

**DHAKA BANK**

L I M I T E D

EXCELLENCE IN BANKING

# **An Internship Report**

**On**

**General Banking of Dhaka Bank Limited, Dhanmondi Model Branch**



## **Prepared For**

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ID: 15104216

Semester: Fall'18

## Letter of Transmittal

December 9, 2018

To

Zaheed Husein Mohammad Al-Din

Senior Lecturer

BRAC Business School

BRAC University

Subject: **Submission of the Internship Report.**

Dear Sir,

With due respect, I would like to present the internship report named "**General Banking and Lending Process of Dhaka Bank Limited**" as a mandatory requirement of the internship program of my BBA program.

I'm so grateful to you for assigning this report as it provided me with the opportunity to go through the real-life scenario and broaden my understanding on how the banking process is arranged and all the work that goes into it. I hope that my work on this report will come up to the level of your expectation.

I take pride to answer all your queries and appreciations.

Sincerely Yours,

Shareka Shahreen Afrodete

**ID:** 15104216

**Semester:** Fall'18

## **Acknowledgment**

The accomplishment of this Internship Report shows the contribution and involvement of a number of people, as they took the time to share their significant guidance and suggestions to make the report more authentic. It's difficult to thank all of those people who have contributed something to write the report.

At first, I would like to thank my dignified supervisor **Zaheed Husein Mohammad Al-Din**, Senior Lecturer, Department of BRAC Business School, BRAC University. I am so grateful to him for his continuous support, supervision, suggestions and providing me with the valuable information that helped me a lot to complete this Internship Report.

Secondly, I would like to thank **Mr. Mostaq Ahmed Khan**, EVP & Branch Manager, Humaira Halim, SAVP & Roksana Begum, AVP General Banking In-charge for giving me the opportunity to conduct my internship program under their inspection in Dhaka Bank Limited, Dhanmondi Model Branch. The formulation of whole report would not have been possible for me to run without their contribution. Lastly, I would also like to thank all of the co-workers who helped me a lot to prepare this report and also helped me with their guidance and by sharing their invaluable knowledge throughout my internship period in Dhaka Bank Limited.

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## **Executive Summary**

I have done my internship report using the practical knowledge of “General Banking Activities” of Dhaka Bank Limited, Dhanmondi Model Branch. The differences between theoretical and practical knowledge is totally different. The employees who are associated with general banking and other helped me to complete the report with valuable information. Therefore, this report reflects in-depth and precise information about all the jobs done by me during my internship.

On 5 July 1995 being a second generation private Bank, Dhaka Bank Limited started its journey. In its journey Dhaka Bank has succeeded in fulfillment of the dreams of those who established it. Today it is one of the country’s leading banks in the private sector having a significant contribution towards national economy. Its headquarters is located in Naya Paltan, Dhaka. Currently the bank has 100 branches and 3 SME service centers throughout the country and it is booming continuously towards the service excellence through its products and services.

General banking is the starting of all the operations for the banking industry. The internship report is a mandatory requirement of my degree. As a part of the internship program, I was assigned at Dhanmondi Model Branch of Dhaka Bank Limited. During the 3 months internship program I have learned about how the commercial banks operates. This report explores Dhaka Bank activities of Dhanmondi Model Branch 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 Dhaka Bank Limited in this report.

General banking operation includes all the general activities performed by the bank. 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. I have also done survey about customer perception of Dhaka Bank.



# Chapter: 01

## Introduction

It's very important to be linked with practical operation after the theoretical knowledge and no knowledge is fully complete until it is done practically. In the study of Business Administration, it is so important to gather hand on hand experience of the theories to cope up with the actual world.

For my internship purpose, I selected DHAKA BANK LIMITED to get more detailed knowledge about the policies, processes and the services provided by the bank and how they serve their customers/clients.

In my Internship report, the topic I have chosen is General Banking and Lending Process of Dhaka Bank Limited. The General Banking operation of DBL talks about the general activities of this bank. The lending process helps a bank to fulfill it's customer's need by making the dreams of the customers come true. A bank is a service-oriented organization as well as the profit-oriented organization. Every bank aims to earn their profit by providing prominent service to its customer and satisfying its stockholder's need. I tried to utilize this opportunity to enrich my knowledge on the assigned topic. Lastly, after observing thoroughly, I have done this report on the basis of my finding from survey and observation relating to the topic.

## **The objective of the study**

The main objective of the internship program is to get to know the real market situation and compare it with theoretical concepts that were taught in the courses. The main purpose of this report is to have an assessment of the overall banking activities of DHAKA BANK LIMITED.

Moreover, the overall study covers the following core objective:

- To go in depth of the general banking activities.
- To analyze the various products/services offered by the Bank's General Banking department.
- To find out the lending process of the bank.
- To find out the financial trend and performance of the bank
- To find out a problem related to General Banking, Lending process, and financial performance.
- To recommend some policies to improve Banking process.

## **The Methodology of the study**

The report is done on the basis of information that is gathered from multiple sources and as this report includes different types of information such as the methods, policies, and practices of general banking operation and the lending process of the bank. I used both primary and secondary data in preparing this report.

### **Primary Sources of Data:**

- Conversation with the service Officers and staffs of DHAKA BANK LIMITED. (Dhanmondi Model Branch)
- Practical knowledge from Officials.
- The files related to the study provided by officers.

- Observing officers and staffs while dealing with clients.

**Secondary sources of data:**

- Dhaka Bank Limited's annual report.
- Official website of Dhaka Bank Limited.
- Corporate Portal of Dhaka Bank Limited maintained by IT division
- Audit Reports
- Annual General Meeting of Dhaka Bank Limited.
- Brochures of Dhaka Bank Limited
- The online and various study selected reports.

From the sources mentioned above, I have collected information for preparing my report perfectly.

## **Limitation of the study**

The report was done to make it a complete and effective one which can be used for further research purpose. But, there occurred some problem appeared in the way of conducting the study. While conducting the study, it was not possible to have a physical visit to all the branches to know the overall banking condition of DHAKA BANK LIMITED. As the customers had a rush on "General Banking" unit, so I couldn't visit other division within my assigned branch properly.

The above study consists of the following limitations:

- The total time for this study was not sufficient.
- The scarcity of required Current data.
- All the departments were not present in the Model Branch. (ie. Foreign exchange department, HR Department etc.)
- Every units/department of the bank were not physically visited.
- Lack of experience.
- The unstable political condition of the country.

# Chapter:02 (Bank Profile)

## Background of the company

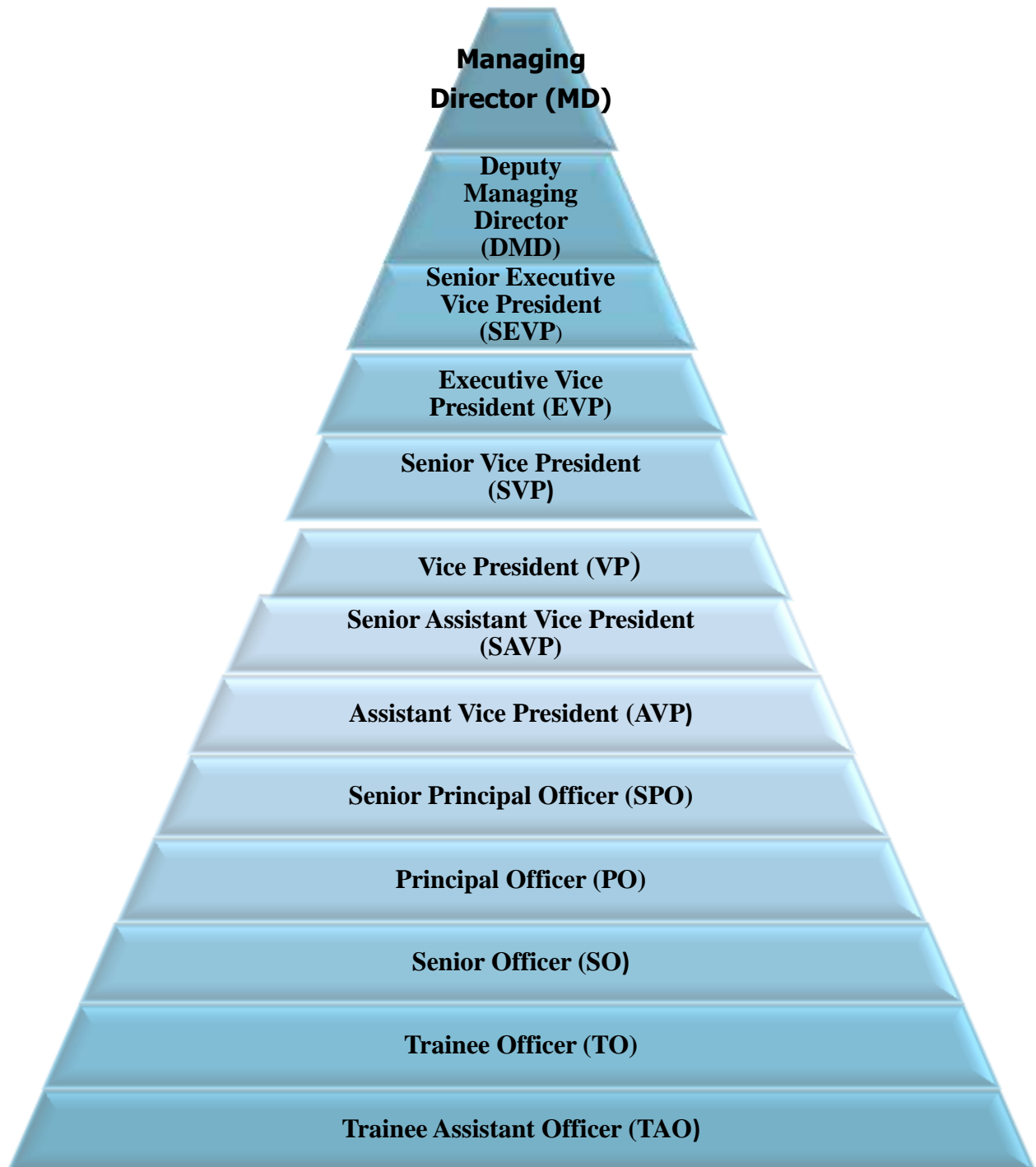
After the independence, Bangladesh started its journey by incorporating 18 banks consisting of 3 State-owned banks, 6 Commercial banks, and 9 Foreign banks. Later on, the banking industry started to boom and at now there is operating 59 scheduled banks and 5 non-scheduled banks. There are more than 40 private banks operating in Bangladesh. After 1972, people of the country gradually changed their lifestyle with the development of the economy. At that time, some renowned businessman grouped together to grab the potential market in the banking industry and established Dhaka Bank Limited in 1995. The Bank started its journey on July 05, 1995 with an authorized capital of taka. 1,000 million and paid up capital of Tk. 100 million. Later on, in 2003, two new banking software system named FLEXCUBE & DBCUBE was installed and the whole banking process of Dhaka Bank has gone faster and up to date. Dhaka Bank has got hold of a countrywide reach through a larger network of Branches, ATMs, ADMs, SME channels, and SMS banking. As on December 2017, Dhaka Bank has made its vibrant presence at 100 Branches including 2 Islamic Banking Branches, 3 SME Service Centers, 56 ATMs, 20 ADMs, 1 Business Kiosk and 2 Offshore Banking Units across the country. Dhaka Bank Securities Limited having 6 countrywide Branches to fulfill the need of the capital market. In 2018, Dhaka Bank got the award for “Bank of the year” which regarded as OSCARS of the banking industry. The bank offers the full range of banking and investment services for personal and corporate customers, backed by the latest technology and a team of highly motivated officers and staff. The bank provides e-business facility to their clients through online and home banking solutions and many more services.

## **Distribution of company share**

<b>Serial No</b>	<b>Name of the Directors with Designation</b>	<b>Number of share</b>	<b>Value of share (Tk.)</b>
1	Mr. Reshadur Rahman, Chairman	24,379,667	243,796,670
2	Mrs. Rokshana Zaman, Vice-Chairperson	17,694,260	176,942,600
3	Mr. Altaf Hossain Sarker, Director	20,143,714	201,437,140
4	Mr. Abdul Hai Sarker, Director	16,029,668	160,296,680
5	Mr. Md. Amirullah, Director	14,447,630	144,476,300
6	Mr. Abdullah Al Ahsan, Director	14,448,872	144,488,720
7	Mr. Tahidul Hossain Chowdhury, Director	14,506,481	145,064,810
8	Mr. Jashim Uddin, Director	14,447,762	144,477,620
9	Mr. Mohammed Hanif, Director	22,001,572	220,015,720
10	Mr. Khondoker Monir Uddin, Director	20,743,363	207,433,630
11	Mr. Khondoker Jamil Uddin, Director	14,447,562	144,475,620
12	Mr. Amanullah Sarker, Director	14,447,633	144,476,330
13	Mr. Mirza Yasser Abbas, Director	26,602,504	266,025,040

14	Mr. M.N.H. Bulu, Director	14,464,553	144,645,530
15	Mr. Syed Abu Naser Bukhtear Ahmed Independent Director	Nil	Nil
16	Mr. M.A. Yussouf Khan Independent Director	Nil	Nil
	Total	248,805,241	2,488,052,410

# Organizational Structure





## **Mission**

To be the premier financial institution in the country providing high-quality products and services backed by the latest technology and a team of highly motivated personnel to deliver Excellence in Banking.

## **Vision**

At Dhaka Bank, we draw our inspiration from the distant stars. Our team is committed to assuring a standard that makes every banking transaction a pleasurable experience. Our endeavor is to offer you razor sharp sparkle through accuracy, reliability, timely delivery, cutting edge technology, and tailored solution for business needs, global reach in trade and commerce and high yield on your investment. Our people, products and processes are aligned to meet the demand of our discerning customers. Our goal is to achieve a distinction like the luminaries in the sky. Our prime objective is to deliver a quality that demonstrates a true reflection of our vision- Excellence in Banking.

## **The Core Values**

- Customer focus
- Integrity
- Teamwork
- Respect for the individual
- Quality
- Responsible citizenship

## **Goals**

- 20% increase in revenue each year.
- Reduction in the cost of funds up to 7%
- To achieve the cost synergy by 20%
- Changing deposit mix time vs. transaction accounts to 60:40.
- Reducing the dependency on bank deposits for ensuring a continuous flow of core funds through the base deposit.
- less than 1% reduction in the non-performing loan to the total assets.

## **Departments of Dhaka Bank Limited**

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**Human Resource division**

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**Consumer Banking Division**

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**Finance and Accounts Division**

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**Audit and Risk Management Division**

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**Personal Banking Division**

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**RMG Division**

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**Legal Affairs Division**

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**CRM Division**

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**Computer and Information Technology Division**

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**Treasury Division**

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**Card Division**

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**Foreign Exchange Division**

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**General Dervice Division**

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**Operations Division**

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**Special Asset Management Division**

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**SME Division**

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**Islami Banking Division**

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**Special Assets Unit Division**

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**Corporate Division**

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**International Division**

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**Retail Business Division**

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**Remittance Division**

## **Business Units Of Dhaka Bank Limited**



## **Upcoming Goals of Dhaka Bank**

- A dynamic participation in Women Entrepreneurs' fair going forward
- Initiating some new SME Asset Products idea
- Initiating some new SME Liability Products idea
- Incentivizing the Pay Masters of the SME clients
- introducing various apps based Bills\_To\_Cash

# Chapter: 03

## **Product & Services Of Dhaka Bank Limited**

DHAKA BANK provides various products and services to its customers with the most up to date facilities. The products and services are given below:

### **Retail banking**

- Current account
- Savings account
- Bundle Savings account
- Joma Savings account
- Short notice deposit
- Fixed deposit rate (FDR)
- Gift Cheque
- Deposit pension scheme
- Special deposit scheme
- Deposit double scheme
- Kotipoti deposit plan
- Lakhopoti deposit scheme
- Honorable seniors
- Student ledger
- Shopno Jatra
- Car loan
- Home loan
- Credit card
- Debit card
- Locker service

## **Corporate banking**

**1. Project Finance** – Project financing is an innovative and timely financing technique to fund large-scale corporate projects. It undertakes the principle of project financing, preparing the financial plan, assessing the risks, designing the financing mix, and raising the funds. For the successful implementation of the project, DHAKA BANK offers a full range of products & services for equipping any project which includes structuring mode of financing, mitigation of different risks and providing advices to run the business properly.

- Term Loan – Machinery
- Term Loan – Construction
- Lease Finance (Machineries)
- Foreign Currency Loans

**2. Trade Finance-** For boosting the businesses of their customers, Dhaka Bank has made a strong base by proposing a wide range of products and services related to Trade Finance. Foreign Trade has been introduced as a major wing of modern banking as geographical boundaries are not a subject to concern in the technological era.

- Export Bill Negotiation/Collection
- Import Finance
- Import Bill Handling
- Shipping guarantee
- EDF Loan
- OBU Financing

**3. Working Capital Finance-** Working Capital is the life blood for any recently set up projects. Dhaka Bank's working capital financing takes in all sorts of facilities for every sector of businesses and industries with respect to their nature of the operation. Their products and services for financing working capital depending on the nature of facilities are sectioned as:

### **1. Non – Funded Facilities**

- Letter of Credit (Cash LC, BTB LC, UPAS, EDF etc.)
- Bank Guarantee (BB, PG, APG, Payment Guarantee, FC)

## **2. Funded Facilities**

- Short Term Loan (3, 6, 9 months)
- Overdraft – Others
- Overdraft – Work Order
- Cash Credit (Hypothecation, Pledge)
- Loan against Trust Receipt (LTR)
- Time Loan

### **Digital Banking**

- Dhaka Bank GO
- Dhaka Bank C-Solution
- Dhaka Bank Direct
- Internet Banking
- Tuition Fee Solution
- Bangladesh Bank App

### **SME Asset Products**

#### **Credit Lines:**

OD (SME): Overdraft SME

OD (WO): Overdraft Work Order

OD (PO): Overdraft Pay Order

OD (Share): Overdraft Share

SOD (SME): Secured Overdraft SME

OD (Pledge): Overdraft Pledge

### **Business Loans**

SLTP: SME Long-Term Product  
SMTP: SME Mid Term Product  
STLS: Short Term Loan SME  
FSTL: Festival Short Term Loan  
LSME: SME Lease  
SLTR: SME Letter against Trust Receipt  
LABA: Loan Against Banker's Acceptance  
SPAD: Payment against Documents SME  
SLIM: Loan against Imported Merchandise  
HBSM: House Building Commercial SME  
SLIM: Short Term Loan SME  
DBL Reverse Factoring  
DBL SME Festival/Seasonal Loan  
DBL Commercial Vehicle Loan  
DBL Grihaon Loan  
DBL Machinery Lease Loan  
DBL Oditiya Rin  
DBL SME Distribution Loan

### **Islamic Banking**

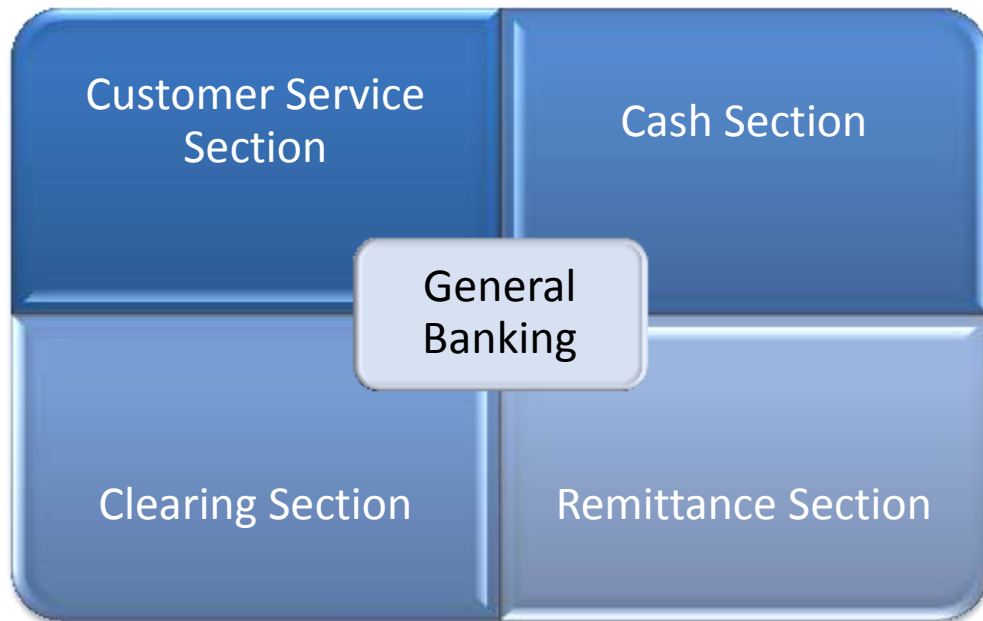
- Mudaraba Hajj Savings Scheme
- Tawfeer Mudaraba Savings Bond Account
- Tawfeer Mudaraba Deposit Pension Scheme
- Tawfeer Mudaraba Foreign Remittance Account



# Chapter: 4 (Banking System of Dhaka Bank Ltd)

## General Banking System

The general banking system includes the overall banking process of day to day transactions plays a significant role in banking services. The GB consists mainly of the following sections that are given below:

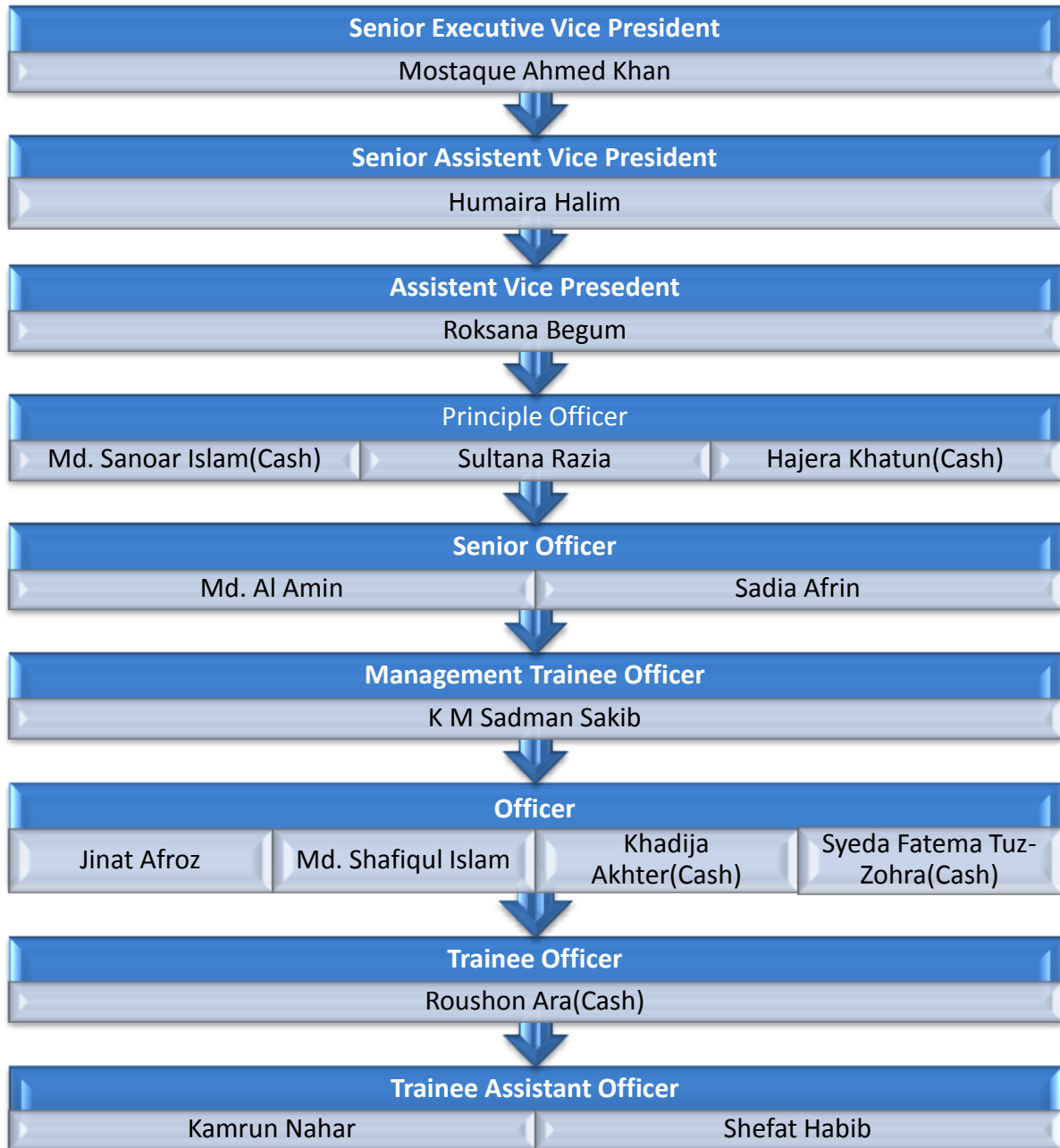


## **The scope of the Customer service department**

Customer service division of Dhaka Bank Ltd. works with especially banking operational activities, such as cash Current / Savings / Easy Account open for individual Customer, Open Current Account for Companies, Open Current Sole Proprietorship, FIXED DEPOSIT (FD) /DPS Opening, Encashment of FD/DPS. Close Current / Savings Account of Individual Customer, Close Current Company / Partnership Account, Deceased Account, Static Data Change, Debit Card – Issuance, Debit Cards Damaged and Replacement / New PIN Issue, Debit Cards – Receives & Delivery, PIN re-issues, PIN Delivery, Cheque Book Requisition, Stop Cheques Request, Dormant Accounts, Internet & SMS Banking Opening, Handling Loan Applications (Secured), Handling Home Loan Applications, Handling Auto Loan Applications, Issuance Balance Certificates, Duplication statement request, PO Cancellation/lost PO, Pay Order Bulk and Counter stock register and daily reconciliation, Fund Transfer and issuance of pay order.

## Manpower of Customer service Department

Manpower of Customer service division of Dhanmondi Model Branch is 16. The name and designation of the manpower are given below:



## **Customer Service**

In Dhaka Bank, there are so many services that are given to a customer. The services are given by the customer services officers. The overall activities of customer service officer are given below:

### **Current/Savings/Student/Easy accounts for individual**

At first a customer is proposed by the customer service officer for opening an account. In Dhaka Bank, its mandatory to have an account at any branches of the bank to take any services; for example, opening DPS or FD the customer must have an account with them. The customer service officer requests the customer to complete the account opening form and provide necessary documentation. Customer completes documentation; customer service officer verifies the submitted documents.

Customer service officer verifies the following documents:

- All details on the account opening form have been completed and necessary documents as required have been taken.
- The account is introduced by an introducer in the Account opening form (Introducer's account must be maintained for at least 6 months)
- Photograph of the applicant should be attested by the introducer.
- Utility Bill of the applicant's current address is required to submit.
- For mentioning the source of the fund, a copy the employee ID card or TIN Certificate has to submit.
- ID documents are to be obtained and sent to the IT division for verification. In all cases copies of all relevant pages of ID documents must be certified as "original seen" with certifier's name and contact details. Photocopy of Passport should be taken in all expatriate cases, and the impression should be clear and legible.

- Statement frequency and Internet banking and facility are clearly mentioned at the time of opening.
- In case of more than one nominee, nominees' information is duly filled in the nomination form following the prevailing guidelines with all photographs attested by the account holder. Customer service officer then fills in internal information/forms.

Customer service officer forwards the completed Account opening form with the documents to Customer service manager individual for review and approval.

A Thanks Letter is sent in the address mentioned by the applicant to verify and the applicant has to bring the letter back to the branch and also has to put his/her signature for the verification.

Additional steps to be taken in the case of joint account:

- \* Account opening form to be signed jointly.
- \* Acknowledgement letter to be signed jointly.
- \* An ATM application form is filled in if the customer requests for an additional Debit. Later on, the Debit Card application is then forwarded to the Card Division. The second card will be personalized.

Customer service officer advises the customer to collect the Debit card and PIN from the branch. Card Department forwards the Card and PIN to the branch for delivery.

At first Customer (who does not have an account with the bank) approaches to customer service officer to open an account. Customer service officer requests the customer to complete the account opening form and provide necessary documentation. Customer service officer accepts completed account opening documentation and verifies the completeness by Checking and ensuring the following:

- All details on the account opening form have been completed and necessary documents as required have been taken
- Account is duly introduced in the AOF (Introducer's account must be at least 6 months old)
- Photograph of all signatories duly attested by the introducer.

Customer service officer also ensures that the following general discipline is adhered to:

- Statement frequency are clearly mentioned
- Customer submits the declared (duly signed-off) Transaction Profile and other relevant documents for the account.
- Debit card & TIN (access if required) may be issued for Sole Proprietorship accounts.
- Nominee information is duly filled in the nomination form following the prevailing guidelines.

When customers request for a delegation of authority to another person(s) for operating the account customer service officer requests the customer to complete the 'Letter of Authorization' and attach a photograph of the authority holder. The officer also obtains an appropriate copy of Photo ID of the authority holder and a filled in specimen signature card. The photograph and specimen signature of the authorization holder must be duly attested by the account holder and verified by the customer service officer. Separate KYC is to be done for Authority holder by customer service officer.

### **Closing Current or savings account**

Customer comes to the officer and approaches for closing his or her current or savings account. Customer service officer requests the customer to complete an 'Account Closing Form. In that case, such requests may be received through letters. In such cases Customer Service Officer verifies the signature. Then customer service officer checks the following before closing the account:

- If the account is in joint names, customer service officer will ensure that the account closing form is also signed jointly irrespective of mode of operation.
- The Officer enquires the account closing purpose and whether the person has any negative intention behind.
- After that, the officer checks that the customer does not have any outstanding on a loan account/DPS/FD/ locker (for which cheques may have been issued from the account).
- The Officer then requests the customer to surrender the unused cheque leaves. The received cheque is destroyed by the Branch sales and service officer jointly with another branch staff.
- In case of a company account, whether a board resolution to close the account is available.
- Customer service officer checks the balance in the account, and the accrued interest (if any) and writes the total and payable amount and issues a payorder through the account holder to end the transaction the bank.

Customer service officer obtains Customer service manager for the approval on the instruction/letter to close the Account.

## **Deceased Account**

When notice of death of a customer is received at the branch, the notice is then forwarded to the General Banking In-charge. If notice of death is received as a result of a notification in the press or upon verbal/written information, efforts must be made immediately to obtain sight of the death certificate in order to check the authentication of the information already received. Written documents are then sent to the head office and then it's the authority checks the notice / letter and marks the same having seen and arrange to forward the request to Deposit Origination and concerned department immediately for further processing and having reject and refer marks on the account confirming that the Notice of death/letter follows. Lastly, the Branch Manager ensures that no statement is printed for the deceased account.

### **The documents required for the above cases are:**

1. Death certificate.
2. Certificate from the local word commissioner confirming the death of the account holder.  
It should also mention the relation between the nominee and the deceased.
3. Photo ID of Nominee as acceptable by country KYC guidelines.

## **Dormant Accounts**

An account which is not active or transacted for a certain period of time is marked as dormant account automatically from the system. As soon as System automatically marks such accounts as Dormant, no transaction is allowed in such accounts without manually forced passing of entries. If the customer wants to transact in his/her dormant account, customer service officer should advise the customer that his/her account has been dormant/ inactive and advise him/her to submit written request or fills up activation form is available at branches. Dormant accounts are activated when Customer is physical present at branch Customer must submit the photo ID.



### **Fixed Deposit (FD) /DPS Opening**

At first Customer approaches to the officer and requests for opening a FD/DPS account. Officer checks the rate sheet and advises interest rates or special quoted rate if any, based upon the amount. FD/DPS is to be opened only for those customers who have an account with Dhaka Bank. If the rate is accepted by the customer the officer then requests the customer to complete FD/DPS Account Opening Form with KYC form and also request to submit necessary documentation if required. Where FD/DPS Form/instruction - for existing customers is taken, customer service officer verifies the customer's signature and check the account for sufficient balance if the account is being opened by an account transfer (for initial deposit). If any restriction mark exists in the existing account, service officer/GB In charge will consult with Branch Manager for decision. The customer can link his current or savings account for the installment of the DPS/FD. For the FD, the interest is credited monthly to the account of the customer and there is an option of auto-renewal of the principle if the customer won't en-cash the amount.

### **Encashment of FD/DPS**

A customer approaches the customer service officer for encashment of his Fixed Deposit. For pre-mature encashment, interest payment decision should be guided as per prevailing guidelines. If the deposit is prematurely encashed, CSO advises the interest rate that would be actually applied. However, if the customer still wishes to encash his deposit, service officer asks customer whether amount will be transferred to his / her account or Payment Order needs to be issued. Customer fill ups the FD Close and Encashment" form and submit the FD advice or receipt copy with a sign to customer service officer. Customer service officer checks and ensures that the FD/DPS is not held under lien and has no reject marks on the FD account. Customer service officer also ensures that the linked account where the proceeds will be credited has no restriction also. If no lien or restriction exists, customer service officer processes the request. In case of joint account (even if the operating instruction is "Either or Survivor"), both the

customers need to sign in the form of encashment. After that, the officer calculates the amount of the pre-matured encashment manually and add service charge and VAT to the amount.

### **E-Banking Service Opening**

The Officer requests to the customer to complete the Alternate Delivery form by mentioning E-Banking service which is DBL Go. Customer fills up the form and CSO checks the form's following thing in the system:

- Signature of customer
- Email address and mobile number (write on clearly)
- Mentioning the account no.

After the form is filled up, the activation mail is sent to the IT department for the activation of the E-banking service.

### **Issuance Balance Certificates**

officer provides the form to the Customer. Customer fills up the form with his/her signature and Customer service officer checks the form and verifies the signature of customer.

Customer and service officer acknowledges the customer about charges for issuing Balance Certificate which is 115 taka. Customer service officer takes charge from customer link account and take print out of the customer's account statement. Service officer prepares a Balance certificate and sign on the form with the seal. Customer service officer forwards the form with Balance Certificate copy and account statement to the customer.

### **Pay Order Issuance**

It is mandatory to have an account in Dhaka Bank to take the Pay-order service. The Officer then acknowledges the customer about Pay Order issuance charges and commission. After that, the Officer provides the Pay Order issuance form to the customer. Customer fills the form and signs

on it and submits to the Officer. The customer can issue a PO by debiting his/her account or by cash. The commission of 50 taka and Vat is also included with the amount. The Officer checks the following thing:

- Customer signature and photo
- Availability of fund

After checking the above, customer service officer sign on the form with seal and issue PO. Customer service officer forwards the PO issuance to the GB In-charge and Operation Manager and for authorizing PO posting. Customer service officer verifies the customer sign before hand over the PO and takes the sign on PO's bank part.

### **Pay Order Cancellation**

The Officer provides the Pay Order Cancellation/lost form to the customer and the service officer acknowledges the customer about charges. Customer fills up the form with PO leaves and submits to the Service Officer. If PO is lost then customer must submit GD copy, Indemnity form and forwarding letter with two witnesses. Officer checks form and following thing:

- Customer's signature and photo
- Available fund
- PO account and leaves
- Customer's Name,
- Account Number,
- PO Serial Number,
- Issue Date, Amount
- Match PO counterfoil
- Previous PO receipt.

Customer service officer cancels the PO from system and takes charge from customer link account and put cancel seal on the PO leaves. Customer service officer forwards the PO leaves and voucher copy to Operation Manager for verifying the charge and Cancellation.

### **Debit Card – Issuance**

As cheque is issued at the beginning of opening the account, a customer can apply for debit card service. The customer has to fill up a form mentioning of issuing a Debit Card. In the form, the applicant has to mention the account name, signature, account no. Service officer then acknowledges the customer with the charge of 575 Tk yearly. After 5-6 working days, the applicant is informed to collect the card and pin from the declared address. Sometimes, the card is sent through courier if the applicant mentions or else the applicant collect the card and pin from the branch.

### **Debit Cards Damaged and Replacement / New PIN Issue**

If a replacement of damaged cards or new pin issue request is found, the Officer asks the customer to fill up form with account name, account no, signature, card no. Cards are required to be re-placed, if the cards are lost or cannot be used at the ATM for any reason or the customer requires a new PIN.

If the card has been lost customer service officer follows process Debit Cards – Lost Card.

- Customer service officer verifies the signature from System and card details from the system. Card must be taken back from the customer. However, PINs should not be taken from the customer even when offered.
- Customer service officer destroys the card (should cut the card in two pieces) under dual control with another staff and both of them sign the application in evidence.
- Customer service officer forwards the application form to Card Division for further processing.

### **PIN re-issues**

Firstly, Customer service officer provides the PIN re-issuance form to the customer as the customer asks for it. Customer fill ups the form and submit to the customer. Customer service officer checks the form and following thing:

- Customer's signature
- Customer photo

After verifies the forms customer service officer gives sign on the form with seal. Customer service officer forwards the form to customer service manager /BM/his designate person for approval.

### **Cheque Book Requisition**

When the leaves of the cheque book are finished of a new customer asks for a cheque book, Officer checks the requisition slip and verifies the signature & fund. After verifying, customer service officer gives seal and sign on the requisition slip or leaves. Customer service officer forwards the requisition slip to the GB In-charge for approval. Customer service officer also prepares a Cheque Book requisition list on excel sheet and forwards to card division through mail. Dhaka bank has two types of Cheque Leave requisition 25 pages or 100 pages costing 10 taka each leave.

### **Stop Cheques Request**

Stop payment request is entertained only if the customer confirms that the cheques are stolen or lost or issued under duress. For any other reasons, bank should make the payment against the cheque if the payee presents it to the bank & the instrument is in order. The Following are the acceptable types of channels for receiving stop cheque request from customers:

- Customer In-Person
- Mail-in/Drop-in (customer's written request submitted by agent)
- Phone-In (only through Call Centre)

## **Fund Transfer**

For fund transfer Customer service officer checks the following things before conducting his fund transfer activities:

- Customer's signature and photo
- Available fund
- Account status

Customer service officer transfers the fund as per customer instruction if customer's information match in system and takes voucher prints out .customer service officer sign on the Voucher with seal and forwards the Voucher copy with form to the CSM/BM/his designates for verifies the transaction's/BSSM/BM/his designate verifies the transaction and gives sign on the Voucher sheet and form with seal. customer service officer preserves the form with Voucher copy for audit issuances.

### **Vouchers Recording and Preservation System:**

Vouchers are printed from system and Customer service manager verifies the entry. Next working day, Customer service manager prints the trial Balance, cross checks. A printed copy of trial balance is attached with vault proof sheet. Vouchers are preserved as per voucher preservation process.

## **An Overview of The Activities Of Cash Department Of Dhaka Bank Limited**

Cash department basically works with the transaction such as cash is deposited into customer's account, credit card bill receives, Insurance Premium- Cash Receive, Prize Bond Sale, Prize Bond Purchase, and Cash Withdrawal through cheque, Gift Cheque encashment. Cash Withdrawal through Withdrawal Slip, Cash Withdrawal through Debit Card, Utility Bill collection, Passport Charge collection. Cash Withdrawal through Cash Advice, Cash Withdrawal by Premium/Corporate Customer, End of Day Cash Balancing, Credit Card Cash Withdrawal through Card, Credit Card Bill Payment (Cash), Remittance Payment through Remittance Teller and lastly Management of vault of the branch.

### **Cash Deposit in customer's account**

Firstly, cash & client service officer receives cash with filled up deposit slip from the customer. Then he examines the deposit slip and matches the account number, account title, date, Amount in word & figure and the Signature. Secondly, cash & client service officer checks the notes for genuineness and the cash is counted either manually or by using the note counting machine. Lastly, if everything is satisfactory, then the cash & client service officer inputs the details on the Dhaka Bank's ongoing system. The following Accounts must be used while processing:

Moreover, after the end of banking hour(4 pm), the Chief cash & client service officer /customer service manager /Branch Manager verifies the transaction in the system. Furthermore, the balancing is done and printed out to cross-check the whole day cash balancing and then the copy is collected the Cash in-charge make a cash voucher and put everyone's posting is a record in the voucher and the voucher is signed by the Cash In-charge and Branch Manager.

### **Credit Card Bill (Cash) Receive:**

At first, the customer submits cash with filled up Credit Card Payment Slip to Cash & client service officer. Then Cash & client service officer examines the credit card payment slip and

ensures that the credit card account number, title, date, the amount in word & figure and denomination have been completed and he/she tallies The amount deposited with that written on the credit card payment slip. If everything seems satisfactory, Cash & client service officer inputs the details on the system in use. The following accounts must be used while processing:

#### **Insurance Premium- Cash Payment:**

At first Cash & client service officer receives cash with filled up prescribed deposit slip from the customer. Then Cash & client service officer checks the deposit slip and ensures that the name, credit card number, depositor's signature, date etc. have been completed. If all are done correctly, the bill payment is done successfully.

#### **Transfer one account to another account:**

firstly. cash & client service officer receives DBL cheque with filled up deposit slip from the customer. Then cash officer examines the deposit slip and ensures that the account number, account title, date, amount in words & numbers, bank name and cheque number have been completed. Then the cheque amount is deposited with that written on the deposit slip. Cash & client service officer verifies the customer's signature of the DBL cheque in the system and ensures the apparent. Verification of the cheque is done by checking the account number, date, and amount in word & figure and payees name.

#### **Cheque Deposit- Clearing & Collection:**

At first cash & client service officer receives clearing/ collection cheque with filled up deposit slip from the customer. the officer then examines the deposit slip and ensures that the account number, account title, date, amount in word & figure, drawer bank name and cheque number have been completed and correctly filled up or not and he /she tallies the cheque amount deposited with that written on the deposit slip. For any mismatch or incompleteness, cash &



client service officer asks the depositor to regularize. The cash officer also tells the customer to write the phone number to contact for any mismatch or insufficient fund. If everything seems satisfactory, cash & client service officer applies special cross-checking on the cheque, received seal & Signature on the deposit slip. For collection cheque, cash & client service officer applies collection seal on the Deposit Slip. Cash & client service officer provides the customer copy of deposit slip to the customer. Cash & client service officer maintains excel sheet (containing amount, cheque number, amount, date, total no. of cheque etc.) and takes print out. Cash & client service officer attaches the print copy of the sheet with the cheques and matches the number of Cheques (with deposit slip). Lastly, he makes a voucher of the deposit slips collected.

### **Branch Cash Movements and Volt Management**

Cash In-Charge analyzes the trend to predict if it will be needed to remit cash or receive cash.

Cash In-Charge along with Operation Manager sends email to IBCM for remitting or receiving cash, keeping the concerned Branch Manager in the CC of the mail. Inter-branch cash management (IBCM) sends an email to the Branch Manager of the excess cash/ Alternate Banking and the remitter branch of excess cash. If Cash is to be remitted, chief cash & client service officer arranges the cash to be remitted. Under proper verification of the Third Party Security's identity, Chief cash & client service officer hands over the cash to them and transfers the cash in the system. In the case of receiving the cash, Chief cash & client service officer receives the cash from third-party security and also receives the cash in the system.

### **Vouchers Recording and Preservation System**

Customer service manager verifies the entry and matches with the vouchers that are printed from the system. Cash In-Charge then prepares a vault proof sheet/ balance sheet Next working day, chief cash & client service officer/ Customer service manager prints the trial Balance, cross checks with vault proof sheet. A printed copy of trial balance is attached with vault proof sheet.

Vouchers are preserved as per voucher preservation process.

## **Remittance Section**

Dhaka Bank has contact with Western Union, but they provide all type of amount. The main services which Dhaka Bank remittance section provides are given below:

1. Western Union
2. Brac Sajan
3. Ria Money Transfer
4. Sunman Global Express Corporation.

At first, Client provides the secret number, receiver's name, sender's name, amount, remitter country with valid Photo ID to Remittance processing officer. Then Remittance processing officer matches the secret number receiver's name, sender's name, amount, remitter country and Photo. For any mismatch or incompleteness, cash & client service officer asks the customer to regularize. If everything seems satisfactory, Remittance processing officer Prepares voucher. Customer service manager checks the voucher, verifies the signature and provides approval by applying seal and signature. Remittance processing officer forwards the voucher to cash & client service officer for cash payment.

## **Clearing Section:**

Firstly after a customer's submission of a cheque of another bank to add that amount with his Dhaka Bank's account, dealing with such type of activities are the main task of Clearing section. Clearing section does not exist in all branches. Divisionally they have a section. Customer submits their clearing cheque to the branch. Cash officer cheque the customer which is remained in Dhaka Bank, then the submitted cheque if there is no fault they accept it, at the end of the day Head of Trailer entry all clearing Cheque send it to their Clearing House. Clearing House collects all Branches Clearing Cheque and sends it to the Bangladesh Bank. If any customer wants the money credited to his/her account, he/she must submit the cheque before 11:20 otherwise the amount will be credited to the account on the next day Bangladesh Bank Cheque all necessary things and submit it to the mentioned bank. If that cheque fulfills all type requirements they paid it to the DBL account holder.

If there is any mismatch Bangladesh Bank sends it back to the Dhaka Bank clearinghouse with the written reason of refuse of cheque. Then clearing house to send it to the mother branch from where the cheque was sent. Then head of trailer contact with the customer and inform about the refuse of cheque. For clearing cheque following condition must be fulfilled:

- Customer must be an account holder of Dhaka Bank
- Amount of cheque must be matched with a cash receipt.
- The overwriting is not acceptable.
- Predated cheque is acceptable in case of clearing cheque.

There are two types of clearing operation:

Inward clearing

Outward clearing

## **Loan products of Dhaka Bank**

Dhaka Bank offers many loan products to the customers. Some of them are discussed below:

### **Personal Loan:**

Dhaka Bank offers a personal loan to fulfill all the financial demands of its customers. The need of money varies from customer to customer. Knowing their customer's need, Dhaka Bank has designed the loan options which can be customized. With this unique loan option, one can design their unmet needs such as; holiday vacation, bear medical expenses, repair home etc. Dhaka Bank made it easier for its customers by offering competitive rates, flexible repayment options, quick responses to their customer's need and many more. Dhaka bank has a maximum limit of the amount of 20 lac maximum for the personal loan product.

Document checklist for Personal Loan Application is given below:

1. 2 copies of passport size photograph of the applicant.
2. National ID card's copy (both pages)
3. Latest (not more than two years old) personal Income Tax Return (Tin Certificate)
4. Copy of passport
5. Authorization letter from the applicant for other bank's statement verification

Salaried Person	Latest six month's personal Bank Statement Salary Certificate signed by Manager Accounts/HR/Finance/Personnel or equivalent on official Letterhead Latest three month's pay slips if received in cash or salary A/C statement Office ID (if any)
Sole Proprietor	Latest six month's Company Bank Statement Renewed Copy of Trade License with old Trade License Latest six month's Personal Bank statement (if any)
Owner of partnership Company	Latest six month's Company Bank Statement Latest six month's Personal Bank Statement

	<p>Renewed Copy of Trade License with old Trade License</p> <p>Copy of Registered Partnership Deed</p>
Director of Limited Company	<p>Latest six month's Company Bank Statement</p> <p>Latest six month's Personal Bank Statement</p> <p>Renewed Copy of Trade License with old Trade License</p> <p>Certificate Copy of MOA with ownership share form-Xii or schedule-X</p> <p>Certificate of Incorporation</p>
Professional	<p>Latest six month's Personal Bank Statement</p> <p>Documents in support of the Private practice</p> <p>Self-declaration about income in the letterhead</p>
Property owner	<p>Latest six month's Personal Bank Statement</p> <p>Copy of Lease Deed Agreement on Govt. revenue stamp paper</p> <p>Copy of Gas and Electricity Bills</p> <p>Lease rent receipt (if any)</p>

### **Home Loan:**

Dhaka Bank offers home loan options to the customers by the attractive features and the interest rates help it easier to grab the offer. They offer a fixed-rate payment on the principle and interest for the life of the loan. Dhaka Bank also offers steady repayment Schedule which adds potential tax benefits. Dhaka Bank offers convenient access for the potential and qualified loan seekers with a low benchmark for equity. Moreover, Dhaka Bank offers the amount of 1.20 crore maximum to its most potential customers.

### **Car loan:**

Dhaka Bank came up with a new solution for its customers by offering car loan. The bank offers uniquely designed car loan product which erases the hassle and stress of buying their car. The car loan option is designed in a transparent, flexible and cost-effective manner which can make the dreams of the customer come true. Dhaka Bank starts the processing cost and other charges starting at 1% which is the lowest. The whole repayment schedule is designed into 5-6 years for their customer's ease. EMI is one of the greatest features offered by the bank which helps the customer with interest rate risk. Moreover, at max Dhaka Bank Limited offers Taka 40 lac for car loan option.

### **Credit Card:**

A credit card is a way to help the customers to purchase without any stress. With the help of dual-currency credit card, Dhaka Bank offers the most convenient and flexible way for the payment. A monthly income of 25,000 can make it possible to enjoy the credit card service. Dhaka Bank also offers cash advance facility up to 50% of card limit, e-commerce facility, supplementary cards, free credit facility, quick replacement of lost/stolen card. It gives more offers to the business person and professionals.

#### **Credit limits:**

- Minimum Limit : BDT 10,000.00  
(and/or equivalent US Dollars)
- Maximum Limit : BDT 5,00,000.00  
(and/or equivalent US Dollars)
- 

#### **Age limit:**

- Minimum age of the applicant: 21 Years
- Maximum age of the applicant: 55 Years

#### **Card Annual/Renewal Fees:**

<b>Card Type</b>	<b>Basic Card</b>	<b>Supplementary Card</b>
Classic Local	1,000/-	500/-
Gold Local	2,000/-	1,000/-
Classic Dual	2,000/-	1,000/-
Gold Dual	3,000/-	1,500/-

# Chapter: 05

## Lending Process

Dhaka Bank follows almost the same process as others bank in the industry. Basically, it follows the theoretical lending process which is described below

### Theoretical Lending Process

There is a theoretical lending process for every bank has been set by Bangladesh Bank. That is given below:

- ✓ Firstly, customer fills up a loan application
- ✓ An interview with a loan officer and the applicant is occurred.
- ✓ If a business or mortgage loan is applied for, a site visit is usually made by an officer of the bank for the authentication of the property
- ✓ After that, the customer has to submit several crucial documents, such as financial statements and other relevant documents.
- ✓ The credit department of the bank analyses the application and prepares a brief summary and recommendations.
- ✓ Loan committee then approves the Recommendation.
- ✓ In the end, if the loan is approved, the loan officer check on the property that is pledged as collateral in order to ensure that the bank has immediate access to the collateral if the loan agreement defaults. This is often referred to as perfecting the bank's claim to collateral.

Every Bank has to follow this process for processing a loan file. If the bank doesn't follow the procedure, Bangladesh Bank could have been taken proper steps against that bank.



## Lending Procedure of Dhaka Bank Limited:



At the end of the discussion, we can say that Dhaka Bank Limited also follows almost the same process for granting loan service. The given procedure is applicable for Business and Mortgage loan. In case of personal loan, Dhaka Bank has their customized process to offer a loan on the basis of a bank statement.

# Chapter: 6

## SWOT Analysis

### Strengths:

- **Strongest Corporate Identity**

According to their customers, DBL is the leading provider of financial services identity countrywide. Dhaka Bank Limited has one of the strongest corporate image and identity and with this identity; it creates a better position in its customer's mind by providing privilege product and services.

- **A dynamic and vibrant Board of Directors**

Dhaka Bank has the most qualified and dynamic corporate board of directors who manage the whole operations of the bank. Their aim is to reach the highest level of clients satisfaction by providing the most preferable service to its customer and clients.

- **Performing Efficiently**

DBL provides trouble-free and quicker customer services compared to other financial institutions of Bangladesh which have been stated by their customers. The bank also provides a personalized approach to the needs of customers as per its motto.

- **Cutting-edge tools and technologies to support real-time online banking**

DBL recently invested 100 Cr. to the new system software to provide the most updated service compared to its competitors.

- **Young energetic workforce**

The skilled graduates & postgraduates who have few or no work experience in the selection &

recruitment process of DBL gets the highest priority. The fresh minded and young mentality workforce make the work environment more enthusiastic to work on.

- **A highly qualified team of management professionals:**

The human resource of DBL is extremely well managed. Highly qualified employees get the chance of the whole management process of the bank to control.

- **The well-diversified line of business:**

DBL maintains a various line of business. Their main focus is on corporate banking. So capture their target market, they come up with a new and diversified line of business.

- **Forward-looking strategies and management policies:**

Dhaka bank maintains the topmost management policies to hold their position the makes new strategies to keep their offered products innovative and hard to copy. They keep on changing their rates and policies.

Strongest Capital Base:

Dhaka Bank offers less deposit rate starting from 5.5% because it has no shortage of liquid reserve. The bank can provide cash instantly to its customers.

- **Strong Financial Position**

The net profit has been seen gradually rising over the years. Moreover, DBL is taking initiatives to reach new milestones over the years.

## **Weaknesses**

- **The lack of strong marketing activities**

DBL doesn't promote any strong marketing activities through mass media e.g. Television.

Nowadays, various mode of advertisement can create a huge competitive advantage over other banks. Moreover, TV ads play a significant role on building awareness. DBL has no such TV ad campaign. However they do a lot of CSR activities compared to other banks.

- **Less innovation in products**

Dhaka Bank should come up with more innovation in their products it offers. As BRAC bank has Bkash, Dutch Bangla Bank Limited has Nexus; Dhaka Bank can also provide this type of services.

- **Diversification**

as DBL is the top most qualified service provider in Bangladesh, it can also launch more diversified services to their customers. DBL can pursue a diversification strategy in broadening its current line of business. The management can consider options of starting merchant banking or diversify it to leasing and insurance.

- **Lack of Proper Motivation**

Motivation is of two types and not always monetary benefits can satisfy the employees. The salary at DBL is very handsome, but it lacks other sorts of motivation. Incentives such as bonuses are given for acquiring a particular figure, but all in all, these are the only motivational factors. The managers in many branches don't permit the employees to take the mandatory yearly leave of 15 working day vacation.

- **High Cost for maintenance**

DBL provides best services to their clients but the maintenance cost for account holder of DBL is comparatively higher than compititive banks nd, this might turn out to be a negative issue for DBL in the long run. The charges for the locker service is also high than the other banks.

## **Opportunities**

- **Countrywide strong network**

DBL's ultimate goal is to spread its operations throughout the country. It has 100 branches and looking forward to launching more. Holding the existing type of vision & mission & to act as required, will not only boom DBL's profitability but also will ensure the security of its existence

in the long run.

- **Distinct operating procedures**

The recovery rate of DBL is close to 100% as it depends on their individual client's repayment capacity which helps to determine how much to lend one customer because the whole lending process is designed on the basis of a client's repayment capacity, one can't only just borrow rather he is bound to show the capacity of repaying the debt. Moreover, this strategy provides Dhaka Bank Limited a financially stable and sustainable organization in the industry.

- **Going for Sponsorship:**

Dhaka Bank is one of the biggest sponsors of the Women's Cricket Team of Bangladesh. This is a great way to promote their name and also a great help for the betterment of the country as well. If the bank keeps on doing such activities, it can get the people's attention soon.

- **Experienced Managers**

Dhaka Bank Limited has employed experienced managers to simplify the operation. The efficient managers are one of the essential opportunities for the bank. Those managers monitor and manage the overall operation of the bank.

- **Bigger Market**

Although the GDP per head decreased a bit but there is a huge untapped market that requires loans and intends to deposit also which is an opportunity for DBL to grab.

## Threat

- **New Banks/Branches**

There is always a presence of the threat of new entries in the market. Same goes for Dhaka Bank as well. Nowadays, new commercial banks and branches are emerging in the market. It is a threat for DBL to sustain in the market for long if the new emerging banks do better than DBL.

- **Company takeover threat:**

Recently SA Group took over 10 renowned banks by holding most of the shares. As a result, they got a huge advantage to control the market as well as the share market. It is a great threat for DBL as SA Group can take over the bank as they have control over the shares.

- **Similar products are offered by other banks**

To provide services, the foreign and private banks are launching and offering same type of products with almost same profit margin. So, if all the competitors come up with the same offers, there is no USP for individual banks.

- **Default Loans**

Dhaka Bank checks and verifies each and every client's background before dealing with them and as a result, the non-performing loans or default loans are very minimum or insignificant. However, this problem may arise in the future thus; DBL has to remain careful about this problem and should introduce proactive strategies to minimize this problem.

- **Financial Crisis**

Nowadays, the financial situation is not that stable although people have recovered a bit from the shock, it may still pose as a threat. People are still thoughtful to take loans or even deposit them.

- **Industrial Downturn**

Economic and political instability is always present in our country. Flood, cyclone, drought and newly added terrorism have become an identity of our country. Along with inflation, unemployment also influences the industry with the wide recession. Those issues cause downward pressure on the capital demand for investment.

# Chapter: 7

## Findings of the Study

### Overall findings

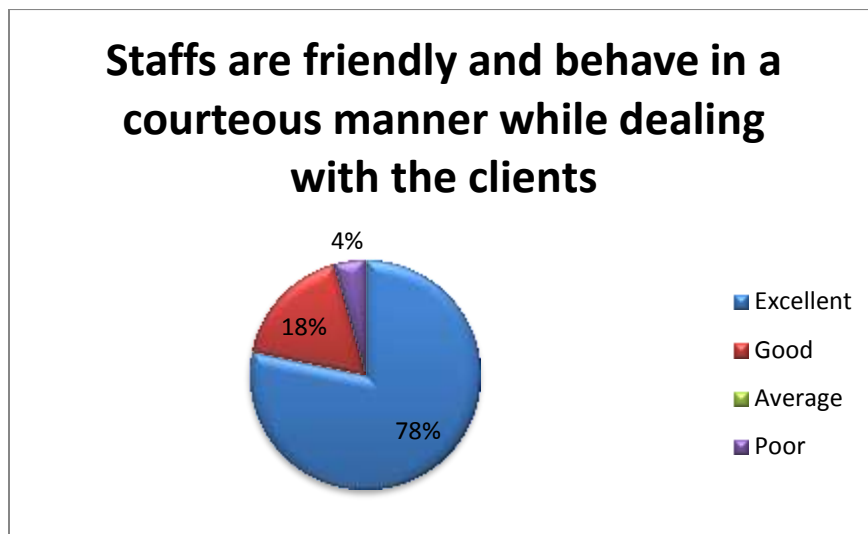
In this report, I have come up with some positive and negative finding on the basis of their regular general banking process. The summary of findings is given below:

- **Maintaining good relation with customers:** DhakaBank is well known for maintaining satisfactory customer relations. They always try to satisfy their customer with new offers and please the customer with good behavior.
  
- **Better performance:** The performance of Dhaka Bank is getting better day by day. This indicates that they are performing better than previous and also than the competitors.
  
- **Social welfare:** Dhaka Bank is well known for it's CSR activity and it benefits the overall organization as DBL doesn't give advertisement to social media.
  
- **Lack of proper training** Dhaka Bank organizes training program but sometimes the trainer trains with irrelevant topics that put the trainees in dilemma. They should provide proper training required to the employees.
  
- **Lack of IT supports:** Dhaka bank has recently launched a 100 cr software but due to lack of proper manpower, they can't install the software. As a result, sometimes it fails to give quick customer service.

- **Lack of Promotional Activities:** Dhaka Bank lacks proper promotional activities. Nowadays, there are many modes of advertisement that can broadcast new offers to the customers and can grab new customers as well.

### **Findings from the customer's perception**

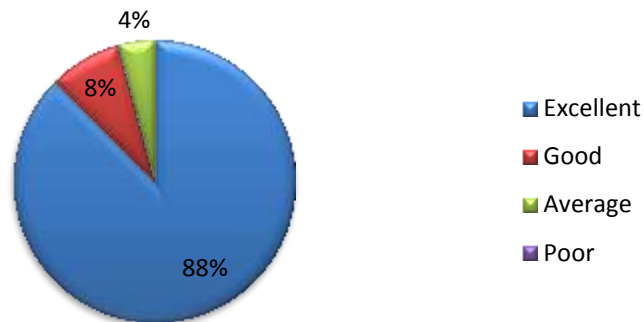
A survey of 30 respondents was done to know the actual perception and customer satisfaction of the customers of Dhaka Bank. The survey question and their responses are given below and the findings are shown by the help of graphical representation:



Among the respondent, 78% accepts that, the staffs had a friendly behavior and courteous manner. This shows that, Dhaka Bank maintains a good customer service.

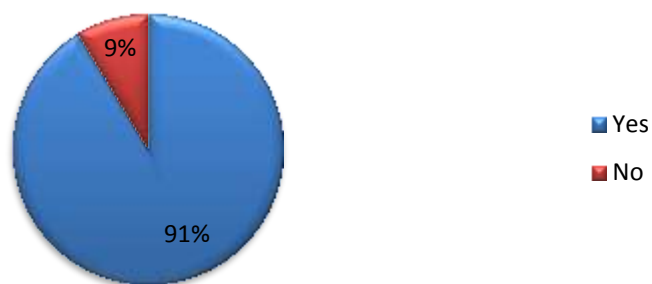


### Ease of access and the usefulness of the online banking/channels



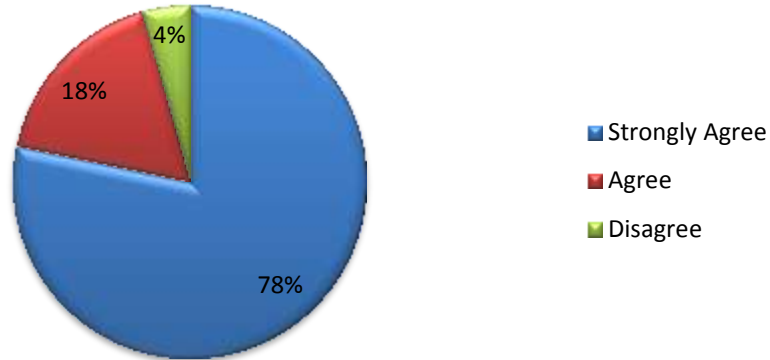
Among the respondent, 78% accepts that the bank has the ease of access and the usefulness of the online banking/channels. It shows that Dhaka Bank has a very good access and usage of online banking service which helps them with the quicker customer service provider.

### Satisfied with the number of services offered on online banking platforms



In the above graph, it is shown that 91% customers are satisfied with their online banking platform. Moreover, recently Dhaka Bank has merged with Bkash for faster money transfer service.

### Satisfied with the service quality provided by Dhaka Bank



In the above graph, it is shown that 78% customers Strongly Agree and satisfied with the service quality of Dhaka Bank. It proves that, Dhaka Bank has placed itself to its customer's mind and is also able to provide significant customer satisfaction.

## Customer Perception of Dhaka Bank

Account no:

Contact no:

Branch name:

Email:

- The branch staff are friendly and behave in a courteous manner when dealing with you:
  - Excellent
  - Good
  - Average
  - Poor
  
- The branch has sufficient staff - Customer Representatives & Tellers for your needs:
  - Yes
  - No
  
- The branches have convenient working hours and are located at convenient locations to serve you:
  - Yes
  - No
  
- How would you rate the ease of access and the usefulness of the online banking/channels?
  - Excellent

- Good
- Average
- Poor
  
- Are you satisfied with the number of services offered on our online banking platforms:
  - Yes
  - No
  
- Are the calls answered promptly by the call center agent?
  - Yes
  - No
  
- Are the call center staff knowledgeable and have a friendly and professional attitude?
  - Yes
  - No
  
- Would you recommend Dhaka Bank as a preferred banking choice to your colleagues / Friends/ Family Members?
  - Yes
  - No
  
- Overall, I am very satisfied with the service quality provided by Dhaka Bank:
  - Strongly Agree
  - Agree
  - Disagree

- Overall, I am satisfied with the branch staff:

Yes

No

# Chapter: 8

## Recommendations and Conclusion

Customers are God in the mind of a businessman. So it is very important to make sure that the customers are pleased with the service Dhaka Bank is providing.

In my investigation, I experienced the various problems faced by Dhaka Bank Limited in general banking activities. On the basis of the above discussion and findings it may draw conclusions which are mentioned below:

- **Offer innovative product:** Dhaka Bank should provide their customers with innovative products with fewer formalities. It'll help the customers to get attached to the bank.
- **More advertisement:** There should be an adequate advertisement for the new business scheme in order to influence customer and all the new features and offers should be broadcasted to attract them.
- **Provide up to date technology:** The newly bought software should be installed for providing better service and can get the customer satisfaction.
- **Recruit manpower in the required sector:** Sometimes, Dhaka Bank recruits manpower in the department where there is no need of any but the department where it is required; they don't actually recruit any eligible one.
- **Provide more training facility:** More training facilities should be broadening in this area of Banking. The employee of the credit department and customer service department need more training for providing better customer service and attain customer satisfaction.

- **Open New Branches:** Dhaka Bank Limited should open more branches in the suburban and rural areas all over Bangladesh. They should pick up the most profitable area for banking and open a new branch with experienced officers.
  
- **Need customer to complain desk:** Customer is always right in the mind of business. All the customers are not the same and different customers may have different issues Dhaka Bank need customer to complain desk in every branch so that they can give the prominent service to its customers.

# Reference

## Websites:

<https://dhakabankltd.com/sme/>

<https://dhakabankltd.com/product-and-service/>

## Others:

Annual Reports of Dhaka Bank Limited (2017)

Other internship reports of Dhaka Bank Limited

## Interview of Bank Personnel :

- ❖ Md. Abdul Matin  
EVP & Head of CRM  
Dhaka Bank Limited, Head Office
- ❖ Humaira Halim  
SAVP & Operation Manager  
Dhaka Bank Limited, Ddhanmondi Model Branch
- ❖ Roksana Begum  
AVP & General Banking In-charge  
Dhaka Bank Limited, Ddhanmondi Model Branch
- ❖ Md. Sanoar Islam  
Principle officer (Cash)  
Dhaka Bank Limited, Ddhanmondi Model Branch