

General Banking Activities of Southeast Bank Limited

-A Comprehensive Study on

Mogbazar Ladies Branch



Internship Report on
‘General Banking activities of Southeast Bank Limited- A Comprehensive
Study on Mogbazar Ladies Branch’



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Date of Submission: 29th November, 2018

LETTER OF TRANSMITTAL

November 29, 2018

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Subject: **Submission of Internship Report**

Dear Sir,

With a great pleasure I here submit the internship report entitled '**General Banking activities of Southeast Bank Limited- A Comprehensive Study on Mogbazar Ladies Branch**' which has been done as the main part of the requirement of the course. I express my profound gratitude to my supervisor faculty **Suman Paul Chowdhury, PhD**, Asst. Professor, BRAC Business School for providing his important instructions, proper suggestions and corrections for improvement.

While doing my internship, I have the opportunity to meet all employees at the 'Mogbazar Ladies Branch (Southeast Bank Limited)'. My internship in Southeast Bank Limited was a worthwhile experience and the exposure of such an organization would be valuable for me. Before facing the real business world, I have gathered prior knowledge about the organization culture.

However, should you need any clarification I will be obligated to provide with further explanation.

Thank you very much for your kind co-operation without which this Internship Report cannot be completed. I like to take every opportunity to express my gratitude of indebtedness to you. Thank you very much for your kind co-operation.

Yours sincerely,

Mahmud Faiza

ID: 14304147

BRAC Business School

Letter of Endorsements by the Supervisor Faculty

The internship Report on ‘General Banking activities of Southeast Bank Limited- A Comprehensive Study on Mogbazar Ladies Branch’ been submitted in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA), Major in Human Resource Management, on November 2018 By Mahmud Faiza, ID: 14304147.

The report has been accepted and may be presented to the internship Defense Committee for evaluation.

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

Suman Paul Chowdhury, PhD

Assistant Professor

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BRAC University

ACKNOWLEDGEMENT

For making a study report, a sincere supervision, and guidance of expert and experienced professionals are required. I have received sincere co-operation, valuable suggestions, inspirations, and references from my respected Teachers and the Executives of Southeast Bank Ltd.

Also, I would like to express my thanks and deepest gratitude to Southeast Bank Ltd. Staff of Mogbazar Ladies Branch for giving me the opportunity and appointment for the internship program that I have completed.

I would like to take the opportunity to express my gratitude to my internship supervisor Suman Paul Chowdhury, PhD Assistant Professor of BRAC Business School of BRAC University whose direction, guidance and support helped me a lot to make this internship report.

My deepest appreciation and thanks goes to my branch manager Farhana Khan, VP and Head of Branch of Moghbazar Ladies Branch and Fauzia Baset, FAVP and Manager Operation of Moghbazar Ladies branch of SEBL. I am really grateful to them for their support & help in compiling this report by giving me necessary information, advices, cooperation & guidance.

I would also like to take the opportunity to give my heartfelt thanks to Ms. Khaleda Akter, Officer, Southeast Bank Limited, Mogbazar Ladies Branch for her endless support and also for providing me with almost all the materials that was required for preparing my report. I would always appreciate her kind support and behavior.

Moreover, it has been great pleasure for me to work in SEBL (Moghbazar Ladies branch) as an intern. At last I must mention the wonderful working environment and my supervisor at SEBL bank that has enabled me a lot of deals to do and observe the banking activities during my three months of internship at SEBL.

EXECUTIVE SUMMARY

I have completed my internship report using knowledge of 3 internship knowledge. I was assigned to pursue internship on “**General Banking Activities**” of Southeast Bank Ltd, Mogbazar Ladies Branch Dhaka. The employee who associated with general bank the help me to complete the report by providing various information. From them learn much practical activity. Southeast Bank Limited, a second generation private Bank, emerged in 1995 amid liberalization of global economies. Today it is one of the country’s leading banks in the private sector contributing significantly to the national economy. Through its countrywide 134 branch network, it is providing a comprehensive and competitive banking service to its clients .With the starting the operation of SEBL, the main branch continue its operation. At present, there are two ladies branches of SEBL. One of them is ‘Mogbazar Ladies Branch’ which gives conventional banking services to customers.

The internship report is a partial requirement of BBA. As a part of internship program, I was placed at Mogbazar Ladies Branch of Southeast Bank Limited. During the three months internship program I have learned extensively about commercial banking operation.

This report explores Southeast Bank activities as one of the leading non-government organization. This report contains information about all commercial activities that the bank deals with. I have mainly focused on General Banking system of Southeast Bank Limited in this report. I have discussed about different types of account holder and different types of account such as Saving Account, Current Account, Fixed Deposit Rate (FDR), Pension Saving Scheme (PSS) & other existing accounts with their rates and other activities of General Banking in detail.

Also, as ‘Ladies Branch’ of banks are not much common in Bangladesh, so I have tried to analyze about general public’s perception regarding ladies branch and their banking operation. Relating to this, I have mentioned some suggestion for improving customer knowledge about ladies branch of Southeast Bank Ltd.

To sum up, this report includes many essential aspects about Southeast Bank Ltd., which would be very helpful for any reader.

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CHAPTER-01

INTRODUCTION

1.2. Background Study:

In this modern era, bank and banking exercises is fundamental for each individual. Bank assume fundamental job in the economy life of country. Accordingly everyone requirements to keep thought regarding bank and managing an account exercises. In spite of the fact that bank does not create riches but rather acquiring, inclining and related exercises encourage the procedure of generation, conveyance, trade and utilization of riches. What's more, business bank is the way that keep commitment being developed of creating nations and the two individuals and their cash safe through administration they give.. business, organizations and ventures can't make due without the nearness of the bank .It enables individuals to store cash utilizing a few plan, get advance for speculation reason, to work together both and globally, to pay diverse kinds of bills and utilize locker office to anchor important ones. Bank assembles individuals setting aside extra cash in motivation behind speculation. Along these lines making benefit and contribute financially when all is said in done individuals and nations. Southeast Bank Limited is business Bank which contributes economy of our nation.

As an understudy of Bachelor of Business Administration (BBA) at 'BRAC University', everybody needs to lead a viable introduction in any organization for satisfying the prerequisite of the three months Internship Program. The essential objective of temporary job is to give the activity introduction to the understudy and a chance to execute hypothetical learning, all things considered, circumstance. This report is done as a fractional prerequisite of internship program for BBA understudies. As a student of BBA, with the partial fulfillment of the course requirement, I pursued my internship on “**General Banking Activities**” of Southeast Bank Ltd, Mogbazar Ladies Branch Dhaka.

In addition, this report centers on the ‘General Banking’ operations of Southeast Bank Ltd. Additionally, the report also focuses on ‘Customer Perception’ about Southeast Bank Ltd., Mogbazar Ladies Branch’ and analyses the opportunities for improvement of the ladies branch. Through this internship program, I got some useful Knowledge about the general banking activities that include account opening procedure, remit funds, cash and clearing activates in relation to general banking and so on. I was sent toward the SOUTHEAST Bank Ltd., Mogbazar Ladies Branch, Dhaka to take the useful experience of the exercises of banking from 23rd September to 23rd December of 2018.

1.3. Objective of the study:

Every task has a particular aim. A study without objective cannot achieve the goal. My Internship program was additionally coordinated to some specific objectives.

Here, I have distinguished objectives of this report into two parts. They are:

- General Objective and
- Primary Objective

General Objective:

The fundamental goal is to complete the internship program which is mandatory for a student. Also, another goal is to gain practical knowledge about different banking activities. Another primary objective is relevant to observing the operations in general banking activities.

Specific Objective:

- To relate academic learning with practical work in banking segment
- To gain overall knowledge about the bank
- To observe relationship between banker and customer
- To observe the processes of 'Account Opening'
- To know diverse types of accounts and schemes that can be opened and its advantages
- To know the focused quality and shortcoming of the ladies branch of the bank
- To analyze the perspective of general people and the customers about the ladies branch of the bank
- To recommend ways and means for development in policy and strategies

1.4. Scope of the study:

The population for the study is all the young and adult people who are likely to be involved in banking activities as customers. But young respondents responded to the survey more than the older ones of ages above 30.

- From the report, readers may get idea about
- Overall general banking operations
- Account opening procedures, type of several schemes and their terms and conditions
- People's perspective about ladies branch and women being involved in banking profession.

Type of research:

This is a qualitative research. The report simply focuses on general banking activities and people's perception about Mogbazar Ladies Branch of Southeast Bank Limited.

1.5. Research Methodology:

The study requires several kinds of information of current policies, procedure and methods of general banking activities. For this report, both primary and secondary methods have been used to ensure the relevancy of data.

- a) Primary data
- b) Secondary data

The relevant information is collected from the primary sources and also uses the secondary sources of information.

Primary Data Sources:

Data which are collected from the interviews, surveys, focus groups directly are called primary data. I have used survey technique to collect primary data. Both online survey and physical survey has been conducted for collecting primary data. Most of the respondents were students. I have also found few responses from job holder, house wife, businessman and others.

Further, other primary sources include the following:

- Practical work experience at bank
- Interpersonal communication with the officers and executive of SEBL Mogbazar Ladies Branch
- Open ended and close ended questions
- Personal interview with the customers

Secondary Data Source:

Usually, data which are collected from the source which are collected earlier for the purpose of prior study is called secondary data. Such data sources have been mentioned below:

- Official website of Southeast Bank Limited
- Various documents and forms for account opening, deposit slip, cheque books and vouchers
- Files and documents of the branch
- Annual reports of Southeast Bank Limited
- Bank's other published information.

1.6. Respondents and Sampling Procedure:

- ✓ **Population:** At first, I have chosen those people who are from less than 21, 22 to 25, 26 to 30 or above as population. At the same time, it was difficult to take feedback from all other customers from different corners of the city. So, I had to choose a sample to conduct the survey
- ✓ **Sample:** Sample size is the number of respondents used to conduct our research. Due to time constraints it was very hard to cover bigger sample size. For this, I had 50 respondents to fill up my survey which was the sample size. I took respondents from Dhaka region and considered both male and female from the selected age group. In order to make the survey unbiased, I have chosen both kinds of people who have visited the ladies branch and who may not have physically visited but have general idea about banks

and their operations. To illustrate this, I would like to mention that due to time limitation 20 responses were collected from customers who were physically present at the branch and remaining 30 responses were collected from an online survey. In both the situations, all the questions were same in the survey.

1.7. Research Instruments/Questionnaire:

Basically, I have used close-ended questions in survey for measuring customer perception of Southeast Bank Limited Mogbazar Ladies Branch. Type of questions mainly included categorical questions.

At first, I have used Likert scale questionnaire where some categories' such as "Not at all satisfied to very satisfied" options were given to the respondents to choose an option from there. I have also designed some questions on the survey where an individual will have to agree with a statement or respond to a single question like the respondents chose any of the two categories- Yes or No for some of the questions in the survey.

1.8. Statistical treatment of data:

As the research is mainly based on qualitative data, so I have mainly put emphasis on presenting the results in charts and graphs. The results from survey were put into 'Microsoft Excel'. From MS Excel frequency tables were created to make the graphs and charts namely histogram and pie charts in order to find customer perception about the branch.

1.9. Limitations of the study:

For making the report, the fundamental issue I looked in setting up the paper was the deficient and absence of accessibility required information. However, the limitations are as follows:

- Sufficient records, productions were not accessible according to my necessity.
- The one of the confinement of the report was to direct small scale survey on customer.
- The time was the other constraint for gathering data, which was only three months long.

- Although the banker officers have tried their best to help me, their tendency of occupation is with the end goal that gives them brief period to talk about.
- As customers come to the branch were very busy in their own transactions with the bank, it was very difficult to collect their responses to the survey.
- The whole study was carried out by me for the first time. So, inexperience is one of the main factors that constituted the limitation of the study.

With all of limitations, I attempted my best to make this report most ideal as possible. Thus, sincere request to consider about those confinements while reading and justifying any part of the study.

CHAPTER-02

SOUTHEAST BANK LIMITED: AT A GLANCE

2.1. Southeast Bank Limited- The Banking Heritage:

The Bank's glorious journey began as a Public Limited Company on March 12, 1995 through receiving the certificate of Commencement of Business from the Registrar of Joint Stock Companies and Firms on that date. Its Banking License from the Bangladesh Bank was received on March 23, 1995. In its arduous journey since, Southeast Bank has succeeded in realizing the dreams of those who established it. Today it is one of the country's leading banks in the private sector contributing significantly to the national economy. Also, in last year, the Bank had 2,704 Staff of whom 266 were Executives, 1,928 were Officers and 510 were other Staff. The Authorized Capital of the Bank today is BDT 15,000 million. Its Paid-Up Capital and Reserve reached BDT 33,765.13 million in 2017. (Southeast Bank Limited, 2017)

Southeast Bank was established by leading business personalities and eminent industrialists of the country with stakes in various segments of the national economy. They set up the Bank with a dream to convey proficient and proficient saving money administration to the general population and the business network of Bangladesh to enable the national economy to develop. The incumbent Chairman of the Bank is. Alamgir Kabir, FCA, a professional Chartered Accountant. The Bank's Managing Director is M. Kamal Hossain, a creative, experienced and eminent banker of the country with 35 years of experience in banking to his credit.

The Bank's operations are built upon unequivocal emphasis on effective corporate governance. The objective is to create, promote and build long-term company value. The Bank's first and the highest priority is to provide effective services and maximum satisfaction to the customers. They take pride in the fact that the public and private face of the Bank is one and identical. We believe that transparency in decision making, monitoring mechanism and full disclosure to shareholders and regulatory authorities are essential aspects of bank's corporate governance. (Southeast Bank Limited, 2017)

Southeast bank is proud to empower women through enabling them to get involved in banking profession and ensures gender equality. In perspective of over, the bank inside a time of almost 23 years of its journey made an astounding progress and got together capital ampleness necessity of Bangladesh Bank. In present the Bank has 134 branches which they are driving effectively all over Bangladesh.

2.2. Vision of SEBL:

To be a premier banking institution in Bangladesh and contribute significantly to the national economy.

2.3. Mission of SEBL:

- High quality financial services with state of the art technology.
- Fast customer service.
- Sustainable growth strategy.
- High ethical standards in business.
- Steady return on shareholders' equity.
- Innovative banking at a competitive price.
- Attraction and retention of quality human resource.
- Commitment to Corporate Social Responsibility.

2.4. Strategic Objectives:

- To maintain a high quality assets portfolio to achieve strong and sustainable returns
- To maintain adequate capital in line with risk appetite of the Bank.
- To strengthen trust and partnerships with customers by focusing on the Bank's core values.
- To develop innovative products and services that attract our targeted customers and market segments.
- To practice efficient risk management principles in line with all six core risks in banking operation, green banking and environmental risk management.
- To practice efficient corporate governance and compliance processes
- To uphold Bank's brand image as a customer friendly bank through efficient and prompt customer service and product diversification.
- To extend banking services to the un-banked people for financial inclusion for meeting socio-economic requirements.

2.5. Core Values:

According to SEBL, their core values serve as a compass for their action and describe their dimension. Their core values include the following:

- Integrity
- Respect
- Team Spirit
- Commitment
- Service Excellence
- Enthusiasm for work & Business Ethics

2.6. Core Strengths:

- Professionally Strong Board of Directors
- Strong Capital Base Transparent and Quick Decision Making
- Efficient Team of Performers
- Satisfied Customers
- Effective Internal Control
- Skilled Risk Management
- Focus on Diversification
- Quality Customer Service
- Unique Corporate Culture
- Sharp bifurcation Between Board and Management Functions
- Strong Asset Base

2.7. Five Years Performance at a Glance:

PARTICULARS	2017	2016	2015	2014	2013
Authorized Capital	15,000.00	15,000.00	15,000.00	15,000.00	10,000.00
Paid up Capital	9,169.50	9,169.50	9,169.50	9,169.50	8,732.86
Reserve Fund/ Others	24,595.63	24,886.78	19,340.03	18,292.59	13,074.71
Total Capital (Tier-I+Tier-II)	33,765.13	34,056.28	28,509.53	27,462.09	21,807.57
Deposit	269,828.08	229,973.43	210,431.09	189,472.54	177,519.46
Advance	234,316.72	191,865.59	168,878.46	147,070.81	134,863.82
Investment	62,911.04	61,731.63	58,829.27	56,378.59	57,589.06
Import Business	215,379.77	171,531.73	151,812.58	155,691.00	131,644.82
Export Business	167,562.98	146,606.09	126,423.89	112,137.60	95,220.40
Foreign Remittance	95,405.40	64,665.84	60,708.50	48,740.50	39,299.10
Guarantee Business including ILC	16,407.09	16,369.36	15,245.19	13,603.30	17,226.41
Total Income	27,305.90	25,617.57	26,260.72	27,667.10	26,918.30
Total Expenditure	18,243.60	17,114.35	18,226.45	19,377.34	20,218.11
Operating Profit	9,062.30	8,503.22	8,034.27	8,289.76	6,700.20
Net Profit after Tax and Provision	1,168.63	2,435.07	3,069.42	3,836.94	3,378.82
Fixed Assets	9,321.80	8,947.16	7,885.23	7,913.00	7,795.65
Total Assets	339,288.05	291,798.01	260,718.03	236,608.40	220,930.85

Source: (Southeast Bank Limited, 2018)

2.8. Organogram:

Here, the management has been divided into three levels, such as- top, mid and lower level management. The top to bottom hierarchy has been shown below:

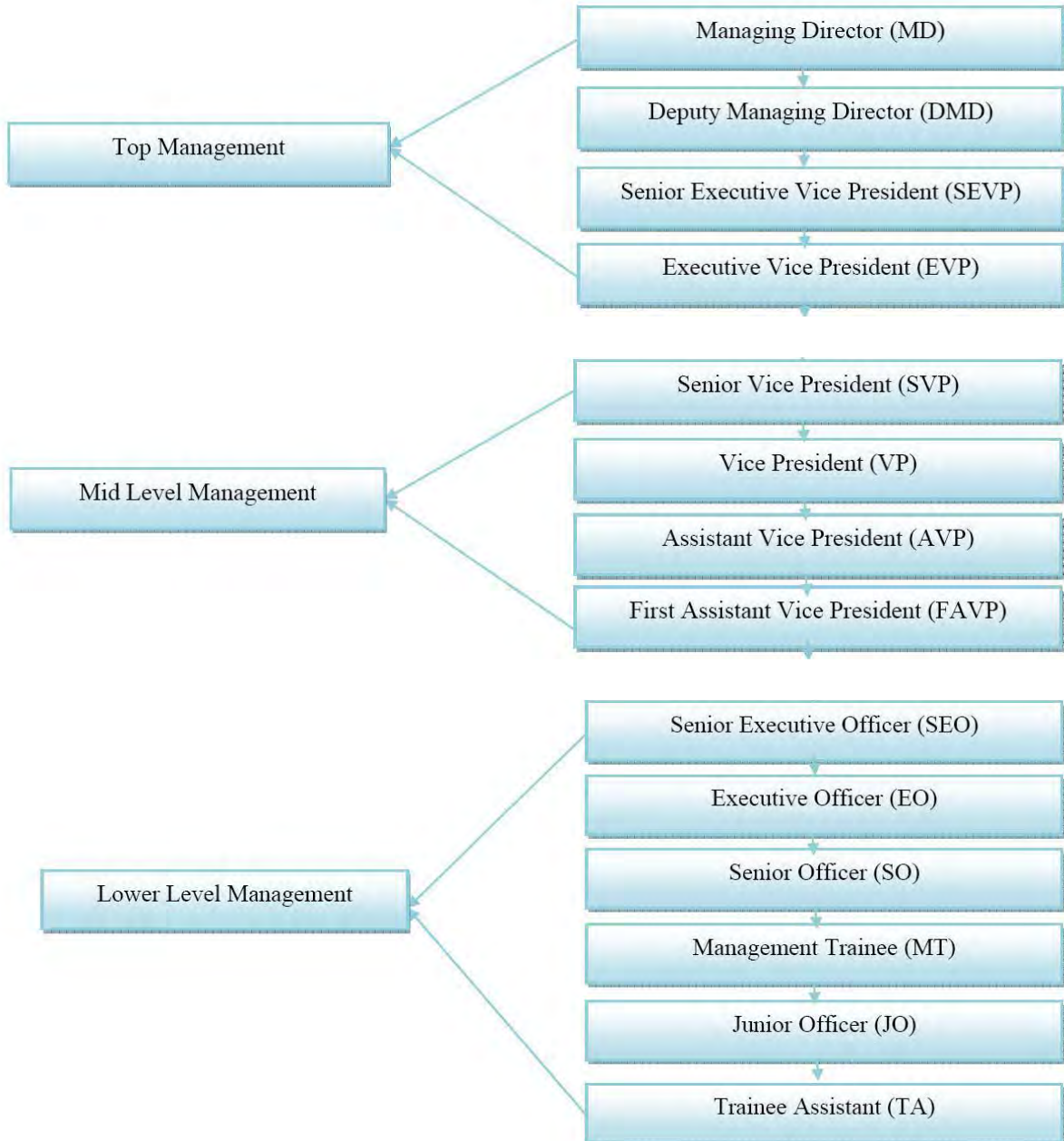


Figure: Organization of Southeast Bank Ltd.

2.9. Hierarchy in SEBL, Mogbazar Ladies Branch:

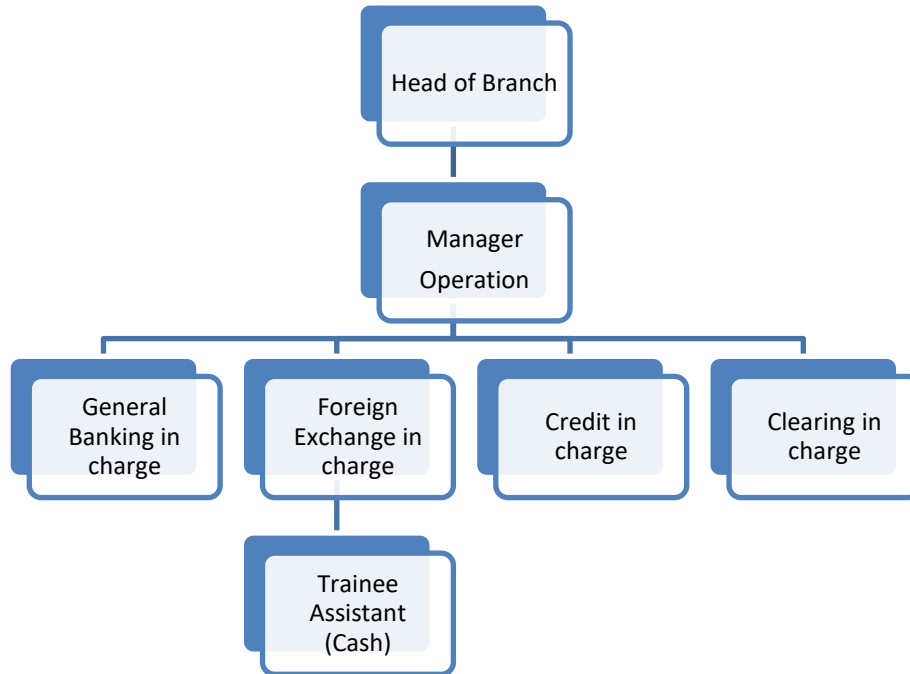


Figure: Organization in departmental activities.

CHAPTER-03

LITERATURE REVIEW

3.1. Literature Review:

A bank is a financial institution licensed to receive deposits and make loans. Banks may also provide financial services, such as wealth management, current exchange and safe deposit boxes. There are mainly two types of banks: commercial/retail banks and investment banks. In most countries, banks are regulated by the national government or central bank. Commercial banks are typically concerned with managing withdrawals and receiving deposits as well as supplying short-term loans to individuals and small businesses. Consumers primarily use these banks for basic checking and savings accounts, certificates of deposits (CDs) and home mortgages (Investopedia)

In (Assignment Point), general banking department is considered as the direct customer service center. It is the starting point of all the banking operation. It opens new accounts, remits funds, honor cheque, takes deposits, issues bank draft and pay order etc. general Banking is also known as retail banking. Following are the major banking: account opening, clearing, cash and remittance. Account opening is a customer service section. Here three employees of the bank are always ready to serve their customers. In this section people come to open different kinds of accounts, and schemes. They are very friendly and cordial to their clients. Here the employees also issue new checkbooks, help customer to open various types of a/c, and help customers about various types of d deposit scheme etc.

Before going any further, a common confusion needs to be clarified among several basic accounts for clients in banks. According to (Assignment Point), Savings account is meant for those who want to save a certain amount of their income and earn interest on that for future needs. All features are more or less like that of CD a/c except for some restriction that is imposed by the bank. Number of withdrawals over a period of time is limited. The withdrawing amount is not to exceed 25% of the total balance. Individuals, sole proprietorship firm, partnership firm, limited companies be it private or public, clubs, societies etc may open current deposits accounts. Current accounts are most suitable for all types of organizations since frequent withdrawals do not result in a penalty. There is no interest earned from current deposit account. Short-term deposits accounts are special notice account, which are kept under short term deposit ledger. The rate of interest on STD is subject to change from time to time. A Special Savings

Scheme customer has to deposit fixed amount of money each month for a definite period of time, normally for 5 to 10 years. A depositor can open a SSS account for deposit of Tk., 500/-, Tk.1000/-, Tk. 2,500/-, Tk. 5,000/-, Tk.10, 000/- etc in each month. Fixed deposit accounts are repayable after the expiry of the predetermined period fixed by the customer. The period of the FDR ranges from three months to one year. Longer the period, the rate of interest is higher. Amount of FDR is payable once a time. If the client does not withdraw the amount and give further instructions for renewal within one month from the date of maturity, then the FDR account would get renewed for a further three months and the rate of interest would prevailing rate for fixed deposit. (Assignment Point)

The following time are common in general banking. According to (Wikipedia), the definitions are as follows:

Cheque: is a document that orders a bank to pay a specific amount of money from a person's account to the person in whose name the cheque has been issued. The person writing the cheque, known as the *drawer*, has a transaction banking account (often called a current, cheque, chequing or checking account) where their money is held. The drawer writes the various details including the monetary amount, date, and a payee on the cheque, and signs it, ordering their bank, known as the *drawee*, to pay that person or company the amount of money stated.

Pay Order: It is a directive to a bank from a bank account holder instructing the bank to make a payment or series of payments to a third party.

Remittance: According to Al-Assaf, Ghazi and Al-Malki, Abdullah M., (2014), a remittance is a transfer of money by a foreign to an individual in their home country.

As the population of Bangladesh is increasing day by day, the need for general banking services in increasing as well. There, banks are trying their best to serve the vast population all over the country.

CHAPTER-04

INTERNSHIP EXPERIENCE

4.1. My Internship Experience

Position in Southeast Bank Limited, Mogbazar Ladies Branch:

In my internship program I have worked at Southeast Bank Ltd. Mogbazar Ladies Branch. Here, I have gained experience of working in the corporate environment and learned various aspects. My internship experience has been explained below:

4.2. Internship Position:

As an intern at SEBL Mogbazar Ladies Branch, I was assigned in 'General Banking' department.

4.3. Duties and Responsibilities:

As there are four other sections in this department I was assigned in one of the sections which is 'Account Opening and Customer Service Section'

For an intern, bank did not follow any fixed guideline. They assigned the works in these two departments according to circumstances and convenience.

In General Banking I have performed the following responsibilities:

- Fill up several pending forms
- Helping customers for opening an account
- Giving applicants short brief regarding bank account that they want to open or that would best suit their needs
- Checking applicant signatures, required documents and introducer information
- Keeping records of authorized cheque book
- Recording missing information regarding account holder's form
- Helping customers for filling up remittance forms
- Serving customers in other activities, such as: client request form for making any changes in their account, card activation procedures in written form and so on.

4.4. About Mogbazar Ladies Branch, Southeast Bank Limited:

To begin with, ‘Mogbazar Ladies Branch’ of Southeast Bank Limited was established at 29th December, 2014. Two (02) exclusive Ladies Branches were opened in the capital city to inspire woman entrepreneurs. In that year. It is a milestone for the bank. Moreover, the Shariah Supervisory Committee advised to extend the Islamic Banking Service Desk to all the newly opened Branches including the proposed Ladies Branches of the Bank. The ladies branch was primarily opened as an additional requirement of Bangladesh Bank.

Bank stores are a typical event in which clients store assets into their records. The bank must give money to the client at whatever point reserves are pulled back; if not pulled back, be that as it may, banks will ordinarily utilize the assets as speculations or credits to different clients until the point that the investor makes a withdrawal. Adding to this, being a new ladies branch, deposits are of a great importance to all the employees of Mogbazar Ladies Branch.

Names of Deposits	Number of A/C	Number of A/C
	2017	2018
Current Account	98	156
Savings Account	645	890
Fixed Deposit Receipt	348	480
Short Notice Deposit	178	230
Special Scheme	650	796

Source: Statement of Affairs of Mogbazar Ladies Branch.

From the above analysis, it can be said that Mogbazar Ladies Branch is able to increase overall number of bank account and make profits as a branch of Southeast Bank Limited. As not very much time has passed since it has been operating, hence it can be assumed that the ladies branch still has the potential to move forward and establish itself as one of the profitable branches of Southeast Bank Limited and continue to provide banking services to its customers.

Pros:

- To inspire women entrepreneurs
- To inspire female employees in banking profession

- To empower women
- To extend interpersonal relationship with women all over the city
- To break the stereotype psychology within the society

Cons:

- Lack of awareness about the existence of the branch
- Only female employees can work here
- People often consider that only female customers allowed
- Stereotype people may question about the efficiency of employees
- People may have a doubt whether banking operations are same as other branches

CHAPTER-05 :

GENERAL BANKING ACTIVITIES OF SOUTHEAST BANK LIMITED

5.1. General Banking:

As a leading bank SEBL provides a wide range of services to its customers. Here, the products are not tangible rather the products are simply a variety of financial services. General Banking Department is considered as the immediate client benefit focus. It is the beginning stage of all the banking operation. It opens new accounts, remits funds, honor claques, takes deposits, issues bank draft and pay order etc.

There are four functions in 'General Banking'. They are:



Figure: Four Functions of SEBL General Banking Department.

In addition, the four functions of general banking department have been discussed below:

Account Opening and Customer Service Section:

At first, this section is responsible for serving clients who are willing to make savings on bank or want to open an account. It is the first step of establishing banker and customer relationship. Opening of an account binds the banker and customer into contractual relationship. The officers are benevolent and friendly to their customers. Here the workers additionally issue new checkbooks, remit funds and assist client with opening different sorts of account as well as give them information regarding various deposit schemes that would best suit their needs.

The steps that are followed in this section have been given below:

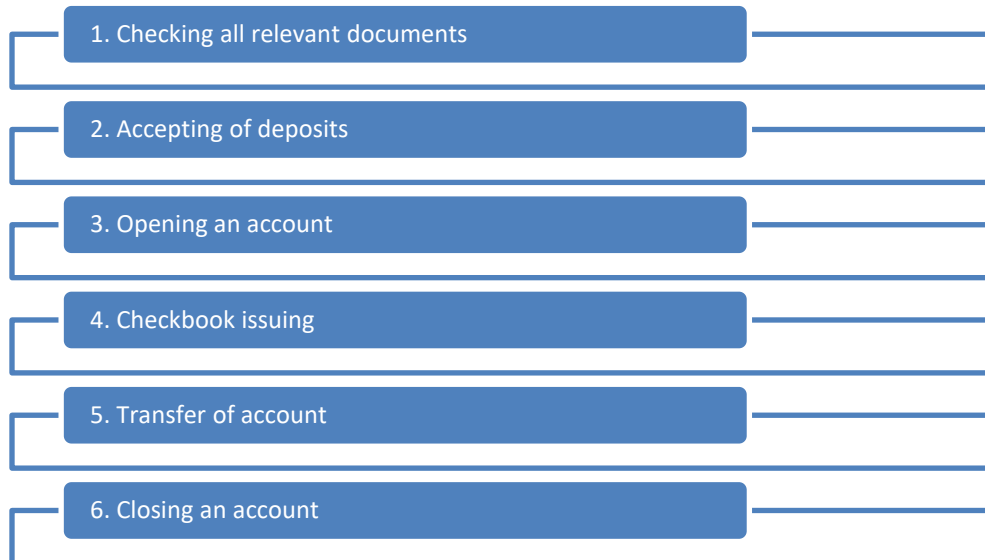


Figure: Steps in account opening section.

1. Checking of relevant documents:

In this step, the bank officers check the documents that are needed to open an account. As the requirements for documents may vary for different kinds of accounts, they count the documents very carefully. If any document is missing then they politely ask the customers to submit the missing ones to proceed further, On the other hand, if all the documents and passport size photographs are there then they ask the customers to give initial deposits that are mandatory for opening an account. Moreover, selection of customer for opening an account is of a great importance as there are possibilities of fraud people involved in illegal activities. For this reason, SEBL puts much emphasis on selecting their customers very carefully.

c) Accepting of deposits:

Here, primarily all accounts are opened with a deposit of money by the customer and hence these accounts are called deposit account. Further, banker solicits deposits from the number of open having a place with various way of life, occupied with various monetary exercises and having distinctive budgetary status. There are one officer and one junior officer who performs various functions in this section.

In addition, Southeast Bank Limited considers two main kinds of deposits. They are:

- 1) Demand deposits and
- 2) 2) Time deposits

Demand Deposits:

This kind of deposits is relevant to the amount in accounts which are payable on demand. The bank accepts such deposits through opening of the following accounts:

- a) Current account
- b) Savings account

A) Current Account:

The term Current Account alludes to a kind of deposit account made with a budgetary organization that allows the withdrawal of assets and enables checks to be composed against the parity. Both individual and business (sole proprietorship, partnership firm, limited companies etc.) can open current account.

Features and Benefits:

- Unlimited transactions (both deposit and withdrawals) are allowed.
- Personalized MICR Cheque Book is available.
- No withdrawal notification required.
- Nominal service charge.
- Any branch banking facility (Cash withdrawal and deposit from any branch).
- Bank accepts Standing Instructions from A/C holders.
- Interest is payable on half yearly basis.
- Nomination facility is available to nominate beneficiary for account proceeds.
- Charge free statement of A/C, Balance Confirmation Certificate twice in a year on half yearly basis.
- Option is available to collect e - Statement on monthly basis. (Southeast Bank Limited, 2018)

In addition, SEBL gives special attention to all the required documents for opening any current account. Moreover, necessary documents may differ depending on the type of organization which would open the account. In absence of any of these documents the bank may not open the account. The required documents for different kinds of organizations have been mentioned below:

Sole Proprietorship:

- Copy of trade license
- National id copy/citizenship certificates /tax certificate/passport

Partnership:

- Copy of partnership deed of the firm (Registered)
- Registration certificate
- List of partners
- Valid trade license copy
- National Id Card copy
- Resolution of the partners of the firm for opening the account and authorization for its operation duly certified by the Managing Partner of the firm
- One copy of Trade License

Public/ Private Limited Company:

- Certified true copy of
- Certificate of incorporation
- The memorandum and articles of association of the company
- Certificate of commencement (for public limited company)
- List of directors including addresses
- Extract of resolution of the Board Meeting of the company for opening the account and authorization of the persons for its operation duly attested their signature by the Chairman/MD of that company
- Trade License
- Transaction Profile
- KYC (Know your customer)

Association/Club/Charity/Trust/Society:

- Certified true copy of Constitution/ By-laws /Trust deed/ Memorandum and Article of association
- Certificate of Registration of the Association Club / Charity / Trust / Society for inspection and returns
- List of members of the governing body / Executive Committee of the organization including their addresses
- Extract of Resolution of such association for opening the account and authorization of its operation duly certified by the chairman/ secretary of the association/ club/ charity/ trust/ society etc.
- Transaction profile
- KYC (Know your customer)

B) Savings Account:

This type of account has been designed for those individuals who intend to save and need to spare a little piece of their pay which might be utilized sooner rather than later and furthermore mean to have some productive profits for such investment funds. They can store a little sum and can pull back at whatever point they want however the aggregate quantities of withdrawals over some undefined time frame are restricted.

Further, current interest rate on savings account is 2.79% per month. To avail interest on deposits customers must maintain minimum balance of 5,000t taka. A depositor may withdraw up to two times a week which should not exceed 25% of the balance of his/her account. If the accountholder withdraws money for more than twice a week then that person would not get any interest in that month.

Criteria of Saving Account in SEBL:

- Two copies of passport size photo of account holder and one copy of passport size photo of the nominee.

- At least one copy of these documents of both account holder and nominee must be submitted- National id card, Passport, Birth certificate.
- Appropriate introduction is needed for opening an account.
- Minimum amount of TK 500 is required as initial deposit.
- Minimum TK 5,000 has to be kept in the account to get interest.
- A depositor may withdraw up to 25% of their total balance in a week.

Further, customers are given interests on their deposits. Such rates depend on the amount of money kept in the account. Interests may vary from several types of savings accounts as well. Here, interest rates for ordinary savings account have been shown below:

Amount of money	Below 25.00 Lac	Tk. 25.00 Lac to below Tk. 50.00 Lac	Tk. 50.00 Lac to below Tk. 1.00 Crore	Tk. 1.00 Crore & above
Interest	2.75%	3.00%	3.25%	3.75%

Figure: Interest rates for Savings Account.

Time Deposits:

It is imply those kinds of deposits that require deposits to be payable at a fixed date or after a period of notice. In SEBL Mogbazar ladies branch, time deposits are accepted through-

- Fixed Deposit Receipt
- Short Notice Deposit and
- Special Scheme

Fixed Deposit Receipt:

It offers the clients the chance to contribute a settled sum for a settled period at a settled rate of intrigue. The clients have the alternative to re – contribute their assets both primary sum and intrigue sum on development or key sum and the intrigue sum being paid into their SB or CD

accounts. Cash can develop with appealing loan cost with adaptable residency. Programmed recharging office at development. Advance office against FDR to meet pressing money related requirements. The client may profit advance offices against FDR as security. Untimely conclusion office at funds rate. FDR Account can be opened both for Individual and Corporate bodies. Just Resident Bangladeshi National is permitted to open Personal FDR Account. Age bar for opening of Personal FDR Account: 18 years or above individual can be opened this FDR account. Minor record can be opened under the supervision of his/her/their gatekeeper. FDR can be issued for senior subject with appealing rate.

Duration	Rate (Below TK 1 crore)	Rate (Above Tk 1 crore)
1 (one) month	3.50%	3,50%
3 (three) months	6%	6.00%
6 (six) months	6.50%	7.00%
1 year	7%	7.50%

Figure: Interest rates for FDR.

Special Notice Deposit (SND):

In this account, the deposit has to be kept for at least seven days in order to get interest. The interest rate is less than ordinary savings account. Generally, the following parties keep mone in SND accounts include big private limited companies, government departments etc. Two major things are to be considered:

- To withdraw deposit seven-day notice has to be given to the bank.
- Withdrawals are usually discouraged.

In addition, interest rates may vary depending on the amount and account holder.

Banks and				
NBFI'c : 3%				
Customers				
Below TK 1.00 Crore	Above Tk 1Crore & Below TK 15 Crore	Above TK 25 Crore & Below TK 50 Crore	Above TK 50 Crore & Below TK 100 Crore	TK 100 Crore & Above
2.50	2.75	3.50	3.75	4.00

Figure: Interest rates for Special Notice Deposit (SND).

Note: The criteria and procedure for opening ‘Short Notice Deposit’ account is same as ‘Savings Account’.

Special Scheme:: Southeast Bank Limited Mogbazar ladies branch gives various special schemes for their customers. Most frequently given deposit schemes have been described below:

For any special scheme there are some common criteria. Such criteria has been mentioned below:

- A person having a Shen of 18 or above having a sound mind
- More than one Savings Scheme account can be opened
- Account opened on first 10 days of any month will be treated as account opened on that particular month or else first installment will be due for the next month
- Monthly deposit can be given in advance
- It can be opened on the name of a minor and legal guardian can operate it
- It cannot be opened in joint names
- A person may not get pension facility in case of premature encashment

Here are some names of special scheme that are more popular among the customers. They are:

Monthly Savings Scheme:

Southeast Bank offers such scheme with a view to help customers build their wealth at low risk with secure returns and convenience.

Duration: 2 years, 3 (three) Years & 5 (Five) Years

Amount of Monthly Installment: TK.500 or Multiple amount up to TK.25, 000 (Twenty five.

Double Benefit Scheme (DBS):

Duration: 7 years (double)

Amount to be Deposited: TK. 10,000 or Multiple.

Monthly Income Scheme:

Duration of the Account: 3 (three) Years & 5 (five) years

Amount to be Deposited: TK.10, 000 or its multiple (Deposited amount will be returned on maturity).

Pension Savings Scheme (PSS):

It allows clients to save their money securely.

Duration: 4, 6 and 8 Years Terms

Amount of Monthly Installment: 500 or multiple up to TK.25, 000 (i.e. Tk.500 or 1000 or 1500)

New Pension Savings Scheme:

Duration: 4, 6 and 8 Years Terms

Amount of Monthly Installment: 500 or multiple up to TK.25, 000 (i.e. Tk.500 or 1000 or 1500)

5.2. Opening Account:

A client has to follow certain steps for opening an account. On the other hand, bank officers also ensure that all the documents and other relevant papers are given so that the client can be verified. SEBL also ensures to build a healthy and trusted relationship with their customers.

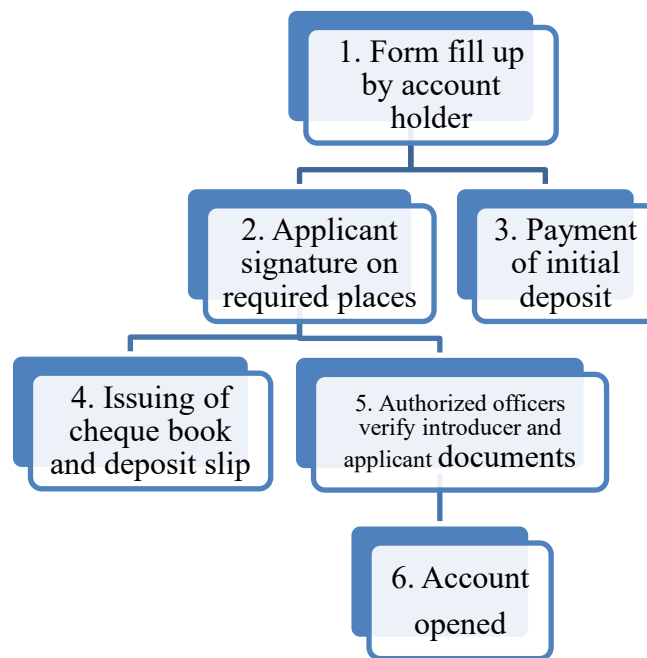


Figure: Steps in Opening an account

In Mogbazar ladies branch, a form is given to the applicant. The applicant has to fill up required information, such as- Name, Date of birth, occupation, monthly income, passport (if any), nationality, birth certificate, present address, Permanent address, contact, e-mail(if any), special introducer name and account number etc. Also, the client must give nominee information as well. Further, he/she must sign in the required places which include both account form and the signature card. Here, authorized officers check whether the applicant is fraud or not to ensure anti-money laundering. For this, there is a transaction profile part in the account form where risk is assessed. Also, if the transaction profile does not match with KYC, it is reported to Bangladesh Bank. The person who is going to be the introducer of the client must have an account with Southeast Bank Limited. Through this bank officials consider the client to be trustworthy and may use introducer information as reference for future needs. Furthermore, the authorized officers examine the documents submitted by the applicant. Both applicant and

nominee's passport size photographs are mandatory. Introducer signature on applicant photo and applicant's sign on nominee's photo has to be given. These documents include- national id card, passport, birth certificate, driving license etc. Relating to this, the copies of these documents are needed for the nominee as well. After all these steps, a deposit slip is given and the applicant pays 'Initial Deposit' in cash section. This primary deposit may vary from TK 500 to TK 10,000 depending on the type of account. Lastly, the authorized officer in Mogbazar ladies branch opens the account and gives account holder an id number. The branch records all the information in 'Ultimas Software'.

Transaction Profile:

A transaction profile includes all the expected number and amount of transactions that may occur through the account of a particular customer. It is a pre-requisite for analysing overall risk assessment score and preparing KYC (know your customer). For preparing transaction profile following steps are required:

- The account opening officer asks the applicant about his/her expected transactions
- For current account, a bank officer is assigned for verifying the authenticity of customer through physically visiting the given address and references of third party.
- Bank officers also verify all the given documents submitted by the customer.

Description of Deposit	No. of Expected Deposit (Monthly)	Amount of Total Deposit (Monthly)	Maximum Amount of Expected Single Deposit
Cash Deposit (On-line/ATM)			
Deposit by transfer			
Deposit through clearing			
Inward remittance			
Export proceeds			
Stock Market			
Others (Specify)			
Total			

Description of Withdrawals	No. of Expected Withdrawal (Monthly)	Amount of Total Withdrawal (Monthly)	Maximum Amount of Expected Single Withdrawal
Cash Withdrawal(On-line/ATM)			
Deposit by transfer			
Deposit through clearing			
Outward remittance			
Import proceeds			
Stock Market			
Others (Specify)			
Total			

Figure: Transaction Profile.

From the above transaction profile of a particular account holder whether it is a person or a company, the account opening officer of SEBL analyses overall risk associated with opening the account of that customer. After that the officer prepares ‘Know Your Customer (KYC)’ part of the account holder.

Note: Transaction profile is not required for any kind of ‘Fixed Deposit Receipts (FDR)’ and ‘Special Scheme’ account.

KYC (Know Your Customer) :

Further, a customer’s transactions which may occur are taken from ‘Transaction Profile’ of the customer and based on this KYC has to be prepared by the account opening officer. Risks associated with an account are analyzed in the following aspects:

- ✓ Occupation of the customer
- ✓ Monthly income of the customer
- ✓ Mode of account opening
- ✓ Expected amount of monthly transaction of the customer
- ✓ Expected number of monthly transaction of the customer
- ✓ Expected amount of monthly ‘Cash’ transaction of the customer
- ✓ Expected number of monthly ‘Cash’ transaction of the customer

The mentioned aspects are analyzed for all kinds of ‘Current’, ‘Savings’ and ‘Special Notice Deposits (SND)’ accounts of SEBL. Risk score related to ‘Occupation’ are updated from the bank’s software. Also, risk scores associated with ‘Monthly income’ and ‘Mode of account opening’ are same for all bank accounts. The remaining risk assessment scores are updated from the information given in ‘Transaction Profile’ of the customer. Risk assessment scores may differ between current account and savings account. Usually, more risks are associated with current accounts compared to savings accounts.

Lastly, after comprising all the risk scores associated with an account, the overall risk assessment score is given for that customer. For Southeast Bank Limited, the standard for risk score is 14. For all accounts, if the risk score is **above or equal to 14** then the account would not be opened as it will be regarded as ‘**High Risk**’ for the bank. On the contrary, if the risk assessment score is **below 14**, then the account can be opened as it will be regarded as ‘**Low Risk**’ for the bank.

5.3. Issuing Checque Book to the Account Holder:

At the point when a customer’s account is opened, a new check is issued to the record holder simply after against demand on the recommended order slip connected with the check book issued prior, after appropriate confirmation of the mark of the record holder actually or to appropriately approved agent against legitimate affirmation.

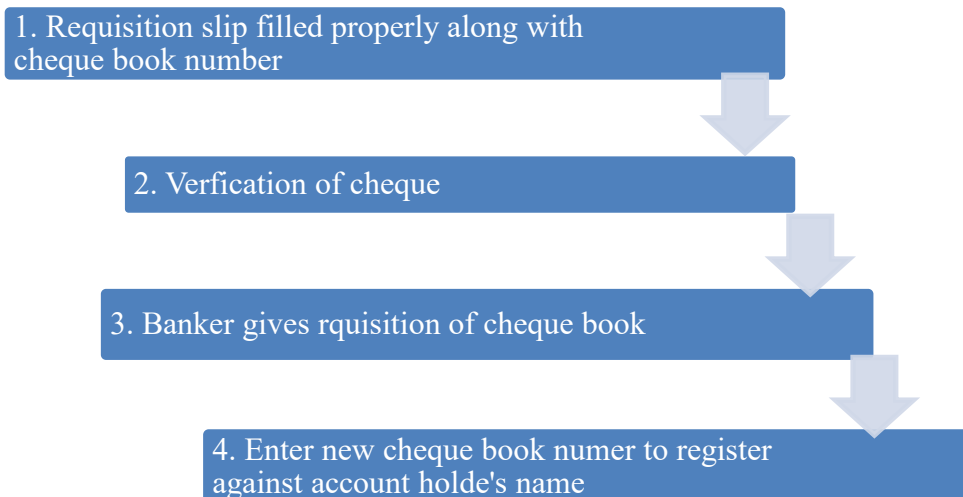


Figure: Steps in issuing of a cheque book

A client who opened another record at first deposit least required cash in the record. At that point account opening structure for is sent for issuance of a check book. Particular officer first draw a check book. At present one officer. Officer at that point fixed it with branch name .in-control officer enters the quantity of check book in line issue enroll. Officer likewise enters the customer"s name and record number in same enroll. Record number is then recording on face of the check book and on each leaf of book including demand. Client who opens new record at first stores least required cash for the sake of client is record on face of check and on demand slip. "Issued on" alongside the date of issuance is recorded on order slip. . At that point number of check book and date of issuance is additionally composed on application frame. Next, client is requested to sign under tight restraints book enlist. At that point separate officer sign on face of demand slip. Put this at first in the enroll and hand over the checks book to client.

Dishonor of a cheque:

If the cheque is dishonoured, SEBL sends a memorandum (cheque return memo) to the customer stating the reason in the following way:

- Refer to drawer.
- Not arranged for.
- Effects not cleared May be present again.
- Exceeds arrangements.
- Full cover not received.
- Payment stopped by drawer.
- Drawer"s signature differs/ required.

- Alterations in date/figures/words require drawer's full signature.
- Cheque is posts dated/out of date/mutilated.
- Amount in words and figures differs.
- Crossed cheque must be present through a bank.
- Clearing stamps required/requires cancellation.
- Addition to the discharge of Bank should be authenticating.
- Cheque crossed "Account Payee Only"

Positive Pay Slip:

It is a slip issued by the bank and is given to the customer.

Key indicators:

- A positive pay slip is only mandatory when the amount of cheque is more than TK 1.00.000.
- It indicates that customer agrees to pay the given amount of money to the receiver mentioned in the cheque.
- It signifies assurance from the customer to the bank in case of payment of cheque meaning that the money can be given to the mentioned party on behalf of the owner.
- SEBL ensures that positive pay slip is attached to the cheques in order to avoid any liability.

5.4. Transfer of an Account:

- The customer submits an application mentioning the name of the branch to which he wants the account to be transferred.

- His signature cards, advice of new account and all relevant documents are sent to that branch through registered post.
- The balance standing at credit in customer's account is sent to the other branch through Inter Branch Credit Advice (IBCA).
- No exchange should be charged on such transfer.
- Attention is also given in this connection

5.5. Closing the Account:

Upon the demand of a client, Southeast Bank Limited (SEBL) shuts a record of that client. In the wake of accepting an application from the client to close an Account, the accompanying system is trailed by investor of SEBL. At that point financier of front work area of SEBL request that client draw the last check for the sum remaining to the credit of his record less the measure of shutting and other accidental charges and surrender the unused check takes off. The record is charged for sum shutting charge (230 taka) and so on. An approved officer of Southeast bank Limited wreck unused cheque take off. In the event of the shared service, the application for shutting the record ought to be marked by all join holders..

5.6. Cash Section:

This section is closely related to 'General Banking' section. All the deposits, remit funds, pay orders etc. are transacted through exchange of money in cash section. In Mogbazar ladies branch, there are two employees in cash department. Money office is the most essential and touchy organ of the branch as it manages a wide range of money exchanges. This office begins the day with money in vault. Every day some money that is opening money balance are exchanged to the money officers from the money vault. Net figure of this money receipts and installments are added to the opening money balance. The figure is called shutting balance. This end balance is then added to the vault. Furthermore, this is the last money balance figure for the bank toward the finish of a specific day. Money office in the Southeast Bank, Mogbazar ladies branch branch

is approved merchant of remote cash, so it can manage purchasing and offering of outside money.

5.7. Accounts Section:

Accounts Department is called as the operational hub of the bank. In saving money business, exchanges are done each day and these exchanges are to be recorded appropriately and efficiently as the banks manage the investor's cash. Any deviation in appropriate chronicle may hamper open certainty and the bank needs to endure a great deal generally. Inappropriate account of exchanges will prompt the crisscross in the charge side and in the credit side. To keep away from these setbacks, the bank gives a different division; whose work is to check the oversights in passing vouchers or wrong sections or extortion or imitation. This office is called as Accounts Department. Other than the abovementioned, the bank needs to set up some inner explanations and additionally some statutory articulations which to be submitted to the national bank. Records Department readies these announcements too. The office needs to present a few articulations to the Head office, which is additionally solidified by the Head Office later on.

5.8. Clearing Section:

This segment gets a wide range of check for the customer for clearing with respect to their keeping money administrations. In the wake of accepting check it is important to support it and cross it extraordinarily. Kinds of check for clearing:

There are four types of cheque for clearing:

- 1) Inward clearing cheque.
- 2) Outward clearing cheque.
- 3) Inward bills for collection.
- 4) Outward bills for collection.

Inward clearing cheque: It refers the instruments drawn on Southeast bank received by other banks in the clearing house from the representative of other bank.

Outward bills for collection: When our branch sends Cheques to other branch of Southeast bank is called OBC.

Inward bills for collection:

There are two types of clearing; firstly cheque collects from the other branch of Southeast bank These Cheques are settled by sending to the debiting depositors account and crediting sender's branch account. Secondly cheque collects from another bank outside the clearing house. These cheque are settled debiting depositors account and sending DD or TT in favor of senders bank.

Outward clearing cheque:

Cheque drawn of another branch of Southeast bank is called Outward Clearing Cheque. These types of cheque are directly sent to the respective branch and request them to send IBCA.

To sum up, in clearing section cheques, bills, Fixed deposit receipts etc. can be exchanged from branch to branch of any bank. To illustrate, some key observation of the clearing section has been given below:

- A customer giving a cheque to transfer money then the clearing bank officer at first would identify the cheque properly whether it is written properly or not.
- Further, if an account holder gives a cheque of another bank then the officer at clearing department would take the image of the cheque and verify with the other banking officer whether to transfer the money or not.
- Through communicating with the other bank, if all the requirements are met then the amount would be debited from the customer's account and credited at Southeast Bank Ltd.
- The medium of the whole transaction is Bangladesh Bank. The central bank charges a minimum amount of 'Clearing Charge' for it.
 - ✓ If the amount is more than TK 1,00,000 the online clearing charge will be TK 115.
 - ✓ If the amount is less than TK 1,00,000 the online clearing charge will be TK 57.50.

- At that time, the customer would deposit the amount at that branch of SEBL through deposit slip.
- If the customer asks the bank officer to transfer the money to his/her southeast bank limited's another branch then the transaction is done internally.

Money Transaction:

To illustrate, money transition through several instruments is relevant in general banking. Sending/Transfer cash starting with one place then onto the next place for the client is another vital administration of banks. Also, this administration is a critical piece of nation's installment framework. For this administration, individuals, particularly representatives can exchange assets starting with one place then onto the next place rapidly. More popular financial instruments may include the following:

- Pay Order
- Remittance

Pay Order: For pay order, SEBL issues on behalf of the customer. The benefit of pay order is that it can not be dishonored and the bank must pay the amount of money. The client must have bank account for issuing any pay order. Also, in whichever branch of SEBL a client issues pay order, only from that particular branch he/she has to withdraw money. Southeast bank charges a minimum amount of money for issuing pay order.

Remittance: In Mogbazar Ladies Branch, whenever a customer comes to the bank for remit funds they are asked to

- a) A client has to fill up a particular form depending on platform through which their remit fund would be send through.
- b) The client needs to submit one copy of their 'National Id Card' to the bank officer.
- c) Further, the bank officer would verify their national id card and input the information that would be given by the customer in the given form.
- d) Lastly, the officer would print-out a voucher for remittance and ask the customer to go to 'Cash' section to withdraw money from their remit fund.

CHAPTER-06 :

ANALYSIS Of LADIES BRANCH PERFORMANCE Of SEBL

6.1. Findings & Analysis

6.2. Gender:

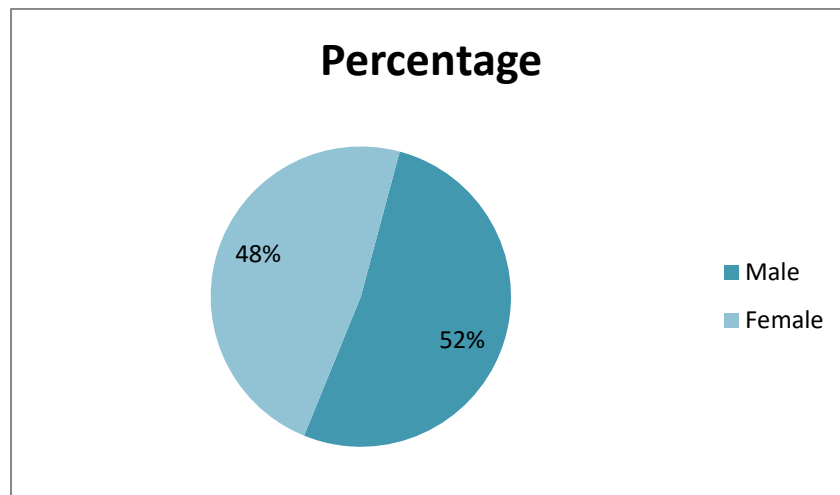
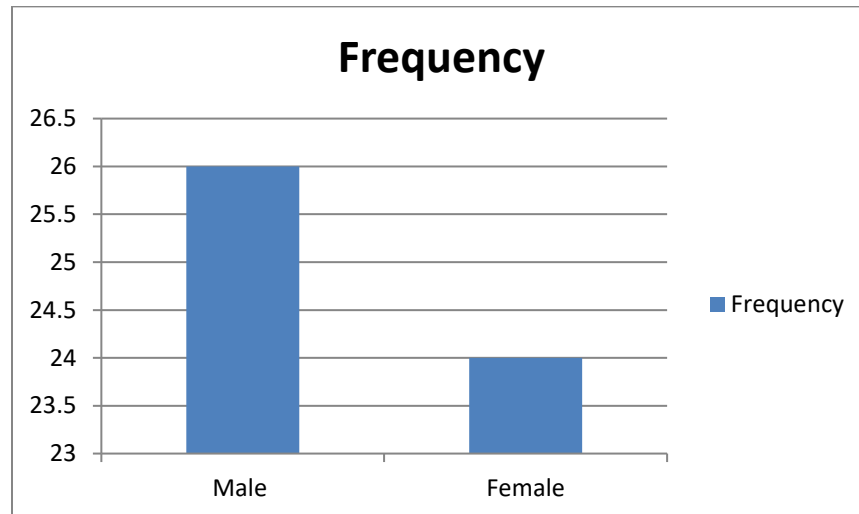


Figure: Percentage of gender.

At first, in both histogram and pie chart, it can be seen that most of the respondents were male in comparison to female in the focus group discussion. The percentages are 52% male and 48% female.

6.3. Age:

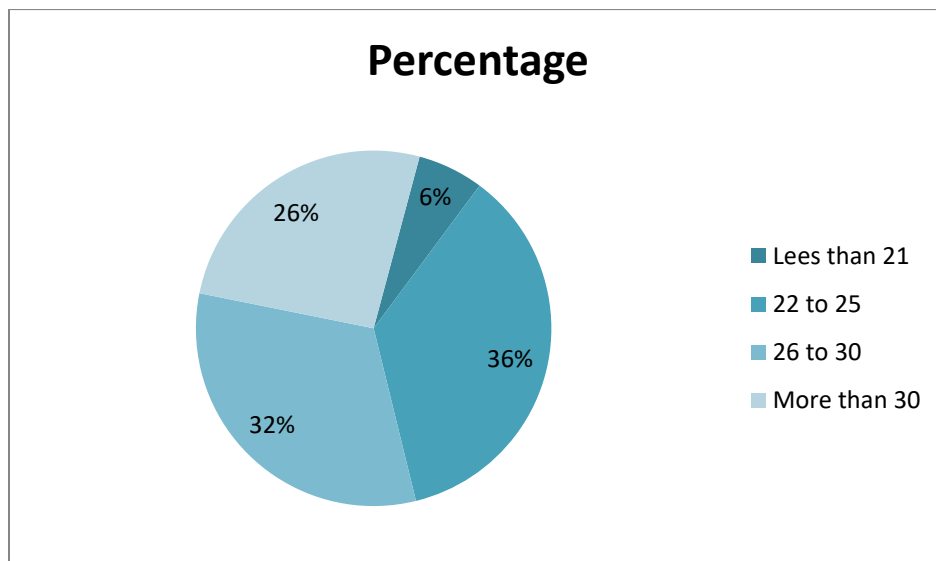
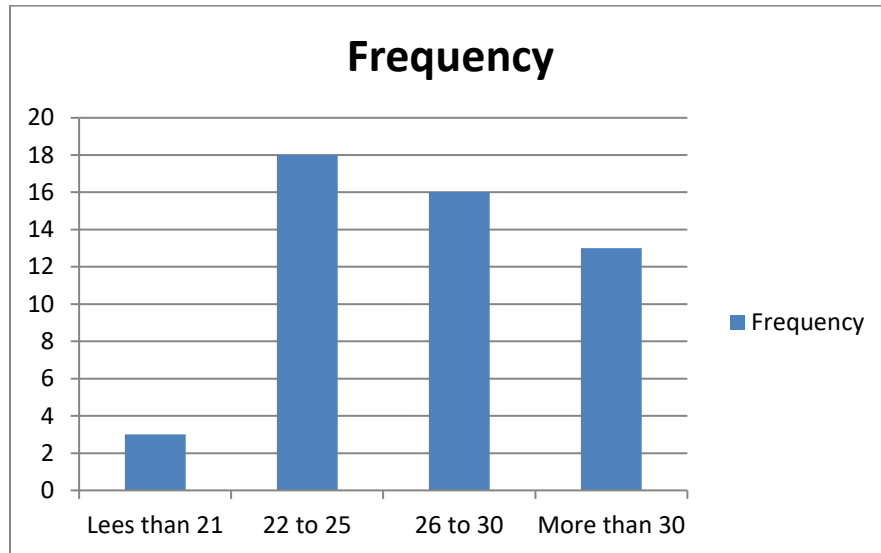


Figure: Percentage of age distribution.

In histogram, more frequencies are in 22 to 25 years and 26 to 30 years of age. A medium frequency lies in more than 30 years of age. A low frequency lies in less than 21 years of age. In pie chart, 6% were less than 21, 36% were 22 to 25 years, 32% were 26 to 30 and 26% were more than 30 years of age.

6.4. Occupation:

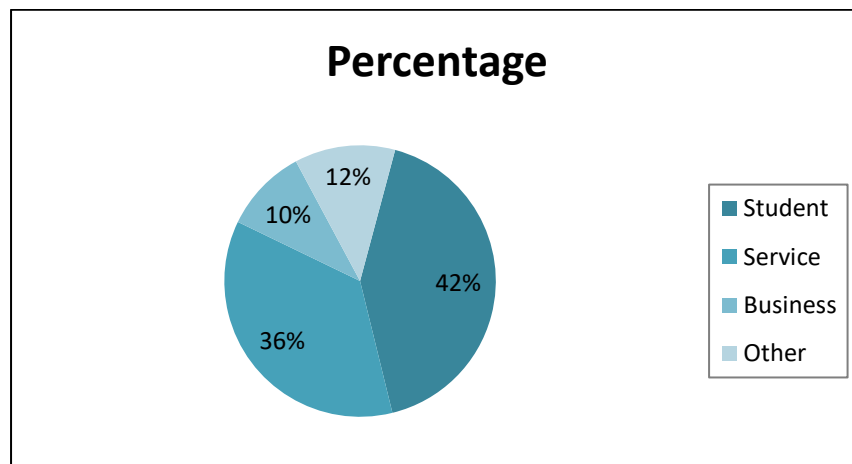
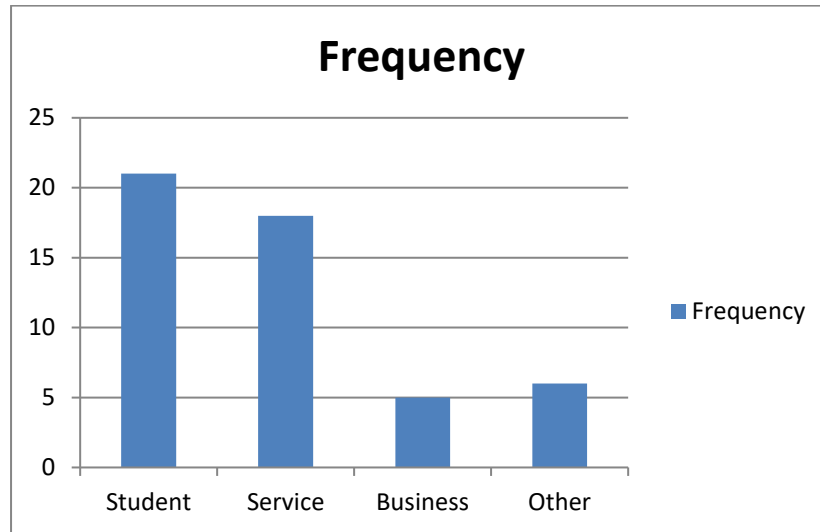


Figure Frequencies in occupation.

Here, more frequencies are for student and service option whereas lower frequencies can be seen for business and other option in the histogram. In pie chart, it can be seen that 42% were student, 36% were service holders, and 10% were involved in business. Only 12% falls in other options that may include other type of occupation or housewives and so on.

6.5. Do you have a bank account or did any transaction through bank directly?

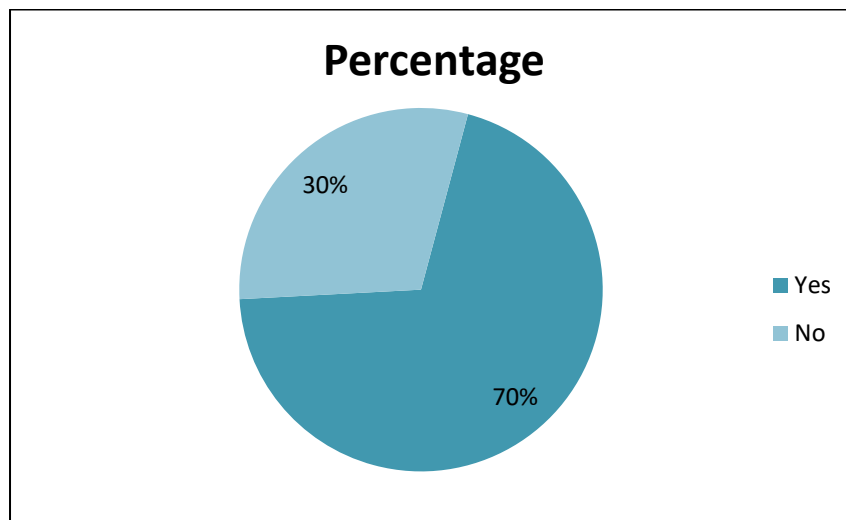
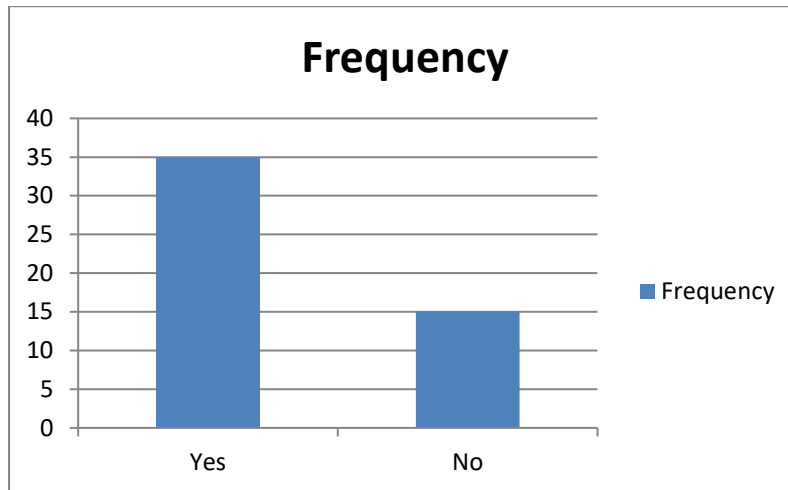


Figure: Percentage of People Having a Bank Account or Made Transaction through Banks Directly.

Here, it can be seen that higher frequency exists in ‘Yes’ option in the histogram. Also, about 30% of people said that they did not have any bank account nor they made any transaction through bank directly. On the other hand, 70% of people have agreed that either they have a bank account or they performed transaction through banks. From this, it can be said that the majority of people have given positive reviews about having a bank account or doing any transaction through any bank.

6.6. Have you ever heard of 'Ladies Branch' of SEBL?

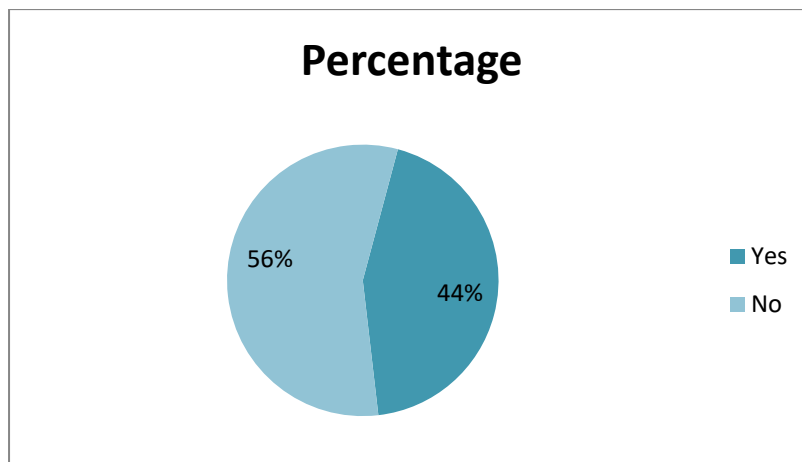
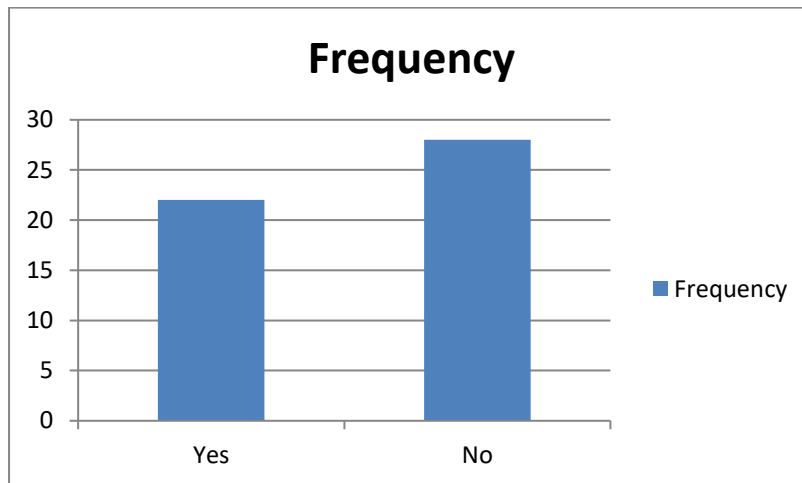


Figure: Number of percentage of people knowing about SEBL Ladies Branch.

In histogram, there is higher frequency in 'No' option and lower frequency in the 'Yes' option, which indicates that respondents have given negative answers. In pie chart, 56% of people responded that they did not know about 'Ladies Branch of SEBL'. But another 44% of people have agreed to the fact that they knew about ladies branch.

From above results, it can be said that, majority of people have little idea about ladies branch of SEBL.

6.7. What do you think about Ladies Branch?

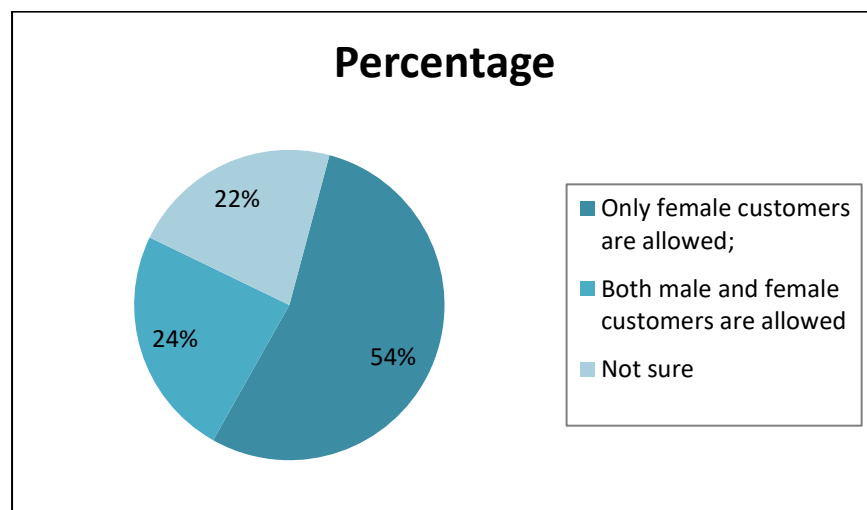
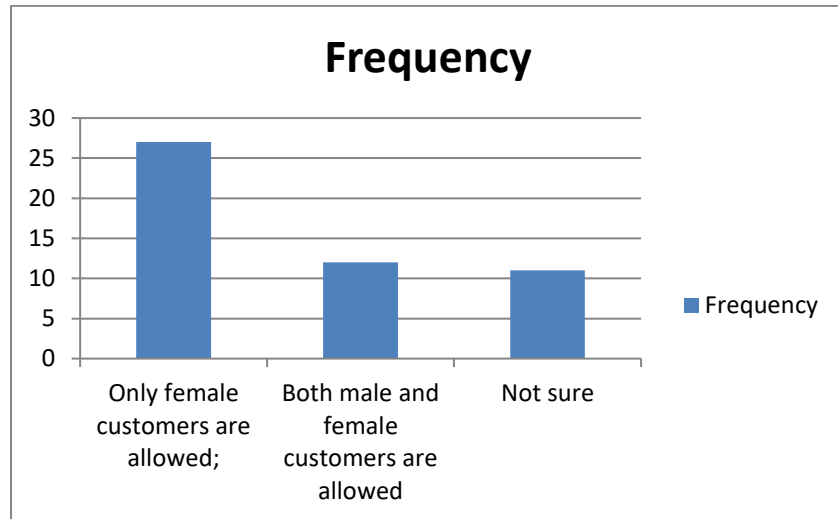


Figure: Percentage Of People Having Idea About ‘Ladies Branch’.

Further, the histogram shows that majority of people have put their opinion into ‘Only female customers are allowed’ option. There are some respondents who also put their opinions into ‘Both male and female customers are allowed’ option. Only a few number of people have indicated that they were not sure about the type of customers of ladies branch.

In pie chart, 54% of respondents have said that there are only female customers allowed, 24% of people have said that both male and female customers are allowed and other 22% of people were confused regarding the type of customers allowed in Ladies Branch.

This response clearly indicates that most of the people outside the branch have a perception that as a ‘Ladies Branch’ only female customers might be allowed.

6.8. Have you or do you want to go to ladies branch for any transaction?

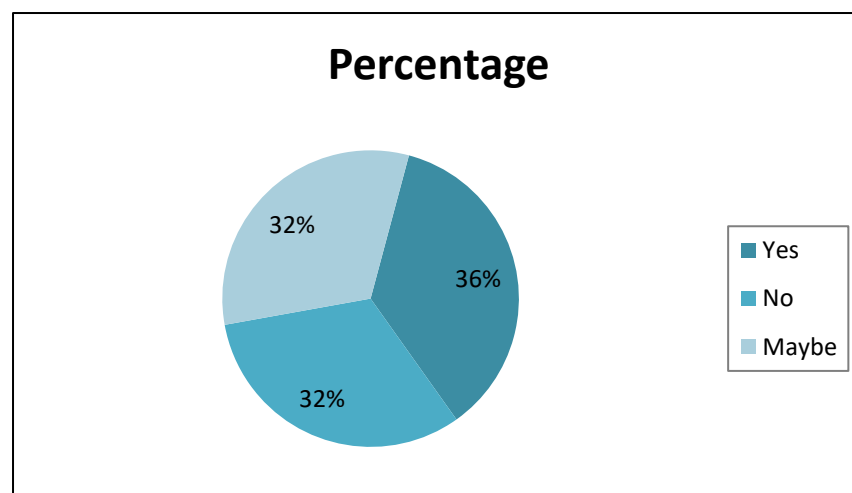
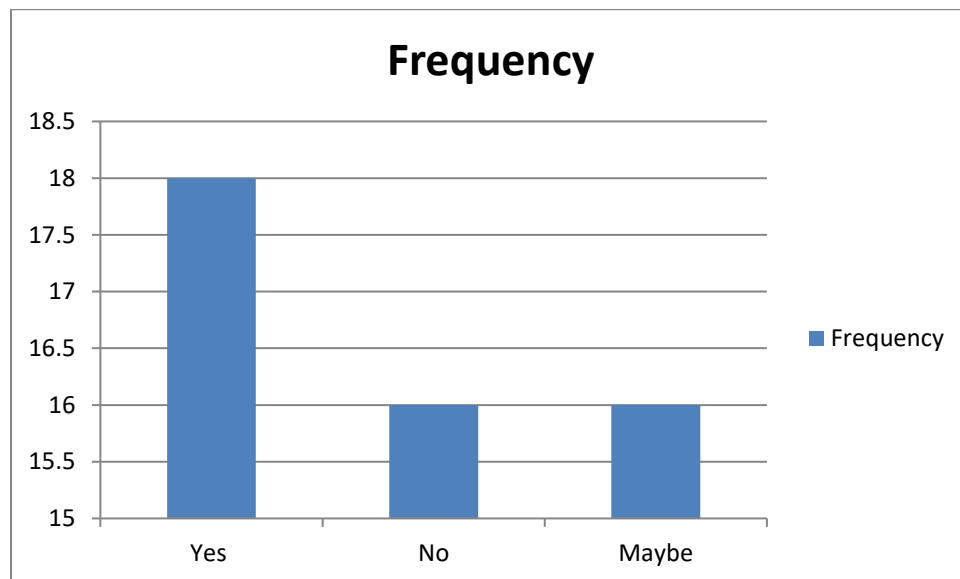
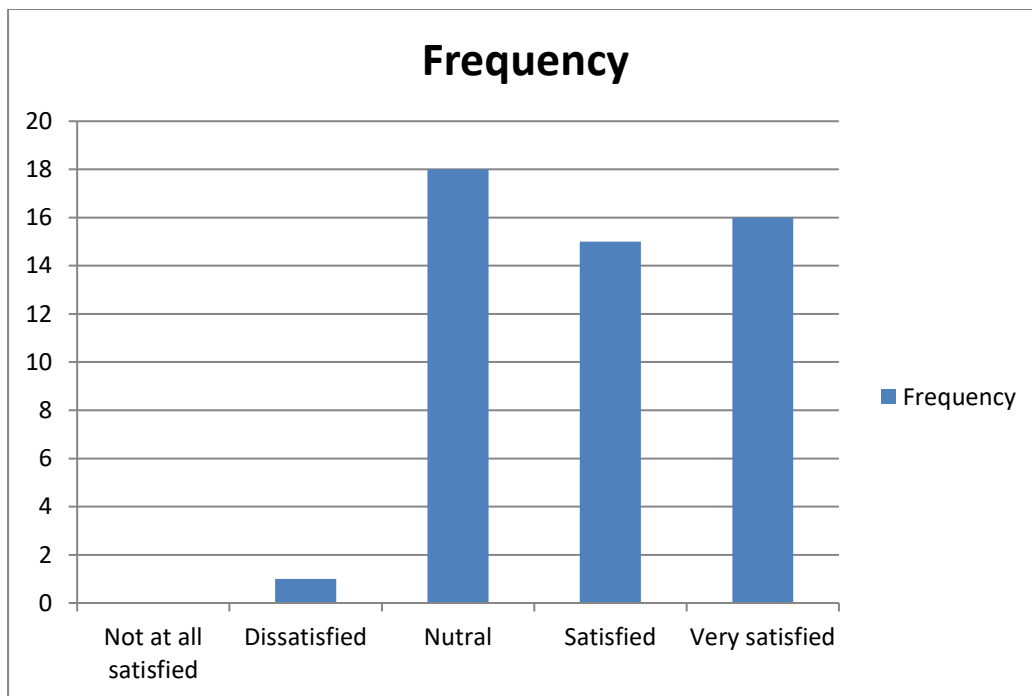


Figure: Percentage of people who have went to or want to go to ‘Ladies Branch’.

This histogram indicates that there is higher frequency in ‘Yes’ option which is positive. Among the other people there is almost equal number of people agreeing to these two options that are ‘No’ and ‘May be.’

In pie chart, 36% of respondents have agreed that they might have went to ‘SEBL Ladies Branch’ or they intend to go to this branch in future. The remaining 64% percent of respondents equally have given opinion in other given options. This means that 32% of people may not have visited or want to go to ladies branch for any transaction. The other 32% of people have indicated that they might go to ladies branch for doing any further necessary transaction.

6.9. How satisfied are you with the problem solving skills of the ladies as employees?



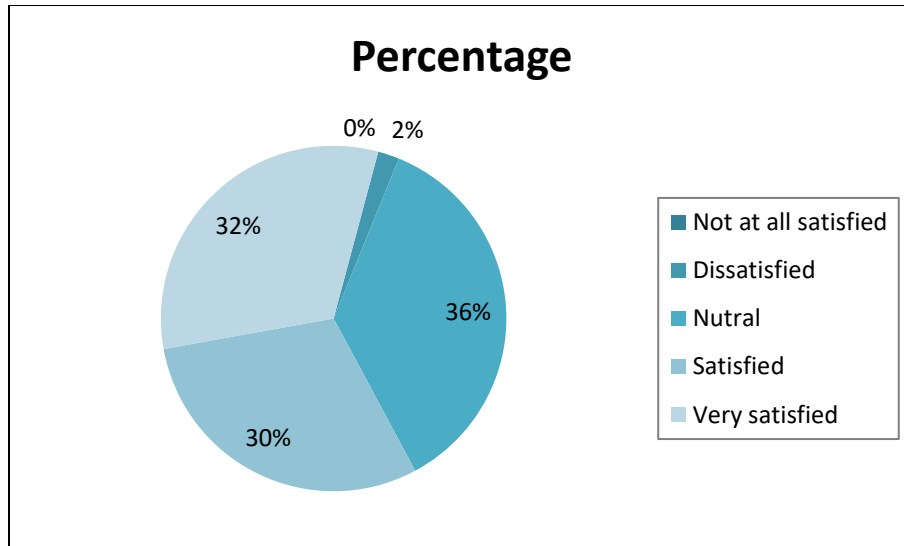


Figure: Perception of people about problem solving skills of employees.

Over here it can be seen that there is higher frequencies in ‘Neutral’, ‘Satisfied’ and ‘Very satisfied’ option. This means that most of the people have positive perception about the employees.

Moreover, in pie chart, 36% people were neutral, 32% of people were very satisfied and 30% of them were satisfied. Only 2% of respondents were dissatisfied.

From the results, it can be said that the majority of people are quite satisfied regarding the problem solving skills of ladies as employees.

6.10. How satisfied are you with the employee behavior?

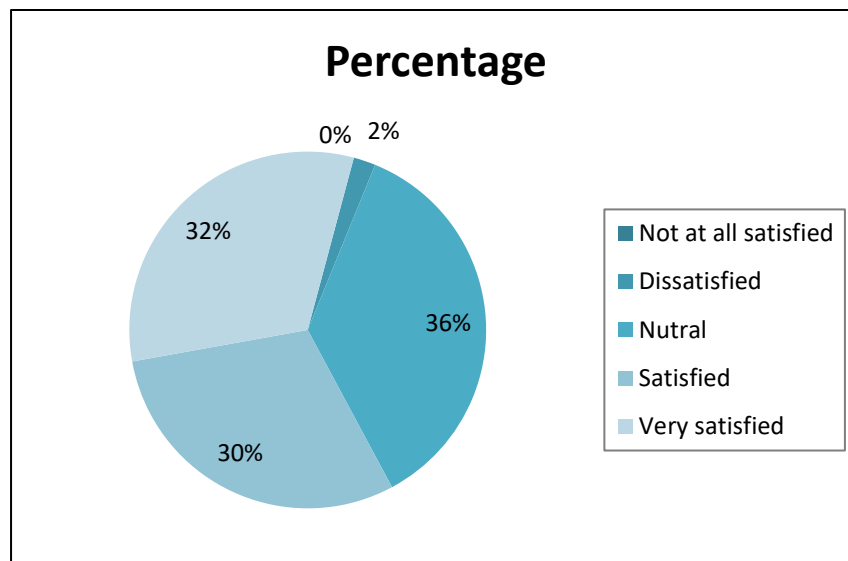
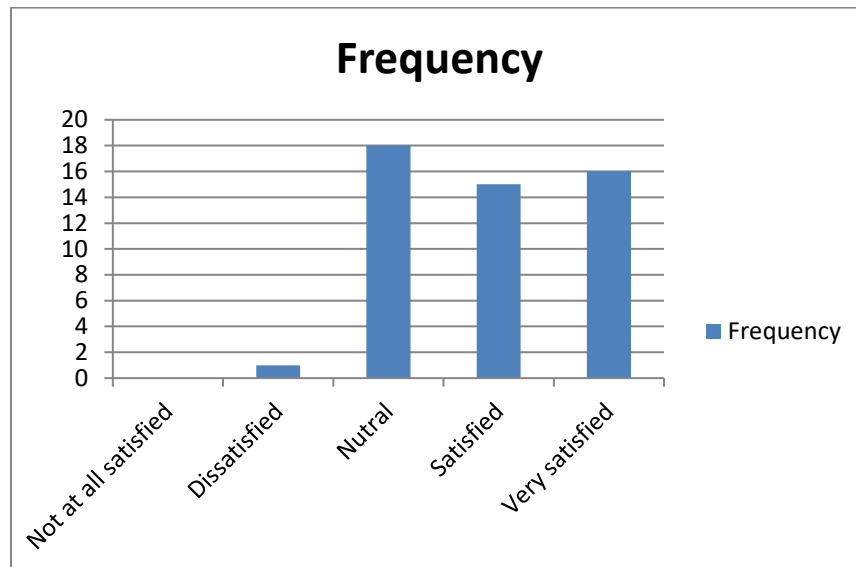


Figure: Perception about employee behavior.

Here, in the histogram, there are higher frequencies in ‘Neutral’ and ‘Very satisfied’ option. Also, positive frequency is there in ‘Satisfied’ option as well. Only a small number of frequency is there in ‘Dissatisfied’ option.

In pie chart, 36% of respondents are ‘Neutral’, 30% are satisfied and 32% are very satisfied. This means that most of the people are quite positive about the employee behavior of the branch. A little percentage

of people that is only 2% of people were not much satisfied with their behavior. Thus, the overall result is positive.

6.11. How fast are their services?

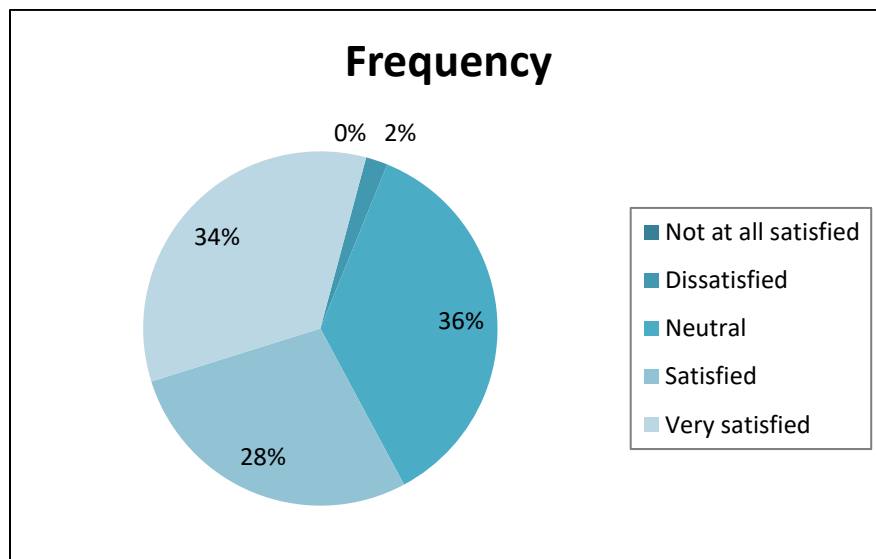
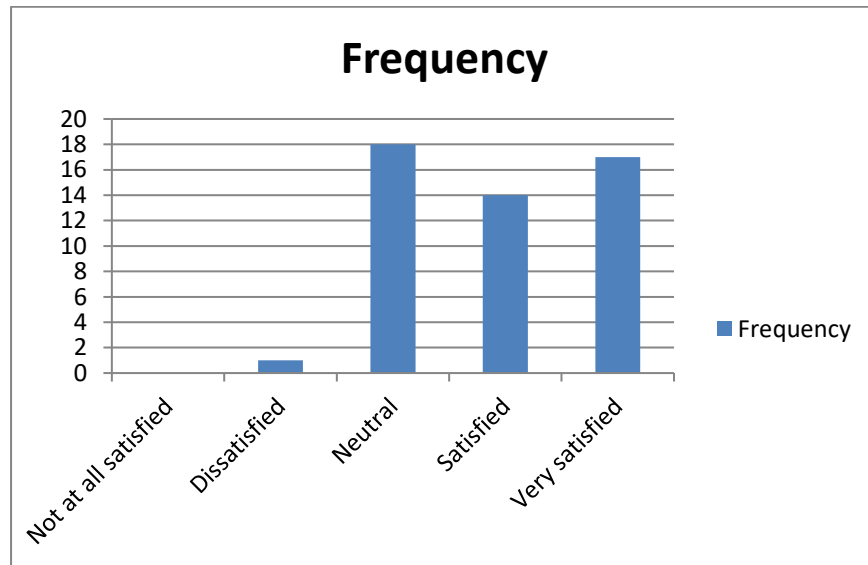


Figure: Number of percentage of people perception about service delivery.

Here, it can be seen that higher frequencies are in neutral and very satisfied option in histogram.

Also, from the pie chart it can be seen that 36% were neutral, 28% were satisfied and 34% were very satisfied with the speed of their services. Only 2% were not satisfied with the speed. Thus, overall results in this aspect is positive.

6.12. Do you think about the overall ambience of the branch?

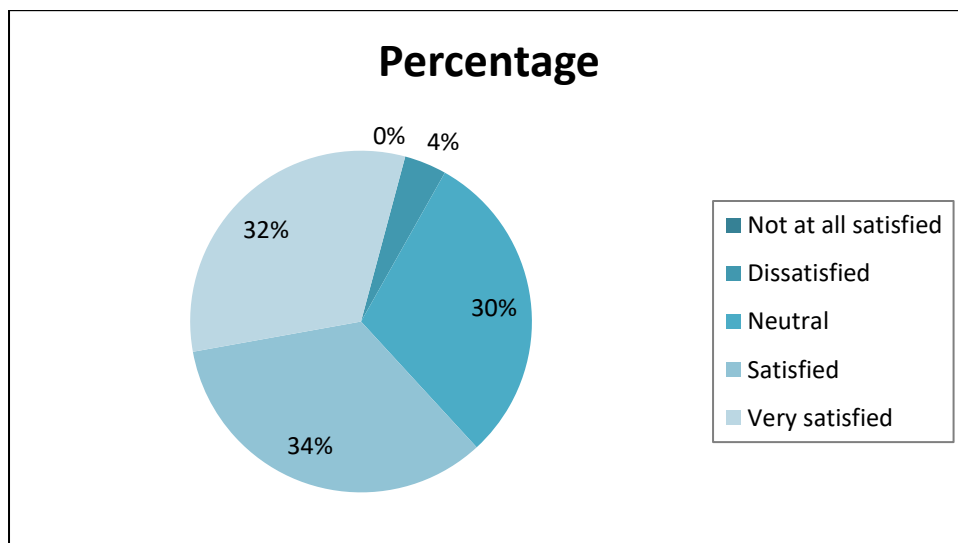
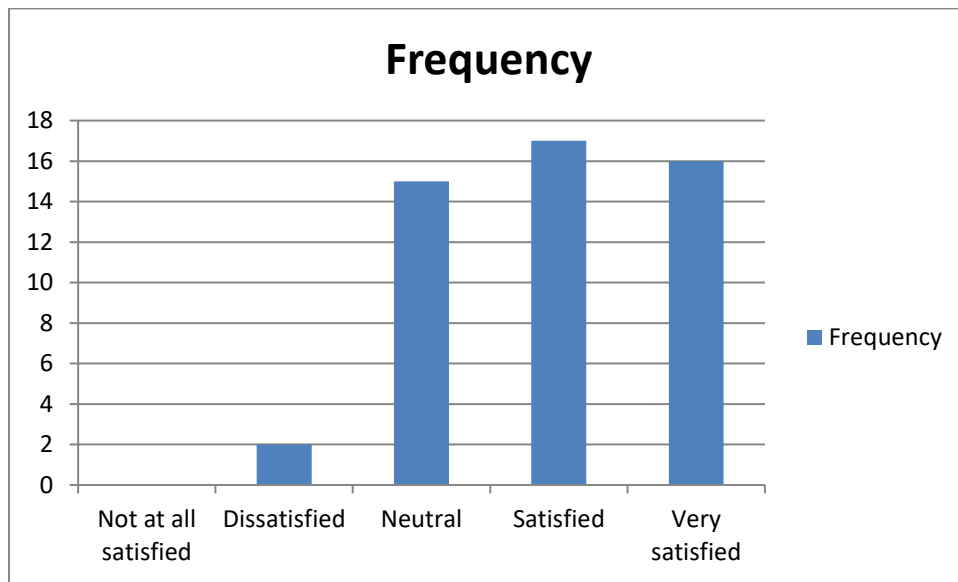


Figure: Percentage about satisfaction on the overall ambience of the branch.

Over here, there higher frequency in both satisfied and vey satisfied option in histogram. Again, in pie chart, 32% were very satisfied and 34% were satisfied with the overall ambience of the branch.

6.13. Overall satisfaction on transaction

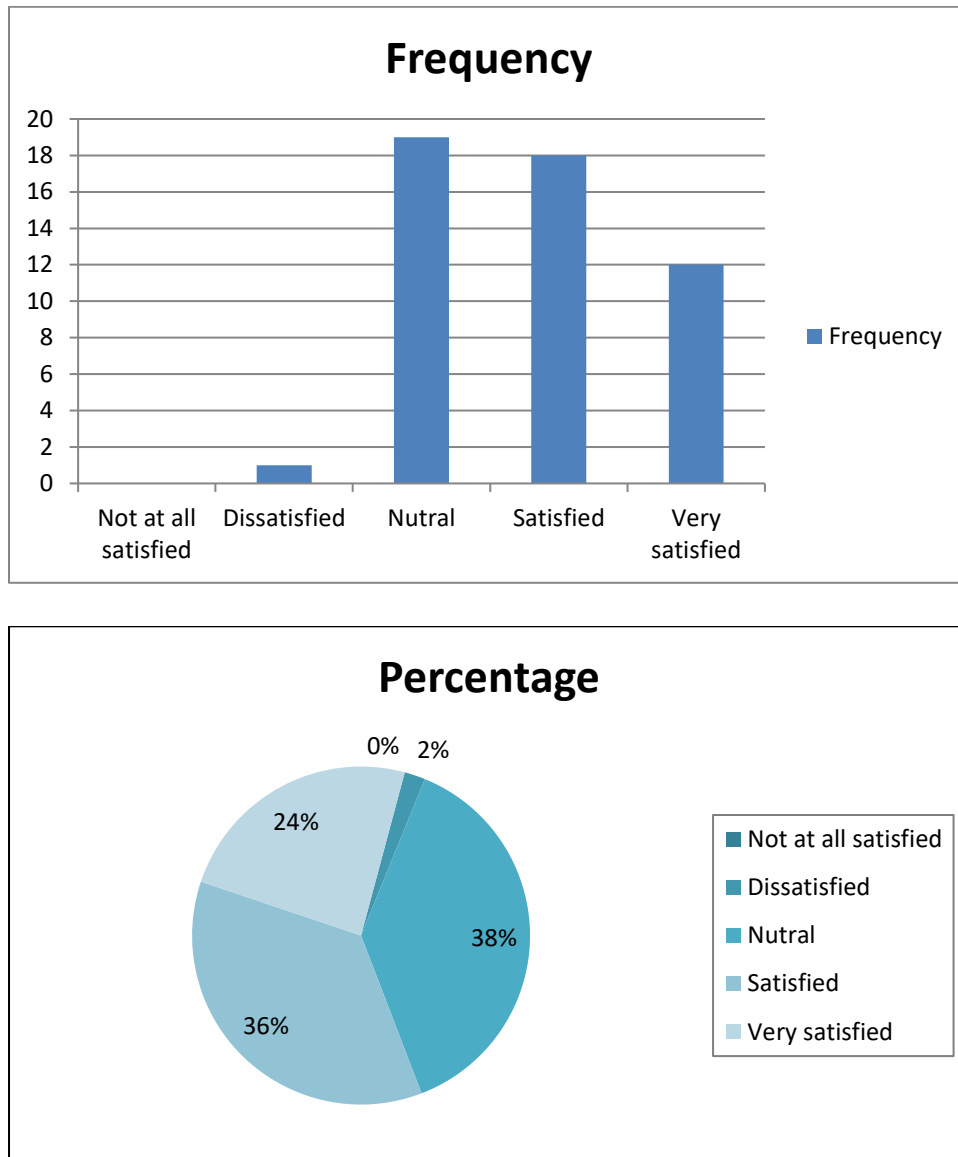


Figure: Overall satisfaction on transaction.

Here, there are higher frequencies in 'Neutral', 'Satisfied' and 'Very satisfied' option. Only a small number of frequencies is in 'Dissatisfied' option.

Again, in pie chart, 38% were neutral, 36% were satisfied, 24% were very satisfied and 2% were not satisfied on the transaction. From this, it can be seen that most of the respondents have given positive reviews about the satisfaction on overall transaction.

6.14. According to you which of these activities they put more emphasis on?

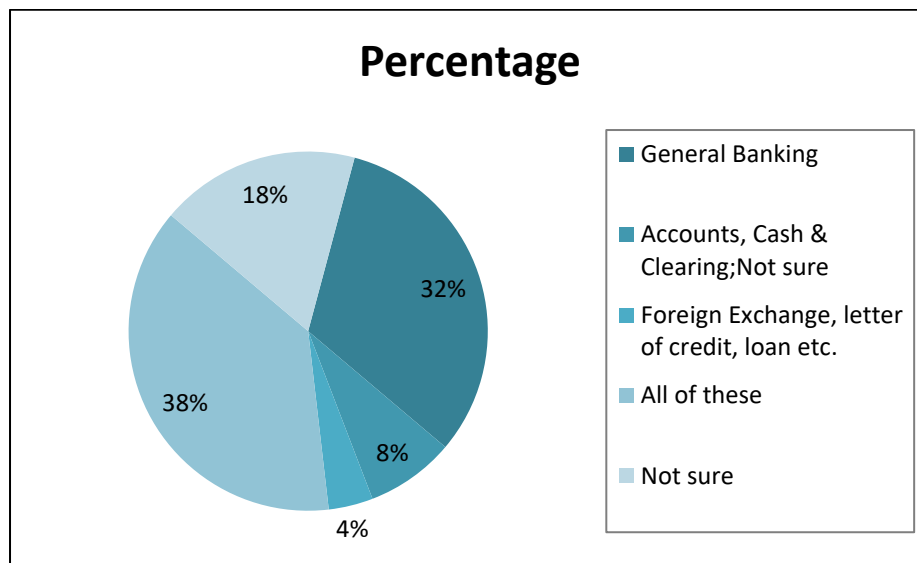
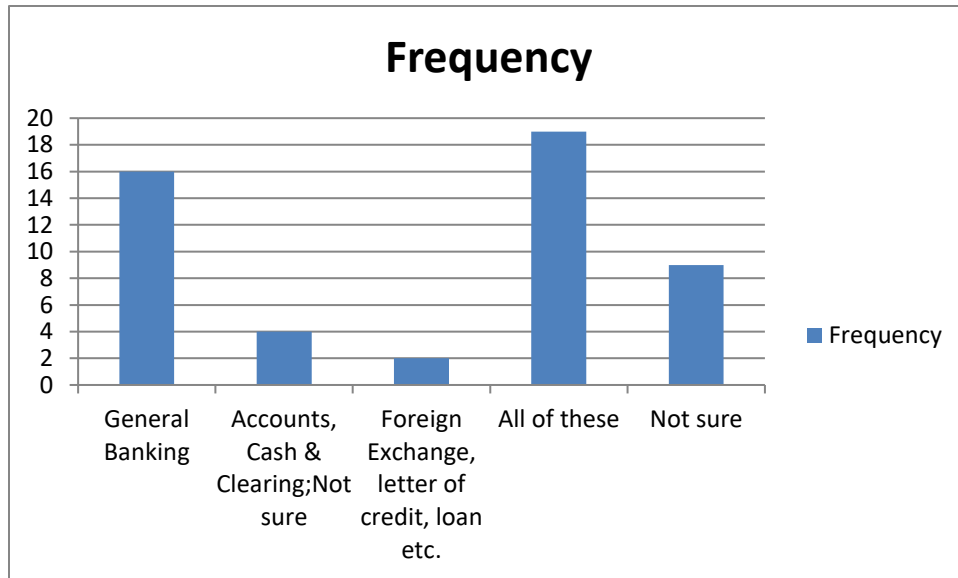


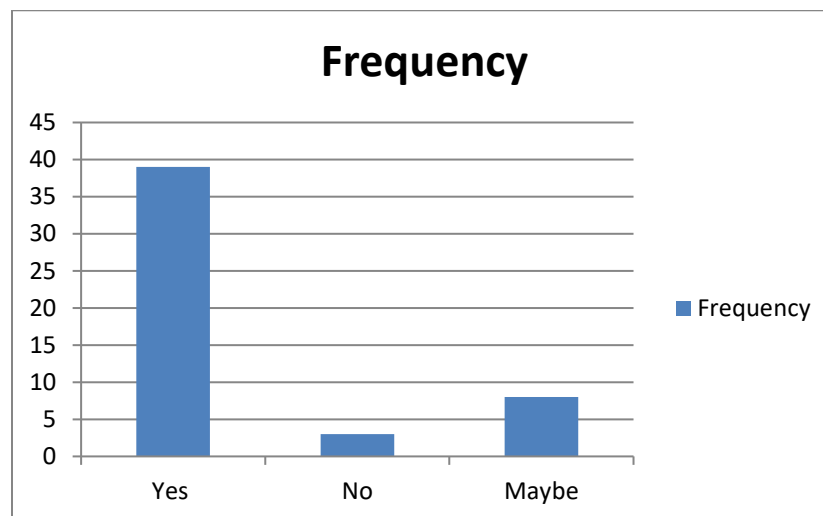
Figure: Number of percentage about the emphasis on banking activities.

In histogram, majority of frequencies are for ‘General Banking’ and ‘All of these’ option. There is smaller number of frequencies for the other options.

Moreover, in pie chart, 32% respondents have agreed to general banking and 38% respondents agreed that all the factions are given importance in ladies branch. 32% of people think accounts, cash and clearing and 8% people think foreign exchange; letter of credit etc. functions are given more importance in ladies branch. While only 4% of them are not sure about the question

Thus, the majority of people think all the activities are given importance in ladies branch which is positive.

6.15. Do you think banks should open more ladies branch for women empowerment?



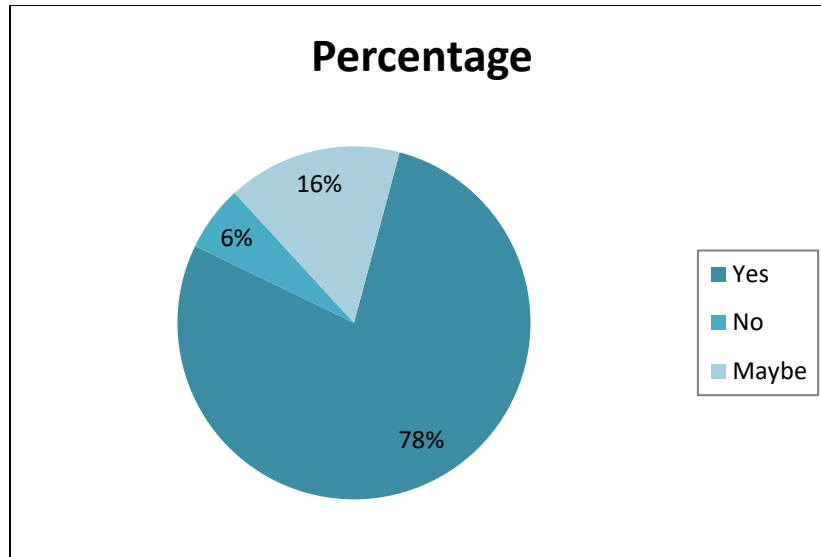


Figure: Percentage of people giving opinion for opening more ladies branch.

Lastly, in the histogram, there are higher frequencies in 'Yes' option and lower frequencies in 'No' and 'Maybe' option.

Also, in pie chart 78% of respondents have indicated that banks should open more ladies branch for women empowerment. The remaining 6% have given negative response and 16% of respondents are neutral. Therefore, overall result is quite positive.

CHAPTER-07 :

RECOMMENDATION & CONCLUSION

7.1. Recommendation

The report gave significant bits of knowledge with respect to where upgrades were important to enhance the nature of administration. In the wake of doing the overview and meeting the buyers, it has seen that the clients are pretty much happy with the general administrations of client benefit and the conduct of workers. They additionally have some grumbles which make them unsatisfied at times. From the review I have seen that the clients lean toward better administrations. So Southeast Bank Limited should attempt heart and soul to satisfy those clients in a keen and confiding in way.

Further, on the basis of the above discussion, some recommendations have been given which would be helpful for the bank and specially for the employees of ladies branch. The recommendations include the following:

➤ *Constant Marketing of Ladies Branch:*

First of all, Southeast Bank should take initiatives to conduct frequent marketing and branding of its ladies branches. In the survey it is seen that most of the people did not heard of any ladies branch of the bank. Thus, it is of a great importance to take initiatives to increase public awareness about the branch.

➤ *Inspiring Women:*

Again, if Southeast Bank Limited opens more ladies branches then it would inspire women to get involved in more banking transactions. In our society, many women feel hesitate to interact with other people and so want to avoid banking transactions. Incorporation of ladies branch may lessen this hesitation of such women and in turn the bank may get a scope to target a group of people and make them a valuable customer.

➤ *Mentioning Clear Information On Website:*

Further, Southeast Bank Ltd. May publish ion their official website about ‘‘Ladies Branch’ to give a chance for the mass people to know about it. In survey, many respondents did not have clear idea about the branch. Moreover, from my practical experience at the work, it is seen that most of the clients at first thought that only female customers are allowed which is not quite positive for the branch officers. Thus, if the bank officially spreads that both male and female customers are allowed like all other ordinary bank’s branches, then it might bring good results.

➤ *Market Research:*

In this dynamic era, customers' needs tend to change very quickly. For this, the bank should conduct market research on a continuous basis. They may implement personal interviews with customers, conduct surveys etc. in order to know about the kinds of services they may need or even to introduce new services that would best satisfy their needs.

➤ *Introducing Foreign Exchange Department:*

Southeast Bank Limited should introduce separate foreign exchange department in Mogbazar Ladies Branch. In this way, they may get another segment of customers who are usually involved in foreign currency exchange.

➤ *Faster Online Service:*

Furthermore, Southeast Bank Limited may conduct frequent in-house training to make their employees capable of giving faster service. Also, they should develop their server to ensure faster online banking. They should improve internet banking and all other online banking services whether it is through their website or mobile app as well. This is because time is very precious to every people and to be competitive SEBL has to give faster service to its customers.

➤ *Better Service Quality:*

Well, the number of customers at Mogbazar Ladies Branch is increasing than before. Sometimes customers wait for their service only because of lack of officers a time. Therefore, the bank should increase the space and hire new employees to give more customers service at the same time.

➤ *Interaction Through Social Media Platforms:*

In order to attract young generation and to reach mass people, Southeast Bank Limited may conduct marketing through social media platforms such as- facebook, instagram etc. Through this activity, people will get know about the ladies branch more and more.

➤ *Emphasis on Retail Loans:*

Additionally, SEBL should give more importance to give retail loans. In this way, there can be low risk on loans. Also, they can increase customer base for the ladies branch. In the survey, it can be seen that many people think that the branch mainly focuses on general banking and some of them were even not sure about it. Since the branch focuses on all the conventional banking activates, so if they get positive results by encouraging retail loans they may present their capabilities in an efficient way like all other branches.

7.2. Conclusion

All in all, banking sector previously developed as a critical vehicle for business. It has most likely that as a creating nation we have to reinforce our managing an account area. Presently a days, banks are doing relatively same thing yet in an alternate way. Yet, every one of them expect to work for the welfare of the country. South East Bank Limited is not the same as them. Amid my temporary position I discovered that, SEBL is a profoundly potential bank. This bank plays out a ton of vital keeping money and non-managing an account exercises for both private and government. SEBL centers on building up the financial state of this nation. Different banks are contributing more on contributing where SEB designates a large portion of their assets in essential undertaking for the national monetary movement. I watched them intently and I found tremendous potential in this bank. I assembled a concise information about the present circumstance of the Banking division in Bangladesh. As we probably am aware 3 months is a brief term to comprehend an entire area.

Moreover, it was a great experience to work as an intern at Mogbazar Ladies Branch, Southeast Bank Limited. In this report I have tried my best to highlight ‘General Banking’ activities and Customer perception about Mogbazar Ladies Branch as well as tried to analyze proper suggestion for betterment of the organization

Lastly, I wish consistent accomplishment of this bank and sound business arrangement of the bank.

7.3. Appendix

Questionnaire: These are close-ended questions. All the questions are regarding 'Ladies Branch performance of SEBL'.

1. Gender: a) Male, b) Female
2. Age:
 - a) Less than 21, b) 22 to 25 , c) 26 to 30, d) More than 30
3. Occupation:
 - a) Student, b) Service, c) Business, d) Other
4. Do you have a bank account or did any transaction through bank directly?
 - a) Yes, b) No
5. Have you ever heard of 'Ladies Branch' of SEBL?
 - a) Yes, b) No
6. What do you think about Ladies Branch?
 - a) Only female customers are allowed, b) Both male and female customers are allowed, c) Not sure
7. Have you or do you want to go to ladies branch for any transaction?
 - a) Yes, b) No, c) Maybe
8. How satisfied are you with the problem solving skills of the ladies as employees?
 - a) Not at all satisfied, b) Dissatisfied, c) Neutral, d) Satisfied, e) Very Satisfied
9. How satisfied are you with the employee behavior?
 - a) Not at all satisfied, b) Dissatisfied, c) Neutral, d) Satisfied, e) Very Satisfied
10. How fast are their services?
 - a) Not at all satisfied, b) Dissatisfied, c) Neutral, d) Satisfied, e) Very Satisfied
11. What do you think about the overall ambiance of the branch?
 - a) Not at all satisfied, b) Dissatisfied, c) Neutral, d) Satisfied, e) Very Satisfied
12. Overall satisfaction on transaction
 - a) Not at all satisfied, b) Dissatisfied, c) Neutral, d) Satisfied, e) Very Satisfied
13. According to you which of these activities they put more emphasis on?
 - a) General Banking, b) Accounts, cash and clearing, c) Foreign exchange, letter of credit etc., d) All of these, e) Not sure
14. Do you think banks should open more ladies branch for women empowerment?
 - a) Yes, b) No, c) Maybe

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