



*An Analysis of Retail Banking Products  
of  
The City Bank Limited*

*Internship Report*  
*On*  
*An Analysis of Retail Banking Products*  
*of*  
*The City Bank Limited*



*Submitted To:*

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*Date Of Submission: 10<sup>th</sup> June 2014*

## **Letter of Transmittal**

10<sup>th</sup> June 2014

Mr. Jabir Al Mursalin

Senior Lecturer

BRAC Business School

BRAC University

**Subject:** Submission of Internship report

Dear Sir,

I would like to submit my report titled 'An Analysis of Retail Banking Products of The City Bank Limited prepared as a part of the requirement for BBA program of BRAC Business School.

I have successfully completed my internship program in The City Bank Limited and I worked there as an intern for three months. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future.

Sincerely yours,

Syeda Najifa Wareesa

Id: 10104130

BRAC Business School

BRAC University

## **Acknowledgements**

First I want to pay my gratitude to almighty Allah for enabling us to prepare the report successfully. Then I would like to express my sincere gratitude and cordial thanks to some specific persons who helped me to organize this report and for their kind opinion, suggestions, instructions and support and appropriate guidelines for this.

First of all, I would like to thank my Internship Supervisor Mr. Jabir Al Mursalin, Senior Lecturer, BRAC University for his continuous guidance and assistance in preparing the report on An Analysis of Retail Banking Products of The City Bank Limited. His valuable advice has helped me a lot in writing this report. I am immensely thankful to him for the supports he has provided during my Internship period.

Next, I would also like to express heartfelt gratitude to my organizational supervisor at The City Bank Limited, Mr. Adeeb Hossain, Branch Manager, Banani Branch. He directed me towards the right information and regularly reviewed my progress in preparation of this report. He has provided the information about the organization and the information about Branch Banking as well to help me with the report.

Finally, this report would not have been possible without the dedication and contribution of all my colleagues who has helped me by teaching all the works. I express my sincere gratitude to all of them. Their valuable contribution is what made this Term Paper possible.

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## **Executive Summary**

In the present situation of the banking sector is walking with competitive advantage, inspired way, just like a panorama of a race to reach the leading position of the banking. Most of the bank now concentrates of marketing feasibility to earn and generate opportunity to hold existing to keep loyal customers, in the business humanity believed that loyal customers increase the forthcoming gainful revenue. In this report I am trying to focus about the wide consumer expectation, perception and its implementation possibility for the CBL to overcome the all kinds of customer objections for the service failure and weakness.

First part of this report is based on the introduction which includes topics like origin, objective, background, methodology, limitation of the study. Basically it defines the way and background of the study to prepare the report. In the next part of the report highlights a brief background of City Bank Limited, with their mission, vision, objective, business strategies.

Next part is basically about the tasks done by me during the internship. This report is also consists of highlighting the general banking procedure by describing the entire departments associated with general banking.

Next part is about providing a brief summary of all retail product and services offered by the City Bank. This report is also consists of some findings of The City Bank Ltd. provided with some recommendation in order to improve customer service quality as well as customer satisfaction level based on the observation and work experience during internship period.

## **Chapter – 1**

### **INTRODUCTION**

In the age competition, the banks are no more dissimilar from any other consumer-marketing corporation. The excellent service quality permits a bank to differentiate themselves from their competitors, provide a bearable competitive advantage, and enhance efficiency. Customer service is the process of ensuring customer satisfaction with a product or service. Often, customer service takes place while performing a transaction for the customer, such as making a sale or returning an item. In Banks customer service includes processing cheque, cash and direct debit payments and withdrawals, setting up and maintaining customers' accounts, dealing with enquiries, promoting and selling financial products and services to customers, using a computerized system to update account details, general administration tasks such as maintaining records, opening post and sending letters to customers, operating UK and overseas currency tills, helping customers with loan and mortgage applications.

This internship report contains the passing study on “The City Bank Ltd”. The report is distributed in many parts according to the constructions of supervisor of report.

City Bank manages its business and operation vertically from the head office through four distinct business divisions namely

- Corporate & Investment Banking;
- Retail Banking (including Cards);
- SME Banking; &
- Treasury & Market Risks.

Under a real-time online banking platform, these four business divisions are supported at the back by a robust service delivery or operations setup and also a smart IT Backbone. Such centralized business segment based business & operating model ensure specialized treatment and services to the bank's different customer segments.



## **1.1 Rationale of the Study**

Always a research is designed considering some requirements. Though this research is conducted as a part of BBA program but this study might be very much useful for banks especially in the present banking environment. Now every bank has some competitive objectives of their own style. All banks are now facing more competition ever before and so for this all are wanted to offer more attractive service to their clients and trying to attain consumer's satisfaction. From same point of view, customer service of a bank is the basic step to create differentiation from others.

## **1.2 Scope of the Study**

The field of my study is the operation of Banani branch of The City Bank Limited. For conducting this study an overall knowledge of the total banking system is necessary because the departments of banking are linked with each other. The scope of the organizational part covers the organizational background, objective, function, departmentalization and product and services of The City Bank limited as a whole. The main part covers the operational scenario of a branch of The City Bank Ltd. This refers that how the bank helps the customers in general banking.

## 1.3 Objective of the Study

The objective of the Internship is to involve the students with the organizational working environment and this report is a result of such organizational involvement. The primary objective of this report is to explain the real life scenarios in the organizational working environment. But the objective behind this study may something be broader. Thus the objectives of the study are:

- To apply theoretical knowledge in the practical field.
- To find out facilities that are provide by The City Bank Ltd. to its customers.
- How branches are dealing with the customers
- The process of working sections of a branch.
- To analyze the performance of The City Bank Limited.
- To have some practical experience that will be helpful for future career growth.

## 1.4 Methodology

For preparing this report data and information were needed and collected from both primary and secondary sources. Primary data and information were collected through:

- Discussing with officials
- Talking with clients
- Personal observation & intelligence
- Working with officials as a helping hand

Secondary information was collected from the following Sources:

- Files, records, journals, manuals and publications obtained from library of the bank.
- Different circular issued by the Head office and Bangladesh bank.
- Annual reports of bank.
- Official website of The City Bank Limited.

### 1.4.1 Data Collection Procedure

The necessary data and information were collected in the following ways:

- Through a formal questionnaire.
- Through discussion.
- Through various journal of banks.
- Study of old files.
- Personal investigation with bankers.
- Different circulars sent by Head Office of the Premier Bank and Bangladesh Bank.
- Personal experience gained by visiting different desks.

### 1.5 Limitations of the report

This report has fallen short in the following areas:

- Only three months were not enough to make an in-depth study of all types of retail (deposit and loan) products.
- The organization maintains strict confidentiality about their financial and other information. They are afraid of any type of information leakage to their competitors. So there was always lack appropriate information.
- Lack of sufficient books, papers and periodicals take me go on serious brainstorming while preparing this report.
- Some officials were not so much prepared for giving the data which could help to prepare this report.

## **Chapter – 2**

### **An Overview of City Bank Ltd**

The City Bank Ltd. is one of the first generation Commercial Banks operating in Bangladesh. It started its journey in 1983 and now is a top bank among the oldest five Commercial Banks in Bangladesh. The first branch was opened at B. B. Avenue Branch in the capital, Dhaka city. It was the visionary entrepreneurship of around 13 local businessmen who had the courage of taking immense uncertainties and risks that made the establishment of the bank possible. Those sponsor directors commenced the journey with only Taka 3.4 core worth of Capital, which now is a respectable Taka 330.77 core as capital & reserve.

City Bank is one of the very few local banks which do not follow the traditional, decentralized, geographically managed, branch based business or profit model. Basically, the bank manages its business and operation vertically from the head office through 4 distinct business divisions namely Corporate & Investment Banking; Retail Banking (including Cards); SME Banking; & Treasury & Market Risks.

Under a real-time online banking platform, these 4 business divisions are supported at the back by a robust service delivery or operations setup and also a smart IT Backbone. Such centralized business segment based business & operating model ensure specialized treatment and services to the bank's different customer segments.

The bank at present has 92 online branches and 1 SME service centers and 11 SME/Agri branches spread across the length & breadth of the country that include a full-fledged Islami Banking branch. Besides these traditional delivery points, the bank is also very active in the alternative delivery area. It currently has 213 ATMs of its own; and ATM sharing arrangement with a partner bank that has more than 1150 ATMs in place; SMS Banking; Internet Banking and so on. It already started its Customer Call Center operation. City Bank is the first bank in Bangladesh to have issued Dual Currency Credit Card. The bank is a principal member of VISA international and it issues both Local Currency (Taka) & Foreign Currency (US Dollar) card limits in a single plastic. VISA Debit Card is another popular product which the bank is pushing hard in order to ease out the queues at the branch created

## **An Analysis of Retail Banking Products of The City Bank Ltd.**



by its astounding base of some 400,000 retail customers. The launch of VISA Prepaid Card for the travel sector is currently underway.

City Bank prides itself in offering a very personalized and friendly customer service. It has in place a customized service excellence model called CRP that focuses on ensuring happy customers through setting benchmarks for the bank's employees' attitude, behavior, readiness level, accuracy and timelines of service quality.

City Bank is the first bank in Bangladesh to have issued Dual Currency Credit Card. The bank is a principal member of VISA international and it issues both Local Currency (Taka) & Foreign Currency (US Dollar) card limits in a single plastic. VISA Debit Card is another popular product which the bank is pushing hard in order to ease out the queues at the branch created by its astounding base of some 400,000 retail customers. The launch of VISA Prepaid Card for the travel sector is currently underway. City Bank has launched American Express Credit Card and American Express Gold Credit card in November 2009. City Bank is the local caretaker of the brand and is responsible for all operations supporting the issuing of the new credit cards, including billing and accounting, customer service, credit management and charge authorizations, as well as marketing the cards in Bangladesh. Both cards are international cards and accepted by the millions of merchants operating on the American Express global merchant network in over 200 countries and territories including Bangladesh. City Bank also introduced exclusive privileges for the card members under the American Express Selects program in Bangladesh. This will entitled any American Express card members to enjoy fantastic savings on retail and dining at some of the finest establishment in Bangladesh. It also provides incredible privileges all over the globe with more than 13000 offers at over 10000 merchants in 75 countries.

City Bank prides itself in offering a very personalized and friendly customer service. It has in place a customized service excellence model called CRP that focuses on ensuring happy customers through setting benchmarks for the bank's employees' attitude, behavior, readiness level, accuracy and timelines of service quality. City Bank is one of the largest corporate banks in the country with a current business model that heavily encourages and supports the growth of the bank in Retail and SME Banking. The bank is very much on its way to opening many independent SME centers across the country within a short time. The bank is also very

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active in the workers' foreign remittance business. It has strong tie-ups with major exchange companies in the Middle East, Europe, Far East & USA, from where thousands of individual remittances come to the country every month for disbursements through the bank's large network of 99 online branches and SME service centers. The current senior management leaders of the bank consist of mostly people from the multinational banks with superior management skills and knowledge in their respective "specialized" areas. The newly launched logo and the pay-off line of the bank are just one initial step towards reaching that point.

### **2.1 Historical Background of CBL**

The City Bank Limited is Banking Company registered under the Companies Act, 1913. The bank operates as a scheduled bank under a banking license issued by the Bangladesh Bank, Central Bank of the country. It has started operation on 27<sup>th</sup> March, 1983. It was launched then with the objective of serving the communities with the taking of deposits from the general citizens for interest to use these deposits for lending the small industrial sectors. But with the passing of time it has started its outset and has presented some unique, demanding and timely packages to the people.

The emergence of The City Bank Limited in the private sector is an important history in the banking arena of Bangladesh. During 1981-83, when the nation was in the grip of severe recession, government first declared and gave permission the establishment of banks in the private sector in order to make money supply more volatile and to reactivate the economy. After that government declaration some dynamic entrepreneurs marched and came forward for establishing a bank with a motto to revitalize the overall economic condition of the country.

The City Bank Limited is the first right hand in this front line. It first obtained fund from those of the promoters, which is subsequently augmented by the issue of share capital. It started with Taka. 100 million of authorized capital and Taka. 14 million of paid up capital in March 27, 1983.

Since the very inception The City Bank Limited. is working with the philosophy of serving the nationals as an ideal and unique financial house. Every organization has some objectives

## **An Analysis of Retail Banking Products of The City Bank Ltd.**

of its own. The primary objective of The City Bank Limited. is to earn profit through undertaking the responsibility of providing financial help for the development of the country's commercial and industrial sector.

### **2.2 Objectives and Goals of CBL**

CBL always ready to maintain the highest quality of services by upgrading banking technology prudence in management and by applying high standard of business ethics through its established commitment and heritage.

CBL is committed to ensure its contribution to national economy by increasing its profitability through professional and disciplined growth strategy for its customer and by creating corporate culture in international banking arena.

- The objective of CBL is not only to earn profit but also to keep the social commitment and to ensure its co-operation to the person of all level, to the businessman, industrialist- specially who are engaged in establishing large scale industry by consortium and the agro-based export oriented medium & small scale industries by self inspiration.
- CBL as the first and the largest private bank is committed to continue its endeavor by rapidly increasing the investment of honorable share holders into assets.
- CBL believes in building up strong based capitalization of the country.
- CBL is committed to continue its activities in the new horizon of business with a view to developing service oriented industry and culture of morality and its maintenance in banking.
- CBL has been working from its very beginning to ensure the best use of its creativity, well disciplined, well managed and perfect growth.
- CBL is always preoccupied to encourage the investors for purchasing its share by creating the opportunity of long term investment and increasing the value of share through prosperity as developed day by day.
- CBL is playing a vital role in Socio-economic development of Bangladesh by way of linkage with rest of the world by developing worldwide network in domestic and international operations.

### **2.3 Vision and Mission of CBL**

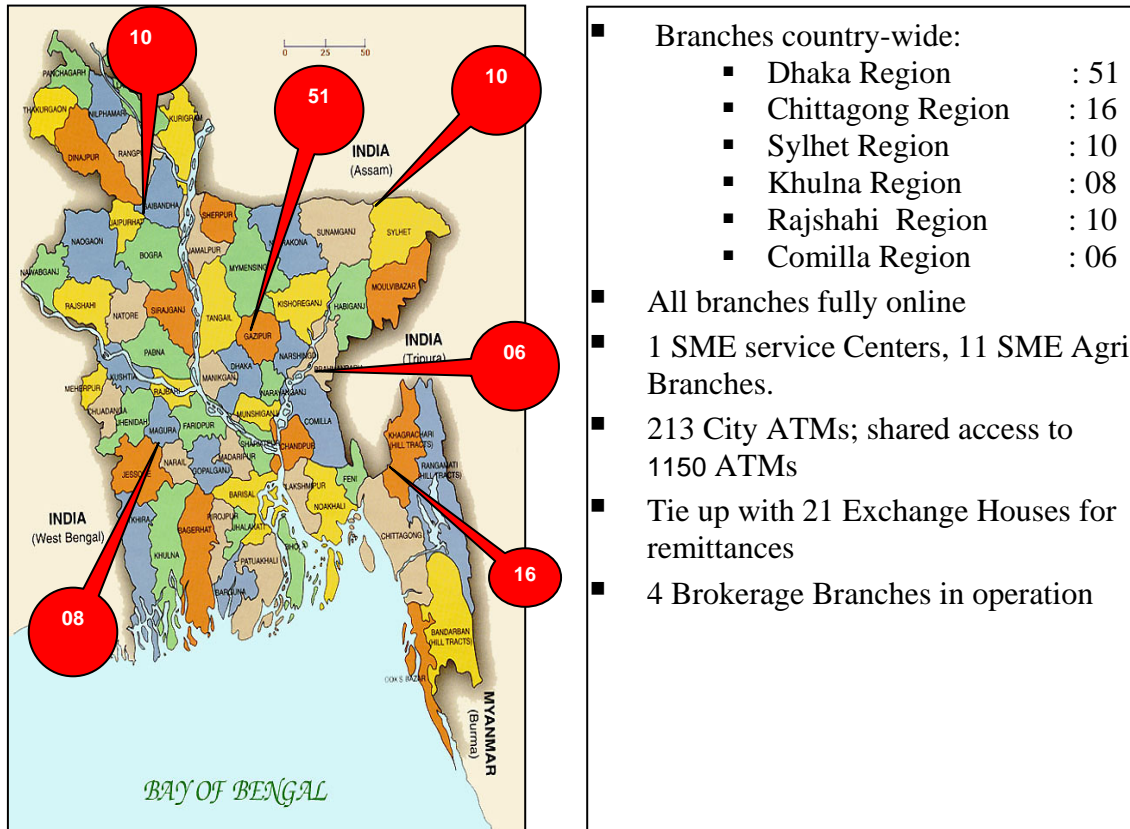
The main vision of The City Bank Ltd. is to be “The Financial Supermarket with a Wining Culture Offering Enjoyable Experience.”

With maintaining this they also try to fulfill mission, such as,

- Offer wide array of products and services that differentiate and excite all customer segments
- Be the “Employer of choice” by offering an environment where people excel and leaders are created
- Continuously challenge processes and platforms to enhance effectiveness and efficiency
- Promote innovation and automation with a view to guaranteeing and enhancing excellence in service
- Ensure respect for community, good governance and compliance in every activity



## 2.4: City Bank Footprints:



- Branches country-wide:
  - Dhaka Region : 51
  - Chittagong Region : 16
  - Sylhet Region : 10
  - Khulna Region : 08
  - Rajshahi Region : 10
  - Comilla Region : 06
- All branches fully online
- 1 SME service Centers, 11 SME Agri Branches.
- 213 City ATMs; shared access to 1150 ATMs
- Tie up with 21 Exchange Houses for remittances
- 4 Brokerage Branches in operation

## 2.5 Functions of Different Division at City Bank

### 2.5.1: Financial Division

- Financial Planning , budget preparation and monitoring
- Payment of salary
- Controlling inter-branch transaction
- Disbursement of bills
- Preparation / Review of returns and statement
- Preparation of financial reports and annual reports
- Maintenance of Provident Fund, Gratuity, Superannuation Fund
- Reconciliation

### **2.5.2: Credit Risk Management (CRM)**

- Loan administration
- Loan disbursement
- Project evaluation
- Processing and approving credit proposals of the branches
- Documentation, CIB (Credit Information Bureau) report etc
- Arranging different credit facilities
- Providing related statements to the Bangladesh Bank and other department

### **2.5.3: Human Resource Division**

- Recruiting
- Training and development
- Compensation, employee benefit, leave and service rules program and purgation
- Placement and performance appraisal of employees
- Preparing related reports
- Reporting to the Executive Committee/Board on related matters
- Promotional camping and press release

### **2.5.4: Information Technology (IT) Department**

- Software development
- Network management and expansion
- Member banks reconciliation
- Date entry and processing
- Procurement of hardware and maintenance

### **2.5.5: Branch Control and Inspection Division**

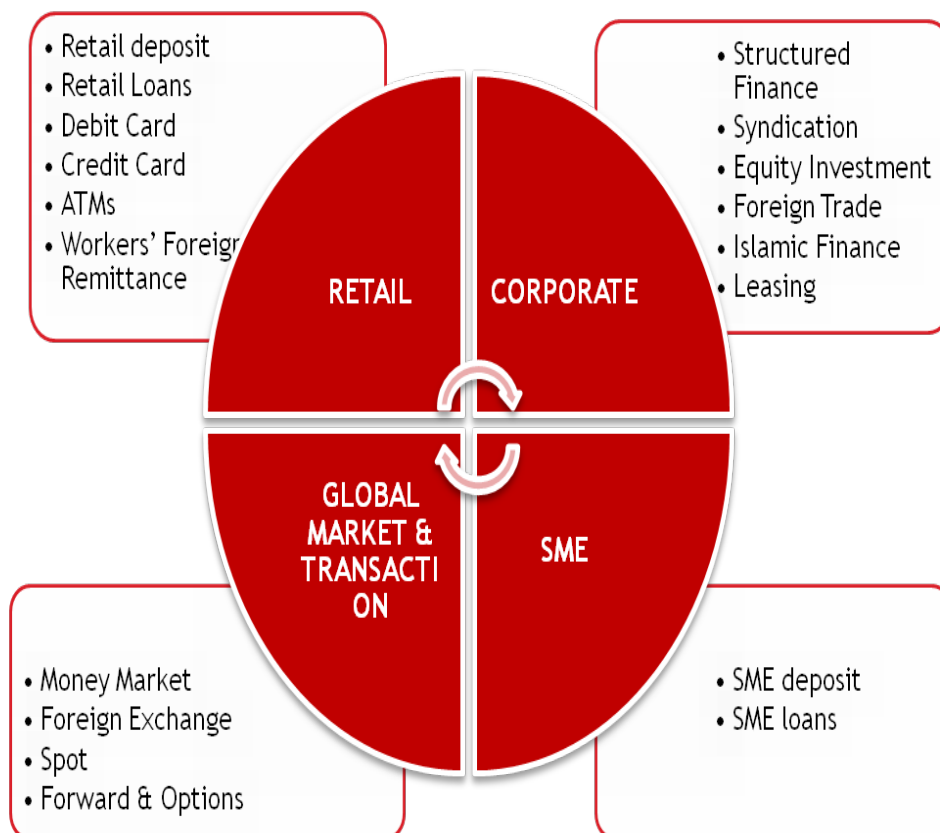
Controlling different function of the branches and search for expansion

- Conducting internal audit and inspection both regularly and suddenly
- Ensuring compliance with Bangladesh Bank(BB), monitoring BB's inspection and external audit reports

## 2.6: Services of CBL

The principal activities of the Bank are to provide all kinds of commercial banking, consumer banking trade services, custody and clearing to its customers through its branches in Bangladesh. City Bank is among the very few local banks which do not follow the traditional, decentralized, geographically managed, branch based business or profit model. Instead the bank manages its business and operation vertically from the head office through 4 distinct business divisions namely-

1. Corporate & Investment Banking;
2. Retail Banking (including Cards);
3. Treasury & Market Risks. &
4. SME Banking;



## Chapter- 3

### Internship Experience

#### 3.1 Introduction

In January 2014, I was assigned by The City Bank HR personnel's as an intern in the Banani Branch. After that a schedule of the internship program was given to me consist of the working schedule along with the job responsibilities. Basically, a branch has 3 sections; Teller service, Customer service and Relationship Management. I worked under the Customer service dsection of the Banani branch and for that reason I got longer time to gather knowledge about that particular segment.

#### 3.2 Job Description:

I worked in the retail or general banking division in The City Bank Limited. I got the opportunity to work in customer service which is consist of card division, remittance & clearing segment of the branch. A CBL intern is responsible for the EQM Machine Management. When a customer enters in the bank it's an intern's duty to guide him or her to the right service area with the right token. This EQM service helps to improve the operational efficiency, risk mitigation and continuous improvement.

The Customer Service area is divided into few sections such as, Cheque, pin, cards, loan, remittance, pay order etc. On the first day of my work in the Customer Service department, the CSM (Customer Service Manager) of the department explained all the things related to the operations to me. He showed me how the total customer service department works in the branch. He also made me familiarized with the various terms and tools like different application form, procedure, that are used by that department to make the life of employees easier. He also gave a brief description that how an account can be open and the rules regulations for opening any kind of account in The City Bank Limited. Some activities that were performed by me are discussed below:

- **Account and FDR Opening Form Fill up**

Account opening and FDR form fill up are part of the one the tasks assigned to a CBL intern. There are different kinds of bank accounts starting from current, savings, proprietorship,

partnership etc. Every form has different rules for maintain. These rules are declared by Bangladesh Bank.

- **Card Delivery**

An intern of CBL is also assigned to play assistant role to this service area. For example, by delivering debit credit cards to the customer or bearer, keep the tracker of the regular cards received from the currier and reconcile of the cards. There were four register note book for maintaining the cards; two is for new issue cards and rest for lost and stolen card. In the both cases cards and pins maintain by two separate individual for security purpose. There were two people in the hold of card and pin of that branch. They have to maintain the existing card user with increasing large number of new card user day by day. Moreover The City Bank Limited has an account opening system named “accelerated banking”. Under this package bank provides the debit card instantly to the every customer.

- **Pin Delivery**

Pin is the core component of the debit cards. Without these pins customers cannot withdraw money from their cards. Pins are also delivered in the same way as the card by the intern.

- **Destruction**

Bank chequek book, cards, pins expires after a certain period of time. When the time of expirations comes closer bank sent letters and phone calls to the customers for collecting their products. If customers fail to collect bank end the existence of that product. This process is known as destruction. An intern of CBL plays an important role in destruction. His / Her task is divided into three steps.

Step 1: Find out which check, card or pin is close to destruction and list down the names categorizing them based on months.

Step 2: After letter sent from the bank call the listed customers and tell them to collect within upcoming week.

Step 3: After the check, card or pin is destroyed systematically, destroy them manually.

- **Loan Paper Fill Up**

Customers who take loans tend to have all their information written down manually in small loan book. Every customer has one each. These information books are filled up by the interns. Again the undertaking letters are also filled up by the interns in CBL.

- **Reconciliation**

Bank reconciliation statement is a report which compares the bank balance as per company's accounting records with the balance stated in the bank statement. Reconcile of the cards, pins, FDR, Cheque books are done every day. Before reconciling we have to count the closing balance of the day, then count how many are being received from the currier and the number delivered to the customers. In the branch everything is reconciled starting from cheque books, cards, pins, FDR's etc.

There are more activities related to Accounts:

- **Dormant Account and Activation Process of Dormant Account**

Dormant account is an account which is inactive. Under the City bank policy, if an account remains inactive for 3 months then accounts will be considered as a dormant account. If the account becomes dormant then account holder won't be able to use it for transactions. For transactions customer needs go to the branch where he or she had opened that account and with certain process account can be active again.

At first account holder needs to come to the mother branch and then has to fill up a form named dormant account reactivation. Account holder needs to sign and fill up the form and submit it to the customer service officer. Customer service officer will verify the signature and sent the request to the head office through centralized system to reactivate the account. Then it takes 2 to 3 days for reactivate the account and then account holder can transact with this account. To active dormant accounts charges are applicable.

- **Nominee, Signature or Address Change of Existing Account:**

There are several issues like nominee change, signature change, and address change etc. work regarding existing account.

Nominee is the person who is the authorize person in behalf of the account holder. Basically after the death or any such cases nominee will have the right to take any kind of decision

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regarding that account. To change the nominee customer needs to come to the mother branch of the account and then fill up a form named nominee change form. In the nominee form, one copy of nominee photograph is needed and account holder has to sign the form that he or she wants to change his or her accounts nominee. Then files need to submit to the responsible officer and responsible person will verify the information and sign. This whole process takes 2 to 3 days.

For signature change, account holder has to fill up the signature change form and then needs to submit to the customer service department. Customer service officer verify the signature and the information with photograph change, in some cases account holder needs to provide a photograph of his or her own if the previous photograph is not match with the present photograph. This whole process also takes 2 to 3 days.

Again for name change, address change, and many other factors works as almost in the same process, except the address change process. For address change, account holder needs to provide the NID, which has to match with his present address then the account holder can change the address. The remaining process is same as other like has to fill up a form then submit it to the customer service department and then responsible officer will verify the account and signature passed to the head office. This process also takes 2 to 3 days as well.

- **Account Closure:**

If an account holder request to close his or her account, it can be closed. After receiving an application from the customer to close an account, some procedures are followed by a banker. The customer should be asked to draw the final check for the amount standing to the credit of his account less the amount of closing and other incidental charges and submit the unused cheque leaves. The A/C should be debited for the account closing charges etc. and an authorized officer of the bank should destroy unused cheque leaves. In case of Joint A/C, the applicant for closing the A/C should be signed by all the joint holders.

### **3.3 Learning Outcome**

From this Internship experience I have learned lots of new job that is done by a bank. Till now I have visited a bank as a customer. When I joined as an intern, I learned that how each and every work is done by the officers systematically as well as very carefully. My learning outcomes from this internship experience are discussed below:

- Experienced the picture of corporate life which makes a person work for 8 hours continuously
- Observed how does a branch plays it's role in banking
- Learned how to deal with customers, how to talk to them and understand customers needs and demands
- How to build strong business relationship and continue it for long term
- Working with colleagues and how to cooperate with them while doing a work together
- Giving full concentration on work to complete it on due time
- Learned to overcome my challenges and execute my skills and build self confidence
- Learned how to work under pressure and tackle the critical situations



## **Chapter - 4**

### **Retail Banking**

#### **(Products and Services)**

Retail banking consumer oriented service that means dealing with the customers directly. Through retail banking customers can get financial services such as savings and transactional accounts, corporate loans, personal loans, debit cards, and credit cards and so on. Retail banking is the division of a bank which deals with retail customers which defined as the process of identifying individual needs and satisfying them accordingly.

#### **4.1 Objective of Retail Banking:**

- To improve living standard of limited income segment by providing collateral free easy credit
- To take part in the Socio- economic development of the country
- To ensure access to credit by mass people
- To diversify loan portfolio to minimize risk
- To maximize bank profit as well as to minimize pressure on liquidity through quicker recycling but higher yielding loan operation

#### **4.2 Target Market of Retail Banking**

- Confirmed Officers of Government, Non-Government organizations/Institutes, Semi-Government, Autonomous bodies & Corporations
- Professionals, Business Executives and Self Employed Persons who have regular monthly income with repayment capacity
- Any other individuals where the monthly installment size shall not exceed one third of their take home income.

#### **4.3 Retail Banking Products and Services**

Retail banking includes the tasks for the following purposes-

**4.3.1 Deposit:** Most of the people maintain bank accounts, whether it is a personal account or corporate account, in order to make their daily monetary activities. Customers use these accounts to withdraw and deposit funds in regular basis. To meet customer's expectation City bank provides different types of accounts for customers such as

- Current Account
- Savings Account
- City Savings Delight
- City Onayash
- City Shomriddhi
- City Projonmo
- City Ichchapurun
- City Bunon
- City Digun Praptee
- City Youth School Plan
- City College Plan
- Fixed Deposit

- **Current Account:** It is a non interest bearing account. There is no restrictions in withdrawal in case of CD A/C and continuous transaction is allowed.

**Eligibility:**

**Age:** At least 18 years

**Nationality:** Bangladeshi

**Interest Rate:** Nill

**Features:**

- Cheque book facility
- Locker Service
- Debit card for easy cash withdraw
- City MAXX card for easy shopping
- Collect foreign remittance in both T.C. & Taka draft
- Cash back facility for spending amount through City MAXX card
- Transfer fund on standing instruction arrangement

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- City touch- for online banking sms banking and call center service
- **Savings Account:** It is an interest bearing A/C. Withdrawal is restricted in this case, that is not more than twice a week. At a time, it is not possible to withdraw more than 25% of the balance.

### Eligibility:

**Age:** At least 18 years

**Nationality:** Bangladeshi

**Interest Rate:** 4% half yearly

### Features:

- Cheque book facility
  - Locker Service
  - Debit card for easy cash withdraw
  - City MAXX card for easy shopping
  - Cash back facility for spending amount through City MAXX card
  - Transfer fund on standing instruction arrangement
  - City touch- for online banking sms banking and call center service
  - Utility payment service
- **City Savings Delight:** “City Savings Delight” is a new premium savings account that gives 8% interest on savings. It also maximize savings with amazing privileges from City Maxx American Express Card. Interest will be calculated on daily closing balance and credited to account quarterly basis.

### Eligibility:

**Age:** At least 18 years

**Nationality:** Bangladeshi

**Interest Rate:**

<b>Balance</b>	<b>Interest</b>
Balance from BDT 3,000,000 and above	<b>8.00 %</b>
Balance from BDT 2,000,000 to 2,999,999	<b>7.00 %</b>
Balance from 1,000,000 to 1,999,999	<b>6.00 %</b>
Balance from 500,000 to 999,999	<b>5.50 %</b>
Balance from 100,000 to 499,999	<b>5.00 %</b>

**Features:**

- Cheque book facility
- Interest on daily basis
- Every quarter's interest earning goes into account automatically
- Opportunity to apply for - safe deposit locker facility
- Reduced banking charges (Pay Order, Passport Endorsement, Account Maintenance fee)
- Higher ATM withdrawal limit
- Collect foreign remittance in both T.C. & Taka draft
- Debit card for easy cash withdraw
- City MAXX card for easy shopping
- Cash back facility for spending amount through City MAXX card
- Transfer fund on standing instruction arrangement
- City touch- for online banking sms banking and call center service

**Privilege with City Maxx American Express Card:**

- Earn up to 7% cash back at leading grocery stores across the Bangladesh
- Earn up to 2% cash back on any purchase by your card
- Earn interest for up to 15 days even after you have spent your money

- **City Onayash:** City Onayash is a unique kind of savings account. In this account interest is calculated on daily balance and pays interest every month. It is a major departure from the conventional savings account available in the market. All such accounts calculate interest on the average or lowest balance of the month, while City Onayash does on daily product basis. Not only that, while those conventional savings accounts pay interest only twice a year - in December and June - City Onayash pays it every month.

### **Eligibility:**

**Age:** At least 18 years

**Nationality:** Bangladeshi

**Interest Rate:** 4%

### **Features:**

- Cheque book facility
- Interest on daily balance
- Every month's interest earning goes into account automatically
- Opportunity to apply for - safe deposit locker facility
- Reduced banking charges (Pay Order, Passport Endorsement, Account Maintenance fee)
- Higher ATM withdrawal limit
- Collect foreign remittance in both T.C. & Taka draft
- Debit card for easy cash withdraw
- City MAXX card for easy shopping
- Cash back facility for spending amount through City MAXX card
- Transfer fund on standing instruction arrangement
- City touch- for online banking sms banking and call center service

- **City Shomriddhi:** City Shomriddhi is an exceptional DPS product that is distinctly more attractive than the prevalent DPS products in the market.

**Eligibility:**

**Age:** At least 18 years

**Nationality:** Bangladeshi

**Interest Rate:**

<i>Term</i>	<i>Interest Rate</i>
<b>3 (Three) Years</b>	9.75
<b>5 (Five) Years</b>	9.75
<b>7 (Seven) Years</b>	9.75
<b>10 (Ten) Years</b>	9.75

**Features:**

- No initial deposit required
  - Monthly installment deposit ranges from Tk. 500 to Tk. 20,00
  - Flexible tenor of 3, 5, 7 and 10 years
  - On premature encashment, you get the maturity value of nearest term - not the routine savings rate
  - Auto installment transfer facility
  - Flexibility to choose installment date
  - 80% loan facility on deposited amount
- **City Projonmo:** City Projonmo is a monthly deposit scheme which is for kids to safeguard their future against all uncertainties and risks. As a guardian of the child one can open this account which builds great & unmatched savings for you over the years.

## An Analysis of Retail Banking Products of The City Bank Ltd.



### Eligibility:

**Nationality:** Bangladeshi

### Interest Rate:

<i>Term</i>	<i>Interest Rate</i>
<b>5 (Five) Years</b>	9.75
<b>10 (Ten) Years</b>	9.75
<b>15 (Fifteen) Years</b>	9.75
<b>20 (Twenty) Years</b>	9.75

### Features:

- No initial deposit required
- Monthly installment deposit ranges from Tk. 500 to Tk. 10,000
- Flexible tenor of 5, 10, 15 and 20 years
- Auto installment transfer facility
- Flexibility to choose installment date
- Insurance coverage
- 80% loan facility on deposited amount

- **City Ichchapurun:** This product allows earning interest and enjoying interest every month that accrues in fixed deposit account, no matter what the term of the deposit is. It helps make financial planning more disciplined, and life more organized.

### Eligibility:

**Age:** At least 18 years

**Nationality:** Bangladeshi

### Interest Rate:

<i>Term</i>	<i>Interest Rate</i>
<b>1 (One) Year</b>	9.00
<b>2 (Two) Years</b>	9.00
<b>3 (Three) Years</b>	9.00
<b>5 (Five) Years</b>	9.00

### Features:

- Monthly return on investment
- Flexible tenor of 1, 2, 3 and 5 years
- 80% loan facility on deposited amount

- **City Bunon:** There is a significant opportunity to provide a range of financial services to Garments Workers. The City Bank is offering deposit product of savings nature for Garments workers. Primary objective of this product is to bring banking service to garments workers.

**Eligibility:**

**Age:** At least 18 years

**Criteria:** Any Bangladeshi Garments Worker

**Nationality:** Bangladeshi

**Interest Rate:** 2%

**Features:**

- It is a non checking account with
- Cash Withdrawal facility with Cash Withdrawal slip
- No minimum balance requirement
- Opportunity to open account with only BDT 100

- **City Digun Praptee:** The title of this scheme says it all. This scheme entitles to double the initial one time deposit in a shortest possible time frame. This account is for who prefers long term deposit scheme, which gives higher earning opportunity.

**Eligibility:**

**Age:** At least 18 years

**Nationality:** Bangladeshi

**Interest Rate:** 10.03

**Features:**

- Deposit will be doubled after 7 Years
- You can open multiple account
- On premature encashment, you get the maturity value of nearest term - not the routine savings rate
- 80% loan facility on deposited amount



- **City Youth School Plan:** A savings account specifically for students below the age of 18. It is to help them develop the habit of saving up and making them financially responsible.

**Eligibility:**

**Age:** At least 11 to 17 years

Valid student ID or confirmation from appropriate authority

**Nationality:** Bangladeshi

**Interest Rate:** 4%

**Features:**

- One stop service through ready pack
- Unique feature “save the change” feature that allows earning through spend
- Fee free tiered plan for Debit Card
- Free Passport Endorsement
- No Account Maintenance Fee & Minimum Balance
- Interest on daily balance
- City touch for online banking, sms alert and call center service

- **City College Plan:** A savings account tailored specifically for students over the age of 18 enabling them to continue their education and build a bright.

**Eligibility:**

**Age:** At least 18 years

**Nationality:** Bangladeshi

**Interest Rate:** 4%

**Features:**

- One stop service through ready pack
- Unique feature “save the change” feature that allows earning through spend
- Fee free tiered plan for Debit Card

## An Analysis of Retail Banking Products of The City Bank Ltd.

- Free Passport Endorsement
  - No Account Maintenance Fee & Minimum Balance
  - Interest on daily balance
  - City touch for online banking, sms alert and call center service
  - Free Airtel SIM with attractive talk time offer
- **Fixed Deposit:** If one believes in long-term investments and wish to earn higher interests on your savings, should go for Fixed Deposit.

### Eligibility:

**Age:** At least 18 years

**Nationality:** Bangladeshi

### Interest Rate:

<i>Term</i>	<i>Interest Rate</i>
<b>1(one) month</b>	6.75
<b>45 day's</b>	6.75
<b>Below Tk. 10.00 Crore</b>	9.25
<b>Tk. 10.00 Crore &amp; above</b>	9.25
<b>6 (Six) months</b>	9.25
<b>1 (One) Year</b>	9.50
<b>02 (Two)Years</b>	8.75
<b>03 (Three) Years</b>	8.75

### Features:

- Can open for 1M, 3M, 6M, 12M, 24M & 36M
- Early encashment facility
- 80% loan facility on deposited amount

**4.3.2 Loan** Loan is another vital function of retail banking. As a consumer banking retail banking has launched retail loans for individuals. City Bank has attractive loan products including life style loan, car loan, salary loan, and professional loan is currently in the bank's product offerings under five different names such as:

- City Drive
  - City Solution
  - City Express
  - City Double
  - City Scholar
- **City Drive:** Car loan facility is provided by this product. City Bank introduces City Drive, a tailor-made auto loan scheme for individuals.

**Eligibility:**

Age: 22 to 60 year

Salaried executive - Minimum 1 year experience including 6 months with current employer

Businessman/Professional - 1 year experience

Monthly income: Minimum Tk. 30,000

**Features:**

- Loan amount ranging from Tk. 300,000 to Tk. 20, 00,000
- Car financing up to 30% of reconditioned or new vehicle price
- Up to 100% financing for loan against cash security
- Loan tenor 12 to 60 months
- No hidden charges
- Competitive interest rate

**Processing Fee:** 2% of Loan Amount

➤ **City Solution:** City solution is an exclusive offer for consumer. It accepts loans on different purpose such as:

- Vacation Loan
- Study Loan
- Medical treatment Loan
- Wedding Loan
- House renovation Loan

City Bank's City Solution is there to solve all customers' problems and to fulfill all dreams. Customers can access this facility from bank's selected branches across the country.

### **Eligibility:**

**Age:** 22 to 60 year

**Experience:** Salaried executive total 1 year including 6 months with current employer

**Experience:** Business person 2 years

**Experience:** Professional 1 year

**Minimum monthly income:** Salaried executive Tk. 15,000

Self employed Tk. 25,000 and business person Tk. 30,000

### **Features:**

- Loan amount ranging from Tk. 50,000 to Tk. 1000,000
- Loan tenor 12 to 60 months
- No guarantor required for the loan amount up to Tk. 3 Lac
- No hidden charges
- Competitive interest rate
- Processing fee 1%

➤ **City Express:** City Express Cash is a fully secured and revolving facility for any legitimate purpose. The security for the loan should be ideally City Bank's Fixed Deposit Rate. Bank would finance against clients CBL FDR or other banks/NBFIs security.

### **Eligibility:**

## An Analysis of Retail Banking Products of The City Bank Ltd.



**Age:** 18 +

**Nationality:** Bangladeshi

### Features:

- Minimum loan amount Tk. 50,000 & Maximum 90% of the Present Value of CBL FDR or any other security
- Quick processing
- Minimum documentation
- Loan tenor 12 to 60 months
- No guarantor required
- No hidden charges

### Processing Fees:

Up to Tk 5 lac	TK 2000
Up to TK 5 Lac to 10 Lac	Tk 3000
Above Tk 1000k	Tk 4000

- **City Double:** City Double is a unique loan facility where fixed deposit in City Bank or in any other financial institution will now allow to avail two loans at the same time from City Bank – one as overdraft (up to 95% of FD value) and other as an EMI loan (up to Tk. 10 Lac)

**Eligibility:** Any credit worthy individuals like salaried executives, doctors, architects, engineers, chartered accountants, consultants, IT professionals and businesspersons etc. can apply for this loan

### Features:

- Fully secured loan in the for up to 95% of FD value
- Unsecured loan for up to Tk. 10 Lac payable in Equal Monthly Installments (tenor ranging from 12 to 60 months)
- Zero processing fee for the overdraft facility
- Interest rate lower than other competitive products

### Documentation:

- City Bank fixed deposit
  - City Bank's deposit scheme of minimum 2 years maturity attained
  - Wage Earner Development Bond/FDR of other eligible banks and financial institutions
  - Passport/National Identity/Driver's License/Ward Commissioner's Certificate with photo attached
  - 2 copies photograph of the applicant and 1 copy photograph of the guarantor (if availing unsecured loan portion)
  - Business card (if any)
  - Bank statement for last 6 months
  - Any document showing TIN
  - Trade license/Memorandum of Association/ Partnership deed for businessmen
  - Letter of Introduction (LOI) for salaried executives or pay slip if that covers major information of LOI
  - Copy of house ownership and rent agreement for landlord and landlady
- **City Scholar:** City scholar is a unique education loan offered to fund higher studies not only in Bangladesh but also abroad. It offers up to 95% of fixed deposit value as student loan or up to tk.10 lac on purely collateral-free basis.

**Eligibility:** This education loan is designed to meet any type of educational financial need of a student. Any creditworthy individual can avail this loan facility for his/her offspring or for himself/herself.

### Features:

- Secured overdraft facility –value can be up to 95% of the security deposit
- Unsecured facility – loan amount up to Tk. 10 Lac
- Secured Equal Monthly Installments Facility – loan amount up to 95% of the security deposit
- Quick processing time
- Interest rate lower than other competitive products
- Student file service facility

**Documentation:**

- One valid Passport copy of applicant and student (for study abroad)/ Driving License/ Voter ID
- Copy of College / University admission paper and proof of formal acceptance by student along with other documents (for abroad)
- 2 copies of photograph of the applicant and 1 copy photograph of the guarantor (if availing unsecured loan portion)
- Business card (if any)
- Copy of Tin related documents (TIN certificate in not mandatory)
- Letter of Introduction (in case of salaried executives) as per City Bank's format or salary slip if that covers the major information of LOI
- Bank Statement for last 3 months for salaried persons and 6 months for professionals/businessmen for unsecured loans

**4.3.3. Cards:** City Bank currently has vast customers those who retain debit cards and credit cards including dual currency cards.

Debit Card	Credit Card
<ul style="list-style-type: none"> <li>• Visa Debit Card</li> </ul>	<ul style="list-style-type: none"> <li>• American Express Cards</li> </ul>
<ul style="list-style-type: none"> <li>• MasterCard Debit Card</li> </ul>	<ul style="list-style-type: none"> <li>• Visa Platinum Card</li> </ul>
<ul style="list-style-type: none"> <li>• Manarah Islamic Debit Card</li> </ul>	<ul style="list-style-type: none"> <li>• Visa Gold Local</li> </ul>
	<ul style="list-style-type: none"> <li>• Visa Gold Dual</li> </ul>
	<ul style="list-style-type: none"> <li>• Visa Classic Local</li> </ul>
	<ul style="list-style-type: none"> <li>• Visa Classic Dual</li> </ul>
	<ul style="list-style-type: none"> <li>• City MAXX Card</li> </ul>

**Debit Cards:**

➤ **Visa Debit Card:**

**Eligibility:** An individual who has a savings, current or STD account in CBL, is eligible for this card. By collecting an application form and submit duly filled up form to any nearby CBL branch one can have Visa Debit Card. Within shortest time the card will be delivered at the mailing address or at designated branch.

**Features:**

- Cash withdrawal from 500+ Visa ATMs 24/7/365 all over the country
- Shop and dine at hundreds of merchant Visa outlets all over the country
- Balance enquiry
- PIN Change
- Mini statement
- Cash withdrawal @ Taka 25 per transaction at 583 DBBL ATMs
- Cash withdrawal @ Taka 10 per transaction at 110 Q-cash network ATMs



**Fees and Charges:**

Particulars	Visa Debit Card
Annual Fee	BDT 500
Card Replacement Fee	BDT 300
Pin Replacement Fee	BDT 150
Cash Withdrawal Fee	City Bank ATM – Free
	Q-Cash ATM – BDT 10
ATM Cash Withdrawal Limit	BDT 20,000 (per transaction)
	BDT 50,000 (per day)

- Master Card Debit Card: MasterCard Platinum International Debit Card from City Bank is the first dual currency platinum debit card in the country. It’s debit card totally redefined.

**Eligibility:**

- Minimum monthly balance of BDT 10 lac or net monthly income of BDT 2 lac and above (salary account to be maintained with City Bank)
- For Local Currency Platinum, only BDT account balance will be considered
- For International Platinum (only USD), RFCD/FCY/ERQ account will be considered
- For Dual Currency Platinum, account would be in BDT and in RFCD/FCY/ERQ forms

**Features:**

- International Dual Currency Debit card-available both in Taka & USD
- Get access to your funds at over 1.9 million MasterCard ATMs world wide
- Access to 32 million outlets worldwide that accept MasterCard
- Complimentary access to City Bank Lounge at Hazrat Shahjalal International Airport, Dhaka
- Enjoy 1 for 1 complimentary companion buffet breakfast & lunch at Café Nemo of Platinum Suites, Banani, Dhaka

**Fees and Charges:**

Particulars	MasterCard Platinum Debit Card (Dual)
Annual Fee	BDT 1,000
Card Replacement Fee	BDT 300
Pin Replacement Fee	BDT 150
Mark-Up Fee for Dual Currency Card	USD 3 or 2% whichever is higher
Cash Withdrawal Fee	City Bank ATM – Free
	Q-Cash ATM – BDT 10
	Foreign ATM – USD 3 or 2% whichever is higher
ATM Cash Withdrawal Limit	BDT 20,000 (per transaction)
	BDT 50,000 or USD 720 (per day)

- **Regular BDT Debit Card – Local:** MasterCard Debit card is also available in regular BDT which enables convenient and safe use at more than 6000 outlets having City Bank POS machine across Bangladesh and also can access funds from 92 City Bank ATMs and any other bank’s ATM carrying MasterCard logo in Bangladesh

**Eligibility:**

- Bangladeshi national age 18 years & above
- Having a Savings, Current or STD account with City Bank

**Fees and Charges:**

Particulars	MasterCard Debit Card
Annual Fee	BDT 500
Card Replacement Fee	BDT 300
Pin Replacement Fee	BDT 150
Cash Withdrawal Fee	City Bank ATM – Free
	Q-Cash ATM – BDT 10
ATM Cash Withdrawal Limit	BDT 20,000 (per transaction)
	BDT 50,000 (per day)

- **Manarah Islamic Debit Card:** MasterCard Islamic Debit Card from City Bank is a debit card to provide the facility to the customer who is banking in fully Islamic Shariah compliant way.

**Eligibility:**

- Bangladeshi national age 18 years & above
- Having a Manarah Savings or Current account with City Bank

**Fees and Charges:**

Particulars	MasterCard Debit Card
Annual Fee	BDT 500
Card Replacement Fee	BDT 300
Pin Replacement Fee	BDT 150
Cash Withdrawal Fee	City Bank ATM – Free
	Q-Cash ATM – BDT 10
ATM Cash Withdrawal Limit	BDT 20,000 (per transaction)
	BDT 50,000 (per day)

## Credit Cards

### ➤ American Express Cards:

In November, 2009 City Bank became the issuer of one of the world's most prestigious credit cards, American Express® Cards. City Bank has issued one type of American Express Credit Cards, till now, designed to satisfy customer requirements.

Personal Credit Cards:

- The American Express Credit Card
- The American Express Gold Credit Card.

Corporate Cards:

- The American Express Corporate Card
- The American Express Gold Corporate Card.

➤ **American Express Card**



**Eligibility:**

- The minimum income requirement for The American Express Credit Card is Tk 30,000 per month

**Features:**

- Complimentary companion tickets for entry & all rides for Fantasy Kingdom and Water Kingdom
- Membership Rewards Points
- Travel Emergency & Medical Assistance abroad
- Double Benefit City Shield & All Accident Insurance

➤ **The American Express Gold Credit Card**



**Eligibility:**

- The minimum income requirement for The American Express Gold Credit Card is Tk 75,000 per month

**Features:**

- Complimentary companion buffet round the year at Water Garden Brasserie of Radisson Blu Water Garden Hotel Dhaka
- Complimentary access to the City Bank American Express lounge at Shahjalal International Airport
- Membership Rewards Points
- Travel Emergency & Medical Assistance abroad
- Double Benefit City Shield & All Accident Insurance

➤ **The American Express Platinum Credit Card**



**Eligibility:** The minimum income requirement for American Express Platinum Credit Card is Tk 300,000 per month

**Features:**

- Complimentary companion Dhaka to Bangkok economy class return ticket from Bangkok Airways
- Complimentary Priority Pass membership and access to over 600 lounges
- Unlimited complimentary access to our world-class City Bank American Express lounges at Dhaka's Hazrat Shahjalal International Airport and Domestic Airport
- A complimentary meal while paying for three adults at the finest restaurants of the country through Platinum Diner Dines Free
- Up to 10X Membership Rewards Points

### Fees & Charges of American Express Credit Cards

Particulars	American Express Credit Card (Local)	American Express Credit Card (Dual)	American Express Gold Credit Card	American Express Platinum Credit Card
Annual Fee <sup>1</sup>	BDT 1,500	BDT 2,000	BDT 5,000	BDT 25,000
Supplementary Card Annual Fee <sup>2</sup>	BDT 750	BDT 1,000	BDT 2,500	BDT 1 2,500
Card Replacement Fee	BDT 300	BDT 500	BDT 750	BDT 1000
PIN Replacement Fee	BDT 200	BDT 300	BDT 500	BDT 750
Late Payment Fee	BDT 200	BDT 300 or USD 10	BDT 500 or USD 10	BDT 750 or USD 15
Cash Advance Fee (Local) <sup>3</sup>	BDT 100 or 2%	BDT 100 or 2%	BDT 100 or 2%	BDT 100 or 2%
Cash Advance Fee (International) <sup>4</sup>	N/A	USD 3 or 2%	USD 3 or 2%	USD 3 or 2%
Over Limit Charge	BDT 300	BDT 500 or USD 15	BDT 750 or USD 15	BDT 1000 or USD 20
Interest (Purchase & Cash Advance)	30%	30%	30%	22%
Interest (EMI)	24%	24%	24%	20%
Statement Retrieval Fee Per Statement	BDT 100	BDT 100	BDT 100	BDT 100
Cash Advance Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit
Out of Town Cheque Collection	BDT 100	BDT 100	BDT 100	BDT 100



## An Analysis of Retail Banking Products of The City Bank Ltd.



Fee				
Cheque Return Fee	BDT 50	BDT 50	BDT 50	BDT 50
Markup	N/A	2%	2%	2%
City Shield Insurance Premium <sup>5</sup>	0.30%	0.30%	0.30%	0.30%
Balance Transfer Fee	1%	1%	1%	1%
Balance Transfer Interest	22%	22%	22%	22%
CIB Fee	BDT 150	BDT 150	BDT 150	BDT 100
Certificate Fee	BDT 100	BDT 100	BDT 100	BDT 150
SMS Notification Fee	BDT 200	BDT 200	BDT 200	BDT 200
EMI Early Settlement Fee <sup>6</sup>	3% of remaining balance or BDT 500	3% of remaining balance or BDT 500	3% of remaining balance or BDT 500	3% of remaining balance or BDT 500
FlexiBuy Early Settlement Fee	2% of remaining balance	2% of remaining balance	2% of remaining balance	2% of remaining balance

### Clearing Cheque Processing Fee:

Period	Cheque Amount	Fee Amount (Inclusive of VAT)
March 01, 2013 onwards	Less than BDT 50,000.	Nil
	BDT 50,000 to less than BDT 500,000.	BDT 10.00
	BDT 500,000 and above – Normal Clearing.	BDT 25.00

	BDT 500,000 and above – Same Day Clearing.	BDT 60.00
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### Card Cheque- Fees & Charges:

Particulars		Amount/Rate*
Cheque Book Issuance Fee	First Cheque Book (10 Leaves)	Free
	Second one and onwards (10 leaves)	BDT 200
Card Cheque Processing Fee		1.50%
Card Cheque Return Fee (for insufficient limit only)		BDT 500
Stop Payment on Clearing Cheque		BDT 200 per Cheque
Stop Payment on entire Cheque Book		BDT 300

- **City Visa Platinum Card:** City Visa Credit Card is designed to be a privileged card for anyone to enjoy benefits to make the best of their lifestyles. This is not just a credit card; it is the modern solution for financial situations that gives prestige and respect for every transaction made with this card.



### Features:

- City Visa Platinum Card holder can enjoy priority pass privilege at over 600 airport VIP lounges worldwide. Avail up to 35% discount on first year membership fee for priority pass.
- Wherever, whether it is day or night, City Visa Platinum Card holder can call on VISA Concierge service for travel and entertainment assistance. Privileges include pre trip information, air travel planning, hotel booking and car hiring according to preference and passport and visa assistance while traveling abroad.

- City Visa Platinum Card holder can take pleasure in being honored with 50% off on the Golf Fee Card retail membership and access up to 50% discounted green fees at over 2000 golf courses and 500 golf resorts worldwide. This privilege will also keep the card holder up to date about golf tee time information.
- City Visa Platinum Card holder is insured on the outstanding balance of City VISA Platinum Credit Card by enrolling into DBI Program. Card holder's full outstanding balance will be paid off and an equal amount will be paid to nominee.
- By enrolling into DBI Program, City Visa Platinum Card holder will be eligible for All Accidental Death Insurance coverage of BDT 500,000 which will be paid to nominee.
- **VISA Gold Local:** This is a card which has acceptance just in Bangladesh (domestic use only). The differences between these two cards are higher credit limit than classic card. Credit limit of Visa Gold card is ranging from BDT 50,000 to BDT 5, 00,000. This card has been designed for the higher earner category customer.
- **VISA Gold Dual:** This is a high value dual card remaining other features same with classic dual. Gold dual is also for the higher earner category customers and its credit limit is USD 1001 to 4000 and BDT 50,000 to BDT 500,000. A secured dual card's limit will be maximum USD 28,000 against lien on RFCF or ERQ account.
- **VISA Classic Local:** This is a local Visa Credit Card which is valid only in Bangladesh. This credit card has a limit ranging from BDT 10,000 to BDT 49,999. This card has been designed for medium earner category custom
- **VISA Classic Dual:** This credit card has dual options to make transaction in two currencies. Its acceptance jurisdiction is in country and outside country in BDT and USD respectively. Classic dual is for the medium earner category customers. Its credit limit is USD 100 to 1000 and BDT 10,000 to BDT 49,999

**Fees and Charges for VISA Credit Cards:**

<b>Particulars</b>	<b>VISA Platinum</b>	<b>VISA Gold (Local)</b>	<b>Visa Gold (Dual)</b>	<b>Visa Silver (Local)</b>	<b>Visa Silver (Dual)</b>
Annual Fee <sup>1</sup>	BDT 2,500	BDT 1,500	BDT 2,000	BDT 750	BDT 1,500
Supplementary Card Annual Fee <sup>2</sup>	BDT 1,250	BDT 750	BDT 1,000	BDT 375	BDT 750
Card Replacement Fee	BDT 600	BDT 400	BDT 600	BDT 200	BDT 600
Pin Replacement Fee	BDT 150	BDT 150	BDT 150	BDT 150	BDT 150
Late Payment Fee	BDT 300 or USD 10	BDT 300	BDT 300 or USD 10	BDT 200	BDT 200 or USD 10
Cash Advance Fee(Local) <sup>3</sup>	BDT 100 or 2%	BDT 100 or 2%	BDT 100 or 2%	BDT 100 or 2%	BDT 100 or 2%
Cash Advance Fee (International)	2.50%	N/A	2.50%	N/A	2.50%
Over Limit Charge	BDT 500 or USD 15	BDT 500	BDT 500 or USD 15	BDT 200	BDT 200 or USD 15
Interest for Purchase (Standard Rate)	30%	30%	30%	30%	30%
Interest for Cash Advance	30%	30%	30%	30%	30%
Interest (EMI)	16.99%	16.99%	16.99%	16.99%	16.99%
Statement Retrieval Fee Per Statement	BDT 50	BDT 50	BDT 50	BDT 50	BDT 50
Out of Town Cheque Collection Fee	BDT 100 or USD 5	BDT 100	BDT 100 or USD 5	BDT 100	BDT 100 or USD 5
Cheque Return Fee	BDT 100 or USD 5	BDT 100	BDT 100 or USD 5	BDT 100	BDT 100 or USD 5
Markup	3%	N/A	3%	N/A	3%
Balance transfer fee	1% or BDT 1,000 whichever is higher	1% or BDT 1,000 whichever is higher	1% or BDT 1,000 whichever is higher	1% or BDT 500 whichever is higher	1% or BDT 500 whichever is higher
Balance transfer Interest	27%	27%	27%	27%	27%
Certificate Fee	BDT 100	BDT 100	BDT 100	BDT 100	BDT 100

## An Analysis of Retail Banking Products of The City Bank Ltd.



Minimum Due for Monthly Repayment <sup>4</sup>	BDT 500 or USD 50 or 5% whichever is higher	BDT 500 or 5% whichever is higher	BDT 500 or USD 50 or 5% whichever is higher	BDT 500 or 5% whichever is higher	BDT 500 or USD 30 or 5% whichever is higher
Cash Advance Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit	50% of Credit Limit
CIB Fee	BDT 150	BDT 150	BDT 150	BDT 150	BDT 150
SMS Notification Fee	BDT 200	BDT 200	BDT 200	BDT 200	BDT 200
City Shield Insurance Premium <sup>5</sup>	0.30%	N/A	N/A	N/A	N/A
EMI Early Settlement Fee <sup>6</sup>	3% of remaining Balance or BDT 500	3% of remaining Balance or BDT 500	3% of remaining Balance or BDT 500	3% of remaining Balance or BDT 500	3% of remaining Balance or BDT 500

### Clearing Cheque Processing Fee

Cheque Amount	Fee Amount (Inclusive of VAT)
Less than BDT 50,000.	Nil
BDT 50,000 to less than BDT 500,000.	BDT 10.00
BDT 500,000 and above – Normal Clearing.	BDT 25.00
BDT 500,000 and above – Same Day Clearing.	BDT 60.00

### Card Cheque Fees and Charges:

Particulars		Amount/Rate*
Cheque Book Issuance Fee	First Cheque Book (10 Leaves)	Free
	Second one and onwards (10 leaves)	BDT 200
Card Cheque Processing Fee		1.50%
Card Cheque Return Fee (for insufficient limit only)		BDT 500
Stop Payment on Clearing Cheque		BDT 200 per Cheque
Stop Payment on entire Cheque Book		BDT 300

- **CityMaxx Card:** American Express is a trademark of American Express. The CityMaxx Card is issued by City Bank pursuant to a license from American Express. CityMaxx card holder can enjoy unlimited cash back on all spending and earn interest in the bank account

on the money that has been spent through the card.

- 5% cash back on all the leading grocery shops in Bangladesh.
- 1% cash back all year round on all other transaction
- Earn interest for 15 days on the money that has been spent
- 25% savings with American Express Selects at some of the finest restaurants and retail outlets in Bangladesh

**Fees and Charges:**

Particulars	Fees
Annual Fee	BDT 500
Card Replacement Fee	BDT 300
Pin Replacement Fee	BDT 150
Mark-Up Fee for Dual Currency Card	USD 3 or 3% whichever is higher
Cash Withdrawal Fee	City Bank ATM – Free
	Q-Cash ATM – BDT 10
	Foreign ATM – USD 3 or 2% whichever is higher
ATM Cash Withdrawal Limit	BDT 20,000 (per transaction)
	BDT 50,000 or USD 720 (per day)
ATM Interchange Fee (International ATM Txn)	USD 2.75 (AMEX Fees) + Mark Up Fee

#### 4.3.4 Internet Banking

City bank provides internet banking for the customers. Through this internet banking service customers can observe their account any time from any place through internet.

There are two types of service:

- I banking
- City Touch

➤ **I-Banking:**

##### Single Click Banking

- View Account Summary
- View Account Details
- Print Statement
- Cheque Book Inquiry
- View Standing Instruction

##### Features:

- For getting this service, customers have to fill out the form correctly
- Secret question and answer have to be filled out by the applicant, and he/she should not disclose that to anyone
- Within 4 working days after submitting application form, bank will inform the customer his/her ID & Password
- After getting ID & Password, users have to go to the following website  
“<http://www.thecitybank.com> for log in to i-Bank service”
- After first log in, user must change password for future use User can check his account summary; account detail; can query about his/her cheque book; can view his/her standing instruction of the account; can take printouts of statement and he/she can change password when needed
- User must remember the secret question & answer which he/she has noted in application form. The secret question & answer will be needed for activating or deactivating his/her i-Bank account and for password retrieval (if password forgotten or lost)
- Users can use this service using any web browser
- Users can access his/her i-Bank account from anywhere of the globe, anytime

## **An Analysis of Retail Banking Products of The City Bank Ltd.**

- Users can also access his/her i-Bank account using mobile phones

### ➤ **City Touch:**

City Touch has been recently launched for CBL customers where customers can easily view their

- Account summary
- Fund transfer to any City Bank Account
- Fund transfer to other Bank Account
- Pay utility bills,
- Can view loan statements
- Investment
- Mobile bill payment and Recharge.

It is the latest internet banking service provided by City bank where customer can make transaction through internet safely.



### **4.3.5 Student File**

City bank also provides Student file which helps the students who are willing to go abroad to study. Any student going abroad for higher studies needs to submit some documents confirming his admission / offer at foreign educational institution, passport etc to City Bank branches. City Bank, keeping all the attested photocopies, opens a 'City Student file' in the name of that particular student. To meet all the foreign currency requirements related to his/her education & accommodation under that admission, City Bank then remits to the institution (or in favor of him/her) the foreign currencies as the file opening bank.

#### **Required Documents:**

- Letter issued by the foreign educational institution in support of admission
- Details of tuition fee & living cost
- Refund policy
- Educational certificates completed in Bangladesh
- Details of the nominee
- Original valid passport
- Photograph of the student

#### **Eligibility**

- Any Bangladeshi passport holder student can apply for City Student File
- Needs to have an account relationship with City Bank

#### **Feature**

- Same day processing
- Faster and reliable
- No hidden cost
- Larger branch network
- Dedicated 'Student Service Center' at Banani Branch

#### **Charge:**

- Student File Opening charge - Tk. 6,325/- (inclusive of VAT)
- Student File Renewal charge - Tk. 5,750/- (inclusive of VAT)

### 4.3.6 SME Banking

SME Banking of City Bank is assuming a new and modern dimension. It is entering in to a wider horizon. The philosophy of extending banking services to SME's of the country is to meaningfully push every one of them up to the next level of respective business operations. The upward push would be meaningful as they would be business wise competitive for a sustainable future. It is therefore would be turning in to an abode of SME's to grow to the next level. Hence, the bank has named it City Business - for taking SME's to the next level.

#### **CBL'S SME-S banking is engaged of servicing for the following facilities**

##### ➤ **City Muldhan- Trading Purpose**

SME business in Bangladesh mostly requires active financial / banking support for a business to grow. To cater various such needs of different trade related business, from July, 08 The City Bank was going introduce a complete tailor made package which surely will meet your specific financial needs and services.

##### ➤ **City Munafa- 50% FDR backed**

There are around 106,000 Small and Medium Enterprises in Bangladesh according to a market survey. Based on the estimate, there is a total funding requirements of BDT 200 Billion. A lot of banks are financing for their working capital, fixed asset purchase and other business purposes through complicated or less friendly credit analysis methods by taking land or building as primary collateral. City Bank, as specified in its Small and Medium Enterprise financing policy, would like to offer simply structured, process based, yet risk mitigating banking product to the SMEs. CBL "MUNAFa" has been designed based on the above objectives to achieve. "MUNAFa" is a terminating loan facility (EMI based) for working capital, fixed asset purchase, or any other business purpose. Bank would finance against net cash flow of the socio economic entity derived from cash flow of any creditworthy business and secure the lending against lien of CBL fixed deposit amounting 50% of loan volume. The product will allow the bank to capture the existing market opportunity.

➤ **City Shulov- Manufacturing Purpose**

A unique product to facilitate concerns engaged in manufacturing business. The product will facilitate to meet up diversified needs to different manufacturing concerns.

➤ **City Sheba- Service Purpose**

To facilitate different concerns engaged in service related industry, The City Bank is going to introduce a customized product naming City Bank Sheba. The product will positively satisfy different business related needs of the clients involved in different service sectors.

➤ **City Nokshi- Women Entrepreneur**

Women are no more belong for household activities only. Rather their movement started shifting toward ruling nation, leading corporate office, developing as business think tank. In all over the world for the last decade women has proved their capacity and entrepreneurship skill in their respective arena. The state and Bangladesh bank feel to give a comfortable ground for the development of the women in the business entity and are encouraging and inviting the financial facilitators to extend their hands. There are thousands women specially in handicrafts, boutique, agro based industry, beauty parlour, ready made garments, creative works, interior design, entertainment market etc keeping their superb contribution. That's why City Bank introduces City Nokshi – an exclusive SME financial facility for women entrepreneur.

➤ **City Khamar:**

City Khamar is the loan product to assist the growers who are involved in fish and poultry production. Fish & poultry industry has become one of the advance industries in the past decade and many of our growers shifted their focus from crops to fish & poultry production because of scarcity of natural fish & meat to meet the high demand. City Khamar boost this industry in producing more fish & Poultry to meet our demand

### ➤ **City Shosho:**

Agriculture is the main artery of the nation like Bangladesh. More than 80% of our citizens still depend on agriculture. Agro-based products are no longer restricted to just producing paddy. The scope of agriculture has been spread from crops to livestock, livestock to fisheries, fisheries to fruit cultivation etc. Till date rice is our staple food and we do have heavy dependency on potato, vegetable, fish, live stocks, fruits etc. In absence of adequate production of all these necessities, we need to live on imported crops and cost of living ultimately goes up and a huge stake of our population is simply living a very hard life because of crisis of the necessities. Private sector facilities are invited to take part in the development of this agro-based industry to avoid the deadly sufferings of crisis and City Bank has come forward to accept the call and introduced City Shosho to facilitate rural agricultural development.

### ➤ **City Livestock:**

City Livestock is the loan product to assist the persons involved in farming livestock in different areas in the country. Livestock has a huge demand in our country for our food, milk and cultivation as well. The raw hide of the livestock is also highly demanded for the leather industry. As we can't meet our domestic demand of milk and meat from our local sources, we are hugely dependent on import for livestock products. City Livestock has been aimed to facilitate the people who are involved in livestock business in the country.

### ➤ **City Jantrapati:**

City Jantrapati is aimed to facilitate the farmers to produce different agro-based machinery and equipment for their irrigation and cultivation. Production of modern cultivation is heavily dependent on availability facility of equipment and machinery for irrigation and cultivation. This loan product will help the farmers to buy this equipment for cultivation process.

### **4.3.7 Islamic Banking**

City Bank introduces City Manarah - Islamic Banking. City Manarah is here to guide and manage finances in a fully Islamic Shariah Compliant way. It offers a wide variety of deposit and investment products. Each account is designed to meet financial needs with best value of money. City Manarah includes services such as,

- Manarah Current Account
- Manarah Savings Account
- Manarah Term Deposit Receipt
- Manarah Hajj Deposit Scheme

## Chapter 5

### Findings from the Study and Recommendation

#### 5.1: SWOT Analysis of CBL

SWOT is an acronym for the internal strength and weakness of a firm and the environmental Opportunity and Threat facing by that firm. So if we consider The City Bank Limited as a business firm and analyze its strength, weakness, opportunity and threat the scenario will be as follows:

##### 5.1.1: STRENGTH

- Trustworthiness
- Good Management
- Cooperation with each other
- Regular Customers
- Membership with SWIFT
- Good banker-customer relationship
- Strong Financial Position
- Large Network- both nationally & Internationally
- Real- Time On-Line Banking
- Dual-Currency City Visa Card- Unique in Bangladesh

##### 5.1.2: WEAKNESS

- Lack of proper motivation, training and job rotation.
- Lack of experienced employees in junior level management.
- Still a Problem Status Bank
- Lack of own ATM services.
- Large Branch Network in Rural Area

##### 5.1.3: OPPORTUNITIES

- SME Finance
- Huge business area
- High growth of sales & trade Finance volume

- Steps taken by Bangladesh Bank
- High growth of sales & trade Finance volume
- Steps taken by Bangladesh Bank
- Investments on technology.

#### **5.1.4: THREATS**

- FCBs and Third Generation Banks
- Aggressive SME Finance by New CBs
- Losing customers
- Entrance of new Private CBs
- Huge FDI flow

#### **5.2: Critical Findings In CBL Banani Branch**

The problems existing in this are many and explained as follows:

1. The present system is time consuming both for the bankers as well as the clients. For instance; in terms of bankers, the officers have to go through a lot of files in searching the details of a particular transaction, if it is backdated. In terms of clients, they have to wait in a long queue in order to let the officer find out the correct file.
2. In some cases not paying attention towards customers during a busy hour creates a negative situation.
3. Customers do not receive appropriate attention. Even though these customers aren't a/c holders of the bank, the goodwill and negative word of mouth of the bank and its overall image of quality service are hampered.
4. Customers get impatient of waiting for a long time like half an hour or even more for receiving during peak times.
5. In case of foreign remittance there are times when the clients do not know which branch are they to receive their money from and thus going to branch to branch.

For a service business that is in operation for long term, these effects will negatively affects the goodwill in the long run, which seems to be hazardous.

### **5.3: Other Findings From Observation:**

#### **Centralization:**

The Bank is too much centralized. For each and every move, branch office has to go for permission from the Head Office. The Head Office tightly controls each and every branch office. This sort of dependency on Head Office slows down the activities of branch office.

#### **Lack of waiting place:**

In compare to customers the place for waiting/ sitting areas are not sufficient, as a result, customers have to wait by standing.

The service of The City Bank Ltd. is competitive and efficient comparing to the others; but there is significant scope of improvement.

1. The bank needs to make significant effort to improve the employee relationship with clients.
2. The environment inside the bank needs to be improved significantly for efficient and pleasant banking activities for the customers.
3. Steps should take to improve employee job satisfaction.
4. More customized products and service should introduce.
5. Call center team often provides inadequate or incorrect information to the customers.
6. To increase customer satisfaction the bank needs to improve their service quality by providing more importance on customer's preference.
7. Service charge is relatively high than others.
8. Branch needs more personnel to ensure smooth service.

In terms of the customers, environment of the bank is quite ok but the services of cash needs to more fast also more attention need to be given to the customers when they come for foreign remittance.



## 5.4: Recommendation

We are believed in surprising contest of new era, must have to important considered of the marketing to generate constructive exclusivity and uniqueness opportunity of the banking sector.

So, CBL should start strategic planning to increase the infrastructures and also important constructs needed to support its large customer base. So, considering the service sector of Bangladesh, CBL should be more conscious to deal with its customers as the customers have now more choice to bank with and there are institutions that are intensifying competition by focusing more on superb customer service.

To identify these bank needs proper information system is required badly. Customer feedback can make value to increase right services and relations to the right customers and increase precise commitment, loyalty, trust and satisfaction to become with huge good relationship. CBL has several services gap to authentic of considerate the consumer behavior and their potential attitude, which made them deficient in modern banks. CBL has to minimize their service gap though strong study on customer objection, expectation, perception and critical internal marketing aspects. Steps should be taken to implement the new process in order to ensure a smooth service as promised to customers.

1. Employees are needed to give adequate training to work and handle clients under pressure. In this case both the branch authorities and higher authorities can persuade each other to train the employees.
2. CBL should increase more Consumer Banking activity. Their Consumer banking activity is quite satisfactory but it will be better if they can put attention on individual customer.
3. They should invent other type of deposit to attract more customers which is different from other banks.
4. CBL should maintain more cash and deposit balances with other banks. Because it is desirable that banks keep their cash and balance with other bank to such extent so that it can minimize the chance of liquidity crunch.
5. Should develop more strategic planning as to compete with its rival banks.
6. Increase the merchant locations of ATM cards.
7. There are many customer's of the bank are aged between 21 to 30 the bank should consider the products and services with fewer service charges that are suitable for that

- age group. The products should also be developed mostly for customers with income more than 30,000 and particularly jobholders.
8. Problems regarding IT and internet link should take seriously.
  9. Should increase the number of ATMs and ensure their smooth operations.
  10. CBL should recruit more capable & experiences employees to spread the products all over the country.
  11. Delinquency behavior is higher in the DCC area so need to concentrate on semi-urban area or rural area.
  12. CBL should maintain errors-free customer's record & database which will help to identify the major customer's facility requirements.
  13. Employees should get proper knowledge on products & facilities to deliver the customer regarding right time, right facilities as per their requirements.
  14. Customers are confused about the loan pricing & hidden charges, so CBL should informed the customer about the different fees & installment size of that particular product.
  15. Customers are demanding more SME Service Center & Branches in their locality which will help them regular transaction with them.
  16. Agriculture is the backbone of the country. As per BB policy; CBL should increase their more concentration on Agri loan.
  17. As per customer response, CBL is taking long time to process & disbursed the loan. More easy way should find to minimize the duration for loan process.
  18. CBL is needed to reach the brand value to the customers for building up ideal relationship to create loyal customer.

## **Chapter- 6**

### **Conclusion**

Since the banking service especially the private Banks are doing an outstanding business, so it is clear that the modern people are more concerned about securing their valuable assets and get high-quality and timely services. For this reason lot of new commercial bank has been established in last few years and these banks have made this banking sector very competitive. So, now banks have to organize their operation and do their operations according to the need of the market. Banking sectors no more depends on a traditional method of banking. In this competitive world this sector has trenched its wings wide enough to cover any kind of financial services anywhere in this world. The major task for banks, to survive in this competitive environment is by managing its assets and liabilities in an efficient way. City Bank is the most promising bank in Bangladesh. Every day City Bank endeavor to increase their product and services although they provide a wide range of product of services to their customers. City Bank is helping the economy of Bangladesh by remitting of funds both local and foreign. For helping the people the bank provides bridge financing loan, working capital loan to its corporate clients. As modern function City Banks provides credit card facility, ATM card facility and any branch banking facility to its customers.

This project concentrated mostly on the customer services of the Banani branch and identified some valuable information that could make the services more attractive and also enhance the banks reputation among the customers. With the current performance of the Bank and with little improvement here and there will certainly make City Bank one of the best Private Bank in Bangladesh in the near future.

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## **CHAPTER 08: APPENDIX**

### **ACRONYMS**

- CBL: City Bank Limited
- BB: Bangladesh Bank
- A/C: Account
- CD: Current Account
- SB: Savings Account
- FDR: Fixed Deposit Receipt
- DD: Demand Draft
- PO: Pay Order
- PS: Pay Slip
- TT: Telegraphic Transfer
- STD: Short Term Deposit
- KYC: Know Your Customer
- CIB: Credit Information Bureau
- NID: National Identity Card