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BRAC University

INTERNSHIP REPORT ON

“General Banking Activities of Trust Bank Limited”

Dhanmondi Branch

Submitted To:

Ms. Tania Akter
Lecturer
BRAC Business School

Submitted By:

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Submission Date:

14th October 2015



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Dhanmondi Branch

Imtiaz Ahmed

ID: 08304031

Major: Marketing

BRAC Business School

BRAC University

Letter of Transmittal

Date: 14.10.2015

Ms. Tania Akter

Lecturer, BBS

BRAC University

Subject: Submission of Final Internship Report

Dear Madam,

I beg most respectfully to state that, I would like to submit the report on “*General Banking Activities of Trust Bank Limited*” which was the topic of my internship program. I would like to say that this report was prepared by me under the supervision of my internship supervisor.

This internship program has given me a huge opportunity to improve both of my knowledge and skill. I made my best effort to fulfill the objective of the report and believe that it will meet your expectation.

In preparing this report I have tried almost to include all the relevant information to make the report comprehensive as well as workable one.

I therefore pray and hope that you will enjoy reviewing this report.

Thank you.

.....

Imtiaz Ahmed
ID: 08304031
BRAC University

Letter of Approval

The Internship Report entitled “**General Banking Activities of Trust Bank Limited**” has been submitted to Ms. Tania Akter, Faculty of Business Administration in partial fulfillment of the requirements for the degree of Bachelor of Business Administration by **Imtiaz Ahmed, ID: 08304031**. The report has been accepted and may be presented to the Internship Defense for evaluation.

Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not overlook nor reject any of these opinions or suggestions.

Ms. Tania Akter

Lecturer

BRAC Business School

Internship Supervisor

Acknowledgement

At first, I would like to convey my deepest gratitude to almighty GOD for giving me potency and ability to finish the report within the time.

I am very grateful to Office of Career Services & Alumni Relations for allowing me to do my internship at Trust Bank Limited, Dhanmondi Branch and honorable Madam, Ms. Tania Akter, lecturer of BRAC University for approving my topic “General Banking Activities of Trust Bank Limited” for internship report.

It was a great opportunity for me to complete my internship program at Trust Bank Limited, Dhanmondi Branch. I am also very thankful to my branch manager Mr. Shueb Ahmed Chowdhury, Operation manager Md. Shawkat Hossain and other officers for their great support.

I am privileged for the support and encouragement I have received from all of my teachers and friends of BRAC University.

Finally, I feel honored to lay my sincerest gratitude to my honorable supervisor, Ms. Tania Akter, lecturer of BRAC University for helping me in preparing this project.

Executive Summery

The Internship Program of BRAC University is required for completing our Bachelor of Business Administration. It helps us to achieve huge knowledge and practical work experiences of today's business and also prepares us to face the challenges of new corporate life.

I worked in General Banking department of Trust Bank Limited, dhanmondi branch for 3 months of my internship period. Trust Bank limited is becoming one of the leading private commercial bank and it is basically for Army Welfare Trust (AWT). The bank has built itself very strong competitors for other bank. It is capturing a large number of market shares in Bangladesh Banking Industry. Trust Bank tries to introduce its high standard products and services to attract customers. Customer satisfaction is very important for every organization to increase its growth. My internship report is on "General Banking Activities of TBL".

This report "General Banking Activities of Trust Bank " is the picture of quality services provided by one of the well-known private commercial bank of Bangladesh 'Trust Bank Limited'. The study covers the following sections:

- Brief Discussion about Trust Bank Limited (TBL)
- SWOT Analysis of TBL
- Services provided by Trust Bank Limited
- Findings & Recommendations.

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Chapter One: Introduction

- ❑ **Basis of The Study**
- ❑ **Objective of The Report**
- ❑ **Company Background**



Origin of the Report

This report is originated as a partial fulfillment of the BBA program of Department of BRAC Business School, BRAC University. It is a main part of BUS 400 Course. This report is compulsory for the completion of BBA and it carries four credits as well. During the time of my internship, I am merging my theoretical knowledge with my practical experience. The main purpose of the Internship program is to expose the students to the professional life.

Basis of the Study

Curriculum activity is not enough for any business student to conduct the real business situation; therefore it is an opportunity for the students to know about the field of business through the internship program. The internship program provides the students to link their theoretical knowledge into practical fields. I think internship program is a perfect mix of both theoretical and practical knowledge. This report is derived to fulfill the requirement of the assign project internship report on “General Banking Activities of Trust Bank” Dhanmondi Branch has been assigned to me by Human Resource Division (HRD) of Trust Bank Limited, Head Office, Mohakhali. They had given to me a period of three months starts from 2nd July, 2015 to 1st October, 2015. Mainly The BBA program is planned to focus on theoretical and professional development of the students to take up business as an occupation as well as service as a career. It is a superb combination of theoretical and practical aspects. As I was working on General Banking Department So for this purpose I have chosen this subject as my topic to work on for my internship report.

Objective of the Report

Broad Objective:

The main objective of the report is to make an in depth analysis of activities of General Banking of Trust Bank Limited Dhanmondi Branch.

General Objective:

- To know about the management system of Trust Bank limited as a private commercial bank its functional and financial aspects.
- To have a clear knowledge about all the division of Trust Bank Limited, Dhanmondi Branch.
- To achieve the practical knowledge for future life.
- To know the use of marketing in General Banking
- To apply theoretical knowledge in the practical field.
- To improve report writing ability.
- To know the functions of general banking section.
- To observe commercial bank's working environment.
- To learn existing banker customer relationship.
- To find out the procedures of several schemes of deposits.

Company Background

Trust Bank Limited is one of the private commercial Bank. This is the first kind of Bank in Bangladesh that sponsored by the Army Welfare Trust (AWT). It gained success very early as it has very strong financial back up of the Army welfare Trust and it is the major shareholder. It is operated by the rules and regulations of Bangladesh Bank and achieved its license on 15th July, 1999. Trust Bank has been operating in Bangladesh since 1999. The head of the Board is the Chief of Bangladesh Army as Chairman of TBL and there are some other in-service senior army officers acting as the members of the Board. At present Trust Bank is now known as a sound and stable bank. Within the Military community of Bangladesh this bank is very popular as it operates all the financial activities of Military sectors. It also operates huge number of modern corporate and consumer financial products and services. They are now becoming capable enough to hold their success year after year.

Trust Bank Limited has 91 branches across Bangladesh and also planning to open more branches to cover the important commercial areas such as Dhaka, Sylhet, Chittagong and other areas in 2015. It has also 7 SME centers, 152 ATM booths, 65 POS in 55 branches. The automated branch banking system was introduced by TBL to improve customer service in 2001. In 2005 the Bank introduced ATM services. In 2007, Trust Bank introduced Online Banking Services which help any branch banking, SMS banking, Mobile Banking, ATM Banking, and Online Banking to all customers. Customers can deposit and withdraw money from any Branch of Trust bank. For that they do not need to open multiple accounts in different branches. ATM now allows customer to get 24/7 hours account information such as balance check and cash withdrawals via Online Services and Debit Card.

Trust Bank has introduced Visa Credit Card to their customers. Credit cards are now using in many sectors such as at many shops and restaurants all across Bangladesh and even internationally.

Objectives of Trust bank

Trust bank is a customer oriented financial institution that dedicated to meet up with the ever growing expectations of customer because at Trust Bank, Customer is always at the center. The most priority always given to the customer and satisfying their demands.

Value of Trust Bank Limited

- Trust Worthy
- Dependable
- Reliable
- Active
- Professional
- Fair

Vision and Mission Statement

Vision

“Trust bank aim to build a long-term sustainable financial institution through financial inclusion and deliver optimum value to all the stakeholders with the highest level of compliance”. (Official website of Trust bank Limited)

Mission

- To bring unbanked people into banking network through low cost and technology based delivery.
- Long term sustainable growth diversified business with low risk management.
- Provide financial services to meet all customers, shareholders, employee’s expectations.
- Highest level of compliance and transparency at all levels of operations.

Operations of Trust Bank

- Retail Banking
 - Deposit products
 - Loan Products
 - Cards

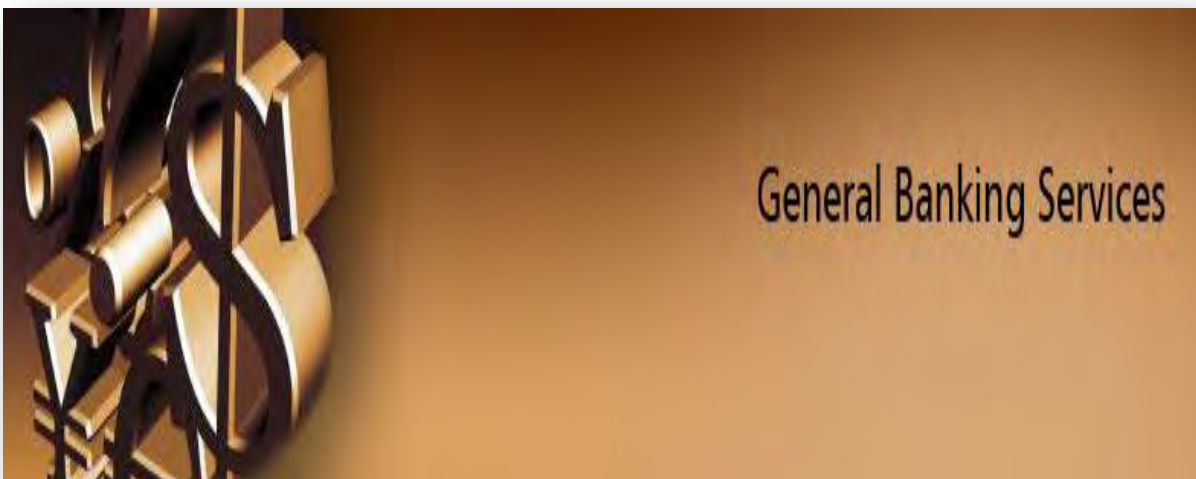
- SME Banking
 - Entrepreneur Loan
 - Women Entrepreneur
 - Manufacturing Loan
 - Engineering Loan
 - Contractors/ Suppliers Loan
 - Agriculture Loans

- Islamic Banking
- Corporate banking
- International Banking
- Mobile Banking
- eServices
- Other Services – Automated services.

Chapter Two:

Actions of General Banking

- ❑ **Work Related**
- ❑ **Organization Wide**



Work Related

Internship Experiences:

During my 3 months of internship I worked in General Banking Department of Trust bank. I worked from 10am to 6pm. I worked in Account Opening section, which is an important part of General Banking Department of Trust bank. It is the core department. In fact, bank operates with the people's money and this process starts with the General Banking department. It was a great experience for me to work in this department and it helped me a lot for gathering huge knowledge about banking sectors of Bangladesh and also the banking system of Trust Bank Limited. It was really a great opportunity for me to see the actual corporate life and to work with some responsible employees of TBL.

Responsibilities

There my responsibility was to help customer opening their account. I helped customers to fill up their account opening form and provided them customer related information. I have stored all the account opening form in an organized way to the desk. I also filled up the pending files of customer like KYC form for each Deposit, Current account, savings account, fixed deposit Account. I have provided customers the Cheque Books, Debit cards etc. In account opening I learnt how to open an account and identify what are the requirements for saving accounts and other type of accounts. I also got to know about the special offerings and special services for military clients as this bank is based on military wellbeing programs.

I was not assigned for a particular task there but it helped me to look around and to know about how they run and gathered some important knowledge about banking sector. In general all the employees look competitive and hard working. I was really grateful to work there and enjoyed my work though it was not that hard to do.

Personal observations:

I have tried to present my personal observations from general banking department of Dhanmondi branch. I had an opportunity to be familiar with the practical banking prevailing in the Dhanmondi Branch, Trust Bank Limited. The knowledge, which has been acquired in my Internship Period, I have tried my best to illustrate in this report.

Due to time constraint I couldn't do practical workout in all departments. In that case I tried to collect data/information from the following sources:

- Normal desk work
- Face to face conversation with the officer
- Face to face conversation with the client
- Browsing the website of TBL
- Direct observations

Organization Wide:

General Service Division:

The functions of GSD are classified as Establishment and General Banking (GB).

❖ i) Establishment

The main function of GSD is to secure and supply the tangible goods to branches of TBL.

Those are:

- ⇒ Physical functions of opening a branch, for example interior decoration, making rent agreement
- ⇒ Find out the demand of equipment from the branches and arrange the purchase and then delivery of them to the branches concerned

- ⇒ Print all security papers and bank stationeries, forms, registers and distribute them to the branches
- ⇒ Purchase and distribution of bank's furniture and other materials
- ⇒ Install and maintain different facilities in different branches.

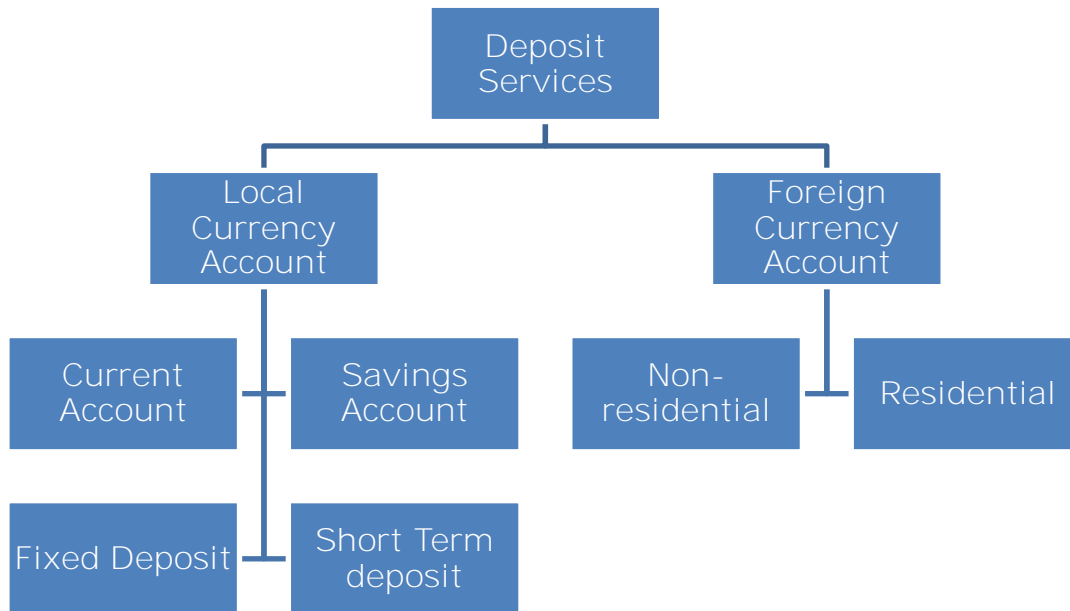
❖ ii) General Banking

General Banking is a vital part of banking activities. General Banking department performs the majority functions of a bank. General Banking department is the core department of any bank. The activities of GB of TBL are mainly divided into the following categories:

Service Portfolio:

❖ Deposit

- ❖ Current Deposit
- ❖ Savings Deposits
- ❖ Short Term Deposits
- ❖ Non Resident Taka Account
- ❖ NR Investors Taka Account
- ❖ Security Deposit Receipts
- ❖ Deposit Under Scheme:
 - ⇒ Contributory Savings Scheme
 - ⇒ Lakhopoty Saving Scheme
 - ⇒ Fixed Deposit
 - ⇒ Double Benefit Deposit Scheme
 - ⇒ Education Savings Scheme
 - ⇒ Trust Millionaire Deposit Scheme
 - ⇒ House Building Deposits Scheme



Account Opening Section:

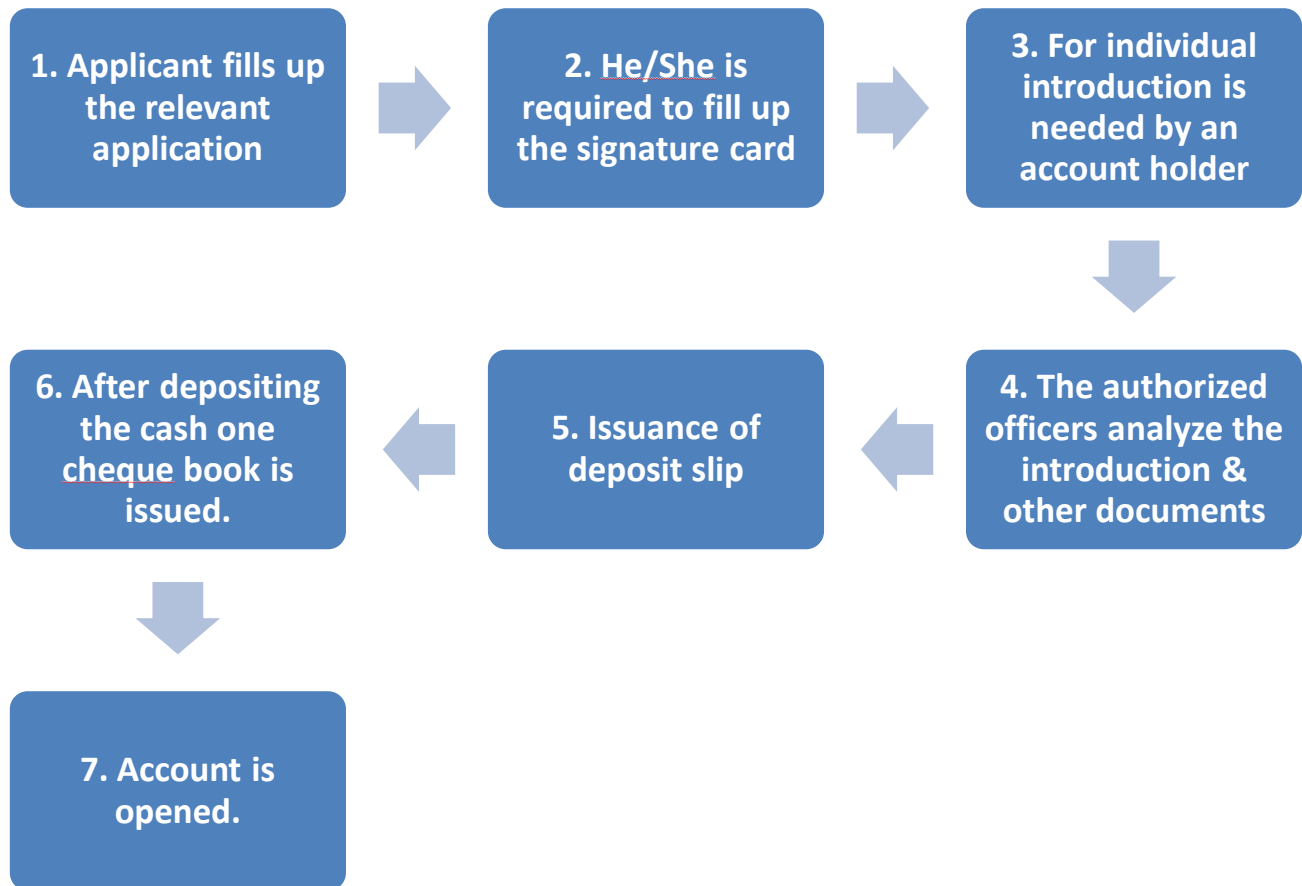
Now a day's Account opening is a necessary part of banking activities. It is the first step to set up a Banker and customer bond. Opening of an account binds the Banker and customer into contractual relationship. On the other hand selection of customer for opening an account is very critical for a Bank. Fraud and forgery of all kinds start by opening account. So, the Bank takes extremely careful measure in its selection of customers.

Types of Account:

Trust Bank Dhanmondi Branch has the following types of accounts:

- ⇒ Current Account
- ⇒ Savings Account

Procedure to open an Account:



- (1) At first the account holder will apply for opening an account. Then he/she have to fill up account opening form. Account opening form consists of the name of the branch, type of account, name of the applicant(s), present address, permanent address, passport number (if any), date of birth, nationality, occupation, nominee(s), special instruction (if any), initial deposit, specimen signature(s) of the applicant(s), introducer's information etc.

- (2) Signature of the prospective account holder in the account opening form and on the specimen signature card duly attested by the introducer.
- (3) For individual introduction is needed by an account holder and introducer have to attest the individuals passport size photograph.

The prospective customer should be properly introduced by the followings:

- i. An existing customer of the bank.
 - ii. Officials of the bank not below the rank of Assistant Officer.
 - iii. A respectable person of the locality who is well known to the Manager or authorized officer.
- (4) Then authorized officers analyze the introduction & other documents very carefully and allocate a unique account number for the new account.
 - (5) After that they issue a deposit slip and then the customer deposit the “initial deposit” by filling up a deposit slips. Initial deposit to open a current account at TBL is Tk. 5000.00 and saving account is Tk. 1000.00.
 - (6) After depositing the cash one cheque book is issued.
 - (7) Later than depositing the initial deposit, the account is considered to be opened.

TBL maintains all of its accounts in computer. After depositing the initial deposit, TBL records it in the computer by giving new account number. Then it issues cheque book requisition slip by the customer. Then it distributes all relevant papers to respective department.

Activities & papers necessary for opening an account:

(A) **Joint Account:**

To open a joint account, the account holders should submit a declaration and operational instructions of the account along with their signature. The declaration is “Any balance to the credit of the account is and shall be owned by us as joint depositors. Any liability whatsoever incurred in respect of this account shall be joint and several.”

(B) Partnership firm:

The following documents have to be submitted for preparing an account of a partnership firm:

- i) Partnership deed.
- ii) (a) If the partnership firm is a registered one, then one copy of registration forms.
(b) If not, then a copy of certificate from the notary public.

(C) Limited Company:

For the opening of an account of a limited company, following documents have to be submitted:

- ⇒ A copy of resolution of the company that the company decided to open an account in the Trust Bank.
- ⇒ Certified true copy of the Memorandum & Articles of Association of the Company.
- ⇒ Certificate of Incorporation of the company for inspection and return along with a duly certified Photocopy for Bank's records.
- ⇒ Certificate from the Registrar of Joint Stock Companies that the company is entitled to commence business (in case of Public Ltd. Co. For inspection and return) along with a duly certified Photocopy for Bank's records.
- ⇒ Latest copy of balance sheet.
- ⇒ Extract of Resolution of the Board/General Meeting of the company for opening the account and authorization for its operation duly certified by the Chairman/Managing Director of the company.
- ⇒ List of Directors with address

(D) Club/Society:

Following documents have to be obtained in case of the account of the club or society:

- ⇒ Up to date list of office bearers.
- ⇒ Certified copy of Resolution for opening and operation of account.
- ⇒ Certified copy of Bye-Law and Regulations/Constitution.
- ⇒ Copy of Government Approval (if registered).

(E) Cooperative Society:

Following documents have to be obtained in case of the account of Cooperative Society:

- ⇒ Copy of Bye-Law duly certified by the Co-operative Officer.
- ⇒ Up to date list of office bearers.
- ⇒ Resolution of the Executive Committee as regard of the account.
- ⇒ Certified copy of Certificate of Registration issued by the registrar, Co-operative societies.

(F) Non-Govt. College / School / Madrasha:

Following documents have to be obtained in case of the account of non-govt. College / school / madrasha:

- ⇒ Up to date list of Governing Body/Managing Committee.
- ⇒ Copy of Resolution of the Governing Body/Managing Committee authorizing opening and operation of the account duly certified by Gazetted Officer.

(G) Trustee Board:

Following documents have to be obtained in case of the account of trustee board:

- ⇒ Prior approval of the Head Office of TBL.
- ⇒ Certified copy of Deed of Trust, up to date list of members of the Trustee Board and certified copy of the Resolution of Trustee Board to open and operate the account.

Deposit schemes section:

The savings rate in Bangladesh is one of the lowest in the world. In order to improve the savings rate, Financial Institutions responsible for enlistment of savings they should offer attractive Savings Schemes so that the marginal propensity to save increases. The savings do not, of course, depend only on the quantum of income but largely depend on the habit of savings of the people. Bank is the main organization of domestic savings. For poverty lessening, we need self employment and for self employment we need investment. For this purpose we need to increase savings. It means savings help capital formations and the capital formations help investments in the country. The investment in its turn helps industrialization leading towards creation of wealth of the country. And the wealth finally takes the country on road to progress and prosperity. As such, savings is considered the very basis of prosperity of the country. The more the growth of savings, the more will be the prosperity of the nation.

TBL has formulated the following Savings Schemes:

- ⇒ Monthly Benefit Deposit Scheme
- ⇒ Special Deposit Scheme
- ⇒ Education Savings Scheme
- ⇒ Fixed Deposit Scheme
- ⇒ Trust Bank Money Scheme
- ⇒ Trust Bank Insured Fixed Deposit Scheme

Trust Smart Savers Scheme: (TSSS)

The name of the scheme is “Trust Smart Savers Scheme (TSSS)” and an Account holder subscribing this scheme will be called TSS account holder.

Features:

- ⇒ Choice of Tenure is available for 3, 5, 7 and 10 Years.
- ⇒ Auto Debit Instruction for installment
- ⇒ No need to come at Bank at the installment payment amount
- ⇒ Interest rate 11.5%

Schedule of amount payable at the end of different tenor will be as:

Amount	3 Years	5 Years	7 Years	10 Years
500	21,543	40,560	64,417	112,057
1,000	43,085	81,119	128,834	224,115
2,000	86,171	162,239	257,669	448,230
3,000	129,256	243,358	286,503	672,345
4,000	172,341	324,478	515,337	896,460
5,000	215,426	405,597	644,172	1,120,575

Lakhopoti Saving Scheme:

At the maturity the depositor will get TK. 1.00 Lac by the depositing monthly installment as per following arrangement:

- ⇒ Maturity Value Tk. 100,000.00
- ⇒ Interest rate 7.78%

Schedule of amount payable at the end of different tenor will be as follows:

Monthly payable Amount (installment in BDT)	Duration/ Period of the Scheme	Amount payable at Maturity (BDT)
552.00	10 Years	1,00,000.00
1,365.00	5 Years	1,00,000.00
2,462.00	3 Years	1,00,000.00

Debit Card:

Now a day's debit card is very useful for various purposes. Without carrying cash we can use Trust debit card around all over Bangladesh. Even the card can be used without a secret code (PIN) in departmental stores, shopping malls or restaurants, petrol pump or even for paying phone bills, just like a credit card. Additionally one can enjoy overdraft facility prior to subsequent approval. To make the life hassles free take the Trust Debit Card without giving a doubt.

How to Apply for a Debit Card:

- ⇒ Must be an account holder of Trust Bank Limited to earn the eligibility for owning a card
- ⇒ Debit card application forms properly fill up & must be signed by the account holder
- ⇒ Three copies of passport size color photograph of the account holder, Photocopy of National ID/Passport
- ⇒ Trust Debit card will be issued within 4-5 working days as per customer's interest & subsequent instructions.

Chapter Three: Constraints & Challenges

▣ Limitations



Limitations

Since my report is on General Banking Activities of Trust Bank Limited. So I badly needed lots of information about general banking. But I was not able to collect much information because the bank was not interested to disclose their information and policy to maintain their privacy. So I had to depend on the websites of the particular bank for much information.

There are certain limitations concerning the studies that are summarized below:

- Branch was going through reformation process, which was hampering the working environment.
- Employees are very busy with their own works. Many of them have failed to manage time to talk with me about his/her daily office work.
- Theoretically there are so many factors to be observed. But it is very hard for me to ensure all these information within only three months period.
- Confidentiality of data was the key barrier that was faced during the conduct of this study. Every organization has their own confidentiality that is not revealed to others. While collecting data on TBL, employees did not disclose enough information for the sake of confidentiality of the organization
- One of the main limitations is the time constraints.

Chapter Four:

Lessons Learned from the Internship Program

- ▣ **SWOT Analysis**
- ▣ **Five Forces Model**



On the basis of practical experience of 3 months internship program, the following skills that I learned during the internship period:

- We know that General Banking is the starting point of all the banking operating task. For that reason I was concentrated myself in this section during my internship. I was learned about account opening and different type of accounts.
- I was learned about different types of characteristics that are very much required during opening accounts such as clients photography , clients signature , national id card or passport , nominee's information , nominee's photography etc.
- I also learned about different types of requirements that are varies based the type of customers such as... for Sole Proprietorship valid registration card, tin certificates are required, for partnership, Partnership Deed and Partners letter of authority to open account and authorization for operation are specially required .
- I was learned about cash book issuing and different types of cheque book issuing.
- This Internship is developed my skills in the application of theory to practical work situations, to cope with new environment, and understand interpersonal relationship.
- I have analyzed the TBL's SWOT & Five Forces Model.

SWOT Analysis:

The acronym for SWOT stands for

- STRENGTH
- WEAKNESS
- OPPURTUNITY
- THREAT

We can find out organization's internal strength and weaknesses and external opportunities and threats through SWOT analysis. It gives an organization an idea of what they can do in future and how they can compete with their existing competitors playing in the same field and also used in the strategic analysis of the organization.

Every organization has its some internal strengths and weaknesses and also has some external opportunities and threats. I have pointed out Trust bank's some internal strengths, weaknesses and external opportunities and threats.

Strengths

- ❖ One of the private commercial bank in Bangladesh.
- ❖ Sponsored by the Army Welfare Trust (AWT), Bangladesh Army, the most organized group in Bangladesh.
- ❖ Top management banking by highest position holders of Bangladesh Army.
- ❖ Modern technology based and computerized banking services.
- ❖ Achieved Customers trust and confidence as a sound and stable bank.
- ❖ Provides its great quality in every service and gives the most priority to the customer as customer is always at the center in Trust Bank.
- ❖ Trust bank is trustworthy because of Army based Bank. As a result customer feels comfortable in dealing with the Bank.

Weaknesses

- ❖ Limitation of information system (Flora Bank), it is not that much broad banking software.
- ❖ A major problem of Trust bank is the employee will not stay for long so it creates problem of brain drain from this bank to other bank.
- ❖ Advertisement of Trust bank is not that much high so that people do not know properly about the bank.

Opportunities

- ❖ People's confidence and faith as a financial stable bank sponsored by Bangladesh Army.
- ❖ Planning to open more branches at different areas across Bangladesh.
- ❖ Diversification strategy of Trust bank as they not only serve military customers but also non military customers.

Threats

- ❖ Dhaka Bank, Prime Bank, Mutual Trust Bank, Dutch Bangla Bank, Mercantile Bank is its great competitors.
- ❖ Frequent changes of interest rate against deposit and loans.
- ❖ Increasing customer demands so that many new banks are opening with new services so competitions will increase in coming years.
- ❖ Frequent fluctuations of foreign exchange rate may affect business globally.

Five Forces Model:

Threat of new entrants

Now a day starting a new bank is very difficult for its many rules and regularity and also for its capital requirements. There is always a possibility of opening a new bank any time but entry barriers makes it costly and difficult. Cost advantage, brand loyalty all are included in entry barriers. Trust Bank has its cost advantage for its cheaper funds and operations. Customers are aware of the brand image that Trust bank creates. Many new banks shows that the threat of entry is high as there are many banks to satisfy customer. Other banks are following similar strategies that creates competitions between Banks like Prime Bank, Mutual Trust Bank, Bank Asia, Mercantile Bank etc. The number of bank is increasing fast for the last 6-7 years. The banking

sectors in Bangladesh are under strong competition because of the threat of new entrants is high. Trust Bank made its position as highly competitive one and brand loyalty of Trust Bank made it difficult for the new entrants to take market share of the bank.

Competitive rivalry

Strong competition is going on among the competitive banks for increasing their market share in banking industry. Markets of leading bank are very limited in our country and Trust Bank is becoming one of them. So the competitions are very tough. Foreign banks are getting large amount of market share so increasing one's business means another losing their market shares. So this is difficult for a bank to stay stable and strong in banking industry of Bangladesh. Dhaka Bank, Prime Bank, Dutch Bangla Bank has planned to expand but the market is limited and growing very slowly so they must grab other bank's share to increase its own. Trust Bank is holding large number of market share and its growth is satisfactory. So the position of the bank is getting high.

Bargaining power of buyers

Bargaining power of the buyer is also a competitive threat when they demand lower prices and better services that increase operating cost. On the other hand when buyers are weak it is very easy for bank to increase their prices and gain profits. In banking sector buyer means Customer who takes loan and other facilities from the bank.

Bargaining power of buyers depends on many factors:

- Providing loan at a lower interest cost.
- Switching cost
- High demanded customer

Bargaining power of suppliers

Bargaining power of suppliers is also a threat when they are able to increase the price that the company must pay for its input. On the other hand when suppliers are weak the company gets the opportunity to lower the prices and input quality. In banking sectors the suppliers are the depositors, shareholders or directors.

The bargaining power for corporate customer is very different because some corporate company has large deposits in Trust Bank and has strong bargaining power to receive special rate from the bank. As Trust Bank is providing better banking services so they also have strong strategy.

Threat of substitute products

The banking industry introduced some other financial institution whose operations are closer to a bank but not in a large scale. These substitute institutions includes leasing company and other insurance companies. These companies will take future profit and growth of other commercial banks. Recently Vanik Bangladesh LTD provides investment banking facilities. So in banking industry substitute products are very easy to find so it's one of a threat for Trust Bank too. So competition is very high because customer can switch anytime to any substitute products. So Trust Bank needs to be very careful to make new strategies to hold their customers.

Chapter Five: Concluding Statements

- ❑ Findings & Recommendations
- ❑ Summary
- ❑ References



Findings:

- ❖ The number of Billboards of Trust bank is very low in Dhaka City.
- ❖ The Billboards are smaller than the competitors in the market so it's less highlighted.
- ❖ Not enough campaign is run around the year for the promotion of its product.
- ❖ Not enough branches are there in Dhaka city.
- ❖ Limited ATM booth.
- ❖ Small team for big work load of the entire department.
- ❖ Office area is too small for marketing and communication department.
- ❖ Lack of upgraded guideline for the employees to avoid any confusion.
- ❖ Lack of communication between the customer and the organization.
- ❖ Bank cleaning and maintaining workers are not that much active to keep the environment clean and fresh.

Recommendations

Based on the above findings and analysis we can see that Trust bank Limited is a growing bank. The growth of Trust bank, dhanmondi branch has increased. All the customers of Trust Bank like their products and services. Though Trust bank is basically based on Army wellbeing and they take special care for Military clients, they are also trying to establish their position in civil consumers mind. But from my perspective they need to modify some of their strategies to attract more Non military customers with advanced products and facilities to be the leading organization in banking sector of Bangladesh.

- ❖ The number of Billboards of Trust Bank should increase in Dhaka city for advertisement.

- ❖ They should open more branches around Dhaka city.
- ❖ Service quality is the main factor of customer satisfaction. Though Trust Bank has its various products and services but it can be improved by providing their services on time.
- ❖ Debit card reissue processing should be simplified.
- ❖ Their team should be extended for better work efficiency.
- ❖ Communication between customer and the organization should be updated.
- ❖ Bank cleaning and maintaining workers should be active to keep the environment clean and fresh.
- ❖ Beside their Military clients they should also focus on civil customers. They should take special care of their Non military clients by improving their product levels and service charges, interest rates of any loan and other facilities.
- ❖ I think account opening is a lengthy process. Trust bank should improve their fast service system in account opening desk.
- ❖ Now a day's ATM card is a mandatory service for any bank. In this segment Trust bank has fewer facilities. Customers face this shortage of ATM booth problem. So Trust Bank should increase their number of ATM booth.
- ❖ Low cost deposit should be increased.
- ❖ There are always shortages of application forms, brochures, etc in the branch. So they should ensure sufficient forms and brochures. Otherwise, customer service will be hampered.
- ❖ Banking is a service oriented business and its profit depends on service quality. So the service delivery of the branch should be closely monitored.
- ❖ Though Trust Bank is still lagging behind in upgrading their (FLORA) software system, the bank has the prospect to select high quality banking software which will make the banking operations easier and smoother.
- ❖ In general banking department it is necessary to implement modern banking process instead of traditional system. It should be more computerized means dynamic.

- ❖ Branch should give requisition for new more printers and photocopy machines to improve and faster their service.
- ❖ Bank's ATM services should use better technology to fasten their services.
- ❖ Proper training should be given to all employees on regular basis to identify the suspicious transactions for Anti Money Laundering compliance policy.
- ❖ Ensuring transparency of its financial reports.
- ❖ Some time the branch's computers remain out of order and it is also true for the photocopiers. Attention should be given on proper maintenance of phone, computer, fax machine and photocopier.
- ❖ The interest rate for different loans is also high in Trust bank. To sell more and attract their customers they should reduce their rates and that can help them make higher profit. Beside their Military clients they should also take care of their Non military client by reducing their interest rates closer to the rates they charged for Military clients.
- ❖ From my observation and talking with customers I got to know that the customer of TBL has poor knowledge about online and mobile banking of TBL. Bank should motivate them to follow and use online and mobile banking systems.
- ❖ Although they are giving high standard product and services but still their service charges are quite higher than other bank. Though for Military clients the service charges are free but Trust bank should also lower their service charges for Non military customers.
- ❖ Trust Bank is sponsored by the Army Welfare Trust (AWT) and has a strong brand name so my recommendation would be for TBL is to promote its product more among the existing and new customers.

Summary

Now a day's banks play an essential role in the economic growth of the country. The reputation of banks is increasing day by day and it increases the competition as well. All most all the commercial banks are offering the same products and services, but they are different from each other because of their ways of providing services. So people select their Bank according to their satisfaction and need. They will prefer the bank of which service is easily accessible and understandable. One the other hand, Bank innovate new products and services to attract their preferred customers. To conclude this report it can be said that it was a great opportunity to study the operational activities of TBL. Having passed three months in TBL Dhanmondi Branch, I have learned many activities practiced in the bank. Since the working areas were in General banking the report may not cover all the practices of the branch. The work experience in TBL Dhanmondi Branch was very interesting and this knowledge will help me in great deal in my future life.

Trust Bank Limited also a pioneer in online customers services, foreign exchange and distinctive loan offerings. In these ways TBL is helping in accumulating domestic savings, resource mobilization and creating job opportunities for many people which will gear up the economy as a whole.

Without bank's cooperation it is not possible to run any business or production activity in this age. The job environment is very good at TBL Dhanmondi Branch. At the same time the service which the bank provides to its customers are very prompt and quality ones compare to other foreign and private banks. It is also trying to educate people about the new technology and standard banking process. This is a great step for Trust Bank Limited to improve overall activities of their organization. One day they will become the number one leading commercial bank in Bangladesh banking Sector with the slogan "A Bank for Financial Inclusion".

References

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- ❖ Parasuraman, A, Berry, LL & Zeithaml, VA, 1991, “Understanding Customer Expectations of Service”, Issue: 32(3)

Websites:

- ❖ www.trustbank.com.bd
- ❖ www.bb.org.bd
- ❖ www.google.com
- ❖ www.wikipedia.com

APENDIX

Corporate Profile of TBL:

Name of the Company:	Trust Bank Limited
Chairman:	General. Md Abdul Mubeen
Vice Chairman:	Maj. Gen. Md Mahfuzur Rahman
Managing Director:	Mr. M Shah Alam Sarwar
Legal Status:	Public Limited Company
Date of Establishment:	1999
Registered Office:	Shadhinota Tower, Shahid Jahangir Gate, Cantonment, Dhaka
Line of Business:	Banking
Authorized Capital:	Tk.10, 000.00 million
Paid Up Capital:	4,688.30 million
Stock Exchange Listing:	2007 (DSE)