

**An Internship Report on**  
**“Service Evaluation of Investment Corporation of Bangladesh (ICB)”**



**Submitted to:** Asheka Mahboob

Faculty

BRAC Business School

**Submitted by:** MD. Nazmus Sakib

ID: 11304076



## **Letter of transmittal**

February 18-2016

Asheka Mahboob

Lecturer

BRAC Business School,

BRAC University.

### **Subject: Submission of the Internship Report on service evaluation of ICB**

Dear Madam,

It gives me immense pleasure to submit my report “service Evaluation of ICB” which was assigned to me as a fulfillment of the course “Bachelor of Business Administration”.

While making this report I came across many hurdles and pleasant experience. But valuable experiences I have gained during the period will undoubtedly benefit me in the years ahead. This report attempts to describe my observations, learning's and experienced gained in the Investment Corporation of Bangladesh.

I have tried sincerely to comprehend and translate my knowledge in writing this report. My effort will be rewarded only if it adds value to the research literature. I enjoyed this project work and gladly attend any of your suggestion.

Name: MD. Nazmus Sakib

ID: 11304076

## **Acknowledgement**

I express my deep gratitude to the creator, who created me and nurture in this transitory world. I also express my gratitude to him for giving me an opportunity to successfully complete my internship program as a partial requirement of BBA program.

I acknowledge my sincere gratitude to my honorable teacher Asheka Mahboob , faculty of BBS, BRAC University. Her kind and proper guidance made me possible to prepare this report. Then I would like to thank the head of Human Resource Management department, Assistant General Manager of investment Corporation of Bangladesh, Mrs. Ruksana Yasmin for her kind support for giving me the opportunity to work in the corporation & work on this report.

I also express my gratitude to all the PO, SPO, AGM, DGM & GM for their helpful company. I am very respectful to the entire executive who discussed with me & share with me in various issues.

Last of all I want to say that I am very pleased as I got chance to do my internship with this big organization.

Nazmus Sakib

ID: 11304076

**Table of content:**

<b>Topic</b>	<b>Page number</b>
<b>Chapter 1 – Introduction</b>	1
<b>Chapter 2 – discussion on the individual job</b>	5
<b>Chapter 3- discussion on departments of ICB</b>	9
<b>Chapter 4- Service perspective and evaluation of ICB</b>	18
<b>Chapter 5 – Finding</b>	21
<b>Chapter 6 - recommendation</b>	22
<b>Conclusion</b>	24
<b>References</b>	25

## **Executive Summary**

My main focus on this report is ICB's overall service evaluation. Though it is a financial institution, still the consumers are the main role player of this organization. In the whole report, discussion was made regarding the types of services the organization gives. Description of the departments of the organization and their functions and their types of services is also discussed. Since, there is always a room for improvement, so some recommendation is also given to improve some of the lacking of the organization. However, this is to admit that this organization is doing really well by providing financial help to the investors. The organization would do better if some of the change in the administrative level can be brought and this is also discussed in this report.

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

In accordance with the industrialization in Bangladesh, entrepreneurship development and investment decision, I was placed in Investment Corporation of Bangladesh (ICB) for internship to analyze activity of ICB (<http://www.icb.org.bd/pricesensinfo.php> ). The Investment Corporation of Bangladesh (ICB) was established on 1st October 1976, under “The Investment Corporation of Bangladesh Ordinance, 1976” (no. XL of 1976). The establishment of ICB was a major step in a series of measures undertaken by the Government to accelerate the pace of industrialization and to develop a well-organized and vibrant Capital Market particularly securities market in Bangladesh. ICB caters to the need of institutional support to meet the equity gap of the companies. In view of the national policy of accelerating the rate of savings and investment to foster self-reliant economy, ICB assumes an indispensable and pivotal role. Through the enactment of the Investment corporation of Bangladesh (Amendment) Act, 2000(no. 24 of 2000), reforms in operational strategies and business policies have been implemented by establishing and operating subsidiary companies under ICB.

Financial institutions cannot accelerate the wheel of the industry as by expectation. On the other hand, medium and small server is increasing. So there is a strong distinction participation in the capital market by the financial institutions and help to judge investment decision critically. In our country the financial institution is giving service to the consumer. So there is a service perspective in this particular organization. Throughout the report the issue related to service will be discussed in details. ( <http://www.icb.org.bd/pricesensinfo.php> )

## 1.2 History

ICB was established in 1976 with a view to assisting the economy of Bangladesh to boost up.

ICB is a statutory corporation. It is mainly an investment bank. An investment bank works as a financial institution, which mobilizes fund from the surplus economic units by saving securities and developed funds to the deficit economic unit also by buying or underwriting securities. After liberation in view of social economic changes, the scope for private sector in investment in the economy was kept limited by allowing investment in projects up to 25 lakh taka. The new investment policy which was announced in July 1972, provides for an expanded role of private sector by allowing investment in project up to taka 3 crore (<http://www.icb.org.bd/pricesensinfo.php>). The ceiling has further being raised to taka 10 crores in spite of the adequate facilities and incentives provided to the private sectors encouraging response was not coming.

## 1.3 Service offering:

Since this is financial institution, so it is obvious that this organization deals with all kinds of financial services. Some of the services of ICB is given below

- Underwriting: in order to raise term debt and equity from the primary market, the govt. bodies, enterprises, corporation or companies may seek intermediary assistance from ICB in the form of underwriting.
- Private placement: ICB is authorized to act as an agent of the issuers and investors for private placement of securities. Under this arrangement, ICB places securities to individual on behalf of the issuers for which it charges fees.
- Manager and banker issue: to act to the manager to the public issue of shares and debentures ICB provides professional services in respect to syndicate underwriting and bankers to the issue.
- Merger and acquisition: companies willing to expand their business through mergers and acquisitions or to diverse projects that no longer fit into the present scale of operation may contact ICB. ICB provides professional services and advice.

- Custodian and banker to the issue: to act as the custodian to the public issue of open end and close end mutual funds, ICB provides professional services. It also acts as the banker to the issuer and provides similar services through the network of its branches. Fees in this regard are negotiable.
- Other services: ICB provides some other services. There are corporate financial advices, investors' scheme, ICB unit fund, bank guarantee scheme, advanced against ICB mutual fund certificates scheme, lease financing, customer credit scheme, and ICB mutual fund, advanced against unit certificate scheme.

#### **1.4 Vision for future:**

ICB has vision of becoming the most convenient and versatile financial service provider of this country. It has long term and short term goals and for achieving those goals it always applies the well-designed strategies.

## Chapter 2

### 2.1 Description of Job:

Being an Intern I had to perform the tasks which were assigned to me by my supervisor. However, I was introduced to different departments with different activities. Following are my contribution in ICB

- **Task of the Loan Appraisal department:** This is the department where the loan related task held. Being an intern I had to check all the copies of the loan seeker whether those are authentic or not, whether there is any discrepancy in the papers or not, whether the person is actually eligible or not. Sometimes I had to go for visiting the consumer in person for getting a proper view of their information. Since, my supervisor was very sincere and he wanted me to do everything sincerely, so I never left any room for improvement and perfection.
- **Task of the Programming department:** Since, I am very well with the computer so, very often I had to help the IT department for technical support. However, I used software over there for various kind of easy calculation and task related issue. For some confidential issue, I cannot disclose the name of the software or the pattern of their work.
- **Task of the data management department:** From my personal experience, I think this department has unbearable work load. When I worked there, I had to keep the entry of data of investors in excel. The numbers of investors are actually huge. Other than that, I had to keep the data of much financial information which are very confidential. Actually I worked there with the person who works with the confidential information. Since, I worked as his team member, so I am not permitted to disclose much information.

- **Task of HR department:** Very often I was given with the responsibility of organizing workshop, seminar, and meeting for the employees. Starting from the place selection to food distribution, I was actively involved in these activities.
- **Pension department:** I was assigned to do the task of the pension department. Mainly I helped to sort out the data of the retired person and also did the calculation of the amount of money he is going to have after retirement.
- **Other tasks:** Being an intern I had to do the task of photocopy of many important papers. However, I feel doing photocopy is not an easy task. I had to return all the papers accordingly, so during doing the photocopy, I remained very careful, so that none of the paper lost. Other than this, I had to help in doing print out, stamping the seal and many more tasks.

## **2.2 different aspects of job performance:**

In ICB I had the chance of doing all types of work. Some of the task like the task related to sectioning the loan or checking the authenticity of the paper gave me the opportunity of analyzing my analytical ability and my own intelligence, where as some routine task like photocopying or print out gave me the space of relaxing even in my working hour.

I would say the internship period of ICB has brought few changes in my life and those are as follows

- **Corporate exposure:** having done my internship in ICB, I actually got the corporate exposure. Knowing the corporate culture and maintaining it has given me the strength Accepting challenges: to adapt any situation.
- **Work life balance:** to me learning the skill of maintaining the work life balance is very important. ICB has given me the very first opportunity of doing this. Handling all the work pressure all day long and then get back to home before the deadline expires was really challenging for me. As I was under the supervision of such an amazing supervisor who would always prefer to finish the work before the office hour ends, actually pushed me to give my best effort and do my best.

- **Meeting the deadline:** often hard times came and the biggest challenge was completing the task before the deadline expires. So, accepting the challenge of completing the task prior to deadline was a challenge.
- **Fine tuning of a fast learner:** after doing my internship in ICB, I actually came to know that there is no alternative of becoming a fast learner and self-learner. All the tasks which were given to me, I was not taught everything in detail. Rather, often I had to learn everything by me and to perform the task immediately, at first I had to become a fast learner.

### 2.3 Consumer perspective of ICB:

This is solely a business organization. Of course the consumers are the main role player who helps to run the organization smoothly. Without them, the financial activity would never happen successfully. From the perspective of a marketer, there is a significant role that the consumers play in order to the successful establishment of an organization.

Following criteria of the type of consumer of ICB is given below.

- **Regular consumers:** Different types of bank, industrialist all are included in this criterion. They usually take big amount of loan. Actually this is not loan; they show a project and give the total estimation of completing the project. Usually who takes the initiative of the project cannot give the total money to complete the project. So ICB check out whether the investment would be really helpful to help out. Then if ICB finds it as an important project then it goes for investment and by this process they become partner.
- **New consumers:** The best of this organization is the company gives loan to the new consumer. Once they come to know that the project is beneficial to invest then they do not hesitate to invest in a new consumer's project. However, all the security check is done prior to that. The difference between ICB and other financial institution is that

ICB do not ask for references or never give a second thought before giving a big amount of loan and becoming partner with a new investor.

- **Single investor:** It often seen that the bank feels it risky to invest in the single person's investment. Because bank thinks if the businesses do not go well, the person might not be able of giving the loan. However, ICB is different. It gives loan to the project of a single investor if it finds interesting.
- **Joint venture:** It is often seen that the bank do not want to give loan to the project of joint venture. They are so afraid of the dispute between the partners. However, ICB is different in this area. ICB gives loan to the project if it finds interesting.

## **Chapter 3**

### **3.1 Summary**

The main focus of the study is “The service evaluation of ICB|. The topic is fixed. But the report has tried to cover overview of ICB objectives, functions, management, business policy and other things. The report specially covered the current performance of ICB’s mutual fund. This report has also mentioned some problems of ICB’s mutual fund and its solutions. The empirical part includes only the published information and current practices of the Investment Corporation of Bangladesh.

### **3.2 TYPES OF DEPARTMENTS AND THEIR SERVICES**

ICB is consisting of different departments. Activities are circulated among these departments. So, each of the department has some functions which ultimately help the consumer to get the services smoothly.

Some of the department might not help the consumer directly; however their activity helps the other department to give services to the consumer smoothly. So, by helping the employee of some departments, actually all of these departments are making the work of ICB very fast and ultimately help the consumer to get their services.

The types of departments and their functions and services are given below

#### **3.2.1 Services of establishment department**

Maintenances of the office supplies, utility bill, etc. are the task of this particular department.

This depends on two costs.

1. Revenue cost
2. Fixed cost

For fixed cost, depreciation is charged at a straight-line basis. There are two purchase commodities the purchase. There remains a quality control committee to examine the quality of the product

purchased. For the purchase, this department gives tender offer to the listed suppliers. In case selling of scraps and wastage, the tender offer is also followed.

### **3.2.2 Services of Merchandising Division**

Department under Merchandising division are showing in the following figure:

- A. Investor Department
- B. Shares Department
- C. Transaction Department

#### **A: services of Investors Department**

The main task of Investors Department is to accumulate the investment of small and new investors of the capital market by helping them open an investment account in the concern department. This department deals with “Investors Scheme.

The following are the main functions of this department:

- Open and maintain Investment accounts
- Sanction loans against deposits in Investment Accounts:
- Buy and sale Shares on behalf of the investors;
- Counsel investors in respect of building up their portfolios;
- Withdraw funds and shares from Investment Accounts;
- Issue income tax certificates, portfolio statement accounts statement etc.
- Provide service to Investment Account Holder;
- Collect commission as a banker to the issue and brokerage commission from the companies;
- Keep financial records of all Investment Account;
- processing of withdrawal of funds;
- Confirm fund position of individual accounts and
- posting of all transactions

## **B: services of Shares Department**

The shares act as the custodian of securities. These department facilitates the physical transfer of shares. For performing the above mentioned activities Share Department is divided into five sections. These sections are:

- Investors portfolio section
- Sale and withdrawal section
- Fund portfolio section
- Securities reconciliation section
- Procurement section

## **C: services of Transaction Department**

Transaction Department executes the sales and purchase order of shares of the following different portfolios; ICB, Unit Fund, Mutual Fund and Government portfolio and the order from investors of investment, the order from ICB's branches.

For the portfolios order the securities purchase and sale committee take decision every morning what share be bought and what should be sold for that day. The sale and purchase orders of the investors constitute demand for execution in this regard. Before execution, in case of sale, this department has to get aware about the physical existence of shares from the share department.

### **3.2.4 Services of Mutual Funds Department**

- broadly the functions of Mutual Funds Department consist of:
- Act as manager of all mutual funds;
- Maintenance of ledger with the name, address and number of certificates alone; with distinct portfolio number for each Mutual Funds separately;

- Verify the signature of the holders in the 117 forms;
- Preparation of dividend list from the ledger position;
- Issue dividend warrants to the holders of the certificates;
- Distribution of final dividend warrants to the certificate holders after completing necessary formations;
- In case of change of ownership of mutual funds certificate holder facilities the transfer process;
- Make arrangement for re-issue or duplicate copy of certificate in case of loss or damages of certificates;
- Receiving application for the change of address, correction of names and forwarding the same to the computer department;
- Arrange for splitting the share scraps as and when necessary in accordance with the stock exchange rules;
- Arrange for revalidating the share scraps as and when necessary in accordance with the stock exchange rules;
- Arrange for revalidating the date of payment of dividend on dividend warrant.

### **3.2.5 Services of Unit fund Department**

Through which the small and medium savers get opportunity to invest their savings in a balanced and relatively low risk portfolio. It ensures a continuous and regularly flows of incomes for the holders and is easily cashable. The responsibility undertaken for managing the fund, management fee charge @ Tk. 1.00 per unit sold. Units are sold through ICB offices and other authorized bank branches. In lieu of cash dividend, one can reinvest his/her dividend income under Cumulative Investment Plan (CIP) to purchase additional units with a price rebate. ICB stopped selling of unit certificates from 1st day of July after the business operation starts of ICB Asset Management Company Limited. The main functions of this department are to sale, repurchase and transfer of Unit Certificates.

### **3.2.6 Services of Unit Registration and procurement Department**

The following are the functions of this department;

- Registration and transfer register Unit Certificates;
- Maintain a separate register for unit holder under CIP;
- Verify signature of transfer deed;
- Issue dividend warrants and CIP certificates to the holders;
- Procure unit certificates of various denominations from the printing press;
- Issue Unit Certificates to ICB sale officers/branches as well as appointed bank branches;

## **Account and Finance**

### **3.2.7 Services of Central Account Department**

All kinds of receipt and payments of ICB are done by the Central Account Department. The bill of all departments end destination is account department. Account department holds and maintain all accounts separately. For this reason adjustment and rectification of any transaction of all departments become easier to this department. The functions of this department are to:

- Prepare income tax return and matters relating to accounts;
- Prepare bills including projects accounts and maintenance of project accounts;
- Prepare salary statements, overtime statements etc.
- Prepare final accounts;
- Keep accounts for Govt. loan and debenture;
- Keep accounts of Unit and Mutual Funds;
- Make correspondence with the Government, Financial institutions, branches etc.;
- Maintain liaison with external audit and commercial audit;
- Manteca of investor's accounts and portfolio ledgers;
- Calculation of quarterly interests;
- Positing and balancing of legers;
- finishing of information to other departments related to Investor's Scheme;
- Determine sources of fond, rising of fund ensure proper utilization of fund;
- Prepare fund flow statement of the Corporation;
- Ensure proper budgetary and cost control.

### **3.2.8 Services of Project Loan Accounts Department**

The function of this department is to maintain project loan accounts and supply the management up to-date relevant information of the project. In addition to this the department is to:

- Issue check to the project after getting disbursement order from the project implementation department & any recoverable amount in the disbursement.
- Calculate interest on the disburse amount (half-yearly compounded cyclic interest rate using days average).
- Maintain loan ledger, interest suspense ledger etc.
- Classify the loan as per rules and make appropriate provision;
- Prepare necessary statement related to project loan.
- Make necessary account adjustment for interest waved as per decision of the authority.

### **3.2.9 Services of loan appraisal department**

ICB provide credit facilities to the public limited companies to meet their equity gap. There are two modes, by which ICB provides credit facilities to the prospective public limited companies through,

1. Direct underwriting for BMRE
2. Underwriting through bridge financing

The main services of loan appraisal department are

- Appraise management on technical aspect of the projects
- Prepare appraisal report on project appraisal committee
- Received investment proposal from sponsors
- Issue sanction letters to the project
- Place appraisal reports to the board
- Conduct meeting of the project appraisal committee
- To develop capital market
- Placement of share and debenture
- participating in bond financing
- Act as trustee on debenture on behalf of the bondholder

### **3.2.10 Planning research and business development**

In a simple term PRBD is the spokesman of ICB. Basically it is decision making process. The major functions of this department are

- To take part in the portfolio management decision
- Collect information about OS li , CS li , Public issue and half yearly account of the listed company
- Prepare and distribute annual report of ICB, Mutual funds and unit funds
- Conduct meeting of the securities purchase and sales committee
- Convey securities sales or purchase decision to the merchandising division
- Make arrangements for offloading government portion of shares in different companies and state owned institutions
- Maintain liaison with ministry of finance, Bangladesh Bank and provide ICB related information to the interested parties.

### **3.2.11 Services of audit and method department**

Managing director is the head of audit and method department. Without his approval no transaction is done. It checks out the problems and brings clarity of the job and the transparency. This department with regard to ICB does three kinds of audit, such as internal audit, external audit and commercial audit. The main functions of this department are

- Checking out whether all the rules are properly maintained or not
- advising of new method of ICB
- this department finds out the fault done by other departments.

### **3.3 objective of the report:**

In this business world, product does not exist, rather service exist. We, the service provider never feel the importance of providing good service to the consumer. As a future business entrepreneur I thought of highlighting on the points of giving good services and thought of discussing this from the point of view ICB. Though this is a govt. financial service provider, yet many people have no idea about this organization. Many of them feel scared to take loan from ICB, as they thought they

might have to go for a lengthy process. As an intern of ICB, I thought it is my responsibility to share my good experience and positive point of view of ICB.

So the main objectives of this report are

- To let the people know about the services of ICB
- To discuss the pros and cons of the services of ICB
- To give idea of increasing the service of ICB
- To relate classroom learning with real life situation.
- To acquaint myself with the practical aspect of the corporation.
- To go through all departments of the corporation and observe how the works are going on.
- To investigate the different functions performed by different departments of ICB.
- To evaluate the scheme.
- To know how ICB floats.
- .To explores the problems of ICB's service related issue.
- To help the potential investors for assessing invest decision.
- To evaluate consumer perspective for taking investment decision.

### **3.4 Methodology of the Report**

Methodology can be termed as underlying principles and rules of organization or the philosophical systems that work at the backdrop of any study. It clarifies the problems involving the research in a very ordered and systematic way. Strategic are determined at this stage for future implementation. In this report decisions and calculations have been made basing on past experiences and the available data of past activities. These data can be collected in any one or more of the following ways.

Approaches and the methods that have been used to prepare the report are as follows:

- **Personal Interview:** I interviewed some departmental officials especially those related to the financial operations of ICB.
- **Briefing sessions:** Departmental head's or their approved officials gave briefs about their respective departments. Information gathered from these sessions has been used in this report.
- **Selections of the sample:** The sample area of the report covers the head office of ICB and departments since the central financial activities are done under the surveillance of the head

office of ICB the selection of sample of this study is justifiable. Data collected from the different divisions of ICB are all equally important segments of sample used in this study. ICB as a national investment institution has added a huge tempo in developing the capital market of Bangladesh. As a result of this importance the selection of ICB as the sample area of this study is presumably the demand of the time.

### **3.5 Limitations of the Report**

Limitations are obvious in any study so do here. Since this is an internship report, the limitations regarding the internship program have acted as the limitations of the study. Among others the main limitations are:

- I had to go to almost every Department of ICB as part of the internship program. There is a very short span of time to get in depth knowledge about a massive organization like ICB.
- Officials of ICB maintain a very busy schedule. So they were not always able to provide enough time to enlighten the internee students every time, even if they had the intention to do so.
- The area covered by the report “Service Evaluation of ICB” concerns a huge number of activities and it is very difficult to sketch a total picture of the financial activities in a report of this scale.

In spite of all these limitations we have tried to put in our efforts as far as possible.

## **Chapter 4**

### **4.1 Service perspective and evaluation of ICB**

Despite of the fact that it is financial institution this is solely a service oriented organization. Consumer comes here for financial support and help. Sometimes they get the financial help and sometimes not. However, each time they are treated by the employee of the organization. Since, the employees give them the service, so often discrepancy is seen between the expectation of the consumer and perception of the consumer. As a result customer gap is seen.

For instance, the consumer thought of receiving super-fast loan sanction processing event where as in reality the process is very slow and lengthy, so customer gap is seen. A provider gap arises for the discrepancy seen in the service given to the consumer and the service expected by the consumer. The reasons of provider gap are as following

#### **4.1.1 The listening gap:**

This gap arises since the organization has very little idea about the demand of the consumer. For instance , while talking to the consumer I came to know that the consumer want the loan sanction process to be happened very fast , where as in reality the consumer receive the loan after a lengthy bureaucratic process.

#### **4.1.2 The service design and standards gap:**

When the people of the authority and responsibility who set the priority, do not understand the expectation of the consumer fully, then they trigger a chain of bad decision and suboptimal resource allocation that result in perception of poor service quality. In this business world, the more work have been delegated to the empowered teams and frontline people, the accountable team make their own decision about how to address their client's expectation. However, in reality the consumer cannot express their expectation. For instance, many people ask for the online services. However, the authorities do not have any idea about the expectation of the consumer. So they cannot design the service according to the demand of the consumer.

### **4.1.3 The communication gap:**

It is often seen that the consumer are handled by the frontline and junior executive. So even if the consumer ask about their demand and need to the junior executive, due to tall organizational structure and bureaucratic process the top management never gets to know this. For instance, there is consumer who wants to take loan from ICB. However, the consumer wants every service to the standard of bank like HSBC or Standard Chartered. However, since this is government organization so the level of service is not up to the level of private organization. As a result, many people do not want to invest through ICB.

### **4.1.4 Inadequate service recovery:**

Even if the consumers get the bad service or the organization fails to fulfill the expectation of the consumer, the organization hardly bothers about it. I have seen many times the consumer to become very pissed off. However, having no other option they do invest through ICB despite of the fact that they create negative word of mouth.

## **4.2 Service quality dimension:**

The service quality dimension is some factors which actually determine about the quality of the service. Those are as followings

### **4.2.1. Reliability:**

This means the ability to perform the promised service dependably and accurately. Though ICB promises of giving best quality service, however, we have often seen the consumers are not getting the service up to their expectation. The consumer might come to the office many times for getting a paper work done which is just a signature away. So the reliability of ICB in consumer mind is not up to that level.

#### **4.2.2. Responsiveness:**

It means the willingness to help consumers and provide service. While doing my internship I have found the junior executive are very willing to serve the consumer. In fact I was assigned to answer various query of the consumer. So in this particular area, ICB is doing very well.

#### **4.2.3. Assurance:**

It means the employee's knowledge and courtesy and their ability to inspire trust and confidence among the consumer. Definitely the professionals of the ICB are highly qualified and they are well mannered. With their wisdom they convince the consumer to invest or get loan through ICB.

#### **4.2.4. Empathy:**

This means showing caring individualized attention given to the consumer. However, sadly ICB is not up to that level of showing empathy to the consumer.

#### **4.2.5. Tangibles:**

This means the appearance of the physical facilities, equipment, personnel, and written materials. ICB is not up to that level in equipment, physical facilities. Mostly, paper work load is there. So the organization does not fit in the modern structured organization list.

## Chapter 5

### Analysis

This is one of leading financial service provider to the investors. Undoubtedly the organization is doing great. In terms of giving service, there is some lacking. In the following chapter some recommendation is given. Despite of this fact, the organization is helping to boost up the economy of the country by helping the investors to invest more. This organization is also helping DSE. However, many people are not aware of this organization and their services, because of the less communication strategy.

From my point of view, the findings about ICB are as following

- This is financial service provider and this government organization is encouraging the entrepreneur to become big business tycoon of the coming days. Be it a joint venture or sole proprietorship, ICB is always there to help if the project is interesting and worth of investing.
- This organization lacks in terms of designing the service delivery.
- Different departments are accountable for different task, however, there in a interdependency among the departments. In my opinion, I have found it bureaucratic.

## **Chapter 6**

### **6.1 Recommendations:**

Though this a financial institution, yet this is mostly related to giving service. Always the transaction or the interest rate is not important. In this recent business world the service plays a vital role to bring new consumer and create positive word of mouth.

Since, we have find out that the organization might have no flaws in the financial decision making, however, the organization lacks in providing good service. So from my point of view, the organization should give concentration of developing their level of service. Some recommendation is given in the following

#### **6.1.1. Developing infrastructure:**

Undoubtedly the organization has good infrastructure. However, it should try to make it better. More computers for the employees, more facilities for the consumer and employees should be developed.

#### **6.1.2. Online service:**

The consumer should get the online facilities. In fact the organization should try to make it a paperless organization. The reductions of the paper lessen the hassle of the consumer and employee both.

#### **6.1.3 Inquiry and complain department:**

In ICB, not all the consumer are same and not all the employees are same. So level of service varies person to person. If the consumers do not get the service up to their level then the consumer should get a chance to complain about the service. Moreover, the consumers often have FAQ. So if this department is established then the valuable time of the employee would be reduced. In fact, from my point of view, the company can get this work done by the interns.

#### **6.1.4 Less bureaucratic:**

The organization is bureaucratic; as a result any work takes long process to follow. If the bureaucracy can be reduced then the long process would come to short and it will increase the productivity of the employee would increase.

## **Conclusion**

In the capital market of our country ICB is an unique name and playing such a significant role. ICB as a national investment house is creating demand for securities and on the other hand to ensure the supply of securities in the capital market. ICB's investor's scheme helps to boost up domestic economy through facilitating to invest into the capital market. At a stage, this made an important effort on the capital market and excellent response from the investor's. So, ICB should concentrate to increase the performance of its service and way to find out path for overcoming the problems of operation.

We are quite optimistic that if the given recommendations of this paper are implemented then ICB might be able of overcoming the present problems and might contribute in the rapid development of Bangladesh capital market.

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