

Report On
Customer satisfaction of Jamuna Bank Limited

By

Mehruq Qader
ID: 14204107

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

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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:

Mehruq Qader
ID: 14204107

Supervisor's Full Name & Signature:

Asheka Mahboob
Lecturer, Brac Business School
Brac University

Letter of Transmittal

Asheka Mahboob

Lecturer,

Brac Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report.

Dear Madam,

As per the qualification for completion of Internship course from Bachelor of Business Administration, BRAC University, it is my immense pleasure to submit the internship report. I have done my internship program from Jamuna Bank Ltd, Adabor Branch and tried my best to make a creative internship report based on the experience, research and detailed analysis I did during my internship. I have tried my best to collect each and every related material to carry out detailed analysis to focus on “Customer Satisfaction of Jamuna Bank Ltd.”, under your proficient supervision.

For me, it was a very helpful and career oriented experience to work in such an organization. I cordially request you to accept my internship report and oblige me thereby.

Sincerely yours,

Mehruq Qader

Student ID: 14204107

BRAC Business School

BRAC University

Date: 22nd September, 2021

Non-Disclosure Agreement

I have read and understood Jamuna Bank Limited's privacy policy. I have understood that I will involve in the organization as well as with confidential information during my internship period. It is a part of my work or responsibility to maintain confidentiality in terms of internal information, client's information and data, I have collection. Sharing such information without permission is beyond the rules.

I also agree, the data I have collected will be only used for academic report purpose and i will never use this information of Jamuna Bank Limited's anywhere.

Mehruq Qader

Student ID: 14204107

Md. Saiful Islam

Executive officer, Jamuna Bank Limited

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I am very thankful to Allah for giving me the strength and opportunity to complete the internship report in a good health. I express my deepest gratitude to my internship supervisor, Lecturer Ms. Asheka Mahboob, for motivating me to work on this topic for my report which will, without any doubt help me to develop my skills for professional career in future. Also I am thankful to my internship supervisor, Mr. Saiful Islam, Executive Officer. He had been very helpful through my internship program and provided all necessary information, necessary practical knowledge, articles, websites and primary data which are related to my topic and I used in the report.

Finally, I want to thank my mother and my husband, who supported and helped to complete the report.

Executive Summary

Being one of the most prominent 3rd generation commercial banks in Bangladesh, from 3rd June, 2001 Jamuna Bank Limited provides diverse commercial banking activities like different deposits schemes, discounting bills, easy investment schemes, transferring money and foreign exchange transactions. Jamuna Bank Ltd. offers some other related services for the valuable clients such as issuing guarantees, vault facility and letter of credit.

This report specially focuses on the customer satisfaction of Jamuna Bank Ltd. Adabor Branch, to suggest an effective and practical solution by analyzing real-time data and identifying the core strengths and major weaknesses of Jamuna Bank Ltd.

During my research on Jamuna Bank Ltd., I found that practical and quick decision making, synergistic relationship between employees, online banking service, digital Technology, effective team performance, satisfied customers, strategic business operation control, and multiple investment policies etc. are the core strengths. To meet the requirements of the respective customers, Jamuna Bank Ltd. is providing different kinds of schemes.

In my research I found that a large number of customers of Jamuna Bank Ltd. are satisfied with its efficient services and various kinds of schemes and products.

Keywords: 3rd generation commercial banks, customer satisfaction, deposits schemes, discounting bills, easy investment schemes, transferring money and foreign exchange transactions.

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List of Acronyms

FDBP	Foreign Document Bill Purchase
FDBC	Foreign Document Bill Collection
ID	International Department
CIB	Credit Information Bureau
EPB	Export Promotion Bureau
ERC	Export Registration Certificate
IRC	Import Registration Certificate
PRC	Process Registration Certificate
TT	Telegraphic Transfer
DD	Demand Draft
PO	Pay Order
CFR	Cost and Freight
BE	Bill of Exchange
BL	Bill of lading
FCAD	Foreign Currency Account in Dollar
L/C	Letter of Credit
PC	Packing Credit
CAD	Cash Against Document
PAD	Payment Against Document
FTT	Foreign Telegraphic Transfer
ETDA	Exchange Transaction Debit Advice
A/C	Account
DPN	Demand Promissory Note

FC	Foreign Currency
FDD	Foreign Demand Draft
IBC	Inward Bills for Collection
OBC	Outward Bills for Collection
IBCA	Inter Branch Credit Advice
IBDA	Inter Branch Debit Advice
TIN	Tax Identification Number
STD	Short Term Deposit
FDR	Fixed Deposit Receipt
CF	Clearing & Forwarding
SWIFT	Society for Worldwide Inter Bank Financial Transaction
UCPDC	Uniform Customs and Practices for Documentary Credit

Chapter 1

Introduction

1.1 Introduction

To arrange a term paper of BBA program, it requires in depth knowledge of business world with its strategic administrative system, marketing strategies, customer evaluation, and demand and supply chain analysis. As a part of the program, I am happy to join Jamuna Bank Ltd. as Intern and selected topic “**Customer Satisfaction of Jamuna Bank Ltd.**” where I worked as an intern in Jamuna Bank Ltd., Adabor Branch for a period of three (03) months which helped me to gather practical knowledge about the corporate business world. During my internship, I worked there in different departments where I acquired necessary insights about strategic administrative system, marketing strategies, customer evaluation, and demand and supply chain analysis. Among many areas I selected **customer satisfaction** to study in which I did some research, gathered knowledge and presented my findings in this report. This report explains the present situation related to the banking operations of Jamuna Bank Ltd., strengths, weakness and dynamic recommendations for development. Internship is an opportunity for us to get familiarized with the practical situation, develop and demonstrate our skills and improve our professional and personal behavior.

1.2 Objectives

Broad objectives:

The broad objective of this report is to analyze the customer satisfaction of Jamuna Bank Ltd. by sampling real time data based on the practical experience and focusing on SWOT analysis to recommend practical and effective course of actions to compete with the other banking and financial institutions in Bangladesh.

Specific objectives:

1. To understand the client's conception about the correctness/ validity of Jamuna Bank Ltd.
2. To know the client's conception about the reactivity of Jamuna Bank Ltd.
3. To understand the client's conception about the declaration / assurance of Jamuna BankLtd.
4. To understand the client's conception about the consideration of Jamuna Bank Ltd.

1.3 Scope

As my topic is "Customer satisfaction of Jamuna Bank Ltd." so my research is focused on but notlimited to:

- Assessing product and service quality of Jamuna Bank Ltd.
- Assessing employees and customer relationship of Jamuna Bank Ltd.
- Assessing customer satisfaction of Jamuna Bank Ltd.

- Learning about the management system and filling system of Jamuna Bank Ltd.
- Analyzing different short comings of Jamuna Bank Ltd. and suggesting possible remedies to the problems.

1.4 Limitations

During my research I had to face some limitations, some of these are given below-

- With a very limited time it was very difficult to observe and analyze all the activities of the bank.
- To protect the confidentiality of the organization I cannot disclose some information about the bank's activity.
- Insufficient or lack of information is another major limitation of the study. For the employees it is difficult to share various aspects to us while fulfilling the responsibilities at work.
- Employees have moral obligations towards the organization. As a result they are not interested to provide some vital information to safeguard organizational secrecy.
- As this kind of research is new to me, inexperience is another limitation of the study.
- For this research, real time data sampling process has been used along with SWOT analysis. As this is an academic research so only the research area has been emphasized.

Chapter 2

Organizational overview

2.1 History of the company

Jamuna Bank Ltd. is a Banking Company registered under the Companies Act, 1994 of Bangladesh with its Head Office currently at Chini Shilpa Bhaban, 3, Dilkusha C/A, Dhaka-1000, Bangladesh. The Bank started its operation from 3rd June 2001 [1].

Jamuna Bank limited is giving special efforts on Import-export business, SME finance, Trade Finance, Retail Credit and also the bank is financing to female Entrepreneurs in order to play a significant role in the expansion of country's trade and Commerce. Moreover, the bank is offering its extended services to those entrepreneurs so that they can organize new venture.

Both the Urban and Rural areas have online branches. Jamuna Bank Ltd. wants its precious customers to have 24 hours service without any problem so it has launched real-time anybranch banking for their customers, so that they can deposit and withdraw money from any branches they want, for example, ATM card, which helps customers to finish their transaction smoothly.

Jamuna Bank Ltd. is working on its offerings and services because it wants to provide special services to its customers. Additionally the bank is maintaining a good connection with the foreign and local companies by participating in major business nationally and internationally to play a significant role in the economy.

2.2 Founding members and board of directors

Name	Designation
Mirza Elias Uddin Ahmed	Chief Executive Officer, Director & MD
Mr. Fazlur Rahman	Chairman
AL-haj M.A Khayer	Founder and Co-Chairman
S.M Jamal Uddin	Vice President- Banking Operations Division
Ashim Kumar Biswas	CFO & Head Financial Administration
Ahmed Nawaz	Vice President and Head Information Technology
Gazi Golam Mortuza	Director
A.K.M. Mosharrof Hussain	Director
Mr. Shaheen Mahmud	Director
Mr. Md. Belal Hossain	Director
Mr. Md. Hasan	Director
Mohammad Belal Hossain	Director

Table 1: Founding Members and board of directors [2]

2.3 Organizational structure of Jamuna Bank Ltd.

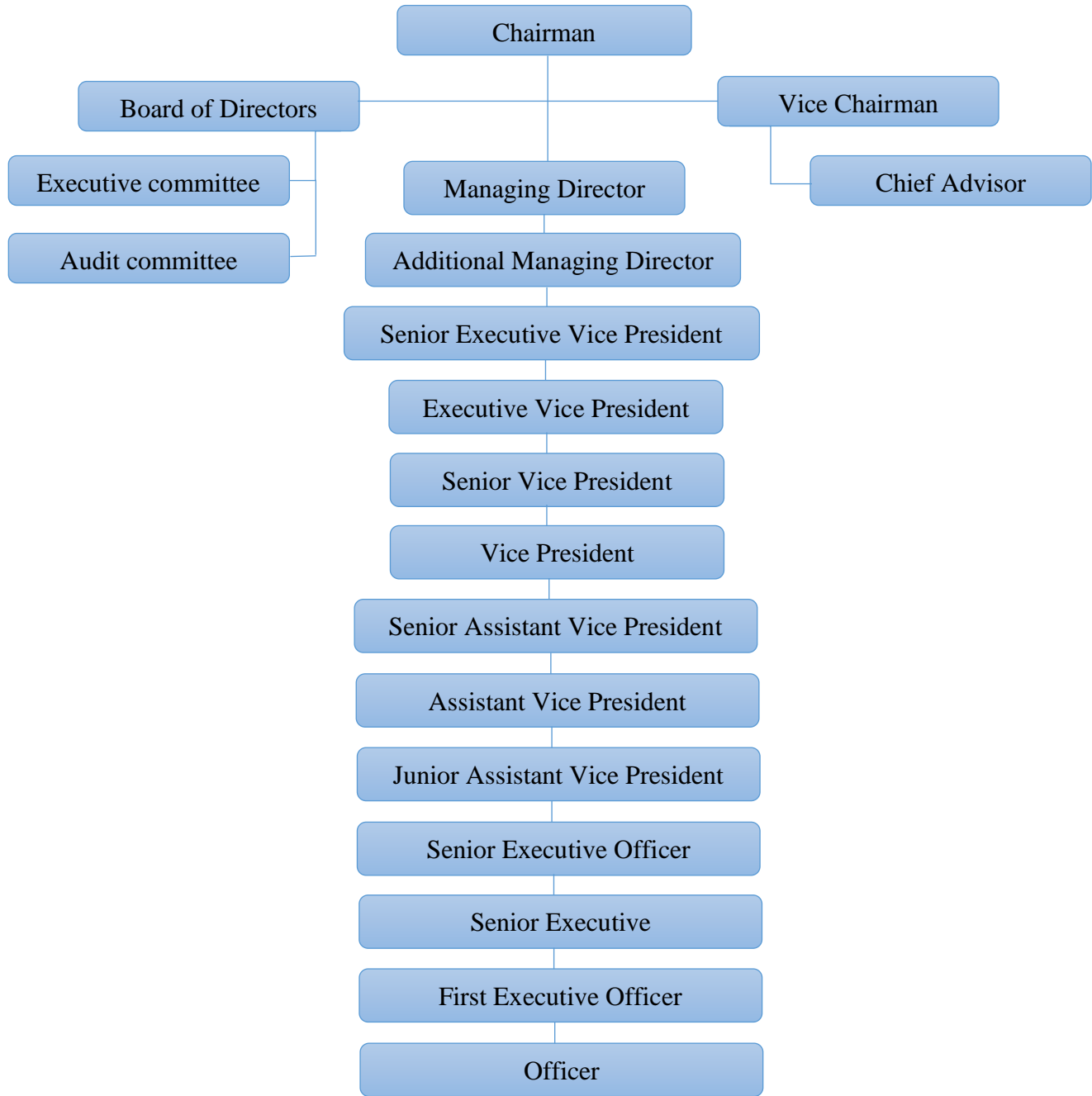


Figure 1: Organizational structure of Jamuna Bank Ltd. [2]

2.4 Mission, vision, objectives and strategies of the organization

2.4.1 Mission

With a capable leadership and efficient working force Jamuna Bank Ltd. is expanding their activities at home and abroad maintaining product and service quality. Moreover with a mission to serve the country and society they are putting the maximum effort to ensure transparency, accountability, and improved client service. Jamuna bank Ltd. wants to be one of the popular and leading companies and that is why it puts its customer's priority on top, trying to provide them the best quality service in time. Through this, the bank wants to play an important role in the economy of the country.

2.4.2 Vision

The bank offers different type of service/ products at a competitive price to meet the demand of their customers. With a motivated, professional and skillful workforce the bank satisfies the customers and ensures sustainable development using digital technology and delivering service timely.

2.4.3 Objectives

- Earn and maintain CAMEL Rating 'Strong'.
- Remain one of the best banks in Bangladesh in terms of profitability and assets quality.
- Ensure an adequate rate of return on investment.
- Maintain adequate liquidity to meet maturity obligations and commitments.

- By developing strategic marketing plan, establishing relationship banking and developing the service quality.
- Establishing fully automated systems through integration and information technology.
- Maintain a healthy growth of business with desired image.
- Maintain adequate control systems and transparency in procedures.
- Develop and maintain an effective work force through a confident human resources management system.
- Keep risk position within the range (including any off balance sheet risk).
- Ensuring the proper usage of all available resources.

2.4.4 Company slogan

“YOUR PARTNER FOR GROWTH”

2.4.5 Corporate culture

The inspired and executive workforce of the bank shares some similar values, they are,

1. First come first serve
2. Flexibility and promote response
3. Search for professional excellence
4. A sense of professional ethics
5. Openness of new ideas

6. Fast decision making process

2.4.6 Values

1. Focusing on customers need and satisfaction
2. Professional ethics and Integrity
3. Quality products and service
4. Effective and efficient teamwork
5. Respect for all
6. Consonance
7. Fairness
8. Good manners
9. Responsibility to society and country.

2.4.7 Strategic priorities

- Maintaining a cost effective and efficient manner to organize the banking activities which will help to build up a strong financial performance in future.
- Investing in business that have higher risk adjusted return.
- Making sure that the clients are happy with the Bank's service quality.

- Based on the customer's needs, the bank's responsibility is to fulfill the requirement of each customer. Bank should focus on their needs and redesign their service for clients for better performance.
- A little bit fee may increase based on the redesigned / extended services, only made for customers.
- Starting/ opening new form of business/industries to maintain a high level of profitability.
- To provide the best service to customers, rewrite and updating policies and procedurestimely.
- Making banking activities and policies easy, so that people who doesn't have an accountye, may consider opening one and this step can be beneficial to present clients.
- Introducing new products and redesigning existing products to attract new customers and satisfy their needs.
- Providing necessary training and feedbacks among the employees to enhance their bankingknowledge and professional skills which will enable them to contribute to the organization.
- To maintain a sustainable development, trying to maximize the value of shareholder's.
- To make a comfortable environment and promote organizational effectiveness, employees should discuss company goals, future plans, current situation and procedures with each other.
- The bank should know how to minimize the risk in upcoming and future and organize

plansto defeat/ lower the risk.

- Bank must maintain close relationship with its customers through communicating them directly.

2.4.7 Strategic business plan

- ✓ Islami banking service: Jamuna Bank Ltd. is continuing its islami banking operations, which is based on Islami Shariah concept, besides traditional banking. On 25th october, 2003 the bank has established its first islami banking branch, located at Nayabazar, Dhaka. Next year, they opened another branch at jubilee road, Chittagong on 27th November. There is also a division at head office. Jamuna Bank Ltd. Strictly follows shariah rules to operate its banking activities. Also a shariah supervisory committee has been established with the well-known Islamic scholars and experienced senior bankers who have deep knowledge in traditional and islami banking.
- ✓ The bank is doing its regular development and research so that it can compete with other banks in modern and competitive banking sector.
- ✓ All the banking operations are structured and computerized to provide faster and quality services to the customers.
- ✓ Making the security services stronger by bringing the indoor and outdoor areas under CCTV cameras surveillance.
- ✓ To identify the needs of customers and to fulfill them in an effecient way. The bank has introduced CRM (customer relations management) system alongside online banking system.

2.5 Description of products and services

2.5.1 Corporate banking

Jamuna Bank Ltd. works with an aim to provide quality services and fastest, easiest solutions to its customers through identifying the needs and problems. Especially Corporate Banking services do so. By offering a wide range of facilities like advisory, operational and financial services, the bank attracts its corporate clients. Does not matter what type of transaction customers need, Jamuna Bank Ltd. is always looking for a suitable solution for the customers and comes up with a decision. It can be import export business, financing, term loan, capital requirement for a business, foreign currency transaction. Jamuna Bank Ltd. employees are always there to provide their fast and expert services to fulfill their customer's demand. Corporate Banking business covers a variety of industries, the following sectors are given below,

- Industry (Import /Export oriented)
- Textile (Spinning, Dyeing and Printing)
- Food
- Paper and paper made Products
- Engineering, Steel Mills
- Chemical products
- Telecommunications

- Information Technology
- Real Estate business
- Construction business
- Transport, Hotels and Restaurant Business
- Investment Banking
- Wholesale business
- Export/ import finance
- Lease Finance, International Banking etc
- Non-Banking Financial Institutions

2.5.2 Retail banking

Deposit products

1. Transactional account
 - Current deposit account
 - Short notice deposit
 - Savings bank account
 - Special savings account
 - Resident foreign currency deposit accounts
2. Fixed deposit receipts: it is offered for 3 months, 6 months and 12 months tenors at

an attractive interest rate. However some schemes have a tenor more than 12 months

like-

- Double growth deposit schemes
- Triple growth deposit schemes
- Monthly benefit scheme
- Pension deposit scheme 2nd choice
- Education savings scheme 2nd choice

3. Deposit scheme:

- Lakhpati deposit scheme
- Millionaire deposit scheme
- Kotipoti deposit scheme
- Double growth deposit scheme
- Triple growth deposit scheme
- Monthly saving scheme
- Marriage deposit scheme
- Pension deposit scheme
- Educational deposit scheme
- Rural deposit scheme
- Mudaraba Hajj saving scheme

Loan products

- Auto loan
- Any purpose loan
- Personal loan
- Salary loan
- Doctors loan
- Education loan
- Overseas job loan

Cards & ADC

Cards:

- Visa classic credit card
- Visa gold credit
- Visa dual gold credit
- Visa electron debit
- Protection plus
- Corporate facility

ADC:

- ATM
- SME & mobile banking service

- Mobile financial service

2.5.3 SME banking

- Jamuna Bonic
- Jamuna Chalantika
- Jamuna Green
- Jamuna Jantric
- Jamuna nari uddogh
- Jamuna ngo shohojogi
- Jamuna shachondo
- Jamuna sommriddhi
- Jamuna swabolombi

2.5.4 International banking

- L/C Advising
- L/C Confirmation
- Bank guarantee
- Hajj guarantee
- Purchasing/discounting/negotiating of export bills
- Off shore banking services

- Trade payment settlement
- Foreign remittance

2.5.5 Islami banking

Deposit products:

- Mudaraba Monthly Savings Deposit Scheme
- Mudaraba Crorepoti Deposit Scheme
- Mudaraba Lakhopoti Deposit Scheme
- Mudaraba Double/Triple Growth Deposit Scheme
- Mudaraba Education Deposit Scheme
- Mudaraba Hajj Deposit Scheme
- Mudaraba Marriage Deposit Scheme
- Mudaraba Monthly Benefit Deposit Scheme
- Mudaraba Rural Deposit Scheme
- Mudaraba Pension Deposit scheme
- Mudaraba Car Deposit scheme

Investment products:

- Bai muajjal
- Bai murabaha post import

- Hire purchasa under shirkatul melk
- Quard
- Ijarah
- SME investment
- Household durable purchase investment
- Investment against documentary bills

Treasury:

Money market-

1. Overnight call
2. Repo & reverse repo
3. Swap
4. Sell & purchase of Treasury bill and bond

FX Market-

1. Spot transaction
2. Forward transaction
3. Inter-bank sales/buy of foreign currency

2.5.6 Other products

Capital Market:

1. Brokerage Operation

2. Margin Loan
3. Own Portfolio Management

Offshore Banking:

1. Bill Discounting
2. Capital Finance
3. Working Capital Finance

2.6 SWOT analysis

2.6.1 Strengths:

- Being a new commercial bank in banking industry, the bank has built a respectable position in no time and in a close competition with the other leading banks in Bangladesh.
- In order to offer the best service to diverse group of customers at different areas of the country they built a strategic network and real time online banking throughout the country.
- A group of local reputed entrepreneurs founded Jamuna Bank Ltd. which gives the bank enormous strength in the banking sector.
- Jamuna Bank Ltd. offers a progressive working environment. The friendly and interactive environment ease the communication between employees and supervisors.
- Jamuna Bank Ltd. has the reputation for providing profitable quality products/services among the valuable customers.

2.6.2 Weaknesses:

- The bank has no specific mission statement. It highlights the shortcomings in strategic future marketing and business planning.
- Charging high fees/ service charge in some services actually demotivates the customers from availing their products or services.
- Failing to motivate employees to give their best for the organization.
- Small market share and limited branch network.
- Lack of attractive marketing policies.
- There are few posts in the bank, without any promotion. As a result, the workers remain demotivated.

2.6.3 Opportunities:

- To broaden its business channels, Jamuna Bank Ltd. Should open its door of opportunities to merchant banking also. It should consider cases and provide businessmen with more options for insurance in business. Also the bank should develop its business documents and Securities so that it can minimize the risk in future.
- Many entrepreneurs don't have the required capital at hand for a startup company in our country. For starting new business, this group of people are leaning how to finance their business whether their own fund or collecting funds from a bank. And that's how the possibility increases in retail banking sector.
- The Bank should offer its various kinds of attractive retail lending (loan) products to this particular group of people.

2.6.4 Threats:

- Default culture is very much harmful for a bank in our country.
- The regular operations of local banks like Jamuna Bank Ltd. and others are preserved by the policies of Federal Reserve Banking system, this situation creates problem and boundaries in regular activities of the bank.
- As the competitor banks can make the duplicate service/ offerings of the bank, so it should work on the process for developing its already existing products and new products to compete in the market place.
- There are many new multinational banks, which can create threatening situation for the bank. In order to keep pace with the modern banking system, Jamuna Bank Ltd. should take emergency precautions and necessary marketing and organizational strategy.
- Another threat is constantly rate devaluation and movements in foreign currency rate.
- Nowadays Government is developing banking rules and procedures, which is making it more complicated.

2.7 PORTER'S five forces model

1. Bargaining power of customers:

- Service charge/ fees and interest rate, both are very common but very important issues for a customer in banking system. Customers choose their banks and they can switch from one to another whenever they want. As interest rate and service charge matters so much, customers can take out all the money / huge amount of capital and transfer it to another bank, if they find the other banking procedures affordable.

- Nowadays customers do not need to go to banks for information. They can get all the information through bank websites, Facebook pages, by browsing internet etc. As Internet is available, so customers can easily check their regular updates and differentiate the service quality and price.
- Banking products such as different types of loan, insurance, currency exchange etc are available in almost every bank. Different banks are trying to attract its targeted customers by offering them lucrative service.

From the above explanation, we can say that here the bargaining power of customers is HIGH.

2. Bargaining power of suppliers:

- In recent days, every bank is providing credit cards to its customers. But there are other Credit card Organizations like American Express, Master card, Visa etc. Though these three credit card organizations are more popular to customers, now every bank has credit card facility for customers. In this case, the possibility of moving from the three organizations to others may be huge.

This shows that, the bargaining power of suppliers is MEDIUM.

3. Threats of new entrants:

- Nowadays internet is easily accessible for the people worldwide. So there are few limitations and boundaries left to enter into banking industry. With the help of internet, a large number of financial and non-financial companies are trying to get into banking industry with their little amount of investment and also creating webpage, Facebook pages. They are also trying to combine with other organizations.

So here we can see that the threats of new entrants are HIGH.

4. Threats of substitute products:

There are some substitute products such as Western Union Money Transfer, PayPal, Ria Money transfer and Xe.com etc. They try to provide best quality services to their customers by using internet, but their service is customized so, the charge may be high for many customers. At this moment, if other Banks offer high quality service with lower service charge, there is a chance of switching the company, though it totally depends on customer's perception and demand, which varies.

So here, the threats of substitute products are MEDIUM TO LOW.

5. Rivalry among competitors:

- With the help of advanced technology, all of our banks are working for service development for customers and at the same time becoming more powerful. Our financial market's full-growth is very high and that is why, all these banks are becoming each other's rivals and there is an aggressive competition in the marketplace.

This scenario shows that, the rivalry among competitors is HIGH.

2.8 PESTEL analysis

1. Political facts

The activities of Jamuna Bank Ltd. has been preserved by the rules and regulations created by the government. As the bank is working under the rules and procedures of government, it is expected that the bank will be successful to run its banking operations smoothly in the

competitive market. Some barriers or difficulties may arise due to the strict policies given by the government, and that's why Jamuna Bank Ltd. also draws up its own strategic business plans to use them as shields against those limitations, during any political/ economic crisis.

2. Economic facts

Though Jamuna Bank Ltd. has gone through many economic crisis time to time, still the bank management is looking for a better economic environment by fighting against all those odds and restrictions and finally improving economic damages. Jamuna Bank's aim is to achieve a stable economic situation, which will help the bank to be one of the popular banks in the competitive market in future.

3. Social facts

Jamuna bank's main priority is serving its customers but somehow it is not possible to concentrate on all the services they provide to their customers at the same time, as a result, the bank has to face some social problems. The bank wants to have a well reputation by maintaining a good and understanding relationship with each and every group of customers living in the society, making sure that each of them are getting equal facilities and justice from the bank.

4. Technological facts

Through Digital technology, Jamuna Bank Ltd. is now able to know the current situation of banking industry and what's new in the market. By using internet service, the Bank communicates with its customers about new ideas/ trends, ask for their opinions and provides faster quality services to meet their demands in time. The bank is using different Information technology systems to operate their business activities successfully.

5. Environmental facts

There are two types of environment, i.e. internal and external environment. Internal environment includes industrial environment and competitor environment. Industrial environment is where different companies produce products/ services, those are very similar to each other. On the other hand, companies that gather necessary information of other rival companies, for example, their strengths, weaknesses, strategies, intellectual capacity and potential etc.

External environment includes political, economic, social, technological, environmental and legal factors.

6. Legal facts

A company should know what is legal- illegal and if they are permitted to operate their business within area/state. Also modifying the rules and regulation for business activities can also have a direct impact. The factors are employment law, consumer protection law, health and safety law, copyright and patent law, trade policies and restrictions etc. That's why the bank needs to be very careful about changing policies.

Chapter 3

Student Perspective

3.1 Internship Experience

My supervisor at Jamuna Bank Ltd. introduced me to the officer working at that branch. After getting introduced with the officers, my supervisor introduced me with the branch manager. I had a short meeting with the branch manager through which he gave me a brief idea about the internship program and he also emphasized the importance of having first-hand experience with the banking sector in Bangladesh. He ensured me that I will get all the help needed to complete this program.

After introduction, my supervisor gave me a detailed demonstration about filling up the account opening forms and all the necessary documents required to open various kinds of accounts. After that, he explained the filing system where different types of files are kept in their designated section. Different desks are located in different places, they are,

- **General Banking desk** (Clearing section (Inward Clearing & Outward Clearing), Remittances (Pay order) and Customer service (Account opening, closing, money deposit, Receive/Payment Cash etc.))
- **Credit desk**
- **Foreign Exchange desk**

Later I was given the account opening forms to check and attached documents of various types of accounts, such as, Savings Account, Fixed Deposit Account, Monthly Savings Scheme Account, and Millionaire Deposit Scheme etc. I came to know how to check the validity of

NID card submitted with the account opening forms. The officers were very friendly and even though they had their responsibilities at office, they always tried to help me in whatever ways they could and they never hesitated explaining things to which were fairly new to me. So, besides working observing their work was a regular task for me to learn new things. So I gathered my knowledge mostly going through the old files and by observing their activities.

3.2 Job responsibilities

As an intern, collecting data for my research and knowing the banking sector how it works was my first and foremost responsibility. In doing so, I worked and collected data & necessary information from all departments. In brief my job responsibility as an intern can be depicted as below:

- Helping customers with account opening form.
- Helping the customers to choose among different schemes that are offered by the bank by providing necessary information.
- Making KYC, CRM profile for new customers in bank database.
- Keeping the entries of cheque books in Log Book.
- Maintaining Pay order register book.
- Updating cheque book and issue register book.
- Checking and binding Vouchers.
- Organizing and working with various customer files and documents, and arranging account opening forms by maintaining the serial number.

3.3 Learning outcome

Things I learned during the internship period as an intern, are given below:

- Account opening and document verification.
- Different schemes and their marketing strategy.
- Handling customer service.
- Organizing and checking bindings.
- Pay order register book.
- Managing KYC (Know Your Customer), CRM (Customer Relationship Management)profile.
- Issuing new cheque book with necessary formalities and verification.
- About Cash Payment, Cash Receive voucher.

3.4 Restrictions/Difficulties faced in the workplace

I am privileged enough to work as an intern in Jamuna bank ltd. However, I faced some difficulties during my internship.

- ❖ There should be an arrangement of orientation program for interns. It helps the interns to get introduced with all the employees, Staffs and activities of the workplace. But unfortunately, there wasn't any orientation program for the interns.
- ❖ We were five interns in total but we were not well accommodated. Most of the time we had to sit in the prayer room or the dining space. Adabor Branch does not have enough space for the interns. So inadequate space is another major problem.

- ❖ The bank should be strict about the security issue. The authority didn't provide us with any ID card, so sometimes we faced difficulties accessing some documents stored within.
- ❖ As all the employees were busy most of the time, so it was difficult for the interns to work with the computers.
- ❖ Lack of proper maintenance of files: During the office hours, employees keep the papers without orientation which causes a pile of unorganized papers after the day. Also the filing system is not intelligent and obsolete. Sometimes it took some time to fetch a file.
- ❖ Academic: Students need additional training on professional & technical skills development which were not organized.

3.5 Suggested directions for development

- For ensuring a better friendly working environment, Jamuna Bank Ltd. must introduce an orientation program for the interns.
- Adabor branch should be more concerned about accommodating the interns.
- Top notch security system should be adopted. Beside CCTV cameras entry register book should be used for both the customers and the interns. Also interns should be given company ID cards because they may face problems while they entry.
- Being one of the most prominent banks in Bangladesh, Interns come here to gain some knowledge and experience about the field. As the bank uses banking softwares, database and HRM software and the branch should arrange computers for the interns so that they can gain some practical experience.

- Jamuna Bank Ltd. should implement intelligent and efficient file management system. It will reduce wastage of time in orienting disoriented files or papers. It will also improve the performance of the bank.
- Trainings or workshops on professional and technical skills development should be introduced for the interns. It will help the interns to learn professional skills, leadership skills etc.

Chapter 4

Analysis and Recommendations

4.1 Brief on project

The purpose of working on the report is to measure the quantity of customer satisfaction of Jamuna Bank Ltd. In this report, I came up with 18 questions those are based on the services of Jamuna Bank Ltd. like, for example- I have made questions on their Customer and ATM card service, also number of ATM booths needed, Deposit pension scheme, Monthly installment payment and their total banking service, which they are offering to customers. From this questions, I have got a clear idea about the customers' needs, problems and which services needs to be developed/redesigned at the same time for the betterment of bank performance and future reputation.

4.2 Project methodology

For any report, data collection and methodology, both are very important. Both of these parts are structured in a manner, so that it can correlate with the objectives of the study, which basically covers designing samples, sources of data, collection procedure of data, analysis techniques data etc.

1. Data Collection Procedure: I gathered data from the primary and secondary sources.
2. Data Analysis Procedure: After collecting the data was analyzed by Microsoft Word & Excel. When done with the findings, the current situation was described depending on the findings and finally the recommendation was ready to explain.
3. Data Collection: Both secondary and primary data, have been used.
4. Sources:
 - a. Primary Sources: The questions I have made, were asked to the customers of Jamuna Bank Ltd. By asking questions and the answers I got from them, is the selection of primary data.
 - b. Secondary Sources:
 - i. Jamuna Bank Ltd. Website.
 - ii. Annual Reports of Jamuna Bank Ltd.
 - iii. The archive of Jamuna Bank Ltd.
 - iv. Official papers of Jamuna Bank Ltd.
 - v. Bangladesh Bank reports.

5. Sampling Plan:

- Segment: The customers
- Section: single customer of the bank
- Area : Adabor, Ring road Branch
- Time: 4th February to 3rd May
- Research category: Exploratory

6. Sample Frame: It has been made of the existing customers, served by Jamuna BankLtd.

7. Sample size: 30

8. Sampling Procedure: Here, the non-probability sampling policy was maintained. To find out the appropriate/ suitable sampling.

4.3 General banking

This department/section deals with all the banking activities and also pay special attention to customers about offering and providing them necessary services they need in time. Also there are other banking activities like, opening fresh accounts, issuing bank drafts and PO etc. One of the banking operation is collecting deposits/cheques from their customers, after that giving cash to them timely to fulfill their requirement. As the bank's aim is to offer quality and fast service to the customers, it should take some necessary steps about how to satisfy their customers. Because the bank's reputation depends on the overall performance including quality customer service in this competitive marketplace.

While opening a new account a relation is made between customer and banker where the banker and customer both of them go through some agreements and procedures. Through this things, they come into commitments. The banker should be very careful, loud and clear about explaining the terms and introductions with the customers which will help to avoid fraud, negativity and false information and that can confuse the customers also. Having a clear conversation with a clear concept may help the banker to provide accurate information. That is why, it is very important to ask necessary questions to clients and discussing the banking procedures with them while opening a new bank account. The activities are given below,

1. Account opening
2. Cash
3. Clearing
4. Transfer

4.3 Finding and analysis

1. How is the account opening service of Jamuna Bank Ltd.?

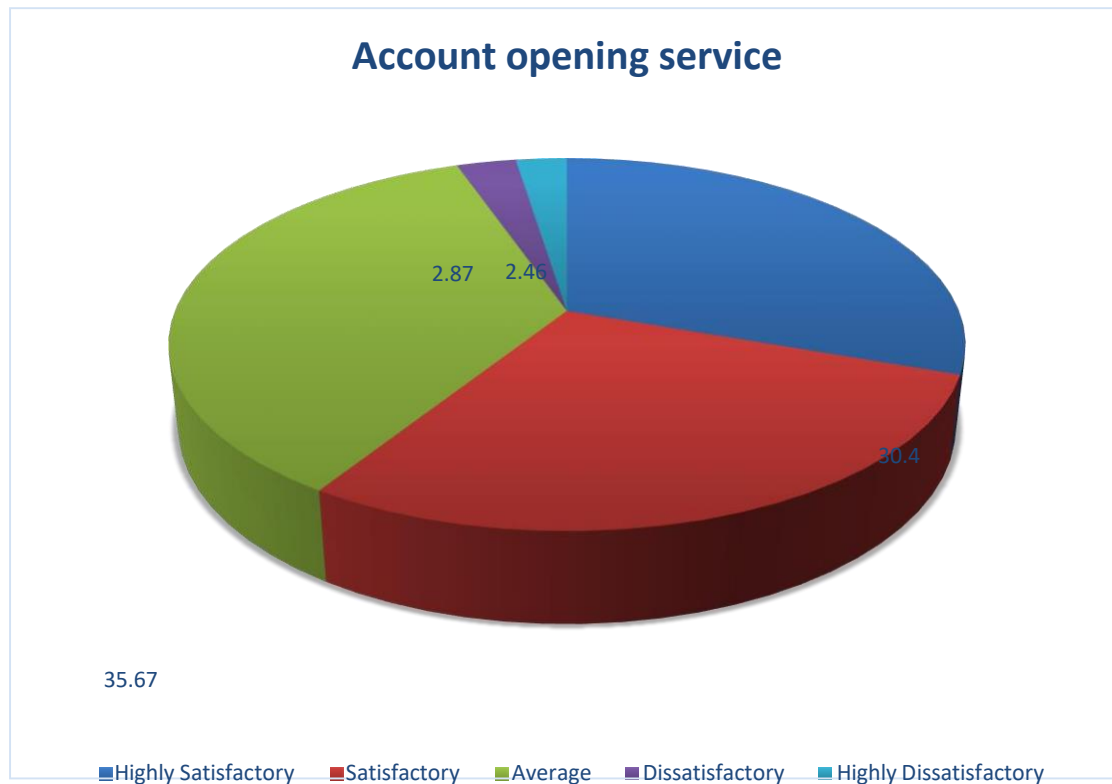


Figure 2: How is the account opening service of Jamuna Bank Ltd?

Interpretation: The above analysis shows that 30.4% highly satisfactory, 28.6% satisfactory, 35.67% average, 2.87% dissatisfactory and 2.46% highly dissatisfactory about the satisfaction level with account opening service of Jamuna Bank Ltd.

2. Satisfaction level with your account at Jamuna Bank Ltd.?

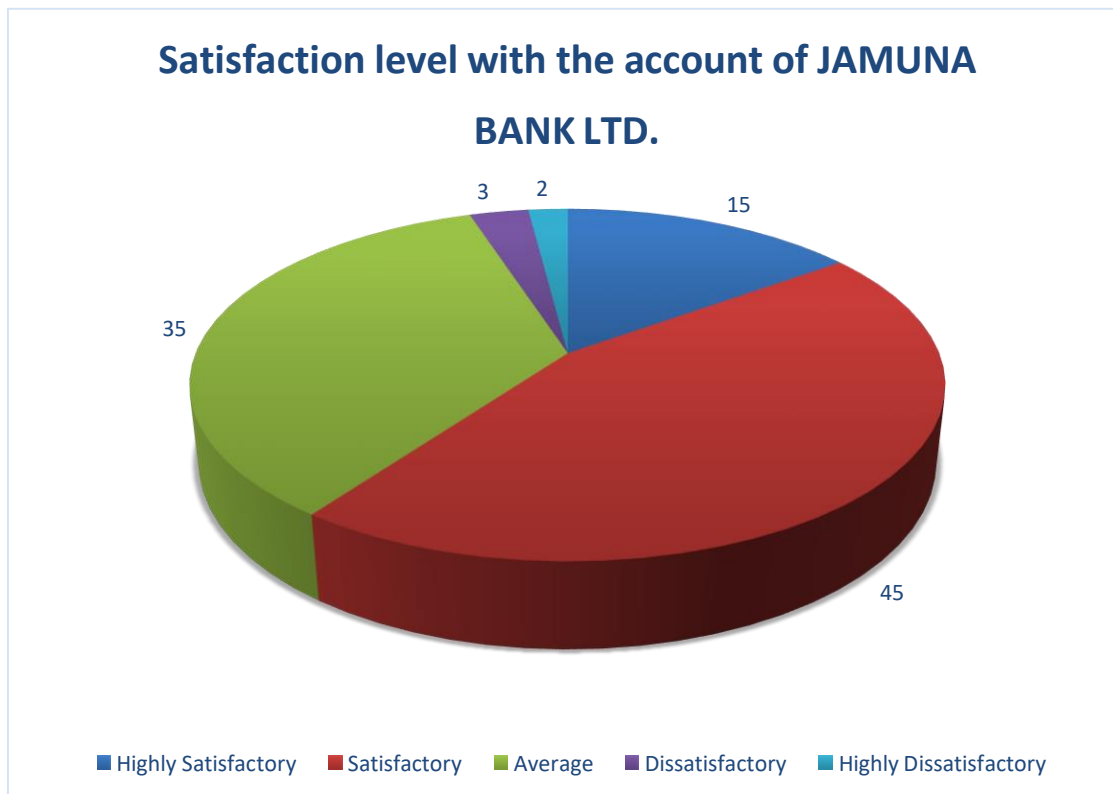


Figure 3: Satisfaction level with account of Jamuna Bank Ltd.

Interpretation: The above analysis shows that 15% highly satisfactory, 45% satisfactory, 35% average, 3% dissatisfactory and 2% highly dissatisfactory about the satisfaction level with account at Jamuna Bank Ltd.

3. How is the loan service of Jamuna Bank Ltd.?

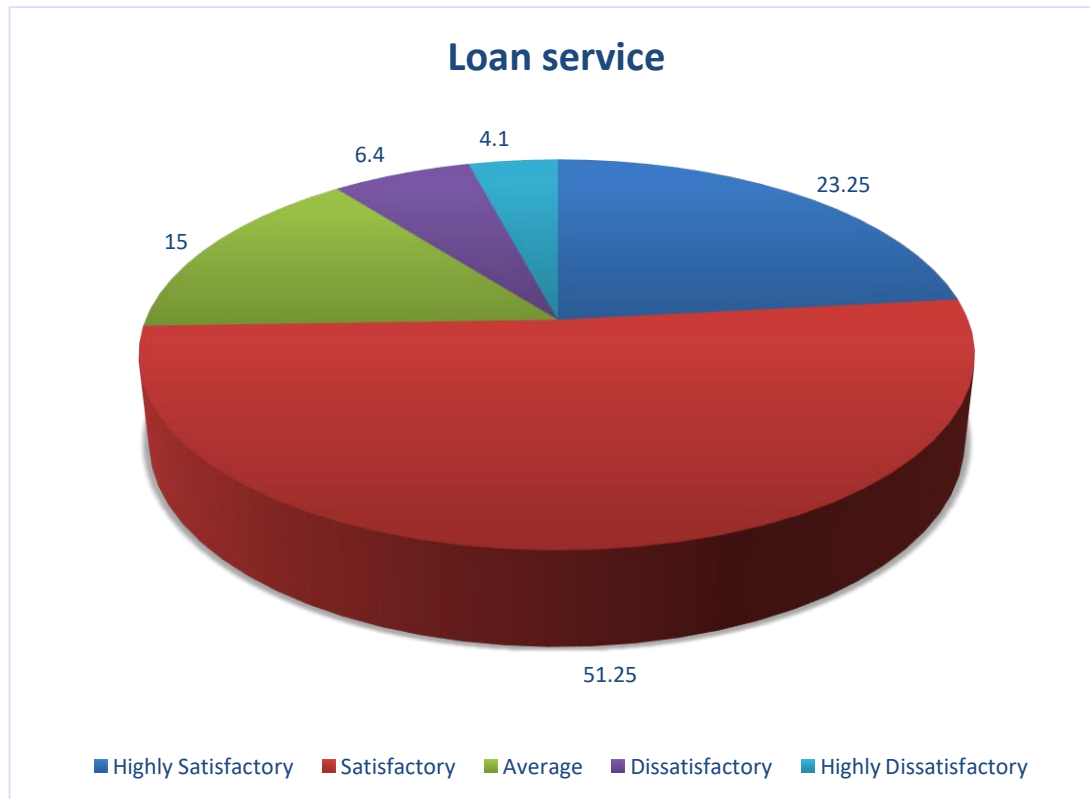


Figure 4: How is the loan service of Jamuna bank Ltd?

Interpretation: The above analysis shows that 23.25% highly satisfactory, 51.25% satisfactory, 15% average, 6.4% dissatisfactory and 4.1% highly dissatisfactory about the loan service of Jamuna Bank Ltd.

4. How is the interest rate of loan to you?

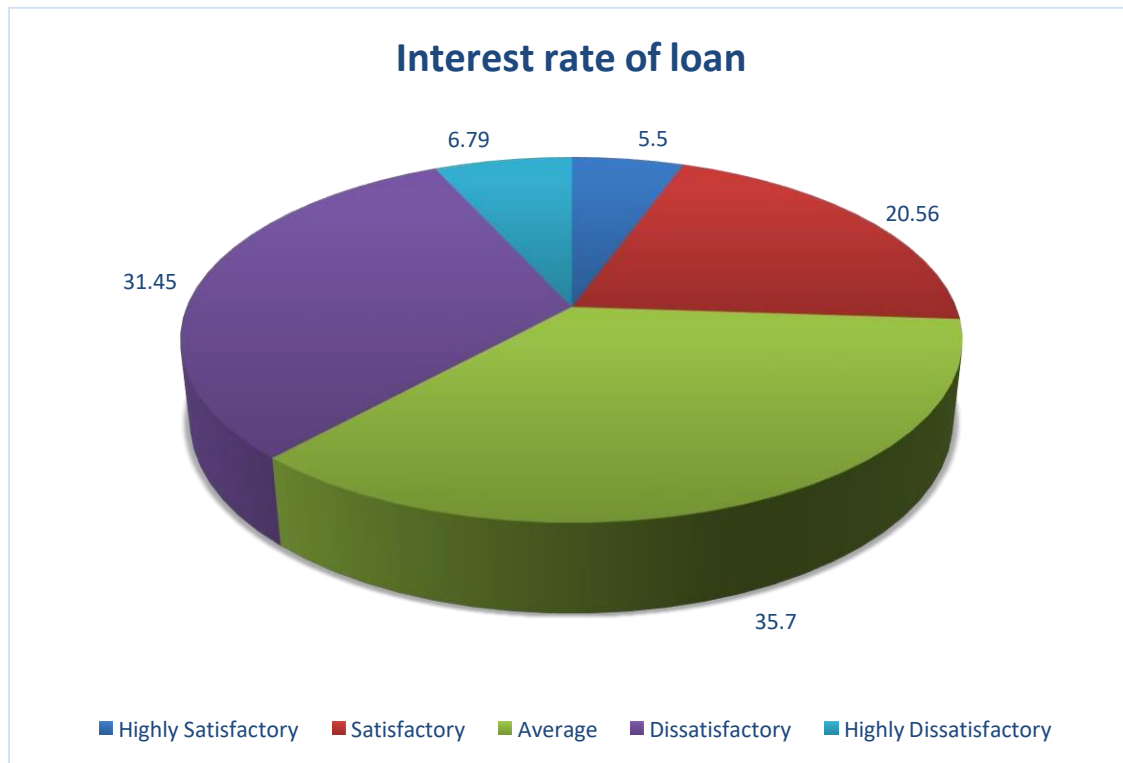


Figure 5: How is the interest rate of loan to you?

Interpretation: The above analysis shows that 5.5% highly satisfactory, 20.56% satisfactory, 35.7% average, 31.45% dissatisfactory and 6.79% highly dissatisfactory about the interest rate of loan.

5. How is the monthly installment amount of loan to you?

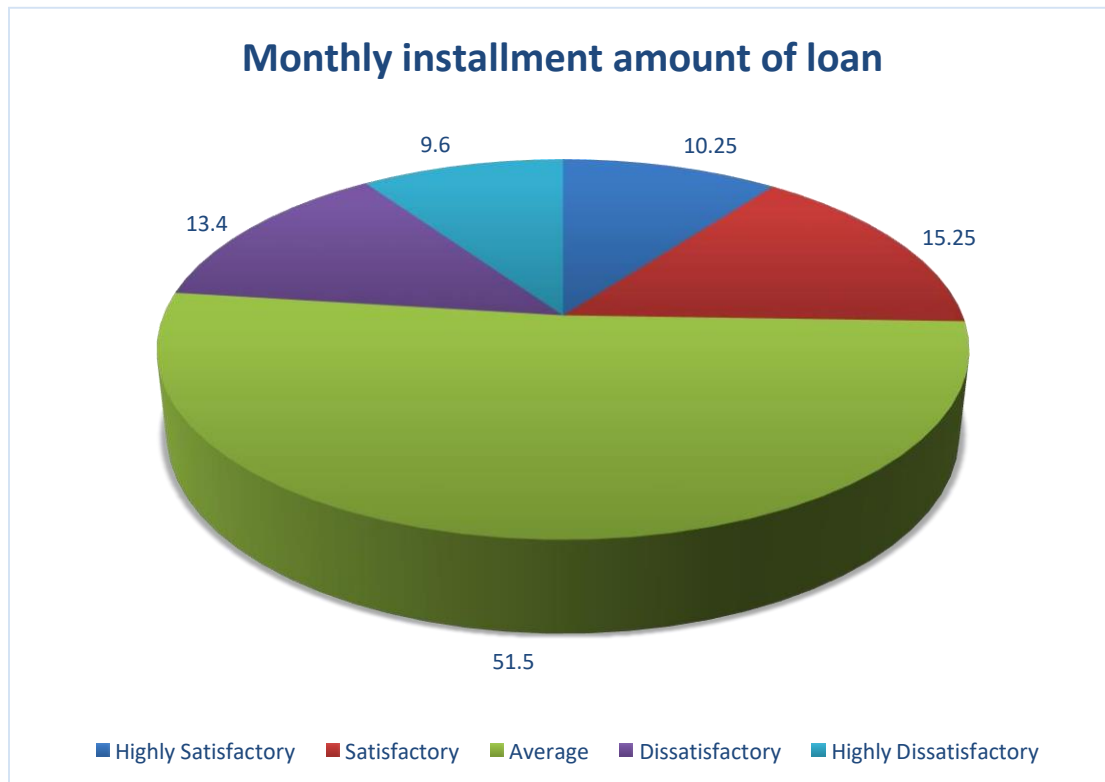


Figure 6: How is the monthly installment amount of loan to you?

Interpretation: The above analysis shows that 10.25% highly satisfactory, 15.25% satisfactory, 51.5% average, 13.4% dissatisfactory and 9.6% highly dissatisfactory about the monthly installment amount of loan.

6. How is the loan service of Jamuna Bank Ltd. than other banks?

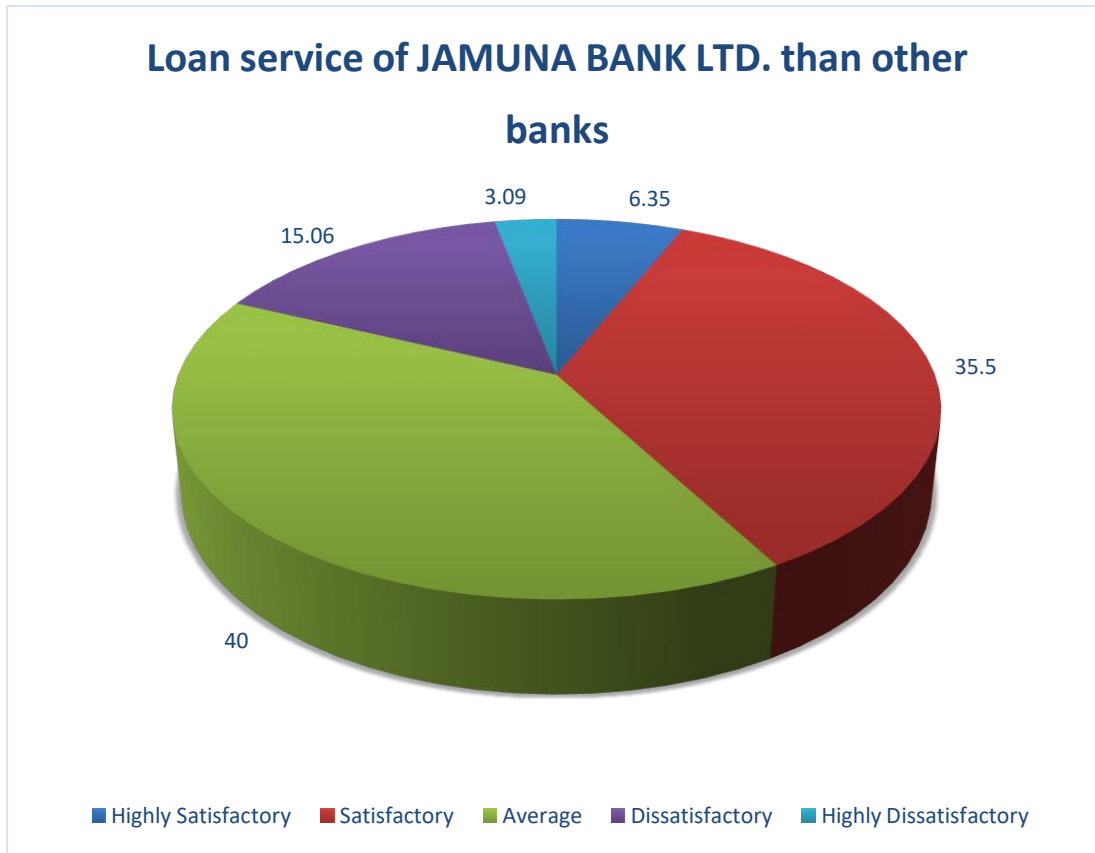


Figure 7: How is the loan service of Jamuna Bank Ltd. than other banks?

Interpretation: The above analysis shows that 6.35% highly satisfactory, 35.5% satisfactory, 40% average, 15.06% dissatisfactory and 3.09% highly dissatisfactory about the loan service of Jamuna Bank Ltd. than other banks.

7. How do you feel about the time required for loan sanction?

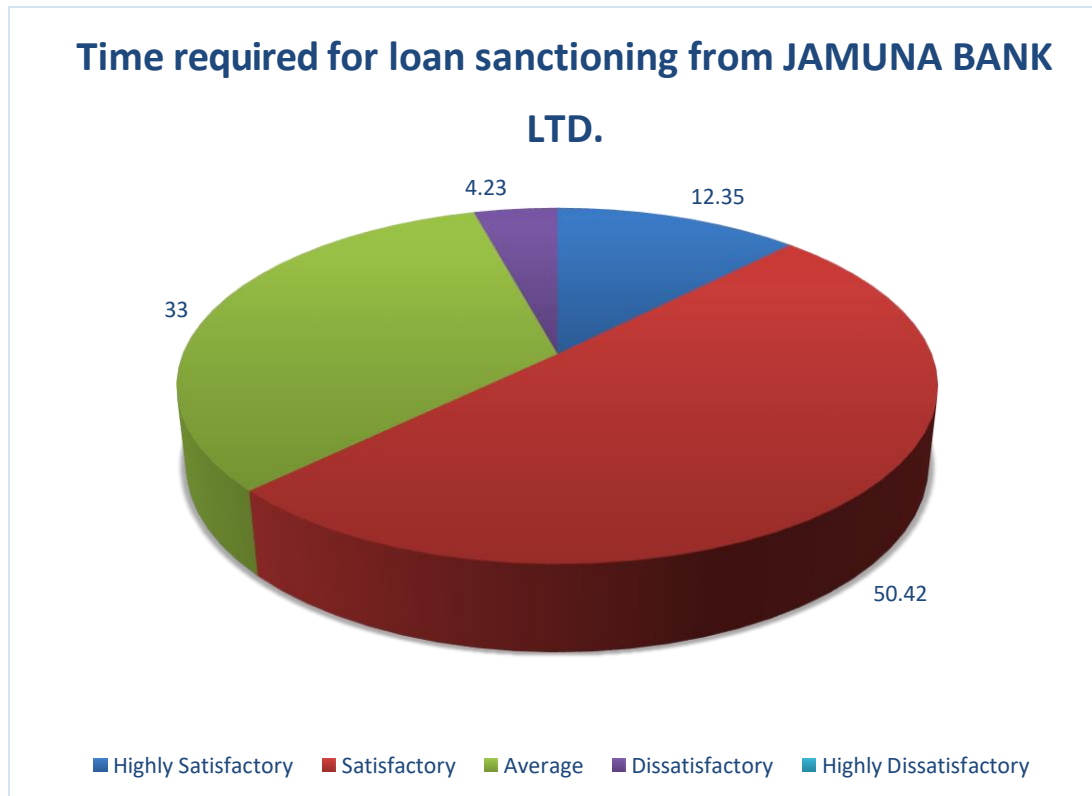


Figure 8: How do you feel about the time required for loan sanction?

Interpretation: The above analysis shows that 12.35% highly satisfactory, 50.42% satisfactory, 33% average, 4.23% dissatisfactory and 0% highly dissatisfactory about the time to get the loan service.

8. How is the Deposit Pension Scheme (DPS) to you?

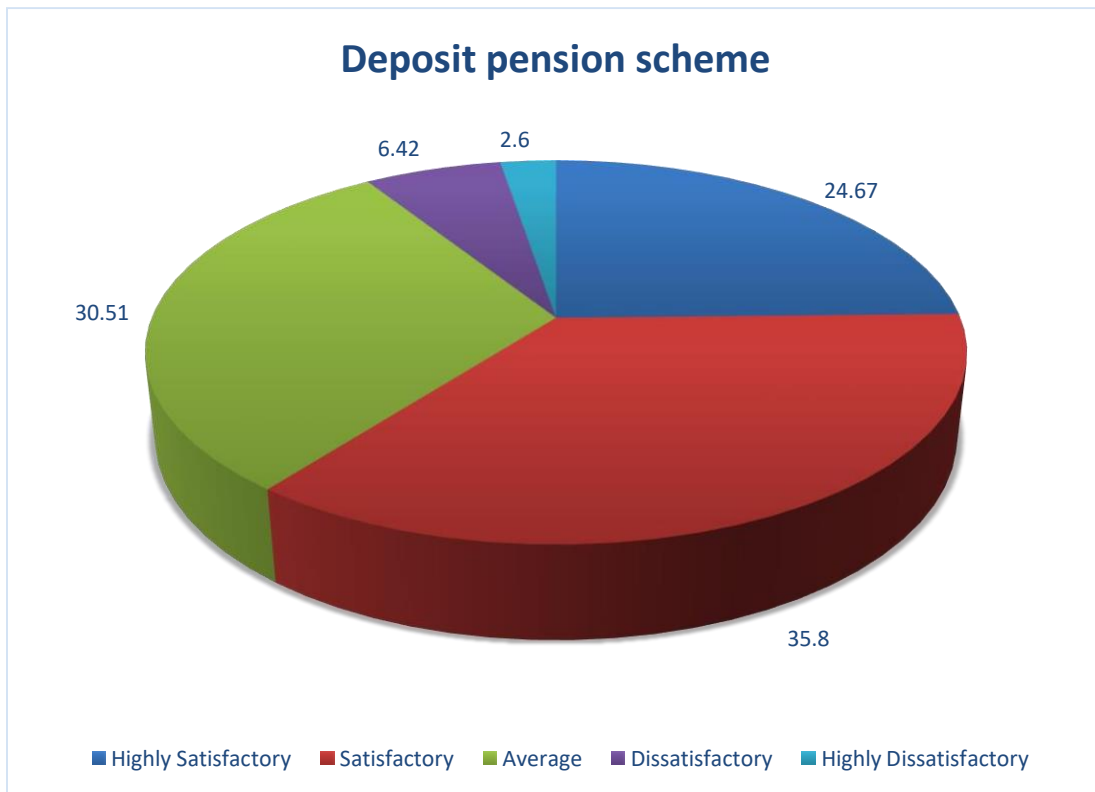


Figure 9: How is the deposit pension scheme (DPS) to you?

Interpretation: The above analysis shows that 24.67% highly satisfactory, 35.8% satisfactory, 30.51% average, 6.42% dissatisfactory and 2.6% highly dissatisfactory about the Deposit PensionScheme (DPS) of Jamuna Bank Ltd.

9. How is the installment of Deposit Pension Scheme (DPS) to you?

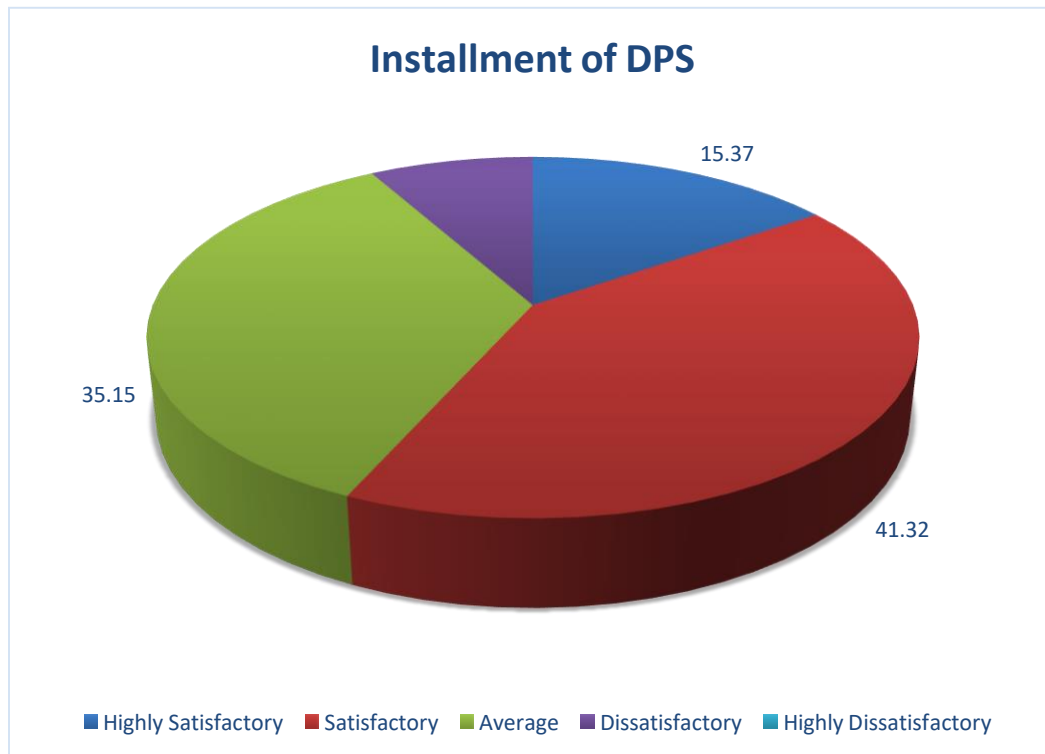


Figure 10: How is the installment of deposit pension scheme (DPS) to you?

Interpretation: The above analysis shows that 15.37% highly satisfactory, 41.32% satisfactory, 35.15% average, 8.16% dissatisfactory and 0% highly dissatisfactory about the installment of Deposit Pension Scheme (DPS) of Jamuna Bank Ltd.

10. How is the maturity amount of Deposit Pension Scheme (DPS) to you?

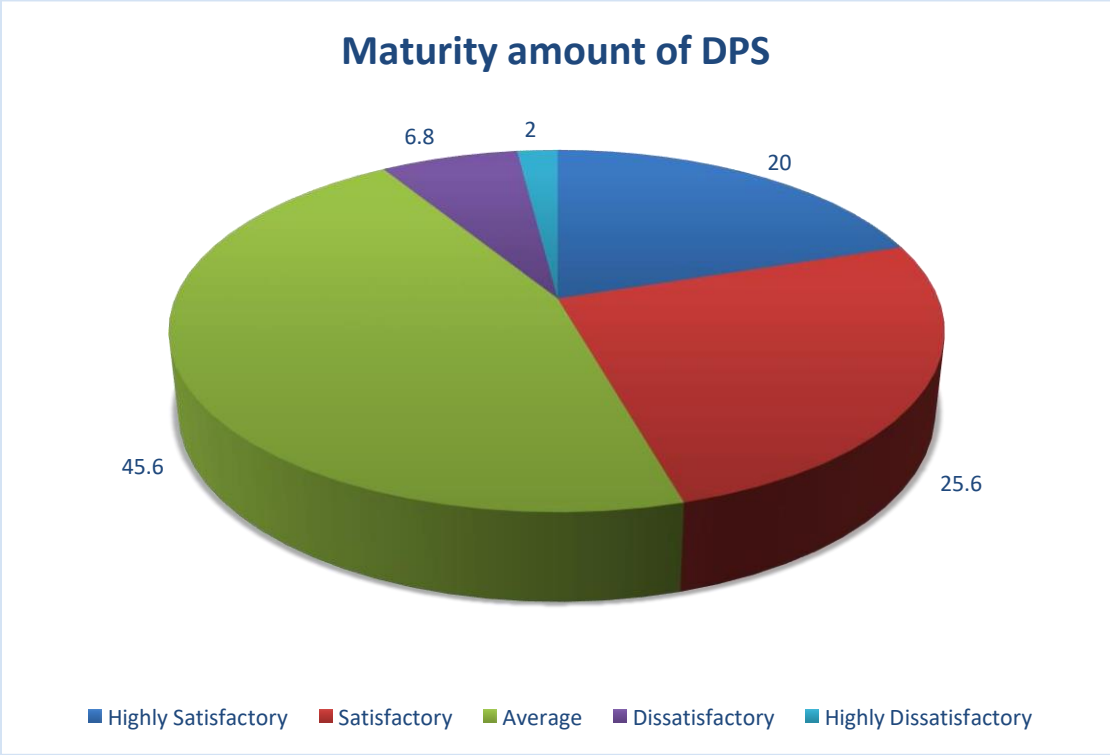


Figure 11: How is the maturity amount of deposit pension scheme (DPS) to you?

Interpretation: The above analysis shows that 20% highly satisfactory, 25.6% satisfactory, 45.6% average, 6.8% dissatisfactory and 2% highly dissatisfactory about the Maturity amount of Deposit Pension Scheme (DPS) of Jamuna Bank Ltd.

11. How is the time to get the maturity amount of Deposit Pension Scheme of JAMUNA BANK LTD.?

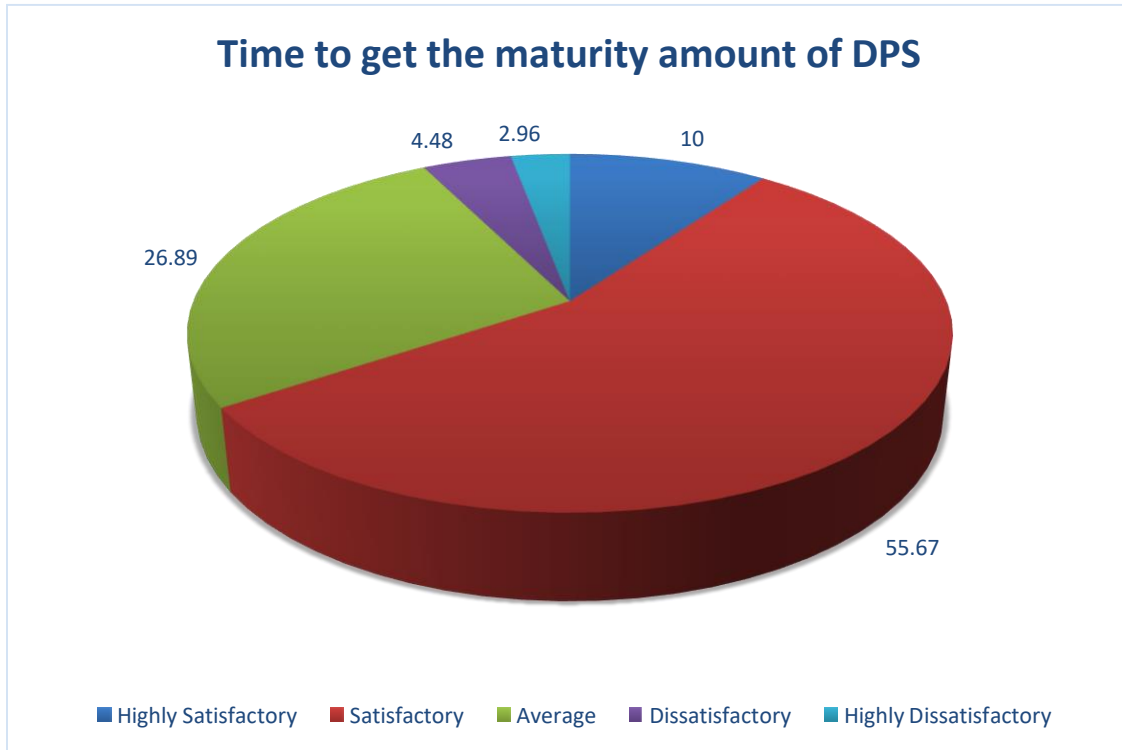


Figure 12: How is the time to get the maturity amount of deposit pension scheme of Jamuna Bank Ltd.?

Interpretation: The above analysis shows that 10% highly satisfactory, 55.67% satisfactory, 26.89% average, 4.48% dissatisfactory and 2.96% highly dissatisfactory about the time to get the maturity amount of Deposit Pension Scheme (DPS) of Jamuna Bank Ltd.

12. How is the service of Deposit Pension Scheme (DPS) than other banks?

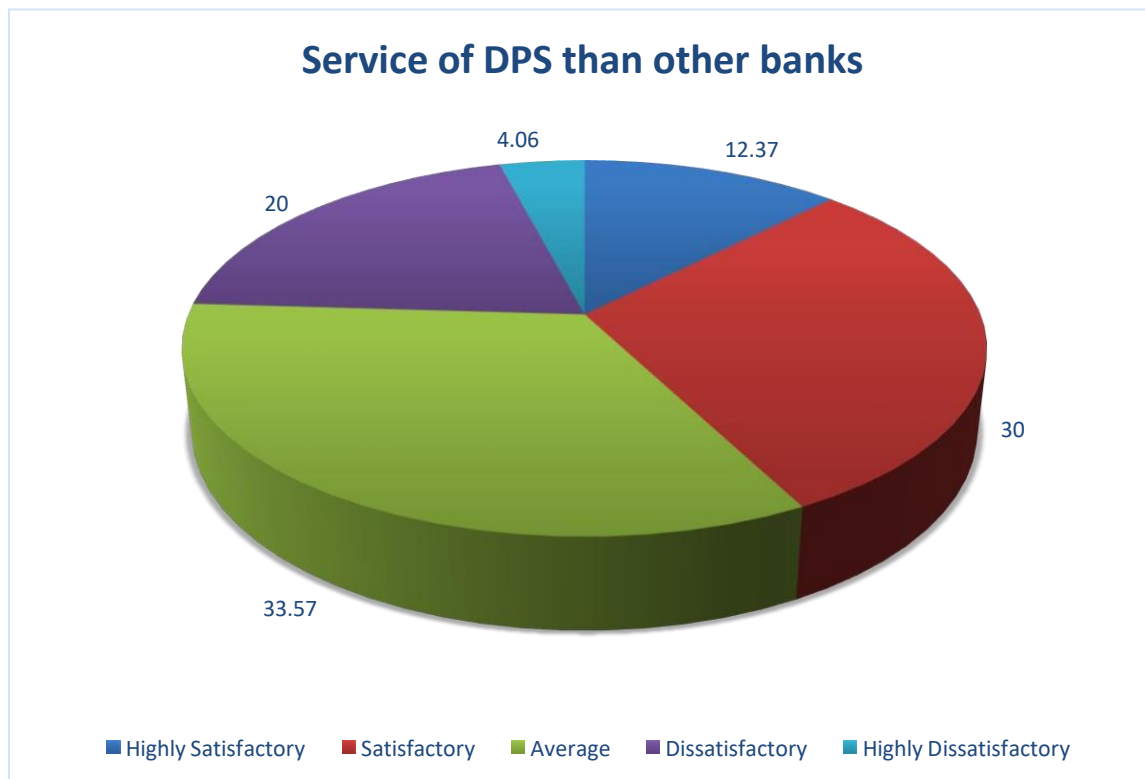


Figure 13: How is the service of deposit pension scheme (DPS) than other bank?

Interpretation: The above analysis shows that 12.37% highly satisfactory, 30% satisfactory, 33.57% average, 20% dissatisfactory and 4.06% highly dissatisfactory about the service of Deposit Pension Scheme (DPS) than other banks.

13. How is the service of withdrawing money from ATM booth?

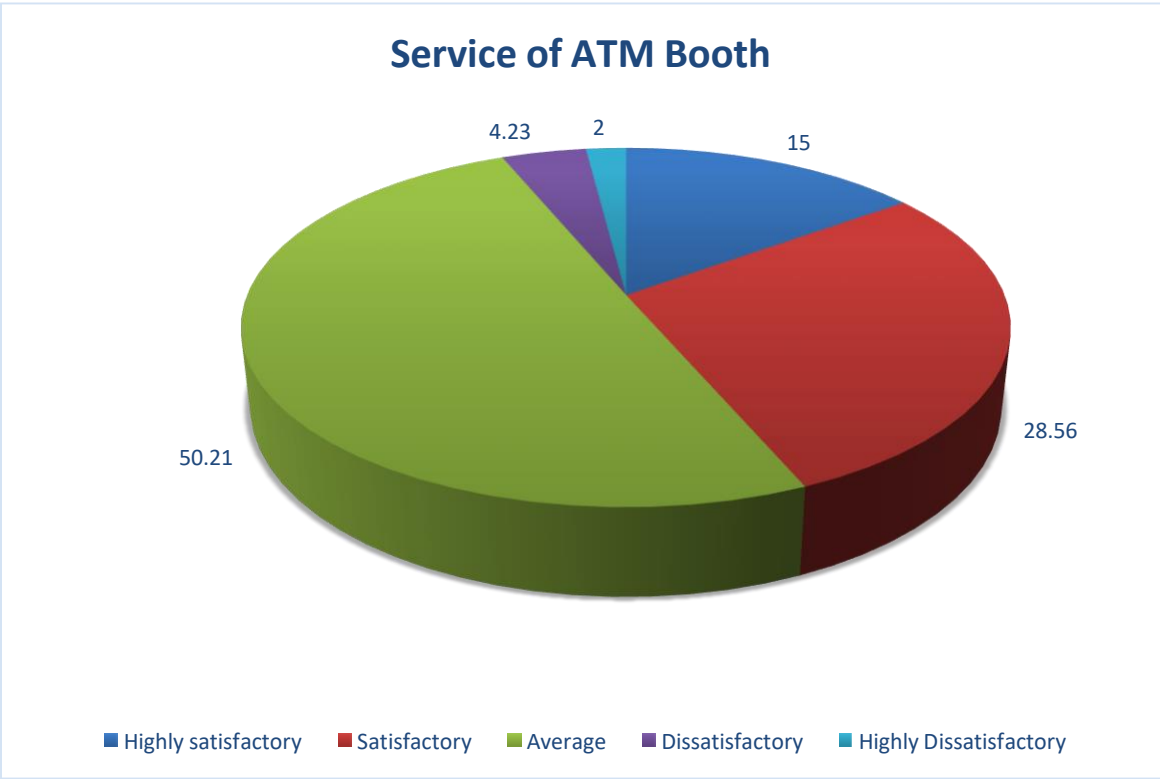


Figure 14: How is the service of withdrawing money from ATM booth?

Interpretation: The above analysis shows that 15% highly satisfactory, 28.56% satisfactory, 50.21% average, 4.23% dissatisfactory and 2% highly dissatisfactory about the service of taking out money from ATM booth.

14. How is the number of ATM Booths of Jamuna Bank Ltd.?

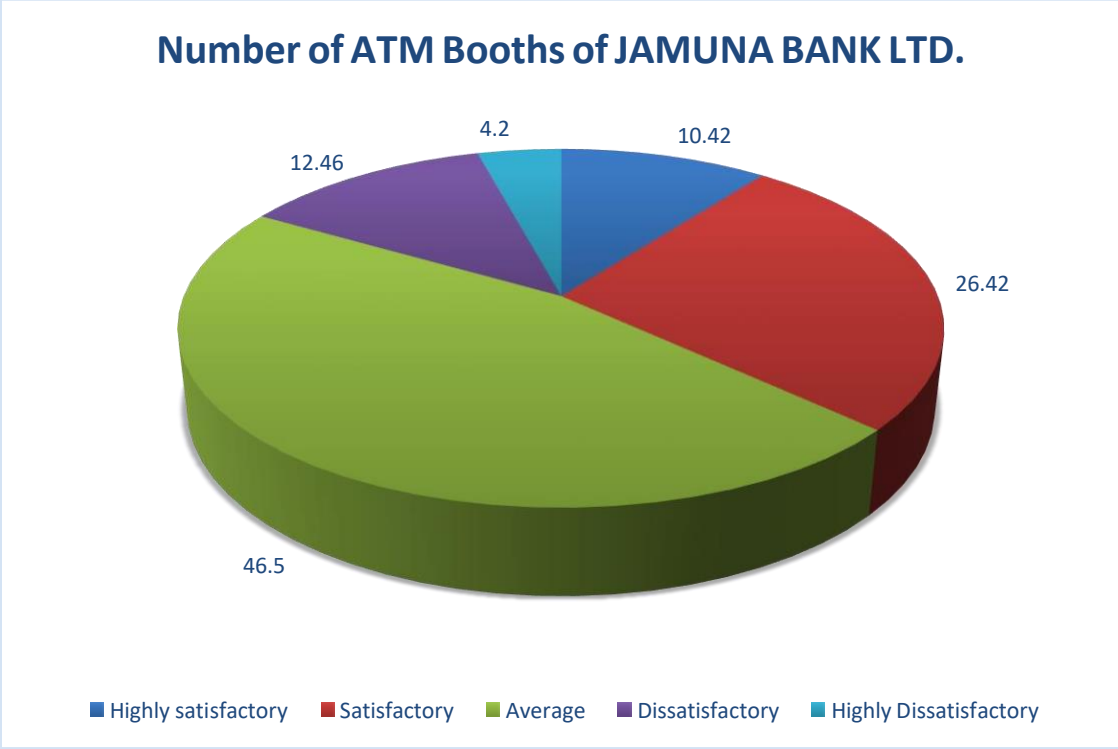


Figure 15: How is the number of ATM booths of Jamuna Bank Ltd.?

Interpretation: The above analysis shows that 10.42% highly satisfactory, 26.42% satisfactory, 46.5% average, 12.46% dissatisfactory and 4.2% highly dissatisfactory about the number of ATMbooth in Jamuna Bank Ltd.

15. How is the charge of ATM card of Jamuna Bank Ltd.?

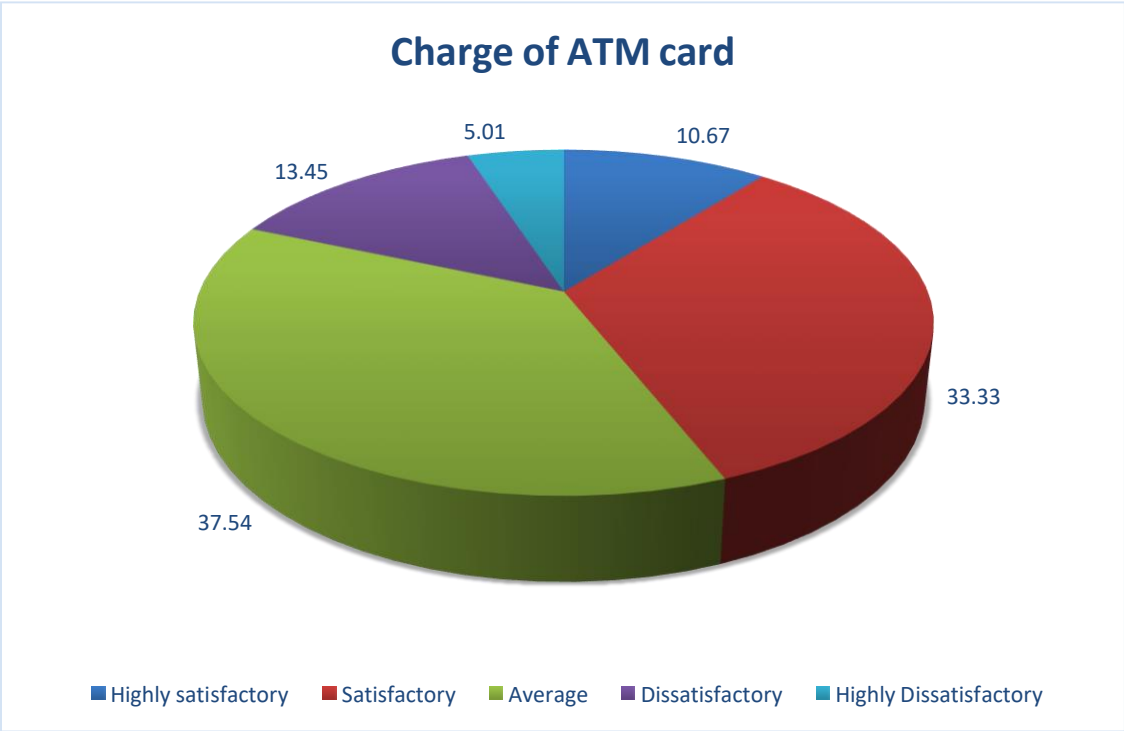


Figure 16: How is the charge of ATM card of Jamuna Bank Ltd.?

Interpretation: The above analysis shows that 10.67% highly satisfactory, 33.33% satisfactory, 37.54% average, 13.45% dissatisfactory and 5.01% highly dissatisfactory about the charge of ATM card.

16. How is the customer service from ATM card department of Jamuna Bank Ltd.?

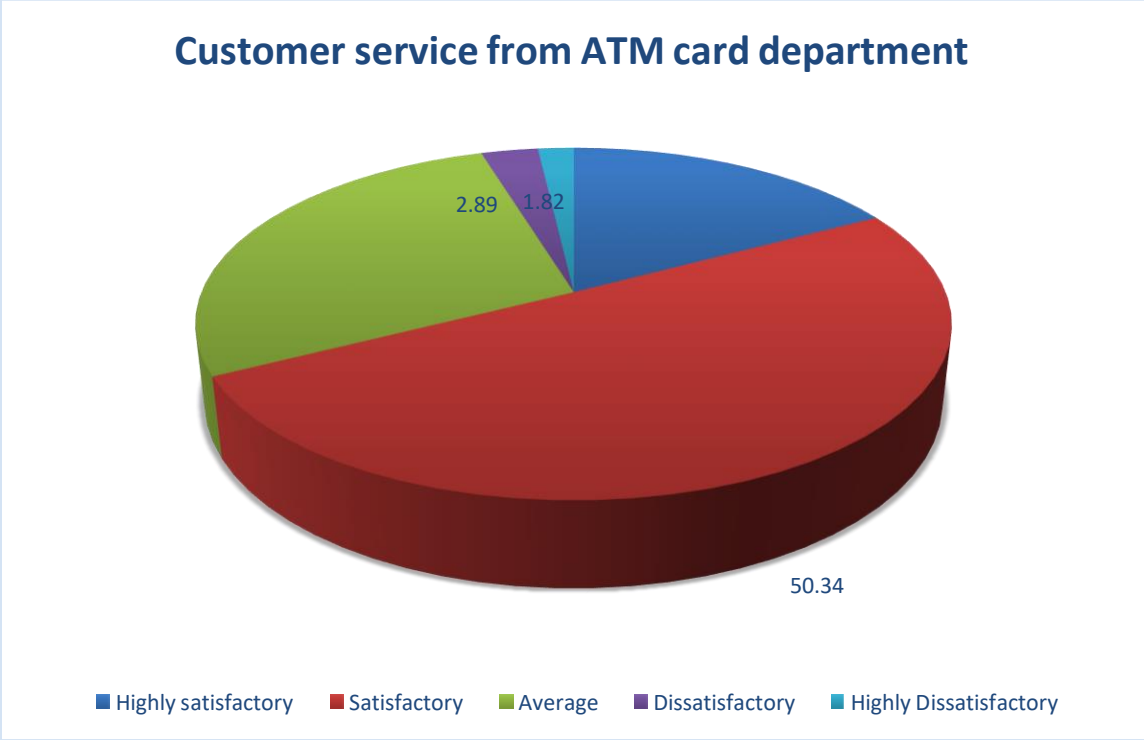


Figure 17: How is the customer service from ATM card department of Jamuna Bank Ltd?

Interpretation: The above analysis shows that 17.15% highly satisfactory, 50.34% satisfactory, 27.8% average, 2.89% dissatisfactory and 1.82% highly dissatisfactory about the customer service from ATM card department of Jamuna Bank Ltd.

17. How is the ATM card of Jamuna Bank Ltd. than other banks?

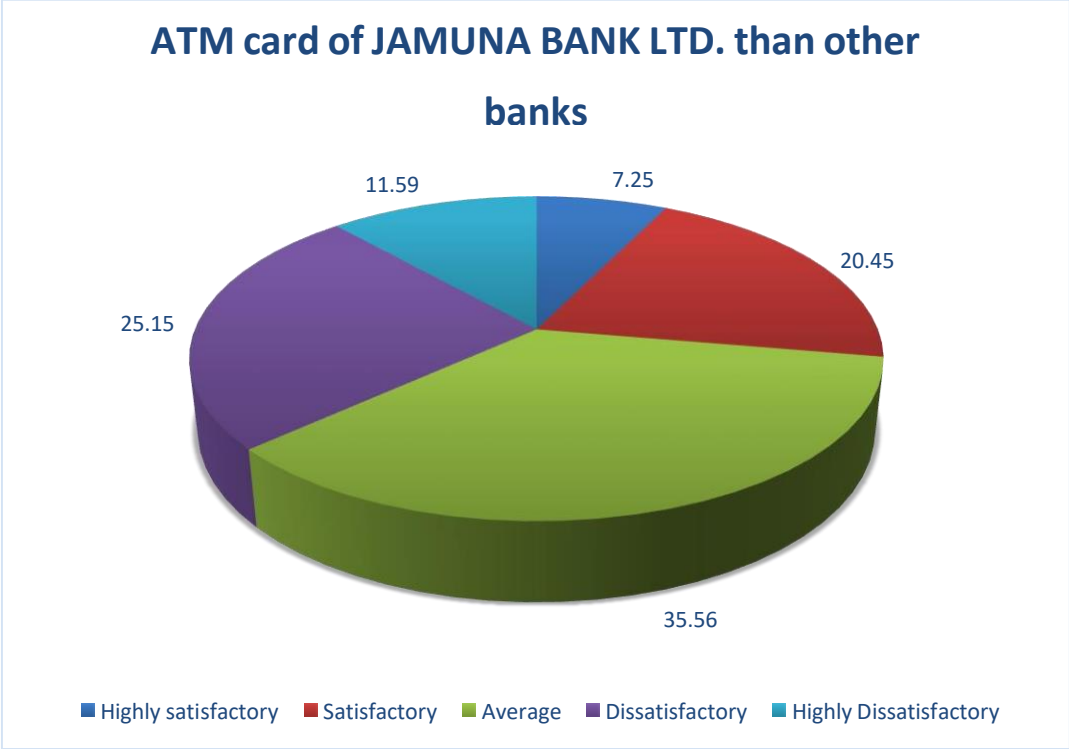


Figure 18: How is the ATM card of Jamuna Bank Ltd. than other banks?

Interpretation: The analysis shows that 7.25% highly satisfactory, 20.45% satisfactory, 35.56% average, 25.15% dissatisfactory and 11.59% highly dissatisfactory about the ATM card of Jamuna Bank Ltd. than other banks.

18. Satisfaction level with customer service of Jamuna Bank Ltd.?

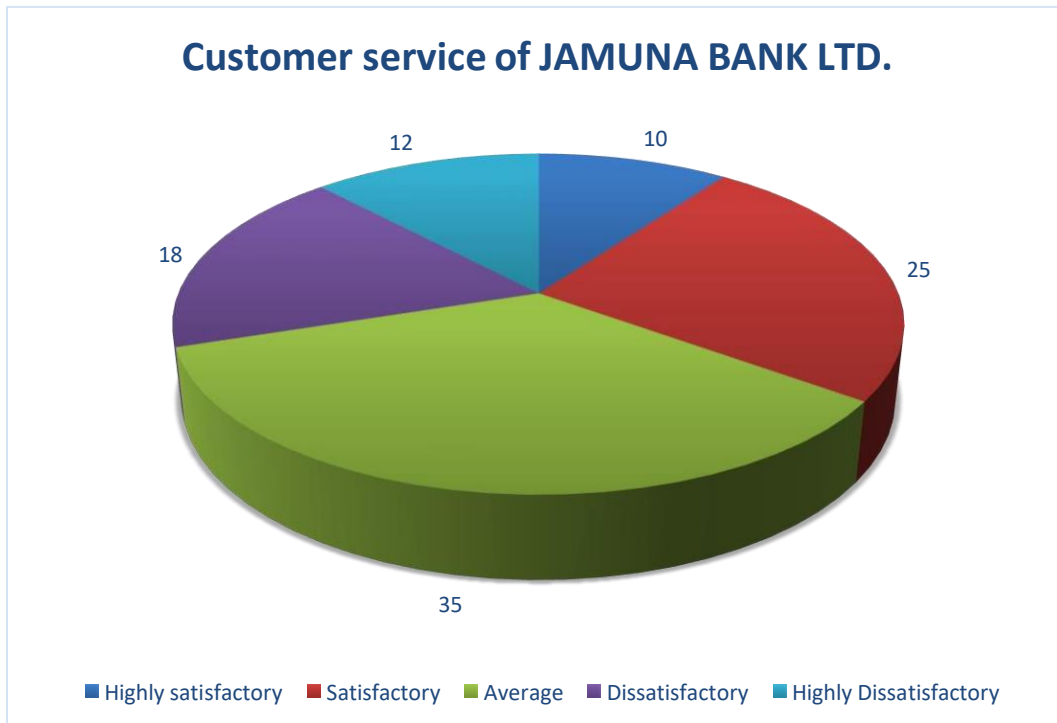


Figure 19: Satisfaction level with customer service of Jamuna Bank Ltd.?

Interpretation: The above analysis shows that 10% highly satisfactory, 25% satisfactory, 35% average, 18% dissatisfactory and 12% highly dissatisfactory about the satisfaction level with customer service of Jamuna Bank Ltd.

4.5 Summary of findings

- 1. Satisfaction level with account opening service:** Since the employees of Jamuna Bank Ltd. are always prepared to deliver services to its potential customers, customers find it easy and comfortable while they open a fresh account. That is why they feel satisfied with this particular service.
- 2. Satisfaction level with account at Jamuna Bank Ltd.:** Many clients feel satisfied to do account because they get services on time at Jamuna Bank Ltd. As employees are always there to help clients in every issue regarding banking activities.
- 3. The loan service of Jamuna Bank Ltd.:** Jamuna Bank Ltd. pays special attention to give the best product, so the maximum number of clients are pleased.
- 4. Interest rate of loan:** Two types of customers we got here from this question, one group who are not so satisfied and another group that is dissatisfied with the amount of interest rate of loan.
- 5. The monthly installment amount of loan:** Got an average statement on the installment amount service because the customers have a feeling that the bank charges high rate.
- 6. Time of getting the loan service:** Jamuna bank ltd. works to satisfy its customers by providing them the needed service in time. So, a large group of customers are pleased with the service.
- 7. Loan service of Jamuna Bank Ltd. than other banks:** While comparing to other banks, the customers think that the bank should make some changes to develop this service. That's why the customers do not feel happy about the service.
- 8. Deposit Pension Scheme (DPS):** Since almost every bank is offering various kinds of DPSs, the clients of Jamuna Bank limited doesn't feel so excited about it. That's why they gave an average comment.

- 9. Maturity amount of Deposit Pension Scheme:** Many clients are not happy with the sumbank is giving for this service. As a result, it shows that maximum customers are giving average answers.
- 10. Time to get the maturity amount of Deposit Pension Scheme:** Jamuna Bank Ltd. Doesn't take long time to provide its customers the maturity amount comparing to other banks. As a result, customers are happy with this service.
- 11. The installment of Deposit Pension Scheme:** The chart shows us, Most of them are pleased because the sum total, the customers need to pay each month for the installment is quite easy.
- 12. The service of Deposit Pension Scheme:** In this case, most of the customers think that bank should change and develop their service system if they want to please their customers. That's why most of the customers are giving average comments on the service.
- 13. Service of taking out money from ATM booth:** A large number of customers face problems when they use ATM booth to collect money, so they are giving average comment about the service.
- 14. Number of ATM Booth:** Nowadays customers remain busy and they want instant service, but Jamuna bank limited does not have enough ATM booth for customers. The bank really needs to build more booths for them, this is what the customers ask for. As a result, Maximum clients are not pleased with the quantity of ATM booth.
- 15. Charge of ATM card:** A group of customer thinks that the amount bank is charging for ATM card is high, while another group is not interested to comment on this issue.
- 16. Customer service from ATM card department:** As the employees are always ready to serve its customers whenever they are in trouble or face difficulties, they try to solve their problem as soon as possible as it is their duty. So most of the customers

are happy with this service, they are satisfied.

17. ATM card of Jamuna Bank Ltd. than other banks: Since almost all the banks are giving this service to their clients, so customers of Jamuna Bank limited do not feel anything new about it. As a result, maximum customers are giving average comments on the service.

18. Satisfaction level with customer service: Here, what I found is that, the reason behind many clients of the bank are pleased with this service, is the bank always puts its customer's need first and try to give the best service.

4.6 Recommendations

Jamuna Bank Ltd. should take emergency steps because the marketplace is getting very competitive day by day. To enhance the service quality and draw new customers with the existing clients, the bank needs to structure some strategies to compete with other banks. Also these strategies and process can help Jamuna Bank Ltd. to minimize the risk in future. They are given below,

- Distribution of responsibilities should be fair among all the employees of the bank. In order to deliver the best service to clients, each and every officer's work should be monitored very carefully during office hour.
- In order to fulfill the demand of the customers, the bank should develop its product line and start to produce latest/developed services for clients to compete in the marketplace with others. It could be study loan, medical loan, debit card, dual currency credit card etc.
- The connection between superiors and employees should be strong.

- Jamuna Bank Ltd. can follow the strategy of giving loans to its customers. Because few banks are being beneficial by providing loan to clients, for example, Prime Bank Ltd.
- By having a low interest rate, developing the customer service, developing and extending product lines may help the bank to compete with other competitor banks.
- Customers' priority should be given more importance than pleasing or serving the boss in the bank.
- For the betterment of the bank's performance, each and every employee must join training programs to enhance their knowledge about different activities of the bank and they should be given proper feedback.
- Each individual worker and employee should be concerned about the mission, vision, objective and future goals of the company.
- The Federal Reserve Bank (Bangladesh bank) needs to be more active to provide CIB report.
- Jamuna Bank Ltd. Really needs to increase the number of credit Card and ATM, so that they can fulfill the needs of the clients anytime. Also everything is now so technology based. So busy customers want fast service.
- In order to keep pace with modern banking system, the bank must develop its online banking system.
- It is possible to provide faster services to customers online by taking little amount of fees from them, only when the bank transforms its total activities into computerized system.
- The banking activities should be strictly monitored and keeping company book which is related to banking service, make the services even more active and powerful.
- Jamuna Bank Ltd. Should pay special attention to advertisement on TV, newspapers,

billboard, online, websites, Facebook etc. to attract more customers that will be beneficial for the bank in various ways. Like, it may help to enlarge the bank's investments scope.

- Bank should arrange a complain box for the customers. Based on the problematic situation, the bank should work on those parts to find out suitable solution to eradicate the problem in a short time.
- Bank should be concern about the fact that the Top management is allowing the proper utilization of information technology by all the employees and they should have proper knowledge about it because all the branches need to share information with the head office through online service.
- Jamuna Bank Ltd. Needs to come up with different, new and zestful/ strong facilities to serve the customers, so that the bank can compete successfully and rule the industry.

Chapter 5

Conclusions

Jamuna Bank Ltd. is looking forward to fulfill its target. That's why the bank is continuously working on its weakness and trying to find out the problems so that they can do their best to serve their customers. Jamuna Bank Ltd.'s prime strengths are, their loyal and satisfied clients, synergistic relationship among employees, customer-employee relationship, online banking service, efficient control system of banking operations, quick decision making process, diverse investment policies etc. and by working through this, the bank is able to compete with other multinational and commercial banks, which is giving the bank more chances to compare its weakness and strategies with others and improving them in order to expand the bank's products

and service quality. After finishing my internship report, I found that Jamuna Bank Ltd. struggled due to some financial difficulties at times, but still it is trying to maintain its quality service for its customers. As a result, the customers gave positive feedback on the services they are enjoying from the bank. The bank is also working to improve its financial performance. We hope that the bank will be one of the prime banks by doing in depth research, analysis and continuous development on their products and services. A bank may face several financial complications, for example, shortage of loans, shortage of advances, cash insufficiency etc. which generates from economic downturn, movements in interest rate, inflation in the money market and many more. If Jamuna Bank Ltd. wants to fight against these financial crises, it needs to create strategic development plans related to each and every issue very carefully and confidently. Only then the bank can defeat any critical crisis at any time. Jamuna Bank Ltd. has the resources, assets and potential workforce to compete with other leading banks in this competitive marketplace.

References

[1] Jamuna Bank Ltd., Annual report 2015-2019

[2] www.jamunabankbd.com

[3] www.Bangladesh-bank.org