

ReportOn

“Assessing Clients' Perception on the Management of Bank Asia's' Customer Relationship Services”: A Study on Bank Asia Ltd.

Submitted By
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ID: 16204029

An internship report submitted to BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC UNIVERSITY
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Declaration

It is hereby declared that;

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Nusrat Jahan Anika
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Riyashad Ahmed
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Letter of Transmittal

Riyashad Ahmed
Assistant Professor of Finance &
Director of Research, BBS
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BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Assessing Clients' Perception on the Management of Bank Asia's' Customer Relationship Services”: A Study on Bank Asia Ltd.

Dear Sir,

With due respect from the core of my heart, I would like to inform you that I have successfully completed my internship report on “Account Practices & Procedures to Maintain Relationship with Customers: A Study on Bank Asia LTD” which is a requirement for completing my BBA program.

I have tried my level best to complete the report by following the instructions given by the University. Besides, I would like to mention that your guidelines and feedback, as a supervisor, helped me a lot to make this report as detailed as possible.

I hope that this report covers my research topics as you desire.

Sincerely yours,
Nusrat Jahan Anika
ID: 16204029
BRAC Business School

Non-Disclosure Agreement:

[This page is for Non-Disclosure Agreement between the Company and The Student]
This agreement is made and entered into by and between [Bank Asia LTD] and the undersigned student at BRAC University ...Nusrat Jahan.....

Acknowledgement

First of all, I am really grateful to my Allah for giving me that opportunity to work with a renowned institution. Then, I am thankful to my parents who support me a lot through motivation that push me to work with stress in a new environment during this pandemic situation. Besides, I am also thankful to my organization supervisor “Salma Akter” and other employees who guide me the details of organization procedure and teach me how to handle multiple tasks.

Moreover, the remarkable thanks to my academic supervisor, “Riyashad Ahmed” who encouraged me a lot in the entire internship program to complete the project successfully. He directs me on how to organize the whole project and helps me a lot to complete the report with proper research.

Finally I am thankful to the BRAC authority and OCSAR team of BRAC University who arranged the whole process of the internship program. Without these people I could not complete my internship easily during this COVID -19. For that reason I am really grateful to all these people for helping me gather new experience about the practical world.

Executive Summary

During 1999, Bank Asia LTD began to start its services along with a vision to provide modern and innovative banking products to customers. The promise of this bank to customers is that they provide the best quality products to all category customers by maintaining standard procedures to build a globalized world with standard technology.

Bank Asia LTD. Established the most remote corner of the country through “Agent Banking” services during 2014. Without this Bank Asia offers the first digital banking services to the young generation. The mission of this bank is to create an enlarged position among leading banks of the country based on 289 billion assets and deposits of taka 207 billion. Besides, the vision of this bank is to generate poverty free Bangladesh through establishing a standard society by maintaining human dignity and rights that helps to receive highest consideration to abate poverty.

In this report, I discuss the account opening procedures and the ways they maintain relationships with customers. I mention the terms and conditions they follow regarding opening a new account. Then I also represent virtually the relationship with customers of Bank Asia LTD. Moreover, I also discuss financial practices of Bank Asia based on annual reports.

Finally, I discuss the organizational division and SWOT analysis of Bank Asia LTD.

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Chapter 1: Overview of Internship:

1.1 Student Information:

Name: Nusrat Jahan Anika

Program – Bachelor of Business Administration

ID: 16204029

Major: Finance and HR

1.2 Internship Information

1.21 Period, Company Name, Department/Division, Address

Period – 3 months

Company Name – Bank Asia Limited

Department – General Banking

Address – Rangs Bhaban, (Level 1) 117/A Old Airport, Tejgaon, Dhaka-1215

1.2.2 Internship Company Supervisor's Information: Name and Position

Supervisor Name: Salma Akter

Position: VP & MO of Scotia Branch

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Job Responsibilities:

As an Intern everything was new for me but my supervisor and others supported me a lot to understand the entire process of general banking. Mainly my duty was during this internship;

- Fill up the accounts opening forms, checking if the documents are ok or not.
- After verifying all documents I have to fill up the KYC form and TP (transaction Profile) that is mandatory for all accounts.
- Communicating with customers to make them understand the process to open a new account.
- Helping other employees when they need to and this is a good experience to communicate all and work as a helping hand to solve their small problem issues.

1.3 Internship outcome

1.3.1 Student's contribution to the company

As an intern I help them to reduce their pressure that gives them time to focus more on critical tasks. They believe in me that I can handle a customer. That is why they give me the responsibility to communicate with clients and make them understand the process to open a new account. In fact I answer all queries of customers about the account procedure documents and others. Then, I update the accounts forms with KYC that are really necessary for the customer service department. Moreover, I also enter cheque, ATM card in a register and in addition I provide the cheque, ATM card after signature verification to the customers when they come. So in that way I help them to relieve these small issues that push them to emphasize more on their important work.

1.3.2 Benefits to the student

That internship was a great experience for me that helped me to learn how to manage time with lots of work pressure. From this experience I also have learned how to communicate with others and understand people what they want through listening properly and answering them properly with patience. Even through this internship program I have gathered knowledge about operating a commercial bank. Additionally, I love to say that my supervisor and other staff believed in me and that inspired me to do my job with honesty. They gave me the opportunity to learn and when I made a mistake that time they taught me how to solve it confidently. So, the journey was really adventurous and whatever I learned that will help me in future.

1.3.3 Problems/Difficulties (if any faced during the internship period)

Problem/ Difficulties:

Though the journey was incredible, I also faced some difficulties as a new learner. During this pandemic this is really challenging to work in a new environment without knowing about safety issues. The first challenge was for me to interconnect with everyone. That was sometimes embarrassing as I am the younger one so at first I cannot understand how to start but they are really friendly and that helped me out from this problem later. Then, the more challenging part was the monotonous environment and for doing updated huge accounts with lots of pressure that was really boring and tiresome.

1.3.4 Recommendations (for and suggestions to the company on future internships):

Recommendation:

From my experience, I suggest that try to make the work environment little bit entertain with fun that refreshing mind and make intern feel enjoying their work with pressures. Besides, trying to give them other tasks that relieve them from tiresome and help them to gather more knowledge.

Chapter 2: Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction (Objective, Methodology, Scope, Limitation and Significance)

Introduction:

By doing an internship program in Bank Asia I know the practical world that is totally different from Theoretical classes. This internship program is assigned for all BBA students for 3 months to gather real competitive world knowledge or ideas. The purpose of doing an internship in a bank is to know the way to operate a commercial bank.

Objectives:

- The main object of this study is to get an idea about corporate world and understand the general activities of bank
- Trying to communicate with clients and staffs effectively that is necessary
- Understanding the internal activities and the relationship with customers
- Knowing the procedure and documents to open a new account
- Finding out the sides where they need improvement
- Trying to relate theory knowledge with practical experience

Methodology:

Two types of data I use for this internship report where I get relevant information that help to complete my report with proper explanation.

Primary Data:

- Individual observation and own perspective
- Directly communicate with customers
- Doing survey on customers
- Doing discuss with supervisor and other employees of Bank Asia

Secondary Data:

- Bank Asia LTD online website
- Research paper, journals from online
- Different publications of Bank Asia on online

Scope of Study:

As we know, banks are financial institutions that have a contribution to the economy. During this pandemic the situation of the world negatively impacted each and every sector including financial, non financial institutions.

The report actually covers the background history of the bank, basic general banking activities, accounts opening procedure and accounts opening relationship with customers. Based on a three months period internship program experience I prepared this report. In this project report I emphasize on the accounts opening procedure and relationship with customers more rather than other general activities. Through this report any one can get the idea about the general banking and accounts procedures.

Limitation:

As a Finance and HR major student I want to do my internship related to my major but I could not get a chance in the Financial or HR department. I did my internship in the general banking department and for the finding and analysis part I could not get proper data because of confidentiality. Except this I also find out other limitations like;

- The work environment is too much tiresome and monotonous
- Three months period is not enough to learn about whole department procedure
- Lacking of safety protection during this pandemic

2.2 Overview of the Company

Bank Asia is one of the most renowned banks in Bangladesh that's paid up capital almost 1395 million. The management system of this bank is structured by senior standard national and international society successful entrepreneurs. During 1999, 28 September Bank Asia signified as a third generation public commercial bank under company's act 1994. Then 2003, 23rd September the bank Asia went for public shares which were listed in Dhaka Stock Exchange and Chittagong Stock Exchange. After that, Bank Asia acquired the business of Bank of Nova Scotia that was incorporated in Canada in 2001 and at the end 2002 year. Then, Bank Asia also achieved to operate Muslim commercial banks LTD (MCBL) that incorporated in Pakistan.

Within a short time period Bank Asia built up its network as a private commercial bank. Almost thirty three branches formulated that network which serves guidance to corporate houses and step forward retail banking. In addition, Bank Asia achieved 25 ATM delivery channels where it has 6 own and other 19 ATM using through sharing by ETN with eleven banks. According to bank history, in 2003 Bank Asia once again took place to the lame light along with over subscription of IPO (Initial Public Offering) of stocks which was recorded 55 times in narration of capital market in our country.

Bank Asia acquired tremendous assets and liability enrichment over the years. By concealing its vulnerability it's participating in the local and foreign market. The commitment of this bank is to provide service to all privileged people that help to make a standard globalized bank in the world. For this purpose Bank Asia Provides their service to the primitive area through Agent banking from 2014. Furthermore, they have more than 3500 plus outlets and 300 plus customer fields across the remote rural places of Bangladesh.

Vision:

The vision of Bank Asia is having a poverty free country. Their main goal is working for human dignity and human rights that helps to achieve high standard globalization by reducing poverty.

Mission:

- Trying to provide high quality services to customers
- Trying their level best to set up customer satisfaction with honesty and fulfill customer expectation that helps to participate in national economy
- Trying to reach remote areas for providing services that helps to maintain human rights

Core Values:

- Adding Value by excellence performance in bank operation
- Maintaining high morality standard in transaction dealings
- Promising to protect environment and make the environment green
- Committed to do their best for betterment of society
- Grabbing customers attention and satisfaction through customization of products and services with best quality

2.4 Marketing Practices:

Product and Services Offering:

They offer different kinds of account with good return like;

- Savings Account
- Corporate Privileged Savings Account
- Current Account
- FDR Account
- Monthly Benefit
- Double Benefit
- Triple Benefits
- Deposit Schemes
- ACHOL, VROMON, SKP Deposit Schemes

Savings Account:

This is an individual account that bears an interest in saving money. Anyone can open this account if he/she has an introduction to Bank Asia. The rate of interest is low for this account and withdrawal of money is limited by the bank. Besides, for opening any account, account holders must open a savings account. The rate of interest is given below;

AVG. Balance	Rate
Above TK- 1 Cr.	2.50%
Below TK – 1 Cr.	2.50%

Current Account:

This type account is a running cost free store account that bears no interest. Any person, firm or organization can open this account. Account holders withdraw money as they wish because there is no limitation.

Short Term Deposit (STD) Account

The purpose of opening this account is for a specific reason. Additionally, this account bears an interest of the reserve funds rate. The interest payment system circularly paid to the committed people, organization or firm. Moreover, the recent loan cost of Bank Asia against this account is 5 %

Fixed Deposit Account (FDR)

This type of account is opening for storing money based specific time period like 1month, 2 months, 3 months, 6 months, 1 year, 2 years and 3 years. FDR is a high cost bearing account. Besides, the loan against FDR relies on the amount of money and the period. In addition, before maturity if account holders do encash money that times no premium is given to account holders.

Chart of FDR Tenure

Tenure	1 MT	2 MTS	3 MTS	6MTS	1 yr	2 yr	3 yr
5 corer & above	2.50%	2.50%	3.0 %	3.0%	3.0%	4.0 %	4.0%
1 Cr. To below 5 cr.	2.50%	2.50%	4.0 %	4.0%	4.0 %	4.0%	4.0 %
Below TK – 1 Cr.	2.50%	2.50%	4.0 %	4.0%	4.0 %	4.0%	4.0 %

Deposit Schemes:

Bank Asia LTD offers different kinds of deposit schemes which initial installment start from 1000 for 3 to 12 years. They offer various types of deposit schemes like; ACHOL, VROMON, and SKP etc. that provide special benefits to clients.

Deposit Schemes (DPS+)

This scheme offers for everyone who has the ability to save money for future purposes. The minimum installment money of this scheme is 1000 and maximum money is 10000 for 3/5/7/10/12 years

Chart of Deposit Scheme

Installment	3 years	5 Years	7 Years	10 Years	12 Years
1000	38000	67000	100,000	164,000	220,000
2000	76000	134,000	200,000	328,000	440,000
3000	114,000	201,000	300,000	492,000	660,000
4000	152,000	268,000	400,000	656,000	880,000
5000	190,000	335,000	500,000	820,000	1,100,000
8000	304,000	536,000	800,000	1,312,000	1,760,000
10000	380,000	670,000	10,00,000	1,640,000	2,200,000

ACHOL:

Achol is a special benefit scheme for only women. The initial amount of installment starts from 1000 to 10000 TK for 3 to 12 years.

Chart of Achol Installment

Installment	3 years	5 Years	7 Years	10 Years	12 Years
1000	39000	69000	102,500	169,000	229,000
2000	78000	138000	205000	338000	458000
3000	117000	207000	307500	507000	687000
4000	156000	276000	410000	676000	916000
5000	195000	345000	512500	845000	1145000
8000	312000	552000	8,20,000	1,352,000	1,832,000
10000	390,000	6,90,000	10,25,000	1,690,000	2,290,000

VROMON:

This deposit scheme is opening for both male and female and its installment system is in a package that starts from 4,065 TK to 16,260TK

Chart of Vromon Installment

1 Year Package		2 Years Package		3 Years Package	
Installment	Return	Installment	Return	Installment	Return
4,065	50,000	1,975	50,000	2,550	100,000
8,130	100,000	3,950	100,000	5,100	200,000
12,195	150,000	5,925	150,000	7,650	300,000
16,260	200,000	7,900	200,000	8,925	3,50,000
		9,875	2,50,000	10,200	400,000
		11,850	3,00,000	12,750	500,000

SKP(SONCHOY E KOTI POTI)

This Scheme offers for those people who want a great amount within a short period through the capable installment. The initial amount starts from 15000 for 5 to 15 years.

Chart of SKP Installment

Return	5 Years	7 Years	10 Years	12 Years	15 Years
10 LAC	15,000	10,000	6,300	4,900	3,500
50 LAC	75,000	50,000	31,500	24,500	17,500
1.00 Cr.	1,50,000	100,000	63,000	49,000	35,000
2.00 Cr.			1,26000	98,0000	70,000
3.00 Cr.				147,000	1,05,000
4.00 Cr.					1,40,000

Double Benefit plus (DB+)

DB+ is an account that stores money and multiplies the amount of money in double within 6 years. The initial deposit sum will be Tk. 50,000/= and most high store will beTk. 40,00,000 / - under single name and Tk. 60,00,000/ jointly.

Triple Benefit plus (Triple+)

In this account the amount of money is triple within the specific period. The deposit sum will be at least Tk. 50,000/ - or different, and the most extreme store will beTk. 40,00,000 / in individual name and Tk. 60,00,000/ jointly.

Double Benefit and Triple Benefit Scheme:

Initial Deposit	Single Name (Max)	Joint Name (Max)	Tenure	Benefit (on Maturity)
50,000/= or Multiple	40,00,000/=	60,00,000/=	14 years / 18 Years	Amount Double Amount Triple

Monthly Benefit Scheme:

Initial Deposit	Single Name (Max)	Joint Name (Max)	Tenure	Benefit (Per Month)
10,000/= or Multiple	40,00,000/=	60,00,000/=	3 Years 5 Years	450/=

NIRBHAVONA:

This account is offered for the senior citizen whose age is at least sixty. The initial deposit of this account is 100,000/= that provides per benefit 550/=

Initial Deposit	Single Name (Max)	Joint Name (Max)	Tenure	Benefit (Per Month)
100,000/= Or Multiple	40,00,000/=	60,00,000/=	3 Years 5 Years	550/=

Non Resident Foreign Currency Deposit (NFCD) Account:

The purpose of this account is opened for the Non Occupants. NRB's and observed by the outdoors related guidelines and directions. Furthermore, the store is recognized by coins such as FC dollar a/c or FC Euro A/c and so on.

Resident Foreign Currency Deposit (RFCD) Account:

RFCD account is opened for those people who are the inhabitants for the purpose of keeping outdoors coins for using its own consumptions based on lawful authorization from the legislature on sum and reason.

General Banking:

In General banking they offer lots of products and services to customers as a marketing purpose. As we know general baking department is a core part of any bank services where covers lots of activities like;

- Account Opening Services
- Cash management and teller operations
- Clearing Section etc.

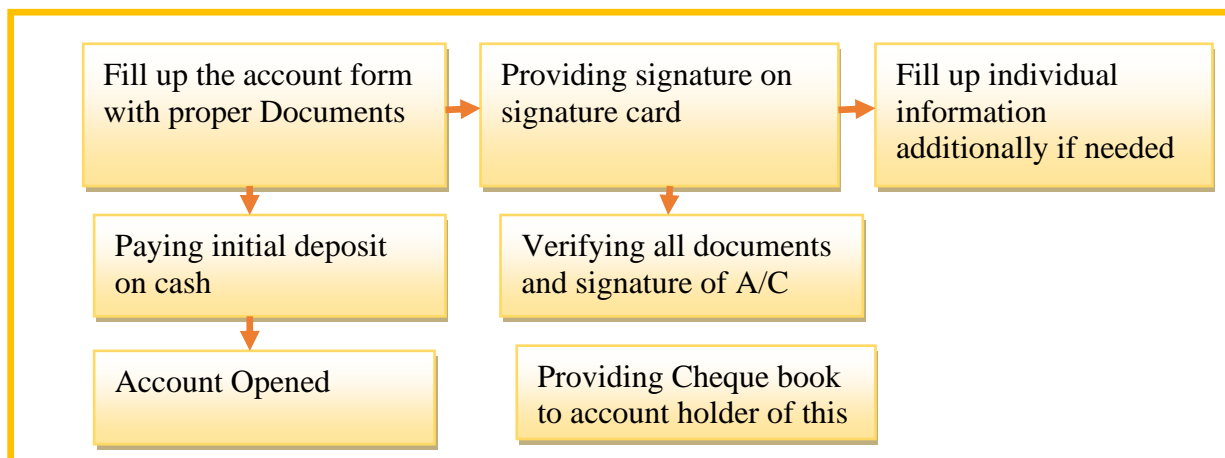
In this report I emphasize more on accounts opening procedure and relation with customers than other activities.

Terms and Conditions for Operations of Accounts Opening with Bank Asia Limited:

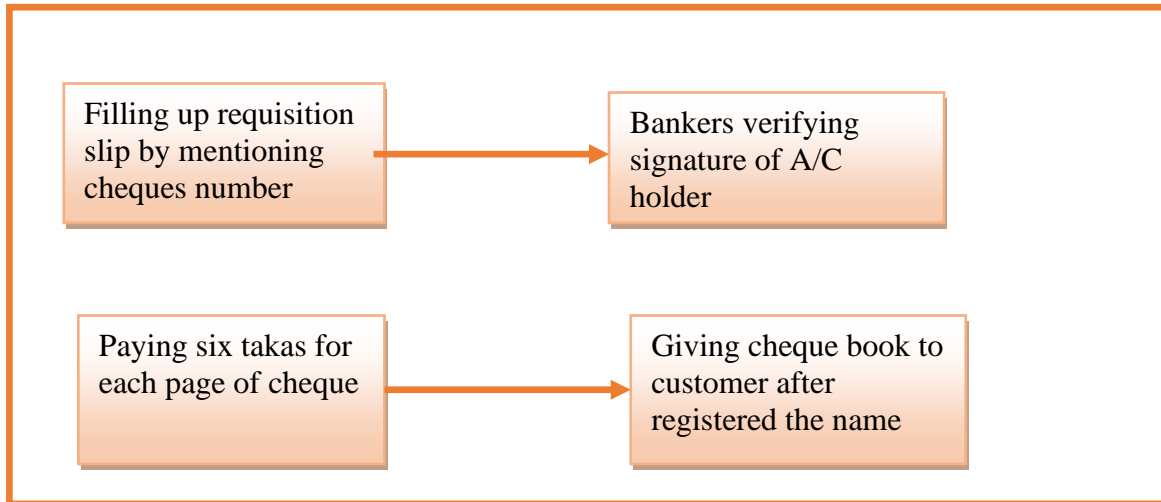
1. Based on Bangladesh Bank rules and Bank Asia guidelines the account would be controlled
2. Adult ,Enable and Solvent people can open a bank account
3. Uneducated people can open a bank account by following the rules of the bank but KYC should be done by the banks in that case. In addition, in that case Account holder have to be present physically when he/she withdraw money
4. Bank decides the initial and limited amount of an account through a transaction profile (TP)
5. Bank verifies the account holder through a recent passport size picture, NID and signature card.
6. If the account holder is under 18 that time account holder's legal guardian leads the account then when the account holder turns 18 in that time banks collect the real account holder passport size picture, NID and signature card.
7. Minor account holder and legal guardian of account holder both have to fill up personal information and legal guardian gives signature instead of account holder on both personal information
8. Bank provides account numbers to account holders that number is used on every document like deposit slip, authorization letter etc. as an identification of an account. If account holder somehow make a mistake to put number that time bank is not responsible for any damage
9. In current account bank does not provide any interest or profit
10. If account holder does not response of any letter about account within 15 days then bank ensure that account holder receive the letter
11. Account holder does not receive the cheque without completing bank procedure
12. If account holder lost his/her cheque it should be informed to bank rather than bank would not be responsible for any damage
13. If anything seems as doubtful that time bank has right to close that account
14. FDR receipt should be collected by account holder

15. If account holder lost the FDR receipt then he/she can receive duplicate receipt through providing indemnity bond to banks
16. FDR Interest would be renew automatically as bank regulations
17. If account holder withdraw FDR or scheme before maturity that time bank decided the specific amount of interest based on year of FDR
18. Account holders can take a loan against FDR, MTDR, DPS scheme etc.
19. If account holder die then the money of an account provided to nominee but if account holder does not mention about nominee that time money provided to that person who has right to hold inheritance
20. If anyone wants to change his/ her mobile number that should be informed to bank
21. All Accounts maintain by following money laundering protection law that is why when bank ask any document related to account that time account holder has to provide those
22. For savings and SND account holder can withdraw money only two time in a week
23. For urban branch minimum limit of account is 15,000/= and for rural branch it should be at least 5,000/=
24. For corporate privileged account if any account holder deposit in his/her account 50,000/= that time he/she would be provided 10% bonus on interest
25. For SND ,account holder get interest based on their amount of money they deposit but if they withdraw that time it will be notified to bank at least 7 days ago

The whole way to open an account:



The way to issue a new cheque book:



Cash Management and Teller Operation:

The most crucial person of this cash management is the teller who directly maintains the position to connect with customers. The major responsibility of this teller is dealing with encashing cheques, pay order etc. The good feature of this position is maintaining a good personal relationship with customers that motivates customers to share their desires with the teller.

Cash Management:

The core part of banking is cash management where there exists lots of risk like, transportation of precious things, (prize bond, security papers etc.) cash through using local transports. Besides, the shortage of cash is also risky for the cash counter department. In addition, Bank employees handle this situation of limited transaction by insurance under their custody.

Receipt Cash:

The way to receive cash from customers:

- Filling up the deposit slip with proper signature by A/C holders and the responsible officer under the department verify the signature and counting the money by using machine
- The officer responsible to check the amount of money and word of the slip is similar or not
- The officer using red ink for mentioning the amount on the deposit slips
- The officer making sure the account number, amount, signature is ok then he gives signature and mentioned cash received on deposit slip. The carbon copy of this slip given to customers after all confirmation
- The transaction number entry into ISTEELAR module with posted seal
- After that the cash In-charge signed the deposit slip and provide the cheque to clients
- During the teller limit slip authorizer must sign on deposit slip and permit transaction

Payment of cash:

The person who wants to withdraw money from owns account must have to present cheque that is provided by the bank. The cheque can be two types;

- Order Cheques
- Bearer Cheques

Endorsements:

The signature of the A/C holder behind the cheque or draft is called endorsement. The intentions regarding endorsement are;

- Transferring the cheque to someone else
- Recognizing the person who received the cash in case of order cheque
- Formulating cashed cheque by receipt

The reasons behind the cheque endorse:

- ✓ Misspelled Name
- ✓ Individual payee
- ✓ Joint payee
- ✓ Bearer instrument
- ✓ Business organizations

Crossing Cheque:

For safety issues a cheque has been drawn by two parallel transverse lines in front of the face of the cheque with or without mentioning any word. Even the cross cheque presented by banks and that cross cheque is used for deposit only. It will not pay over the counter until the bank gives the authorization. The feature of cross cheque can be written, stamped and printed.

Cash Payment:

The cash payment can be done at any branch of Bank Asia and GL internally posting branches. Teller under this department receiving service charge from payee for cash payment to customers against his/her account

Pay Order:

The intention of using this order is to send money to the specific person. The condition behind this pay order is that it would be paid by the similar branch of Bank Asia because of the same drawer and drawee. Besides, the person whom the money issued is called payee or beneficiary.

Issuance of Pay order:

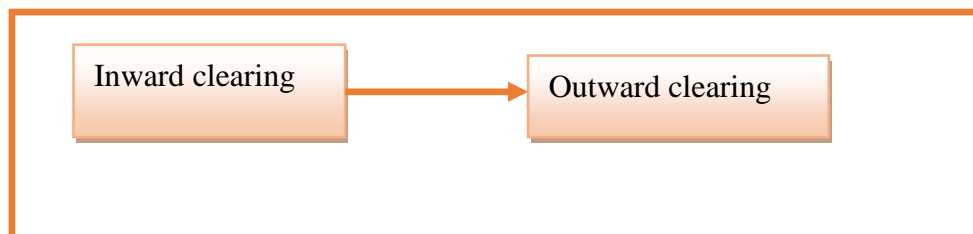
- The block number of Pay order is monitored by remittance officer in the system
- Posting the pre-printed serial number of pay order in the system that recognized as a controlling number
- Two authorized signatories sign along with a PA number into the instrument
- Every details of PO like, amount beneficiary entered into the ISTEELAR
- Issuance amount must be debited from A/C holder account or the walk in customer of branch

Payment of Pay order:

- From the beneficiary account the payment will be created
- The payment can be made from purchaser account if beneficiary released the pay order
- Collecting the endorsement for the purpose of clearing payment
- Cash payment only happened when issuance branch of pay order observe the disciplines

Clearing Section:

BACH (Bangladesh Automated Clearing House) is the platform that was built up during 7th October, 2010 to change the process and operations of clearing houses. Besides, it develops the banking clearing services that helps to grow the economic GDP also. Bank Asia LTD also follows the rule regulations of BACH for clearing purposes.

Categories of Clearing:

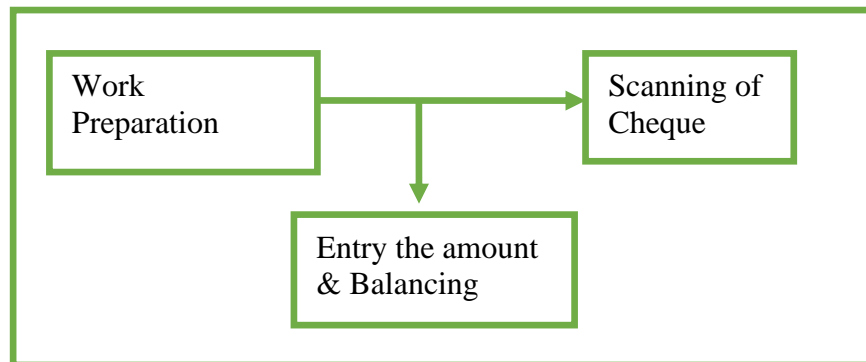
- **Inward Clearing:**

This category of clearing is managed by the central clearing unit and the details of inward cheque along with positive pay confirm to the CCD.

- **Outward Clearing:**

In that category Bank Asia maintains a decentralization module and under the clearing section they do scan the cheques and put words with details and enter the cheque details after confirmation.

Outward Clearing Process:



Clearing Section:

The core section of banks is clearing that gathers different cheques from different banks. The authority of Bangladesh bank gives permission to each bank to fix their entomb exchanges. Generally two types of clearing houses use;



- **First House**

The house where generally collected every cheque without the same day house or high value house cheques. Based on the rules of this house, it starts to sit at 9 am and the return house sits for almost 5 pm, which is summed up by the house super. First of all, according to the process, banks collect the cheques, assemble previous days in the clearing house, then banks credit the amount from the customer's account after 5 pm and customers have the right to withdraw money next transaction day.

- **Same day or High value house:**

The prominent arrangement that is arranged by Bangladesh Bank is a high value house. This arrangement happened especially for particular clients to settle their cheques on the same day of transaction. Generally this facility of same day house is enjoyed by Motijhil area branches. The day starts at 11 am and return day is 2pm to credit money from the customer's account and customers have the right to withdraw money which is a higher priority than others.

2.5 Financial Performances & Accounting Practices:

For representing the financial performance of Bank Asia I have done the financial statement analysis that helps to find out financial risks, performances and also help to predict the future aspects. For this analysis I have worked on Bank annual reports like; Income statements, Balance sheets and Cash flows etc that provides me a lot of information such as number of shareholders, total assets, total liabilities, net income etc.

For the purpose of finding financial performances I have used a quantitative method called ratio analysis which emphasized on organization's profitability, liquidity, efficiency, solvency, debt etc for understanding the insight of financial performances and accounting practices.

For ratio analysis I have utilized five years of financial statements to compare the changes among those five years.

Five years Performance Presented by Ratio Analysis:

Net Profit Margin Ratio:

Year	2015	2016	2017	2018	2019
Net Income	2,550,070,034	1,644,066,246	2,112,089,343	2,266,276,987	689,119,728
Revenue	10,520,520,555	11,039,619,983	12,355,285,740	14,122,569,197	3,659,381,509

Net Profit Margin = Net Income/ Revenue

Year	2015	2016	2017	2018	2019
Net Profit Margin	24.24%	14.89%	17.09%	16.05%	18.83%

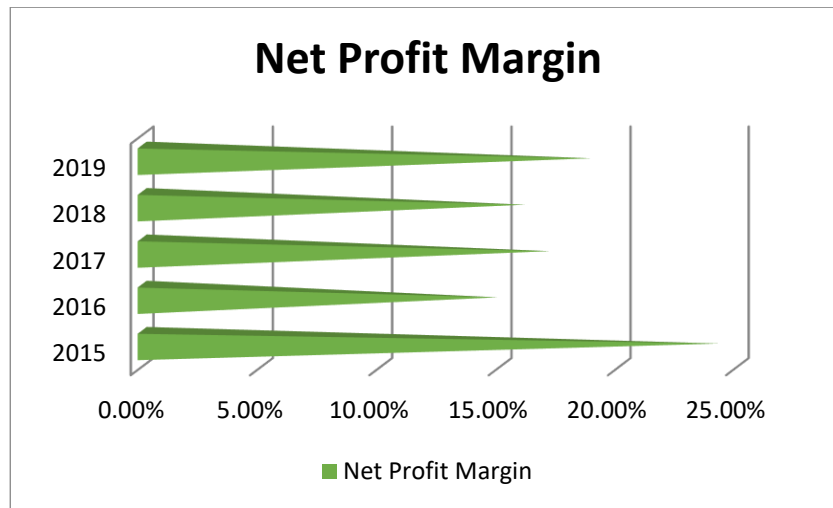


Figure1: Net Profit Margin

Based on this chart the net profit of Bank Asia Ltd was up and down around those years. In 2015 every 1 taka worth of revenue generated 24.24 taka of net profit. Then from 2017 to 2018 the net profit gradually up and down against revenue. After that in 2019 it indicated that each 1 taka of revenue built 18.83 taka of net profit.

ROA (Return on Assets):

Year	2015	2016	2017	2018	2019
Net Income	2,550,070,034	1,644,066,246	2,112,089,343	2,266,276,987	689,119,728
Total Assets	225,665,607,038	254,866,120,198	290,946,272,783	307,291,400,556	355,720,227,278

ROA= Net Income/ Total Assets

Year	2015	2016	2017	2018	2019
ROA	1.13%	0.65%	0.73%	0.74%	0.19%

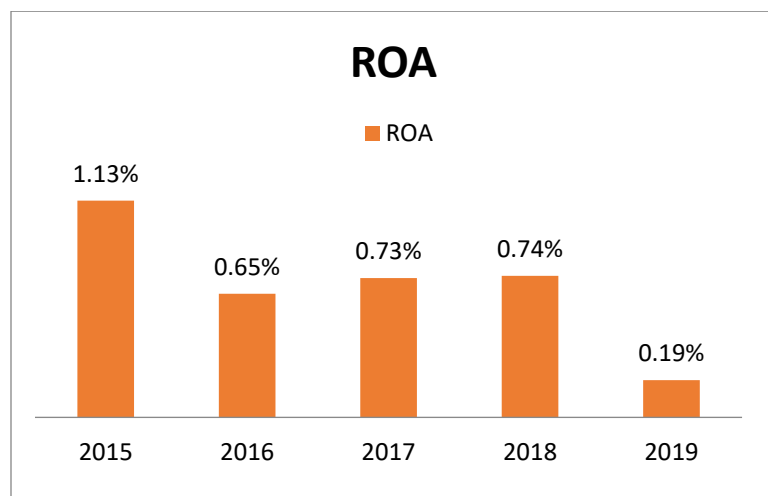


Figure: 2 Return on Assets

In this chart we see Bank Asia LTD earned 1.13 for each taka of assets it invested in 2015. Then in 2016 the rate of return on assets declined. After that from 2017 to 2018 the rate increased. Finally in 2019 the rate again declined, showing that Bank Asia LTD earned 1.19 per taka of assets investment.

ROE (Return on Equity):

Year	2015	2016	2017	2018	2019
Net Income	2,550,070,034	1,644,066,246	2,112,089,343	2,266,276,987	689,119,728
Total Equity	18,696,244,934	18,863,438,836	20,933,679,331	23,340,133,826	24,586,578,448

ROE= Net Income/ Total Equity

Year	2015	2016	2017	2018	2019
ROE	13.64%	8.72%	10.09%	9.71%	2.80%

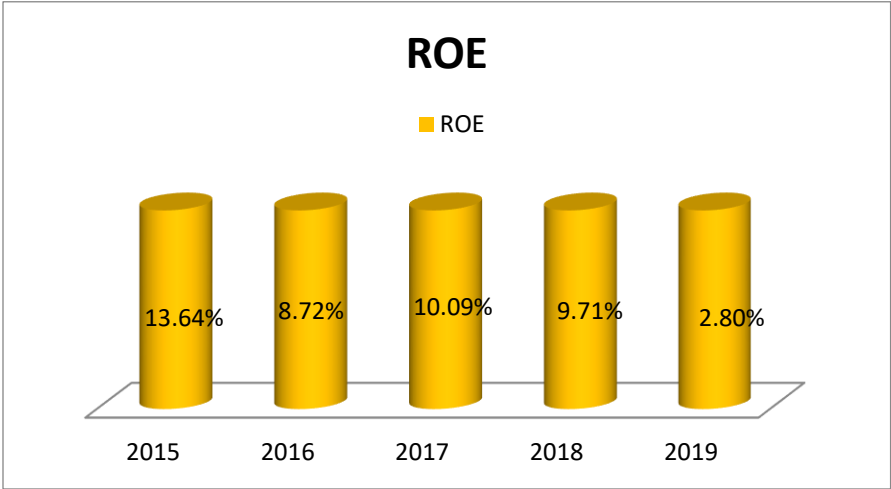


Figure 3: Return on Equity

In this chart it represents that in 2015 Bank Asia earned 13.64 per taka return on equity. Gradually the rate went up and down from 2016 to 2019. In 2016 it fall down to 8.72 then 2017 it raised to 10.09 and in 2018 it again fell down 9.71 but in 2019 the rate is too low 2.80 that was not a favorable sign for the bank.

ROI (Return on Investment):

Year	2015	2016	2017	2018	2019
Net Income	2,550,070,034	1,644,066,246	2,112,089,343	2,266,276,987	689,119,728
Total Investment (L+OE)	225,665,607,038	254,866,120,198	290,946,272,783	307,291,400,556	353,800,373,697

ROI: Net Income/ Total Investment

Year	2015	2016	2017	2018	2019
ROI	1.13%	0.65%	0.73%	0.74%	0.19%

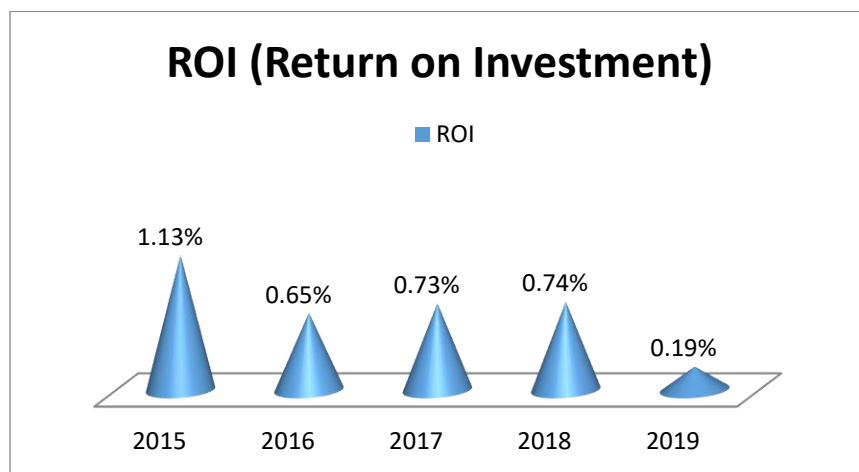


Figure4: Return on Investment:

In this chart we see in 2015 Bank Asia earned 1.13 taka for every 1 taka of investment. Then, in 2016 the rate of ROI decreased gradually then in 2017 and 2018 the rate increased little bit but in 2019 the earning against every 1 taka investment was increased more by 1.19 taka than other years

Debt Ratio/Debt to Assets:

Year	2015	2016	2017	2018	2019
Total Liabilities	206,969,362,104	236,002,681,362	270,012,593,452	283,951,266,730	331,133,648,830
Total Assets	225,665,607,038	254,866,120,198	290,946,272,783	307,291,400,556	355,720,227,278

Debt Ratio = Total Debt/Total Assets

Year	2015	2016	2017	2018	2019
Debt	91.72%	92.60%	92.80%	92.40%	93.09%

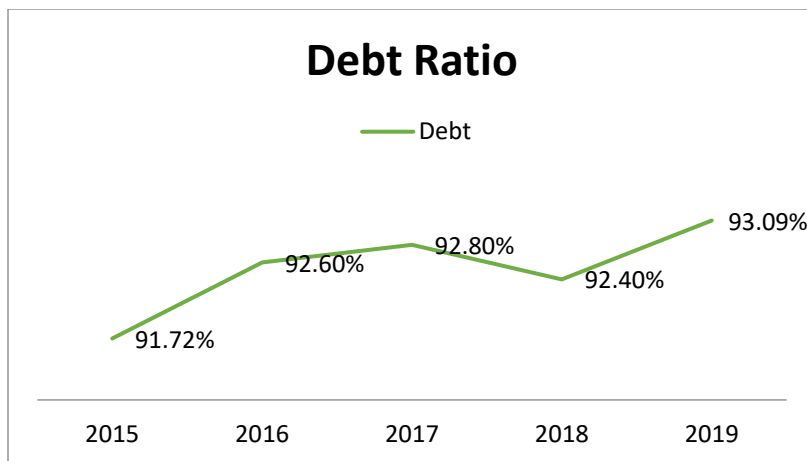


Figure5: Debt Ratio

In 2015, 91.72% TAS were financed by debt. Then, in 2016 the rate decreased which was good but in 2017 the rate again increased and in 2018 the rate decreased but in 2019 the rate is much increased than other years which was not so good to take huge amounts of loan against assets.

EPS (Earning Per Share):

Net Profit/ Total Number of Outstanding Shares

Year	2015	2016	2017	2018	2019
EPS (Taka)	2.89	1.57	1.9	1.94	0.59

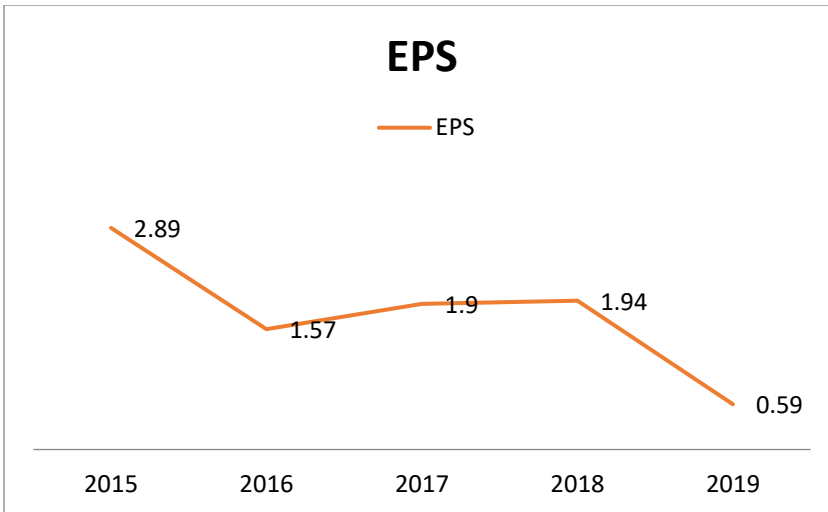


Figure6: Earning Per Share

According to this visual chart in 2015 the common shareholders earned 2.89 taka per share, which was better than other years comparatively. In 2016 the amount of EPS was decreased and from 2017 to 2018 it was increased again but in 2019 it was only 0.59 taka stockholders earned on per share.

Net Asset Value per Share:

Year	2015	2016	2017	2018	2019
Total Assets-	18,696,244,934	18,863,438,836	20,933,679,331	23,340,133,826	24,586,578,448
Total Liabilities					
Number of shares	882377174.4	1047175953	1111625970	1168184014	1167999539

$$\text{NAVPS} = (\text{Total Asset} - \text{Total Liabilities} / \text{No. of Outstanding Shares})$$

Year	2015	2016	2017	2018	2019
NAVPS	21.18849566	18.01362874	18.83158535	19.97984354	21.05016109

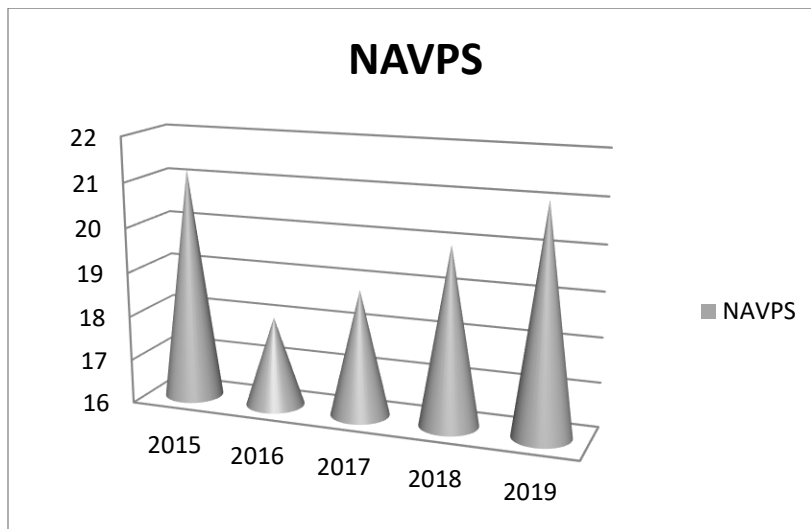


Figure7: Net Assets per Value

As we see in this graph the highest value of NAVPS was 2015 and 2019 that indicated that the price of securities were also increased those were related to NAVPS funds. In 2016 it declined but from 2017 to 2019 it gradually increased, which was positive.

Price to Earnings Ratio:

Year	2015	2016	2017	2018	2019
Price Earnings Ratio	5.67 times	10.98 times	11.04 times	8.68 times	17.89times

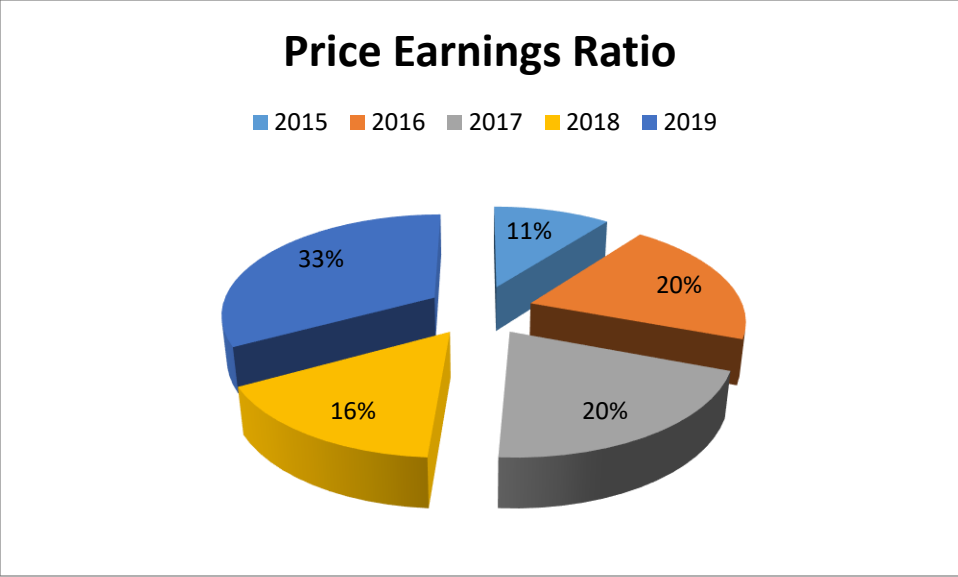


Figure8: Price Earnings Ratio

Based on the graph the PE ratio in 2015 is 5.67 that indicated that the investors were willing to pay 5.67 taka for every 1 taka of reported earnings. From 2016 to 2017 the P/E ratio increased, which indicated a positive sign but in 2018 it decreased, which was a little bit disappointing. After that in 2019 the rate again highly increased that indicated investors willing to pay more than 2018

Industry Deposits:

Year	2015	2016	2017	2018	2019
Industry Deposits	7,450,231	8,402,682	9,261,793	10,099,810	11,369,796

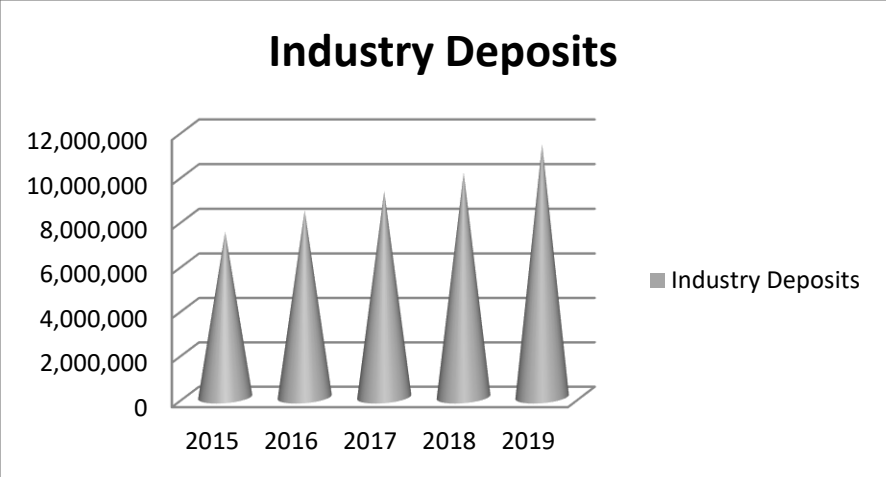


Figure 9: Industry Deposits

According to the graph it represented the value of industry deposits which was too high in 2019. From 2015 to 2016 it gradually increased, which indicated a positive sign.

Cost of Deposits:

Year	2015	2016	2017	2018	2019
Cost of Deposits	7.20%	5.90%	5.40%	6.10%	7.36%

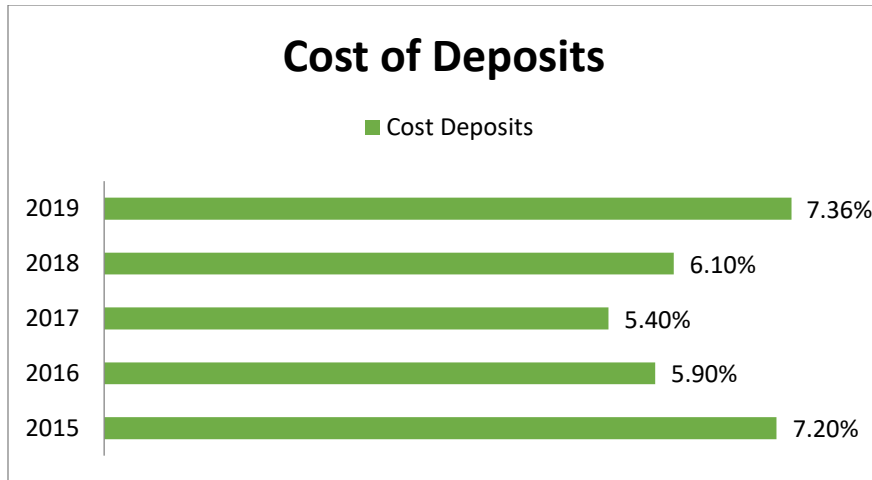


Figure 10: Cost of Deposits

As we see above in that graph the cost of deposits trend declined from 2016 to 2017 than 2015. On the other hand, we see that in 2018 to 2019 it was increased again because the interest expense was higher than the previous year.

Loan Deposit Ratio:

Year	2015	2016	2017	2018	2019
Loan Deposits	78.50%	80.15%	81.88%	96.47%	101.67%

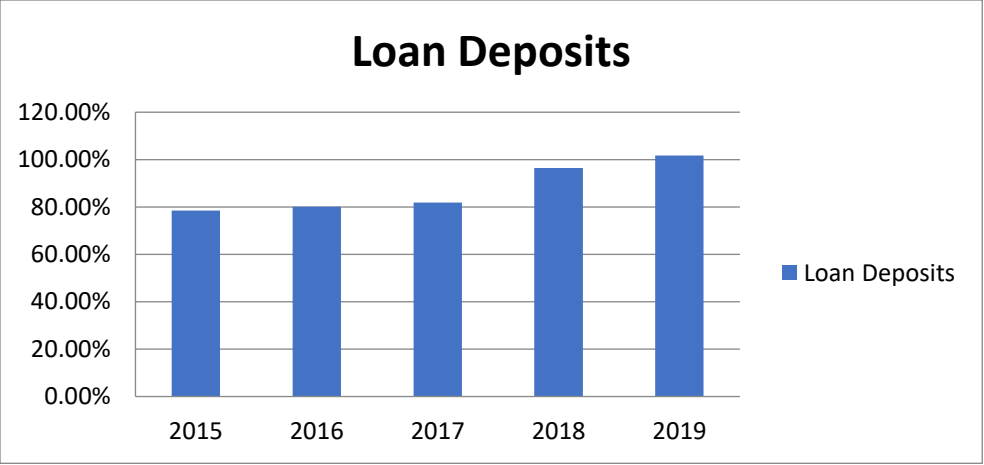


Figure 11: Loan Deposits

This graphical representation shows that the amount of loan deposit gradually increased from 2015 to 2019 as the amount of total deposits and total advances also increased per year. These consequences indicated that Bank Asia earned high interest income that generated high earnings.

Loan to Assets:

Year	2015	2016	2017	2018	2019
Loan to Assets	59.80%	63.40%	67.80%	69.08%	73.04%

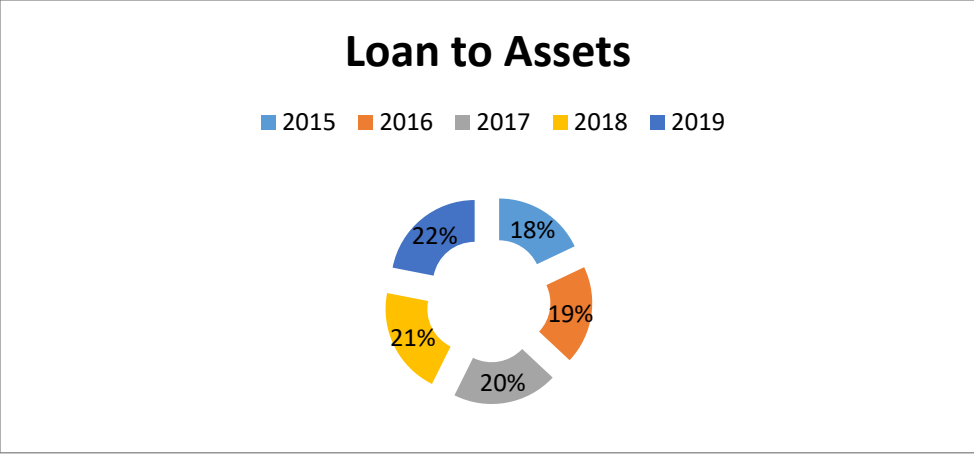
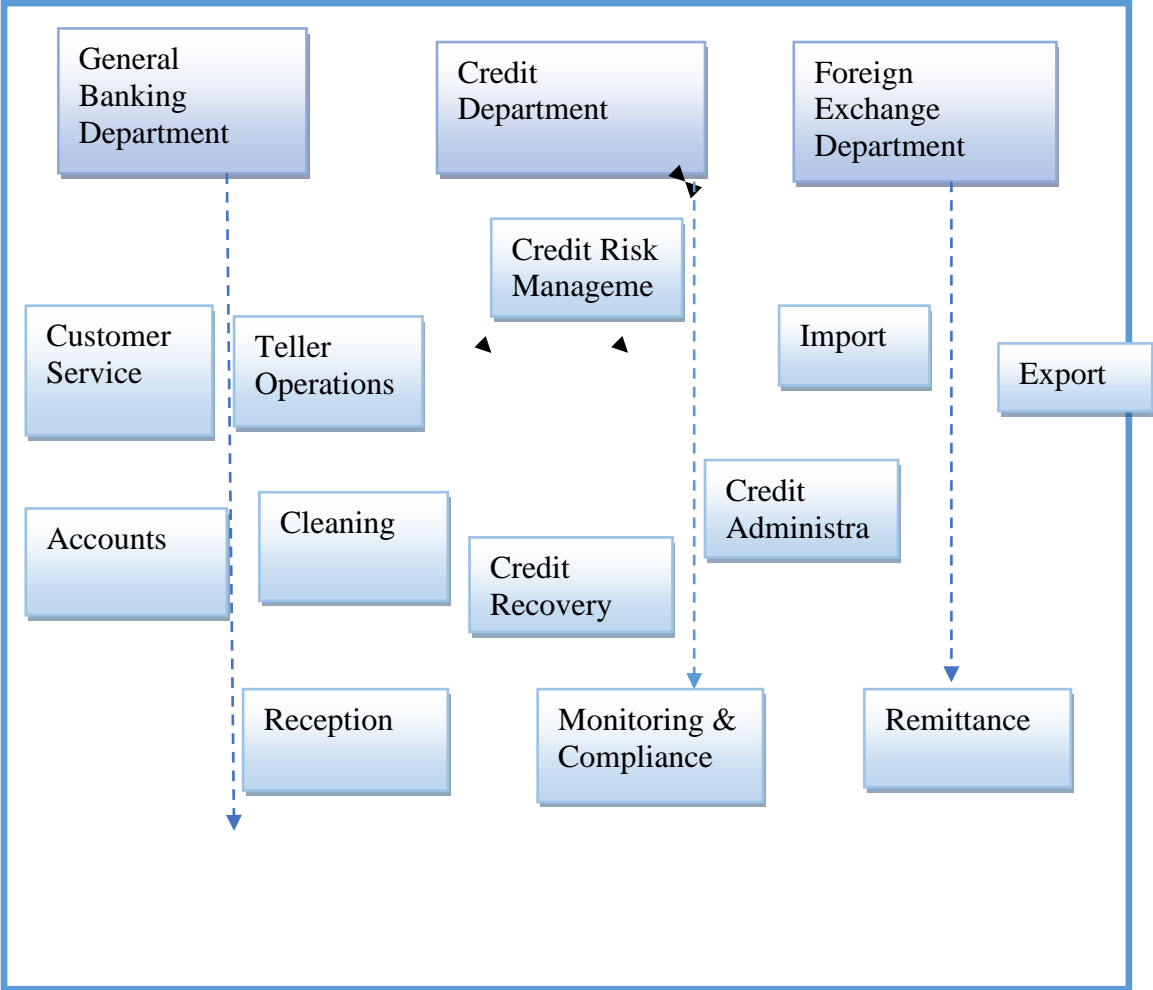


Figure12: Loan to Assets

Based on the visual chart we can see that the trend of the loan against assets increased from 2016 to 2019 that recognized that banks carried a huge amount of risk by providing a large number of loans against assets that generated liabilities.

2.6 Operations Management and Information System Practices:



2.7 Industry and Competitive Analysis:

For doing Industry and Competitive Analysis I do SWOT analysis of Bank Asia where I find out the strength, weakness, opportunities and threaten.

Strength

- ❖ Honesty and committed relationship with customers
- ❖ Strong networking module ISTEELAR
- ❖ Training program to improve skills

Weakness:

- ❖ The working environment is not charming and enthusiastic
- ❖ Lacking of motivational activities like promotion
- ❖ Lacking of internal communication with other

SWOT

Opportunities:

- ❖ Quick response to customers
- ❖ Net banking makes customers life easy
- ❖ Maintaining proper professionalism with customers and organization

Threats:

- ❖ Existing competitors are really strong
- ❖ New competitor's entry in market with attractive package
- ❖ Really challenging meet with customers desires

SWOT

2.8 Summary and Conclusions

Overall in this chapter two, I discuss the overview of the company. I represent virtual representation of account practices and organization structure with mission, vision and core values. Besides, I also present the other general activities that are related with their daily practices in the general banking department. Moreover, I try to find out the strength, weakness, threat, opportunity of Bank Asia through Industry and Competitive Analysis.

2.9 Recommendation:

My suggestion is that for assuaging the weaknesses that I mention in SWOT analysis, they should try to create an affable environment where employees connect with each other and they can share their thoughts, ideas, feelings with each other whatever their position is. Besides, Bank Asia can maintain a reward system that helps to motivate employees. As we know in the Banking sector there is a lot of pressure so they can arrange refreshing systems like; group tour, movie times, group gossip etc. that pursue employees to do work more. Furthermore, for competing with other leading banks they should be more updated in technology.

Chapter 3:“Assessing Clients' Perception on the Management of Bank Asia's' Customer Relationship Services”: A Study on Bank Asia Ltd.

3.1 Introduction:

The main emphasizing part of this project is accounts opening procedures and the bonding between banks and clients. An account opening is a crucial procedure of general activities at the customer service department. According to Bangladesh Bank regulations or guidelines the procedure of opening a new account is really organized and faithful. Based on Bangladesh Bank Instruction it is mandatory to know your customer (KYC) well. For that reason they follow KYC each and every account.

Objectives:

- Presenting Terms and conditions of accounts opening operation
- Presenting accounts opening documents and procedures
- Presenting accounts opening relationship with customers
- Presenting limitations and the improvement sides bank needs

Significance:

The significant part of this project is mainly the account opening procedure and details under the general banking activities that have a great contribution to create a relationship with customers. In this project, here presenting the satisfaction level of customers and what customers expect from banks and in which field bank need more focus to improve graphically.

3.2 Literature Review:

As everyone knows, a bank is a financial institution that intends to collect money from people and invest that money into other sectors. Infected Banks are committed to their customers about returning their money when they want to back money based on terms and conditions. That is why deposits are liabilities for banks those show on balance sheets but these deposits also work as assets because bank utilizing those money through investment that leads by banks for maximizing profit (Shelagh Heffernan2005)

Banks are those institutions which agree to provide a large number of financial products like; savings, current account, fixed account, short and long term loan, real estate services etc. Besides, banks also involve to other activities that helps to develop their business profitability (Shelagh Heffernan2005)

As we know deposits and lending services are the most attractive services of banks. That is why banks pursue customers to open an account for the transaction. Banks give that facility to save money for family and personal life through a savings account. Except saving account banks also offer current accounts that give the authority to account holders for withdrawing money by using cheques. Moreover, a current account provides other facilities like; withdrawing money from an ATM, transferring money to a third party (Whiting, 1994) In addition, banks collect large numbers of money deposits that called fixed deposits and in this account banks provide high interest rather than saving or current account.

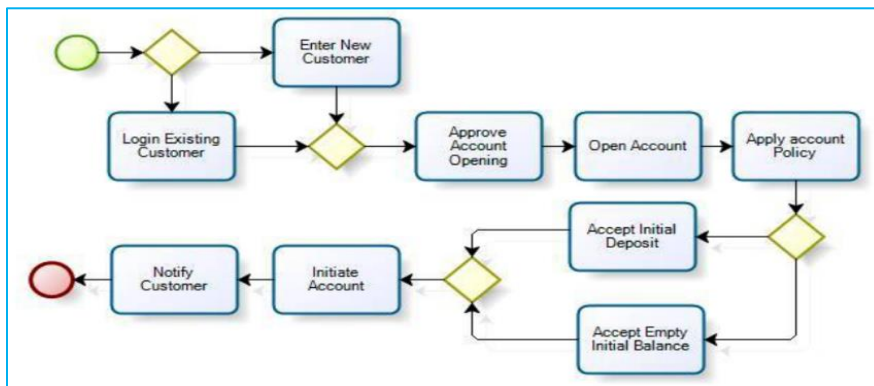


Fig: Diagram of Procedure to Open Bank Account: Source Guido-Governatori

In banking service it is really important to manage strong customer relationships to enhance the growth of marketing areas (Sheth JN, Parvatiyar A (2000) Handbook of relationship marketing.) CRM is a strategy that is necessary for the banks to hold a large number of customers that help to compete with other banks in the market segment. Nowadays customers are assets for banks who work as market development (Bitner MJ (1995) Building service relationships) Even, CRM aims to level all customers' related business processes that helps to determine customer's behavior which is used in effective marketing programs. (Crosby LA, Evans KR, Cowles D (1990)

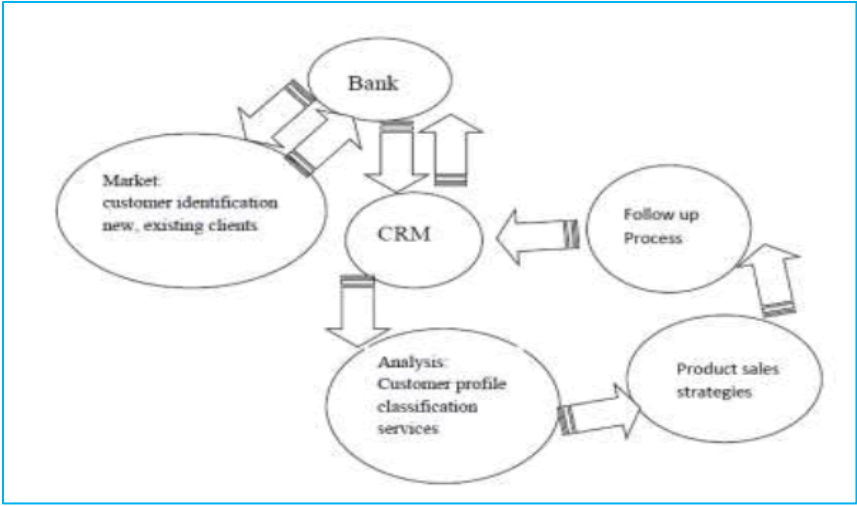


Fig: Diagram of CRM Banking System: Source-icommercecentral.com/articles

Without customers banks cannot deal with the business that is why banks focus on CRM and for attracting customers banks have to update to fulfill the customers need. Furthermore, for competing with competitors to ensure sustainable position in the market banks emphasize on customer satisfaction.

3.3 Methodology

Primary Data:

For this project I use more primary data that I collect from the Bank Asia Scotia Branch customer service department. I also am doing a survey on customers to understand their expectations, satisfaction level that I show graphically in this project.

Secondary Data:

For this project I use secondary data a little bit to understand the performance level. I am getting help from Bank Asia websites and some research papers to understand the statistical improvement and performance.

3.4 Findings and Analysis:

The Procedures to open a savings account:

- Two Copy Passport Size Picture of Account Holder
- One Copy Passport Size Picture of Nominee
- NID Card / Passport Photocopy Of Both Account Holder and Nominee
- Utility Bill Photocopy
- Employee Id card or Visiting Card Photocopy
- Source of Fund Documents Photocopy
- E-TIN (Optional)
- Account Holder Signature in Signature Card
- Introducer Signature Behind the Account Holder Pictures
- Account Holder Signature Behind the Nominee Picture
- Account Holder Signature on All Photocopy Documents

- ✓ For a savings account the account holder must need an introducer who has an account in any branch of Bank Asia as bank regulations.

- ✓ For a Corporate Privileged savings account (S05) accountholder has to give a forwarding letter as a reference of the company where he /she works that is using the source of the fund.

- ✓ According to Bank Asia guidelines, if the account holder is a student or housewife, that time account holder needs a beneficial owner's documents as a source of funds. For beneficial owners the bank uses a separate beneficial owner page for his/ her information.

Date:	Beneficial Owner Picture
Account No:	
Customer ID:	
Account Name in English (Block Letter):	
Beneficial Owner Name in English (Block Letter):	
Date of Birth:	
Father Name:	
Mother Name:	
Husband/Wife:	
Nationality:	
Occupation:	
Monthly Income:	
Source of Fund:	
TIN (Optional):	

Present Address:
Permanent Address:
Mobile Number:
NID or Passport Number

The Procedures to open a Current account:

Essential Documents and Formalities
For All:
1. Two Copies of Passport Size Recent Photograph attested by the introducer
2. Signature card duly filled in
3. A/C opening form duly filled in
4. Minimum initial deposit
5. Customer Transaction Profile forms properly filled in and signed

Additional Document and Formalities
For Limited Companies:
Certified true copy or Memorandum and Article of Association
Certified true copy of Certificate of Incorporation
Certified Copy of Certificate of Commencement of Business
Copy of Resolution of the Board of Directors Authorizing for Opening account and Specimen Signature for Operation of the Account Duly Attested by the Chairperson
Latest Audited Balance sheet
List of Directors of the Company Certified by RJSC
Trade License
Tin Certificate

For Association/Club/Society/Charity etc:
Minutes of the Committee Meeting Authorizing the Opening of an Account with the Bank Duly certified by the Secretary and Chairperson
A Copy of Resolution of the Committee Authorizing Specimen Signature to operate the Account
Certificate of Registration; where Applicable
For Individual:
Attested Photocopy of NID, Passport or Letter of Introduction by the Employer or Certificates Issued by Chairman of Union Parisad or Ward commissioner
Copy of Utility Bill
Business Card of Applicant
Related Documents to Prove Source of Fund
Documents Related to Nominee
For Partnership Enterprises:
Certified Copy of the Constitution of the Firm
Registered Partnership Deed/Duly Notarized Partnership Deed
Documents Related to Nominee
For Proprietorship Enterprise:
Trade license
T.I.N. Certificate
Documents Related to Nominee*
Documents Related to Nominee*
<ul style="list-style-type: none"> ▪ One Copies of Passport Size Recent photograph of Nominee Attested by the Applicant

- Attested Photocopy of NID, Passport or Letter of Introduction by the Employer or Certificate Issued by Chairman of Union Parishad or Ward Commissioner
- KYC of Nominee

The Procedures to open FDR/STD/SND/DPS/Monthly Benefit account:

- One Copy Passport Size Picture of Account Holder
- One Copy Passport Size Picture of Nominee
- NID Card / Passport Photocopy Of Both Account Holder and Nominee
- Utility Bill Photocopy
- Source of Fund Documents Photocopy
- E-TIN (Optional)
- Account Holder Signature Behind the Nominee Picture
- Account Holder Signature on All Photocopy Documents

Fixed Deposit is an account that gives account holders an assured rate of return at the end of maturity. Bank Asia Provides FDR interest 4 % at least for 3 months tenure and at end of tenure the account automatically renews the account holder. Besides, People also can take out loans against FDR and DPS. That is the advantage to opening a FDR /DPS account.

The procedure of opening SND (Special Notice Deposit) is also like FDR, DPS, and Monthly Benefit.

Deposit Schemes:

Banks Asia offers different types of deposit schemes that are previously mentioned.

Terms and Conditions for Achol:

- Only Women can open this account and her age has to be at least 18years
- Maximum two people can open this account jointly
- Time of deposit 3/5/7/10/12 years
- Account holder needs a link account(savings account) to transfer the installment money in this deposit account every month of beginning 1 to 10
- If account holder fail to deposit installment money within 10 days in the beginning of month that time account holder has to deposit installment money with fine

Monthly Deposits (Taka)	Amount of Fine (Taka)
1000-3000	100 Monthly
4000-5000	150 Monthly
8000-10,000	200 Monthly

- If account holder want to close account before maturity
- If account holder hold the account less than 1 year that time customer just receive deposit money after deducting excise duty
- If account holder hold account greater than 1 year and less than 2years than account holder will be entitled to get 1 % less than prevailing savings bank interest rate on the deposit plus principal amount

- If account holder fails to deposit her installment money for 6 months that time the account will be closed and the deposited money transfer to saving or link account
- Accountholder has to pay tax, excise duty and other government duties whatever the account is mature or not
- Accountholder can take SND against deposit money

Terms and Conditions for Vromon:

- Both male and female can open this account and their age has to be at least 18years
- Maximum two people can open this account jointly
- Tenure of deposit 1/2/3years
- Accountholder needs a link account(savings account) to transfer the installment money in this deposit account every month of beginning 1 to 10
- If account holder fail to deposit installment money within 10 days in the beginning of month that time account holder has to deposit installment money with fine

Package	Amount of Fine (Taka)
1 year	2.0% of Monthly deposit
2 Year	2.5% of Monthly deposit
3 Year	3% of Monthly deposit

- If account holder want to close account before maturity
- If account holder hold the account less than 1 year that time customer just receive deposit money after deducting excise duty
- If account holder hold account greater than 1 year and less than 2years than account holder will be entitled to get 1 % less than prevailing savings bank interest rate on the deposit plus principal amount

- If time period of holding account is greater than 2 years and less than 1 year that time account holder receive minimum interest rate of savings after deducting excise duty and tax
- If account holder fails to deposit her installment money for 6 months that time the account will be closed and the deposited money transfer to saving or link account
- Accountholder committed to pay tax, excise duty and other government duties whatever the account is mature or not
- Accountholder can take SND against deposit money

Terms and Conditions for SKP (Sanchoy E Koti Poti):

- Only individual can open the account whose age is minimum 18
- The individual (s) can open more than one account
- Maximum of 4 persons can open a SKP account jointly
- Accountholder must have saving or current account as a link account with SKP
- Installment to be deposited by 7th day of the month
- Loan facility against deposited amount would be available as per existing SOD policy of the bank
- If the holder cancel agreement and desire to encashment the deposit
- Before completion of one year, only principal amount will be returned after deduction of excise duty
- After completion of one year but before two years, he/she will b entitled to get 1 % less than prevailing savings bank interest rate on the deposit plus principal amount
- On completion of two years up to half of the tenure, he/she will be entitled to get prevailing savings interest rate to deposits plus principal amount

- Beyond the periods mentioned above but before maturity, 10 % simple interest on the deposits plus principal amount would be returned
- 5% penalty on installment will be charged on defaulted installment amount for each month, e.g. if a customer becomes defaulter of 5 consecutive installments and subsequently deposited 6(six) installments at a time then total penalty amount would be installment size X (5+4+3+2+1) × 5 %
- All committed interest amount is inclusive of Tax, VAT and Excise Duty
- Excise Duty will be realized on maturity in accordance with the instruction of NRB for the completed years including current year
- Source tax 10% (if TIN available) or 15% (if TIN not available) on interest has to deducted or at any other rate as decided by the Tax authority time to time
- In case of default in depositing for consecutive 6 (six) months, the contract will be automatically cancelled and deposit amount will be transferred to the link account after necessary deduction.
- However , account may also be opened in the name of the minor who is 18 years of age or above , under the above terms & conditions

Furthermore, besides these deposit schemes they also offer a special savings account for senior citizens that is Nirbhavona.

Terms and Conditions for Nirbhavona:

- Only 60 years or above age people can open this account
- Maximum two people can open this account jointly
- Initial deposit should be minimum one Lac and maximum forty Lac for one people and jointly it should be sixty Lac maximum
- Tenure Period should be 3/5 years
- Accountholder needs a link account that uses for only Nirbhavona to save monthly interest
- If the holder cancel agreement before maturity

- Before completion of one year, only principal amount will be returned after deduction of excise duty

- On completion of two years up to half of the tenure, he/she will be entitled to get prevailing savings interest rate to deposits plus principal amount

- After completion of three year but before five years, he/she will b entitled to get 1 % greater than prevailing savings bank interest rate on the deposit plus principal amount after deducting Tax and excise duty

- Accountholder committed to pay tax, excise duty and other government duties whatever the account is mature or not
- Accountholder can take SND against deposit money

KYC (Know your customer well):

After all these procedures the Bank has to fill up KYC (Know your customers) for each account based on the documents to identify if the account is low risky or high risky. If the value is < 15 then the account is low risky and if the value is >=15 then the account is high

risky as per KYC. Through this KYC banks identify customer's occupation, source of funds, and mention the documents they provide to recognize the type of customer banks Asia has.

SBS CODE:

That is used for each and every account for identifying the customer's occupation and type of account.

Type of Account Code:

Type of Account	Code:
Savings Account	S02
Corporate Privileged savings	S05
Current Account	C01 or C02
FDR	D01
DPS	D38
SKP	D40
ACHOL DPS	D41
VROMON	D42

Profession Code:

A/c holder occupation	Code
Housewife	915001
Service holder	911000

Student	915002
Self Employed	910000
NGO/ Microcredit	909250
Financial Institution	121799
Private School , College & University	908100
Trust Fund	914062
Travel Agency	902452
Outsourcing & Security Service	902467
Pharmaceutical Industry	902127
Business Professional	903009
Engineering Firm	902510
Retired person	915004
Leather Product Manufacturing	902119
Public Trust Fund	113463
Power Development Sector	122700

Based on data from 2017 to 2020 total savings account opens in Bank Asia Scotia Branch

Accounts Name	2017	2018	2019	2020
Savings(S01)	11	2	13	2
Savings(S02)	528	552	242	246
Savings(S05)	857	958	420	455
Savings(S10)	0	0	0	279
Total Savings	1396	1512	675	982

Table1: Total Savings

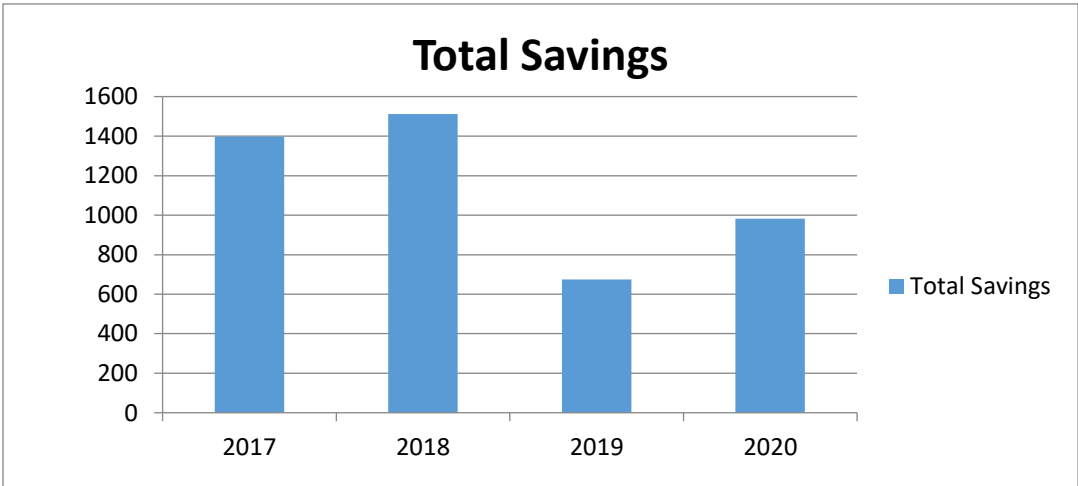


Figure 13: Total Savings Account

The graph represents the number of total savings accounts from 2017 to 2020. As a graph the number of savings accounts is high in 2018 and low in 2019. Because of Covid 19 pandemic the economic falls down and people lost their interest to save money in 2019 to 2020 than 2017 to 2018

Based on data from 2017 to 2020 total current account opens in Bank Asia Scotia Branch

Accounts Name	2017	2018	2019	2020
Current (C01)	82	72	44	51
Current (C02)	26	18	21	18
Current (C09)	4	3	2	2
Total Current	112	93	67	71

Table2: Total Current

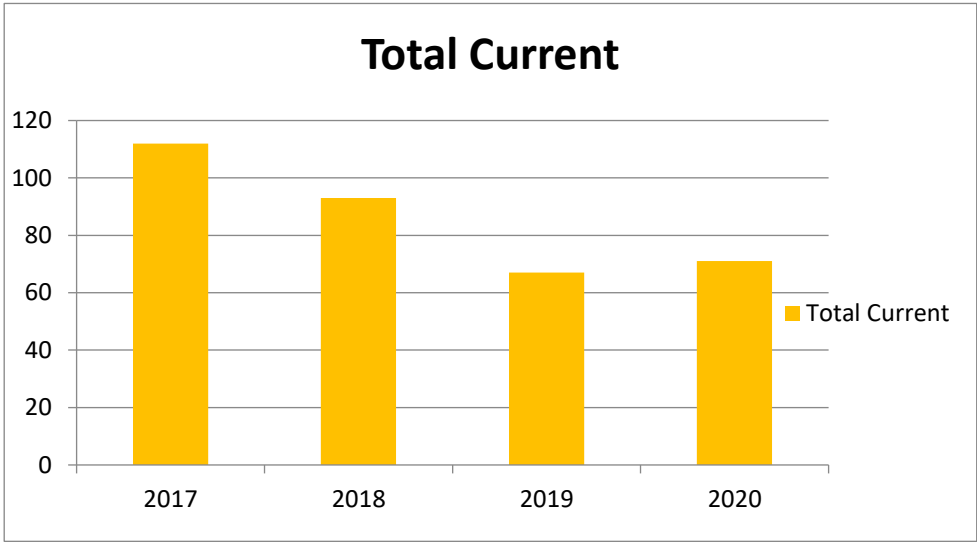


Figure13: Total Current Accounts

The graph represents the number of total savings accounts from 2017 to 2020. As a graph the number of current accounts is high in 2017 and low in 2019. Because of Covid 19 pandemics can be a reason to drop the number of accounts during 2019 to 2020 rather than 2017 to 2018.

Based on data from 2017 to 2020 total FDR, STD & Monthly Benefit account opens in Bank Asia Scotia Branch:

Accounts Name	2017	2018	2019	2020
Total FDR	237	295	282	275

Table 3: Total FDR

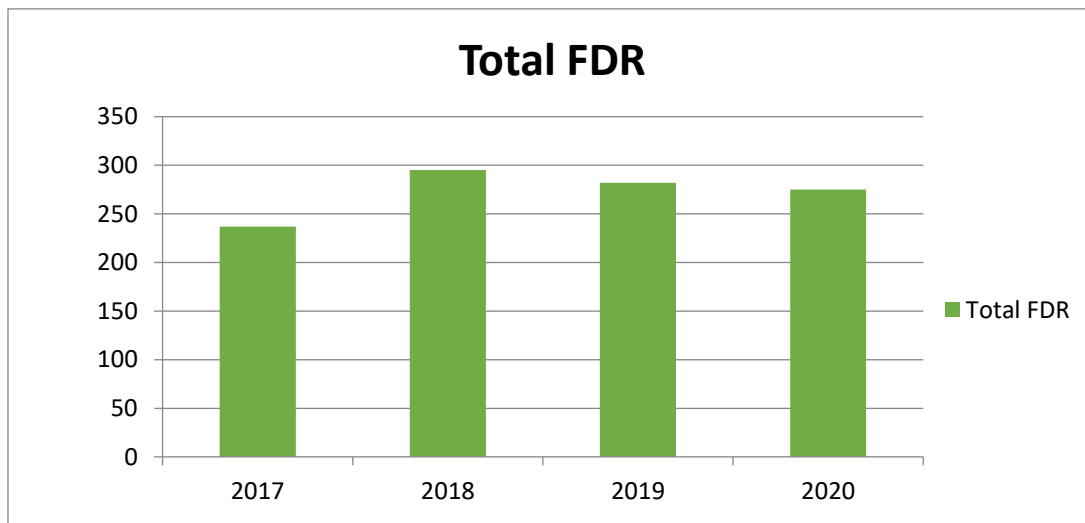


Figure 15: Total FDR Accounts

The graph represents the number of total FDR accounts from 2017 to 2020. As a graph the number of FDR accounts is high in 2018 and low in 2017. Because of Covid 19 pandemic the economic falls down and for that reason it goes down in 2019 and 2020 a little bit than 2018

Accounts Name	2017	2018	2019	2020
Total SND	12	7	15	8

Table 4: Total SND

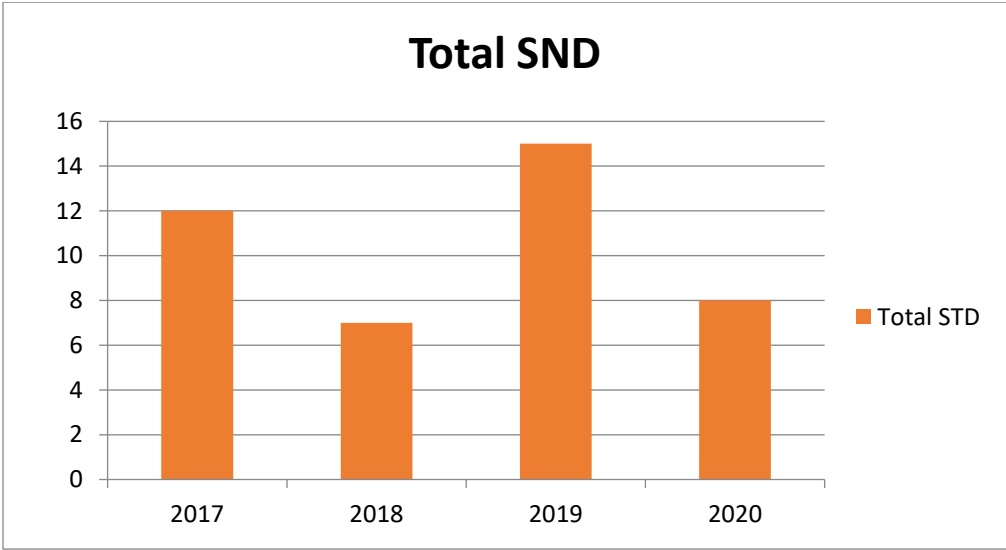


Figure 16: Total SND

Graphically it represents the number of total SND accounts from 2017 to 2020. As a graph the number of SND accounts is high in 2019 and low in 2018. Because of Covid- 19 pandemic short term deposits fell from 15 to 8 for people's economic condition. Besides, the interest rate can be a reason to fall down people attraction

Accounts Name	2017	2018	2019	2020
TotalMonthly Benefit	4	4	14	6

Table 5: Total Monthly Benefit

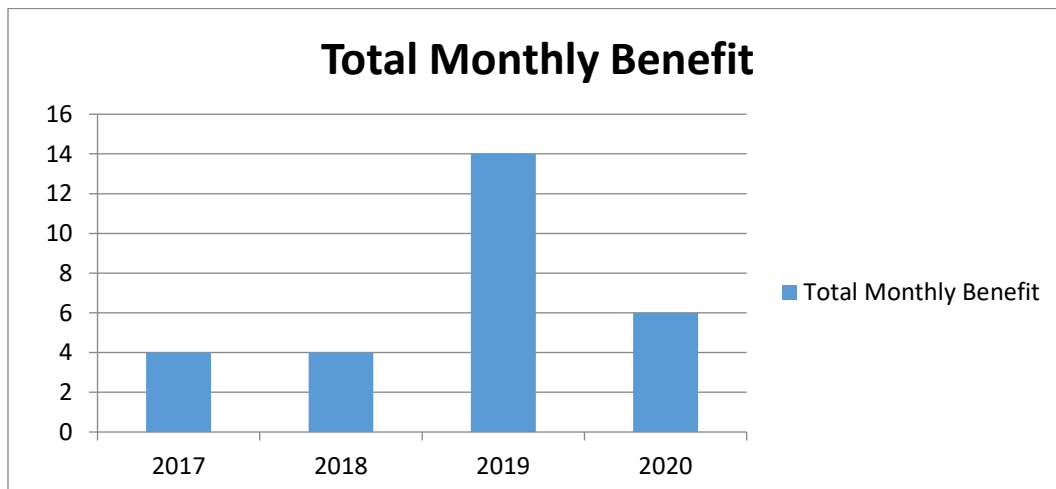


Figure 17: Total Monthly Benefit

Graphically it represents the number of total monthly benefit accounts from 2017 to 2020. As a graph the number of monthly benefit accounts is high in 2019 and low in 2017 & 2018 based on benefit per month amount.

Based on data from 2017 to 2020 total DPS account opens in Bank Asia Scotia Branch:

Accounts Name	2017	2018	2019	2020
DPS (D38)	193	206	133	105

SKP DPS (D40)	6	16	23	7
ACHOL(D41)	0	0	28	49
VROMON (D42)	0	0	14	28
Total Deposit Scheme	199	222	198	189

Table 6: Total Deposits Scheme

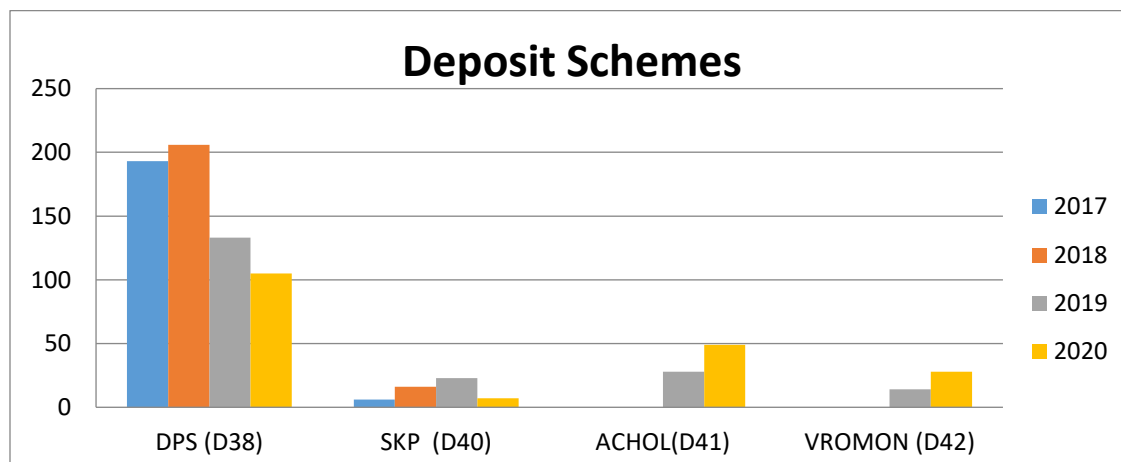


Figure 18: Deposits Schemes

This graph shows the DPS (D38) is high 2018 and it falls down in 2020. On the other hand, SKP also falls down in 2020. In 2019 and 2020 there introduces new DPS scheme Achol(for women) and Vromon that provides good benefit based on capable deposits that is why people invest in Achol and Vromon more than normal DPS (D38) and SKP

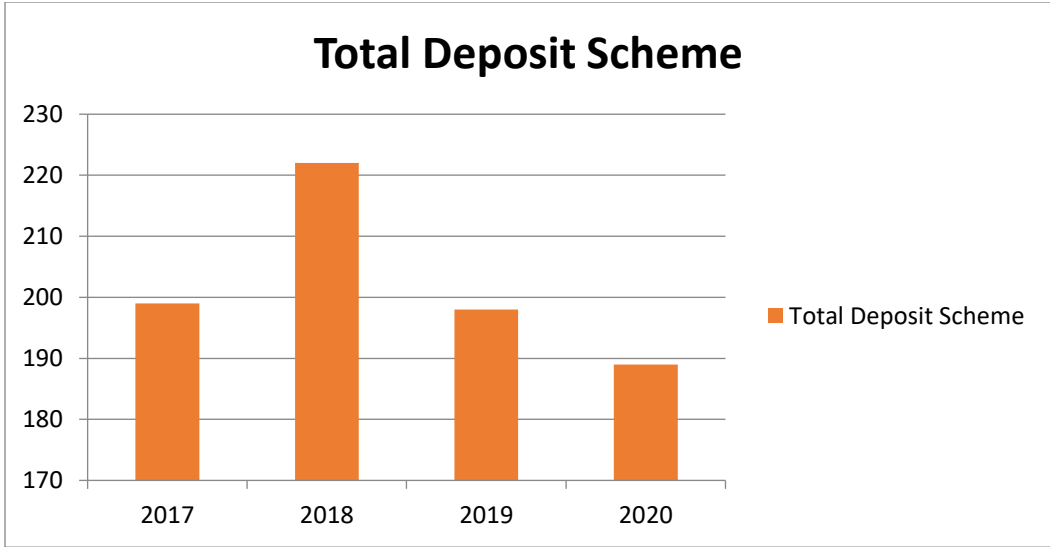


Figure: 19 Total Deposits Scheme

Graphically it represents the number of total DPS accounts from 2017 to 2020. As a graph the number of DPS accounts is high in 2018 and low in 2020. Covid -19 can be reason for this falling down but in 2020 people gives more interest to open Achol and Vromon because of more profit than SKP, Normal DPS

3.4.1 Accounts Opening Relationship with Customers:

According to a survey, based on 24 customers of Bank Asia, the number of accounts customers have savings accounts more than other accounts. For research purpose for identify customers I use numerical value instead of customer name like customer one means =1

Customers	Savings	Current	FDR	DPS
1	1			
2	1			1

3	1			
4	0			
5	1			1
6	1		1	1
7	1		1	1
8	1			
9	1		1	
10	1			
11		1	1	
12		1		
13	1			
14	1			
15	1			
16	1			
17	1			1
18	1			
19	1			
20		1		
21	1	1	1	
22	1		1	1
23	0			
24	1			
Total	19	4	6	6

Table7: Number of Accounts

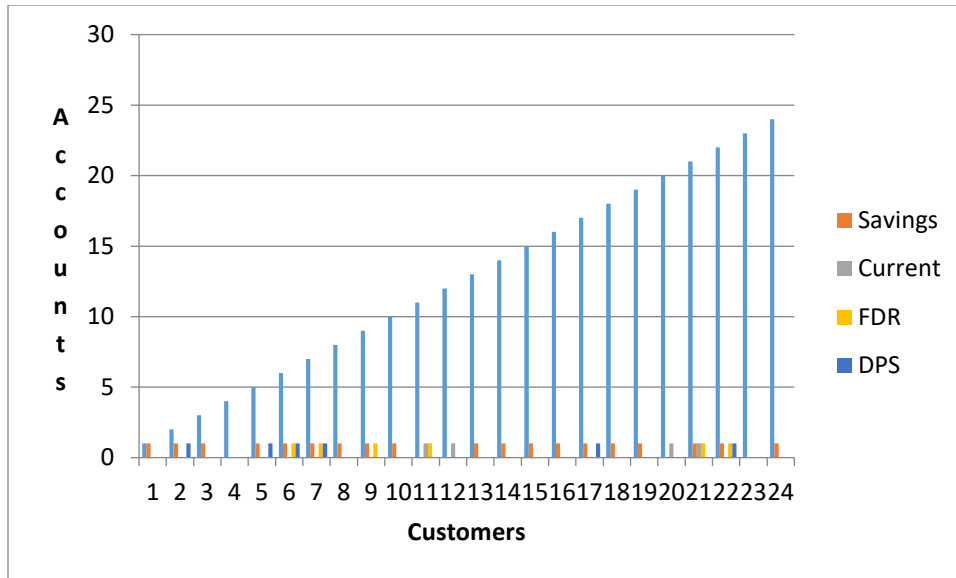


Figure 20: Number of Accounts Each Customer Has

It represents the number of accounts each customer individually has in Bank Asia Ltd.

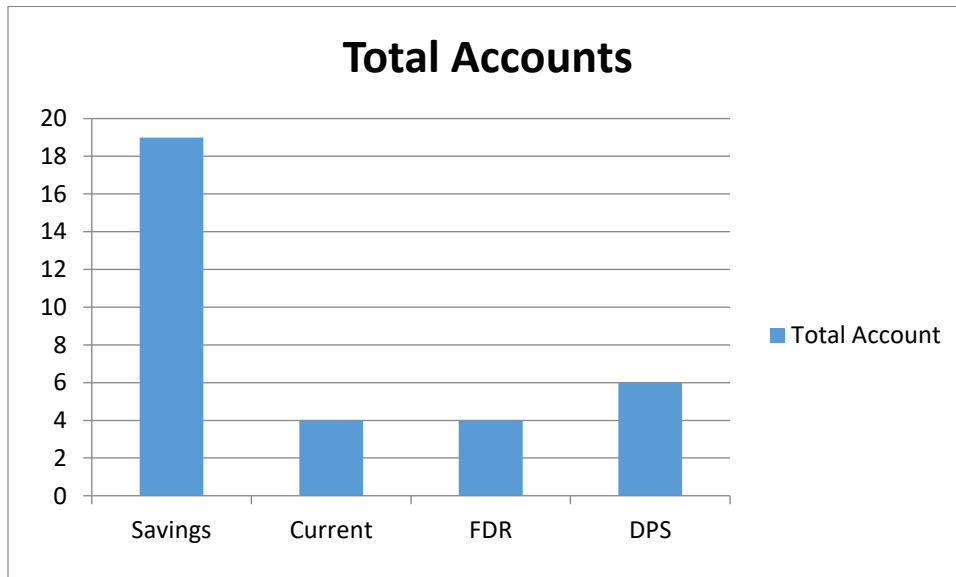


Figure 21: Total Accounts

Graphically it represents the number of total savings accounts more than other accounts based on 24 customer's data. The total savings account is 19 among 24 customers.

What kind of difficulties customers face during opening accounts. Maximum answer is No that is positive that's why I assume No Difficulties=0

Customers	Difficulties
1	0
2	0
3	0
4	0
5	0
6	0
7	0
8	0
9	0
10	0
11	0
12	0
13	0
14	0
15	0
16	0
17	0
18	0
19	0
20	0
21	0
22	0
23	0
24	0

Table 8: Number of Difficulties

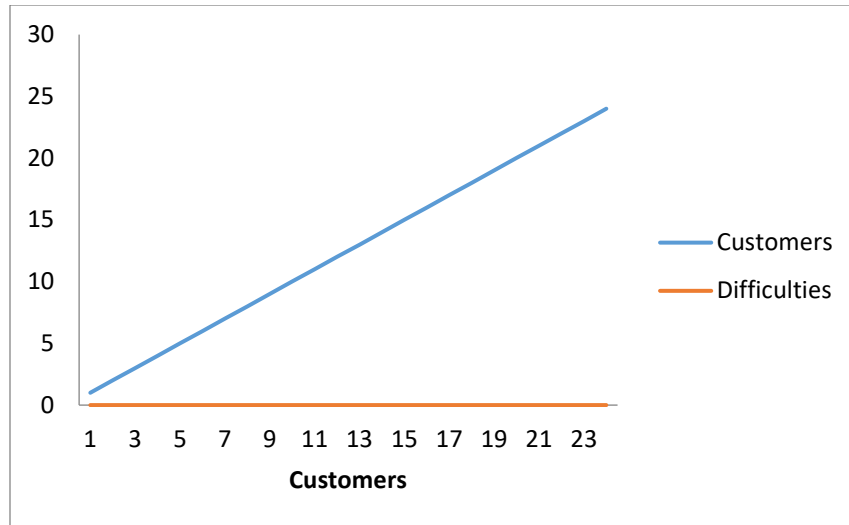


Figure 22: Customer Difficulties

This graphical representation shows the difficulty is 0 that is positive. It means customers do not face any difficulties during the account opening procedure. That indicated a positive relationship between bank and customer.

For represents banks loyalty and expectation those are completed successfully by banks; Based on response for yes =1, No=0 and may be= 0.5 as a research purpose;

Customes	Banks Loyalty	Success to fulfill expectation
1	1	0.5
2	1	0.5
3	1	0.5
4	1	0

5	1	0.5
6	1	1
7	1	0.5
8	1	1
9	1	0.5
10	1	0.5
11	1	1
12	1	0.5
13	1	1
14	1	1
15	1	1
16	1	0.5
17	1	1
18	1	1
19	1	1
20	1	1
21	1	1
22	1	1
23	1	0.5
24	1	1

Table 9: Number of Customer's Expectation

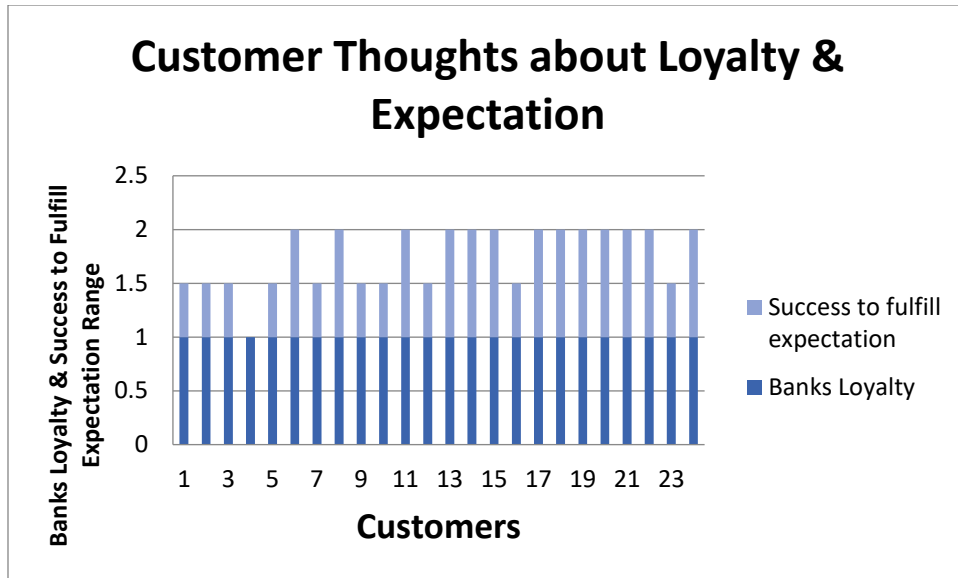


Figure 23: Customers Thought about Loyalty & Expectation

This graph represents the loyalty of banks as customers thoughts is all positive (YES=1) and the expectation the bank success to fulfill is fluctuate between yes=1 and may be=0.5 though may be is not negative but it indicates that customers are not confident about their expectations

For researching the happiness of customers about product, services and the rates, charges. The answer yes =1, May be=0.5 and No=0

Customers	Happiness about products and Services	Happiness about bank rates and service charges
1	1	1
2	0.5	1
3	0.5	1

4	0	0
5	1	1
6	1	1
7	0.5	1
8	1	1
9	1	1
10	1	1
11	0.5	1
12	1	1
13	1	1
14	1	1
15	1	1
16	1	1
17	1	1
18	1	1
19	1	1
20	1	1
21	1	1
22	0	0
23	0	1
24	1	1

Table 10: Number of Satisfaction



Figure 24: Customers Satisfaction

This graphic represents that maximum customers are happy with their products/ services and rates, charges. Except three to four people everyone is confidently say they are happy among 24 customers

Among 24 customer data surveys, everyone has good experience with bank Asia. As a positive sign Good Experience =1

Customers	Customers Experience (Good)
1	1
2	1
3	1
4	1
5	1
6	1
7	1
8	1
9	1
10	1

11	1
12	1
13	1
14	1
15	1
16	1
17	1
18	1
19	1
20	1
21	1
22	1
23	1
24	1

Table 11: Number of Experiences

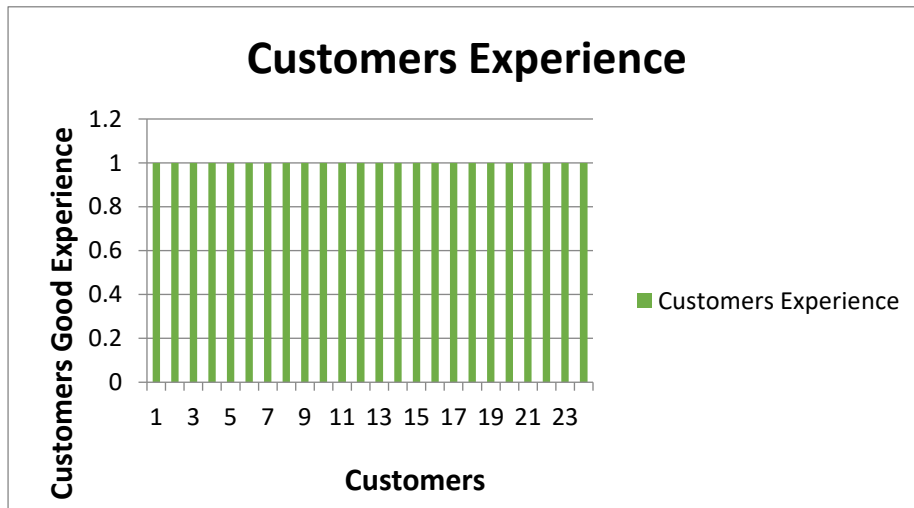


Figure 25: Customers Experience

It represents the experience =1 for each customer that means everyone has good experience with bank which is positive relationship between banks and customers

Among 24 customers data survey Customers wants some improvements in different Criteria.
 For each improvement field response, I put 1

Customers	Clear instructions and communication before and during account	Friendly and Helpful	Get to Know Customer's needs	Good Behavior and Patience to listen carefully	Responsive
1	1	1	1	1	1
2		1	1	1	1
3		1			
4		1			
5	1	1	1	1	1
6		1	1	1	1
7		1	1	1	1
8	1	1	1	1	1
9					
10		1	1	1	1
11		1			
12					
13	1	1	1	1	1
14					
15					

16		1			
17	1				
18		1			
19					1
20	1	1	1	1	1
21			1		
22		1	1	1	1
23			1	1	1
24		1		1	1

Table 12: Number of Improvements in Different Criteria

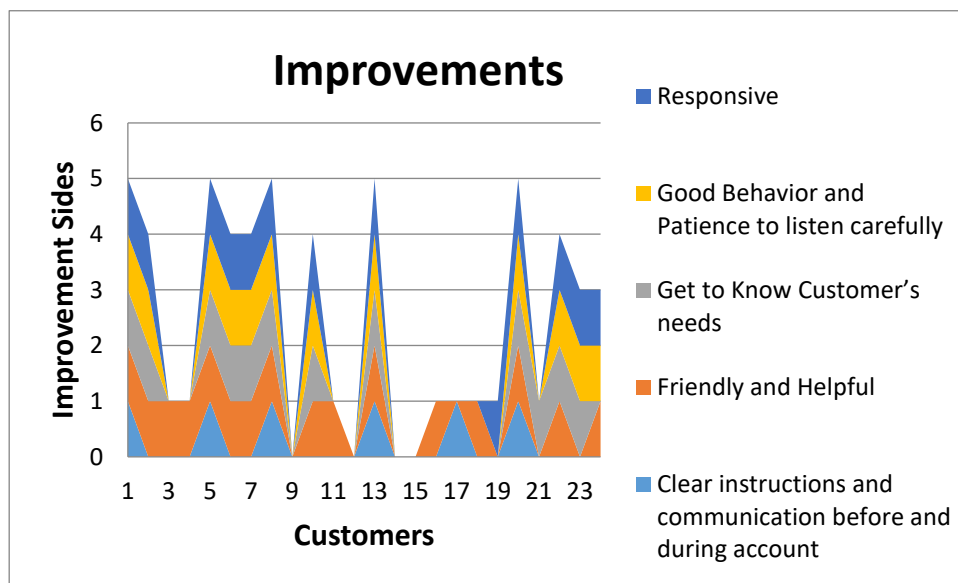


Figure 26: Customers Improvement

It represents the improvements sides those are really necessary to build a strong relationship between banks and customers based on customers thought

3.4.2 Conclusion

In this internship report, I try to represent overall procedures behind opening a new account of Bank Asia Ltd. Besides, I also discuss with visual representation how many accounts they open from 2017 to 2020. Then, I also represent virtual financial performances based on a five years annual report from 2015 to 2019. Moreover; I also show graphical relationships with customers of Bank Asia LTD that give a comprehensive overview about Bank Asia Ltd.

3.4.3 Recommendation

My recommendation is that Bank Asia LTD should be a little bit flexible to open a normal account. They should maintain the terms and condition explanation in a brief way that consumes customers' time and they desire more to know about rules. Besides, Bank Asia should focus on their customer service department more to communicate with customers effectively, which helps to inform customers about terms and conditions more.

Finally, Bank Asia should focus on employees' work environments that pursue employees to enhance banking performance.

3.4.4 References:

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3.4.5 Appendix:

Survey Questionnaires:

Documentation:

I have been done survey on 24 to 25 people for finding out customer's perception regarding customer relationship service through a Google form.

These survey questionnaires checked by my academic supervisor and also checked by my organization supervisor where I completed my internship.

Accounts Opening Relationship with Customers:

Section1. Personal Information of Customers

- Customers Name
- Email Address

Section2. Accounts Related Information

(a) Do you have any bank accounts in Bank Asia?

- Yes
- No

(b) In which branch you have an account of Bank Asia?

- Gulshan
- Tejgaon
- Scotia
- Mohakhali
- Others

(c) What Kind of accounts do you have?

- Savings
- Current
- FDR
- DPS
- Others

Section3. Customers Perception Regarding Customer's Relation Service:

(a) Do you face any difficulties for the account opening procedure?

- Yes
- No

(b) Do you think banks are loyal with their customers?

- Yes
- No

(c) Are you happy with their products and Services?

- Yes
- No
- May be

(d) Do you think they are success to fulfill your expectations?

- Yes
- No
- May be

(e) What kind of experience do you have with banks?

- Good
- Bad

(f) What kind of improvement customer service department needs?

- Clear instructions and communication before and during account opening
- Get to Know Customer's Needs carefully
- Friendly and Helpful
- Responsive
- Others