

EXECUTIVE SUMMARY

The need of banks is undeniable in any economy. Banks are financial institutions which deal in money. It takes in money from those who are not using them at the moment and lends it to those who are in a position to use them for production purpose. There are a number of commercial banks in Bangladesh who are providing various kinds of banking services to their clients. Among these banks, there are local banks as well as some renowned foreign banks. Citibank, N.A. Bangladesh is one of the leading foreign banks in Bangladesh in terms of their services. Citibank, which operates under the umbrella of Citigroup, is the worlds' leading financial organization. They are also considered as one of the most famous brands in the world. Branding is considered to be as one of the most important factors in this industry which can lead a firm to its peak.

Branding in Citibank, N.A. Bangladesh is mainly carried out by the Corporate Affairs Department of the bank. The major responsibilities of this department are to maintain liaison with different organizations, especially with those who work in close proximity with Citibank, Bangladesh. This department is very crucial for the bank as it establishes relationship with other organizations in the corporate world. It also maintains relation with internal and external customer. Sometime there might be crisis situation that could be unheard of, that time this department takes active role to protect reputation and brand value of the Citigroup. Moreover, this department arranges various seminars and workshops and also takes the initiative in undertaking various training programs to enhance the knowledge of the employees regarding Citibank, its customers and suppliers.

This report tries to find out the brand awareness of the Bangladeshi people about the multinational banks that are operating in Bangladesh. in this regard, a survey is being carried out. It is very clear from the survey that the Standard Chartered Bank is dominating the market for multinational

mainly because of the vast and diversified services they offer to their clients. Moreover they are operating in the Bangladeshi market for a long period of time with huge success. They have been the pioneer in introducing many new products than any other banks in Bangladesh. Though being the world's leading financial institution, Citibank, N.A. Bangladesh is also lacking behind mainly because of the lack of consumer banking in Bangladesh. People are more aware about the slogans and logo of Standard Chartered Bank than any other bank. Most of them believe that reputation, financial stability, reasonable charges, service attitude of employees, technology adoption, global service network and new product innovation are the main reasons behind selecting any multinational bank in Bangladesh. They also consider that the multinational banks they are using are sufficiently providing these facilities in order to provide the best possible services.

Citibank, N.A. Bangladesh lacks certain features that have hindered them to promote their brand image more successfully in the Bangladeshi market. Lack of consumer banking, efficient promotional efforts, intense competition, similar names of some local organizations, lack of inter-branch coordination and lack of detailed layout of the corporate affairs department can be considered as the leading factors for their branding problems. These problems can be encountered by implementing strategies that include introducing consumer banking, more extensive promotional campaign, restructuring of the corporate affairs department, gifts to clients, improving the layout of the office and more inter-branch coordination