

Internship Report On Comparative Analysis Of Dhaka Bank Limited



Supervised By
Ms. Tanzin Khan
Lecturer
BRAC Business School
BRAC University

Submitted By
Zarrin Tasnim
ID- 13304156

Date of Submission: 02/05/2017

Letter of Transmittal:

Date: 02 May 2017

Ms. Tanzin Khan

Lecturer

BRAC Business School

BRAC University

Subject: Submission Of Internship Report.

Dear Miss,

I am hereby submitting the report on “**Comparative analysis of Dhaka Bank Limited (Dhanmondi Model Branch)**” as you kindly approved me to prepare it as a part of my internship report.

I take this opportunity to definite my deep gratitude and deep regards to Ms. Tanzin Khan for her effective guidance, monitoring and constant encouragement throughout the course of this report. The blessing, help and guidance given by you time to time will carry me a long way in the journey of life on which I am about to embark.

Also I want to take this opportunity to show my great sense of appreciation to the Manager, senior executive officers and other staff members of Dhaka Bank limited who helped me completing this final report by proving essential information. I am genuinely grateful for their assistance and cooperation during my whole Internship period.

Sincerely yours-

Zarrin Tasnim

Id- 13304156

BRAC Business School

Acknowledgements:

First of all, I would like to thank almighty Allah, for his grace in accomplishing my internship report timely.

I would like to express my gratitude to the Faculty of BRAC Business School to keep internship credit in the curriculum of the graduation program and give me a scope of tasting the flavor of banking industry oriented tasks and the field of work with my interest. I am also grateful to the OCSAR & OCSAR Alumni, BRAC to arrange an opportunity for choosing an own interested organization and complete internship there.

This internship task has given me much pleasure. I am very pleased to get the chance of doing the assigned task given by my respected supervisor Ms. Tanzin Khan Lecturer, BRAC Business School. I would like to thank her for supervising me in all possible and flexible way for a successful internship program.

I am very grateful to Syed Ahsanul Reza Branch manager, Fahim Uddin Ahmed FVP & Manager in Operation in Dhanmondi Model Branch for granting my internship in their organization and all the others who helped me in my internship. Here, with daily reporting along with mental and professional support enhancing my experience in my internship life.

Finally, I would like to thank everyone who supported me in any respect for the successful compilation of my internship report, as well as I am expressing my apology that I could not mention personally one by one. I am pleased to complete the report on the given subject properly and authentically.

Table Of Content:

Topics	Page Number
Executive Summary.....	IV
1.0) Introduction (Dhaka Bank Limited).....	1
1.1) History Of Dhaka Bank.....	1
1.2) Mission Statement Of Dhaka Bank.....	1
1.3) Vision Of Dhaka Bank.....	2
1.4) Values Of Dhaka Bank.....	2
1.5) Objectives Of The Report	3
2.0) Organization Part.....	4
2.1) Job Description.....	4-8
3.0) Project Part.....	9
3.1) City Bank Limited	9-10
3.2) Southeast Bank Limited.....	10-11
3.3) Prime Bank.....	11-12
4.0) Comparative Analysis.....	13
4.1) Unique Services.....	13-14
4.2) ATM booth Service.....	15
4.3) Locker service.....	15-16
4.4) Turn Over Ratio.....	17
4.5) Credit/Debit Card Service.....	18-19
4.6) Branches & Location.....	19
5.0) Conclusion Part.....	20
5.1) Limitations/ Problem Statement.....	20
5.2) Recommendation	21
5.3) Conclusion.....	22
5.4) References.....	23

Executive Summary:

Dhaka Bank Limited has diversified its service coverage during last twenty two years by opening new branches at different strategically important locations across the country by offering various services with a commitment of ensuring excellence in banking. Like Dhaka Bank Limited City Bank Limited, Southeast Bank Limited & Prime Bank is also doing a good job in a long run. Four of these companies shares some same features as they all are private banks and controlled under Bangladesh Bank itself. Among them account opening, DPS, FDR, locker service, card service, customer care, loan, shanchayapatra, remittance, payment order, internet & mobile banking are some common service area. Rather than these common services, all of these banks provide some unique services to sustain in the long run.

As this report is about comparative analysis of Dhaka Bank Limited along with other three private limited banks, the most comparative areas among these four banks contains i) unique service features, ii) ATM booth service, iii) Locker service iv) Turnover ratio, v) Debit/Credit card service, vi) Branches & location. In these services four banks shows some different numbers in data, service type, service volume and specialties. After all of the data comparison the ultimate result states that, City Bank & Dhaka Bank is doing comparatively better than Southeast Bank and Prime Bank considering customer service & and financial structure wise.

After All, though these banks contain different identity and service they all can consider some simple suggestion to sustain and improve. By focusing more on ATM booth service, customer care service, marketing & media, branch expansion and campaigning all of these banks can achieve their ultimate and desired goal.

1.0) Introduction:

DHAKA BANK LIMITED:

1.1) History:

A group of entrepreneur launched Dhaka Bank limited as a public limited company on April 6, 1995 under Companies Act, 1994. This company started banking operations on July 5, 1995. Now around 1750 employee works in Dhaka Bank limited to provide their customer excellent banking service. This bank is mainly and widely renowned for its proximity, simplicity and most importantly its exceptional and unique services. For that reason within this short time this bank has been successful in positioning itself as a dynamic financial institution in Bangladesh. At the very beginning the authorized capital amount of this bank was 1000 million, divided into its 10 million ordinary shares.

Dhaka bank offers various different types of personal, international trade, corporate, lease finance, foreign exchange, capital market service etc. It assures excellence in banking service by its latest technology, personalized service, debit card, loan offers and other unique CSR activities.

Dhaka Bank has total 94 branches all over Bangladesh. It contains three SME service center, two Islamic banking branches, one offshore banking unit, one Business Kiosk along with 53 ATM and 19 ADM's. They are thinking about opening more branches also expanding their ATM booth number and service. Recently this bank has established a subsidiary company named DBL securities Ltd for fulfilling the need of capital market which includes 6 countrywide branches of DBL.

1.2) Mission statement of Dhaka Bank Limited:

Their mission is “To be the premier financial institution in the country providing high quality products and services backed by latest technology and a team of highly motivated personnel to deliver excellence in banking”.

1.3) Vision of Dhaka Bank Limited:

Their vision is:

- To draw inspiration from the distant stars.
- To assure a standard that makes every banking transaction a pleasurable experience.
- To offer supreme service through accuracy, reliability, timely delivery, cutting edge.
- Technology and tailored solution for business needs, global reach in trade and commerce and high yield on your investments.

1.4) Values of Dhaka Bank Limited:

Their main vision is:

- Customer Focus
- Integrity
- Quality
- Teamwork
- Responsible citizenship
- Respect for the citizenship
- Teamwork

1.5) Objectives Of The Report:

The objectives of an internship program are to familiarize a student with the practical market and to compare it with the business concepts that we have learnt throughout the four years of our academic life.

- a) To understand the specific procedure the private banks follows in different division.
- b) To know the product, different private banks offer in retail & general banking division.
- c) To know the comparative features of different banks that includes Dhaka Bank Limited, City Bank, Southeast Bank and Prime Bank.
- d) To discover the areas of underprovided services by all these banks and come up with some suggestions to improve the situation
- e) To understand the comparative advantages and unique services different privet banks provide to sustain in the market.

2.0) Organization Part

As an intern my job was to learn how the general banking division of Dhaka Bank Limited functions at its own. The main and common activity of any bank is opening and dealing with the account they open in any particular bank. As an intern I learned some common things about these areas, mostly as I worked at general banking division. So also like any other private bank, in general banking sector Dhaka Bank Limited includes these activities.

2.1) Job Description:

- Opening account
- FDR & DPS
- Issuing check book
- Issuing debit/credit card
- Mobile/ internet banking
- Remittance
- Pay order issuing
- Providing Bank statement
- Providing information to the customer
- Saving Instruments / SP (Sanchayapatra)
- Locker service
- Closing account

a) **Opening Account:** The first step of opening a savings, current or other type of account in Dhaka Bank is introduced by an introducer / active account holder. The introducer is a person who already has an account in Dhaka Banks any branch. Introducer is must for any new account opening, as introducer act as a supporting or safety net for most of the well-known bank. In any kind of problem or uncertainty of the real account holder, the introducer can act as a helping hand for the bank. The second step is that the account holder's nationality has to be Bangladeshi, by birth or have a Bangladeshi national ID card or passport. If that person contains a foreign passport it needs more paper work and foreign government approved papers otherwise that person cannot open a bank account in Dhaka Bank. The final step comes after that if first two

condition meets the person can open his/her account by filling up some necessary forms like customer information form, nominee undertaking form, TP or transection profile form, UN resolution form, FATCA (Foreign Account Tax Compliance Act) form along with account holders & nominees passport size pictures, NID/ Passports photocopy. Also account holders recent utility bills photocopy & E-Tin certificate (if applicable) is needed here.

b) FDR & DPS: FDR (Fixed Deposit Rate) and DPS (Deposit Pension Scheme) is another service which Dhaka Bank provides along account opening service. If any customer wants to apply for a FDR or DPS they need to open a normal savings account and link that FDR or DPS account along the main savings account. The FDR and DPS rate is fixed by Bangladesh Bank so it is common for every private bank. For DPS the current interest rate is 5.5% and For FDR the current interest rate is:

Months	Interest Rate
For 3 months	4%
For 6 months	4%
For 1 year	5%

c) Issuing Check Book: Issuing a check book is not mandatory for every savings account holder. But current account holders (company accounts), and salary account holders issue their check books along with their account opening process. It takes 4 to 5 working days to prepare and deliver the check books to those account holders. Old account holders can give checkbook requisition for getting new checkbook after previous checkbook is finished. It costs 5tk for every page of a checkbook. Also in Dhaka bank there are two types of check book, first type contains 25 pages and other one contains 100 check book pages. Normally company/current account holders issues for checkbook which contain 100 pages.

d) Issuing Debit/credit Card: For every savings and salary account holder it is compulsory to issue a debit card recently. Joint account holders, current account holders & salary account holders can also use and issue a debit card. Normally it took 10 to 15 days to get the debit card

and one or more than one week to get the pin number of that card. For first year there is only debit card issuing cost which is 345 tk. But the service cost is free for the card holder. But after one year there is a debit card usage fee which fee is deducted from that particular account holder's account.

e) Mobile/Internet banking: In Dhaka Bank limited mobile banking and internet banking is also available. Any account holder can activate mobile banking and internet banking service by filling up a form. In mobile banking the account holder will get a SMS in his/her phone number while doing any kind of money transection (money withdrawal/ deposit) with Dhaka bank. And in Internet banking every transection information and other facilities are available for the customers through their E-mail address. They can clarify their queries and get updated information through email.

f) Remittance: Foreign remittance encashment is available in Dhaka Bank. Through different foreign remittance houses like Western Union, Cash express, Ria, Sunman global, people use money transfer service and after that they use the document and pin number for encashment of the money from different countries. For foreign money transfer customer needs to have a passport or national ID card number & its photocopy. And more importantly the bank account number & receivers and senders mobile number.

g) Pay Order Issuing: As dealing with large amount of cash is difficult for some company or customer sometimes, people use pay order as a different option. For pay order customer needs to fill up a pay order form where who is giving who the pay order and the main amount is written. According to that the pay order is prepared by the employee. Pay order is payable at any bank in Bangladesh. And according to the pay order balance a certain amount of charge is added with the main amount.

h) Providing Bank statement: Providing bank account statement is another common service of any bank. In Dhaka bank any customer who has an account can ask for a bank account statement where from the beginning to end of that accounts all money transection is given. Normally people ask for it if they want loan from other bank, or if they have any Tax issues or for their other personal, professional or business use.

i) Providing information / customer service: One of the main visions of Dhaka Bank is excellence in customer service. For that they are innovating and giving some new ideas for the customers. Dhaka bank provides 24 hour online query service along their own website where anyone can find important information about this bank. They have customer care call center with a hotline number 16474. Also they recently introduced “Antorik sheba” service for only old, pregnant and disable people. They are getting first service and first priority in all our banks service. They do not have to wait in the line or to do any kind of documental work. Our employee will serve them their needed service as they want without any delay.

j) Saving Instruments / SP (Sanchayapatra): As Sanchayapatra is mainly given by Bangladesh Bank, Dhaka Bank’s main branch and other private banks only can issue the existing 3month, 5year or family SP which is also a special 5 year SP. From Bangladesh Bank this SP is distributed to Dhaka Banks main branch. These saving instruments have a high percentage of interest and any customers can buy it from either post office or banks. For issuing a SP in Dhaka bank that person need to have an account in Dhaka bank. And the amount of money they need to put into this Sanchayapatra. It can be small amount SP which worth taka one lac or a big amount SP which worth 5 or 10 lack taka. But the family SP is specially assigned for women and old men who is at list 65 year old, by government.

The interest percentage and maximum issuing amount of SP for an individual is given bellow:

Duration	Interest Percentage	Maximum issuing amount
For 3 month SP	11.04%	30 lac
For 5 year SP	11.28%	30 lac
For 5 year family SP	11.52%	45 lac

k) Locker service: Three type of locker service is available in Dhaka Bank limited, which is large medium and small in size. The locker charge is deducted from the customer’s account

yearly. For small locker it costs yearly 3000 taka plus 15% VAT. For medium its 5000 plus 15% VAT and for big locker it is 7000 plus 15% VAT.

l) Closing account: Any account holder can ask for their existing account closing for their own significant reasons. For account closing that customer need to go to the actual branch where he/she opened that account at the first time. After that by filling up a form and giving back the existing checkbook and debit/credit card that person can close the account and withdraw all the existing money she/he has left in that bank account.

3.0) Project Part:

BANK OVERVIEW:

For comparative analysis part I choose four other banks which are similarly ranked and categorized as Dhaka bank. And these Banks are 1) City Bank 2) Prime Bank 3) Southeast bank.

3.1) City Bank Limited: City bank is known as one of the oldest private commercial bank in Bangladesh. It started their journey in 27th march 1983. Like any other private banks City bank started their journey only with 3.4 crore worth of capital but now they converted that small amount into 2311.78 crore. This bank uniquely maintains its business by its head office through its five distinct units namely: Business Unit, Branch Banking, Risk unit, Operations unit, and support. This bank currently own 120 branches which includes 99 online branches along one Islamic banking branch, one SME service center and 11 SME/ Agri (loan) branches over this country. It currently has 309 ATM booths, SMS banking, internet banking and customer call center.

Their vision is: The financial supermarket with a winning culture offering enjoyable experiences. And their mission is:

- To offer wide array of products and services that differentiate and excite all customer segment.
- To be the employer of choice by offering an environment where people excel and leaders are created.
- Continuously change process and platforms to enhance effectiveness and efficiency.
- To provide innovation and automation
- And Ensure respect for community, good governance and compliance in everything we do.

Their common services include:

- 1) Retail Banking a) Transactional account b) Term deposit account c) Foreign currency account (FCY, NFCD, RFCD)

- 2) Rates and charges (Deposit rates)
- 3) Card (Debit, Credit, Prepaid card)
- 4) Wholesale Banking (Trade finance, Project finance, Islamic finance etc)
- 5) SME Banking (City muldhon, City sheba, City munafa, City AGRO etc)
- 6) Islami Banking (Manarah savings, current, Hajj deposit scheme etc)
- 7) Priority Banking (City gem)
- 8) Digital Banking (City touch, I-banking)

3.2) Southeast Bank Limited:

With a vision to become a pioneer banking institution in the country Southeast bank started their journey in 1995. Some enthusiastic leading business personalities established this bank to contribute some significant growth to our national economy sector. This bank is run by some efficient professionals, their main motive is to introduce an environment of trust and discipline where every employee can work together to achieve their companies goal and objectives. Their core value includes integrity, fairness, harmony, respect, team spirit, commitment, courtesy, service excellence, business ethics and enthusiasm for work.

Their core strength is: Transparent and quick decision making, satisfied customers, skilled risk management, internal control and compliance, diversification and efficient team of performance.

Vision Of Southeast Bank Limited: To be a premier banking institution in Bangladesh and contribute significantly to the national economy.

Mission Of Southeast Bank Limited:

- High quality financial services with state of the art technology
- Fast customer service
- Sustainable growth strategy

- Follow ethical standards in business
- Steady return on shareholders' equity
- Innovative banking at a competitive price
- Attract and retain quality human resource
- Commitment to Corporate Social Responsibility

As like any other private commercial banks Southeast bank also provides all the common services along with some of their own unique services. Their services include:

- 1) Account opening (Savings, current accounts)
- 2) Deposit Scheme (Fixed deposit receipt, special notice deposit, monthly savings scheme, pension savings scheme)
- 3) Islamic Banking (Mudaraba savings, Al- Wadiah current account, Mudaraba short term deposit (STD), Mudaraba pension savings scheme etc)
- 4) Loans and advances (Working capital finance, overdraft, project finance, Loan against trust receipt etc)
- 5) Foreign trade
- 6) Remittance
- 7) SEBL cards (Credit, virtual and travelling card)
- 8) Internet Banking & Telecash

3.3) Prime Bank: A group of highly successful local entrepreneurs opened up the idea to introduce a commercial bank with a different outlook in this country. After that thinking they started their journey in 17th April 1995 with Prime bank. This bank is managed by highly dedicated and professional team with long term banking experience. As a licensed commercial bank Prime banks main focus is to understanding and anticipating customer needs. Like all other reputed commercial bank Prime bank also provide all kinds of commercial corporate and personal banking. Their diversified products and services include corporate banking, retail banking, and consumer banking. Also they always give importance on technology integration in order to maintain competitive edge.

Vision Of Prime Bank: To be the best commercial private bank in Bangladesh in terms of efficiency, capital, adequacy, asset quality, sound management and profitability having strong liquidity.

Mission Of Prime Bank: To build Prime Bank limited into an efficient, market driven customer focused institution with good corporate governance structure. Continuous improvement of Prime Banks business policies, procedure and efficiency through integration of technology at all levels.

Most importantly Prime Banks core services contain:

- 1) Retail Banking
 - a) Account Opening
 - b) Deposit products
 - c) Loan products
 - d) Debit/Credit card
 - e) Locker
- 2) Corporate Banking
- 3) SME Banking {Sahaj rin, sampad rin, moushumi rin, Prime subidha rin, Anchol (women entrepreneur rin), digun rin etc.}
- 4) Islami Banking (weightage and distribution of profit under Islamic Bank , deposit, investment, foreign trade etc)
- 5) Internet Banking (Altitude)
- 6) Premium Banking (Monarch)
- 7) SMS Banking
- 8) NRB Banking (Foreign remittance, Bank overseas networks, USD investment bonds, USD premier bond, Exchange houses etc)

4.0) Comparative Analysis:

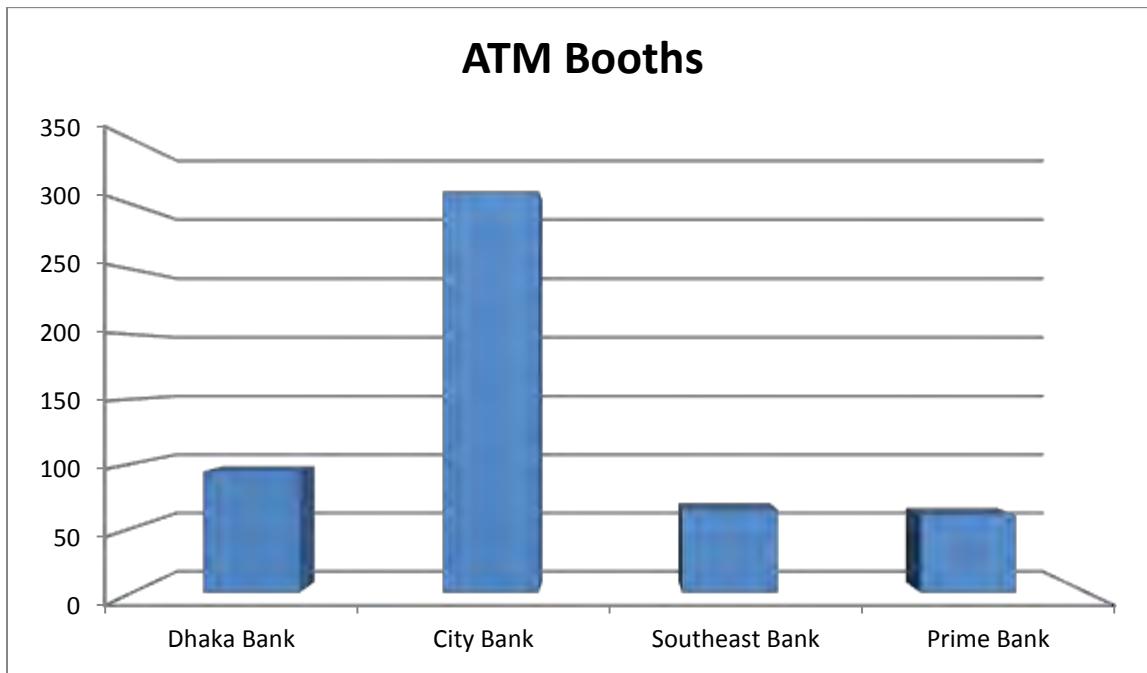
This whole report is based on comparative analysis of different but same level private commercial banks. But as all of this private commercial bank is controlled under Bangladesh Bank, there are very few differences according to all of this banks service and financial policies. As all of the DPS rate, FDR rate, Shanchayapatra rate, account opening rules are more or less similar. All of these private limited banks are bound to obey Bangladesh Banks policies and guidelines. So the comparative part is mainly based on these banks unique service quality and external factors, turnover rate and overall current position these private banks are holding in this country right now. This comparative part mainly contains Dhaka Bank, with three other similar level private banks 1) City Bank 2) Southeast Bank 3) Prime bank in this country.

4.1) Unique Services: Though all of these are private banks and they share similar services, but in every private bank there are some unique services which make them different and strong from other banks. These most unique services are:

Private Banks	Unique services	Service Clarification
Dhaka Bank Limited	a)Campaigns b) Antorik Sheba	a) Dhaka bank introduces different campaigns which are mainly organized for society's wellbeing. Ex- "Ashun Shitartoder Pashe Darai" in 2016 b) Antorik Sheba is introduced for old, disabled & pregnant women. If any customer falls under any of this category they will get first priority and all kinds of help in every service or facility Dhaka Bank provides.

<p>City Bank Limited</p>	<p>a)Duel Currency Credit Card</p> <p>b)New Born Deposit Account</p>	<p>a) City Bank is the first bank to introduce duel currency credit card in Bangladesh.</p> <p>b) It is a very unique service where any parents can open an account of their newborn baby. It helps to secure that babies future from the beginning of their lifetime.</p>
<p>Southeast Bank Limited</p>	<p>a)Ananna</p> <p>b)Telecash</p>	<p>a) It is a special service only for women where they can have 50% off in credit card maintenance fee, locker service, free first checkbook along with some unique offers.</p> <p>b) Telecash helps Banglalink sim card users to pay their electric, WASA bill, Gas bill etc by their mobile phone. It only contains a bank account with Southeast Bank Limited.</p>
<p>Prime Bank</p>	<p>a)Unique Offshore Banking Unit (OBU)</p>	<p>a) It is a special service for non-residential Bangladeshi citizen. It is for exclusive foreign currency transection where they can lend and borrow foreign currencies from any global or local banks.</p>

4.2) **ATM Booth Service:** Although all of these private banks provide ATM booth service around this country but some of them is not fully satisfying and enough for their customers. Only one bank in Bangladesh provides 1165 ATM booths which is Dutch Bangla Bank. But otherwise the rate of ATM booths of Dhaka Bank, City Bank, Southeast Bank & Prime Bank is not satisfactory enough.



This chart shows how many ATM booths these private banks own individually all over this country. Though City bank is at the top and has a satisfying range of ATM booths for their customers, but here other banks lack in fulfilling the customers ATM booths need. For that these private banks need to work on their ATM booth service to satisfy their customers.

4.3) **Locker Service:**

Locker service is one of the common services that almost every reputable bank provides for their customers valuable goods safety. In all of these banks Dhaka Bank, City Bank, Southeast Bank & Prime Bank, the locker service is provided to their customers and yearly they charge a certain amount. But at the first year the customer needs to pay a security amount along with that certain

amount where the security amount is refundable after they close the service. Not every branch of every bank provides this service. This service is provided into the most happening branches where customer volume is large. The rate and size of a locker is different in different banks. For

Dhaka Bank:

Small Locker	Tk. 3000/= yearly	Tk. 5000/= (Refundable) for all types of lockers.
Medium Locker	Tk. 5000/= yearly	
Large Locker	Tk. 7000/= yearly	

City Bank:

Small Locker	Tk. 4000/= yearly
Medium Locker	Tk. 5500/= yearly
Large Locker	Tk. 7500/= yearly

Southeast Bank:

Small Locker	Tk. 1,500/= yearly	Tk. 2,500/= (Refundable) for all types of lockers.
Medium Locker	Tk. 2,500/= yearly	
Large Locker	Tk. 4,000/= yearly	

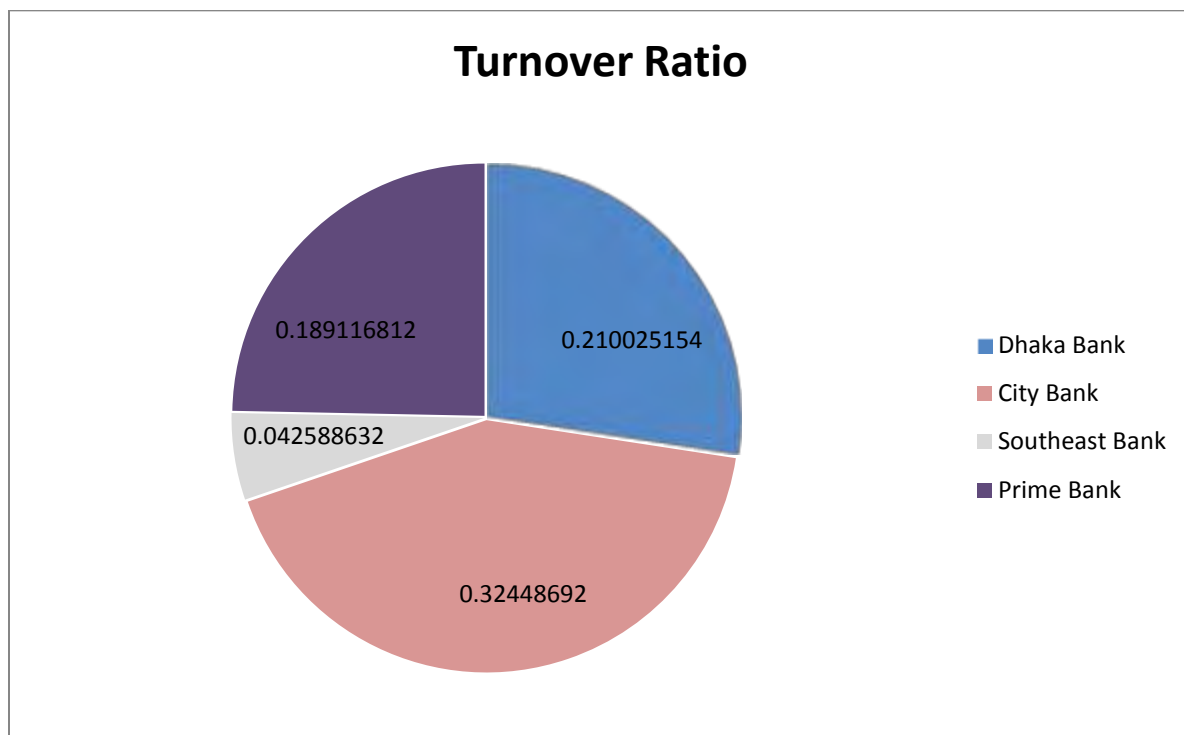
Prime Bank:

Small Locker	Tk. 2500/= yearly	Tk. 4,000/= (Refundable) for all types of lockers.
Medium Locker	Tk. 3000/= yearly	
Large Locker	Tk. 3750/= yearly	

Here all banks locker charges are quite similar; the price starts from minimum 3000 to maximum 7500. But Dhaka Bank and City banks charges are little high as they have more braches with locker service and they provide high security and slightly better service in this area then other banks.

4.4) Turnover ratio (2015): Turnover ratio is the ratio of the value of a company's sales or revenue generated relative to the value of its asset. It means the total selling amount of the company by total inventory of that company. If the turnover ratio gets greater, it means the company is doing better than previous year. As this report is on comparative analysis, the data is used to compare each bank with the other. This analysis contain year 2015's turnover ratio of Dhaka Bank, City Bank, Southeast Bank & Prime Bank. The Formula is (Sales Turnover Ratio= Sales/ Inventory)

For each of Dhaka Bank, City Bank, Southeast Bank & Prime Bank the turnover ratio is consecutively 0.210025154, 0.32448692, 0.042588632, and 0.189116812



After assessment the data indicates that City Bank's turnover ratio is greater than other 3 banks. Also here Dhaka Bank is in second position, Prime Bank third and Southeast Bank is in fourth position in terms of its turnover ratio.

4.5) Credit/Debit Card service: In terms of debit card service, all banks include debit card & credit card service. But City Bank is the only bank where they recently introduced dual currency credit card. Otherwise all banks provide Credit card and debit card. Different banks have different policy and different service charge applied for debit/credit card services.

Dhaka Bank: Dhaka bank recently provides complimentary debit card for every savings account & current account opening. The credit card processing fee is Tk.365. And the first card is free for all savings account holders. And the yearly fee of using a debit card is Tk. 500. For credit card the user should be minimum 21 years and maximum 55 years old. The user should earn minimum 25000 Tk. a month to be a credit card holder. And in Dhaka Bank the credit card usage limit is 10,000 to 500000 Tk.

City Bank: City Bank provides various types of debit and credit card service for their customers. Under debit card service they provide Visa Debit Card, MasterCard Debit Card, The Citymaxx American and Express Card. And under credit card section they provide American Express Cards, Visa Platinum Card, Visa Gold Local, Visa Gold Dual, Visa Classic Local and Visa Classic Dual. Also they provide prepaid card for Manarah Hajj service. The debit cards annual fee is Tk.500. Card replacement fee is Tk.300. And pin replacement fee is Tk.150. And with their card they can withdraw maximum 20000 per transaction along with Tk.50000 or USD 720 per day from the ATM booth. And for the credit card service the customer should age between 18 to 60 years. And the credit card holder's minimum gross monthly income (GMI) for silver card should be Tk.15000. And minimum gross monthly income (GMI) for gold card is Tk. 30000

Southeast Bank: Southeast bank also provides three types of cards for their customers which are debit, credit and prepaid card. The debit card issuing charge is free here and card renewal fee is Tk.500. Also the pin reassurance fee for the debit card is Tk.200. And for the credit card they have three different cards which has full of unique discounts and free services. These credit cards are Platinum master card, Platinum rewards master card and worlds reward master card. Their annual credit card fee starts from Tk.600 to maximum USD 80. And card replacement fee is minimum Tk.300 to USD 10.

Prime Bank: Under debit card sector Prime bank provide Prime bank master debit card & Prime ATM card. Debit card issuing and annual service charge is Tk.500. And card replacement fee is Tk.300. And the transection limit from any Prime bank & Dutch Bangla Bank ATM is Tk.50000

to Tk.100000 a day. And for the credit card they provide MasterCard gold credit card, Visa gold credit card, MasterCard silver credit card, Visa classic credit card, International credit card, Platinum credit card, Hasanah credit card and JCB credit card. For credit card service the customer need to be between ages 21 to 70 years old. And the customer should earn minimum Tk.10000 to apply for the regular credit card service. All different debit & credit card service has some different terms and condition applied based on customers income, job security and validity.

4.6) Branches and Location: Though service and process wise all of these four banks has some similarities but branch number wise and customer volume wise Dhaka bank is ahead then City Bank, Southeast bank and Prime Bank. City Bank has 56 branches, Southeast bank has 65 branches and Prime Bank has 60 branches all over Bangladesh. But Dhaka Bank has 94 branches all over Bangladesh till now. Their recent branch is opened in Keraniganj in 2017. And they are planning to open more branches and wider their customer service so that they can achieve excellence. So in terms of location City Bank, Southeast Bank and Prime Bank should extend their branches to give their 100% to their customer.

5.0) Conclusion Part

5.1) Limitations/ Problem statement:

All of these banks have some limitations along with their own unique service. As I worked in Dhaka Bank Limited their limitations are more visible to me than the other three banks. But also there are some common limitations which all of these four bank faces:

- FDR & DPS rate increase: As private banks are controlled under Bangladesh banks policies, whenever the FDR & DPS rate changes these banks are bound to apply the same rate for all of their customers. Suddenly there is a huge decline in FDR & DSP's interest rate so whenever any customers comes to get their final interest they are getting the new low amount of interest money which is very upsetting for them. And also some customers do not understand the sudden change of the government policy and convicted these private banks policy instead.
- Insufficiency in monitoring courier services: In Bangladesh not everyone who has a bank account owns an email id or internet service. For that these banks still uses the courier service and sometimes important & confidential letter, card / pin mails are misplaces by the courier service department which causes a big problem & disadvantage for both the customer and banks.
- Insufficient Shanchayapatra/SP: In this recent economy most of the people want to buy SP for their future betterment, savings and monthly interest. But as this SP is directly given by Bangladesh Bank, most of the time all of these private banks do not get enough SP as customers demand. Currently sometimes customers get very unpleasant and unhappy with their private banks if they fail to provide this SP. And it indirectly destroys their good relationship with the customer.
- Environment and Sufficient space: Though most of the private banks important and head branches hold a big and good environment but some branches environment is not up to the mark. Sometimes the location or office space is not favorable both for regular or big customers. Car parking space is very insufficient or missing in most of the small private banking branches as it is hard to find a favorable place for every branches.
- Foreign Remittance: In all of the branches, private banks do not offer foreign remittance service. But in rural branches this can be a very helpful service.

5.2) Findings & Recommendations:

After surveying these four banks there are some important recommendations which might be helpful for future development of these banks:

- All of these banks provide foreign remittance services but in some branches. Sometimes the most required rural branch might not have the foreign remittance service which can be a very disappointing for the customers. So all of these banks should consider extending foreign remittance service in most of their branches.
- For Prime Bank, Southeast bank and Dhaka Bank the number of ATM booth should be increased. As the current number of ATM booths they have is not enough for fulfilling all of their customers need.
- Dhaka Bank & Southeast bank should give some more effort on their marketing and media involvement sector. And also the marketing strategies should disseminate all over the employee.
- All of these banks should get a good grip on their existing and future customer by continuing the good customer service they are providing now.
- More campaigns should be introduced by all of these banks to increase their CSR activities, as like Dhaka Banks “Shitartoder Pashe Darai” campaign. As corporate social responsibility is a very strong element to hold comparative sustainable advantage into clients mind.
- They all should start mobile banking service as like Dutch Bangla Bank is doing right now. As it helps people to withdraw their money from the ATM booth only with their phone and pin number. There is no need for the debit card. It will attract more students and young customers as there is no need to pay for the card service. Also the whole process is hassle free from card renewal fee or carrying extra card or anything rather than only the cellphone.
- All of these banks should set up small booths and service centers in rural areas to finance the small business which will eventually lead all these banks to more sales turnover ratio, more loan applicant, more customers and more importantly it will be helpful for rural development.
- Banks can introduce an electronic token number systems to give better customer care service. It will help these banks to manage the proper queue and rush of their customers.

5.3) Conclusion:

It was an enormous pleasure for me to do my internship program in a recognized banking organization which is Dhaka Bank Limited. My realistic experience in Dhaka Bank Dhanmondi Model Branch for just three months was really good and enlightening. In this report I try to cover the most important part of any private bank that is General banking along with some other parts.

Though at first people did not trust private banks but the sincere and exceptional service of these private banks made a difference. So now in Bangladesh, Private Banks are even playing a better and significant role for the development of our economy by offering loans, investing on SME areas, employment opportunity and giving financial securities to their customers. By giving a good customer care service, available ATM booths, sufficient branches, internet banking, mobile banking & loans these private banks can fulfill the basic customers' needs in this country. But for some private banks it is financially and physically challenging to ensure all of this service accordingly sometimes. For that they need to ensure their marketing and CSR area is strong enough to attract and hold their customers. And in retail & general banking areas more employees are needed to give their customers quick and effective service. So as a part of developing strategy all private banks should follow the common rules and regulations to ensure a better future. Also they should focus on their other limitations to ensure excellence eventually. Finally I wish a continuous success to City Bank, Southeast Bank & Prime Bank along with Dhaka Bank Limited.

5.4) References:

i) **Banks Internal Documents & Portals:**

- Dhaka Bank Limited, Annual Report 2015 & 2016
- City Bank Limited, Annual Report 2015
- Southeast Bank Limited, Annual Report 2015
- Prime Bank Limited, Annual Report 2015
- Dhaka Bank Corporate Web Portal
- Statement of Affairs

ii) **Books:**

- Richard A. Brealey, Stewart C. Myers, Alan J. Marcus (2001). Fundamentals Of Corporate Finance (3rd Edition). University Of Phoenix, ISBN 0-07-553109-7
- Debnath, R.M. (2004). Business of Banking (1st ed.). Dhaka. Lotus Publishers. ISBN 984-32-1093-9.

iii) **Websites and Internet Documents:**

- <http://dhakabankltd.com/>
- <https://www.southeastbank.com.bd/home.php>
- <https://www.primebank.com.bd/>
- <https://www.thecitybank.com/>
- <http://www.assignmentpoint.com/category/business/banking>