



**INTERSHIP REPORT ON GENERAL BANKING OF NATIONAL BANK  
LIMITED**



**Submitted to**

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## LETTER OF TRASMITTER

30rh April, 2018

Md Hasan Maksud Chowdhury

ASSISTANT PROFFESOR

BRAC University

Subject: Submission of the Internship Report

Dear Sir,

It is my pleasure to present this Report on General Banking Practices Of National Bank Limited as a requirement for completing my Masters of Business Administration. I enjoyed preparing the report though it was challenging to finish within the stipulated time. Preparing of this report, I have tried my level best to include all the relevant information related to general banking activities of National Bank Limited. I have a strong belief that the report will fulfill your expectation and I have tried to give my best effort so that I can prepare a solid report as per instruction. I would be grateful if you please acknowledge my report. Your kind advice and cooperation are extremely appreciated.

Sincerely yours,

Shegufta Shafina Baree

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## ACKNOWLEDGEMENT

At first, all praises belong to the mighty Allah, the most clement, most generous and bounteous to all living creatures and their actions. In preparing this report on general banking activities of National Bank Limited, I have received commendable support from all the employees of National Bank Limited, Banani Branch. I am very much grateful to my organizational supervisor MS. Mafruha Sultana madam. She has given me all kind official support to complete the report perfectly. I like to thank Md Zonayed Ul Islam sir, First Executive Officer NBL and Samendra Banik sir, Senior Vice President, NBL for helping me in every aspect for the completion of the report. I am very much indebted to my University supervisor Md Hasan Maksud Chowdhury sir ASSISTANT PROFESSOR, BRAC University for giving me direction at different times to prepare this report. It is his guided supervision that resulted in successful completion and timely submission of the report.

## EXECUTIVE SUMMARY

In recent years banks have diversified their services by creating new subsidiaries that perform additional services or by merging with other types of financial institutions. National Bank Ltd. was established as a banking company. There are different types of activities involved in the banks. A bank collects money from the people through some special types of products and all the collected money invests in the different sectors at higher interest rates. This investment process is dealt in the loan and advance departments of National Bank Limited. As an intern in National Bank, this internship report has been prepared. This report aims toward providing an overview on the general banking system of National Bank Limited. While preparing this report it has been tried to reveal the insights of the general banking system of the bank. While discussing the different aspects of general banking activities of the bank, priority has been given to depict the real situation in National Bank Limited are concerned by employing the experience gathered during the internship program. It is focused some theoretical aspect of the general banking in this report. From the analysis of the findings during internship period a few recommendations were also prescribed in this report. Analysis on the findings is basically done to sort out the major aspects of the general banking systems and to draw some significant inferences. This report will provide the critical aspect of the general banking of the National Bank Limited.

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## ORGANIZATIONAL OVERVIEW

Historical Background of National Bank limited National Bank Limited is known for its successful past, superb present, imminent future and under handling ventures and exercises. Built up as the first private bank completely claimed by Bangladeshi business people, NBL has been thriving as the biggest private division Bank with the progression of time in the wake of confronting numerous anxiety and strain. The individuals from the top managerial staff are innovative representatives and driving industrialists of the nation. To keep pace with time and in congruity with national and global monetary exercises and for rendering every present day administration, NBL, as a bank, computerized all its branches with PC arranges as per the focused business interest of time. Also, considering its expected future, the base of the Bank has been revising. The desire of all class representatives, business people and overall population is a great deal more to NBL. At present NBL have 200 branches under its branch system. Likewise, it is their powerful and broadened way to deal with potential consumers and grabbing business opportunities. NBL is going ahead as nonstop procedure to suit new clients by creating and growing country, SME financing and seaward managing account accounts. The development of National Bank Limited in the existing banks in the private sector was an essential occasion in the Banking stadium of Bangladesh. At the point when the country was in the grasp of serious subsidence, the administration took the farsighted choice to permit the private division to recount the economy of the nation. A few dynamic business visionaries approached for building up keep money with a maxim to revitalize the economy of the nation. National Bank Limited was conceived as the initial hundred percent Bangladeshi possessed Bank in the private area. From the very commencement, it was the firm determination of National Bank Limited to assume an indispensable part in the national economy. NBL has resolved to bring back the long overlooked taste of bank management, and flavors. NBL proceeds with the preservation that they need to serve every one instantly and with a feeling of commitment and respect.

The then President of the People's Republic of Bangladesh Justice Ahsanuddin Chowdhury initiated the bank formally on March 28, 1983 however the first branch at 48, Dilkusha Commercial Area, Dhaka began business operation on March 23, 1983. The second Branch was opened on eleventh May 1983 at Khatungonj, Chittagong. At present, NBL has been carrying on business through its 181 branches & Agri Branches spread everywhere throughout the nation. Since the absolute starting point, the bank has applied much accentuation on abroad operations and took care of a sizable quantum of home bound remote settlement. It has drawing competitive advantage with 415 journalists in 75 nations of the world, and additionally with 37 abroad Exchange Companies situated in 13 nations. NBL was the first local bank to set up account-based competitive advantage with the world acclaimed Western Union keeping in mind the end goal to encourage brisk and safe settlement of the significant outside trades earned by the exile Bangladeshi nationals. This has implied that the ostracizes can dispatch their well-deserved cash to the nation without hardly lifting a finger, certainty, wellbeing and velocity. NBL was likewise the first among residential banks to present universal Master Card in Bangladesh. Meanwhile, NBL has additionally presented the Visa Card and Power Card. The Bank has in its utilization the most recent data innovation administrations of SWIFT and REUTERS. NBL has been proceeding with its little credit program for payment of insurance free horticultural advances among the poor ranchers of Barinas zone in Rajshahi area for enhancing their work. NBL concentrated on every key region covering capital amplenness, keeping up great resource quality, sound administration, palatable procuring and liquidity. As an outcome, it was conceivable to an account development of 175.51 percent with Tk. 8,809.40 million pre assessment benefits in the year under audit over the former year. The net benefit after duty and procurement remained at Tk. 6,860.34 million which was Tk. 2,070.47 million in the earlier year enlisting a 231.34 percent rise. The aggregate accounts expanded to Tk. 102,471.83 million being 33.37 percent expansion over the previous year. Credits and advances remained at Tk.92,003.56 million in the year under report which was Tk. 65,129.289 million speaking to 41.26 percent ascend over the former year. Remote exchange remained at Tk. 144,255.00 million in 2010 contrasted with Tk. 115,939.00 million, expanded by 24.42 percent contrasted with that of the earlier year. Amid 2010, the bank took care of internal settlement of Tk. 49,145.30



million, 10.73 percent higher than that of the earlier year. Profit for Equity (ROE) enlisted a 77.84 percent ascends over the first year. National Bank, has now obtained quality and ability to bolster the saving money needs of the remote financial specialists. NBL ventured into another enclosure of business and opened its Off Shore Banking Unit at Mohakhali to serve the pay workers and the remote financial specialists better than anyone might have expected. Since its commencement, the bank was mindful of agreeing to Corporate Social Responsibility. In this bearing, we have stayed connected with the improvement of instruction, medicinal services and have supported donning and social exercises. Amid times of regular debacles like surges, typhoons, avalanches, we have extended our hand to moderate the sufferings of casualties. It built up the National Bank Foundation in 1989 to stay included with social welfare exercises. The establishment runs the NBL Public School & College at Moghbazar where present enrolment is 1140. Other than honoring grant to the exemplary offspring of the representatives, the bank has additionally amplified monetary backing for their instruction. It additionally gave budgetary help to the Asiatic Society of Bangladesh at the season of their production of Banglapedia and recognition of 400 years of Dhaka City. The Transparency and responsibility of a money related establishment are reflected in its Annual Report containing its Balance Sheet and Profit & Loss Account. In acknowledgment of this, NBL was honored Crest in 1999 and 2000, and Certificate of Appreciation in 2001 by the Institute of Chartered Accountants of Bangladesh. The bank has an in number group of profoundly qualified and experienced experts, together with a proficient Board of Directors who assume an essential part in detailing and actualizing approaches.

## **National Bank**

### **Mission;**

National Bank's mission is to keep up endeavors for extension of their exercises at home and abroad by adding new measurements to their pattern of banking administrations which are being proceeded with unabated. Nearby, they are likewise putting most elevated need in

guaranteeing straightforwardness, accountability, and enhanced customer base administration and also to their dedication to serve the general public through which they need to get closer and closer to the populace of all strata. Winning an everlasting seat in the hearts of the individuals as a minding sidekick in inspiring the national monetary standard through constant up gradation and enhancement of their customer base administrations in accordance with national and global necessities is the fancied objective NBL needs to reach.

### **Vision:**

Guaranteeing most elevated standard of customer base administrations through best utilization of most recent data innovation, making due commitment to the national economy and building up ourselves immovably at home and abroad as a front positioning bank of the nation are our valued vision.

The whole structure of the National Bank Limited is very important for understanding the operations of the Bank. There is divisional office, regional office and large number of branch offices of the National Bank Limited.

## **RESEARCH**

### **Background of the study Origin of the report:**

This report has been prepared as a requirement of the internship program BUS 400 under the MBA program of BRAC University. I got the opportunity to work in one of the renowned banking brand of the country – National Bank Limited. I was placed in the banani branch of national bank for my internship program and prepare a report on the general banking

practices of National Bank limited. I got the opportunity to observe the banking practices in person and assist in different departmental work and attend a on the job training from working in all the departments of the bank.

**1 Introduction of the report:** Being a student of Business Background I always has interest in banks. So I did my internship at National Bank Limited, banani Branch. This started from May 08, 2018. To complete the BBA program, it is required to submit this report, which contains an overview of the organization, my responsibility, observation that I have during the internship period. In this report I discussed about the service quality and the customer satisfaction of the bank and came up with some customer's recommendation which will create more customers and will make revenue higher for NBL.

**Statement of the problem:** I have done the research part to measure customer perception about the banking services whether it is perfect or not. Some of the main challenge in customer in banking includes poor database management of customer, illiteracy level of customers, lack of adequate infrastructure and technology on which customer satisfaction is dependent. I think that technology is one the most crucial thing in the banking sector.

**Purpose of the study:** The purpose of this study is to boost their operations for the client's by using reliability, quality, willingness to help etc. This report will help the management of the bank.

**Limitation of the study:**

- Time limitation is one of the main problems.

- The employees were not able to provide all information to the interns as it is prohibited.
- The study focuses only Banani branch of National Bank Limited which may differ from other branches.
- Many clients were not willing to fill the questionnaire due to lack of time, interest etc.
- The sample size is also very small due to time constraints which may not represent all clients.

### **Objectives of the study:**

#### Broad Objectives:

- To achieve a broad knowledge on banking sectors.
- To progress the services and giving solutions from the clients observation

#### Specific Objectives:

- To explore clients views about satisfaction level.
- ii. To find out if the target market is responsive of the offerings of NBL or not

### **Review related literature**

#### **Books;**

Samuelson, PA and Nordhaus, W.D; Economics, 18<sup>th</sup> edition

Coachrm, S.P and Gupta, MP, Business Statistic, 12<sup>th</sup> edition

#### **Journals;**

Leila M. Webster, Randall Riopelle, Anne –Marie Chidzero; “world bank lending for small enterprise 1987-1993.

## **Reports**

NBL ANNUAL REPORT 2017

*NATIONAL BANK LIMITED* <https://www.nblbd.com>

*INVESTMENT ANALYSIS* [https://www.bcci.bg/projects/latvia/pdf/8\\_IAPM\\_final.pdf](https://www.bcci.bg/projects/latvia/pdf/8_IAPM_final.pdf)

NBL internal circular

## **Methodology**

Methodology can be termed as underlying principles and rules of organization that work at the backdrop of any study. It clarifies the problems involving the research in a very ordered and systematic fashion. Strategic are determined at this stage for future implementation. For smooth and accurate study everyone have to follow some rules & regulation. The study impute were collected from two sources:

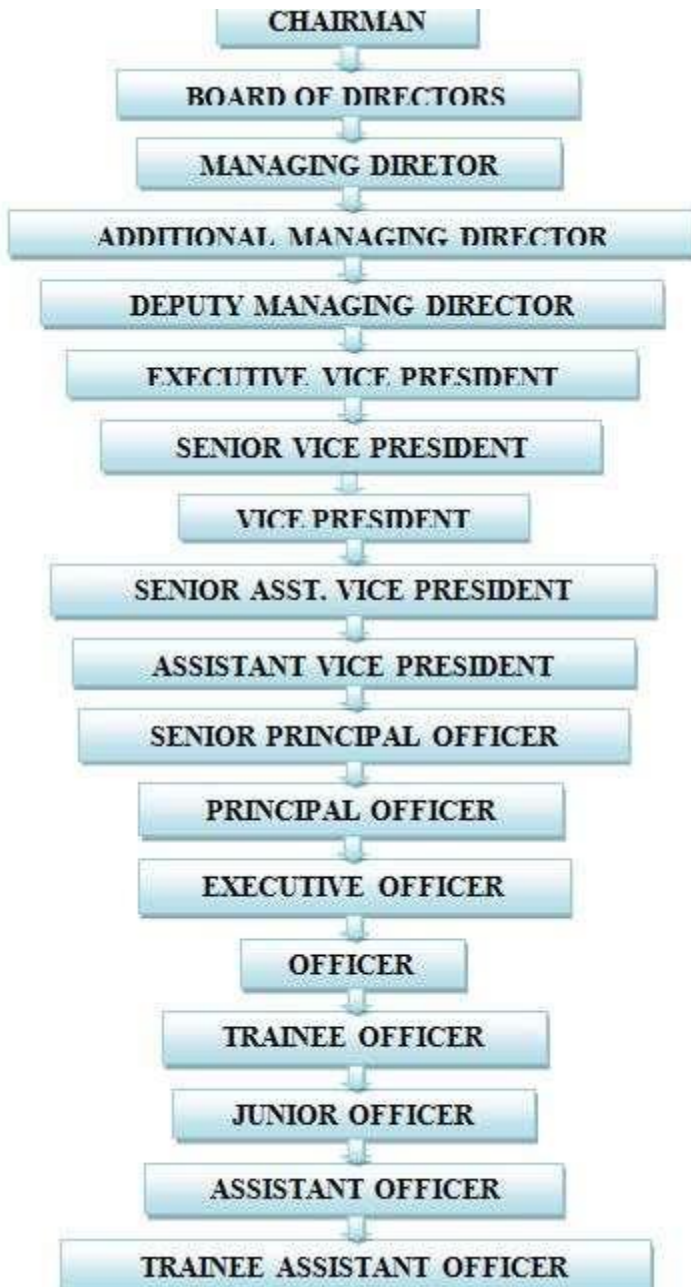
## Primary Sources

- Practical desk work
- Face to face conversation with the officer
- Direct observations

## Secondary resources

- Annual report
- Daily dairy
- Memos
- Circular

**Organogram of National Bank Limited:**



## **Analysis and Interpretation of data**

### **Delivering Growth**

“Focusing on what really matters to bring the mass people under banking network and work for development of network of the country. “Our aim is to be the best Bank for customers while providing strong and sustainable returns for shareholders. Customers are at the heart of everything we do, whether that is through our distribution network, our brands or our people. This commitment is supported by our stakeholder’s values of putting customer’s first, keeping it simple and making difference together. We create value for our customers through our distinctive strengths, in particular our range of iconic and distinct brands, our superior customer insight, high quality, committed colleagues and relationship focus.

### **Equality and Diversity**

Diversity and inclusion is fundamental to our business success. Our customer base is very diverse and we need to ensure that we achieve that goal. We are creating an environment where everyone can provide excellent service to our diverse customers and develop their individual careers, whatever their background. Our commitment starts at the top of the organization taking the lead on initiatives that improve both the quality of our customer service and the working environment for our colleagues. Through a range of initiatives and strategies we work hard to ensure NBL is inclusive for all colleagues and customers.

### **Business focus and accountability**

Managing risk effectively is key focus and is one of the five criteria within the group balanced scorecard on which business areas and individual performance are judge Our approach to risk means that businesses remain accountable for risk but a strong and independent risk function also helps ensure adherence to the Group’s risk and control frameworks. Continued investment in risk systems and process .Also our wide Branch network creates wide customer base



NBL is committed to provide modern Banking facilities among the mass people of the country. Expanding branch network NBL continuously bring new people under banking net. NBL is working as path finder in various segment of banking business specially in

### **Agri & SME loan**

Through various innovative and attractive products/services we are trying to help the people in the rural area and women entrepreneurs to become self-dependent based on wide branch network, modern Banking facilities, brand image, customer trust, commitment, team work making our growth more concrete. Banking for poverty alleviate on NBL believe that country's economic development largely depends on the financial solvency of the rural people specially poor farmers, women entrepreneurs other people who can explore their potential due to unavailability of proper finance. We strive to provide banking facilities at the doorsteps of people who have been deprived of such facilities. Since inception, National Bank Limited has been working towards transformation of fortune of the country's mass people. The Bank has been extending its helping hand to the marginal, underprivileged and low income generating people, and the people of areas of natural and man-made disasters. To resurrect those occupations of people with low income of the country and make their lives more vibrant National Bank Limited has introduced a loan scheme named 'Daridro Mukti' with low interest rate, at easy terms & conditions and without any collateral. NBL aimed to bring solvency of small entrepreneurs and professionals, cottage and handicraft industries, and marginal & landless farmers. This will also contribute to the country's economy.

## Five year financial summary

2013 2014 2015 2016 2017

### Income statement (fig in million)

	2013	2014	2015	2016	2017
Interest Income	18,981.41	20 621.01	19 504.69	18 947.93	22 546.17
Interest Expenses	16,166.14	16,511.70	16,571.69	14872.88	16,107.01
Non-Interest Income	7,976.37	8,406.29	10 143.66	12 235.92	9,606.41
Non-Interest Expenses	7251.73	5793.21 4	816.51 5	557.84 5	779.71
Profit before tax and provision	3,539.91	6722.39	8,260.14	10,753.13	10,265.87
Profit after Tax	2,116.59	2,660.29	3,854.03 5	567.87 4	696.01

### Balance Sheet

Authorized Capital	17,500.00	17,500.00	17,500.00	30,000.00	300,000.00
Paid-up Capital	14,196.03	15 615.64	17177.20	19753.78	23704.53
Reserve Fund & Surplus	9733.61	11348.31	16380.76	16449.09	16666.29
Total Shareholders' Equity	23,929.64	26963.95	33,557.96	36202.87	40 370.82

Deposits	193,642.97	203,296.18	222,112.91	241,329.88	272,771.32
Loans and Advances	151,098.98	172,964.72	186,179.45	209,929.07	248,467.15
Investments	56,827.52	54,885.52	59,658.52	60,665.88	60,338.45
Fixed Assets	2,973.25	3099.34	3084.08	3501.52	3,217.85

(incl non-banking assets)

Total Assets	235,173.80	256,537.46	281,569.21	305,616.76	350,692.42
Off Balance	74,399.30	63,525.84	51,470.56	46,987.50	56,641.57

Sheet Exposure

#### Foreign Exchange

Import	113,492.00	99,994.10	85,598.27	69,582.90	88,477.30
Export	75,912.41	76,459.20	67,888.84	50,167.64	42,877.60
Remittance	58,224.10	58,351.40	56,321.08	45,437.58	38,262.10

#### Regulatory Capital Measures

Total Risk	236,911.20	249,560.60	259,355.90	283,628.77	345,751.00
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Weighted Assets

Core Capital (Tier I)	23,028.71	24,320.29	27,223.26	32,240.56	33,606.29
Supplementary capital	4,676.76	4,897.27	4,041.07	5,181.77	8,567.57

(Tier II)

Total Capital	27,705.47	29,217.56	31,264.33	37,422.33	42,173.86
Tier I Capital Ratio	9.72%	9.75%	10.50%	11.37%	9.72%

Tier II Capital Ratio	1.97%	1.96%	1.55%	1.82%	2.48%
Total Capital Adequacy Ratio	11.69%	11.71%	12.05%	13.19%	12.20%
Credit Quality % of NPLs to	3.24%	5.26%	7.01%	10.35%	10.64%

Total Loans and Advances

### Share Information No of Shareholders

(In actual number)	121,350	111,363	91,585	85,519	89,483
No of Shares Outstanding	1,419.60	1,561.56	1,717.72	1,975.38	2,370.45

(million)

Earnings Per Share (Re-stated)	1.36	1.55	1.95	2.35	1.98
Dividend (Stock)	10%	10%	15%	20%	12%
Market Price per Share	11.80	11.40	9.40	10.20	13.00

### Market Capitalization Price

Earnings Ratio (Times)	8.68	7.35	4.82	3.62	6.57
Net Assets Value Per Share (Taka)	16.86	17.27	19.54	18.33	17.03

### Operating Performance

Ratio Advance Deposit Ratio	78.03%	85.08%	83.82%	84.66%	89.03%
Cost of Funds	8.81%	7.84%	6.92%	5.58%	5.64%
Cost of Fund with	11.52%	10.28%	8.80%	7.78%	7.63%

Administrative Costs

Yield on Loans and Advances	13.36%	12.75%	11.17%	10.00%	10.80%
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Return on	0.96%	1.08%	1.43%	1.90%	1.43%
Return on Equity	9.14%	10.45%	12.74%	15.96%	12.27%
Equity Ratio (Times)	8.83	8.51	7.39	7.44	7.69
Cost/Income Ratio	39.23%	35.54%	36.83%	34.11%	36.02%

### **Other Information**

Number of Branches and SME Centers	171	179	191	191	200
Number of OBU Branches	1	1	1	2	2
Number of Employees	4,126	4,236	4,266	4,617	4,602
Number of Foreign Correspondents	492	493	493	587	587
Number of Subsidiaries	6	7	7	7	7
Number of associates – Gulf overseas	1	1	1	1	1

### **Number of Exchange Company**

Wholly or partly owned	4	5	5	5	5
Under agreement	50	52	52	49	40
Ratings: Long Term	AA-	AA-	AA	AA	AA
Short Term	ST-2	ST-2	ST-2	ST-2	ST-2

## General Banking

**General banking is about the blend of distinctive divisions and the exercises performing in banking operation. Main functions of general banking division includes**

- account opening
- remittance(both local and foreign
- cash
- Accounts departments.
- Overall business development

### Discussion

**Account opening;** one who wants to open an account he\she has to fill up an account opening form. This form is a legal contract between the bank and prospective customer. These accounts are individual joint proprietorship partnership private ltd company public ltd company club society association etc. customers can open these accounts as per there requirements. All these accounts maybe opened in the form of savings, short term deposit, current, term deposit, various types of scheme accounts.

- Copy of NID, 2 copies recent passport size photograph of the account holder, 1 copy passport size photograph of the nominee of that account holder with copy of NID.
- The customer also needs an introducer who has already an account in the bank. Customer and the nominee need to sign on respective places of the account opening form. In case of opening the accounts which are related to business like CD (Current Deposit) account, the customer needs to bring Trade License TIN (Tax Identification Number) Certificate.

In case of opening of account of partnership, limited company, club society association account holders should submit partnership deed, memorandum of article of association, Certificate of registrar of joint stock Company, trust deed for respective accounts where applicable.

**Necessary documents for opening of various types of accounts;**

**Individual accounts** (savings, current, term, scheme etc.);

1 two copies of passport size photograph of the customer attested by introducer

2 copy of NID\passport or driving license of customer

3 Copy of TIN certificate (if any)

4 one copy of passport size photograph of nominee attested by customer

5 copy of NID\passport or driving license of nominee

• **Joint accounts** (savings, current, term, scheme etc.);

1 two copies of passport size photograph of the customers attested by introducer

2 copy of NID\passport or driving license of customers

3 Copy of TIN certificate (if any)

4 one copy of passport size photograph of nominee attested by customers

5 copy of NID\passport or driving license of nominee

• **Partnership current accounts;**

1 two copies of passport size photograph of the customers attested by introducer

2 copy of NID\passport or driving license of customers

3 Copy of TIN certificate (if any)

4 copy of passport size photograph of nominee attested by customers

5 copy of NID\passport or driving license of nominee

- **Account Closing:** For two reasons or by two parties, accounts can be shut. One is by capitalist and alternative is by the shopper. By banker: If any client doesn't keep up any exchange inside of six years and the A/C offset gets to be lower than the base parity, broker has the privilege to close an A/C. By customer: If the shopper must shut his A/C, he composes an application to the administrator encouraging him to close his A/C. Be that as it may, by and by, typically the clients don't close A/C eagerly. Now and again, clients don't keep up any exchange for long time. Is this circumstance at to begin with, the A/C gets to be lethargic and eventually it is shut by the bank.
- **Deposit Department;** there are a unit differing types of product of deposit department. They are given below: Deposit Products: Savings Deposit Current Deposit Term Deposit Foreign Currency Deposit Monthly Savings Scheme Savings Deposit etc. National Bank Limited offers clients a hassle free and low charges investment account through the branches everywhere.  
**Advantages of Savings Deposit:** SB maybe opened individually, jointly or in the name of club society association. Interest rate of 4.00% on last month to month parity. Least adjust amount is Tk.1000. Maintenance or upkeep charge yearly Tk. 600. No hidden



charges. Interest credits to SB accounts twice in a year. To get interest, SB accounts holder should follow some rules and regulations for transaction in their account.

**Current account (Personnel):** CD account maybe opened in the name of individual, joint, partnership, proprietorship, limited company etc. CD account gets no interest. There is restriction in transaction.

**Short Term deposit;** STD maybe opened in the name of club society association, trust, limited company. Least adjust amount is Tk.1000. Maintenance or upkeep charge yearly Tk. 600. No hidden charges. Interest credits to SB accounts twice in a year. To get interest, SB accounts holder should follow some rules and regulations for transaction in their account

**Term deposit;** term deposit can be opened for a period of 1 month, 3 month,6 minth,12 month, or 24 months And above. After maturity of period accounts holders can renew for same period or change. Bank can be instructed by the account holder in writing to renew the term deposit automatically till further instruction.

**Scheme deposit;** there are various types of scheme deposits in national bank.

- Monthly savings scheme (MNSS);
- Millionaire deposit scheme (MDS)
- Apon thikana prakolpo
- Luxury savings deposit scheme (LSDS)

These are monthly installment based deposit .Depositors should pay there installments on monthly basis.

- Monthly earning scheme
- Double benefit scheme
- These deposits are non-installment bases one time fixed deposit.

- **Remittance** is an important sector for maintaining the reserve in Bangladesh. National Bank Limited prefers the transactions related to the remittance in Bangladesh. They have some importance arrangements of the remittance. Remittance are of 2 types .local and foreign.

Receivers of remittance from abroad mainly receive

Money through their personal accounts.in some cases receivers who have no bank account receive their money submitting their copy of NID PIN code number.

Several startups have developed to make it easier and user friendly

examples such as - Transfer Wise and Wave. There are some traditional formats like western union or MoneyGram.NBL operates foreign remittance through Singapore, USA, EUROPE and Maldives. Local remittance is almost demolished. The account is almost nil.

- **Cash department;** it is the most important department of a bank because customers receive or deposit their cash through this department. Every branch of a bank takes very special care of this department for direct involvement of the customers.assigned officers of this department receive cash directly from the depositors after counting, proper checking and sorting.at end of the day they prepare their received notes for payment to the customers for the next day and remit to banks feeding unit.
- **Accounts departments;** it also a vital department of a branch. After end of daily transaction accounts department prepare daily transaction report. This report shows correct figures of bank's asset and liability position. There should be no mismatching.
- **Clearing house;** it is very much important in banking system. It deals with DD (Demand draft), TT (telegraphic transfer), and PO (PAY ORDER), pay slip. It includes one on one deposit, payroll in addition to vendor payments.

- **Overall business development;** deposit is the life blood of a bank. Every branch of a bank has a fixed business target for a particular year. to achieve their business target they need good deposit and good advance to generate profit. Therefore every employee of a branch has a responsibility for development of business for their branch.

CARDS: There are different kind credit and debit cards in NBL:

- Gold International
- Silver International Gold Local
- Credit Card
- POWER CARD

## **Customer Satisfaction**

In any business it is believed that customers are the masters. Though financial institutions advertise that service is their capital target, but their ultimate target is to gain profit.

But after the liberation in 1971 when all private banks were nationalized, the customer service of banks became poor day by day .But in the year 1983 when some banks in private sector were licensed to operate in the country, the scenario became change. New private banks started their operation with an improvised banking system, particularly in terms of service and customer care, like some other banks NBL also have some loyal customer and they know how to deal with them, help them with required service. Bank's customer service depends on some factor like

1. Proper guidance to the employees by the branch in charge or the manager operation.
2. Proper supervision and follow-up
3. Good interpersonal relationship between employees and
4. Institutional professional training.
5. Sense of responsibility
6. Sincerity

For satisfactory in house customer service all these factors are very much important for any financial institution. In this aspect, to develop customer service NBL provided training to their newly appointed officers

To go along with modern banking system every bank nowadays is operating with modern technology. NBL is not far behind to provide better customer service NBL is operating with online banking system. In this system customers get their services within short time. In every department of a branch online banking system is saving time of the customer and providing satisfactory service. On the other hand to provide better service even in the holiday's modern banking has introduced electronic banking system like credit card, debit card, ATM booth, mobile banking etc.

### **My observation regarding in house customer service**

#### ➤ Help desk ;

When I was there as an interne I observed that, any customer enter the bank will find someone in the help and information desk just near the entrance. From the assigned officer they can get necessary information which will make easy to fulfill his purpose. Help desk is very vital for satisfactory customer service.

#### ➤ Account opening;

Bangladesh bank has produced uniform account opening forms for all banks in Bangladesh. These forms are very informative and difficult to fill

up by the customers. Very often customers become annoyed for taking too much time for filing the forms and opening accounts. So the bank employees handle with sense of calmness.

➤ Cash department ;

They help with depositing and withdrawing cash with minimum time.

Customers are getting one stop service in cash department because they are depositing or withdrawing cash from the same desk .

➤ Payment of incoming foreign remittance;

Nowadays, receiving of foreign remittance from bank has become very easy to the customers. Receivers of foreign remittance mainly get their money through their account. In some cases customer receive their money without account. In such case customer should submit copy of NID, one copy of passport size photograph and PIN code number of the remittance. If all these documents are genuine and PIN code number is accurate then the customer will receive the remittance in cash

NBL started visa power card as a debit card. With the help of ATM people can withdraw any amount of money whenever they need.

➤ Reliability;

I also noticed that in some cases, officers help customers to fill up pay in slip (deposited Slip) for depositing cash on counter. They take care of time frame and always updating the second man about all the activities.

➤ Loan and advanced;

It's the major earning source for the bank .NBL also very careful about providing loan. I've noted while working in general banking and got to know that they provide small\medium or large loan. Loan under some schemes like SME, personal loan, car loan , house building loan, consumer credit scheme, agriculture loan basically helps all types of customers according their need.

➤ Responsiveness;

If there is any sort of problems, officers behave very politely and give alternatives as well as practical solutions.

➤ Online service

I also noticed that internet banking is very advanced there. They are always reachable and easy to commutate for personal and even for all bank services. Customer can deposit \ withdraw cash to and from any branch up to a limit of 1000000 through any branch of NBL Customer can also view at balance statement for last 15 transactions.

➤ Tangibles;

I personally talked with some of the clients of NBL about the décor and environment of the office premises and they were quite satisfied with internal environment. They also said that branch is wide and enough clean.

## **Findings**

- The strongest areas of NBL banani branch are location and reliability as customer feel secured while doing transactions to this branch as it is in one of the posh area in Dhaka
- NBL must focus on technology as some the data entries are done manually. I personally asked some of the respondents about this.
- There are some sector in which NBL officers must be given proper training about knowledge and professional skill development

## **Recommendation**

- Management can increase the branch space by developing a new floor to ensure better customer experience.
- It is high time to set up modern IT section
- Bank can introduce printed pay order and demand draft
- It takes too much time in some cases while opening an account as forms have too much point like birthplace, country name, relationship assured or percentage etc. These can be avoiding making it easier to customer.
- There should be particular software to calculate day to day voucher as it takes too much time while doing calculation manually.

## Conclusion

NBL has been operating its business successfully since 1983. The bank had developed good image among its clients by offering excellent service. NBL banana branch is in a good position at its locality. At CAMEL RATING NBL is 3 which is not excellent but fair. NBL is very much active in online business. The whole period of my internship there, I have observed its effective and efficient banking system. NBL banana branch is very much active in terms of loan and deposit. It can be argued that the result so far is that is satisfactory but the whole NBL system is now focusing on credit financing. All the officers and executives are doing excellent at their assigned job. As an intern I enjoyed there and I had a great learning experience that will help in further job sector.