



Internship Report
On
Operation Management of Trust Bank Limited
(GulshanCorporate Branch)

Submitted to:

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Letter of Transmittal

3rd September, 2018

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66 Mohakhali, Dhaka-1212.

Subject: **“Submission of Internship Report on “Operation Management of Trust Bank Limited (Gulshan Corporate Branch)”**

Dear Sir,

With best respect and honor, I would like to inform you that I have completed my internship report on “Operation Management of Trust Bank Limited (Gulshan Corporate Branch)”. It has been a great experience for me to prepare this report. I tried my level best to put meticulous efforts for the preparation of this report. Any shortcomings or flaw may arise as I am novice in this aspect and doing this kind of elaborated research paper for the first time. I tried to make each element relevant to my topic. Most of the information is collected by interviewing and discussing these topics with the organizations’ employees, some of the information is collected from the secondary sources like published articles from internet.

I sincerely hope this report will help you to evaluate me. I will be obliged to clarify any further information regarding this report.

Thank you for your kind supervision.

Sincerely yours,

SyedaTamannaNawarNeha

ID: 12204062

BRAC Business School

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Letter of Endorsements by the Supervisor Faculty

This is to certify that, **SyedaTamannaNawarNeha**; a student of BBA program, Major in Human Resource Management, BRAC Business School, BRAC University; has completed the internship report titled **“Operation Management of Trust Bank Limited (Gulshan Corporate Branch)”**, successfully under my direct Supervision.

So far I know, SyedaTamannaNawarNeha has prepared this report by herself and is not copied or borrowed from anywhere without proper acknowledgement.

I wish her every success in the coming future.

Supervisor

Mr. Jubairul Islam Shaown

Lecturer

BRAC Business School

BRAC University

Acknowledgement

Nothing can be accomplished alone. Without the help of the number of persons the success remains silent. The report on “**Operation Management of Trust Bank Limited (Gulshan Corporate Branch)**” has been prepared to fulfill the requirements of attaining graduation degree on BBA. I am very much fortunate that I have received sincere guidance, supervision and co-operation from numerous respected people while preparing this report.

At the very beginning I would like to express my gratitude to ALLAH for special blessing in completing the report. Then, I would like to thank my academic supervisor of the internship program **Mr. Jubairul Islam Shaown**, Lecturer of BRAC Business School (BBS) for giving me the opportunity to prepare the report. He also provide me some important guidance to make this report successful. Without his assistance, this report would not be a comprehensive one.

Secondly, I would like to thank all the people from Trust Bank Gulshan Corporate branch as they supported me in every step of my internship period. They have provided all the facilities I need in a good workplace environment and also the information’s I need to write this report. Specially, my organizational Chief Manager **Md. Bisharot Hossain** Sir and supervisors; **FarhanaHaq** ma’am, **Nabila Khan** ma’am, **Abdullah Al Majid** sir, **RimpyDey** ma’am, had helped me a lot with all my quarries and enlightening me with the aspects of the banks and banking system. I am earnestly grateful to them.

Executive Summary

Significance of banking system for the development of a country is very important. It is quite impossible for any country to develop in commercial and industrial and sector without a sound banking system in this modern economic Era. At the same time due to Globalization and Technological advancements, the banking business has become very competitive now a days. All banks are competing together to give effective service to their customers. And to achieve most client satisfaction along with highest profit percentage with qualified working force.

The report “Operation Management of Trust Bank Limited (Gulshan Corporate branch)” mainly focuses on the smooth management system and to achieve maximum customersatisfaction through highlighting their products, packages and services. They offer their services to customers of all ranges of these services, their different features, quality of service. Trust Bank tries to introduce international standard products and services to draw attention of all ranges of the customer and to meet their need. According to my viewpoint it is quite difficult to specify any one thing or to specify the customer satisfaction procedure in our country in this short period of time. Trust Bank Limited has their prescheduled plans to attract wide range of clients by providing them quality services in order to fulfill their need. They have numerous offers and programs for their customers with attractive packages. although they are doing a good job but according to my perception they need to focus more on the overall management system and consumer behavior which should be much accommodating with Gulshan Corporate Branch as well as with other branches for a smooth flow of work. I express my observation and personal experience towards the TBL’s operations and I recommend few essential recommendations to maintain the organizations standard to the excellence according to my viewing platform.

In addition, employees also require training with change in their development. Human Resource Division of any organization has been conveying an important role for the proper outcome of employee potentials. These are treated as resources with capabilities. These resources employees also require well training for the proper development. The result of their goals depends largely on a well-trained and motivated workforce. This workforce requires training not only for the enhancement of their organization but also to flourish their career.

Trust bank limited focuses to this pillars to bring out the best from the employees by involving them in various training programs. All these programs results in excellence of service and a sound career of employee as well. To summarize the whole situation, I would like to say that, Trust Bank Limited (TBL)Gulshan Corporate Branch is trying their best by putting a lot of efforts to standardize the banking system in our country with a career oriented workforce with proper career counseling which will motivate them as their career is on the runway of development.

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Part 1

Organizational Overview

TRUST BANK LIMITED

(Gulshan Corporate Branch)

1.1 Background

Trust Bank limited (TBL)Gulshan Corporate Branch (GCB)

Trust Bank Limited is one of the leading private commercial bank established in 1999 in Bangladesh. They have a wide strong network including 111 branches and 7 SME service centers, 199 ATM Booths, over 20,000 Pay points and 65 POS in 55 Branches in Bangladesh and already have plans to open more branches to cover the central commercial areas of Dhaka, Chittagong, Sylhet and other important cities in 2018. The Trust bank, sponsored by the Army Welfare Trust (AWT), is first of its kind in the country. With a wide range of advanced corporate and consumer financial products, Trust Bank has been operating their operations since 1999 in Bangladesh and has achieved public's acceptance and confidence as a sound and stable bank.

In 2001, the Trust bank has introduced automated branch banking system to increase efficiency and for the betterment of customer service. In the year 2005, the bank moved one step further and introduced ATM services for their clients. Since bank's business volume has increased successfully over the years and the demands of the customers enlarged in multiple sections, our technology has been upgraded to manage the growth of the bank, to meet the demands of our extended number of customers.

In January 2007, Trust Bank successfully launched their new Online Banking Services which facilitate Any Branch Banking, ATM Banking, Phone Banking, SMS Banking, & Internet Banking to all customers. Customers can now deposit or withdraw money from any Branch of Trust Bank nationwide without needing to open multiple accounts in multiple Branches. Via Online Services and Visa Electron (Debit Card), ATMs now allow customers to retrieve 24x7 hours Account information such as account balance checkup through mini-statements and cash withdrawals.

Trust Bank has successfully introduced Visa Credit Cards to serve its existing and potential valued customers. Credits cards can now be used at shops & restaurants all around Bangladesh and even internationally.

Bangladesh and even internationally. This bank is also introducing Western Money Union Transfer where their clients can remit their money easily and quickly. Trust Bank is a customer oriented financial institution. It remains dedicated to meet up with the ever

growing expectations of the customer because at Trust Bank, customer is always at the center.

In order to provide up-to-date information on the bank at fingertips to the trade and business communities of the world, their own IT team has developed an E-mail address and a web page for the bank. It can be accessed to under the **domain: tbl@global-bd.net** and **www.trustbankbd.com**

In addition to ensuring quality, Customer services related to general banking also have the passport services facilities, phone banking, SMS banking, and Internet banking facilities 24 hours a day. On the other hand, this bank has extended credit facilities to almost all the sector of the country's economy. The bank has plans to invest extensively in the country's industrial and agricultural sectors in the coming days.

It also promotes the agro-based industries of the country. The bank has already participated in syndicated loan agreement with other banks to promote textile sectors of the country. Such participation would continue in the future for greater interest of the overall economy. Keeping in mind the client's financial and banking needs the bank is engaged in constantly improving its services to the clients and launching new and innovative products to provide better services towards fulfillment of growing demands of its customers.

Trust bank limited at the end of the year **2006** changed their name from “**The Trust Bank Limited**” to “**Trust Bank Limited**” and also changed their logo to bring the bank more closely to the general public.



As a latest addition, TBL has re-launched “**Trust Bank Mobile Money**” as ‘**t-cash**’ has been activated from April 01, 2018. ‘t-cash’ enables its customers to avail financial services via their mobile phones through SMS, USSD and Internet with speed, convenience and secure service.

Trust Bank is a customer oriented financial institution. It remains dedicated to meet up with the ever growing expectations of the customer because at Trust Bank, customer is always at the center.

1.2 Board of Directors

Name	Designation
Gen Aziz Ahmed, BGBM, PBGM, BGBMS, psc, G. Chief of Army Staff, Bangladesh Army Chairman	Chairman (Chief of Army Staff)
Major General S M Matiur Rahman, afwc, psc Adjutant General, Bangladesh Army	Vice - Chairman
Mr. Ashrafuzzaman Khan	Independent Director
Mr. Shahedul Islam	Independent Director
Brigadier General Md Jalal Ghani Khan, ndc, psc	Director
Mr. Mohamed Naser Alam	Independent Director
Brigadier General Hamidul Hoque, nswc, psc	Director
Brigadier General Iqbal Ahmed, ndc, afwc, psc	Director
Brigadier General Md Sayeed Siddiki, BSP, awc, psc	Director
Mr. Faruq Mainuddin Ahmed	Managing Director & CEO

1.3 Organizational Structure of Trust Bank Ltd.

The Designation Follow the following hierarchy (TBL):

➤ Top Level Management:

- Chairman
- Board of Directors
- Executive Committee
- Managing Director
- Additional Managing Director

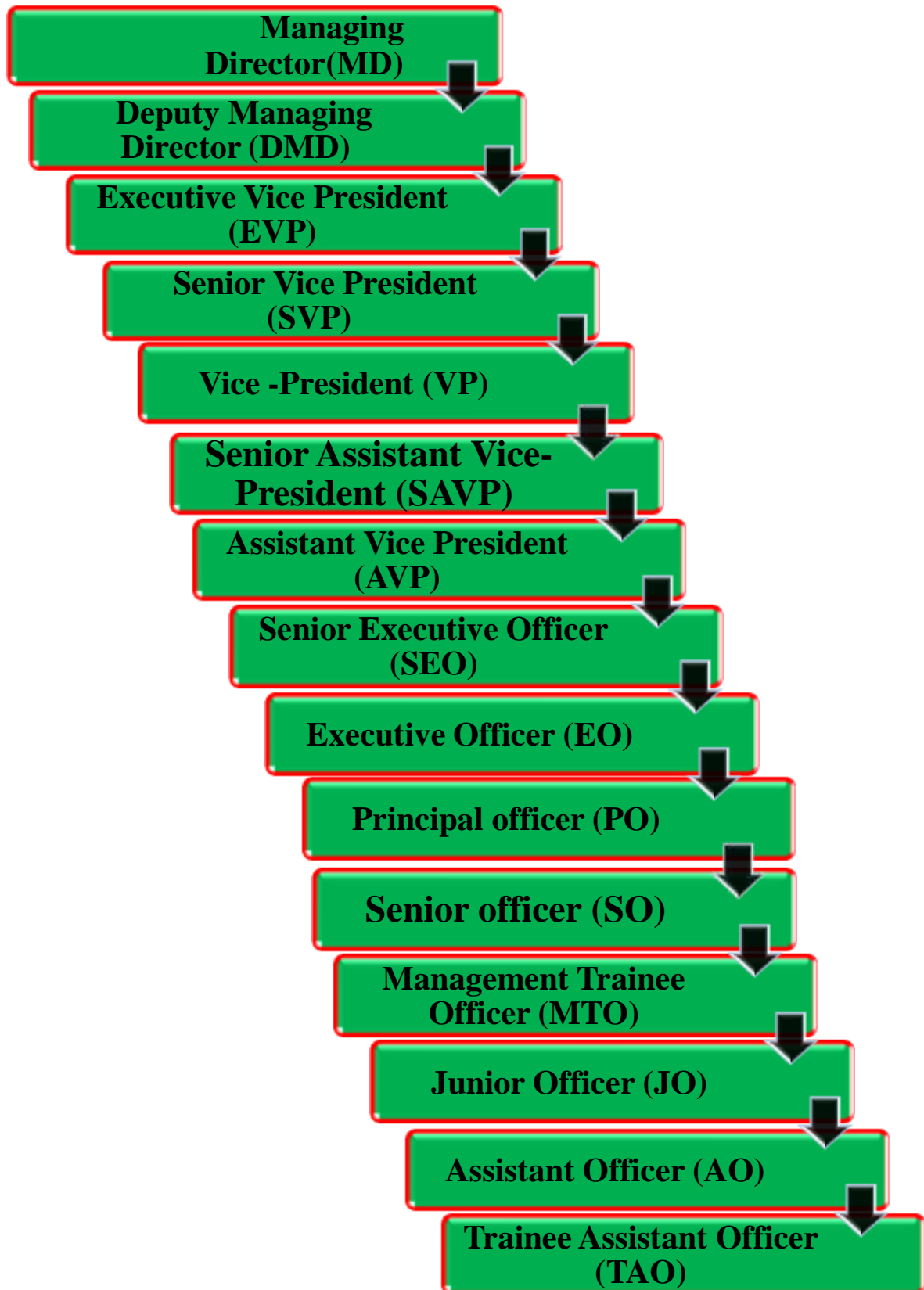
➤ Mid-Level Management:

- Senior Executive Vice president (SEVP)
- Executive Vice President (EVP)
- Senior Vice President(SVP)

➤ Junior Level Management:

- Assistant Vice President (AVP)
- First Assistant Vice President (FAVP)
- Senior Principal officer (SPO)
- Principal Officer (PO)
- Senior Officer(SO)
- Management Trainee Officer (MTO)
- Junior Officer(JO)
- Trainee Assistant Officer (TAO)

1.4 Organizational Hierarchy



1.5 Vision

The vision of Trust Bank Limited is to **“Build a long-term sustainable financial institution through financial inclusion and deliver optimum value to all stakeholders with the highest level of compliance”**

1.6 Mission

Long Term Sustainable Growth- diversified business with robust risk management, Financial Inclusion- brings unbanked population into banking network through low cost and technology based service delivery. Accountable to all stakeholders- customers, shareholders, employees & regulators highest level of compliance and transparency at all levels of operation. Along with this they focus on-

- Fast customer service.
- Maintain sustainable growth
- Follow strong business ethics
- Offer quality financial services with latest technology
- Provide smooth return on shareholder’s equity
- Attract and retain qualified human resource.
- Maintain Corporate Social Responsibility
- Explore un-banked areas

1.7 Values of TBL

- ❖ Trustworthy
- ❖ Reliable
- ❖ Dependable
- ❖ Professional
- ❖ Dynamic
- ❖ Fair

1.8 Positioning Statement

Trust Bank is a contemporary, upbeat brand of distinctive quality of service and solution that offers a rewarding banking experience as preferred choice of banking partner every time, everywhere.

1.9 Objectives of TBL (GCB)

- To conduct business operations in a transparent manner based on market mechanism within the legal and social framework as focused in our mission towards vision of the organization.
- To provide customer efficient, innovative and quality products and services with excellent delivery system in such manner where we shall compete with ourselves every moments.
- To attract and retain good employees as well as enhancing their career through training.
- To contribute meaningfully towards the progress of the nation through socially responsible business.
- To generate profit and fair returns to our shareholders ensuring sustainable growth.

1.10 Salient Features of Trust Bank Limited (GCB):

- The Sponsors are eminent personalities from the field of Trade, Commerce, Legal and Education sectors.
- The bank aims to be highly progressive.
- Major Emphasis will be given on service sectors.
- Aims to create and launch innovative products using contemporary IT facilities through its cards, ATMs, POS, Internet Banking and Mobile Banking.
- Specialized services will encourage increased remittance
- Aims to offer Green Banking

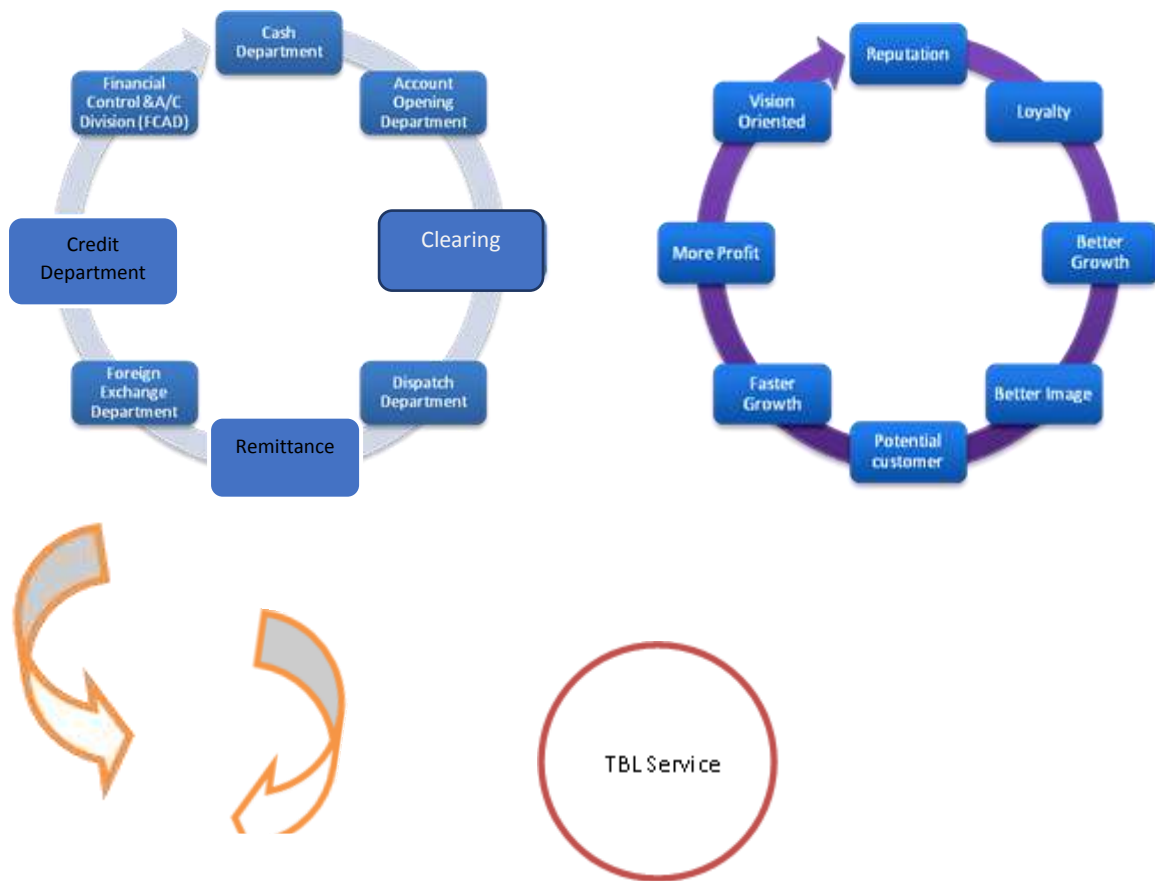
1.11 Core Values of TBL (GCB):



1.12 Key Performance Indicators of TBL

- ❖ Customers' satisfaction and their loyalty.
- ❖ Diversified and lucrative deposit & loan products.
- ❖ Cost efficient operation and high standard asset quality.
- ❖ Efficient usage of Human Resources.
- ❖ Risk adjusted revenue growth and satisfactory return on equity and asset
- ❖ Best practices of corporate governance & ethical culture.
- ❖ Corporate Social Responsibility and poverty alleviation
- ❖ Increase of brand image
- ❖ Optimize key financial ratios as per industry benchmark

1.13 The Conceptual Framework of the Services



1.14 Product and Services

The bank serves its huge clients with a variety of services apart from the traditional ones. Its continual improvements and introduction of new products and services has given it's an edge.

Deposit Products	Investment Products
1.Fixed deposit Receipt (FDR)	1.corporate Financing
2.Trust smart Savers Scheme (TSS)	2.Trust Consumer Durable Scheme
3.Trust Money Double Scheme (TMDS)	3.Trust Marriage Loan Scheme (TMLS)
4.Trust Money Making Schemes (TMMS)	4.Trust Car Loan Schemes (TCLS)
5.Money benefit Deposit Schemes	5.Trust House loan Schemes(THLS)
6.Lakhpatri savings Schemes(LSS)	6.Trust Micro credit for renovation & Reconstruction OF dwelling Houses
7.Interest First Fixed Deposit Schemes(IFFDS)	

International Trades	Others
1.International banking	1.Trust Lockers Services
2. private Foreign Currency A/C	2.rust Tele banking
3.Non Resident Foreign Currency Deposit A/C	3.swift Service
4.Resedent foreign Currency Deposit A/c	4.L/C Delivery Service
5. Travel Endorsement.	5.Marchant Banking Services
6.Remittance for foreign currency	6.ATM Services
7.Import export Transaction	7.Mobile Banking Service (MLN Branch)
8.Foreign Exchange Dealings	
9. Purchase of Foreign Currency, Draft, Cheque, travel cheque.	

1.15 ISLAMIC banking Scheme

Deposit Products	Loan & investment
1.AL- wadiah Current Account	1.Qard Schemes
2.AI -wadiah Team Loan	2.Home Loan
3.Mudarabah Savings Loan	3.Car Loan
4.Mudarabah Team Loan	

1.16 Current Location of Head Office and Gulshan Corporate Branch of Trust Bank Limited:



Head Office of Trust Bank Limited
Shadhinota Tower, Dhaka.
Gulshan 1, Dhaka



Gulshan Corporate Branch
53 Cityscape Tower,

Part 2

Introduction of the Report

TRUST BANK LIMITED

(Gulshan Corporate Branch)

2.1 Rationale of the study

The internship program is very beneficial to connect theoretical knowledge with real life experience. It has been designed to have a practical experience for enhanced theoretical understanding.

Internship program plays a significant role for each and every student, especially for the students of Business Administration for better theoretical understanding, which helps them to relate their learning with organizations' real life situations. For this reason, every student have to work under any organization as their internship program as the last stage of their degree. This definitely help them to start their corporate career with some practical experience.

This report is a part of my internship program. It has been set for three (3) months at "Trust Bank Ltd" as a part of my BBA program. In our BBA Program all courses are centered on theoretical things and the internship program has helped me to understand and relate the organizational situations and behavior as well. I got opportunity to be a part of Trust bank Ltd (Gulshan Corporate Branch) for this three months and I gather few practical Knowledge about "all seven departments of Trust Bank Ltd."

2.2 Statement of the Problems

The problem statement is exploring how the operations of Trust bank's Gulshan Corporate branch is being running smoothly to have maximum customer satisfaction with the help of a comparatively large number of employees and working team. On the other hand, managing a comparatively large number of qualified employees, introducing them properly with new advanced technologies by proper training, and allocate them all facilities they require, along with compensation, to make sure they are giving their best to their job is also quite challenging.

Besides the current problems which have been raised after the relocation of the Gulshan Corporate Branch should be taken under consideration.

2.3 Objectives of the Report:

For this report the objectives are-

Primary Objective:

The primary objective of the report of the internship program is to explore Trust Bank's operational activities of all departments and customers perception regarding of The Trust Bank Limited (Gulshan Corporate Branch).

Secondary Objectives:

The particular objectives of this study are follows:

- To obtain knowledge on the overall banking activities take place in Trust Bank Limited.
- To gather an overall knowledge on operation and how they solve it with their experiences.
- To get the opportunity of direct involvement in the procedure of banking system and also get an overall idea of handling the Activates in Trust Bank Limited gulshan branch
- To understand and analyze prospects and problems of credit department and foreign exchange department of Trust Bank Limited.
- To analyze and evaluate the policy of Trust Bank Limited (GCB).

2.4 Scope of the Report

The scope of the organizational part covers the organizational structure, background, Products and the financial performance along with the services they provide to the clients of “Trust Bank Limited” As a whole. The main part covers banking operation management as well as the training and development of their employees. This Report helps me to understand real time experience about all departments and also to facilitate me to broaden up my knowledge and skills. Along with this-

- There were many opportunities to interact with the manager of the branch.
- Directly involved in the general banking operations, solving customers issues, preparation of loan proposal, undertaking and many more things related to daily banking operations.
- There is opportunity to increase the profit amount of Gulshan Corporate Branch
- Directly observed the monitoring of non-performing loans along with other loans.
- Directly took part in Trust bank’s all banking activities.

2.5 Limitation of the Study

The main problem faced in writing this report was the inadequacy and lack of accessibility of needed information. This report is Associate in nursing overall read of the Operations of the Trust Bank Ltd (Gulshan Corporate Branch). However, there's some limitation for writing this report. These barriers, that hinder my work, are as follows:

- Time wasn’t enough to form full study on such issue.
- Difficulty in accessing latest information of internal operations.
- Some data was withheld to retain the confidentiality of the bank. \
- All of the consumer data was confidential therefore was quite hard to gather.
- some information’s that are given on websites don't seem to be updated

With all of this limitation I attempted my best to write this report as best as possible. So readers are requested to think about these.

Methodology

Data Collection

In this thesis paper most of the data are collected from secondary resources. I have taken help from articles, thesis papers, books, newspaper etc. which was published online. I also took help from some online websites to do my research work. Some information has been included from personal experiences of my internship in Trust Bank Limited.

Timeline

The timeline of this thesis paper is from 2013 to 2017. For the overall research some of the data has been taken from 2007, 2010, 2012 but most of the data are taken from 2013 to 2017.

Part 3

Project Part

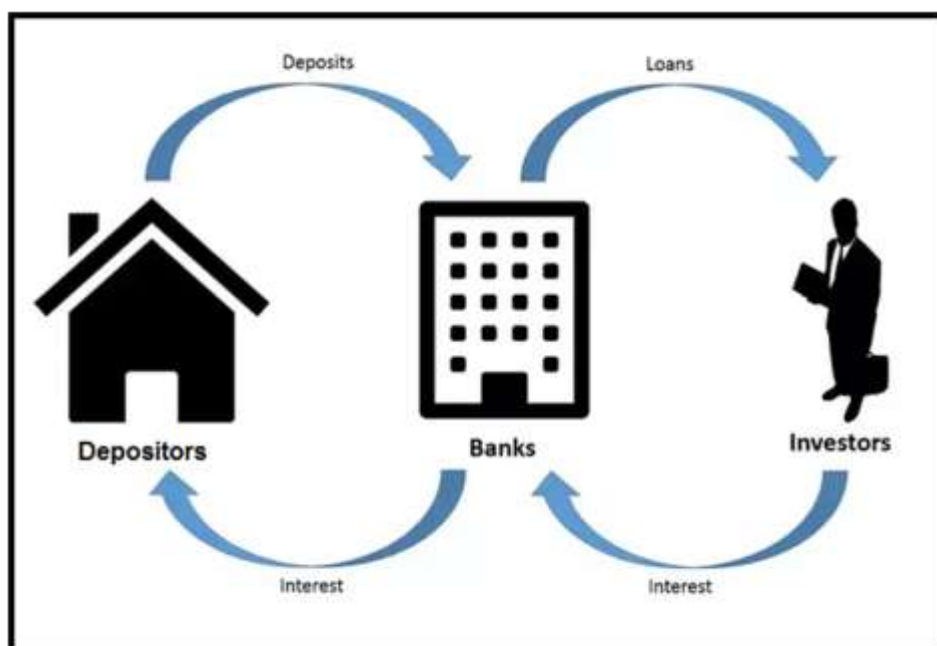
TRUST BANK LIMITED

(Gulshan Corporate Branch)

3.1 Introduction

Initially banking system assisted mainly the depositors for funds, whereas the modern system has included the supply of credit as their main purpose. Bank does not only accepts money or deposits, but also lends money and creates its own credit.

Banks are financial institutions or financial intermediary between the people who has money and who is in need of money. Briefly, the process of banking is to collect the idle money and invest this money in economy. In this process, one party who has the idle money deposits in bank and the other party who needs the money borrow from bank. The depositors get some interest on their deposited money and the borrowers pay some interest payment on the amount of money they borrowed. Bank has no money of its own, it just works as an intermediary between two parties, and so if the borrower cannot pay the money back to bank, the bank must repay the money to the depositors from bank's profit. Therefore, there is always a risk in loans if the loan will be repaid to bank.



In Bangladesh, there are three types of banks; Private, Government and Foreign Banks. Trust Bank Limited is one of the leading Commercial bank in private banking sector of Bangladesh.

3.2 Different Departments

❖ GENERAL BANKING	❖ FOREIGN EXCHANGE	❖ CREDIT DEPARTMENT
----------------------	-----------------------	------------------------

3.3.1 General Banking Section

General Banking Is the Stage point of all Banking operation. This department assists in taking deposit and provides some client service. Every day it receives Deposit from the customers, provide their needs Services as demand. Under general banking Section in Millennium Branch, there are several divisions:

- **Account Opening**
- **Cash department**
- **Remittance Department**
- **Financial Control & Accounts Department (FCAD)**
- **Clearing Section.**

a. Account Opening

◆ **Requirements to open an account:**

- Two copies of Passport Size Photograph of the Clients (Attested by introducer or Verified with Passports)
- Passports/ Nationality Certificate/ Employer's Certificate of the Proprietor.
- Customer Profile.
- Transaction Profile.
- Photograph of the Nominee(s) attested by the account holder.

- TIN Certificate.

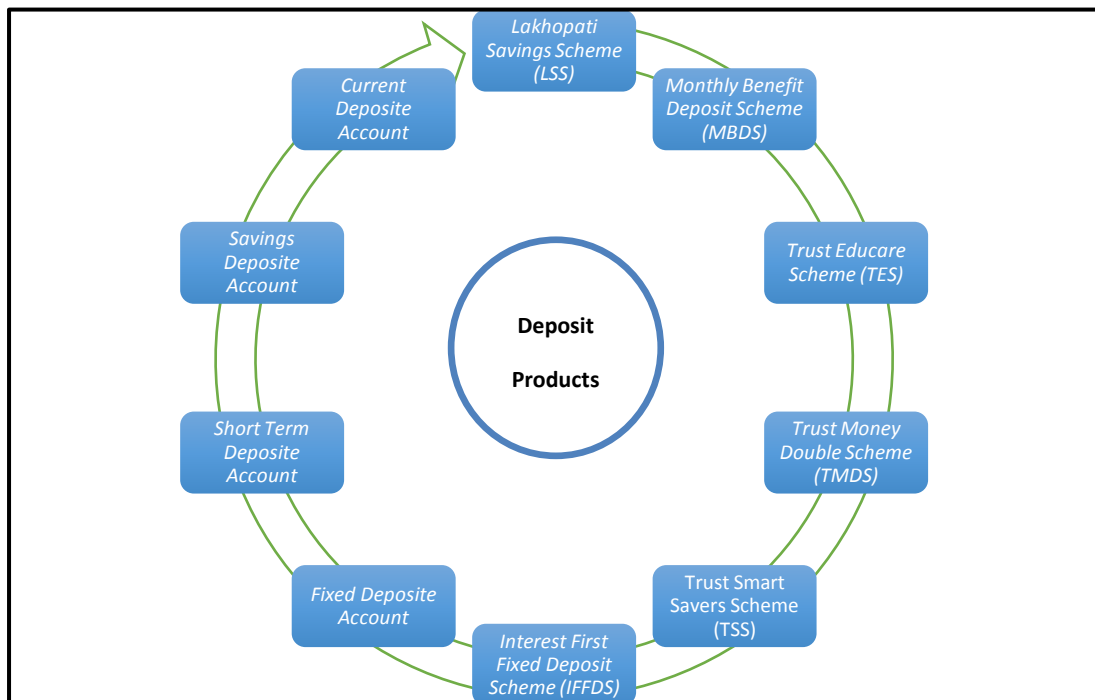
b. Different type of services of A/C Opening:

A bank has to maintain different types of accounts for different purposes. Trust Bank limited (TBL) offers the general deposit products in the form of various accounts.

- i. Current Deposit Account
- ii. Savings Deposit Account (interest calculated on monthly minimum balance of Tk.2000 and above)
- iii. Fixed Deposit (3 months to 3 years' term)
- iv. Trust Smart Savers Scheme(TSS)
- v. Trust Double Profit Scheme(TDPS)
- vi. Trust Money Making Scheme(TMMS)
- vii. Trust Education Scheme(TES)
- viii. Corporate Financing
- ix. Trust Marriage Loan Scheme (TMLS)
- x. Trust Car Loan Scheme (TCLS)
- xi. Trust House Building Loan Scheme (THLS)
- xii. Trust Kotipoti Scheme
- xiii. Trust Maxmill scheme

c. Deposit Products:

There are several products under deposit product offered by Trust Bank Limited.



◆ **Current Deposit Account:**

Current savings account is the web flow of current transactions with no restriction, together with services and interest payments. it's associate easy-to-use, convenient current.

◆ **Savings Deposit Account:**

A Saving bank account (SB account) is supposed to push the habit of saving among the individuals. It also facilitates responsibility of cash. during this scheme fund is allowed to be withdrawn whenever needed, with none condition. therefore, a bank account could be a safe, convenient and cheap way to save your cash. Bank additionally pays you a marginal interest for keeping your cash with them.

◆ **Short Term Deposit Account:**

Short Term deposit account is the web flow of current transactions together with services and interest payments. it's an easy-to-use, convenient current account with instant access and withdrawals to your cash anyplace in Bangladesh.

◆ **Fixed Deposit Account:**

A fixed deposit is supposed for those investors who wish to deposit a lump sum of cash for a hard and fast amount; say for a minimum period of thirty days to 1 year and more than that, thereby earning the next rate of interest in return. the person who is investor gets a lump sum (principal + interest) at the maturity of the deposit. Bank fixed deposits are one amongst the foremost common savings scheme open to an average investor.

Amount/slab Deposit	wise	Tenure			
		01 Month	03 Months	06 Months	12 Months & above
Any amount		7.00%	12.00%	12.00%	12.00%

Interest Rates on Fixed Deposit Account

◆ **Trust Smart Savers Scheme (TSS):**

The name of the scheme is 'Trust Smart Savers Scheme (TSS)' and an Account holder contributing to this scheme will be known as TSS Account holder.

Monthly Deposit	Amount payable at maturity (3 years)	Amount payable at maturity (5 years)	Amount payable at maturity (7 years)	Amount payable at maturity (10 years)
500	20,897	38,514	59,801	1,00,000
1,000	41,794	77,027	1,19,601	2,00,000
2,000	83,588	1,54,055	2,39,202	4,00,000
3,000	1,25,380	2,31,100	3,58,800	6,00,000
4,000	1,67,170	3,08,100	4,78,400	8,00,000
5,000	2,08,970	3,85,100	5,98,000	10,00,000

TSS
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Double Scheme (TMDS):

The objective of this scheme is to twice the deposited amount in the following way:

Deposit Value	Maturity Value	Years
10,000/- or multiple thereof	20,000/- or multiple thereof	6 years

Table: TMDS Scheme

♦ **Trust Educare Scheme (TES):**

Students who are eligible to take refunds from Bank are encouraged to register in this deposit. The deposit with interest of outstanding is maturity both in lump-sum or as scheduled allowances for 3/5 years preliminary from the completion of the period.

Terms	Deposit Tk.	Monthly Educate allowance later maturity with 3 years continuity	Lump-sum amount payable at maturity
3 years	Tk.10,000	Tk.430	Tk.13,400
5 years	Tk.10,000	Tk.520	Tk.16,000

Table: TES Scheme

◆ **Monthly Benefit Deposit Scheme (MBDS):**

The benefit of this scheme will be paid once-a-monthbase. As such this is known as Monthly Benefit Deposit Scheme (MBDS).

Target Group

- i. The benefit of the individuals who intend to meet the monthly budget of the families from the revenue out of their deposit. It may be for retired service holders, housewife of entrepreneur&further professionals
- ii. Trust and Foundations or other associations, which award monthly scholarship to students etc.

◆ **Lakhopati Savings Scheme (LSS)**

At the maturity the investor will get TK. 1.00 Lac by depositing once-a-month installment as per following procedure:

Monthly installment proportionsand terminal benefit of the scheme will be as follows:

Monthly payable amount (Installment in BDT)	Duration/Period of the Scheme	Amount payable at maturity (BDT)	Rate of interest
490.00	10 Years	1,00,000.00	9.50%
1,280.00	5 Years	1,00,000.00	10.47%
2,390.00	3 Years	1,00,000.00	10.10%

Table: LSSS Scheme

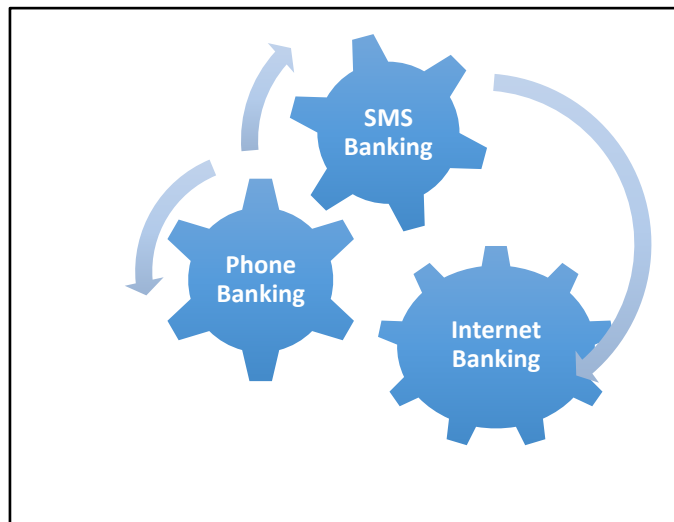
◆ **Interest First Fixed Deposit Scheme (IFFDS):**

Interest First Fixed Deposit works like usual Fixed Deposit. In this deposit the clientgets interest in advance. The customer does not have to wait for maturity of the fixed deposit; as a replacement for this he/she can use the interest instantly and keep the investment unbroken till the maturity. This is a smart scheme in this sense; investor gets the interest first and can reinvest it.

d. Automated Banking

There are 3 types of automated banking offered by Trust Bank limited. Those are:

◆ **Internet Banking:**



It is phase of Internet and one can access his/her account from anywhere in the world by using his/her unique user id and password. Now a User can see his/her account balance as well as take print out of their transactions with exact date, variety and can reserve it as a document.

◆ **t-cash: Trust Bank Mobile Money**

With an goal to convey advanced mobile banking services at the door step of the general people; TBL re-launched and rebranded their “Trust Bank Mobile Money” as ‘t-cash’ from April 01, 2018. ‘t-cash’ will support all the companies with standard business platform, open interfaces and support a wide variety of business model in the financial network. With low cost, technology based expanded product plan with minimal risk management. TBL also aims to bring the unbanked people under this banking network.

‘t-cash’ empowers its customers by monetary services through their mobile phones over SMS, USSD and web with speed, accessibility and security. ‘t-cash’ is a savings bank account and so general customers can get Interest.

‘t-cash’ deals with a varied range of facilities such as:

1. A/C Registration, Currency Deposit and Withdraw at TBL Branches
2. Individual to Individual deposit transfer
3. Education and other fees payment of educational organizations
4. Employment Fees submission of Bangladesh Army, Navy and Air force
5. Utility bills payment like:
 - a. recharge of all mobile service operators and BTCL
 - b. Insurance assortment of MetLife Alico, Meghna Life Insurance.
 - c. Current Bill Collection of DESCO, DPDC and WZPDC
 - d. WASA bill
6. Passport Charge payment
7. National ID Correction or Reissue Fee Assortment
8. Foreign Remittance payment
9. Salary payment
10. Online Trade Payment
11. A/C Stability check
12. A/C Reportor balance check (Last 3 transaction check)

◆ **Phone and SMS Banking:**

You may not have the time to induce to a Trust Bank branch or it should plan regular business hours, thus as a solution of this, Trust Bank has simple approach serve your banking essentials through any phone, whether or not you're at your residence, office, or on the road. Trust Bank's phone banking is totally free. This service performs balance

question and short statement of a client via phone. Short statement contains last 5 debit and credit transactions as well as balances. This service can presently contain utility bill and fund transfer facilities. Phone Banking is out there twenty-four hours each day, seven days per week. Via SMS banking customers get alert and account updates.

e. Trust Locker Service (TLS)

Bangladeshi Locker		
Lockers	Size	Rent (yearly)
Big	21.5"x14.5"x9.75"	Tk. 2000.00
Medium	21.5"x14.5"x5"	Tk. 1500.00
Small	21.5"x7"x5"	Tk. 1000.00
Godrej Indian Locker		
Lockers	Size	Rent (yearly)
Big	20"x14"x11"	Tk. 30,000.00
Medium	20"x14"x5"	Tk. 20,000.00
Small	20"x7"x5"	Tk. 15,000.00

Table: Feature and Price of Locker Service

f. Islamic Banking

Trust Islamic Banking is entirely committed to conduct and manage the banking industry enduring the Islamic law. Islam has given right to achieve and own assets. At a similar time Islam has additionally provided the processes and responsibilities for this. Following these processes and responsibilities completely can make sure the blessings in our life here and hereafter

Islamic Banking is Trade based banking industry. Trade is especially of 2 kinds- buy/sell and investment and each section avoid the Interest fully. consistent with Islamic law, buy/sell is method of buying goods during a particular value with the client and seller's consent. shariah law has the reasons for various sorts of buying contracts. On the opposite side, investment may be a business based on profit-loss sharing.

There are shariah law compliant explanations for it and Islamic banking is managed obliging all the law commandments.

Success of Islamic Banking mainly depends on the commitment and information of all the participators (bank and customer). Trust Bank is committed to give the best and advanced Islamic banking industry by suggests of its administrative capability and dedication.

Trust Bank providing Tree forms of Islamic product and people are:

g. Credit Cards

There are numerous choices for credit cards offered by Trust Bank Limited. These are:

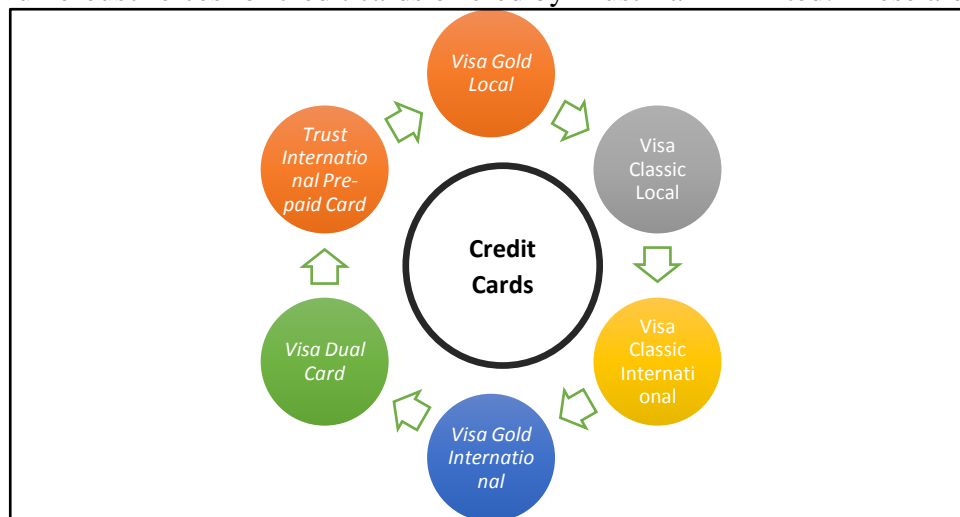


Figure: Credit Card Products

◆ Visa Gold Local:

Visa Gold Local is an unsafe credit line and can be used only within Bangladesh. Bank may dispute credit line for up to BDT 100,000 depending on proper verification of all essential papers.



◆ **Visa Classic Local:**

Visa Classic Local is also a less secured credit line can be used only within Bangladesh. Bank may give credit limit for up to BDT 50,000 upon accurate verification of all requisite documents.

◆ **Visa Classic International:**

Visa Classic International is an unsafe credit line operable only in abroad. Bank may allocate credit limit for up to USD 1,000 upon appropriate verification of everything including required documents.



◆ **Visa Gold International:**

Visa Gold International is an unsecured credit card operable only outside Bangladesh. Bank might issue credit line for up to USD 3000 upon correct verification of all needed documents. However, on top of USD 3000 is also approved if the qualified person maintains FC or RFCD account with TBL and therefore the account has adequate fund to justify the upper limit.

◆ **Visa Dual Card:**

An unsecured credit limit is issued against Visa Dual card. This card is operable mutually inside and outside Bangladesh. Bank may allocate credit line altogether in both currencies. The combined limit is set by the Credit Card Authorization Committee.



◆ **Trust International Prepaid Card (Will be introduced soon):**

Debit card usually convey the similar features as a standard debit card, including integrated functions availability. Prepaid Debit cards are frequently being settled with features such as online usability, where the card can be used just like a credit card from the following services-

- ✓ ATMs
- ✓ POS
- ✓ Online Purchase

Client will consume prepaid card like cash to buy products and services at retail places, restaurant and hotels overseas and anywhere in the world.



h. Cash Department

◆ Payment through Cash

Customers provide their cheques with their signatures. These signatures are acceptable with sample signature cards. If these signatures are accurate, then A/C amounts are posted into that client's user id and asked amounts are given to them after examination of that if they have enough balance in their accounts.

◆ Payment through Transfer

This transference is made over account to account, not in currency.

◆ Payment through Clearing House

Payment is done by clearing department. In this case the parties must account holders of different banks. The clearing-house in Bangladesh bank makes it within working days where the agents of each scheduled bank exist there to gather their own banks' cheques.

◆ Other Activities under Cash department:

- Opening of Cash: Beginning balance is used to start daily transaction.
- Maintenance of Receipt and Payment Registers while receiving & paying different amount of cash.
- Previously issued cheque will be paid if issued 6 months before.
- Advance issued cheque cannot be made payment even one day before.
- Evening Banking: can only receive cash. No payment can be made except some special cases.
- Issue Note: Notes issued by the bank & accepted by the people, fresh notes.
- Non-issue Note: Notes cannot be issued for public like torn, mutilated notes Soiled Notes etc.

i. Remittance Department (local):

Remittance (local) plays a significant role just in case of Banks client Service Section. Roles & Responsibilities of remittance section is aware of no certain. The activities of remittance Departments are:

- Issue and payment of Pay Order, FDR, Pay Slip, Demand Draft, SDR etc.
- Execution of Inward and Outward Telegraphic Transfer
- Non consumer services like T.T. and Pay Order
- Follow up with customers
- Internal and native assortment of cheque and bills

Shanchayapatra is received from Bangladesh bank (BB). people buying these bonds by depositing cash during this branch and payment area unit created on maturity to customers from this branch solely. each dealing is according to Bangladesh bank. just in case of issuing, report back to be reached to BB among forty-eight hours, otherwise penalty is obligatory. cash is accomplished from BB when creating payment to client.

◆ 5 years Bangladesh Shanchayapatra (5 BSP) :

Any single individual can purchase Bangladesh Shanchayapatra for up to TK. 50 lac. And conjointly can purchase for up to TK.1 Crore. Interest Rate: 12.00% after every five years.

◆ 3 Month Profit Based Sanchayapatra(3MPBS):

Duration of this Shanchayapatra is three years. anyone who purchases this Shanchayapatra is allowed withdraw his/her interest in each three months however capital may be withdrawn after the maturity amount.

Any single individual can purchase 03 MPB Shanchayapatra up to TK. 50 lac. And together can purchase for up to TK.1 Crore.

Interest Rate: 11.50% once three year

After each 3 (03) month 2,875/= Tk. are given against one lac Taka.

◆ **Pensioner's Sanchaypatra**

Any particular individual can buy Pensioner's Sanchaypatra up to TK. 30 lac.

Interest Rate: 12.50% after 5 year

After every single three 03 month 3,125/= Tk. will be given in contradiction of 1 Lac. Taka.

j. Financial Control & Accounts Department (FCAD):

Financial control and accounts department (FCAD) is deal with all sort of administrative works of a branch.

- Paying every bill,
- reducing the expenditure of the branch,
- cutting cost,
- arranging programs,
- solving problems,
- buying stationery,
- arranging transportation for the employees,
- sanctioning leaves and holidays,
- collecting voucher from the employees and checking it and
- all sort of HR related works are done by Financial control and accounts department in Gulshan corporate branch.

k. Clearing Department:

◆ **Payment via Transfer**

This type of transfer is complete over account to account, but not in cash.

◆ **Payment via Clearing House**

This Payment is created by clearing department. during this form of payment largely the agents are account holders of numerous banks. The clearing-house of Bangladesh bank does this clearing tasks by operating day wherever the agents of every bank are present there to gather their individual banks' cheques.

◆ **Objections to unpaid cheques**

1. When cheques are given back from clearinghouse, they remark the reason of returning. TBL Return the memo contains the following causes:
 - (A) Insufficient Fund
 - (B) Not arrange for.
 - (C) Things are not clearly mentioned.
 - (D) Exceed arrangements.
 - (E) Full Concealment Not Received.
 - (F) Payment stopped through drawer.
 - (G) Beneficiary's endorsement might be irregular\ illegible\ required.
 - (H) Recipient's endorsement is irregular and required bank's confirmation.
 - (I) Drawers, signature varies/ necessary.
 - (J) Variations in date/ words need drawer's full signature.

- (K) Postdated/ out of time
- (L) Figure in words varies
- (M) Crisscrossedcheque must be untaken through a bank
- (N) Clearing stamp is compulsory/ requires cancellation.
- (O) Addition to bank releasemust be authenticated
- (P) Chequecrisscrossed “Account, Payee Only”.
- (Q) Gathering Bank’s releasepaper

2. After getting the chequeback the reason is informed to the consumer to take needed action.

3.4.2 Foreign Exchange Department

Foreign Exchange Departments conduct with Import, Export, Foreign Remittance and SignificantFunding. This Department is performing and Enhancing export earnings.In TBL Gulshan Corporate Branch is ensuingthe following activities on a regular basis:

- **Export & Import**
- **Foreign Currency Endorsement**
- **Wage Earners Development Bonds**
- **Foreign Currency A/C.**

◆ **Export Operations:**

In order to Creation of wealth in any country depends on the enlargement of production and increasing participation in international trade. By increasing production within the export sector we are able to improve the utilization level of such an extremely inhabited country like Bangladesh. Bangladesh exports an oversized amount of products and services to foreign households. Readymade textile garments, jute, Jute-made product, frozen shrimps, tea are the most merchandise that Bangladeshi exporters export to foreign countries. clothes sector is that the largest sector that exports the lion share of the country's export.

Bangladesh exports most of its readymade products product to U. S and European community (EC) countries. Bangladesh exports concerning four-hundredth of its readymade clothes garments to U.S. Most of the exporters UN agency export through TBL are readymade garments exporters. They open export L/Cs here to export their merchandise, that they open against the import L/Cs opened by their foreign importers.

Export L/C operation is simply reverse of the import L/C operation. For exporting product by the native exporter, bank might act as advising banks and negotiable bank for the exporter. TBL conjointly has the capability to support the exporters of businessman's in Bangladesh.

The main documents needed are Airway Bill / Bill of freight, industrial Invoice, diplomatic building Invoice, Packing List, Certificate of review, Certificate and Certificate of origin. For changing into associate exporter someone needs: -

1. Current A/C in TBL
2. ERC (Export Registration Certificate) issued by CCI & E (Chief Controller big & Export).
3. Permission from sponsoring Authority like Board of Investment for industries, Department of Textile for clothes etc.
4. Traders Association's certificate

◆ **Import Operations:**

There are different other parties who are also related to this foreign exchange process. But Bank is the most important of all the other parties. Bank works as intermediary in case of foreign exchange. So, we can say that the foreign exchange is nothing but the combination of export and import in international platform.

If an importer wants to buy goods from foreign countries, he has to communicate with the exporter or he may also communicate through indenting firms. When an importer & exporter are agreed to come into a contract for buying & selling goods, then the importer issues a L\C for the exporter, for issuing a L\C at TBL the importer has to submit some necessary papers\ documents. These are the following: –

❖ **In case of local (back to back) L/C TBL, Gulshan Corporate Branch maintains the following procedure:**

- ✓ Purchase
- ✓ Forwarding
- ✓ Permission from Head office (H. O)
- ✓ Adjustment
- ✓ Remainder letter Report to Bangladesh Bank (BB)

3.4.3 Credit Department

One of the core function of commercial Banks is to create and disburse of loan able funds commercial & industrial activities bank distributes its fund among various sectors to derive sufficient Income. The credit department of Gulshan Corporate Branch provides 3 (three) category loans:

- **Corporate Loan**
- **Retail Banking Unit**
- **SME (Small Medium Enterprise)**

Commitments to Clients:

- Provide service with high degree of professionalism and use of modern technology.
- Create long-term relationship based on mutual trust.
- Respond to customer needs and speed and accuracy.
- Share their values and beliefs.
- Grow as their customers grow.
- Provide products and service at competitive pricing.
- Ensure safety and security of customers' valuables in trust with us

PRINCIPAL OF CREDIT:

Basic principle governs the extension of credit. These principles are strictly maintained to shape and define the acceptable risk profile of Trust Bank and guides to respond business opportunities as they arise. Basic lending principles are;

- Know your customer
- Liquidity of the customer
- Safety
- Security
- Profitability (from both banks and customer's purpose of the loan's perspective)
- Diversification
- National interest

Types of Loans and Advances offered by TBL (GCB):

Basically Trust Bank offers both funded and non-funded credit facilities.

- a) Funded Loan Facility
- b) Cash Credit
- c) Over draft
- d) Secured over draft
- e) Term loans:
 - Short term loan – less than 1 year falls with this category
 - Midterm – this loan facility is extended for more than 1 year but less the 3 year. Trust Bank encourages midterm loan.
 - Long term – tenure of long term loan is more than 5 years
 - Inland Bill Purchased (IBP)
 - House Building Loan
 - Marriage Loan
 - Car loan (Staff & Others)
 - Consumer Durable Scheme(CDS)
 - Loan Against Trust Receipt (LTR)
 - Any Purpose Loan

Retail products:

There are several products under retail product offered by Trust Bank Limited. These are:



Figure: Retail Products

Few are described here-

◆ **Car Loan:**

Now a automotive is not any longer luxury however necessity. Moreover, an automobile is quite a symbol of status. TBL offers you to permit your dream of having an automotive through TBL automobile loan facility.

◆ **Household Loan:**

Need are constantly ever-changing phenomena in human life to enhance the quality of living. typically, your saving isn't ok to fulfill your needs. At, the Trust Bank, we tend to pay attention of your funding wants and you'll be able to trust on USA as your money partner so.

◆ **TBL Doctor's Loan:**

Medical could be a noble profession that is evolving fast. in a country like ours it's necessary to be a part of these changes as we have a tendency to cannot afford to holdup behind. Keeping that in mind and with a vision to support and promote health services, TBL is at your side with our Doctors' Loan.

◆ **TBL Advance against Salary Loan:**

Life is continuously facing unexpected occasions. For which sudden financial support is important. We are at your side to come across your urgency through our "Advance against salary" scheme.

◆ **Education Loan Scheme:**

A generous quantity of finance is compulsory to give your child for the best education or to grow with a higher degree both at country or overseas. TBL, "Education Loan" help you from this burden and ensure constant study through fixed flow of cash.

◆ **Travel Loan:**

When you plan to visit native or worldwide interesting location, funding is the main issue. TBL Travel loan is ready to provide on the spot financial care.

◆ **Hospitalization Loan:**

Personnel of service holders, Businessman, Professionals can be benefited by this loan.

Credit worthiness analysis by 6 “C”s:

Borrower’s credit worthiness analysis by Trust Bank following 6 “C”s:

whether or not the customer can service the loan – that is pay out the credit when due with a relaxed margin for error. This typically includes a detailed study of six features of the loan application:

Character, capacity, cash, collateral, conditions, and control. All must be satisfactory for the loan to be a decent one from the lender’s (Trust Bank’s) perspective-

1. Character:

The loan representative must be convinced that the customer has a precise reason for requesting loan and a true target to repay. Responsibility, truthfulness, serious drive, and thoughtful intention to repay all the cash owed make up what a loan officer calls character.

3. Capacity:

The client demanding credit must have the ability to request a loan

4. Cash:

The debtor should have the ability to make enough money, in the form of cash flow, to repay the loan. This cash flow of debtor can be generated from income, or funds raised by using debt or equity safekeeping.

5. Collateral:

The mortgagor must have suitable net worth or enough value assets to provide satisfactory support for the loan.

6. Conditions:

The recent tendency of debtor's line of work or industry must be aware of by the moneylender.

7. Control:

The investor should careful about whether variations in law and regulation could badly affect the debtor and whether the credit request meets the bank's standards for loan quality.

Non-Performing Loan (NPL):

Non-Performing loan is a loan which the borrower has missed to pay its scheduled interest payment or payment of the principle amount, generally for at least 90 days. A non-performing loan has much higher risk to default than a normal loan. If the borrowers start to repay again on their non-performing loan, the loan then becomes performing loan or regular loan; even if they hadn't repaid the entire missed payment amount. The timeframe of a loan becoming a non-performing loan depends on the category of the loan and also might depend on contract. Generally until 90 days from the scheduled payment day, a loan is considered as a regular loan. If the borrower miss the scheduled payment and pays that amount within 90 days, the loan will not consider as non-performing. Therefore, a loan will become non-performing if-

- i.** The borrower missed the scheduled payment and at least 90 days has passed from the missed scheduled payment.
- ii.** No mention of any other terms or of day limits from the first missed payment date about the loan being non-performing.
- iii.** If mentioned in loan contract, the loan will become non-performing according to the contract agreement.

3.4 SWOT Analysis of Trust Bank Limited (GCB)

Strengths

- Number of overseas branches.
- Friendly environment.
- Low customer base ensure dedicated attention to each customer.
- All over Bangladesh are situated in Bank.
- It state owned commercial banking system.

Weakness

- Low rate of interest on deposits.
- Very few ATM Booths.
- Very few Branches are internet Banking system.
- Not enough promotional Activities.
- Not internet banking all over branches in Bangladesh.

Opportunities

- Innovation of new services.
- Increasing demand for import export and L/C through proper promotional activities.
- Enlarging business by opening new branches in over country.

Threats

- Increasing competition by foreign and local banks and especially private bank.
- Political involvement in decision making.
- Forecast of low growth in national economy due to adverse world economic situation and recession.

3.4 Training Programs of the employees of Trust Bank Limited (Gulshan Corporate Branch)

“Training and development is a task of human resource management concerned with administrative action meant at bettering the performance of individuals and groups in administrative scenarios. It has numerous names, together with "Human Resource Development", "Human Capital Development" and "Learning and Development". These descriptions, are viewed within the framework of administrative culture rather than additional contexts of training and development.”

Training and development includes three main actions: training, education, and development.

- ✓ **Training**: This movement is both concentrated upon, and measured beside the profession that a single person need.
- ✓ **Education**: This action emphasis upon the professions that a specific person may possibly hold in the upcoming days, and is estimated against those professions.
- ✓ **Development**: These movement emphases upon the actions that the institute employing the individual, or that the person is already part of it in the future, and is nearly terrible to estimate.

Different types of training organized by HRD division:

◆ **SOFTWARE TRAINING**

- Flora Banking Software (Head Office and Branch Level)
- Software Bug Searching (Business Team)
- In-house Developed Applications Training
- Real Time Problem Solution

◆ **NETWORK TRAINING**

- Branch Network Support
- IP phone Maintenance
- Internet Communication
- Anti-Virus Update and Maintenance
- E-mail Server Admin

◆ **HARDWARE TRAINING**

- Basic Hardware Setup Training

◆ **CARD DIVISION TRAINING**

- All Visa Related Training
- International Visa Compliance
- Internal Credit Card Marketing

ADVANCED TRAINING (ORGANIZED BY TRUST TRAINING ACADEMY)

- ✓ To enhance human and conceptual skills of the branch managers or Prospective branch managers.
- ✓ To acquaint the participants with the contemporary management tools and Techniques and process of their application.
- ✓ To enable the participants to comply with relevant banking laws, Regulation.
- ✓ Management-Concept, Process, Function and Application of Management Tools and Techniques in Branch Management.
- ✓ Management of Branch Activities, Command Area, Performance Planning and Budgeting, Job Description, Job Analysis and Assignment.

3.4 My Personal Experience:

All the departments and employees of Trust Bank Limited (GCB) are truly knowledgeable and well trained to assist each and every client suitably and in the shortest possible time. But Trust Bank Limited (Gulshan Corporate Branch) has recently shifted their branch location. Though the new building is amazing and one of the most beautiful architectural creation of Gulshan, still clients as well as employees are facing difficulties to settle down and cope up in the new location.

1. There has been a communication gap between the IT department and the clients. IT department has sent Text messages to all the enlisted clients of Gulshan Corporate Branch. But as some of the clients didn't give their updated cell phone numbers to the employees of Gulshan Corporate Branch, some clients were unaware of the relocation.
2. As it's a multi storied building it does not have enough parking space allocated for the employees or clients of Trust Bank Gulshan branch
3. Credit department should be much more cautious while sanctioning loans to their valued clients because some of the clients are unable to pay the full amount with interests
4. More advanced Software's can be added to fulfil clients' requirements in the shortest possible time.

Part 4

Review of Related Literature

In twenty first century organizations, by and enormous, people pay way more attention to their life style and also the amount of monitory they earn from the work than their predecessors. However, it still remains unclear whether or not several of them would continue operating if it weren't for the amount of money they earn. worker expectations of a compensation set up are that it's fair and equitable, that it provides them with tangible rewards coterminous with their skills, and additional, that it provides recognition and a resource.

◆ **Service Quality Concept:**

Fogli (2006) describe service quality as “a international judgment or perspective concerning a selected service; the customer’s overall impression of the relative inferiority or superiority of the organization and its services. Service quality could be a psychological feature judgment”.

Mudie and Pirrie (2006) stated that service should have intangibility and Inseparability. intangibility is the main feature of service. Service cannot declare the standard as a result of it can't be counted, measured, tested, verified within the scale of sale. Most of the retail banks realize it difficult to grasp however customers contemplate their services and appraise the standard of their services. Inseparability means concurrent production and consumption. there's a plain distinction between physical product and services in terms of the sequence of production and consumption. Banks ought to realize it before evaluating their services.

◆ **Services sold**

We tend to all recognize product are made initial, then keep and eventually sold and consumed. however, services are sold first, then made and consumed at the same time. Variability is an inevitable consequence of immediate production and consumption as a nonstop method of giving service. the standard of the service might vary sometime counting on who delivers the service or depending on the work load or scenario.

Services can't be keep to sale later. As services are performances therefore it can't be keep for future. If demand exceeds supply it cannot meet satisfaction. Equally if capability beats demand, the revenue and worth of that service is lost its importance or need. In today’s competitive corporate world, service quality is representing as a competitive issue of that Organization.

Moreover, it helps a corporation to differentiate themselves from alternative Organization and to realize sustainable competitive advantage.

◆ **Service Quality in Retail Banking Industry:**

Ensuring quality service is extremely vital in retail banking sector. a number of the reviewed literatures are given below: **Bahia and Nantel (2000)** conducted a research on developing a legitimate measurement of real service quality within the Retail Banking sector in Canada and that they claimed that the **SERVQUAL** approach continuously should face the critics; so, they developed a replacement measurement for superficial service quality in Retail Banking. They projected a scale to measure the standard of the service in banking sector that was known as **Bank Service Quality (BSQ)**. It includes thirty-one things categorized in six dimensions as: 1. effectiveness and assurance, 2. access, 3. price, 4. tangibles, 5. range of services offered by the bank and 6. accuracy and dependability. They evidenced that the scopes of BSQ are more reliable than the measurements of **SERVQUAL**. Finally, they complete that **SERVQUAL** measure is the best measure of service quality in banking industry.

Angur et al (1999) also declared that **SERVQUAL** measure is the finest measure to check the standard within the retail industry of developing countries like Bangladesh. this is why, most of the researchers use the **SERVQUAL** measure within the retail industry. From this above discussion I'd prefer to conclude that **SERVQUAL** continues to be appropriate as a valuation tool to measure the service quality in the Bangladesh's banking sector.

◆ **Customer Satisfaction in Retail Banking**

Customer Satisfaction is one of the foremost vital values in literature promoting of retail banking. It serves to link the processes of purchase and consumption and to make sure post purchase phenomena like attitude modification and brand loyalty (**Surprenant and Churchill, 1982**). In today's competitive business market, several banks are that specialize in maintaining a loyal consumer or client. In selling literature, Service Quality and client Satisfaction are conceptualized as a unique, however connected ideas. there's additionally a positive relationship between this two concepts (**Beerli et al., 2004**).

The relationship between client satisfaction and service quality is controversial. Some researchers argued that service quality is that the originator of client satisfaction, whereas others claimed the reverse relationship. Customers in developing countries like Bangladesh seem to consider the "technological issues" of services as a vital service factor and also consider systematization of the delivery in services as the benchmark of differentiating good and bad service.

◆ Training and Compensation a for the employees

Compensation is considered as an essential part in today's Human Resource Management (HRM) of each organizations and it's additionally allotted to send message to workers regarding what the organizations believe and value for worker encouragement. For employers, the compensation typically signifies a generous percentage of operational costs. several employers read this only as a cost, however fail to think about the strategic advantages of any organization and benefit plan.

Motivation within the work force is an important component for a company's survival. workers are valuable resource that contribute in varied alternative ways to a company's daily activities and supply them an acceptable chance **Morgan (1997)**. To achieve success each company wants the work force which will perform powerfully to realize organizational goals and even have a powerful desire to stay loyal to the company; **Molander (1996)**. to keep employees' devotion and dedication, motivation is a must. Moreover, motivation is anticipated to finish work and increase productivity and job satisfaction **Schultz and Schultz (1998)**. workers with high level of motivation have a tendency to work hard and attain results in leads to their work as compared to the workforces with low level of motivation.

Findings of study

- The banking should completely be operated through online. Though it is online banking facilities in some branches, but still some works are being done manually, which should be eliminated gradually and it will automatically give more efficiency in service.
- Employees training should be conducted so that they will be more professional and efficient to deal with problem customers and problematic situations.
- Individual attention should be given to customers in order to better understand their needs and better satisfy them.
- Trust Bank Limited should pursue a positive advertising campaign in order to build up a strong image and reputation among potential customers. TV ads should be aired to reach a wider array of customers. The ads should capitalize on building strong relationship, needs of customers and quality service of the bank rather than features of products.
- TBL should arrange the monthly seminar or workshop on the vest area of Foreign Exchange business and its contemporary issues for the branch's officer. Certainly this workshop will motivate them.
- Head office of this bank should supply necessary prospectus about the information of the bank for the clients. Although every table of every section is capable of supplying the various information about the bank but this task is generally performed by the front desk or account opening section. However this section is found always busy. Therefore, if TBL wants to perform this task in more efficiently the branch should keep a Reception Section.

Recommendations

In my short span of internship program, I have gained practical experiences about foreign exchange activities from starting a deal to preparation of monthly report about it. I had discovered few things from day to day operations. In light of that I make following

1. Operation management of TBL has to be decentralized to make their decisions with more responsibility.
2. Regular performance appraisal and assurance of promotion/reward should depend on that they will resist the employee's switching tendency.
3. Software up gradation is a necessity to enhance performance and to compete with other PCBs.
4. Space shortage is another problem for foreign exchange department because they had to store all the papers of any transaction.
5. Yearly financial report has to be published only for foreign exchange activities in details.
6. Trust Bank can open new branches in places where people of that region lives abroad and send money to their families.

Conclusions:

“Banks and financial institutions play an important role in the process of economic growth of Country. Given their considerable economic potential, these institutions have a far – reaching impact on the development and welfare process of the surrounding societies. These financial

Institutions depend, in accumulating their financial resources, basically on the inflow of deposits. In order to survive and achieve success, these banks endeavor to attract clients in search of loans to finance their different activities according to the banks established terms and conditions.

These banks, which are called commercial banks, depend in their transactions on the interest rate, as the driving factor, which stimulates all their dealings. In a developing country like Bangladesh, banking business is very much competitive. More than fifty banks are operating at this moment and competing to hold maximum market share. For a smoothen operation every bank must have the capability of managing asset/liability, liquidity.

The financial performance evaluation demonstrates that the profitability of the bank has a positive trend. Profitability is an indicator of a bank's capacity to carry risk and / or to increase its capital. The income statement, a key source of information on a bank's profitability, as well as the analysis reveals that Trust Bank Ltd. has - attained significant amount of profitability over the years. With a limited number of branch network, it has recorded positive growth in net profit because of proper management and right selection of investment criteria. The bank has strong core deposit signifying sound liquidity position and maintaining an ideal scenario in advance-deposit ratio. Overall financial picture of Trust Bank Ltd. for the last five-year period shows that it has positively set its root in the financial arena of Bangladesh. The figures do not tell the story of failure. The trend is in favor of Trust Bank Ltd. and the management should take initiative to keep the bank's way to the success”.

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