jamuna Bank Limited**”. Without his continuous support and courage, it would have been quite impossible for me to carry out the preparations and proceedings of this report.

I would like to thank the authority of the Jamuna bank Limited, Human Resource Division, and Head Office and specially Dholaikhal Branch for allowing me to complete my internship period in this bank.

I would also like to thank:

- Mr. Ashraf Alam, Senior Vice President & Manager, Jamuna Bank Ltd., Dholaikhal Branch, Dhaka
- Mr. Kazi Rokibul Anwar, Senior Assistant Vice President & Sub Manager, Jamuna Bank Ltd., Dholaikhal Branch, Dhaka
- Mrs. Sumona Islam Senior Executive Officer, Jamuna Bank Ltd., Dholaikhal Branch, Dhaka

I would also like to thank Ms. Amena Begum Executive Officer, Ms. Mrinalina Saha, Executive Officer, Md. Iqbal Hossain, Executive Officer and Mr. Ali Al-Imran Probationary Officer. Besides I want to express my gratitude to all the people of Dholaikhal Branch who have been very helpful and cooperative to me.

Declaration

I am **Rifat Al Mahmud**, a student of Bachelor of Business Administration (BBA) program of BRAC University. As a partial fulfillment for the requirement of the BBA program I have to perform the internship in exploring the activities of Jamuna Bank Limited at Dholaikhal Branch.

I hereby declare that the report is titled as “**Customer Satisfaction of Jamuna Bank Limited**”. Prepared and completed by me under the supervision and guidance of Md. Jabir Al Mursalin, Senior Lecturer, BRAC Business School, BRAC University.

Rifat Al Mahmud

ID- 09304088

BRAC Business School

Executive Summary

This report was specially made to examine the “**Customer Satisfaction at Jamuna Bank Limited**”, Dholaiakhal Branch, focusing on the customer satisfaction.

An attempt to familiarize service functions of Jamuna Bank Ltd. It is an aim to draw up strategic and effective practices of all functions by identifying the strength and weaknesses of Jamuna Bank Limited.

This report focuses three months working experience at Dholaiakhal Branch of Jamuna Bank Ltd. As a part of satisfying their objectives through their customer Jamuna Bank Ltd. offers the following accounts: Current Deposits, Savings Bank Deposits, Fixed Deposits, Short Term Deposits, Monthly Term Deposits, Any other deposits as may be approved/ advised by Head Office.

Jamuna Bank Limited has a reputation as a partner for growth. Transparent and quick decision making, efficient team of performance, satisfied customers, online banking, effective internal control, diversification of investments etc. are the major strengths of JBL.

Jamuna Bank limited has provided its Banking service with a top leadership and management position. After doing this intern report I have found that most of the customers of Jamuna Bank Limited have positive satisfaction towards its service quality. Thus, it is expected that the service quality of Jamuna Bank Limited will be increased day by day and it will achieve more popularity among the people in future.

TABLE OF CONTENTS

PARTICULARS	PAGE NO.
Title Fly	I
Cover Page	II
Letter of Transmittal	III
Acknowledgement	IV
Declaration	V
Executive Summary	VI
Chapter 1: Introductory Part	1-2
1.1 Introduction	1
1.2 Objective	1
1.3 Scope	2
1.4 Limitations	2
Chapter 2: Organization Overview	3-18
2.1 History of the Company	3
2.1.1 Name of Founders& Board of Director	4
2.2 Organizational Structure	5-6
2.2.1 The Organization of JAMUNA Bank Limited	5
2.2.2 Management Hierarchy of Dholaikhal Branch	6
2.3 Mission, Vision and Objectives	7-9
2.3.1 Mission	7
2.3.2 Vision	7
2.3.3 Objectives	7-8
2.3.4 Corporate Slogan	8
2.3.5 Corporate Culture	8
2.3.6 Strategic Priorities	8-9

2.3.7 Strategic Business Plan	9
2.4 Description of product	10-14
2.4.1 Corporate Banking	10
2.4.2 Retail Banking	11
2.4.3 Islamic Banking	13
2.4.4 Other products	14
2.5 Performance over the years	14-16
2.6 SWOT ANALYSIS	16-18
2.6.1 Strengths	16
2.6.2 Opportunities	17
2.6.3 Weakness	17
2.6.4 Threats	18
Chapter 3: Internship Experience	19-20
3.1 Job responsibility	19
3.2 Learning outcome	20
3.3 Critical observation & recommendation	20
Chapter 4: Project part	21-46
4.1 Brief on project	21
4.2 Project methodology	21
4.3 Brief on General Banking of Jamuna Bank Limited	23
4.4 Research findings and analysis	24-43
4.5 Summary of findings	44-45
4.6 Recommendation	46
Chapter 5: Conclusion	47
Chapter 6: References	48
Chapter 7: Appendix	49-52

1.1 Introduction:

With a view to acquiring theoretical knowledge about the practical orientation and experiences of dynamic business world, it is obligatory to undertake an extensive study to prepare a term paper by the students of BBA program, BRAC University, who are desirous to the successful completion of their BBA degree. As part of the program, I am highly proud to join with Jamuna Bank Limited as Intern and selecting topic “**Customer Satisfaction at Jamuna Bank Limited**” I was placed in Jamuna Bank Limited, Dholaikhal Branch for a period of three months. This internship is an orientation to the entire working activities of Jamuna Bank Limited, and a study on an overall banking area. Though I had worked there in several departments, but I had to select an area of study in which I can make detailed research and present my understanding in the report. This report is an attempt to map out a document, which clearly explains the existing situation in a comprehensive way regarding the activities at the Jamuna Bank Ltd.

It is a nice opportunity for the graduates to have a taste of the real business world before starting their career. Internship, in the modern business world, helps students demonstrate skills and competence from their supervised experience and in addition, enables them to demonstrate maturity and acceptable professional, personal, and interpersonal behavior. As the classroom discussion alone cannot make a student perfect in handling the real business situation, therefore it is an opportunity for the students to get accustomed with the real life situation through this program.

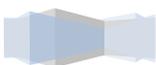
1.2 Objectives:

1.2.1 Broad Objective:

The broad objective of this report is to know the “**Customer Satisfaction of Jamuna Bank Limited**”

1.2.2 Specific Objectives:

- To understand the customer’s perception about reliability of Jamuna Bank.
- To assess the customer’s perception about responsiveness of Jamuna Bank.
- To explore the customer’s perception about assertion of Jamuna Bank.
- To realize the customer’s perception about compassion of Jamuna Bank.

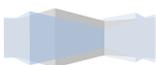


1.3 Scope:

In twenty-first century's world without banking any organization can't survive for a moment. Basically my topic is “**Customer Satisfaction of Jamuna Bank Limited**”. Here I intended to explore the different aspects of service quality of Jamuna Bank including its overall performance. Since the time allocated for the internship was very limited, it was bit difficult to cover up every pros and cons of the service quality. Nevertheless, this study demonstrates a considerable list of areas within the purview of Jamuna Bank's service quality.

1.4 Limitations:

- ❖ The main constraint of the study is time limitations. Many of the aspects could not be discussed in the present report.
 - ❖ Every organization has their own secrecy that is not revealed to others. So I cannot disclose much information for the sake of the confidentiality of the organization.
 - ❖ The insufficiency of information is main constraint of the study. Moreover employees are not interested to provide all information due to security and other corporate obligation
- Limitations of the study
- ❖ Since the bank personnel were very busy, they have no ability to give me enough time to complete the report.
 - ❖ Such a study was carried out by me for the first time. So, inexperience is one of the main factors that constituted the limitation of the study.
 - ❖ Since the non-probability sampling process has been employed in doing the research and it has been conducted for academic purpose, so it may not represent the overall scenario of service quality of the Bank.



2.0. Organization Overview:

2.1. History of the company:

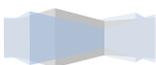
Jamuna Bank Limited (JBL) is a Banking Company registered under the Companies Act, 1994 with its Head Office at ChiniShilpaBhaban, 3, Dilkusha C/A, Dhaka-1000. The Bank started its operation from 3rd June 2001.

The Bank undertakes all types of banking transactions to support the development of trade and commerce of the country. JBL's services are also available for the entrepreneurs to set up new ventures and BMRE of industrial units. Jamuna Bank Ltd., the only Bengali named new generation private commercial bank was established by a group of winning local entrepreneurs conceiving an idea of creating a model banking institution with different outlook to offer the valued customers, a comprehensive range of financial services and innovative products for sustainable mutual growth and prosperity. The sponsors are reputed personalities in the field of trade, commerce and industries.

The Bank is being managed and operated by a group of highly educated and professional team with diversified experience in finance and banking. The Management of the bank constantly focuses on understanding and anticipating customers' needs. The scenario of banking business is changing day by day, so the bank's responsibility is to device strategy and new products to cope with the changing environment. Jamuna Bank Ltd. has already achieved tremendous progress within only eight years. The bank has already ranked as one of top quality service providers & is known for its reputation.

At present the Bank has real-time centralized Online banking branches (Urban & Rural) throughout the Country having smart IT-Backbone. Besides these traditional delivery points, the bank has ATM of its own, sharing with other partner banks & Consortium throughout the Country.

The operation hour of the Bank is 10:00 A.M. To 6:00 P.M. from Sunday to Thursday with transaction hour from 10:00 A.M. to 4:00 P.M. The Bank remains closed on Friday including government holidays.



2.1.1 Name of Founders& Board of Director:

<i>Name of the Board of Directors Members</i>	<i>Designation</i>
Mr. Md. BelalHossain	Chairman
Al-Haj M.A. khayer	Director & Founder Chairman
Engr.A.K.M. MosharrafHussain	Director
Engr. Md. AtiqurRahaman	Director
Mr. GolamDastagirGazi, BirProtik, MP	Director
Mrs. FazlurRahaman	Director
Al-Haj Nur Mohammed	Director & Chairman (Jamuna Bank Foundation)
Mr. Md. Tajul Islam, MP	Director & Chairman (Audit Committee)
Mr. Sakhawat, Abu Khair Mohammed	Director
Al-Haj Md. RezaulKarim Ansari	Director
Mr. Md. MahmudulHoque	Director
Mr. Md. Sirajul Islam Varosha	Director
Mr. Farhad Ahmed Akand	Director
Mr. Shaheen Mahmud	Director
Mr. KanutoshMajumder	Director
Mr. Ismail HossainSiraji	Director
Mr. GaziGolamMurtoza	Director
Mr. A.S.M. Abdul Halim (Re-presenter of Dhaka Insurance LTD)	Director
Mr. Md. MotiorRahaman	Managing Director & CEO

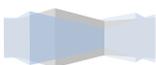


2.2 Organization Structure:

2.2.1 The Organization of Jamuna Bank Limited:



Figure 01: The Organization Structure of Jamuna Bank Limited:



2.2.2 Management Hierarchy of Dholaikhal Branch:

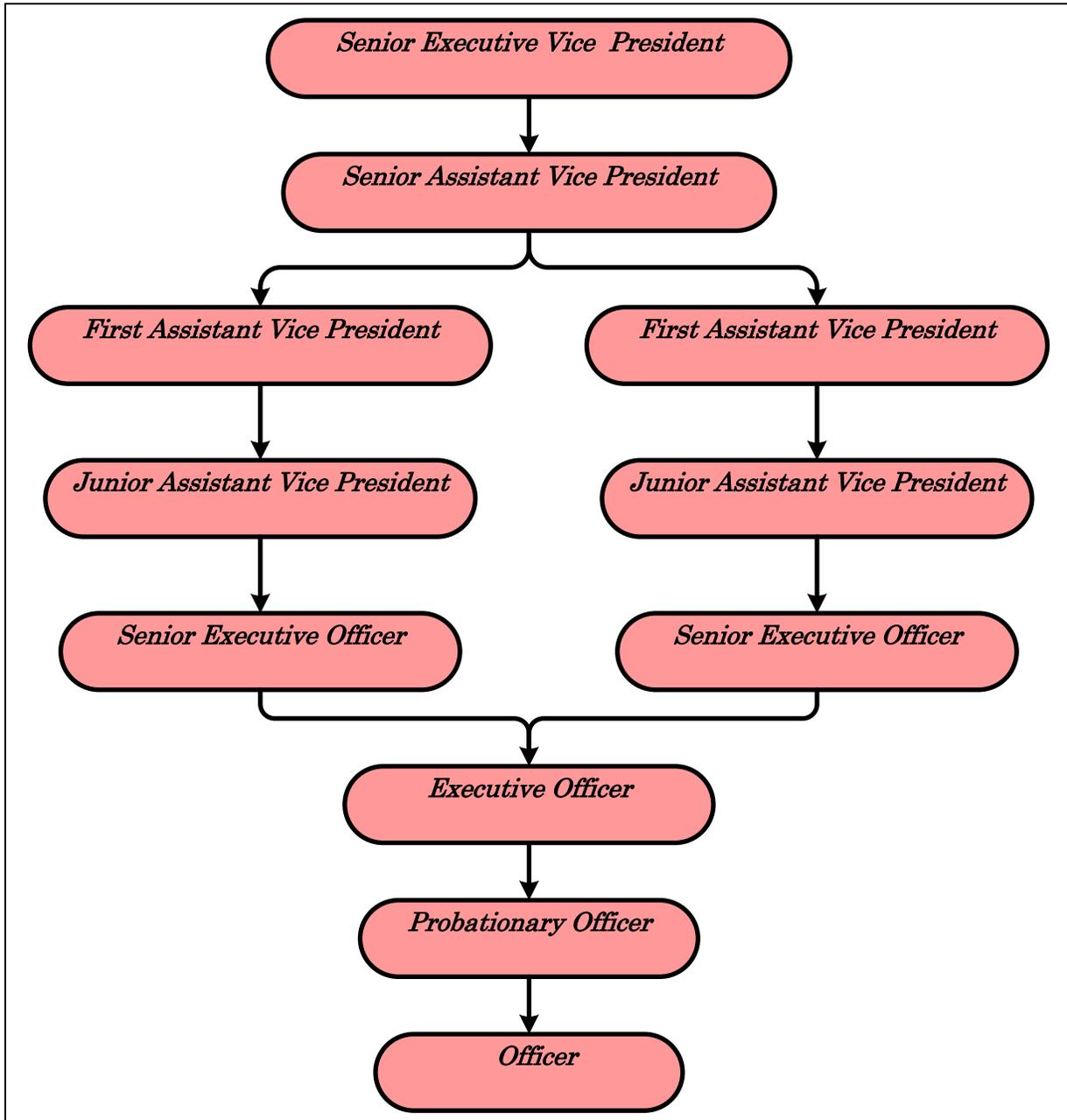


Figure 02: Organization Structure of Dholaikhal Branch



2.3 Mission, Vision, Objectives & Strategies of the company:

2.3.1 Mission-

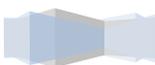
Efforts for expansion of the bank’s activities at home and abroad by adding new dimensions to the banking services are being continued unabated. Alongside, the bank is also putting the highest priority in ensuring transparency, account ability, improved clientele service as well as to its commitment to serve the society through which it wants to get closer and closer to the people of all strata. Winning an everlasting seat in the hearts of the people as a caring companion in uplifting the national economic standard through continuous up gradation and diversification of our clientele services in line with national and international requirements is the desired goal we want to reach.

2.3.2 Vision-

The Bank is committed to satisfying diverse needs of its customers through an array of products at a competitive price by using appropriate technology and providing timely service so that a sustainable growth, reasonable return and contribution to the development of the country can be ensured with a motivated and professional work-force.

2.3.3 Objectives-

- ✓ Earn and maintain CAMEL Rating 'Strong.'
- ✓ Establish relationship banking and improve service quality through development of Strategic Marketing Plans.
- ✓ Remain one of the best banks in Bangladesh in terms of profitability and assets quality.
- ✓ Introduce fully automated systems through integration of information technology.
- ✓ Ensure an adequate rate of return on investment.
- ✓ Keep risk position at an acceptable range (including any off balance sheet risk).
- ✓ Maintain adequate liquidity to meet maturing obligations and commitments.
- ✓ Maintain a healthy growth of business with desired image.
- ✓ Maintain adequate control systems and transparency in procedures.



- ✓ Develop and retain a quality work-force through an effective human Resources Management System.
- ✓ Ensure optimum utilization of all available resources.
- ✓ Pursue an effective system of management by ensuring compliance to ethical norms, transparency and accountability at all levels.

2.3.4 Corporate Slogan-

“Your partner for growth”

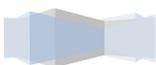
2.3.5 Corporate Culture-

Employees of JBL share certain common values, which helps to create a JBL Culture-

- ✓ The Client comes first.
- ✓ Search for professional excellence.
- ✓ Openness to new ideas & new methods to encourage creativity.
- ✓ Quick decision- making.
- ✓ A sense of professional ethics

2.3.6 Strategic Priorities-

- ✓ To manage and operate the Bank in the most efficient manner to enhance financial performance and to control cost of fund.
- ✓ To strive for customer satisfaction through quality control and delivery of timely services.
- ✓ To identify customers' credit and other banking needs and monitor their perception towards our performance in meeting those requirements.
- ✓ To review and update policies, procedures and practices to enhance the ability to extend better service to customers.
- ✓ To train and develop all employees and provide them adequate resources so that customers need can be reasonably addressed.
- ✓ To promote organizational effectiveness by openly communicating company plans, policies, practices and procedures to employees in a timely fashion.
- ✓ To cultivate a working environment that fosters positive motivation for improved performance



- ✓ To diversify portfolio both in the retail and wholesale market
- ✓ To increase direct contact with customers in order to cultivate a closer relationship between the bank and its customers.

2.3.7 Strategic Business Plan-

- ✓ Though Jamuna Bank Limited is engaged in conventional commercial banking, it also considers the inherent desire of the religious Muslims, and has launched Islami Banking System and established one Islami Banking Branch in the year 2003. The Islami Banking Branch is performing its activities under the guidance and supervision of a body called “Shariah Council”
- ✓ The bank is committed to continuous research and development so as to keep pace with modern banking.
- ✓ The operations of the bank are computerized to ensure prompt and efficient services to the customers.
- ✓ The bank has introduced camera surveillance system (CCTV) to strengthen the security services inside the bank premises.
- ✓ The bank has introduced customer relations management system to assess the needs of various customers and resolves any problem on the spot.
- ✓ The bank has also introduced full online banking facility to the customer.

Rating of Jamuna Bank Limited

Current Rating	Previous Rating
Long Term AA3	Long Term A-1
Short Term ST-2	Short Term ST-2
Date of Rating 03.05.2012	Date of Rating 13.04.2011



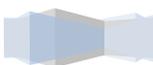
2.4. Description of product:

2.4.1. Corporate Banking-

The motto of JBL's Corporate Banking services is to provide a personalized solution to our customers. The Bank distinguishes and identifies corporate customers' need and designs tailored solutions accordingly. Jamuna Bank Ltd. offers a complete range of advisory, financing and operational services to its corporate client groups combining trade, treasury, investment and transactional banking activities in one package. Whether it is project finance, term loan, import or export deal, a working capital requirement or a forward cover for a foreign currency transaction, our Corporate Banking Managers will offer you the accurate solution. Our corporate Banking specialists will render high class service for speedy approvals and efficient processing to satisfy customer needs.

Corporate Banking business envelops a broad range of businesses and industries. You can leverage on our know-how in the following sectors mainly:

- Industry (Import Substitute / Export oriented)
 - Textile Spinning, Dyeing Printing
 - Export Oriented Garments, Sweater.
 - Food & Allied
 - Paper & Paper Products
 - Engineering, Steel Mills
 - Chemical and chemical products etc.
- Telecommunications.
- Information Technology
- Real Estate & Construction ·
- Wholesale trade
- Transport · Hotels, Restaurants ·
- Non-Bank Financial Institutions
- Project Finance · Investment Banking
- Lease Finance · Hire Purchase · International Banking ·



Export & Import Finance

2.4.2 Retail Banking-

Retail Banking of Jamuna Bank offers wide-ranging products and services matching the requirement of every customer. Transactional accounts, savings schemes or loan facilities from Jamuna Bank Ltd. Their cooperative & friendly professionals working in the branches will make your visit and enjoyable experience. This not only meet financial need of the customer but also have raised their standard started its retail operation in 2009; JBL has continued its success. The products of retail banking are-

Loan Product:

Loan Products

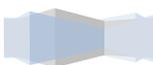
- Any Purpose Loan
- Personal Loan
- Salary Loan
- Doctors Loan
- Education Loan
- Overseas Job Loan

Deposit

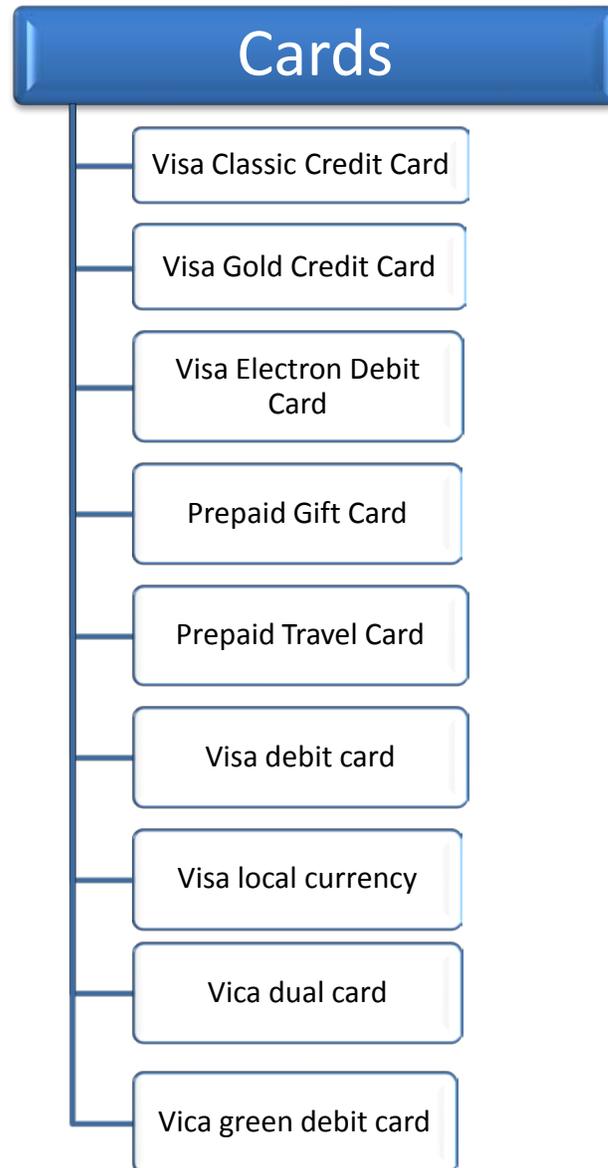
- Product:**
- Current Deposit (CD) Account
 - Short Notice Deposit (SND) Account
 - Savings Bank(SB) Account
 - Special Savings Bank Account
 - Resident Foreign Currency Deposit (RFCD) Accounts
 - Fixed Deposit Receipts

Cards

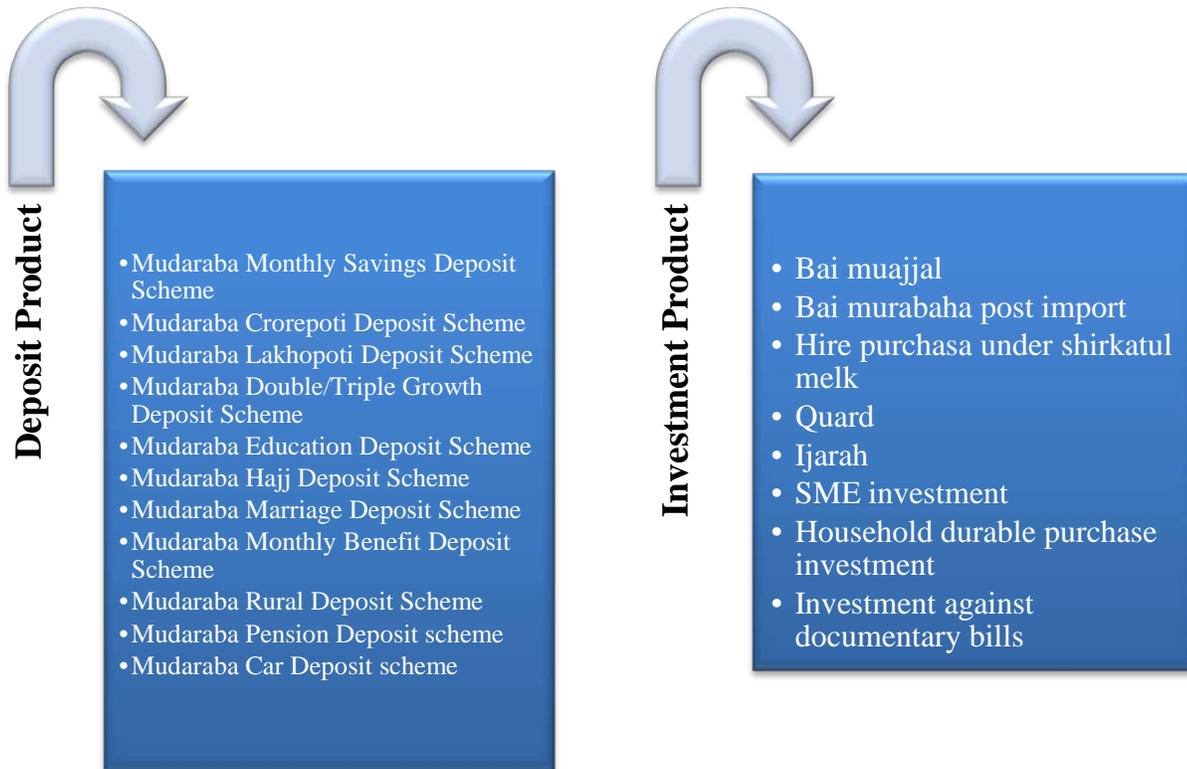
Deposit Products



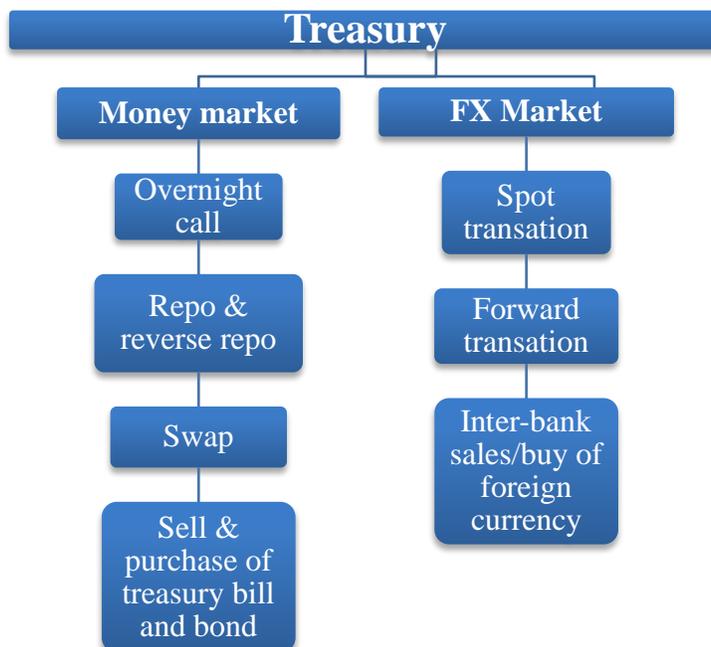
Card division was launched in 2006. Since then it has been operating with good reputation. jamuna bank has been awarded principal membership of visa international. Card division on (P&D) introduces to the customers with a Varsity of products. Our card division continuously meets the challenges of developing new products and services to match the specific requirements of custom



2.4.3 Islamic Banking-



Treasury-



2.4.4 Other products-



2.5 Performance over the years:

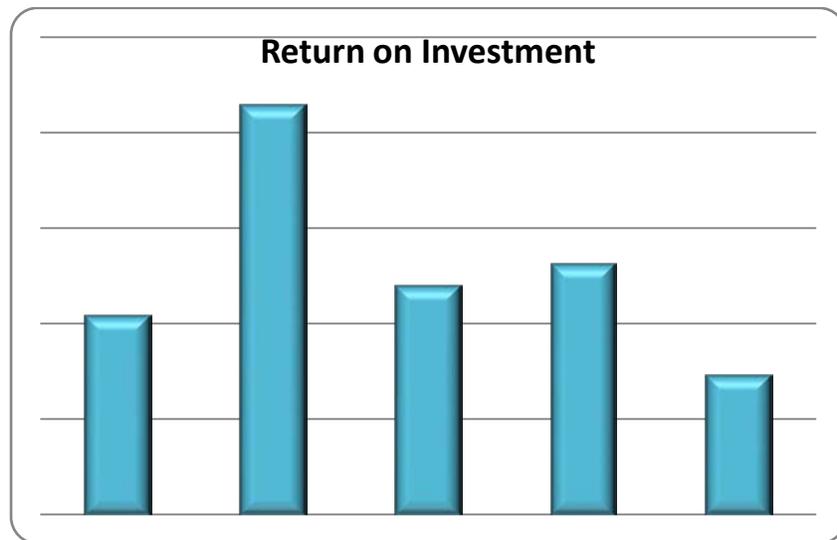


Figure 02: Return on Investment

Interpretation: Return on Investment was gradually increasing and decreasing. The last year there was poor position of ROI. So, the bank should emphasize on investment policies.



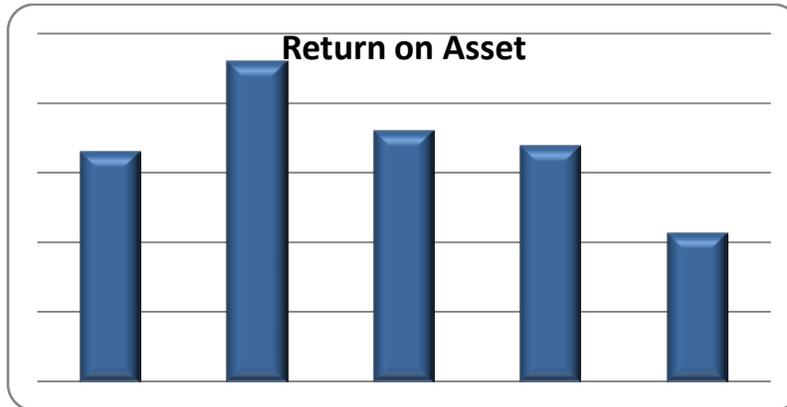


Figure 03: Return on Asset

Interpretation: Return on asset (ROA) increased 2009. But 2010 to 2012 it decreased than 2009. This indicates that the firm is efficiently uses its asset and gets a good return from it.

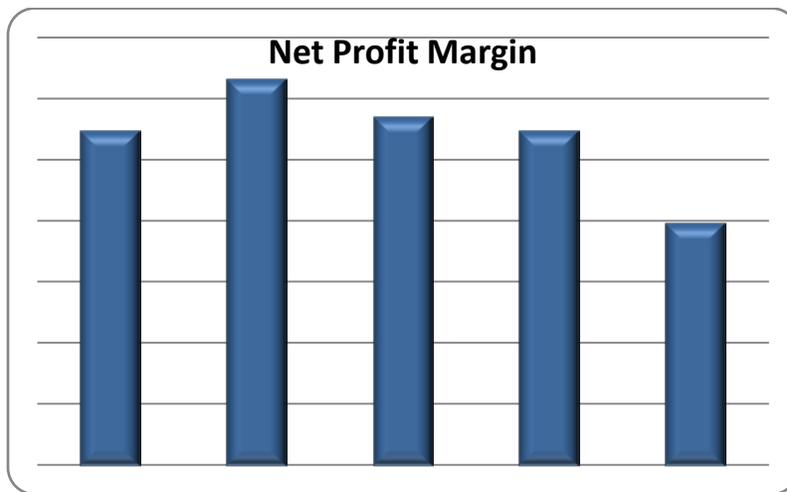


Figure 04: Net Profit Margin

Interpretation: JAMUNA Bank Ltd's net profit margin decreased except the year 2009, because of increasing administrative costs. So they should plan to minimize the administrative cost.



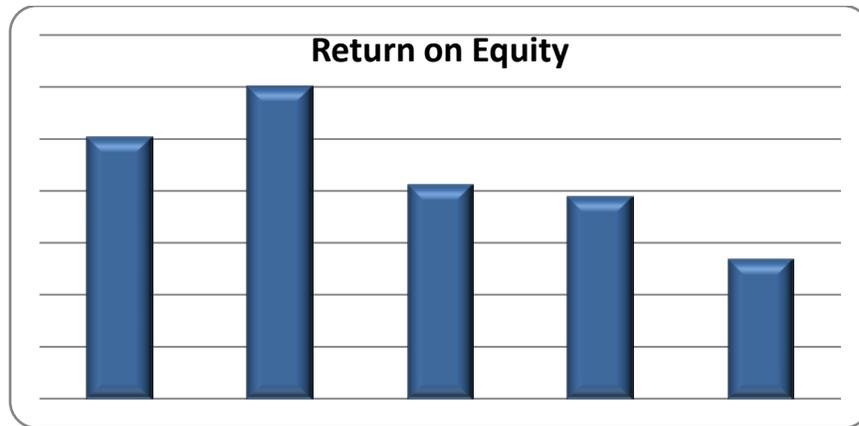


Figure 05: Return on Equity

Interpretation: Return on equity (ROE) was increased 2009. And it was gradually decreasing from 2010 to 2012. This means that the firm’s net profit margin, total asset turnover and leverage are in poor position. Lower ROE indicates reduced profitability and efficiency in the firm.

2.6 SWOT ANALYSIS:

2.6.1. Strengths:

- ⊕ Jamuna Bank Ltd has already established a favorable reputation in the Banking industry of the country. It is one of the leading private sector commercial Banks in Bangladesh. The Bank has already shown a tremendous growth in the profits and deposits sector.
- ⊕ Jamuna Bank Ltd has provided its Banking service with a top leadership and management position. The top management officials have all worked in reputed Banks and their years of Banking experience, skill, and expertise will continue to contribute towards further expansion of the Bank.
- ⊕ Jamuna Bank Ltd has already achieved a high growth rate accompanied by an impressive profit growth rate in 2008. The number of deposits and the loans and advances are also increasing rapidly.
- ⊕ Jamuna Bank Ltd has an interactive corporate culture. The working environment is very friendly, interactive and informal. And, there are no hidden barriers or boundaries while



communicate between the superior and the employees. This corporate culture provides as a great motivation factor among the employees.

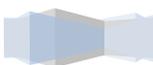
- ⊕ Jamuna Bank Ltd has the reputation of being the provider of good quality service to its, potential customers

2.6.2 Opportunities:

- ⊕ In order to reduce the business risk, Jamuna Bank Ltd has to expand their business portfolio. The management can consider options of starting merchant Banking or diversify into leasing and insurance sector.
- ⊕ The activity in the secondary financial market has direct impact on the primary financial market. Banks operate in the primary financial market. Investment in the secondary market governs the national economic activity. Activity in the national economy controls the business of the Bank.
- ⊕ Opportunity in retail banking lies in the fact that the country's increased population is gradually learning to adopt consumer finance. The bulk of our population is middle class.
- ⊕ Different types of retail lending products have great appeal to this class. So a wide variety of retail lending products has a very large and easily pregnable market.

2.6.3 Weakness

- ⊕ The main important thing is that the Bank has no clear mission statement and strategic plan. The Banks not have any long-term strategies of whether it wants to focus on retail Banking or become a corporate Bank. The path of the future should be determined now with a strong feasible strategic plan.
- ⊕ Some of the job in Jamuna Bank Ltd has no growth or advancement path. So lack of motivation exists in persons filling those positions. This is a weakness of Jamuna Bank Ltd that it is having a group of unsatisfied employees.
- ⊕ In terms of promotional sector, Jamuna Bank Ltd has to more emphasize on that. They have to follow aggressive marketing campaign.
- ⊕ In addition of those things, Jamuna Bank Ltd can introduce special corporate scheme for the corporate customer or officer who have an income level higher from the service holder. At

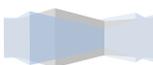


the same time, they can introduce scheme or loan for various service holders. And the scheme should be separate according to the professions, such as engineers, lawyers.

- ⊕ A large number of private banks are coming into the market in the recent time. In this competitive environment Jamuna Bank Ltd must expand its product line to enhance its sustainable competitive advantage.

2.6.4 Threats:

- ⊕ All sustaining multinational Banks and upcoming foreign and private Banks pose significant threats to Jamuna Bank Ltd. If that happens the intensity of competition will rise further and Banks will have to develop strategies to compete against these local and foreign Banks.
- ⊕ The default risks of all term loans have to be minimized in order to sustain in the financial market. Because of default risk the organization may become Bankrupt. Jamuna Bank Ltd has to remain vigilant about this problem so that proactive strategies are taken to minimize this problem if not eliminate.
- ⊕ The low compensation package of the employees from mid-level to lower level position is not able to keep the employee motivation. As a result, good quality employees leave the organization and its effects the organization as a whole.
- ⊕ Finally it can be said that, top management officials have experience skill and proficiency on Banking. JBL has got impressive decoration, for that it creates the attention of the potential customers. Lovely environment boosts up capability of the employees. Besides these JBL has adequate capital, high interest rate for DPS and Savings account and its goodwill. For this reason right people are also not in right place for reference appointment. Another weakness is low interest rate of FDR, for to a company in near future, such as withdraw of tax, incentives, export, exemption and more credit facilities etc. JBL can also adopt diversification strategy in expanding the business line into leasing and insurance company. It analyzes the threats, which may face the company such as international law, withdraw of most favorable nation (MFN) and GSP facilities etc. Some contemporary, multinational and upcoming Banks are competitors of JBL. These Bank poses threat for JBL. So JBL should take necessary steps to compete with them.



3.0. Internship Experience:

During my internship I worked according to the following routine:

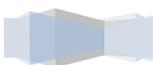
Department/ Section	Duration
General Banking	03/11/2013 to 19/12/2013
Account	22/12/2014 to 03/02/2014

I spent 40 hours per week at work on internship project. I tried to participate directly or indirectly in the daily operational activities of the branch.

3.1. Job responsibility:

As an intern, I observed activities of almost all departments. But I carried out the following responsibilities also:

- ❖ In the general banking department, I helped the clients to fill up the form while opening the account.
- ❖ I gave information to the clients about different schemes of JBL that are offered.
- ❖ I prepared CRM, KYC profile for each individual customer who has opened a new account in FLORA.
- ❖ I received new cheque book and kept entry in FLORA.
- ❖ I wrote down on PO register book.
- ❖ Cheque Book providing & requisition service.
- ❖ Checking and bindings Vouchers.
- ❖ Organized different kinds of files, documents, cheque books, account opening forms according to the serial number and also make their files.



3.2. Learning outcome:

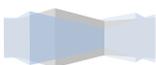
As an intern, I learn so many things in the bank. That is given below:

- ❖ I learn how to open an account.
- ❖ I learn about checking and bindings.
- ❖ Learn about PO register book.
- ❖ Learn about CRM, KYC profile.
- ❖ Learn about different scheme of JBL. Like: Monthly Benefit Scheme, Monthly Savings Scheme, Double Growth Deposit Scheme, Triple Growth Saving Scheme, Lakhpoti Deposit Scheme, Kotipati Deposit Scheme, and Millionaire Deposit Scheme.
- ❖ Learn about Cash Payment, Cash Receive voucher.

3.3. Critical observation & recommendation:

Working at Jamuna Bank Limited was a great experience for me. I able to learnt many things throughout my internship period. I think it will help me when I will work for banks, corporate house or any other multinational companies. Internship gives me an opportunity to know the real working environment and get real life experience. Also it allowed us to know, what types of difficulties we are going to face in the future and how to get rid from those difficulties as well. From my internship period I have observed some things and from my little knowledge I have made some recommendation for the bank. Such as-

- ✓ All the employees and managers of the bank are very friendly and they are ready to help me all the time.
- ✓ The working environment of the bank is very friendly. Throughout my internship period they never underestimate me for anything. What I have needed, they are ready to give it.
- ✓ They are strictly following the rules, which I really like. They never ignore the rules.
- ✓ Chain of command is excellent in the branch, as well as with the other branches of the bank.
- ✓ Jamuna Bank Limited (Dholaikhal Branch) needs to have highly qualified employees. I do not say that current employees are not good but they need more training about banking terms and rules.
- ✓ They have to arrange more training programs.
- ✓ Man power of the branch is not sufficient, so they have to increase the man power.



4.0. Project Part:

4.1. Brief on project:

Basically, the main reason to do this project is to find out the satisfaction level of the customers of Jamuna Bank Limited. When I did this project, I prepared 20 questions which was related with Jamuna Bank Limited like- their deposit pension scheme, ATM card service, customer service, monthly installment payment and overall banking service. The project is mainly done to find out the feelings about Jamuna Bank Limited from their customers. Also try to show the scenario of the feedbacks that I got from the customers while I did research with them.

4.2. Project methodology:

Data collection and methodology of the study is an essential part of the study. It is designed in a way so that it corresponds to achieve the objectives of the study. It includes designing samples, sources of data, collection procedure of data, analysis techniques data etc.

➤ **Data Collection Procedure -**

I gathered data from the primary and secondary sources.

➤ **Data Analysis Procedure -**

After collecting the data was analyzed by Microsoft Word & Excel. Then the findings were made. Based on the findings the present situation was explained and recommendation was made.

➤ **Data Collection-**

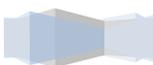
This research is prepared on the basis of mixed methodology. Both the primary and secondary data have been used in this research. So the report was based on both the secondary and primary data.

➤ **Sources of Data-**

The sources of data were two types-

a) **Primary Sources-**

- Primary data have been collected through the clients of Jamuna Bank Limited. They were given a questionnaire and they have been asked some questions.



b) Secondary Sources/ External Sources-

- Official papers of JBL
- Website of JBL and other bank's website
- Annual report of JBL
- The archive of the JBL
- Bangladesh Bank Report
- Newspaper, Magazines etc.

➤ **Sampling Plan:**

Population: The population of this research is defined below-

- Elements: Existing clients of Jamuna Bank Ltd.
- Unit: Individual clients of Jamuna Bank Ltd.
- Extent: Dholaikhal Branch
- Time: November 03 to February 03.
- Types of Research: Exploratory

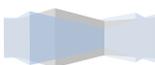
➤ **Sample Frame:**

The sample size of this study has been consisted of the clients who deal with the activities in Jamuna Bank Ltd.

➤ **Sample Size:** 35

➤ **Sampling Procedure:**

For conducting the research the non-probability sampling procedure was followed in order to select the sample which is convenience sampling.

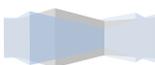


4.3. Brief on General Banking of Jamuna Bank Limited:

General banking is the starting point of all the banking operations. It is the department, which provides day-to-day services to the customers. Every day it receives deposits from the customers and meets their demand for cash by honoring cheques. It opens new accounts, remit funds, issue bank drafts and pay orders etc. Because bank is a financial organization, so as a part of service organization this department should satisfy to their client with the best services. Banking goodwill will be effected if customer service department cannot satisfy to their clients properly. Opening an account with a bank is the way of generating a banker customer bond. In other words, it is a treaty among banker and client. With this agreement, bankers enter into assured commitments and tasks. Appropriate introduction provides as a safeguard against scam and falsifications and protects against unintentional overdraft to bank. Acquiring right introduction may clear the banker from the allegiances of carelessness for conversion. So, while opening a fresh account, importance would be given with no exclusion to initial mention and query. As well as the business deal of general banking department of Jamuna Bank Ltd. is split in to four mood and they are:

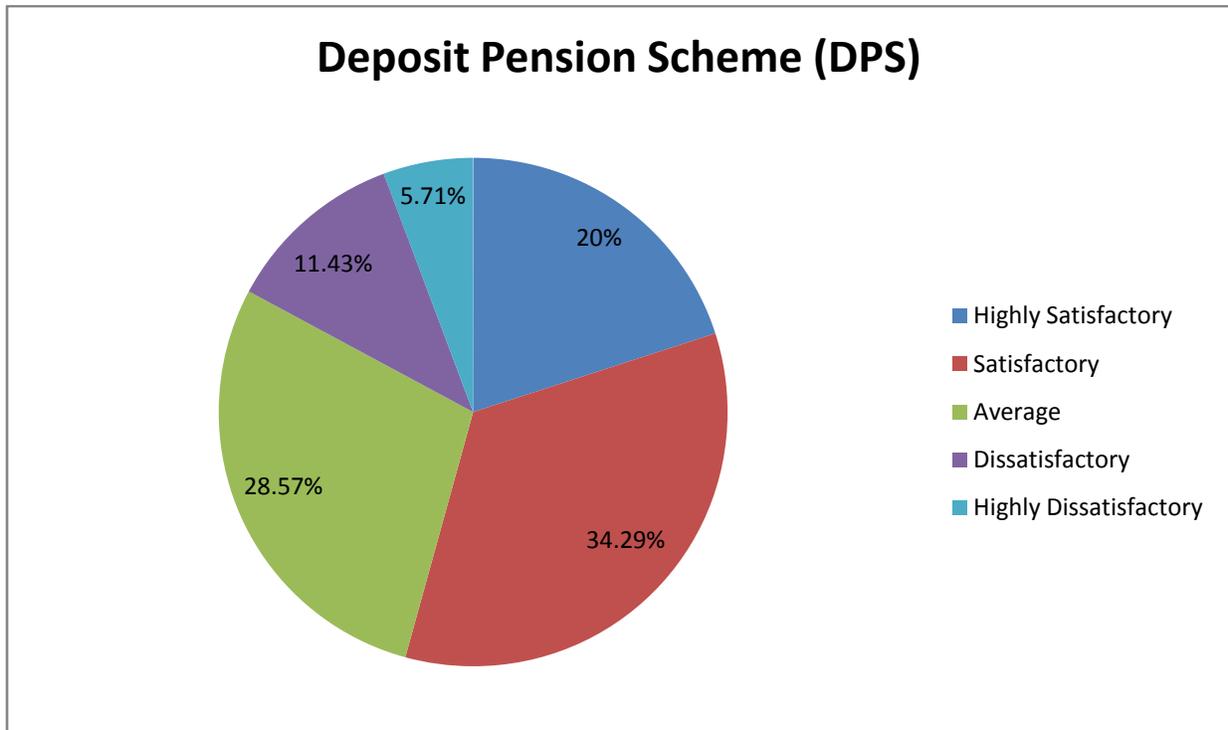
1. Transfer
2. Clearing
3. Cash
4. Accounting opening.

The work of the accounts section is to arranging the online voucher and also the auto voucher and handmade voucher.

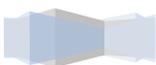


4.4. Research findings and analysis:

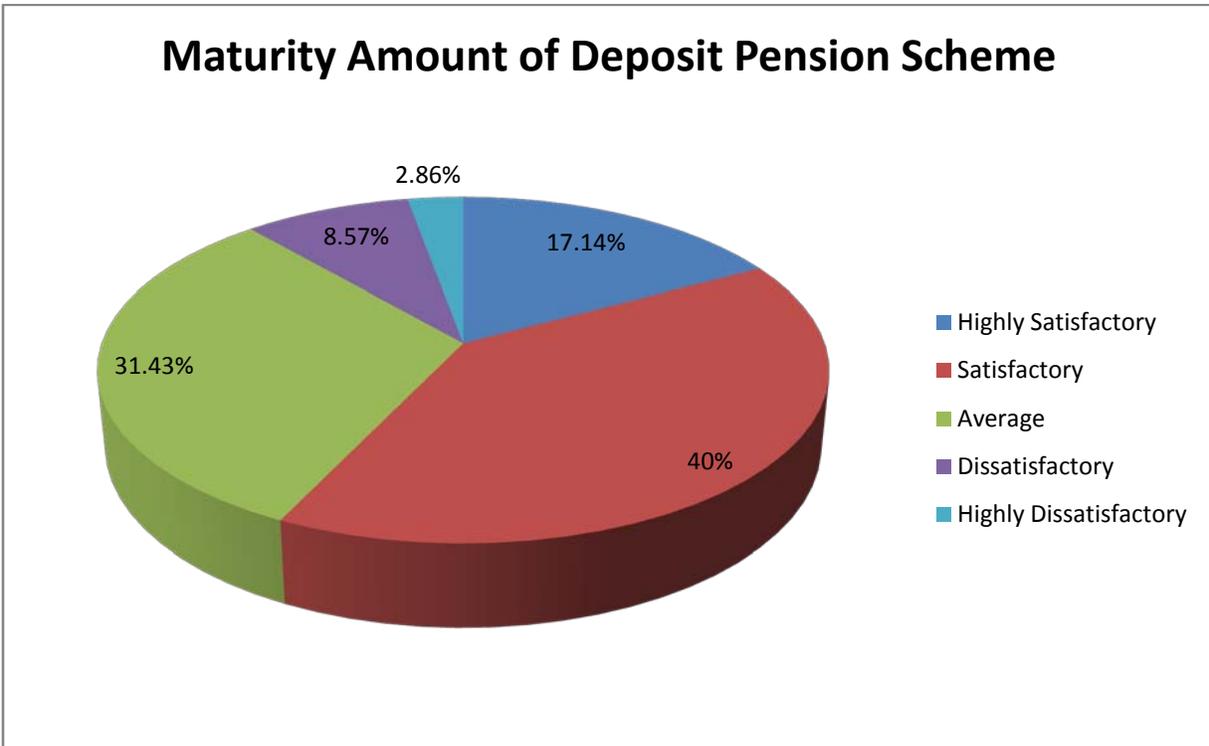
1. Question: How is the Deposit Pension Scheme (DPS) to you?



Interpretation: The above illustration shows that 20% highly satisfactory, 34.29% satisfactory, 28.57% average, 11.43% dissatisfactory and 5.71% highly dissatisfactory about the Deposit Pension Scheme (DPS) of Jamuna Bank Limited.



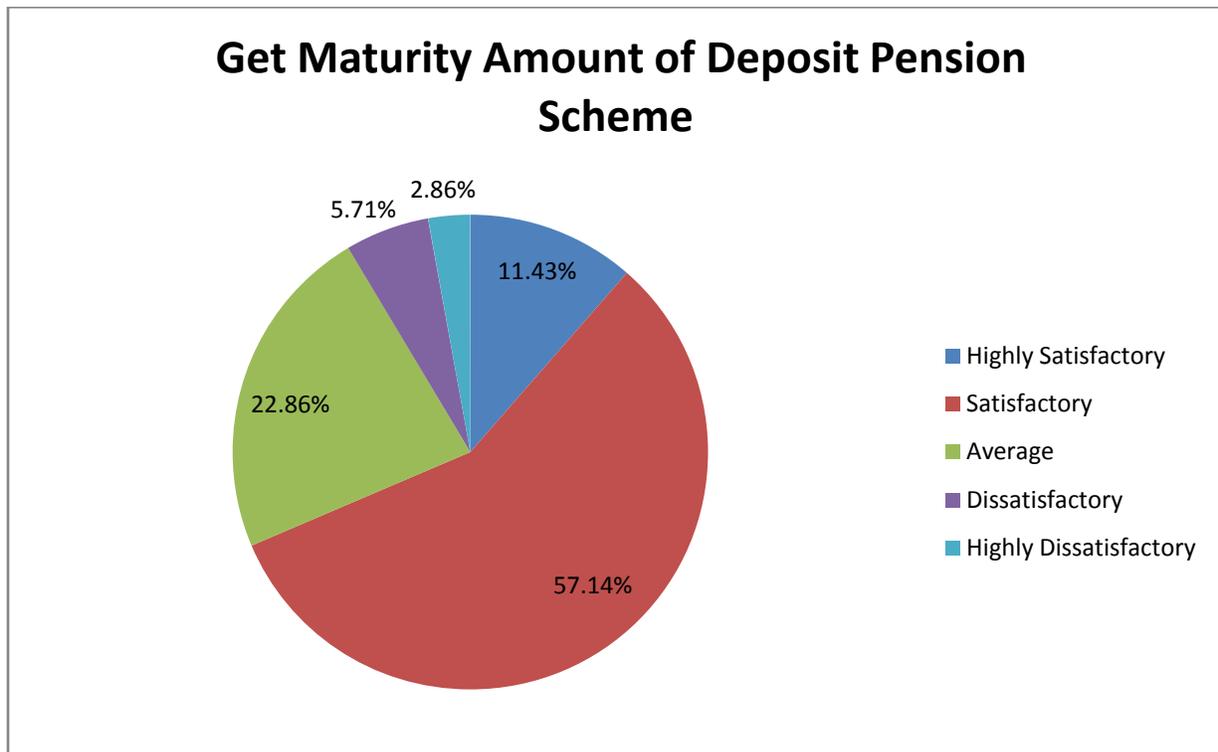
2. Question: How is the maturity amount of sit Pension Scheme (DPS) to you?



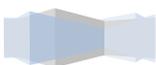
Interpretation: The above illustration shows that 17.14% highly satisfactory, 40% satisfactory, 31.43% average, 8.57% dissatisfactory and 2.86% highly dissatisfactory about the Maturity amount of Deposit Pension Scheme (DPS) of Jamuna Bank Limited.



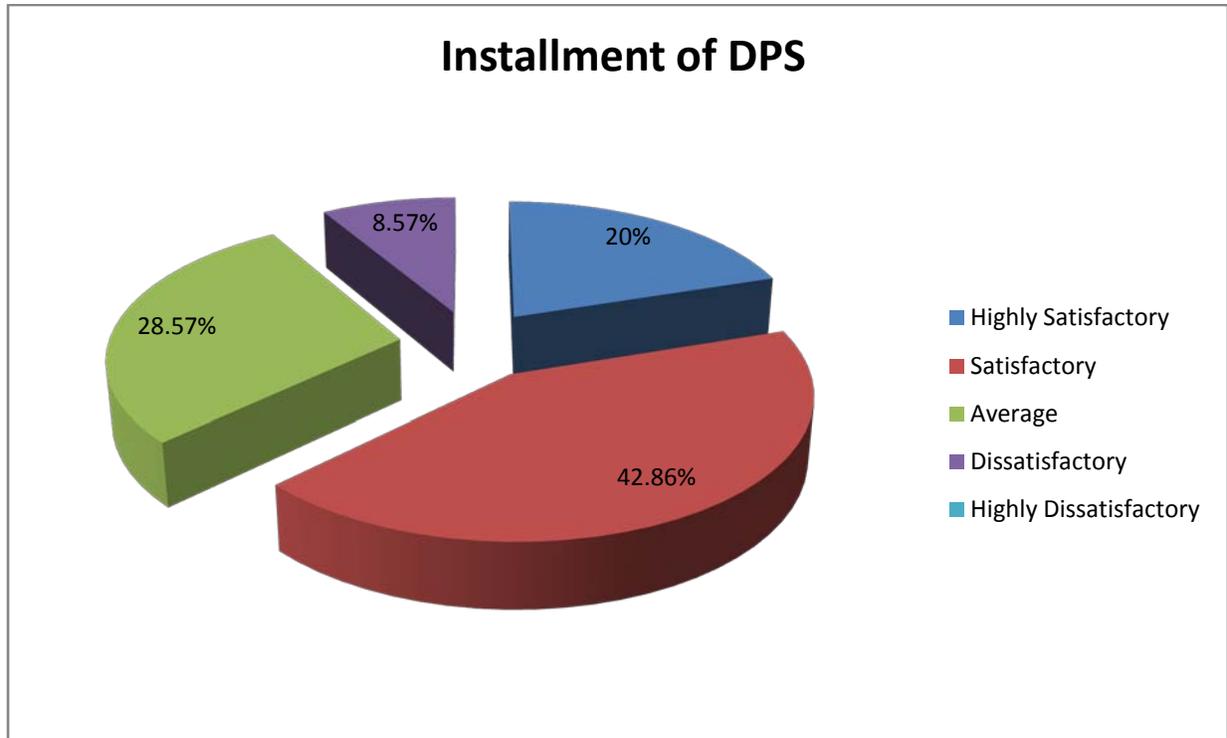
3. Question: How is the time to get the maturity amount of Deposit Pension Scheme of JBL (DPS)?



Interpretation: The above illustration shows that 11.43% highly satisfactory, 57.14% satisfactory, 22.86% average, 5.71% dissatisfactory and 2.86% highly dissatisfactory about the time to get the maturity amount of Deposit Pension Scheme (DPS) of Jamuna Bank Limited.



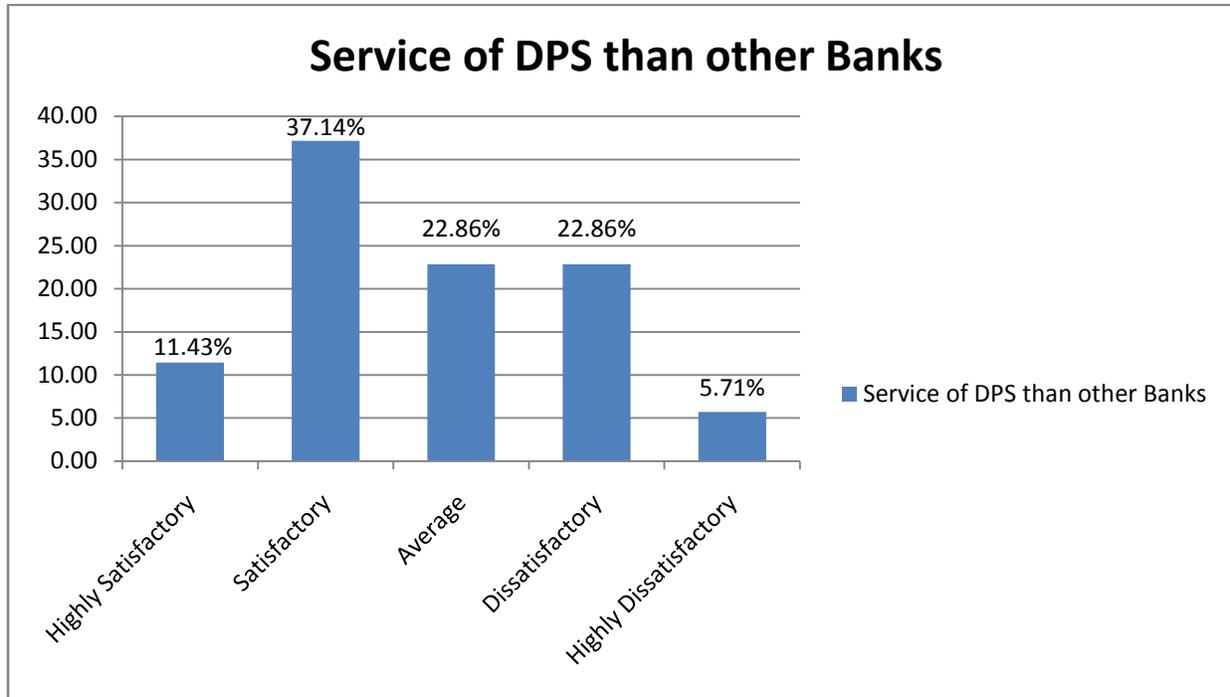
4. Question: How is the installment of Deposit Pension Scheme (DPS) to you?



Interpretation: The above illustration shows that 20% highly satisfactory, 42.86% satisfactory, 28.57% average, 8.57% dissatisfactory and 0% highly dissatisfactory about the installment of Deposit Pension Scheme (DPS) of Jamuna Bank Limited.



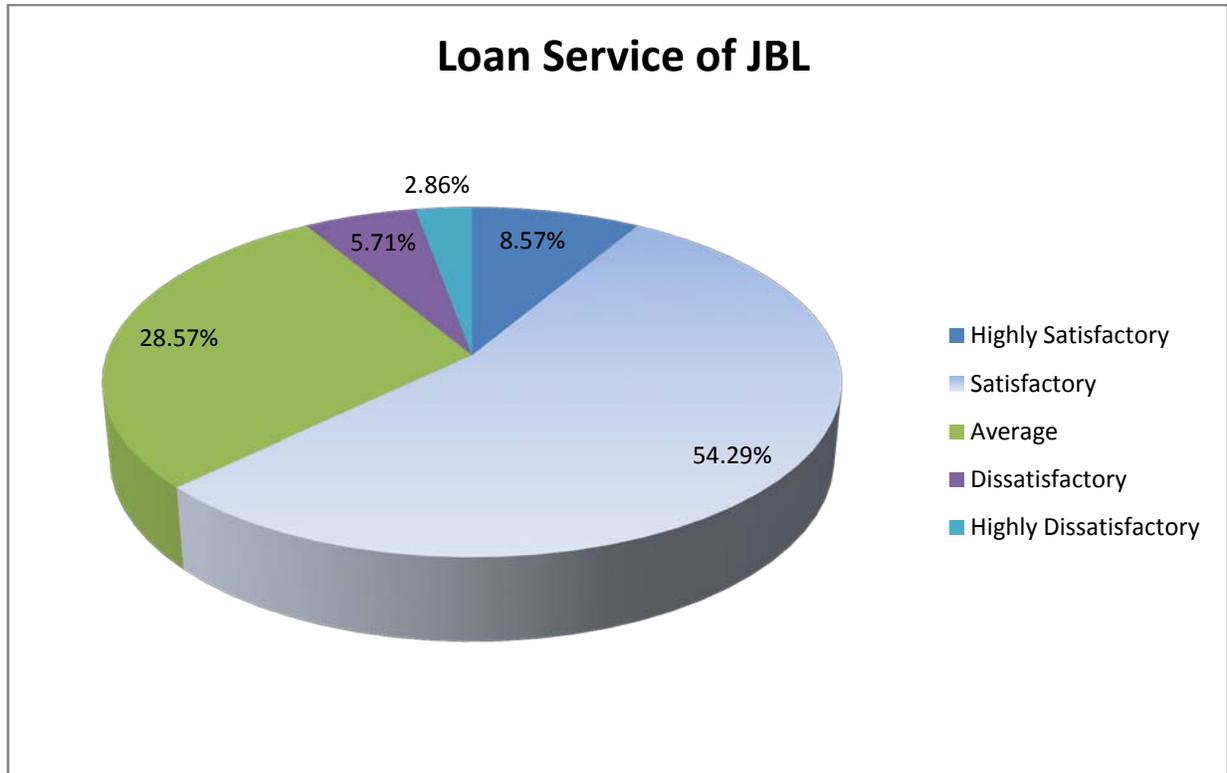
5. Question: How is the service of Deposit Pension Scheme (DPS) than other banks?



Interpretation: The above illustration shows that 11.43% highly satisfactory, 37.14% satisfactory, 22.86% average, 22.86% dissatisfactory and 5.71% highly dissatisfactory about the service of Deposit Pension Scheme (DPS) than other banks.



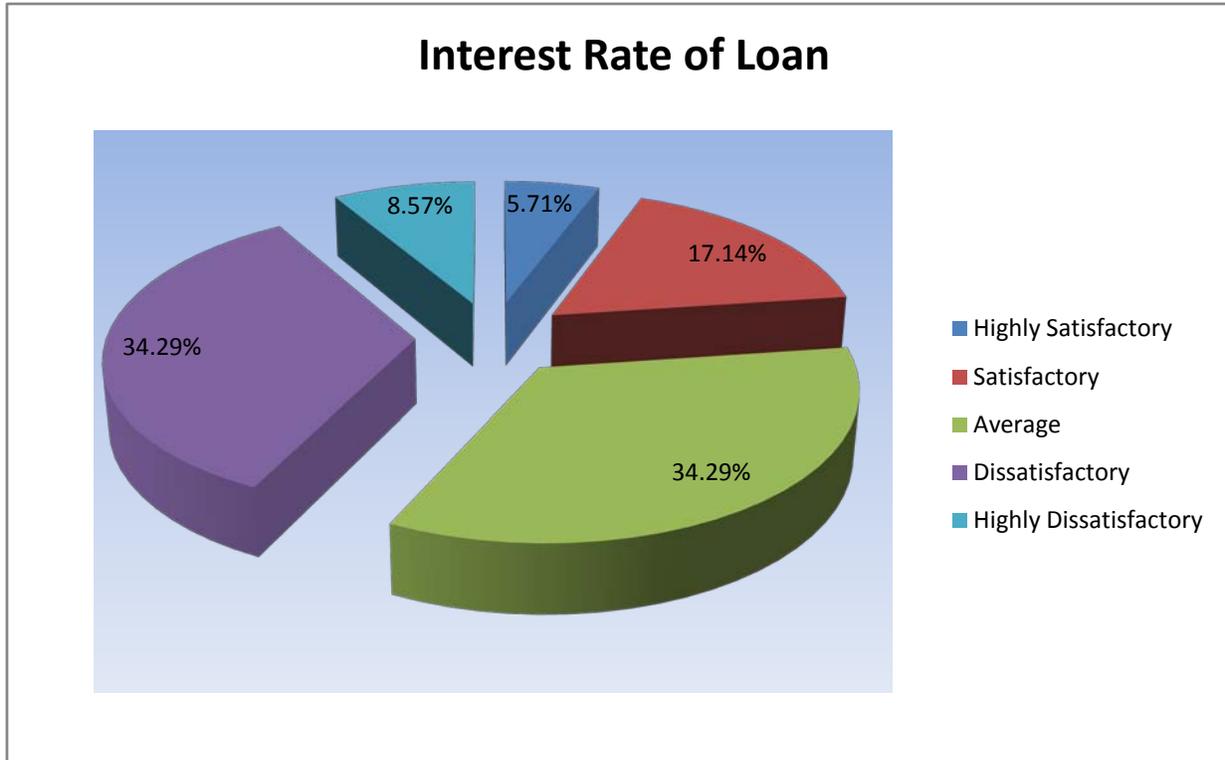
6. Question: How is the loan service of JBL to you?



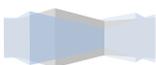
Interpretation: The above illustration shows that 8.57% highly satisfactory, 54.29% satisfactory, 28.57% average, 5.71% dissatisfactory and 2.86% highly dissatisfactory about the loan service of Jamuna Bank Limited.



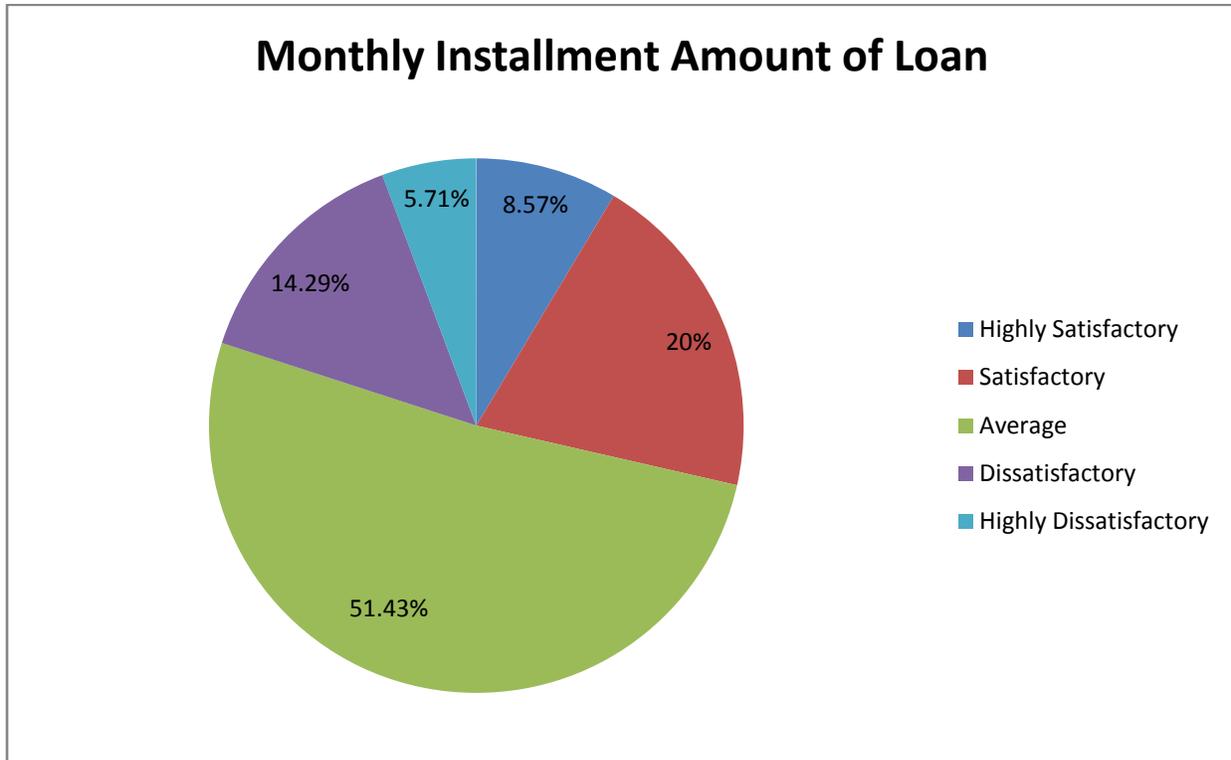
7. Question: How the interest rate of loan is to you?



Interpretation: The above illustration shows that 5.71% highly satisfactory, 17.14% satisfactory, 34.29% average, 34.29% dissatisfactory and 8.57% highly dissatisfactory about the interest rate of loan.



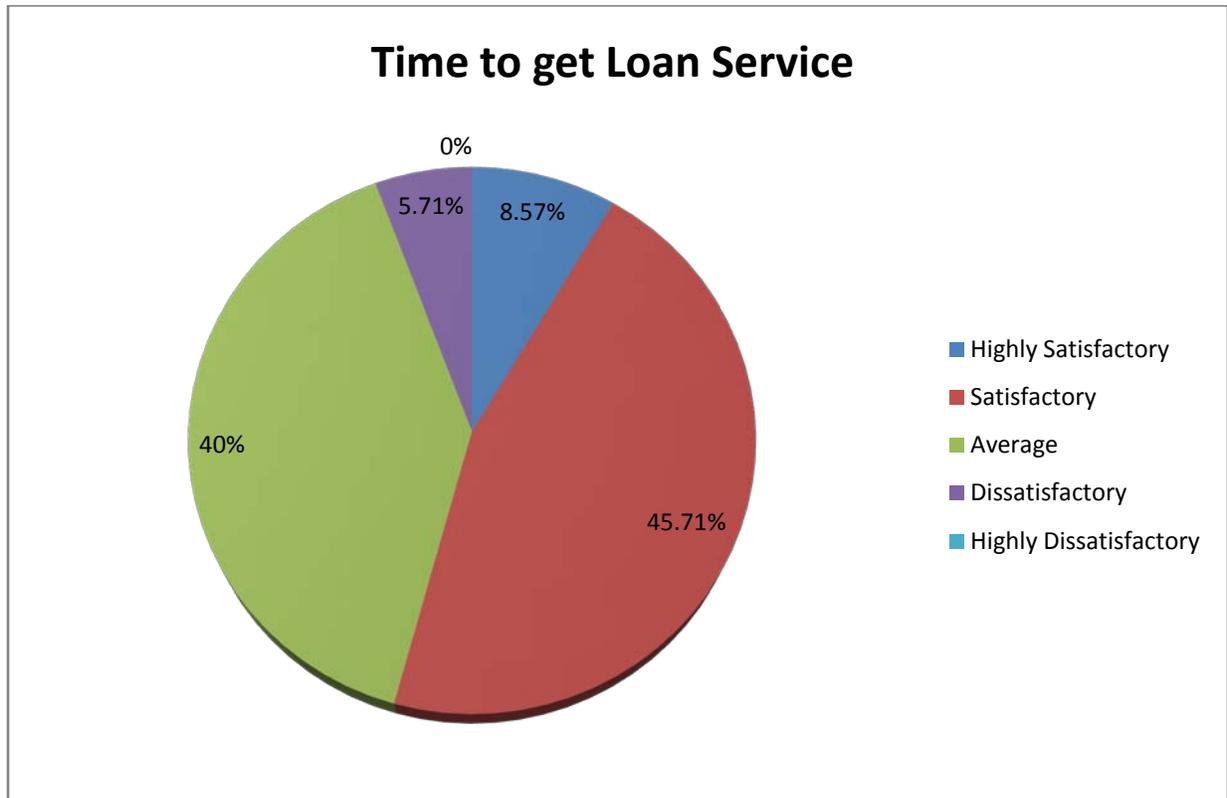
8. Question: How is the monthly installment amount of loan for you?



Interpretation: The above illustration shows that 8.57% highly satisfactory, 20% satisfactory, 51.43% average, 14.29% dissatisfactory and 5.71% highly dissatisfactory about the monthly installment amount of loan.



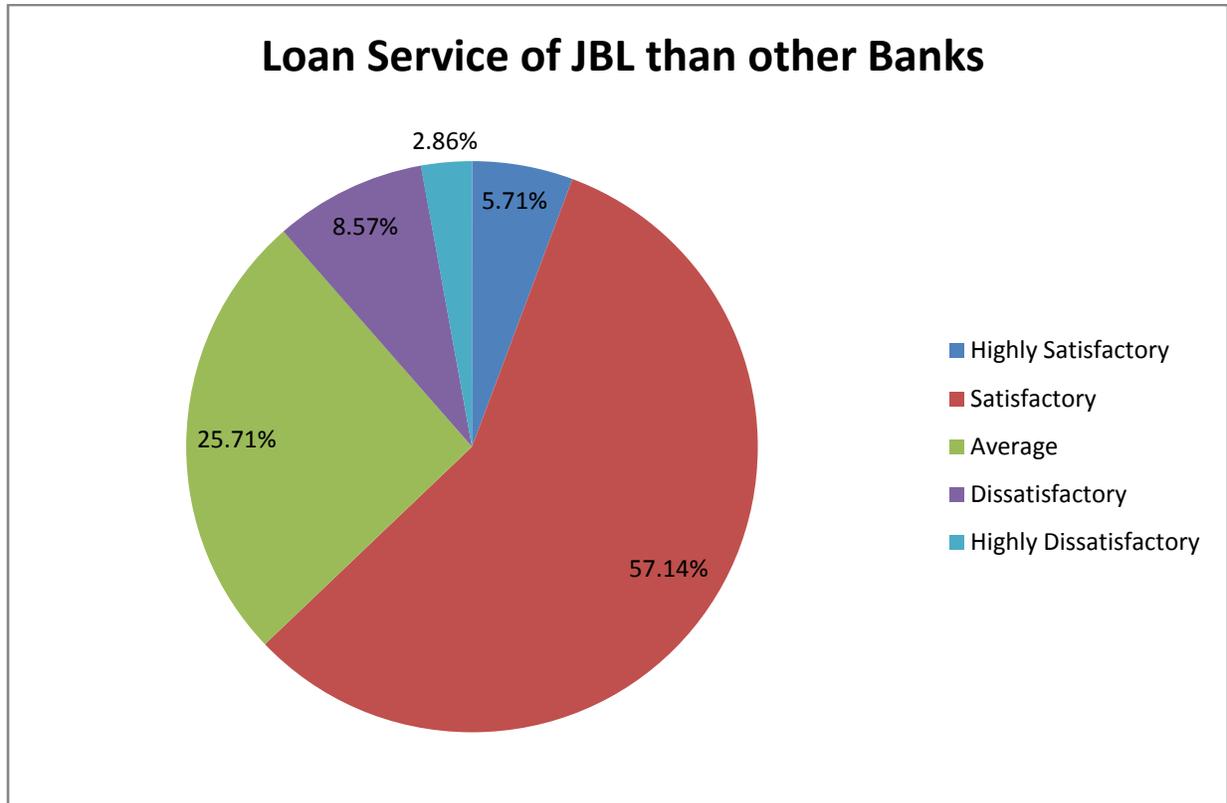
9. Question: How is the time you get the loan service?



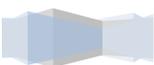
Interpretation: The above illustration shows that 8.57% highly satisfactory, 45.71% satisfactory, 40% average, 5.71% dissatisfactory and 0% highly dissatisfactory about the time to get the loan service.



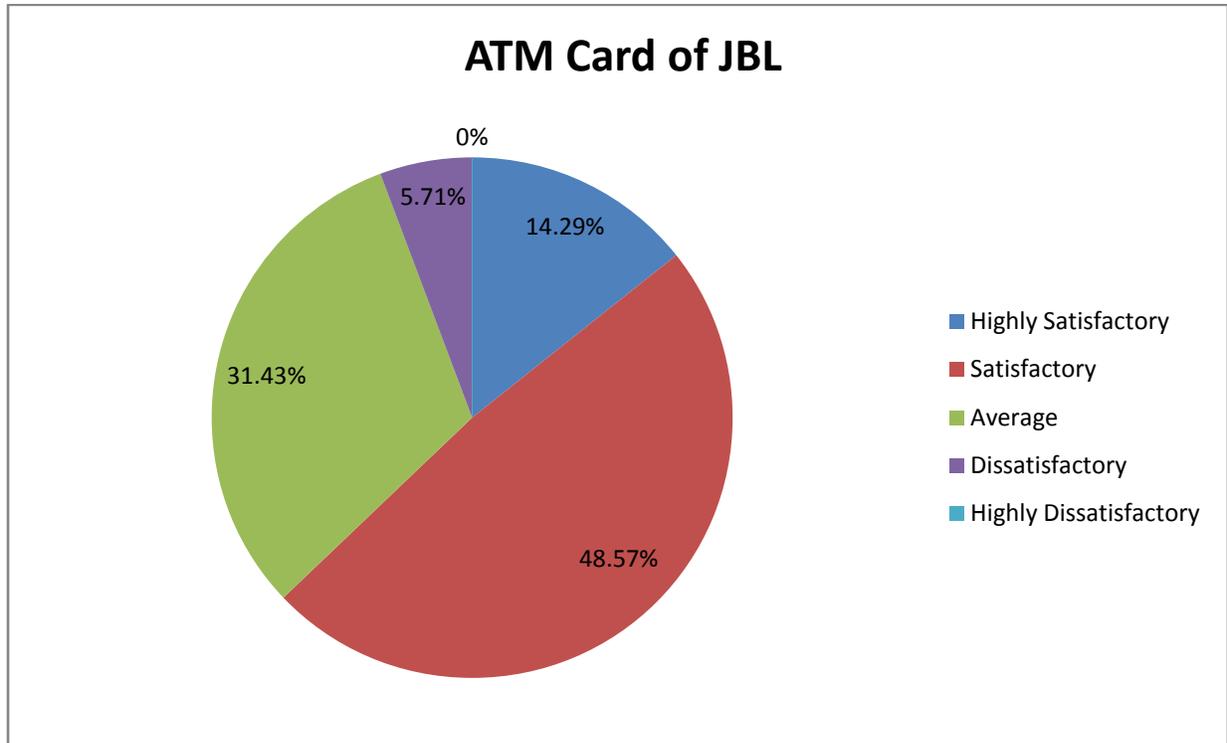
10. Question: How is the loan service of JBL than other banks?



Interpretation: The above illustration shows that 5.71% highly satisfactory, 57.14% satisfactory, 25.71% average, 8.57% dissatisfactory and 2.86% highly dissatisfactory about the loan service of Jamuna Bank Limited than other banks.



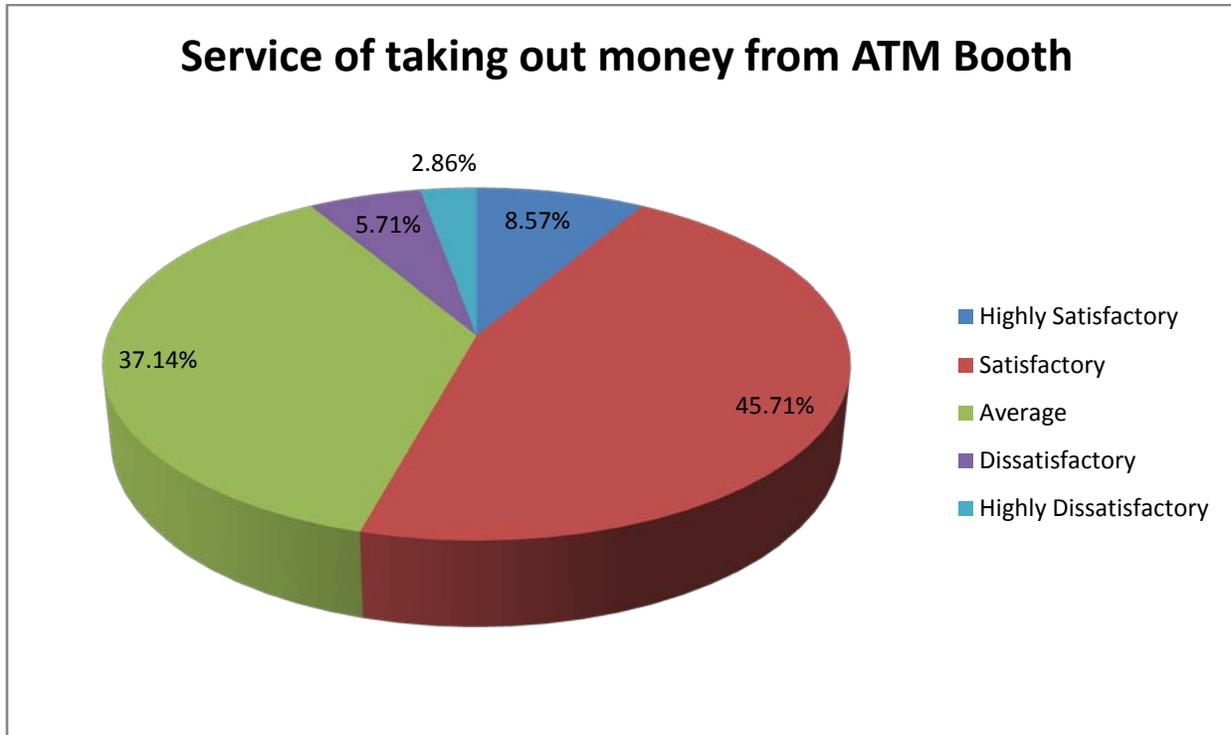
11. Question: How is the ATM card of JBL for you?



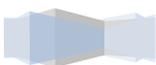
Interpretation: The above illustration shows that 14.29% highly satisfactory, 48.57% satisfactory, 31.43% average, 5.71% dissatisfactory and 0% highly dissatisfactory about the ATM card of Jamuna Bank Limited.



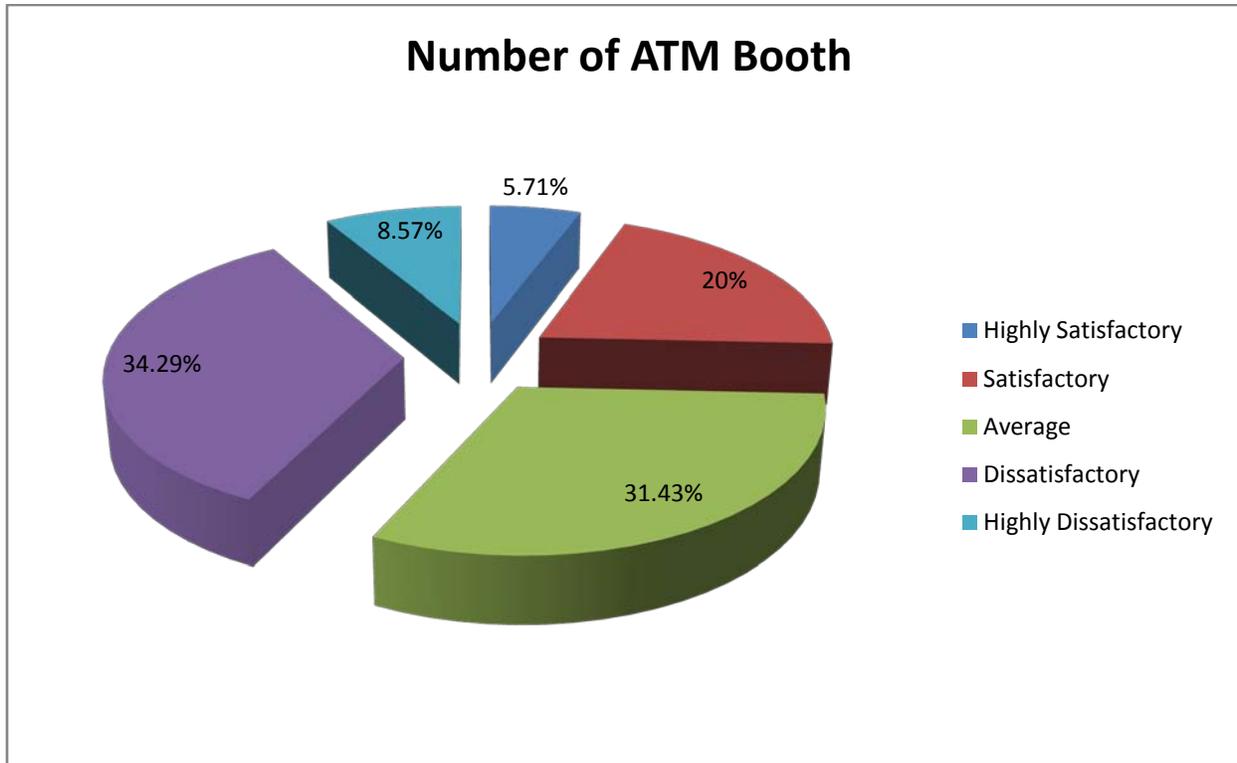
12. Question: How is the service of taking out money from ATM booth?



Interpretation: The above illustration shows that 8.57% highly satisfactory, 45.71% satisfactory, 37.41% average, 5.71% dissatisfactory and 2.86% highly dissatisfactory about the service of taking out money from ATM booth.



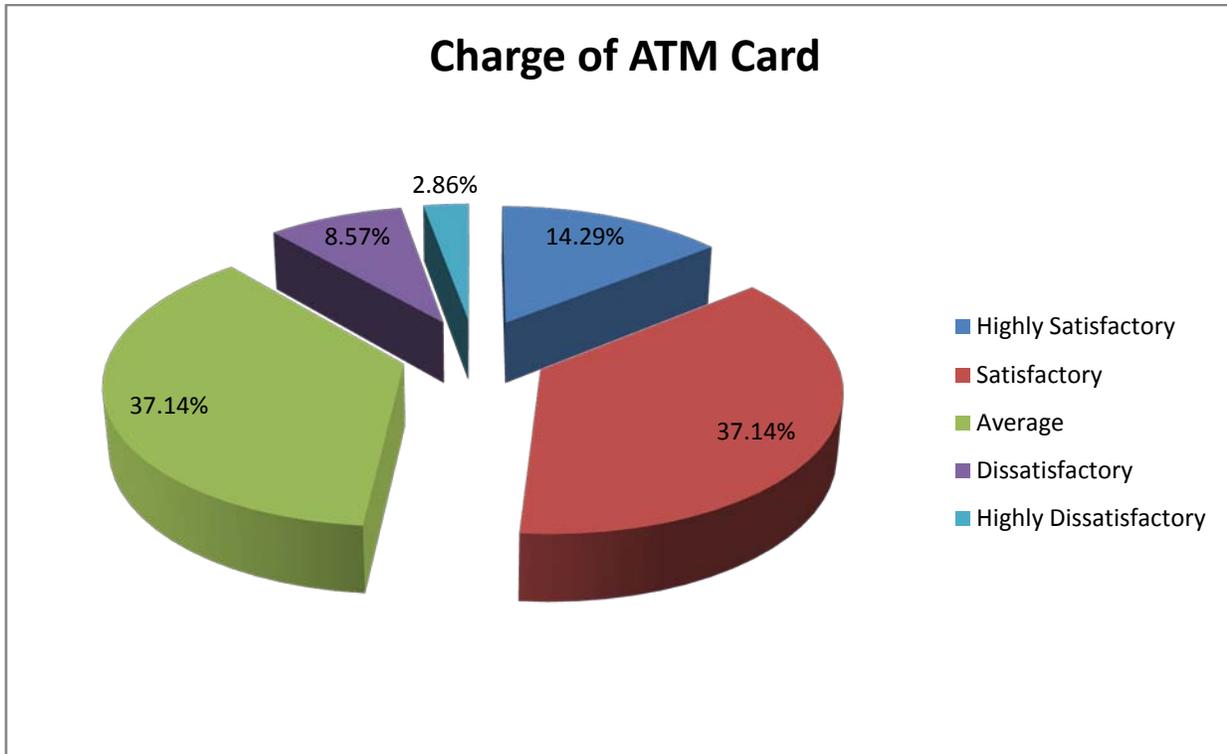
13. Question: How is the number of ATM Booth in Jamuna Bank?



Interpretation: The above illustration shows that 5.71% highly satisfactory, 20% satisfactory, 34.29% average, 8.57% dissatisfactory and 5.71% highly dissatisfactory about the number of ATM booth in Jamuna Bank Limited.



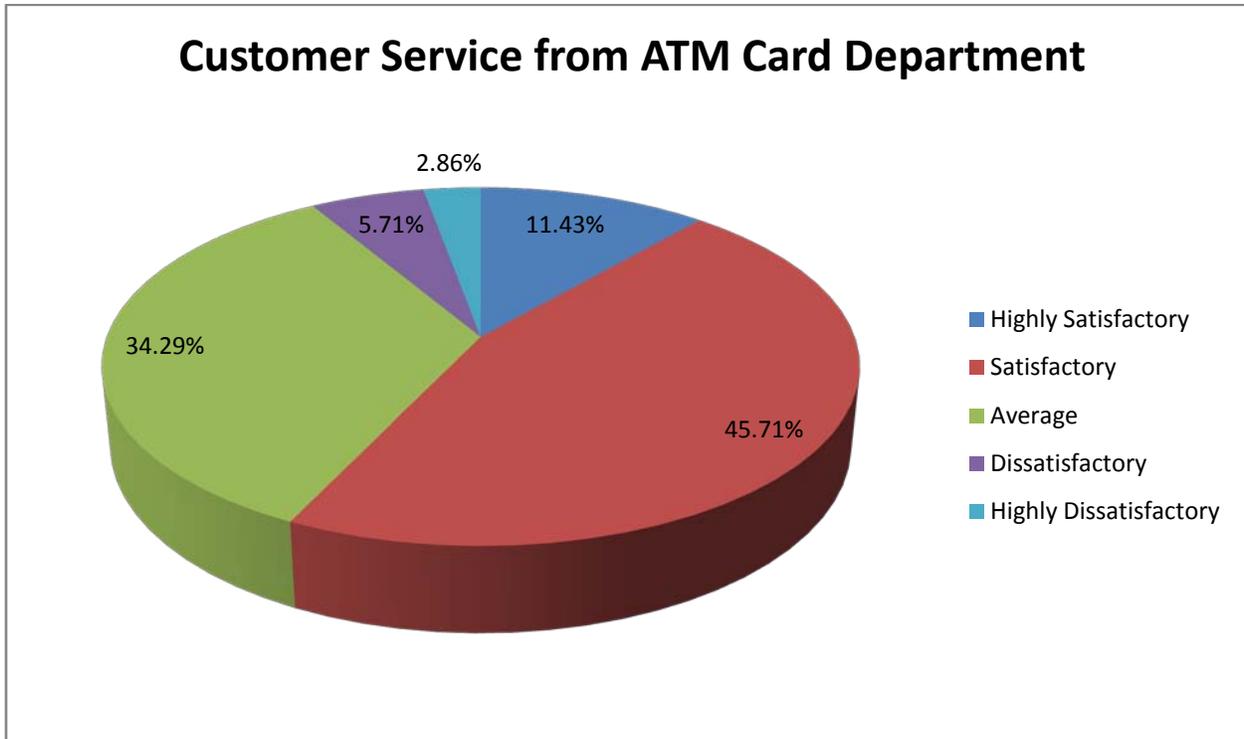
14. Question: How is the charge of ATM card of JBL?



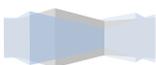
Interpretation: The above illustration shows that 14.29% highly satisfactory, 37.14% satisfactory, 37.14% average, 8.57% dissatisfactory and 2.86% highly dissatisfactory about the charge of ATM card.



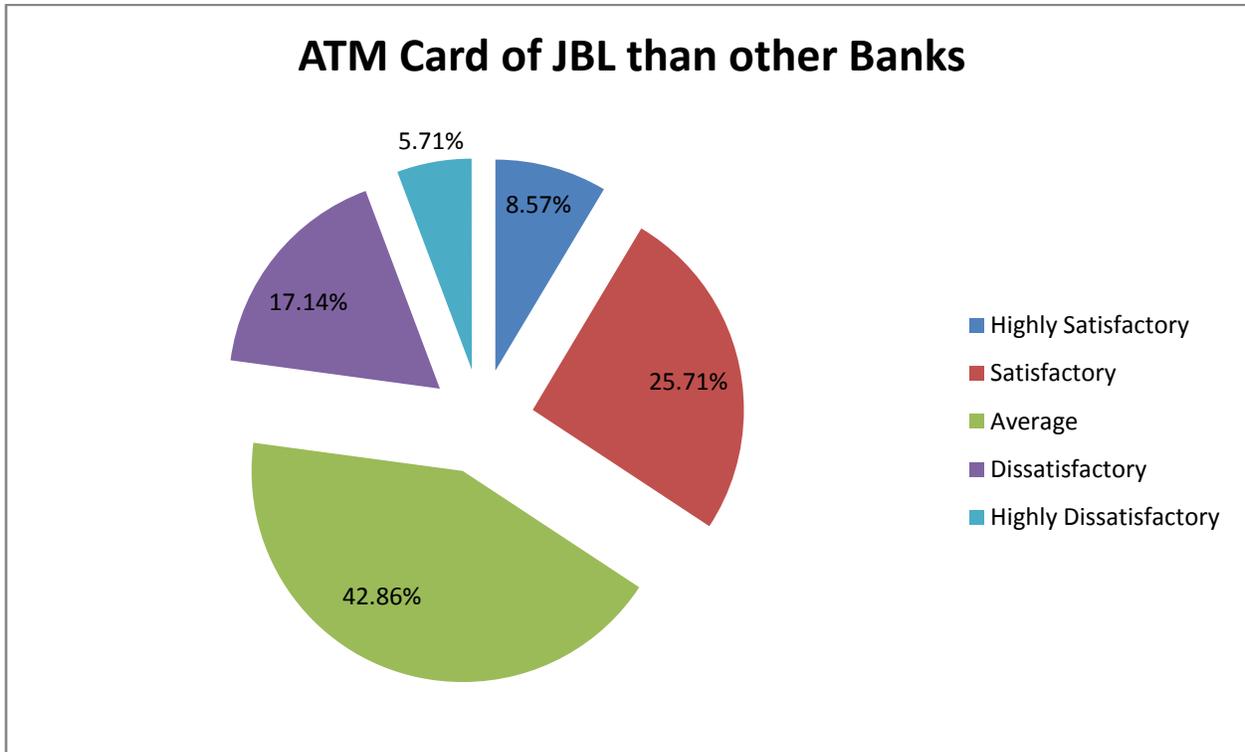
15. Question: How is the customer service from ATM card department of JBL?



Interpretation: The above illustration shows that 11.43% highly satisfactory, 45.71% satisfactory, 34.29% average, 5.71% dissatisfactory and 2.86% highly dissatisfactory about the customer service from ATM card department of Jamuna Bank Limited.



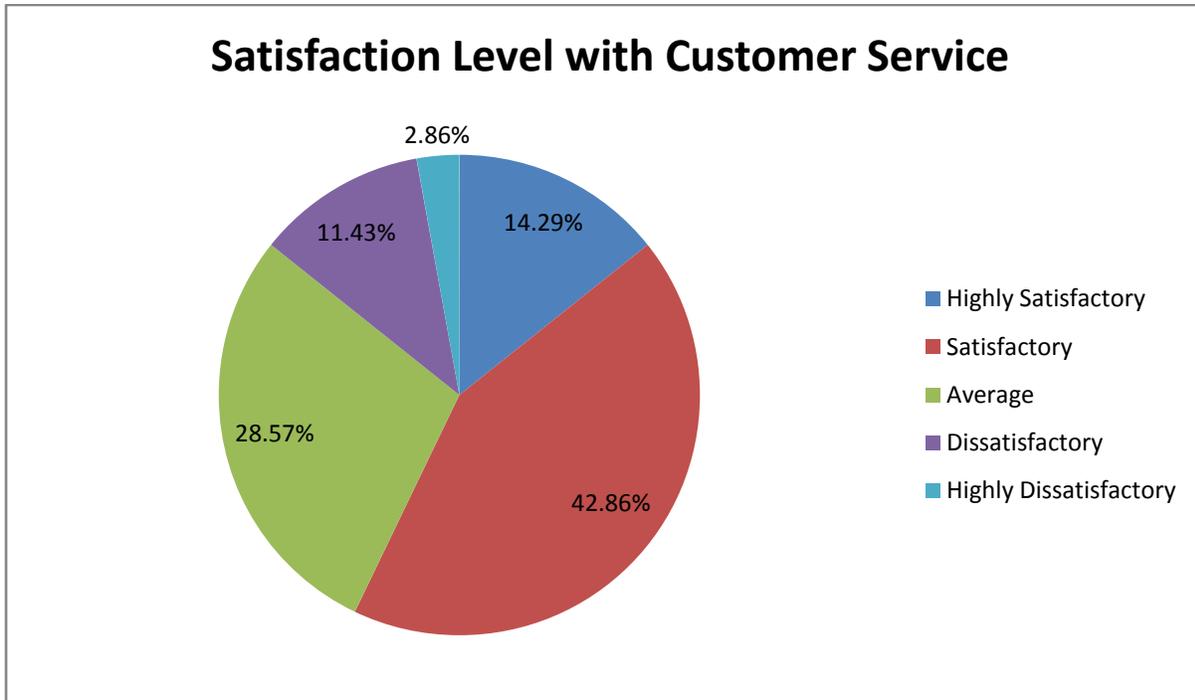
16. Question: How is the ATM card of JBL than other banks?



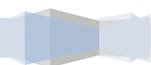
Interpretation: The above illustration shows that 8.57% highly satisfactory, 25.71% satisfactory, 42.86% average, 17.14% dissatisfactory and 5.71% highly dissatisfactory about the ATM card of JBL than other banks.



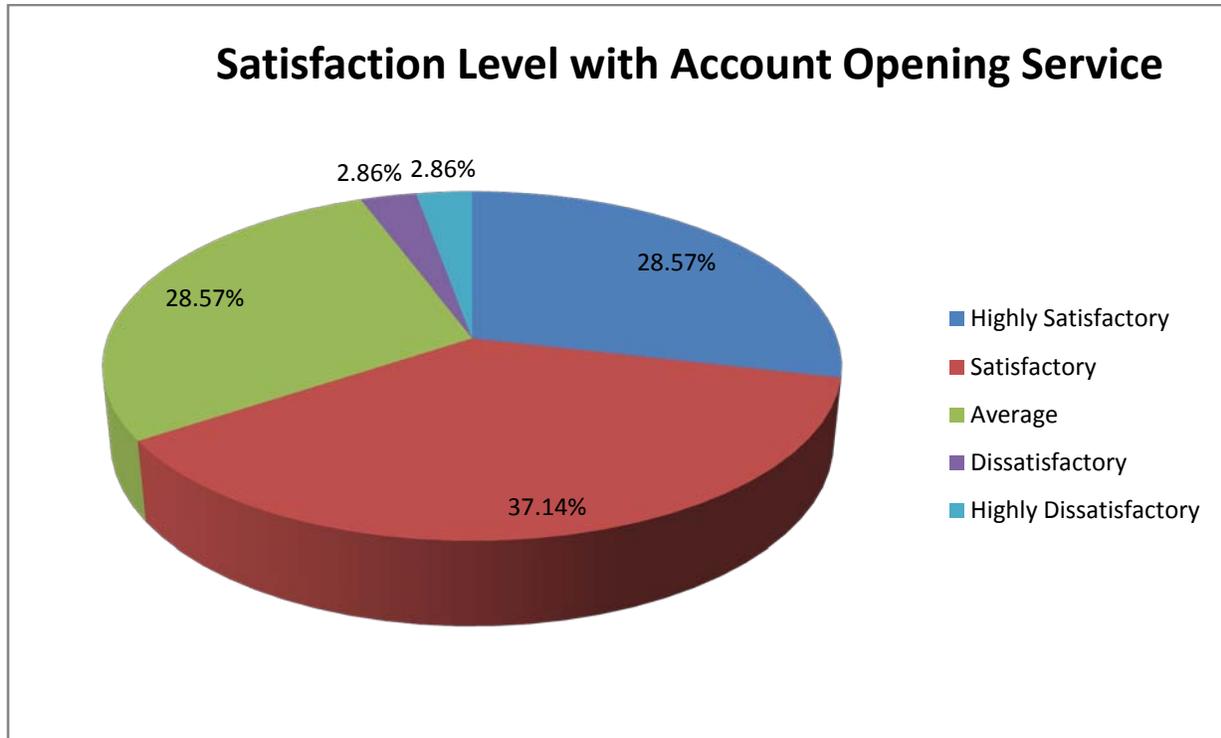
17. Question: Satisfaction level with customer service of JBL?



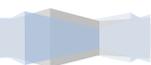
Interpretation: The above illustration shows that 14.29% highly satisfactory, 42.86% satisfactory, 28.57% average, 11.43% dissatisfactory and 2.86% highly dissatisfactory about the satisfaction level with customer service of Jamuna Bank Limited.



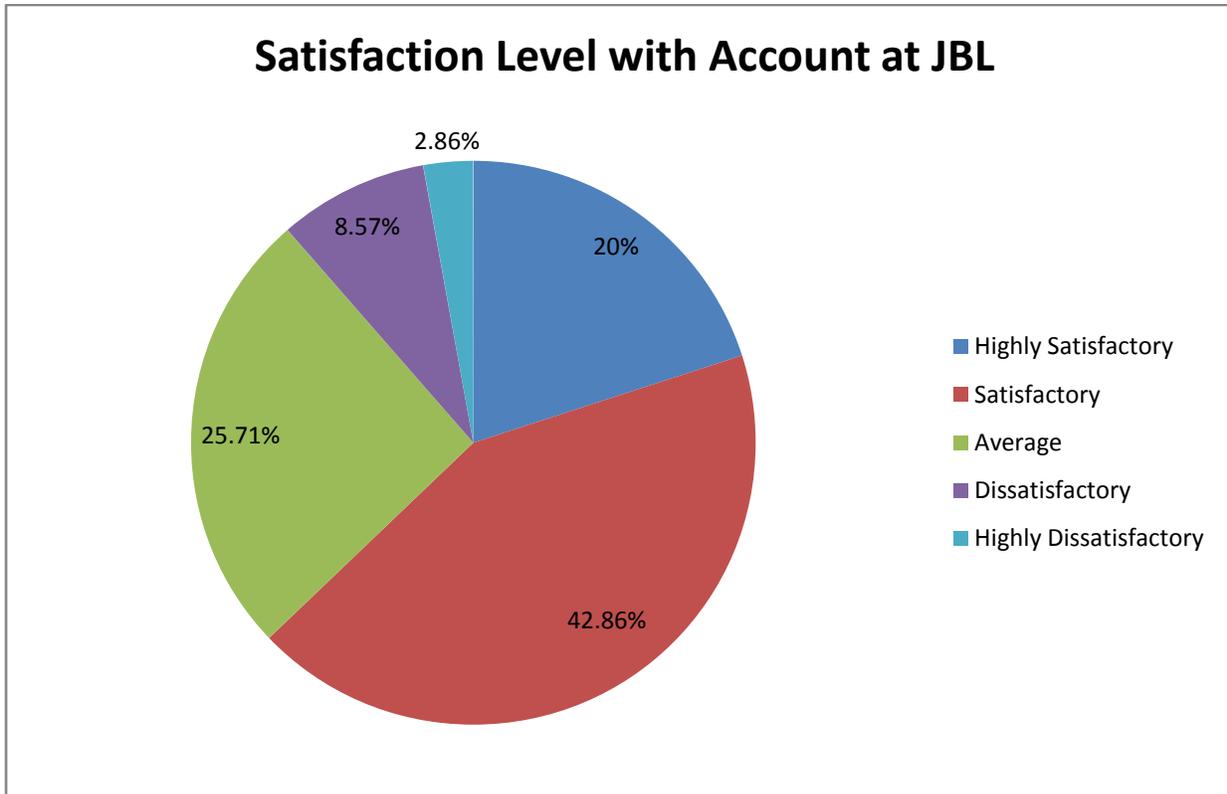
18. Question: Satisfaction level with A/C opening service?



Interpretation: The above illustration shows that 28.57% highly satisfactory, 37.14% satisfactory, 28.57% average, 2.86% dissatisfactory and 2.86% highly dissatisfactory about the satisfaction level with account opening service of Jamuna Bank Limited.



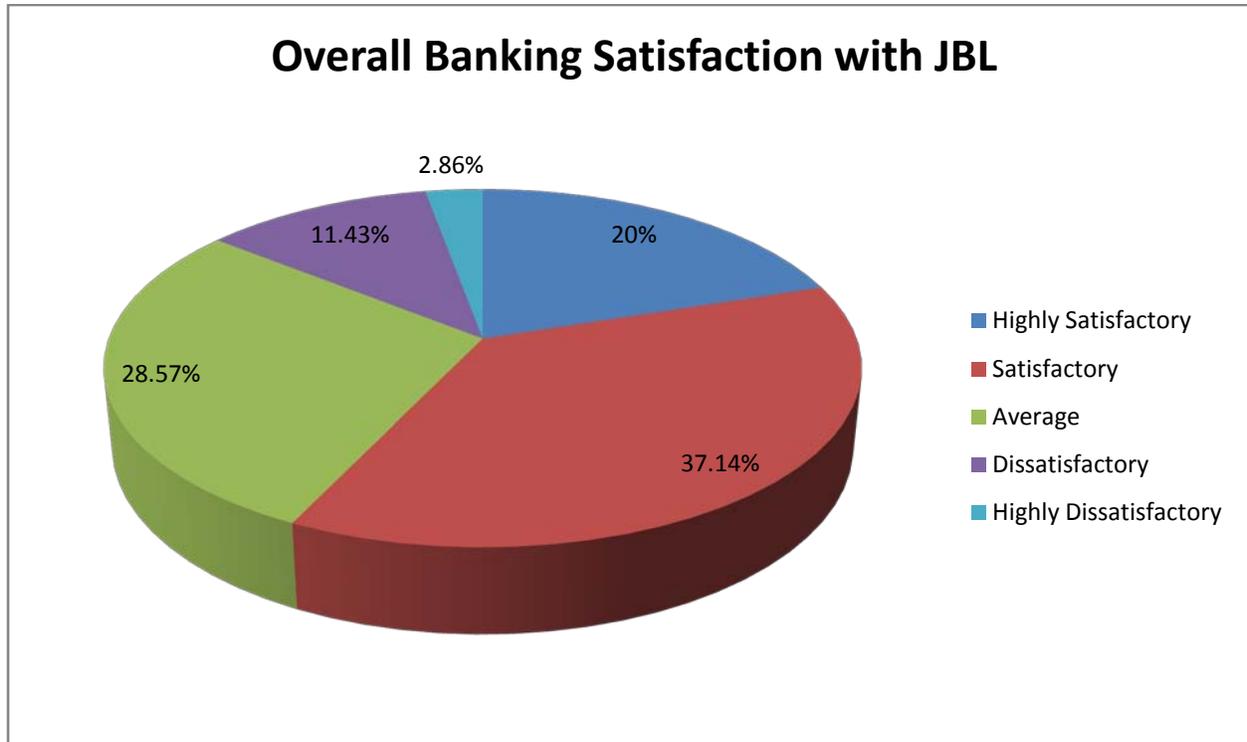
19. Question: Satisfaction level with your A/C at JBL?



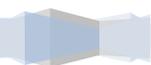
Interpretation: The above illustration shows that 20% highly satisfactory, 42.86% satisfactory, 25.71% average, 8.57% dissatisfactory and 2.86% highly dissatisfactory about the satisfaction level with account at JBL.



20. Question: Overall banking satisfaction with JBL?

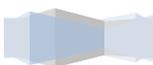


Interpretation: The above illustration shows that 20% highly satisfactory, 37.14% satisfactory, 28.57% average, 11.43% dissatisfactory and 2.86% highly dissatisfactory about the overall banking satisfaction with Jamuna Bank Limited.

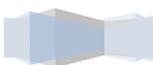


4.5. Summary of findings:

- 1. Deposit Pension Scheme (DPS):** In the 1st graph mainly shows that on an average most of the customer are satisfied about the deposit pension scheme of Jamuna bank limited. The reason behind that the satisfactory rate is high because most of the Banks are providing different types of scheme to their customers so that there is no reason to be highly satisfied of the customer of Jamuna bank limited.
- 2. Maturity amount of Deposit Pension Scheme:** In the 2nd graph shows that maximum customers are satisfied about the maturity amount of deposit pension scheme of Jamuna bank limited because the amount that they provide to their customers is far better than other banks.
- 3. Time to get the maturity amount of Deposit Pension Scheme:** In the graph shows that most of the people are satisfied about the time to get the maturity amount of DPS because JBL provides the maturity amount in a short period of time rather than other banks.
- 4. The installment of Deposit Pension Scheme:** In the 4th graph shows that most of the customers of Jamuna Bank Limited are satisfied about the installment payment of Deposit Pension Scheme. The customers are satisfied because the installment amount that they are paying every month is easier for them.
- 5. The service of Deposit Pension Scheme:** In this statement maximum people are satisfied about the service that provides by Jamuna Bank Limited for their different scheme of DPS. The bank tries to make easier for their customers and give better services of different deposit pension scheme.
- 6. The loan service of JBL:** In the 6th graph the customers are satisfied about the loan service of Jamuna Bank Limited. The reason behind is that JBL tries to provide better services to their customers and retain them for a long period of time.
- 7. Interest rate of loan:** In the scenario there are two answers that we got from the customer of JBL. Some people are in the middle position (not satisfied nor dissatisfied) and some people feel dissatisfied about the interest rate of different kinds of loan in Jamuna Bank Limited.
- 8. The monthly installment amount of loan:** The customers of Jamuna Bank Limited are giving average comment about the installment amount of different loans because they think that the installment amount is not that much high or low for them to pay in different loans.
- 9. Time to get the loan service:** Most of the customers are feeling satisfied about the time to get the loan service because the bank tries to disburse the loan to their customers in a short period of time without any problem.
- 10. Loan service of JBL than other banks:** The customers are enough satisfied about the loan service of JBL than other banks because Jamuna Bank tries to provide loans to their customers as soon as possible when they needed.



- 11. ATM card of Jamuna Bank Limited:** Maximum customers are satisfied about the ATM card of Jamuna Bank Limited because they can now easily collect their money from any ATM booths of Jamuna Bank Limited.
- 12. Service of taking out money from ATM booth:** In the graph shows that huge portion of customers are satisfied about the service of taking out money from ATM booth of Jamuna Bank Limited because in the booth customers easily collect their desire amount of money without any interruption and few times customer face difficulties while they collect the money.
- 13. Number of ATM Booth:** Most of the customers are feeling dissatisfied about the number of ATM booth of Jamuna Bank Limited because now customers are too much busy in their work and have not get enough time to come in the bank to collect the money. So they want to collect money from the booth in a short period of time. But the number of ATM booth is not enough to meet up the desire of the customer of Jamuna Bank Limited. So they feel that the bank needs to increase the number of ATM booth.
- 14. Charge of ATM card:** Here the customers are giving two feedbacks regarding the charges of ATM card of Jamuna Bank Limited. Some customer feels that the charge is high for the ATM card and some customer do not give any comments regarding about this.
- 15. Customer service from ATM card department:** From this scenario I found out that maximum people are very much pleased about the service that they get from ATM card department because whenever they feel any trouble while using the ATM card, bank is trying to give better services and solve the problem within short period of time.
- 16. ATM card of JBL than other banks:** Here maximum customers are feeling average of the ATM card of JBL than other banks because all the banks are now providing ATM cards to their customers. So there is nothing new things come out to the customer of Jamuna Bank Limited.
- 17. Satisfaction level with customer service:** From the graph we can see that maximum customers are feeling satisfied about the service that they get from Jamuna Bank Limited because the bank give highest priority to their customers all the time.
- 18. Satisfaction level with account opening service:** While collecting data from different customers, I came to found out that maximum customers are feeling satisfied when they open account at Jamuna Bank Limited because the staffs are all time ready to give services to all the customers who are coming in the bank.
- 19. Satisfaction level with account at JBL:** Maximum customers are feeling satisfied to do account at JBL because they get better services while they open account at the bank. Employees are available all the time and help the customer while opening any account at Jamuna Bank Limited.
- 20. Overall satisfaction of JBL:** Here maximum people are agreed about the overall satisfaction of Jamuna Bank Limited is make them satisfied to do transaction with them and they want to continue this relationship with the bank for a long period of time.

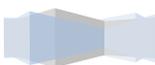


4.6. Recommendations:

Based on the assessment of several characteristics of JBL, the following suggestions have been made:

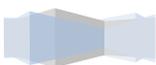
Organization front line work 100% perfectly. They have to face some troubles. Alike, the Jamuna Bank as a commercial association faces some troubles to give client service. To conquer this trouble, the banks can employee expert investigation by using client questioning tools.

1. JBL ability must train up their HR staff, so that they can get a clear design about banking knowledge
2. There should be sufficient number of PC to serve the general service to the clients. Staff should be more professional & skilled to use the Flora software.
3. JBL's clearing should be appropriately online.
4. Credit card ought to be offered for the common clients of JBL.
5. Income configuration should be revised for the approval of the staff comparing with the other commercial private banks.
6. Assets formation should be stronger to serve accurately.
7. To cheer clients to use On-line banking facility this service charge should not be taken charge from the clients.
8. Client service of bank has a better impact on its client. To supply smarter client service they need a call center section is much admired now a day.
9. Jamuna bank can establish some new proposals for their clients like student saving account, Hajj scheme, etc.



5.0. Conclusion:

Banking Industry in Bangladesh is now in right track. The bankers are contributing much than the previous years for the growth and development of the country. Banking is becoming more and more vital for economic development of Bangladesh in mobilizing capital and others resources. As an organization, the Jamuna Bank Limited has earned the reputation of top banking operation in Bangladesh. The organization is much more structured compared to any other local bank operating in Bangladesh. It has a reputation as a partner for growth. Transparent and quick decision making, efficient team of performance, satisfied customers, online banking, effective internal control, diversification of investments etc. are the major strengths of JBL. After doing this intern report I have found that most of the customers of Jamuna Bank Limited have positive perception towards its service quality. Thus, it is expected that the service quality of Jamuna Bank Limited will be increased day by day and it will achieve more popularity among the people in future.



6.0. References:

Annual Reports

Jamuna Bank Limited, Annual report 2009-2012

Website

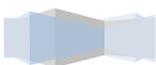
1. www.jamunabankbd.com
2. www.Bangladesh-bank.org



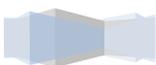
7.0. Appendix:

Abbreviations

✧	FDBP	=	Foreign Document Bill Purchase
✧	FDBC	=	Foreign Document Bill Collection
✧	ID	=	International Department
✧	CIB	=	Credit Information Bureau
✧	EPB	=	Export Promotion Bureau
✧	ERC	=	Export Registration Certificate
✧	IRC	=	Import Registration Certificate
✧	PRC	=	Process Registration Certificate
✧	TT	=	Telegraphic Transfer
✧	DD	=	Demand Draft
✧	PO	=	Pay Order
✧	CFR	=	Cost and Freight
✧	BE	=	Bill of Exchange
✧	BL	=	Bill of Lading
✧	FCAD	=	Foreign Currency Account in Dollar
✧	L/C	=	Letter of Credit
✧	PC	=	Packing Credit
✧	CAD	=	Cash against Document
✧	PAD	=	Payment against Document
✧	FTT	=	Foreign Telegraphic Transfer



- ✧ **ETDA** = Exchange Transaction Debit Advice
- ✧ **A/C** = Account
- ✧ **DPN** = Demand Promissory Note
- ✧ **FC** = Foreign Currency
- ✧ **FDD** = Foreign Demand Draft
- ✧ **IBC** = Inward Bills for Collection
- ✧ **OBC** = Outward Bills for Collection
- ✧ **IBCA** = Inter Branch Credit Advice
- ✧ **IBDA** = Inter Branch Debit Advice
- ✧ **TIN** = Tax Identification Number
- ✧ **STD** = Short Term Deposit
- ✧ **FDR** = Fixed Deposit Receipt
- ✧ **CF** = Clearing & Forwarding
- ✧ **SWIFT**= Society for Worldwide Inter Bank Financial Telecommunication
- ✧ **UCPDC**= Uniform Customs & Practices for Documentary Credit



Age:

Profession:

Customer’s Satisfaction of Jamuna Bank Limited:

1. How is the Deposit Pension Scheme (DPS) to you?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

2. How is the maturity amount of sit Pension Scheme (DPS) to you?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

3. How is the time to get the maturity amount of Deposit Pension Scheme of JBL (DPS)?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

4. How is the installment of Deposit Pension Scheme (DPS) to you?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

5. How is the service of Deposit Pension Scheme (DPS) than other banks?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

6. How is the loan service of JBL to you?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

7. How the interest rate of loan is to you?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

8. How is the monthly installment amount of loan for you?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

9. How is the time you get the loan service?

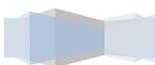
Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

10. How is the loan service of JBL than other banks?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

11. How is the ATM card of JBL for you?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory



12. How is the service of taking out money from ATM booth?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

13. How is the number of ATM Booth in Jamuna Bank?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

14. How is the charge of ATM card of JBL?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

15. How is the customer service from ATM card department of JBL?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

16. How is the ATM card of JBL than other banks?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

17. Satisfaction level with customer service oh JBL?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

18. Satisfaction level with A/C opening service?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

19. Satisfaction level with your A/C at JBL?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

20. Overall banking satisfaction with JBL?

Answer: a) Highly satisfactory b) Satisfactory c) Average d) Dissatisfactory e) Highly dissatisfactory

You're Suggestion:

