

Internship Report



Practice of Advertising Theories by

BRAC Bank

SBU- Planet Credit Card

Internship Report

Submitted To:

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Submitted By:

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Date of Submission: 24 July, 2014

Letter of Authorization

July 24, 2014

Mobasser Islam Khan

ID: 09104140

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Subject: Authorization Letter.

Dear Student;

I, G.M. Shafayet Ullah, am authorizing you for conducting your internship project titled BUS400.

I have chosen your topic based on your major side of your BBA program, which is Practice of Advertising Theories by BRAC Bank Visa Planet Credit Card.

With best regards,

G.M. Shafayet Ullah

Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

24 July, 2014

G. M. Shafayet Ullah

Lecturer

BRAC Business School

BRAC University

Subject: Submission of internship report

Dear Sir,

In accordance to your advice, I have prepared my internship report on “Planet Credit Card of BRAC Bank”. In my report I have tried to focus on the relevant information which would cover the objectives of the report. But no doubt my effort and contribution will be best evaluated on your sharp scale of acceptance and remarks.

Consequently, I am transmitting my project report to your very concern. I sincerely hope this report will fulfill the requirements suggested by you under the course BUS-400.

Thanking you.

With best regards,

Mobasser Islam Khan

ID: 09104140

Executive Summary

This is the internship report based on the three month long internship program that I had experienced in the Head Office of BRAC Bank Ltd. from 12 January to 10 April 2014 as a requirement of my BBA program Major in Marketing from BRAC University. SME Banking Division is a business division of BRAC Bank Limited that deals with Small and Medium sized Entrepreneurs involved in different types of business. SME banking division primarily provides loans to small and medium sized trading, manufacturing, service, agriculture, non-farm activities and agro-based industries located across the country. I prepared the internship report on based on secondary data and information. For this specific purpose I collected data and information from various sources like published materials such as the annual report, the training materials etc. I furnished the full contents of the report in several chapters. While discussing the different aspects and functions of the bank, priority has been given to depict the real situation as far as appraisal and management system of BRAC Bank Ltd. are concerned by employing the experience gathered during the internship program. BRAC Bank is a third generation bank in the growing banking sector of Bangladesh. As a part of my internship program I got a chance to work at this bank for a period of three months. During this period I have learned about this organization and its work environment, which inspire me to work on my topic.

Acknowledgement:

At the very beginning, I am solemnly thanking the Almighty Allah.

I am sincerely thankful to my academic supervisor G. M. Shafayet Ullah, Lecturer of BRAC Business School, BRAC University; who permitted and supported me to work on the Brand and Communication of Standard Chartered Bank, Bangladesh. I am extremely grateful for having this opportunity that has enriched my area of knowledge vastly.

Furthermore, I want to thank my organizational supervisor, Mr. Shyamal Kumar Biswas, Senior Manager, Central Support under Business Relationship And Support Department of BRAC Bank; for giving me the required information and also for giving permission to do the necessary work to commence this project.

TABLE OF CONTENTS:

Topic	Page
Organization	1
Introduction	2
HISTORICAL BACKGROUND OF BRAC Bank	3
Corporate Vision,Mission,Values	4,5
Corporate information at a glance	6
Logo, Bank's Culture	7
Performance of BRAC Bank Limited Shareholding Structure	8,9
Management of BRAC Bank Limited	10
The Management Hierarchy of BRAC Bank Limited	11
Departments of BRAC Bank Limited	12
BRAC Bank subsidiaries	13
Banking Awards & Achievement	14
Division of BRAC Bank Ltd	15
JOB Responsibilities as an Intern In 'BRAC Bank' Head office Anik Tower	16
Internship experience	17

Experience Regarding Personal Improvement	17
Time management	17
Formal dress code	17
Teamwork	17
Practical Working Experience	17
Duties and Responsibilities	18
Department where I worked	19
Recommendation	20
Practice of advertising theories by BRAC Bank's SBU of Planet Credit Card	21
Objective of the report	22
Methodology	23
Introduction	23
Advertising	24
Direct Marketing	24
Internet Marketing	25
Press conference	27
Personal Selling	28
Advertisement	29
Discount and offerings	31
Recommendations & Conclusion	34
Reference	35

The Organization



Introduction:

BRAC Bank Limited, with institutional share holdings by BRAC, International Finance Corporation (IFC) and Shore Cap International has been the fastest growing Bank in 2004 and 2005. BRAC Bank is extending full range of banking facilities as per the directives of Bangladesh Bank. It intends to set standards as the absolute market leader in Bangladesh by providing efficient, friendly and modern fully automated on-line service on a profitable basis.

BRAC Bank Limited has adopted the “three P” agenda –Planet, People and Profit as its fundamental guiding principle, a fact that has gained global recognition for the Bank.

Being one of the members of GABV (Global Alliance for Banking on Values), BRAC Bank along with thirteen of the world's leading sustainable banks, is engaged in building a viable future for the financial industry. In line with the theme of developing human capital, the bank is also involved in creating an alternative banking and finance system, where social impact is considered as important as financial return.

In the last five years of operation, the Bank has disbursed over BDT 1500 crores in loans to nearly 50,000 small and medium entrepreneurs. The management of the Bank believes that this sector of the economy can contribute the most to the rapid generation of employment in Bangladesh. Since inception in July 2001, the Bank's footprint has grown to 154 branches (84 Branches, 48 SME/Krishi Branches and 22 SME Service Centers) , 12 Apon Shomoy, 300+ ATMs, 30 CDMs, 399 SME unit offices and 7,695 (as on 15th July 2012) human resources, BRAC Bank's operation now cuts across all segments and services in financial industry. It has disbursed over BDT 14,500 crores of SME loan and has over 1,200,000 individual customers who access online banking facilities.

BACKGROUND OF BRAC Bank

BRAC Bank is a listed commercial bank established under the Banking Companies Act, 1991 and incorporated as a public company limited by shares on 20 May, 1999 under the Companies Act, 1994 in Bangladesh. The primary objective of the Bank is to carry on all kinds of banking activities. The Bank has started operations from 04 July, 2001. It enlisted with Dhaka & Chittagong Stock Exchange at the beginning of 2006.

BRAC Bank has a unique institutional shareholding between BRAC, the International Finance Corporation (IFC), the commercial arm of the World Bank Group, and Shore Cap International, a concern of Shore Bank Corporation, 9 America's first and leading community development and environmental Banking Corporation. A fully operational Commercial Bank, BRAC Bank focuses on pursuing unexplored market niches in the Small and Medium Enterprise Business, which till now has remained largely untapped within the country. Almost 40% of BRAC Bank's clients had no prior experience with formal banking. The Bank has 355 regional marketing unit offices offering services in the heart of rural and urban communities and employs about 1,200 business loan officers – around 70% of total staff.

Creating opportunities and pursuing market niches not traditionally met by conventional banks primarily drive BRAC BANK LIMITED, a full service commercial bank with Local and International Institutional shareholding. It has been striving to provide "best-in-the-class" services to its diverse range of customers spread across the country under an on-line banking platform.

The reason BRAC Bank Limited is in business is to build a profitable and socially responsible financial institution focused on markets and businesses with growth potential, thereby assisting BRAC and stakeholders to build an enlightened, healthy, democratic and poverty free Bangladesh. Which means to help make communities and economy of the country stronger and to help people achieve their dreams? It fulfills the purpose by reaching for high standards in everything it does: For its customers, shareholders, associates and communities, upon which the future prosperity of its company depends.

Remarkably, BRAC Bank, despite being one of the newest Banks in the country, has attained a reputation for being in the forefront of the industry. Its retail business and 10 corporate businesses have gained new ground over the last two years and today BRAC Bank can claim itself to be among the top financial service providers.

Corporate Vision, Mission and Core Values

Corporate Vision

Building a profitable and socially responsible financial institution focused on Marketing and Business with growth potential, thereby assisting BRAC and stakeholders build a “just, enlightened, healthy, democratic and poverty free Bangladesh”.

Corporate Mission

- Sustained growth in Small & Medium Enterprise sector.
- Continuous low-cost deposit growth with controlled growth in Retail Assets
- Corporate Assets to be funded through self-liability mobilization.
- Growth in Assets through Syndications and investment in faster growing sectors.
- Continuous endeavor to increase fee based income.
- Keep our Debt Charge sat 2% to maintain a steady profitable growth
- Achieve efficient synergies between the bank’s branches. SME unit offices and BRAC field offices for delivery of Remittance and Bank’s other products and services
- Manage various lines of business in a fully controlled environment with no compromise on service quality.
- Keep a diverse, far flung team fully motivated and driven towards materializing the Bank’s vision into reality.

Core Values

The Bank’s Strength emanates from its owner - BRAC. This means, it will hold the following values and will be guided by them as it does its jobs.

- Value the fact that we are a member of the BRAC family.
- Creating an honest, open and enabling environment.
- Have a strong customer focus and build relationships based on integrity, superior service and mutual benefit.
- Strive for profit & sound growth.
- Wo
rk as a team to serve the best interest of our owners. Relentless in pursuit of business innovation and improvement. Value and respect people and make decisions based on merit. Base recognition and reward on performance.
- To be Responsible, trustworthy and law-abiding in all that we do

Corporate information at a glance

Registered Name	BRAC Bank Limited
Slogan	Committing Human Capital to our growing economy.
Date of Incorporated	1999
Inauguration of the first branch	4 th July, 2001
Head Office	Anik Tower 220/B Tejgaon Link Road Dhaka 1208
Chairman	Mr. Fazle Hasan Abed.
Managing Director & CEO	Mr. Syed Mahbubur Rahman
Board of Directors	7
Number of Branches	154
Number of Employees	7000(Approximately)
Authorized Capital	12000 Million
Paid Up Capital	3,212 Million
Service Provided	Deposit scheme, SME loan,Credit facility and Foreign exchange service.
Banking Operating System	Both conventional and foreign exchange system
Technology Used	Member of SWIFT, Enterprise Resource Planning (ERP), Online Banking and UNIX based Software.
E-mail	enquiry@bracbank.com
Website	www.bracbank.com
SWIFT	BRAKBDDH

Logo

The logo of BRAC Bank has been prepared keeping in mind the goal of the organization. The square structure of the logo means solid and strong .The Golden Color in the lower portion of the logo means the ‘Golden Bangladesh & her fertile land’. The Blue color in the upper portion means ‘the sky with enormous & unlimited opportunity’ .The white colored curve means ‘Growth and Progress’ .White circles in the blue color mean the flashing sun that gives light to everywhere.



Bank's Culture

Bank has adopted trust as a corporate value which is acronym for team work, respect for all people, unquestionable integrity, excellence in everything BRAC Bank Limited of SME do, Sense of urgency in getting things done and total commitment. All employees are expected to conduct themselves in accordance with the rules and regulations of the bank.

Performance of BRAC Bank Limited

BRAC Bank Limited will be the most successful private sector commercial bank in our country, though it started its operation few years back. It has achieved the trust of the general people and made reasonable contribution to the economy of the country by helping the people investing allowing credit fa

BBL's Financial Performance for last few years:

Amount in BDT (Million)

Particulars	Dec-11	Dec-10	Dec-09	Dec-08
Cash and Bank balances	15,190	13,474	12,213	7,511
Fixed & Other Assets	12,510	8,506	7,088	4,009
Investments	14,199	12,856	10,375	8,245
Money at call and short notice	480	-	1,300	-
Loans & Advances	90,822	82,462	64,151	52,677
Total Assets	133,201	117,298	95,127	72,442
Borrowing from Banks	1,112	3,700	2,450	2,280
Money at call and short notice	-	550	-	-

Subordinated debt	3000	3000		
Other Liabilities	15,760	12,472	9,306	6,717
Total Deposits	103,726	88,158	75,220	58,007
Shareholder's Equity	9,753	9,418	8,151	5,438
Total Liability & Equity	133,201	117,298	95,127	72,442

e.g. Annual Report BRAC Bank(2013)

Shareholding Structure

Table No. 3: Shareholder Structure of BRAC Bank Ltd.

Name of Shareholder	% of Shareholding
BRAC	43.77%
International Finance Corporation	5.36%
Shore Cap Limited	0.86%
Non-Resident Bangladeshi	0.43%
Mutual Funds	3.22%
Institutions and General Public	46.36%

e.g. (As on 30.06.2012)

Management of BRAC Bank Limited:

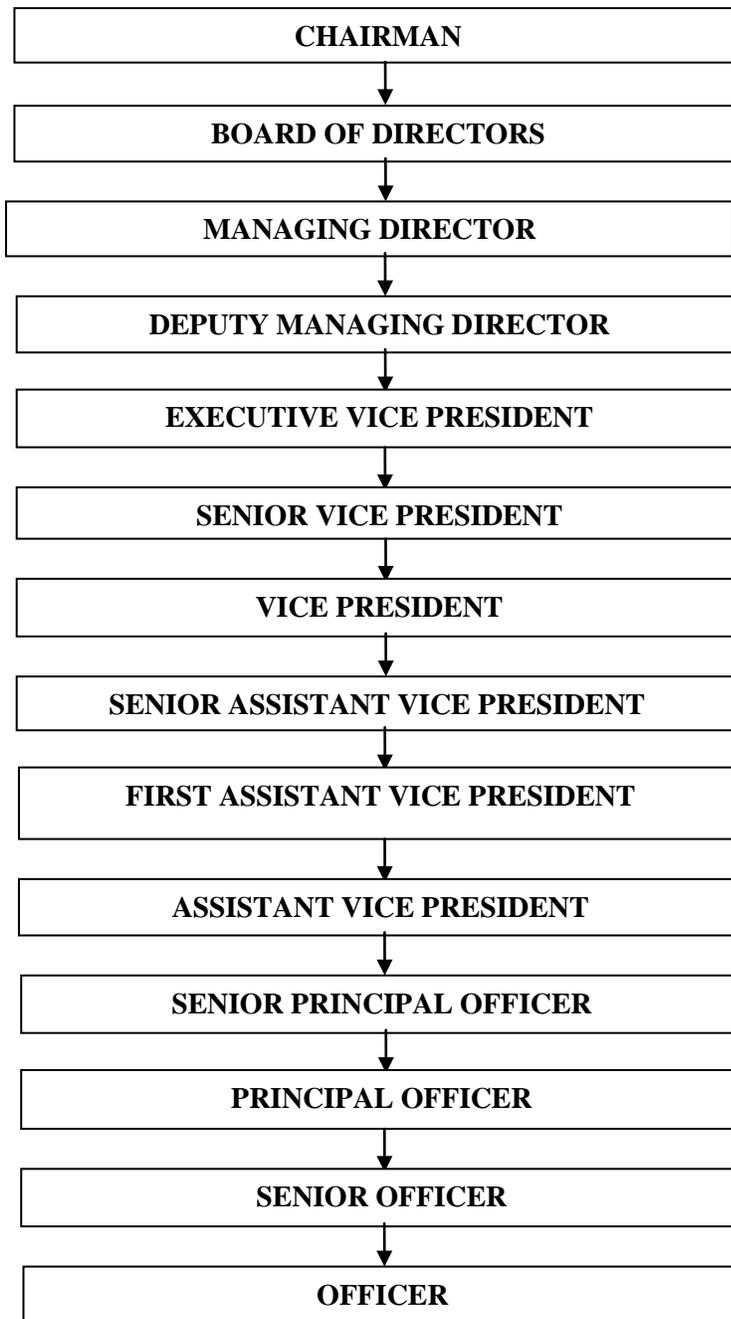
Boards of directors are the sole authority to take decision about the affairs of the business. Now there are 5 directors in the management of the bank. All the directors have good academic background and have huge experience in business. **Sir Fazle Hasan Abed** is the Founder of the bank. The board of directors holds meetings on a regular basis. The current management teams and board of directors' name are given in the following table:

Management of BRAC Bank Limited

Mr. Fazle Hasan Abed	Chairman
Mr. Quazi Md. Shariful Ala	Director
Mr. Mark A. Coffey (Nominated By Shore Cap International Limited)	Director
Ms. Nahid Kabir	Director
Ms. Tamara Hasan Abed	Director
Mr. Shib Narayan Kairy	Director
Syed Mahbubur Rahman	Managing Director

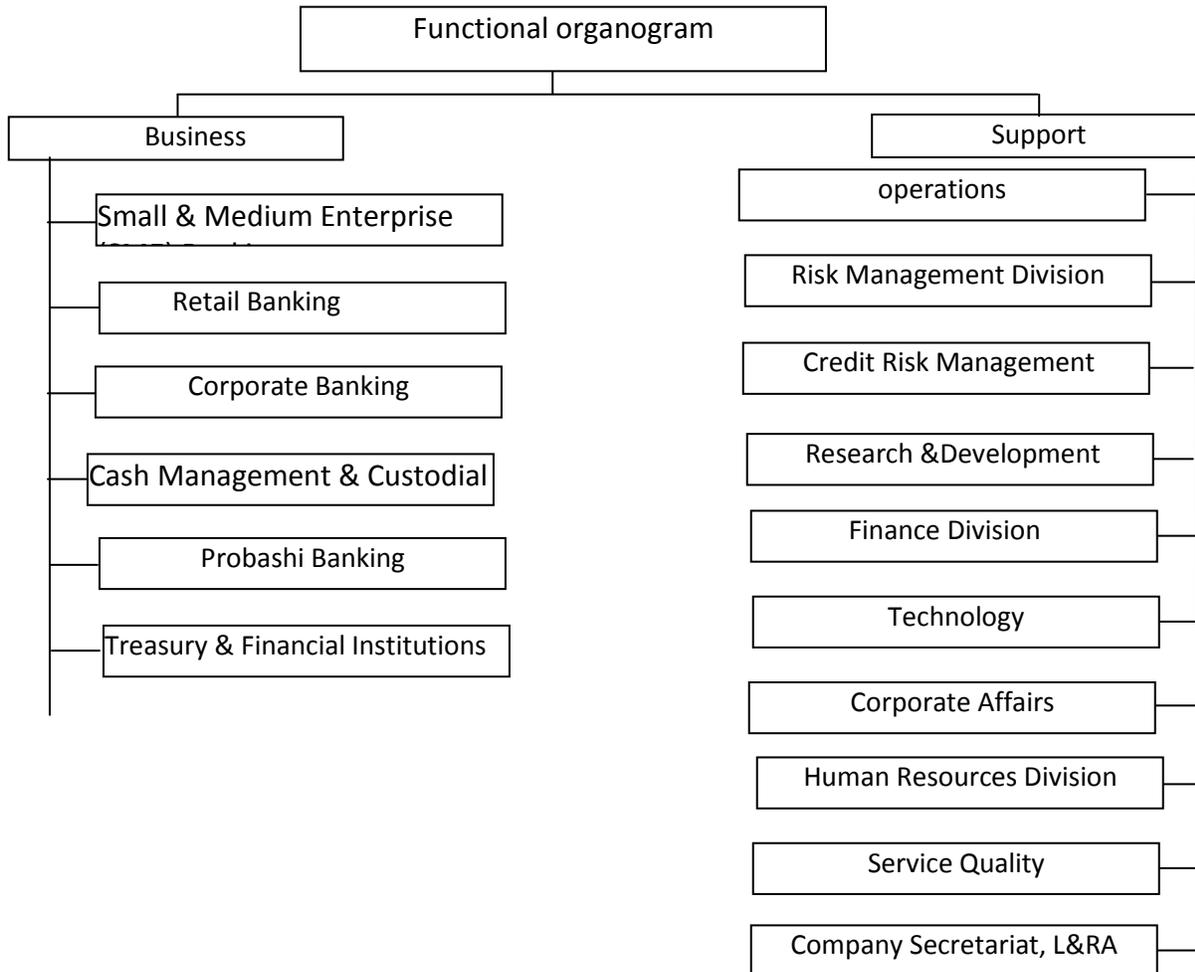
e.g. Annual Report BRAC Bank(2013)

The Management Hierarchy of BRAC Bank Limited is given below



Departments of BRAC Bank Limited

If the jobs are not organized considering their interrelationship and are not allocated in a particular department it would be very difficult to control the system effectively. If the departmentalization is not fitted for the particular works there would be haphazard situation and the performance of a particular department would not be measured. BRAC BANK Limited has does this work very well. Departments are as follows:



e.g. Departments of BRAC Bank Limited

BRAC Bank subsidiaries



BRAC EPL Stock Brokerage Limited

BRAC EPL Stock Brokerage Limited is one of the leading stock brokers in the country. BRAC EPL Stock Brokerage Limited has membership at both of the country's stock exchanges; the Dhaka Stock Exchange (DSE) and the Chittagong Stock Exchange (CSE).



BRAC EPL Investment Limited

BRAC EPL Investment Limited delivers a whole range of Investment Banking services including traditional merchant banking activities such as Issue Management, Corporate Advisory, Corporate Finance, Underwriting and Portfolio Management.

Sources: www.bracepl.com



BRAC SAAJAN Exchange Limited

BRAC Saajan Exchange Limited mainly provides remittance services to the large Bangladeshi Communities living in UK. Apart from its remittance services the Company also caters to the investment needs of the NRBs through its parent organization BRAC Bank.

Sources: www.bracsajaanexchange.com



bKash Limited (a subsidiary of BRAC Bank) operates with an objective to ensure access to a broader range of financial services (mobile fund transfer facility) for the people of Bangladesh. It has a special focus to serve the low income masses of the country to achieve broader financial inclusion by providing services that are convenient, affordable and reliable.

Sources:

<http://www.bkash.com/About.php>

www.bracbank.com/Press-Releases.php

Banking Awards & Achievement:

- **FT Sustainable Bank of the Year 2010 Award:**

- **BRAC Bank** has been awarded as the Sustainable Bank of the Year 2010 at the FT Sustainable Banking Awards 2010. The award was jointly announced by Financial Times newspaper and IFC at the award ceremony on 3rd June 2010 in London.

- **DHL-Daily Star Bangladesh Business Awards 2008:**

- **BRAC Bank** received the prestigious Business Award styled DHL-Daily Star Bangladesh Business Awards 2008 as 'Best Financial Institution of the Year' for its innovation in products, services, financial performance/ productivity, company management and contribution to Bangladesh's development. BRAC Bank is a fully fledged commercial bank; yet, it has significantly contributed in the development of SME

- sector by creating a unique model of collateral free SME lending, which enabled the SME entrepreneurs (the missing middle) to get easy access to finance. Furthermore, with its wide distribution network, BRAC Bank reached the greater population even at the distant corners of Bangladesh.

- **National Award as the Highest VAT payer for the financial year 2007-2008: BRAC Bank Limited** has recently received the prestigious award for being the highest VAT paying organization in national level in service industry.

- **ICAB National Award:**

- **BRAC Bank Limited** has been awarded ICAB National Award from Institute of Chartered Accountants of Bangladesh (ICAB) for one of the Best Published Accounts & Reports 2007 recently.

Division of BRAC Bank Ltd:

There are five different business units generating business BRAC BANK Limited:

- i Small & Medium Enterprise (SME)

- ii Corporate Banking

- iii Retail Banking

- iv Treasury

- V Remittance Services

Responsibilities as an Intern
In 'BRAC Bank'
Head Office, Anik Tower.

Internship Experience

I got the opportunity to work as an intern in the Head Office of BRAC Bank Ltd and the tenure of my internship was 12 January to 10 April 2014. Through this period I had many responsibilities and job roles. As I was intern a lot of things about head office, branch and SME unit office banking during this time. I got familiar with the work environment.

Experience Regarding Personal Improvement

Time management

Time management is the great virtue for each & every person. As a University student, I spent only 4 to 5 hours in the university campus with gossiping, taking tea & snacks. But in the professional life like bank, each & every employee reach in the office not more than 9.30 am and go out from office not less than 6.30 pm due to heavy working pressure. So, I also maintained my office time. They do their task in daily basis. I also helped them to make their task easier.

Formal dress code

In the 3 months internship period I maintained the dress code regularly and I'm habituated with this now.

Teamwork

Theoretically I read what is team and teamwork but practically I did not have experience about it. In the professional life there's exist team like Bangladesh cricket team. Each & every team member has some responsibilities and target to fill up. I observed it very closely and helped them to make their task easier.

Practical Working Experience

BRAC bank is the pioneer of SME loan. It has introduced it in Bangladesh. The main thing is that BRAC bank is the market leader in this sector. 64% of its portfolio consists of SME lending. When I have worked here, I found that BRAC bank has introduced a new concept in SME lending. I have learnt how BRAC bank sanctions SME loan. BRAC bank sanctions SME loan through their unit office not through their branch. Here borrower does not need to apply for loan rather CRO of BRAC bank finds the prospective entrepreneurs and the convince them to take loan. Unit office of BRAC bank cannot take deposit but can sanction loan.

From here I have gathered knowledge about SME lending procedure. The procedure starts from field level as CRO finds the potential clients by analyzing their business and financial position and the credit risk. Then it is analyzed by zonal manager as well as territory manager. Last of all it reaches to head office for final approval. From here I have learnt that who become eligible for getting SME loan.

BRAC bank has used Finacle software to record data and closes their loan. It has used intranet to close

loan. Employees of SME closing department will close loan when a loan turns out to be ended. I have checked borrower file that contains every detail of borrower loan information.

Duties and Responsibilities:

I was an intern of BRAC bank Ltd. in Business relationship and support department where I was a part of a project which is titled of “Archive management reconciliation project”.

My duties and responsibilities are given below:

- Update securities of SME, Retail loan & Account opening files in checklist

- Indexing different SME & Retail loan files based on file no and loan account no. Account opening files based on account no, serial no and ring no.

- Update securities of these files in central database using “Finacle” a software that is currently BBL using.

- Creating Top least based on these data using Microsoft Excel where loan file no and loan account no of a client can be found.

- Finally used to update these data in net server and used to make report to project manager at the end of work.

Department where I worked:

I have worked in central support department.

Specification Contributions:

- As a member or part of the project I have indexed, updated, and made report of loan & retail files.

- I have given different ideas which helped my project manager to continue the project in right fashion which saved time and labor as well.

- Being a responsible member of the project I have saved at least 1, 00,000 BDT for BRAC bank ltd. by finding an important SME loan file from archive of BRAC Bank limited.

RECOMMENDATIONS

This study suggests that some development-oriented steps can be considered to make the credit appraisal system and credit management more effective further. These steps will help to keep the appraisal system and credit management ready to meet any possible challenge and to grab any further opportunity as well as to remove the problems lying with the existing credit appraisal system and credit management currently can be as follows:

- As credit is the major source of earning of the bank. The bank should maintain an adequate process to select the officer for this job. Because the performance of this institution depends on the quality and the performance of loan officers. If banks fail to select the proper employee for the proper position, they will fall in a big trouble.
- In credit management, it is conventional that credit proposal must be supported by a complete qualitative and quantitative analysis. More importance should be given on refund of loans out of funds generated by the borrower from their business activities (Cash flow) instead of realization of money by disposing of the securities held against the advance, which is very much uncertain in the present context of Bangladesh.
- While investigating a loan proposal the banker should give due emphasis on the character of the borrowers. Among the five Cs (character, capacity, capital, conditions and collateral) character should come before the credit proposal in evaluation by bankers. Character here means the willingness of the borrowers to repay the loan. Business people having good character will make their best efforts to repay the loans in time and will work with open mind and cooperatively with their bankers even if their businesses face serious financial difficulties.
- Non-professional handling of credit disbursement has some type of relation with loan default; therefore Banks should give proper guidelines to the employees in sanctioning a loan. They should arrange special training program only for the employees working under loan division to give knowledge about different loans and how to handle it. If the requirements have been practiced properly, that will definitely increase the skills of employees in sanctioning the loans.

Practice of Advertising theories by BRAC Bank
SBU:
“Planet Credit Card”

Objective of the project:

Primary Objective

- The main objective of this report is to show how BRAC Bank advertises its products, maintaining its brand and communication to its customer.

Secondary Objective

- Identify advertising principal of BRAC bank products
- BRAC Bank's logo color symbol
- To know about the management style and organizational structure of BRAC Bank
- To know about the advertisement policy of credit cards

Methodology:

In the organization part, most of the information has been collected from different published articles, journals, brochures, web sites and personnel of BRAC Bank. All the information incorporated in this report has been collected both from the primary sources and as well as from the secondary sources.

Primary Source of Information

- Observation during the total internship period.
- Involvement with the operational process.
- Discussion with officials of BRAC Bank

Secondary Source of Information

- Annual Report of BRAC Bank Limited
- Website of BRAC Bank Limited as a theoretical source of information
- From Facebook page of BRAC Bank

Strategic Business Unit of this report.

Planet Credit Card of BRAC Bank.



BRAC Bank recently introduced their latest credit card brand named 'Planet credit card'. BRAC Bank is the first bank in our country to launch this type of credit card. The main goal of presenting this Planet credit card is to protect this world and to present a better tomorrow for your future generations. When a customer avails a planet card, you are donating for our environment-friendly initiatives. BRAC Bank always takes this kind of initiatives like green banking. The main objectives of introducing planet credit card are:

- Waste management projects.
- Renewable energy projects.
- Tree plantation programmes and many others.

Enhanced Functionalities of Planet Credit Card:

- Enhanced daily cash withdrawal limit of BDT 50,000 from ATM booth.
- Cash withdrawal facility from more than 200 BRAC Bank ATM booths.
- ATM booths of more than 30 banks under OMNIBUS network.
- All ATM booths of Rupali Bank Ltd.
- BDT 300,000 cash withdrawal facility from branch POS counters.
- BDT 100,000 purchase facility from Merchant POS.
- Free Account Enquiry.
- Free Mini Statement Printing.

Advertising:

Advertising is a paid form of no personal communication about an organization, product, service idea or cause by any identified sponsor. For Planet Credit Card of BRAC Bank is one of the new products of BRAC Bank. Day by day the world is getting globalized and globalization is the most discussed topic. To concern for globalization BRAC Bank comes up with this Planet Credit Card. This card has a lot of benefits for both customer and to environment. And to show this benefit to the customer BRAC Bank needs a very good advertising of its product. By taking this card people have chance to contribute something to our environment. The Planet Credit Card is one of the newest and unique products of BRAC Bank. So they have decided to make its advertising more selective and premium. So this Card has following advertising tools

1. Marketing.
2. Internet Marketing
3. Publicity
4. Personal Selling
5. Advertisement

Direct Marketing:

Direct Marketing is a structure of advertising in which physical marketing materials are provide to customers that communicate information about a product or service. Direct marketing does not absorb advertisements placed on the internet, television or over the radio. Types of direct marketing materials include catalogs, SMS service and fliers.

For Planet Credit Card BRAC Bank do something direct marketing. Those are given below;

- A. Direct Mail: Mailing could be great way for direct marketing and now a day's everyone used to mailing. It is easy to reach to their customer. By mailing they can up to date to their customer of their latest services. Marketing division of BRAC Bank has a huge customer data collection. The sales division collected these customers information from various sources.
- B. Telemarketing: This is one of the regular direct marketing tools. As I have early mentioned about selective data base of the customer group. BRAC Bank has a strong call center department and the call center department of BRAC Bank does this telemarketing. The call center number is 16221.
- C. SMS Service: Today SMS service is one of the sufficient ways for direct marketing by sending SMS they can easily up to date their customers of their latest service.

Internet Marketing:

In this century internet marketing is doing so good. Now a day's Internet as an advertising medium to inform, educate and persuade customer. With the help of internet marketing we are able to ensure a lot of benefits, such as

- Company can reach a mass customer area.
- It can also be used as a direct sell tools.
- To communicate and interact with buyers.
- Collect customer database.
- Most inexpensive way to promote and advertise product and service.
- We can also provide customer service and support in the fastest way.
- Facebook is one of the popular way to advertise our product.
- BRAC Bank has the most advance website and website address : <http://www.bracbank.com/>

Website: BRAC Bank has the most advance website with 100 % functionality.

Website Address: <http://www.bracbank.com/>

As the Planet Credit card is one of the new product, and of course need the highest advertising. There is a central bar on the middle of the website, where the primary advertise belong. Planet credit card also needs a position on the primary advertising site. Site location given below-



Facebook: The most familiar social network site is Facebook BRAC Bank also has a very active Facebook page. In Facebook BRAC Bank upload all their promotions and their advertising. With the help of Facebook BRAC Bank is connected 24 hours with their valuable customer. There is a particular department of digital marketing who actually looks after the Facebook communication and advertising. Below image is the Facebook page of BRAC Bank.



Customers ask different questions regarding the card. And it has to answer as soon as possible. So with the Facebook, They have almost 30,000 likes on their facebook page by people. BRAC Bank advertising their products in detail and also interacting customer online. They updating their new offer through facebook though customers can easily know them. Giving service before customer take the product is another unique advertising or marketing of your company. And also BRAC Bank gathering huge online data bases who are eagerly searching for BRAC Bank credit cards. Some examples are given:



“Apar discount ti buje niaschen to”

BRAC Bank is willing to giving discount offer to their all credit card services.

Press Conference: BRAC Bank launched ‘Planet Credit Card’, which the bank said an unparallel service, providing ‘supreme benefits and privileges’.

The Planet Credit card holders can enhance daily cash withdrawal limit of 50000 taka from ATM booth, cash withdrawal facility from more than 200 BRAC Bank ATM booths and ATM booths more than 30 banks under OMNIBUS network.

Mr. Syed Mahbubur Rahman Managing Director & CEO of BRAC Bank addressed a press conference at a hotel in the city on the occasion of launching Planet Credit Card.



Personal Selling:

BRAC Bank uses personal selling policy in terms of selling credit Card as well. It is one of the most common policies that BRAC Bank follows in terms of promoting their card which is based on the banking. This face to face communication plays a vital role in promoting the card where the seller can easily describe about the way customers can be benefited. They also went to those private universities and personally sell their products. Their good strategies to catch those customers are student. Cause students are always ready cash for their expense. Following this personal selling policy as a vital tool for their promotion and for the advertisement of the product.



Advertisement:

Mass media plays a vital role in promoting any type of product to the customers. It is probably the easiest way to reach the customers through advertisement. Like all organizations BRAC Bank also use mass media as the biggest source of advertisement. Through the usage of such media BRAC Bank has flourish their business and opportunities to a great point. These media has created greater opportunities which BRAC Bank utilized as their best possible ways. After launching of this of credit card BRAC Bank made the proper use of mass media to launch different product of such banking and so as they did for planet and all the other Credit Card. The mass media that BRAC Bank rely on for their promotion are mentioned below-

- **Posters**
- **Billboard**
- **Newspaper**
- **Discounts**

Posters:

Poster can also be determined as one of the most effective tool of advertising which BRAC Bank follows. They do such poster advertisement in different BRAC Bank branches or in front of their ATM booth. Some of the pictures of such advertisement are given below:



This poster is located at outside of an ATM branch.

Bill board:

Bill board can be determined as one of the key tool for promoting a brand and its products. BRAC Bank makes the most use of this media tool to promote their products. In Bangladesh they do all sorts of bill board advertisement in different places throughout the country. This billboard is located at Mohammadpur.



Newspapers:

BRAC Bank also does promotional activities of their products and services through newspaper and magazines as well. They promote their products and the benefits that the product holds through such media. Most importantly for the products like Planet credit card of BRAC Bank considers newspapers or magazines as the key tool. These Medias play a vital role in promoting such products and offerings.

Can Your Debit Card Help Save The Planet?

**Introducing
BRAC Bank Planet Card**

The Planet Card is not your usual Debit Card – when you subscribe for a Planet Card, you contribute to a Green Fund from your regular Debit Card Fee and BRAC Bank matches that amount.

Together, you and BRAC Bank will support socially responsible initiatives like free plants distribution, proper waste management and funding of renewable energy sources.



Part of your annual fee is donated to a fund, BRAC Bank matches with equal contribution → The Green Fund supports CSR initiatives → ...and helps save your planet

Apply for your Planet Card today at planet.card@bracbank.com or simply call our 24-hour Call Center 01819-230000 and start making your planet a little greener!



Member of
GLOBAL
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FOR BANKING
IN 2011

Winner 2010
FT SUSTAINABLE
BANKING AWARDS
Emerging Markets

Discounts and Offerings:

To promote their Planet credit Card BRAC Bank offers discounts in different occasions and their offerings are mentioned below-

- No need to carry cash.
- Shopping through 1500+ BRAC Bank POS terminals.
- Acceptance at 8500+ other bank POS terminals.
- Discount at over 60 restaurants across the country.
- Discount at over 70 lifestyle store across the country.
- Debit card usage facility at selective filling stations all across the country



Shop on your
BRAC Bank Credit Card
and enjoy
4% CASHBACK
when you charge at any BRAC
Bank POS Machine

For details call: 01819 230000



This Banner is located at outside of an outlet of “Shada Kalo”

এই ঠিন্দে আপনাব ব্র্যাক ব্যাংক কার্ডে **১৭৫** টিবও
বেশী আউটলেটে উপভোগ করুন আকর্ষণীয় ডিসকাউন্ট

সাথে **8%** নিশ্চিত ক্যাম ব্যাক*



ব্র্যান্ড	ডিসকাউন্ট	ব্র্যান্ড	ডিসকাউন্ট	ব্র্যান্ড	ডিসকাউন্ট
ARTISTI COLLECTION	10%	Chondon	5%	Kalanjali Shrees	5%
ZAARA	**10%	Mens Salon	10%	Charka	5%
alFaci	10%	Callisto Fashion	10%	Bi-Mark Collection	8%
Aades	10%	Jamdani Store	10%	Saptorshi	9%
Nabila Boutique Ltd.	15%	Dallas	7%	NAZAR	15%
Khan Brothers	15%	Big Boss International	10%	Ophelia	10%
Arang Fashion & Craft Ltd.	18%	Silk Centre	5%	Pindhon	12%
Doors	10%	Raginee Sarees	5%	M/S Kalon	5%
Freeland	10%	M. T. Shoes	5%	Women's World (Franchise)	5%
Peter England	10%	Jusco	10%	Chistiya	5%
Soul Dance	5%	France Optics	10%	Unitex	10%
Warah	10%	Kanishka	5%	M/S Moon Walker	10%
Carbon Kraft	5%	Birto	7%	Look Like	7%
Orvis	7%	Day One Fashion Gallery	10%	Howlader Fashions	5%
Asbartan	7%	Resa Banarashi Kuthir	7%	Grameen Super	10%
Right Lifestyle	10%	Gulf Collection	10%	Fashion Bazar	7%
Selal Ghar premium collection	10%	Shaikat Fabrics	12%	Craft Castle	5%
Man One	15%	New You & Me	15%	Chandra Bindu Boutiques	10%
JCPenney	10%	Shree Center	5%	Khadims	6%
Brand Shop	15%	Didmoni	5%		

*মার্ক প্রযোজ্য। প্রত্যেক ব্যাংকের মেন স্ক্রুডে ১,৯০০ টাকা বেশী POS সেমিনে মুনমমে ৪,০০০ টাকার কেনাকাটা করলে স্ট্রেডিট কার্ডে ৪% নিশ্চিত ক্যাম ব্যাক (০০ সেপ্টেম্বর, ২০১৯ পর্যন্ত সর্বোচ্চ ২২,০০০ টাকার উপর প্রযোজ্য)। ** কসমেটিকস, পারফিউম এবং ফুডের বিক্রেতা। ডিসকাউন্ট আউটলেটের সম্পূর্ণ তালিকা সম্পর্কে বিস্তারিত জানতে কল করুন ১৬২২৯।

২৪ ঘণ্টা কল সেন্টার: ১৬২২৯



আমরা অবিচল

Member of GLOBAL ALLIANCE FOR BANKING ON VALUES
Winner 2020 FT SUSTAINABLE BANKING AWARDS Emerging Markets, Asia
Winner 2011 EXCELLENCE IN RETAIL FINANCIAL SERVICES AWARDS 2011

CLOSE X

ঐদ আনন্দ ব্র্যাক ব্যাংক -এর কার্ডে

এই ঐদে ব্র্যাক ব্যাংক ক্রেডিট কার্ডে কেনাকাটা করে
উপভোগ করুন আকর্ষণীয় ডিস্কাউন্ট ও অসাধারণ পুরস্কার।

কার্ডের ধরন	কেনাকাটার ব্যয়ের পরিমাণ (টাকা)	পুরস্কার	সর্বোচ্চ কেনাকাটার পুরস্কারের পরিমাণ
সুপার	৫০,০০০ (প্রতি সপ্তাহে)	১০০-১০০০-১০০০ এর টিকেট	২টি (প্রতি সপ্তাহে)
গোল্ড	৩০,০০০ (প্রতি সপ্তাহে)	১০০-১০০০-১০০০ এর টিকেট	২টি (প্রতি সপ্তাহে)
স্ট্যান্ডার্ড	২০,০০০ (প্রতি সপ্তাহে)	সিডল হোটেল-১ ২ রাত (ডুবান)	৩টি (প্রতি সপ্তাহে)

এছাড়াও নিম্নের ব্র্যান্ডসমূহে ব্র্যাক ব্যাংক ক্রেডিট অথবা ডেবিট কার্ড ব্যবহার
করে কেনাকাটা করলেই পাবেন ১০%-৩০% ডিস্কাউন্ট।



বিস্তারিত জানতে ভিজিট করুন www.bracbank.com
অথবা যোগাযোগ করুন ২৪ ঘণ্টা কল সেন্টারে: ১৬২২১০



Recommendation:

In recommendation part I will suggest to BRAC Bank to go for more advertising policies for their credit card division cause Credit Cards are one of the major sources of their income and here are my recommendations for them.

- BRAC Bank should go for more TV advertisement like other bank. They have to concentrate to TV commercial cause at present days TV commercials are the most effective way to advertise your products. Through TV advertisement can reach the amount of customers.
- BRAC Bank also choose a celebrity to be a ambassador of in their product. At present days it's very effective to have their customers attraction like other banks are doing this very well. Like example Standard Chartered Bank choose Sakib Al Hasan as their brand ambassador of their Credit Card.
- BRAC Bank should consider having a brand ambassador who works with environment in order to convey the concern of BRAC Bank to mass people that BRAC Bank cares about the environment it works in such as Dr. Aynun Nishat, Sheikh Siraj etc.
- BRAC Bank should conduct CSR activities like tree plantation, water refinement of public lakes like Hatirjheel, Banani lake.

These are my recommendation for BRAC Bank otherwise they are doing well in their advertising strategy.

Conclusion:

BRAC Bank's distinctive culture and values act as our moral compass and are the reason why clients and customers choose to bank with us, and our employees want to join and stay with us. At all times, we aspire to be courageous, responsive, international, creative and trustworthy. Public relations effect of a news story carried usually free by mass media. The main objective of advertising is not sales promotion, but creation of an image through editorial or independent source commentary.

Reference:

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