

**Internship Report on
General Banking Activities of BANK ASIA
LIMITED**

By:

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

Bachelor of Business Administration
Brac Business School
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Declaration:

It is hereby declared that

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

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Assistant Professor, BRAC Business School,

Letter of Transmittal

January 23, 2022

Dr. Md. Kausar Alam,

Assistant Professor,

BRAC Business School,

BRAC University

Subject: Submission of Internship report

Dear Sir,

With great pleasure I am presenting my internship report on the topic “Case Study on General Banking Activities of Bank Asia Limited” It is a great accomplishment to work under your active and co-operative supervision. While preparing this report, I have followed your direction and guidelines of my bank supervisor.

Working in Bank Asia Limited was an inspiring experience for me. I feel that the huge learning and experience which I have earned during my internship will facilitate me a lot in my future career life.

I might be very obliged if you are kind enough to receive this report and provide your valuable judgment about it. It would be my enormous delight if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours

Alethea Prity Gomes

ID: 17304038

BRAC BUSINESS SCHOOL

Acknowledgements

To begin, I am grateful to Allah, the Almighty, for providing me with the strength to complete the report properly. Without his divine blessings, I would never have been able to successfully complete both my internship and this internship report.

Dr. Md. Kausar Alam, my internship supervisor, deserves a particular thank you. This report would not have been possible to produce without her invaluable guidance and direction.

Then, I'd want to express my sincere gratitude to Bank Asia Limited, Corporate Branch, for enabling me to finish my internship program at their branch, for allowing me to gather information, and for assisting me in any way possible in writing the internship report. Mr. Moyeen Uddin Ahammad, First Vice President & Manager Operation (under manager of Corporate Branch), deserves my eternal gratitude for his patience and assistance throughout my internship program. I was fortunate to have Mr. Zaki Mahmud, AVP & GB In-charge, as an instructor. Without his assistance, I would not have been able to learn about general banking and compile this report.

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Executive Summary

The banking sector has traditionally been seen as one of the most important for the economy to function. In current economic era, a strong banking system is required to assist not only the economy but also the society in order to achieve progress in the industrial and commercial division.

This study focuses on Bank Asia Limited's Corporate Branch's General Banking Department. Customer service, remittance, cash, and account-related tasks are all handled by the General Banking department. This department is critical in offering high-quality service to its clients. The most crucial and challenging department of a bank is cash handling. It establishes Banker Customer relationships, collects bills for customers, and remits cash from one bank to another through this part. These services are provided by General Banking in a more timely and efficient manner.

The first chapter discusses the report's origins, scope, reasoning, aims, limits, and methodology. The second chapter covers the bank's overview, mission, vision, objectives, branches, departments, products, and services. The third chapter is the most important, and it covers the general banking section. In this section, I listed and detailed all of the actions that take place in the GB department. In chapter four, I detailed my roles and responsibilities, as well as some critical remarks have been provided based on my internship experience. In Chapter 5, I looked at the bank's performance in terms of ROE, branch count, net profit, and employee count, among other things. The final chapter is the conclusion. I highlighted some of that branch's findings and then suggested some remedies to those discoveries. Finally, I included the sources from where I obtained all of the information, followed by the appendix section.

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Chapter-1 Project Description

Origin of the report

In today's competitive global era, classroom education only serves to boost a graduate's entry into a profession by conferring a degree, whereas an internship program concretizes theories and learned examples by placing the student in a real-life work situation performing actual professional tasks that the job entails. For this reason, every BRAC University Business graduates must submit an internship report. All students in this university's BBA degree are required to participate in an internship program in order to get practical knowledge of the modern business environment. The training lasts three months and includes organizational attachment. After completing the internship program, each student must submit an internship report detailing the activities they participated in and the lessons they learned during the internship period.

Objectives of the study

The core objective of this study is to realize realistic and practical understanding about banking structure and activities. The broad objective and specific objectives of the study are given below:

Broad objective:

The broad objective of this study is to be accustomed to the working environment of present institutions, know the interior culture of the company world and fulfill the wants of BBA theoretical knowledge gained from the course work of the BBA program in a very specific field.

Specific objectives:

- To understand and analyze the general activities of Bank Asia Limited.
- To judge the present activities and techniques of Bank Asia Limited.
- To study the operational efficiency of Bank Asia Limited.
- To suggest the way and means for improvement on policy and techniques.
- To relate the theoretical learning with the important life situation.
- To realize knowledge about the activities and functions of General Banking: account opening, accounts section, cash handling.
- To formulate SWOT analysis of BA & DuPont Analysis 5 Factors Model of BA.

Scope of the study

Worldwide economic situation continued to pose adverse impact on most developing countries including Bangladesh challenging the likelihood of registering a positive growth. Banking industry holds a major position in an exceedingly nation's economy. It plays a vital role within the economic advancement of a rustic and shapes the central a part of fiscal market in a very highly developed country. Bank Asia Limited is doing a formidable job. Up to now researchers have an awfully specific scope to overview the full system? The banking sector continued to form remarkable profit within the 2002.

The report covers the background, functions and mostly the overall Banking part of Bank Asia Limited. The preparation of this report offers a good opportunity to own an in-depth knowledge of banking activities practiced by the branch. This report has been made supported the experience gathered during the amount of three months' internship. It had been an enormous opportunity on behalf of me to practically learn and execute the whole process of General Banking activities

Methodology

This part of the reports contains which data sources I have used to gather all the related information about Bank Asia Limited and its activities. Those are two types of data sources:

1. Primary Data:

- Discussion with the officials of Bank Asia Limited.
- Informal interview and individual conversation with employees and customer.
- Direct Involvement in the general banking activities of the bank.
- Personal observation on the procedure of banking activities.

2. Secondary Data:

- Annual report of Bank Asia Limited (2019 & 2020)
- Brochures, Manual & publication of Bank Asia Limited
- Online data from website of Bank Asia Limited
- Relevant journals and research papers.
- Relevant file study as provided by the officers concerned.

Limitations of the study

To provide recent information and to form this report read worthy, support from various sources is important. In spite of getting my wholehearted effort, I couldn't collect some information required at the time of the study. Therefore, this study isn't morpheme limitations. Some limitations and problems have encountered which are as follows:

- Inadequacy and lack of accessibility of some preceding and latest data.
- Sometimes the concerned personnel failed to provide enough time because of rush banking hours. So, I faced some problems to know few points of specific tasks.
- I wanted to provide some scanning copy of document in my report but the bank authority did not provide me permission to do that.
- As a matter of fact, three months is simply too short to find out all the banking activities.
- There have been some technical problems like data interpretation, transmission and data reservation.

Chapter 2: Overview of Bank Asia

Introduction

Bank Asia Limited is a commercial bank in Bangladesh that is owned by the private sector. This bank began operations in November 1999 with an authorized capital of Tk. 800 million and a paid-up capital of Tk. 218 million. As of December 31, 2020 ETN, Bank Asia Limited's paid-up capital was Tk.11, 659 million (Cited from Bank Asia Limited website and annual report 2019 & 2020).

Despite having short time, Bank Asia Limited has positioned itself as one of the fastest growing neighborhood private banks. It has 129 branches and serves a large number of major enterprises, and it is increasingly shifting to retail money management ETN (Cited from Bank Asia Limited website and annual report 2020) Its other major mode of transport is the Mutual ATM System. Bank Asia Limited has 195 ATMs from ETN in addition to eleven different banks (Cited from Bank Asia Limited website and annual report 2019 & 2020). It has marked a milestone point in Bangladesh's managing an account history by safeguarding the commercial operations of the Bank of Nova Scotia in Dhaka since its humble beginnings in 1999. It reenacted the execution by purchasing the Bangladesh operations of Muslim Business Bank Ltd. (MCB), a Pakistani bank. Over participation of the Bank's first stock offering, which set a record (55 times) in our capital business sector's history and commanded a reasonable premium, catapulted the Bank back into the spotlight a year ago (Cited from Bank Asia Limited website).

Bank Asia Limited has effectively competed in both the local currency market and the international coin market without becoming impotent. The Bank's interest in Treasury Bills and other assets climbed considerably, allowing for greater compensation while maintaining a consistent rate of loan fee decay. (Cited from Bank Asia Limited website).

Bank Asia Limited continues to be aggressive by depending on its Web-based cost-cutting programming and present IT infrastructure. It is a pioneer among community banks in developing novel features such as SMS account management, and the iStelar Web Keeping money programming under the ATM Organize enables direct linkage of a customer's record without the need for a separate record (Cited from Bank Asia Limited website).

In its pursuit for elite personnel, Bank Asia Limited has effectively built a straightforward enrolling strategy. In order to strengthen the Bank's HR, it oversees the preparation of programs on a regular basis.

Mission of Bank Asia Limited

The Core Missions of Bank Asia Limited are (Cited from Bank Asia Limited Annual report 2019 & 2020):

- To help provide high-quality service to our consumers while also contributing to the growth and expansion of our country's economy.
- To set high ethical standards and provide complete satisfaction to our clients, shareholders, and staff.
- To become the most sought-after bank in the country, with a devoted team of experts providing technology-driven creative services

Vision of Bank Asia Limited

(Cited from Bank Asia Limited Annual report 2019 & 2020)

The objective of Bank Asia Limited is for a poverty-free Bangladesh within a generation of the new millennium, mirroring the national ambition. Our objective is to create a society where human dignity and human rights, as well as poverty reduction, are prioritized.

Core Values of Bank Asia Limited

The Core Values of Bank Asia Limited are (Cited from Bank Asia Limited Annual report 2019 & 2020):

- Put the customer's needs and pleasure first, and offer tailored banking products and services.
- Adding value to stakeholders by achieving excellence in banking operations. Maintain a high level of ethics and transparency in your interactions.
- Adhere to all regulatory criteria to be a compliant institution. Make a substantial contribution to the betterment of society.
- Ensure a greater level of motivation and a decent working environment for our employees, as well as a healthy work-life balance.
- Dedicated to environmental protection and being green.

Goals of Bank Asia Limited

The Goals of Bank Asia Limited are (Cited from Bank Asia Limited Annual report 2020):

Sustainable Growth:

For long-term economic growth, synergies between new knowledge and human capital are essential.

Stewardship of Capital:

Multiple forms of capital, including as intellectual, natural, financial, organizational, and social capital, are preserved and expanded, all of which contribute to long-term value development.

Increasing Financial Inclusion Efforts:

Advance financial inclusion using technology such as ATM, mobile phone, and smart card-based banking services, as well as renewable energy generation projects, particularly in rural areas.

Differentiating Value Added Services:

Internet banking, electronic cash transfers, automated cheque clearing, e-bank statements, SMS alerts, and other cost-effective and environmentally friendly services are all prioritized.

Going Green:

Quantification of internal facilities and energy usage in order to encourage a paperless office and improve energy efficiency. Green banking projects will receive more attention.

Entrepreneurial Leader:

Syndication and structured financing will be given a new dimension. Exporting will help you grow. Portfolio that is well-balanced.

Code of Conduct of Bank Asia Limited

(Cited from Bank Asia Limited website and Bank Asia Limited Annual report 2019 & 2020)

- Employees must be honest and dedicated to the Bank and its goals.
- Employees must maintain confidentiality in all Banks and other situations that could give unauthorized access to confidential information to third parties.
- Employees must adhere to the Bank's security policies and procedures when accessing electronic resources and documents.
- All information and communication with the media, the public, and the financial markets must be accurate and dependable, and must adhere to strict professional and ethical principles and laws.
- Customers must be treated with understanding, respect, and compassion. Employees must always strive to meet the customer's needs in the best possible way, while adhering to the business's corporate ethical guidelines.
- Employees shall not engage in or be a part of any conduct that restricts Bank Asia's open and fair competition in violation of applicable business regulations.
- Employees must never provide or accept illegal or inappropriate gifts or other remuneration in order to gain a competitive advantage or personal gain.
- External duties undertaken by employees shall not adversely influence their working relationship with Bank Asia or clash with Bank Asia's commercial interests.
- If an employee becomes aware of a violation of Bank Asia's policies and standards, he or she should raise the issue with line management or the People Management Division (PMD).

Strategic Plan of Bank Asia Limited

The Strategic Plan of Bank Asia Limited are (Cited from Bank Asia Limited website and Bank Asia Limited Annual report 2019 & 2020):

1. To monitor and administer the bank in the most efficient manner possible in order to optimize monetary execution and control reserve costs.
2. To make progress toward customer loyalty by focusing on quality, control, and timely service delivery.
3. Recognize and track customers' credit and other banking needs, as well as their evaluations of our performance in addressing these demands.
4. To assess and adapt plans, methodologies, and procedures in order to improve capacity and provide better customer service.
5. To prepare and develop all staff, as well as provide them with necessary assets, so that consumers' needs can be met.
6. They discussed organization designs, concepts, practices, and methodologies with one other in a convenient manner to increase organizational success.
7. To create an environment that fosters creativity and allows for better execution.
8. Increase direct interaction with consumers with the purpose of developing a close relationship between the bank and its customers.

Features of Bank Asia Limited

The Features of Bank Asia Limited are (Cited from Bank Asia Limited website and Bank Asia Limited Annual report 2019 & 2020):

- 1 Bank Asia Limited has a dual currency credit card, which means it accepts both local and international money. It means we can use it locally as well as worldwide.
2. Users of Bank Asia Limited's credit card cheques can pay their rent, school fees, and other bills.
3. Bank Asia Limited is protected by the Double Credit Shield. If the cardholder passes away or becomes permanently disabled, the nominee or cardholder receives Tk. 50,000 for Silver/Classic cardholders and Tk. 1,00,000 for Gold cardholders.
4. Cardholders receive information on outstanding cards and varied card values via SMS service.
5. Cardholders can receive monthly installment information via e-mail.
6. Bank Asia Limited operates a 24-hour call center, allowing customers to call at any time and from any location.
7. Cardholders can withdraw their credit limit at a cheaper interest rate using a pay order.
8. Upon approval of each transaction, cardholders receive an SMS.
9. All of the Bank's activities are computerized to guarantee that customers receive rapid and effective service.
10. The security services at Bank Asia Limited are monitored by a camera surveillance system.
11. This bank engages in traditional commercial banking as well as introducing financial services based on Islamic Banking Principles.
12. This bank has a customer relations management system in place to meet the needs of a variety of clients and to quickly handle any issues.

Policies of Bank Asia Limited

(Cited from Bank Asia Limited website and Bank Asia Limited Annual report 2020)

Bangladesh is making a good effort and putting its heart and soul into becoming a productive player in the global commercial sector. As required, Bank Asia Limited Constrained will assemble its monetary, non-monetary, and human assets in accordance with international norms, principles, and practices.

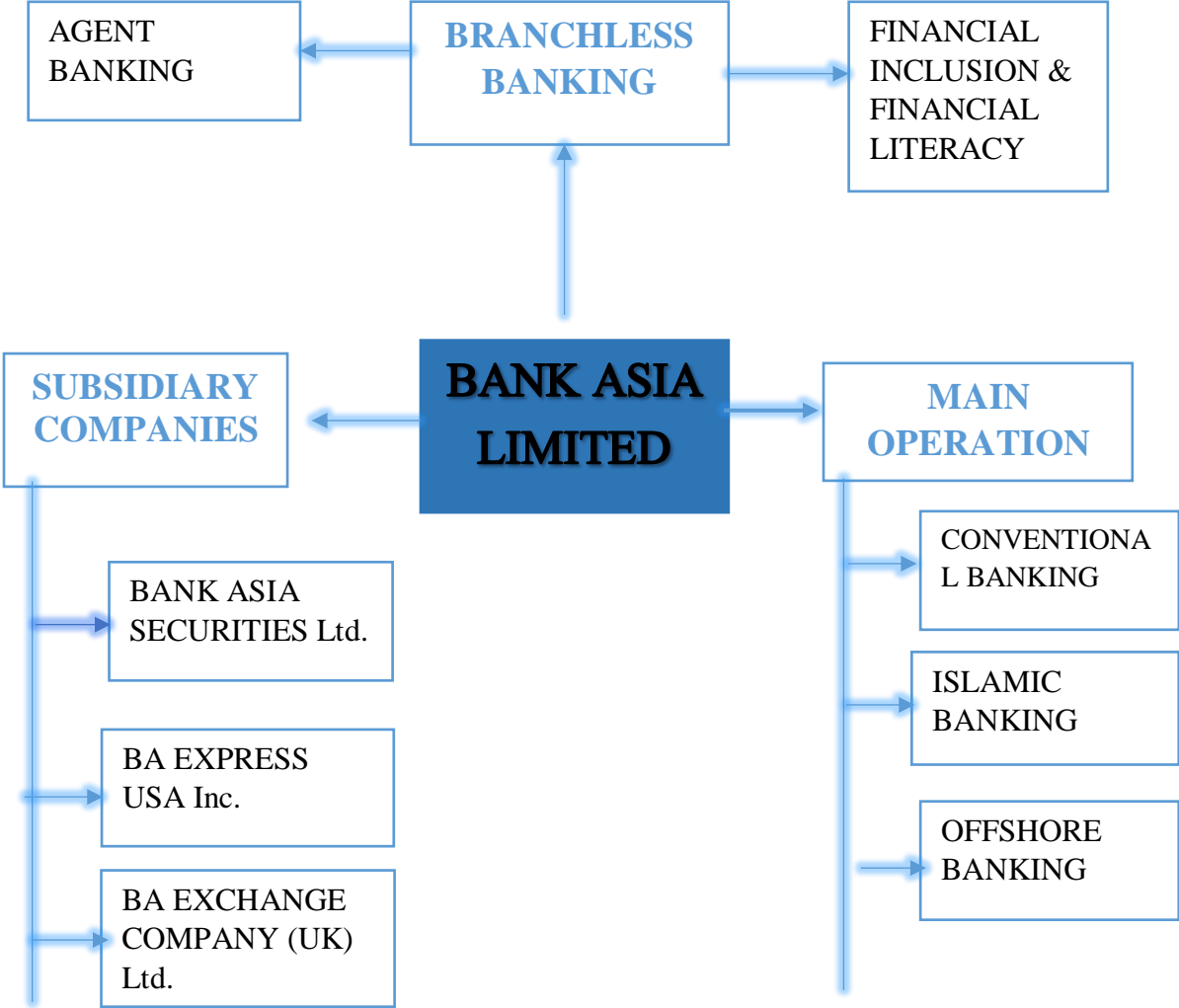
Bank Asia Limited Restricted has placed its eyes on giving its customers the benefit of saving money and cash, allowing them to run their businesses more efficiently. Bank Asia Limited will provide world-class account management and will support the client with its innovation, know-how, and specialty.

General Banking Activities of BANK ASIA LIMITED

Corporate Structure of BANK ASIA LIMITED:

(Cited from Bank Asia Limited website and Bank Asia Limited Annual report 2020)

Figure 01: Corporate Structure of Bank Asia Limited:

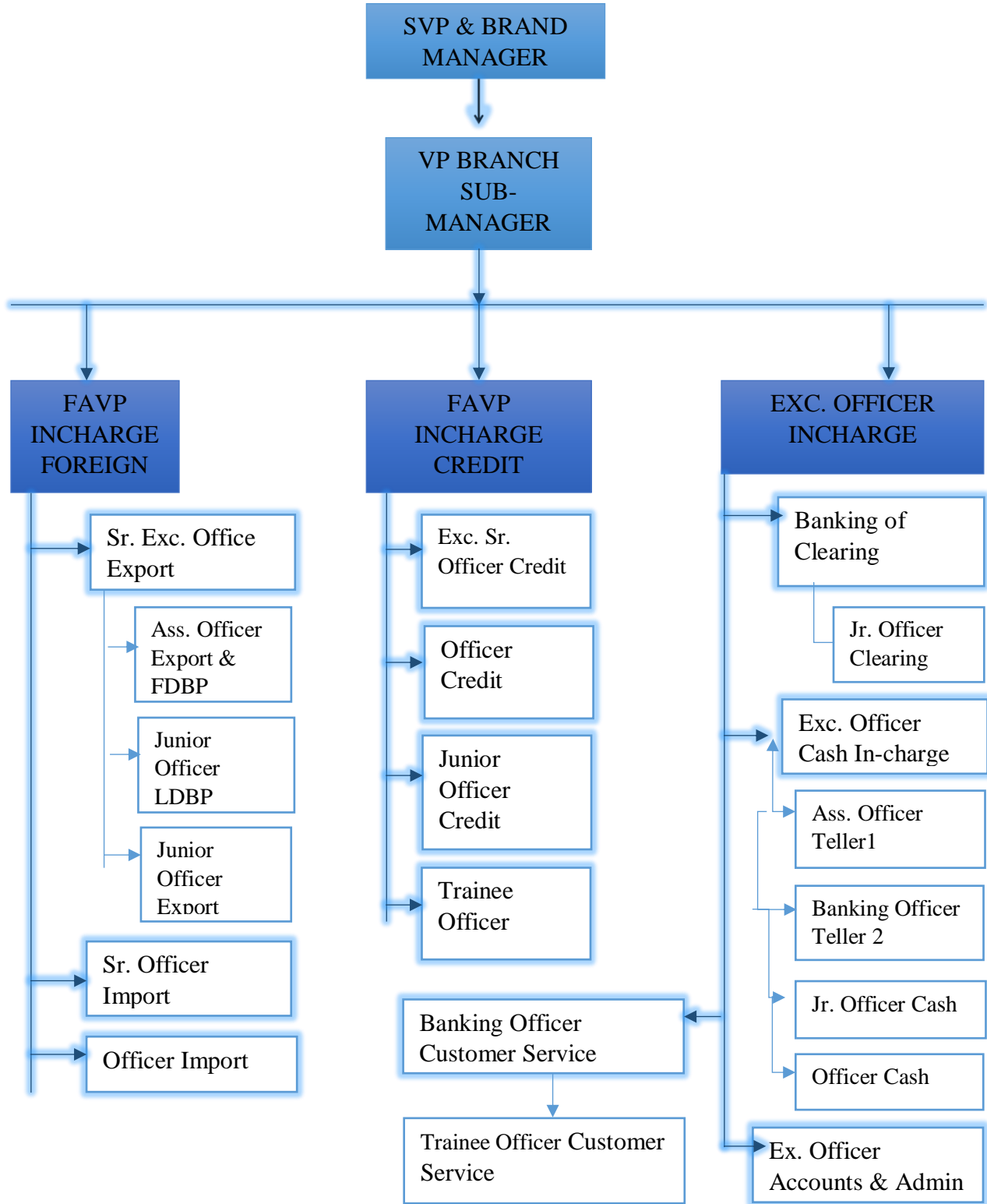


General Banking Activities of BANK ASIA LIMITED

Operational Network of Bank Asia Limited:

(Cited from Bank Asia Limited website and Bank Asia Limited Annual report 2020)

Figure 02: Operational Network of Bank Asia Limited



General Banking Activities of BANK ASIA LIMITED

Branches of Bank Asia Limited

(Cited from Bank Asia Limited website and Bank Asia Limited Annual report 2020)

Figure 03: Branches of Bank Asia Limited:

Branch	Address	Phone No
CORPORATE OFFICES	Bank Asia Tower, 32 & 34, Kazi Nazrul Islam Avenue, Karwan Bazar, Dhaka	+88-09617-001100
Corporate Branch	Noor Tower, 1st Floor, 110, Bir Uttam C.R. Dutta Road, Dhaka-1205.	+88 02 9674501, 9674502, 9677031, 09617002100, 01711880070
Principal Office Branch	111-113, Motijheel C/A, Motijheel, Dhaka	+88 02 9571450, 09617003100, 01711053944
Aganagar Branch	Haji Anwar Complex, Shahid Delwar Hossain Road, East Aganagar, Keranigonj	+8809617118100, 01712205067
Aglā Bazar Branch	Shafi Plaza, Agla Bazar, Nawabgonj, Dhaka-1320.	+8801713120853, 09617064100
Ashulia SME Agriculture Branch	Tanvir Super Market (1st Floor), Ashulia Bazar, Savar, Dhaka	01731614124, 01766678483, 09617960100
Ashulia Branch	Ashulia Branch, Chowdhury Plaza, Jamgara, Ashulia	01973108818, 09617016100
Banani-11 Branch	Nur Empori , House-77, Road-11, Block-M, Banani, P.S.-Gulshan, Dhaka-1223	+88 09617 120 100, 01753064444
MCB Banani Branch	AR Tower, 24, Kamal Ataturk Avenue, Banani, Dhaka North, Dhaka	09617012100, +8802222276326, +8802222285610

General Banking Activities of BANK ASIA LIMITED

Bashabo SME Service Center	87, North Siddiknagar, East Bashabo, Dhaka	+88 02 55120462, 55120463, 01712032029, 09617959101
Bashundhara Branch	25, Bashundhara R/A, Baridhara, Dhaka	09617023101, 02-5537181-2. Ext. 101 (HOB), 102- (MOB), 103 (GB In Charge), 107 (Customer Service)
BSMMU Branch	1170 , Nurses Hostel Building , Paribagh, Kazi Nazrul Islam Avenue , Shahbag, Dhaka	09617085120, 01819299518
DakshinKhan Branch	K.C Plaza, Noapara, Dakshinkhan, Dhaka	+88 02 8999681, 8999682, 01712954121
Dhanmondi Branch	Meher Plaza, House No.13/A, Road No.05, Mirpur Road, Dhanmondi, Dhaka-1205	+88 02 58616290, 58614615, +880 9617021100, +88 01772542827
Donia Branch	1050, Hossain Tower,Donia, Shonir Akhra, Dhaka South, Dhaka	+88 02 7540055, 01726523825, 09617043101
Dilkusha Branch	4 Dilkusha C/A, Dhaka-1000	01819288483, 09617008101
Elephant Road Branch	64, Elephant Road, New market, Dhaka	+88 02 9669351, 9669331, 09617063101, 01713229377
Gulshan Branch	57 (Bay's Galleria), Gulshan Avenue (CWS-419), Dhaka	880-2-9889268, 09617004100, 01711682525
Gulshan-2 Branch	Gulshan Peledium, Plot no-1, Road No-95, Gulshan-2, Dhaka-1216	+88 09617 115 100, 01819516854, 01819292504
Hemayetpur Branch	Hemayetpur, Union: Bilmalia, Savar, Dhaka	+88 09617 067 100, 01817066665
Holy Family RCMCH Branch	OPD Building, HFRCMCH, 1 Eskaton Garden, Moghbazar Road, Ramna, Dhaka	+88 02 9360796, 49351208, 09617083100
Jatrabari SME Service Centre	76/Ga Bibir Bagicha, North Jatrabari, Dhaka	+88 02 7554861, 01912003584, 09617952100

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Jurain SME Centre	495 , Anaz Tower East Jurain (Near Rail gate) , Kadamtali, Dhaka	+88 09617 955 100, 01787670417
Kalatia Branch	14, Kalatia Shopping Plaza, Samshepur Bazar Road, Kalatia, Keranigonj, Dhaka-1313	+88 01777 792 164, 09617080100, 01716369911
Kazipara Branch	559 KAZIPARA MADRASHA COMPLEX (1ST FLOOR), MIRPUR, DHAKA-1216	+88 09617 105 100, 01907000700
Lalmatia Branch	4/3, Block D, Lalmatia, Dhaka	02 8100071, 01819412696, 09617062100
Moghbazar Branch	Tropical M.L. Point (1st Floor), 55-1/A Shahid Sangbadik Selina Parvin Sarak , Moghbazar, Dhaka-1217	+88 02 48321245, 01720917075
Mirpur Branch	Nishi Plaza, Plot No: 1, Section: 6, Block: C, Pallabi, Mirpur, Dhaka-1216	+88 02 9013841, 01727231970, 09617029100
Mirpur-1 Branch	3, VTCB Tower Shopping Complex , Main Road, Section-1, Mirpur, Dhaka	+88 09617 103 100, 01915556422
Mitford Branch	Bismillah Tower, 147-148, Mitford, Chawkbazar, Dhaka	+88 02 573 151 88, 57315189, 01844267959, 09617014100
Mohakhali Branch	82, Mohakhali, (Opposite of Titumir College)Gulshan, Dhaka	+88 02 9857236, 01311505624, 09617028100
North South Road Branch	89, SHAHEED SYED NAZRUL ISLAM SHORONI, 16,16/1, MALITOLA LANE, NORTH SOUTH ROAD,KOTOWALI, DHAKA	029563768, 09617017100, 1552330547
Paltan Branch	Rangs Tower, 68, Purana Paltan, Dhaka	+88 02 47113844, 09617049100, 01717924165
Paragram Branch	MAMTAJ PLAZA, 11 NO. KOILAIL UNION PARISHAD, PS- NAWABGONJ, DIST:-DHAKA.	+88 09617 074 100, 01718202829
Progoti Sarani Branch	Venus Complex (1st Floor), Kha-199/3-4, Progoti Saroni, MiddleBadda, Dhaka-1212	+88 02 55055060-62, 01670761210, 09617039100
Rajshahi Branch	182, Alupatti, Po-Ghoramara, Ps-Boalia, Rajshahi	+88 0247 812502-4, 01713388647, 09617024100

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Ring Road Branch	842, Baitul Aman Housing Society, Ring Road, Adabor, Dhaka	+88-02-48111563, 48111565, 01309-011586
Rohitpur Branch	Rima Plaza, Boarding Market, Ramerkanda, Rohitpur, Keraniganj, Dhaka.	+88 01730 051 451, 09617031100, 01723510972
Rupnagar Branch	Plot - 34 (Ground Floor), Road No. 16, Rupnagar R/A, Rupnagar, Dhaka	+88 02 9016692, 9016693, 01711820106, 09617957100
Satmosjid Road Branch	Plot-78, Biruttamm A Rob Sorok, Zigatola, Dhanmondi, Dhaka-1209	+88 02 9634925, 9634926, 01755680190, 09617069100
Savar Branch	B-70/1, Bazar Road, Savar, Dhaka	+88 02 7744889, 7744890, 01730709856, 09617041101
Scotia Branch	Rangs Bhaban (Level-3), 117/A Old Airport Road, Tejgaon, Dhaka-1215	9137512, 9137513, 09617007100, 01777718323
Shantinagar Branch	Treasure Island (1st Floor), 42-43, Siddeshwari Circular Road, Ramna, Dhaka - 1217	+88 02 8333978, 8333979, 01713108837, 09617034100
Shukrabad Branch	House-2, Mirpur Road, Shukrabad, Dhaka	09617055100, 01755652398
Shyamoli Branch	23/4 Khiljee Road, Block B Shyamoli, Dhaka, Mirpur Rd, Dhaka	+88 02 9103565, 9103566, 01715040506
Sonargaon Janopath Branch	Sonargaon Janapath, Sector: 11, Uttara, Dhaka	+88 02 48952536, 48952574, 09617960100, 01611160201
Tejgaon link road Branch	Shanta Western Tower, 186 Tejgaon Link Road I/A, BirUttam Mir Shawkat Sarak, Dhaka 1208.	+882887008185, 09617056100, 01819496187
Tongi Branch	Mariom Tower, 13, Anarkoli Road, Tongi Bazar, Tongi, Gazipur	+88 9816303, 01713378984, 09617036100
Bank Asia Tower Branch	Bank Asia Tower, Kawran Bazar, Dhaka	+88 09617 127 100
Uttara Branch	79/A, Sector - 04, Uttara, Dhaka	+88 02 58957421 - 28, 09617015100
Bank Asia Bhaban Branch	Bank Asia Bhaban, 39, Agrabad C/A, Chattogram	+880233310410, 01711373162
Agrabad Branch	Plot No - 69, Road - Sabdar Ali Road, Agrabad C/A, Double Mooring, Chattogram	01713108815, 09617005100

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Anderkillla Branch	184, J.M Sen Avenue, Anderkillla, PS: Kotowali, Chattogram	01749326944 , 02333354881-3 (TNT), 09617030100 (IP Phone)
Bahadderhat Branch	Mamtaz Tower, 4540, Bahadderhat, Chattogram	+88 031-2553741-45, 01713108845
Baligaon SME/AGRI Branch	Dewan Super Market, Baligaon Bazar, Tongibari, Munshigonj.	01716652005, 01718241967, 09617962100
Bamundi Branch	Bamundi Bazar Road, Bamondi, Gangni, Meherpur	+88 09617124100, 01725078196
Barishal Branch	Fakir Complex, 112 Birshashtra Captain Mohiuddin Jahangir Sarak, Barishal Sadar, Barishal.	01730301122, 09617057100
Barura Branch	319, Manoda Mansion (2nd Floor), Ward No.3, College Road, Barura Bazar, Barura, Cumilla	+88 09617 125 100, 01816586879
Beani Bazar Branch	Tazma Shopping City, Main Road, Beanibazar-3170 , Sylhet	+88 01730 317 677, 01717908541
Bhairab Branch	167, Kali Bari Road, Bhairab Bazar, Kishoregonj	+88 01755 593 251, 09617052100, 01718926687
Bhatiary Branch	Abid Complex, Bhatiary Bazer, Bhatiary, Sitakund, Chattogram - 4315	+88 09617 038 100, +88 09617 038 101, 01818233929
Bhola Branch	Nabaroon Centre, Holding - 337-341, Sadar Road, Bhola Sadar, Bhola	+880 09617 114 100, 01715087055
Bogura Branch	Jamil Shopping Centre, Rangpur Road, Borogola, Bogura sadar, Bogura	+88 051-51642, 09617032100, 01815503474
Brahmanbaria Branch	1061, Muktijuddha Complex Bhaban, Sadar Hospital Road, Brahmanbaria	+88 09617 104 100, 01753711966
CDA Avenue Branch	665, CDA Avenue, East Nasirabad, Thana: Panchlaish, Chattogram	09617018100, 01742719568, 2850092, 2863640
Chaktai SME Center	1676, River City Market, New Chaktai, Shah Amanat Bridge Connecting Road, Chattogram	+88 031 2866395-97, 01815055978
Chandpur Branch	Appollo Pal Bazar Shopping, Holding - 187, 188, 189, Mizanur Rahman Road, Chandpur	+88 09617 113 100, 01933446097

General Banking Activities of BANK ASIA LIMITED

Chadragonj Branch	Chadragonj, Chadragonj, Laxmipur Sadar Municipality , Laxmipur	+88 0382 581075, +88 01766 681 439, 01829301837
Chapai Nawabganj Branch	Chapainawabgonj Branch, Tula Potti, Puran bazar, Chapainowabgonj Sadar	+88 09617 122 100, 01711076067
Chatkhil Branch	Khilpara Road, 3147 Chatkhil Dakkin Bazar, Chatkhil, Noakhali	+88 03222 75264, 01819647942, 01730 084 485
Cumilla Branch	465/401, Chowdhury Plaza- 02, Race Course, Cumilla Sadar, Cumilla	+88 081 73455, 73499, +88 01777 718 324, 01730175954
Companigonj Branch	Hazi Shamsul Hoque Market, Companigonj, Muradnagar, Cumilla	+88 09617 111 100, 01819817273
Cox's Bazar Branch	J.N plaza, Burmise Market, Main Road, Cox's Bazar.	+88 0341 52240, 52241, 52242, 01813674450
Dinajpur Branch	Torab Uddin Complex, Butibabu Road, South Munshi Para, Kotwali, Dinajpur	+88 0531 66681, 66682, 01716764822, 09617076101
Dohazari Branch	Sadek Tower (1st Floor), Dohazari, Chandanaish, Chattogram	+88 01755 591 572, +88 01755 591 574, 01814992482
EPZ Branch	Zone Service Complex, CEPZ, EPZ BRANCH, Chattogram	02-333341906, 02- 333340340, 02- 333340265
Faridgonj Branch	Holding 640, Talukder Plaza, Faridgonj Bazar, Chandpur	+88 01713 431 521, 09617109100, 01982603260
Faridpur Branch	43/51, Ward no: 4, Thana Road, Faridpur Pouroshova, Faridpur	+88 0631 67206, 67207, 01712168150, 09617047100
Fatullah Branch	Swiss Point, Fatullah, Narayangonj	+88 02 47670784, 09617084100, 01786654605
Feni Branch	34, S.S.K Road, Feni Sadar, Feni	+88 0331-61437, 01818132234
Gazipur Branch	236/ka, Akbar Trade Center, B.I.D.C Road, Gazipur Sadar, Dhaka	+88 01777 792 168, 01819196404, 09617079101
Gopalganj Branch	Noor Hossain Complex, 70, D.C. Road, Gopalganj Sadar, Gopalganj	09617107100, 01718129072
Gouripur Branch	Priyota Plaza, Nayagaon, Gouripur, Cumilla	+88 09617 116 100, 01924707338

General Banking Activities of BANK ASIA LIMITED

Hajigonj Branch	40, Munshi Plaza (1st Floor), Ward: 5, Hajigon Pourashava, Hajigonj, Chandpur	+88 08424-75142, 01785774774, 09617060100
Hatirdia Branch	Hatirdia New Market, Hatirdia Bazar, Monohordi, Narsingdi	+88 09617 110 100, 01711231249
Ishwardi Branch	Kandiro Jame Mosjid Market, Station Road, Ward: 07, Ishwardi, Pabna	+88 0732-664463, 09617040100, 01716764822
Jagannathpur Branch	Ashid Ullah Market, 76 T & T Road, Jagannathpur Bazar, Jagannathpur , Sunamgonj	+88 01730 712 930, 01730712971
Jashore Branch	39, (Jess Tower, 1st Floor), Jashore Sadar, Jashore	+88 0421 67728, 67783, 67784, 01713108881
Jhenaidah Branch	Jhenaidah Branch, GM Tower, Serebangla Road, Jhenaidah	+88 09617 123 100, 01712755205
Kaliakair Branch	Ahmed Ali Plaza, College Road, Tengla Bari, Union: Srifhaltali, Kaliakair, Gazipur.	+88 09617 117 100, 01715327113
Kamal Bazar Branch	Kabir Tower (1st Floor), Mohora , Kalurghat, Chattogram	02334471680 (TNT), 02334470891 (TNT), 09617045100 (IP Phone), 01713108871
Kasba Branch	Shimanto Complex-2, -561, Ward No-5, Kuti Road, Kosba, Brahmanbaria	+88 09617 112 100, 01729092310
KEPZ Branch	Zone Service Complex (Ground Floor), Karnaphuli EPZ, North Patenga, Chattogram.	+88 031 2502391, 01815055978
Khatungonj Branch	268/273, Asia Centre, Khatungonj, Chattogram.	880-31-618419, 610036, 01713120850, 09617013100
Boro Bazar Branch	28, Sir Iqbal Road, Khulna Sadar, Khulna	+88 041 731208, 01712515401
Khulna Branch	Al-Mashah Complex, 44 Mojid Sarani, KDA Avenue (Shib Bari More), Khulna	+88 041 2830136, 01712515401
Konabari Branch	Konabari Branch, Rupzan Tower, Konabari, Gazipur Sadar, Gazipur-1346	+88 02 9298882, 09617037100, 01552479377
Kushtia Branch	278, Hira Super Market, N.S Road, Kushtia Sadar, Kushtia-7000	+88 02477782650, +88 02477782651, 09617082100

General Banking Activities of BANK ASIA LIMITED

Laldighirpar Branch	1838, Laldighirpar Main Road, Kotwali, Sylhet	01755592713, 01711736290
Lichubagan Branch	Al-Emarat Complex, Ferighat Road, Lichubagan, Rangunia, Chattogram	+88 01716 899 888, 09617077100, 01816440605
Lohagara Branch	Mostafa Center, Lohagara, Chattogram	+88 01713 111 963, 01713108895
Madhobdi Branch	542-43, Shitlabari Road, Nuralapur, Madhabdi Sadar, Narsingdi	+88 01777 792 162, 01714174014
Maijdee Court Branch	Noakhali Super Market (1st floor), Maijdee Court, Noakhali Sadar, Noakhali	+88 01713 108 819, 09617108100, 01710960515
Malkhanagar Branch	Union Parishad Bhaban, Taltola Bazar, Malkhanagar, Sirajdikhan, Munshinonj	+88 09617 006 100, 01815092165
Matarbari Branch	Matarbari, Dhalghata, Badarkhali-Matarbari road, Cox's Bazar	+88 09617126100
MCB SK Mujib Road Branch	Ayub Trade Center, 1269/B, SK Mujib Road, Agrabad, Chattogram	+88 031-715125 - 7, 0171308868, 09617009100
Mohadevpur Branch	Saif Uddin Haider & Sons Complex, Mohadevpur, Naogaon	+88 07426 75130, 75194, 01713378980
Moulvibazar Branch	Shah Mostafa Garden City, M. Saifur Rahman Road, Moulavibazar	+88 01729 091 860, 01927537216
Muksudpur Branch	Farid Mia Complex, Ward: 05, Muksudpur, Gopalganj	+88 06654 56270, 01712505999, 09617089100
Mymensingh Branch	Shabit-Sharif Bhaban, Holding- 55 & 55/A, Boro Bazar, Mymensingh	+88 09617 106 100, 01977526286
Nangolkot Branch	119, Haji Nurul Amin Tower, Ward: 03, Nangolkot Pourashova, Nangolkot, Cumilla	+88 01709 635 194, 01712866834
Narayangonj Branch	16, Sirajuddowla Road, Fallpatty, Narayangonj	+88 02 7648801, 01710924166, 09617048100
Nimtola Branch	Hemonta Shopping Complex, Village: Baraihaji, Union: Keyain, Thana: Sirajdikhan, Munshigonj	+88 01713 160 243, 09617070100, 01704910044
Oxygen Moor Branch	422, Oxygen Moor , P.S-Baizid, Chattogram	+88 031 2583701, 01713108834

General Banking Activities of BANK ASIA LIMITED

Panchagarh Branch	Chowdhury Complex, 526, Masjid Road Para Tetulia Highway Road, Panchagar.	09617121100, 01746895135
Pangsha Branch	Mahmood Plaza, Pangsa Bazaar, Narayanpur, PO & PS: Pangsa, Rajbari	09617119100, 01716345564
Patherhat Branch	Noapara, Union: Noapara, Thana: Raozan, Chittgaong	+88 01713 108 874, 01730303594
Payra Bandor Branch	Multipurpose Bhaban (1st Floor), Payra Port, Kolapara, Pautakhali	1730301122
Ramgonj SME Agri Branch	Angarpara, Thana: Ramgonj, Laxmipur	+88 01755 525 732, 09617954100, 01812374331
Rangpur Branch	Plot no. 4737, Station Road, PS.-Kotwali, Dist: Rangpur	+88 0521 56460, 01716438242
Rekabibazar SME Centre	Rekabibazar Point, Rekabibazar, P.S: Kotwali, Dist: Sylhet.	+88 0821 710409, 01766216796
Rupsha Branch	Maa Plaza (1st Floor), School Road, Rupsha Bazar, Faridgonj, Chandpur.	+88 09617 102 100, 01817121862, 09617957100
Sirajdikhan SME Agri Branch	Sirajdikhan Bazar, Union: Rashunia , Upazilla: Sirajdikhan Sadar, Munshigonj	09617951100, 01819551754
Sonaimuri Branch	United Plaza, Bank road, Sonaimuri Bazar, Sonaimuri, Noakhali	+88 01713 108 989, 01730028304
Station Road Branch	Mohiuddin Market, 170 Station Road, Chattogram,	88-031-2850934, 01713750899
Strand Road Branch	S A Chamber, 317, Strand Road, Majhirghat, Sadarghat, Chattogram.	+88 031 2513611, 2513612, 09617053100, 01818109926
Sylhet Main Branch	60, Niloy Dargah Gate, Chowhatta, Sylhet	+88 01711 403 989, 09617010100, 017176946767
Sylhet Uposhohor Branch	Sylhet Tower, Bishaw Road, Subhanighat, Sylhet	+88 0821 727497, 727498, 01712707456
Tangail Branch	279, Alhaj Super Market , Masjid Road , Tangail Sadar, Tangail -1900	+88 01701 718 975, 09617087101, 01712965527
Tarail Branch	Tarail Bazar, Union: Sachail, Upazilla: Tarail, Kishoregonj	+88 01756787814, 09617011100, 01715245779

Product & Service Offerings of Bank Asia Limited:

(Cited from Bank Asia Limited website and Bank Asia Limited Annual report 2020)

Bangladesh's private banking sector is also dominated by Bank Asia Limited. It is committed to providing adaptable administrations to its clients for their maximum advantage and satisfaction. Bank Asia is gradually expanding its product offering for significant clients, which includes the services and programs listed below:

- Current account
- Savings account
- Foreign Currency account
- DPS- Deposit Pension Scheme
- FDR
- STD- short term deposit
- Shonchoy E KotiPoti(SKP)
- MB
- DB+
- TRPLE Benefit PLUS
- Nirbhabona(Senior Citizen)
- Achol
- Vroman

The company's product portfolio has continuously expanded since its inception, and now includes a wide range of things. When a bank sends an item out, it devotes a significant amount of time and care to the technical difficulty as well as public awareness..

○ ***Current Account:***

In general, anyone, including individuals, organizations, and businesses, can open a current account in their own name. This type of account does not pay interest, which is why it called a cost-free bank account. Clients, on the other hand, like the flexibility of being able to withdraw funds as often as they choose.

Features of Current Account are:

- 1) Noninterest bearing Account
- 2) Running Account
- 3) No. of withdrawal or store is not confined
- 4) Worked any number of times excluding a working day
- 5) For the most part keep running by various business association

○ ***Savings Account:***

Savings accounts are interest-bearing accounts that can only be opened by a single person. Bank Asia is currently offering a 6% interest rate on its SB accounts. This may be called a bank's minimum effort store. On a quarterly basis, interest is levied to the account.

Features of Savings Account are:

- I. Interest bearing record
- II. Provide sensible interest. Rate is presently 2.00%.
- III. Customer can Store any sum and no. of store is not confined
- IV. No. of withdrawal is limited
- V. Deposit underneath tk15000.00 charges tk100.00 on half yearly premise
- VI. Better for the little salary bunch

○ ***Short Term Deposit (STD) Account:***

This is only opened and utilized for a specific cause and for a brief period of time. It's also an interest-bearing account with a lesser rate of interest than the reserve funds rate. Intrigue is paid on a daily item basis on a regular basis. Individuals, corporations, organizations, and associations are all welcome to use this account. This store's current Bank Asia loan interest rate is 5%.

○ ***Fixed Deposit Receipt (FDR) Account:***

People, Firms, Organizations, and Affiliations can open FDR Account. This type of account is taken for a particular altered timeframe, for example, 1 months, 2 months, 3 months, 6months, 1-year and so forth. Loan fee relies on upon sum and period. If there should be an occurrence of untimely encashment for the most part no premium is honored. In uncommon thought interest at sparing rate or STD rate might be permitted. It is considered as high cost store for banks.

Components of Fixed Deposit Receipt (FDR) Account are,

- Provide high intrigue
- Premature encashment gives just investment funds rate
- It is renewable before the date of development

General Banking Activities of BANK ASIA LIMITED

The details of this package are given below (recent rate):

Figure 04: Fixed Deposit Receipt (FDR) Account:

Tenure	Amount	Rate of Interest (Individual)	Rate of Interest (company)
01 month	Any Amount	2.50%	3.00%
02 month	Any Amount	2.50%	3.00%
03 month	Below Tk 10Lac.	3.00%	5.50%
03 month	Tk 10Lac & above	3.00%	5.50%
06 month	Below Tk 10Lac.	4.00%	5.50%
06 month	Tk 10Lac & above	4.00%	5.50%
01 year	Below Tk 10Lac.	4.00%	5.50%
01 year	Tk 10Lac & above	4.00%	5.50%
02 year	Any Amount	4.00%	5.50%
03 year	Any Amount	4.00%	5.50%

○ **Deposit Pension Scheme Plus (DPS+):**

Installment will be naturally kept from your Saving account monthly. Loan office will be accessible up to 90% of the saved sum. The details of this package are given below: (recent rate):

Figure 05: Deposit Pension Scheme Plus (DPS+):

Monthly Deposit	03 years	05 Years	07 Years	10Years	12 Years
Tk. 1,000/=	38,000/=	67,000/=	1,00,000/=	1,64,000/=	2,20,000/=
Tk. 2,000/=	76,000/=	1,34,000/=	2,00,000/=	3,28,000/=	4,40,000/=
Tk. 3,000/=	1,14,000/=	2,01,000/=	3,00,000/=	4,92,000/=	6,60,000/=
Tk. 4,000/=	1,52,000/=	2,68,000/=	4,00,000/=	6,56,000/=	8,80,000/=
Tk. 5,000/=	1,90,000/=	3,35,000/=	5,00,000/=	8,20,000/=	11,00,000/=
Tk. 8,000/=	3,04,000/=	5,36,000/=	8,00,000/=	13,12,000/=	17,60,000/=
Tk. 10,000/=	3,80,000/=	6,70,000/=	10,00,000/=	16,40,000/=	22,00,000/=

General Banking Activities of BANK ASIA LIMITED

○ **Double Benefit Plus (DB+):**

DB+ is a 14 years term store plan. Store the cash in this record and it gets double the amount of cash in 14years.

Elements of this item are:

- ✓ Only individuals can open this record.
- ✓ Money stored in this record will be multiplied in 14 years.
- ✓ Deposit sum will be least Tk. 50,000/- or its Multiple.
- ✓ Loan office will be accessible up to 90% of the kept sum

○ **Triple Benefit Plus (Triple+):**

TB+ is an 18 years term store plan. Store the cash in this record and it gets double the amount of cash in 18years.

Elements of this item are:

- ✓ Only individuals can open this record.
- ✓ Money stored in this record will be multiplied in 18years.
- ✓ Deposit sum will be least Tk. 50,000/- or its Multiple.
- ✓ Loan office will be accessible up to 90% of the kept sum

○ **Monthly Benefit Plus (MB+):**

Elements of this item are:

- ✓ Only individuals can open this record.
- ✓ The people must have an investment account with the bank in which the month to month advantage will be credited consequently.
- ✓ Deposit sum will be least Tk. 1, 00,000/- or it's various, and greatest store will be Tk. 25, 00,000/- under single name and Tk. 40, 00,000/- under joint name.
- ✓ Depositor will get month to month advantage of Tk.450/- or it's various for store measure of Tk. 1, 00,000/- for 3years.
- ✓ Depositor will get month to month advantage of Tk.450/- or it's various for store measure of Tk. 1, 00,000/- for 3years.
- ✓ Loan office is accessible against the saved sum

General Banking Activities of BANK ASIA LIMITED

○ *Nirbhabona (Senior Citizen):*

This is a special type of DPS Account for Senior Citizen. The details of this package are given below:

Figure 06: Nirbhabona (Senior Citizen):

Tenure	Initial Deposit
03 years	1,00,000/- or Multiple
05 years	1,00,000/- or Multiple

○ *Achol:*

This is a special type of DPS Account for women. The details of this package are given below:

Figure 07: Achol:

Monthly Deposit	03 years	05 Years	07 Years	10Years	12 Years
Tk. 1,000/=	39,000/=	69,000/=	1,02,500/=	1,69,000/=	2,29,000/=
Tk. 2,000/=	78,000/=	1,38,000/=	2,05,000/=	3,38,000/=	4,58,000/=
Tk. 3,000/=	1,17,000/=	2,07,000/=	3,07,500/=	5,07,000/=	6,87,000/=
Tk. 4,000/=	1,56,000/=	2,76,000/=	4,10,000/=	6,76,000/=	9,16,000/=
Tk. 5,000/=	1,95,000/=	3,45,000/=	5,12,500/=	8,45,000/=	11,45,000/=
Tk. 8,000/=	3,12,000/=	5,52,000/=	8,20,000/=	13,52,000/=	18,32,000/=
Tk. 10,000/=	3,90,000/=	6,90,000/=	10,25,000/=	16,90,000/=	22,90,000/=

○ *Vroman:*

This is a special type of DPS Account for Travelers. The details of this package are given below:

Figure 08: Vroman:

1 st Year Package		2 nd Year Package		3 rd Year Package	
Monthly Savings	Final Value	Monthly Savings	Final Value	Monthly Savings	Final Value
4,065/=	50,000/=	1,975/=	50,000/=	2,550/=	1,00,000/=
8,130/=	1,00,000/=	3,950/=	1,00,000/=	5,100/=	2,00,000/=
12,195	1,50,000/=	5,925/=	1,50,000/=	7,650/=	3,00,000/=
1,62,560/=	2,00,000/=	7,900/=	2,00,000/=	8,925/=	3,50,000/=
		9,875/=	2,50,000/=	10,20/=	4,00,000/=
		11,850/=	3,00,000/=	12,750/=	5,00,000/=

General Banking Activities of BANK ASIA LIMITED

- ***Non Resident Foreign Currency Deposit (NFCD) Account:***

This account is only available to non-occupants. The majority of the time, these records can be opened by NRBs or other third parties. Furthermore, the rules and instructions linked with the outside settlement open and administer this record. The funds are kept in a remote account in a specific coin, such as an FC dollar or FC Euro account, and so on.

- ***Resident Foreign Currency Deposit (RFCD) Account:***

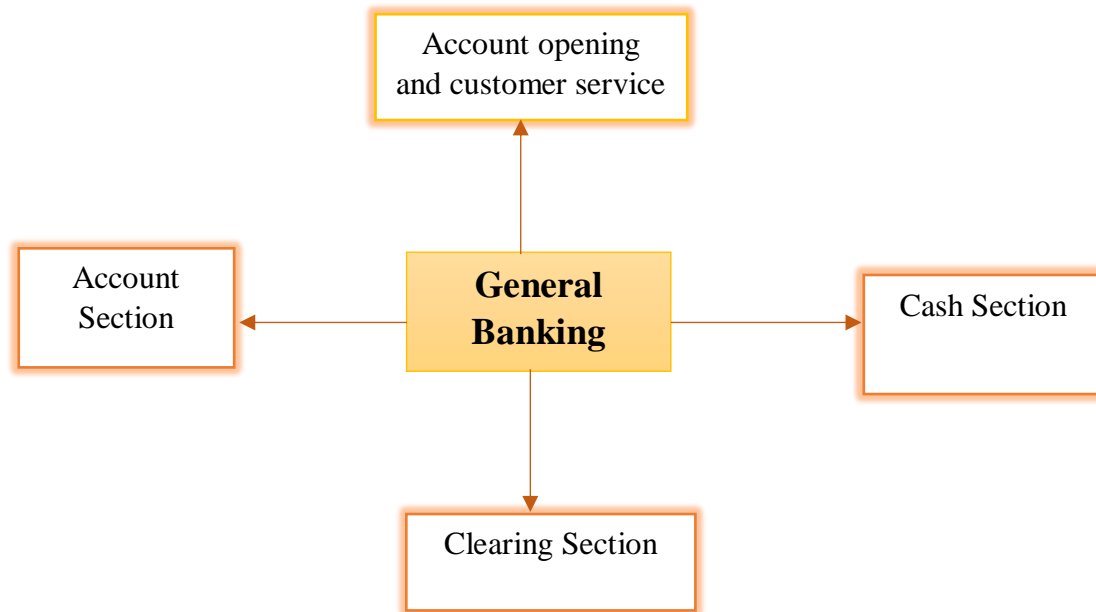
Residents who require the storage of foreign money in their own account in order to pay for a specified future consumption, subject to the legislature's lawful authorisation on the amount and purpose, form this account.

Chapter 03: General Banking

General banking underpins all banking activity. Customers are introduced to the bank by the bank's department. Because this is a bank, it generates revenue by selling services to its customers. This department assists with deposit receiving as well as offering various necessary services. Such services, as well as deposit mobilization, are provided by Bank Asia Limited, which has dedicated qualified staff. The general banking department of Bank Asia Limited is responsible for the following tasks:

- Account Opening, Customer Service and Lockers Services
- Cash management and teller operations
- Remittance Department
- Clearing Section
- Financial Control & Accounts Department (FCAD)

Figure 09: General Banking:



Account Opening

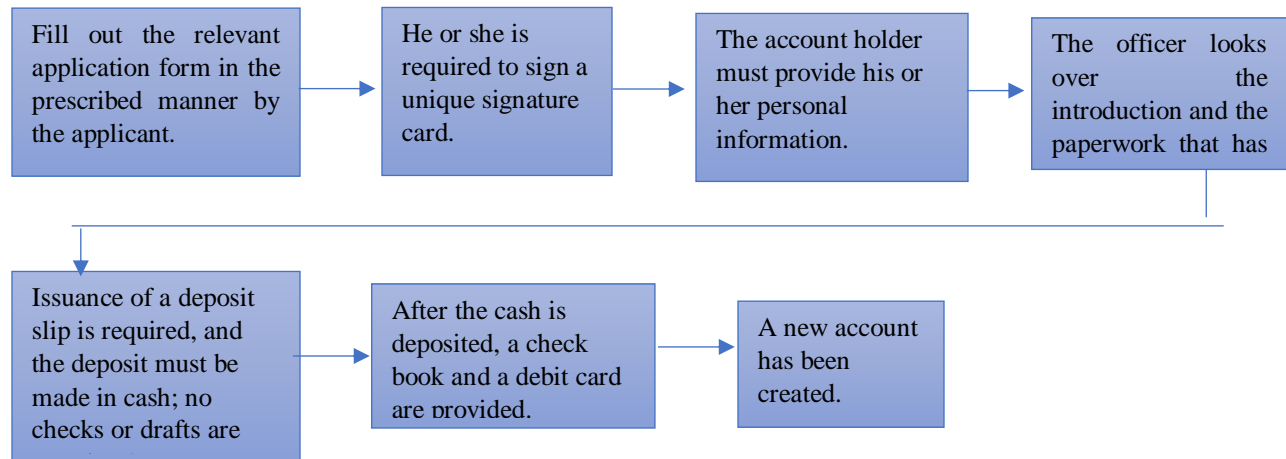
The act of opening a bank account is a necessary part of everyday banking. Customers can open a variety of accounts with Bank Asia Limited. The following are some general account opening instructions:

- Customers must first obtain an account opening form from a Bank Asia Limited branch that is convenient for them.
- Account opening officers will be armed with transaction profile (TP) forms, customer risk assessment forms, specimen signature cards, requisitions for cheque book issuance, money laundering forms, and account opening guidelines.
- The officer will conduct a polite and professional chat with the prospective customer regarding the creation of a bank account. This method will be used by the police to check the clients. If a customer lives far away yet deserves to create an account with the branch, the explanation should be inquired, and no account opening forms should be given to him or her until he or she is completely pleased. What kind of account does he wish to keep?
- The account opening officer will collect personal information from the prospective customer in order to complete the KYC and TP forms.
- S/he will assist the customer in filling out and completing the account opening form to the best of his or her ability.
- Customers must submit two copies of PP-size photographs of the applicants attested by the introducer, as well as one copy of a passport-size photograph of the nominee attested by the applicant.
- Customers must produce a photocopy of their passport, national identification card, voter identification card, or union perished certificate.
- Card for ATM and SMS service that has been properly signed.
- In the case of a joint accounts, operating guidelines should be confirmed with the signatures of both applicants.

General Banking Activities of BANK ASIA LIMITED

ACCOUNT OPENING Process In Flow Diagram:

Figure 10: Procedures of Account Opening in Flow Diagram:



Issuance of Cheque Book

After receiving clearance from the HOB/MOB, the first check book shall be issued to an account holder on the basis of the first request slip signed by him. The cheque books must be obtained from the corporate office's central clearing department, according to the MICR cheque book issue system.

All subsequent check books should be supplied on the basis of the previous check book's requisition slips. It should be noted that cheques issued over the phone or by fax will not be accepted.

The Branch should investigate the following before delivering the new cheque book:

- In the case of a new account, the customer receives a letter of thanks and returns an acknowledgement copy to the branch.
- The average balance is kept at a reasonable level.
- The account is not dormant.
- The previously provided cheque book has been fully utilized.
- Cheques are rarely returned due to a lack of funds.
- Cheque payments are not frequently halted.

General Banking Activities of BANK ASIA LIMITED

Once the HOB/Authorized officer is delighted with the account's activity and it has validated the account holder's signature, a new cheque book should be sent to account holder. If a cheque book is demanded in response to a letter signed by the account holder, but no Requisition slip from a recent cheque book is provided, caution should be given in judging the request's eligibility, particularly if the account holder's address has recently updated. Only if the account holder personally visits the branch for personal identification and complete up a lawfully signed cheque requisition document, and the HOB has been fully met, will a client whose account has been moved to a dormant account ledger be provided a new cheque book.

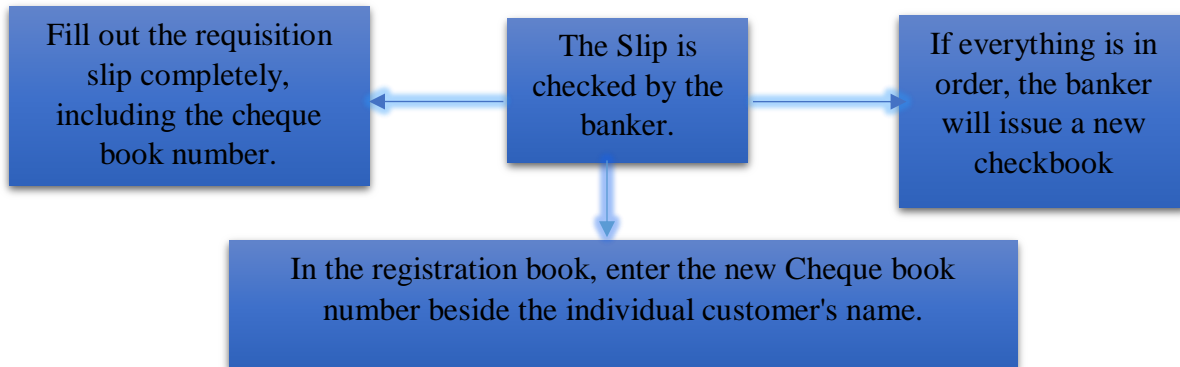
The following that's how the check book will be delivered:

- Each check leaf and requisition slip must have the branch name, account number, and client's name printed or written on it.
- The name and account number should be noted against the relevant cheque book book series in the cheque book issued register, and the leaves of the provided cheque book must be counted to ensure that all of the pages and the bank requisition slip are in excellent shape.
- The Authorized Officer must sign the Cheque Book Requisition Slip and the Cheque Book Issued Register, and each page must be initialed by a Dealing Officer; the client or his representative must sign the receipt, and the Desk officer must initial it.
- On the demand slip, the account holder should acknowledge the cheque book that was given to them at the counter.
- • An account holder may give written authorization to his authorized signatories to deliver a check book. The account holder must attest the bearer's signature in this case. In exceptional events, bank messengers may deliver cheque books. In this respect, however, the client must send a letter of approval as well as the check book.
- The characteristics of the check numbers issued should have been input into a computer program when the check book is delivered.
- The authorized must double-check and sign the computer inputs. At the end of each business day, all demand slips against which cheque books have been issued should be checked against the cheque book issuance Register, sewn with other vouchers, and handed over to the officer in charge of vouchers for safe keeping..
- The issuing officer must use iStelar to tally the cheque book register, previous issuance date, and serial number of cheque leave before issuing and distributing a check book.
- At the end of each day, the authorized official should indeed place the stock of cheque books in the secure location or within the storage closet.

General Banking Activities of BANK ASIA LIMITED

Procedures of Issuance of Cheque Book:

Figure 11: Cheque Book Issuance Process in Flow Diagram:



MICR Printed Cheque Books

On each check leaf, the MICR system prints names, account numbers, and branch names. All MICR cheque requisitions obtained in a day must be entered into the iStelar MICR cheque application form Module and sent to the Corporate Office Central Clearing Department, which will request cheque books with the account holder's name, Branch's name, account number, and cheque serial number from an authorized dealer and forwarded the cheque books to respective Branches in complies with the Corporate Office's set down method from time to time.

Cheque Books Cancellation

For a variety of reasons, a cheque book can be cancelled, and any unused cheque books should be cancelled as quickly as possible after discussing with HOB/MOB. Account holders should make every effort to collect all unused checks and Cheque requisition slips when they decide to close their accounts. All unused checks must be returned to the Officer-in-Charge of the Department. When cheques are entered into systems, payment should be suspended according to the stop payment method in the event of an error or the return of unused cheque books. The facts of the closed account, including any unused cheques returned by the party, must be put in the Account Closing Register. Unused checks and requisition slips must always be destroyed on the very same day by the Officer-in-Charge/HOB/MOB and not reflected in the Account Closing Register or the Cheque Book Issue Register. When an account closing response is accepted without the active cheque leaves being captured and the customer is informed that the remaining cheque leaves have been misplaced, the active cheque leaves will be forced to cancel before the account is decided to close, after the required charge of TK. 200 and a maximum of TK. 2000 has been debited...

Management of Cash and Teller Operations

A teller is the bank's most visible representative and is in charge of cultivating strong client connections. In the handling of consumer deposits, she or he has a direct personal role to perform. The majority of a Teller's day is spent, among other things, taking deposits and tracking down checks, drafts, and pay orders. The vast majority of consumers only have interactions with tellers. This presents a unique challenge for the Teller, who must develop a strong client relationship through daily personal touch.

Cash Management Vault Cash & Reserve Cash

The cash management function of a branch is crucial. A branch is in jeopardy when it has too much or too little cash on hand. Transporting cash and other valuables by local transit, such as traveler's checks, prize bonds, and security papers, is another perilous work for Branch. The Corporate Branch shall create policies for the transportation of cash and valuables in the possession of Ban employees who are insured. Cash should never be transported in excess of the policy limit. It is also unsafe to handle cash without a branch, thus the teller should keep the cash counter within the counter limit. When cash surpasses the counter limit of an insurance teller, it should be moved to a vault for safekeeping.

Cash Remittance from Branch to Principal Office

If a branch's cash in hand exceeds the Corporate Office's limit based on the vault's insurance limit, the branch must contact the area's Principal Office/Main/Feeding Branch so that the extra cash can be collected in one lot within the cash in-transit limit. A deposit letter with the cash denomination data must be prepared by the sending branch. The vault control register and the cash-in-transit register, both of which should be signed by the vault custodian and the HOB/MOB, should be filled up with cash. The Principal/Main/Feeding Branch dispatches an officer and guards to accompany the remittance. The money, as well as the remittance letter, will be delivered to the cash officer. After receiving the parcels, the officer will lock them in a trunk and dispatch another branch with a bank car to transport the earned guard. At the front of the Authorized representative, the Principal/Main/Feeding Branch will validate the proposed the denomination indicated in the denominational slip and letter of the sending Branch. The money will be acknowledged by the receiving branch, which will register it in the "Inward Cash Received Register" and construct a voucher that will be signed by two officials and marked with the "Cash Received" seal. The authorized officer will evaluate the cash receipt confirmation, and the teller should record the voucher

General Banking Activities of BANK ASIA LIMITED

IBCA passes the following journal entry after receiving the cash issuance at the Principal Office:

Cash in hand: Dr.

Bank Asia General Account (Remitting Branch) –Cr.

When the sender branch receives the IBCA, it will answer as follows:

BA General A/C Principal Branch- Dr.

Cash in hand A/C- Cr.

Remittance of funds from the principal office/main branch to other branches

When a Branch requires cash, the Principal Office/Main Branch is alerted ahead of time so that cash, a car, and security guards may be arranged. The request must be submitted one day prior to the requirement. The demand will be signed by the HOB when the cashier in charge of the Principal Office/Main Branch gets it. The cash-in-charge then arranges for the funds to be transferred and recorded accurately in the vault register. Joint custodians and the cash-in-charge must countersign the remittance and insert it into the cash remittance register. The cash should be received at the counter of the receiving branch and entered into the cash register. The receiving branch sends IBCA to the Principal Office Branch after delivering the required journal entry.

Receipt of Cash Over Customer Accounts

The teller who receives cash goes through various stages and checks:

- When depositing cash at the cash counter, the client should fill out and signed a deposit slip. The cops count the cash that used a cash counting machine before humanly counting the notes and coins.
- The cash receiving officer should count the money and verify it to the amount on the deposit form, both orally and numerically.
- Return the cash to the depositor if the amount on the Deposit slip remains insufficient, so he can recall and change the amount.
- The officer writes the amount in red ink on the deposit slip's face...
- The account number, amount deposited, and account holder's name should all be approved by the cash receiving officer. After validating the identification and account number, the cash receiving officer should signature and adhere a "Cash Received" sealing to the deposit slip and the carbon copy.
- The deposit slip is therefore signed by the cashier-in-charge after the teller inputs the transaction into the iStelar Module and secures it with a "Posted" seal and the transaction number. If a deposit exceeds the teller limit, the authorizer must sign the deposit slip and authorize the transaction.
- Two authorized officials need sign and deposit credit vouchers issued by the department with the cash receiving counter before depositing cash receipts in credit vouchers published by the department.
- At any time through the day, a cash teller can compare his or her physical cash position with the position of the system drawer. The teller should produce a batch diary report at the end of the day and match it to the cash receiving vouchers.

Payment of cash

Cheques:

If you wish to take money out of your account, you'll need to use the bank's printed checks. Cheques might be handwritten, typed, or printed. There are two types of checks:

- ORDER CHEQUES
- BEARER CHEQUES.

The words "OR BEARER" appear after the payee's name on a bearer check. The term "OR ORDER" appears after the payee's name on order cheques. A bearer check can be converted into an order cheque by striking the word "BEARER" and writing the phrase "ORDER." This type of cutting does not involve the drawer's approval. The term "ORDER" must be scored and the word "BEARER" must be written when converting an Order check to a Bearer check. The drawer must then sign off on the cutting with his or her signature in this case.

A check has the following characteristics:

- ✓ The drawer must sign it, and the Payee must be mentioned.
- ✓ The sum must be written in both numbers and words, and the Drawee bank must be specified.
- ✓ Cheque series numbers Material modifications in cheques Date of the cheque

Endorsements:

An endorsement is the signature of the payee or holder on the reverse of a check or draft. It has three purposes:

- ✓ To transfer the title of the cheque to another person; to transfer the title of the cheque to another person; and to transfer the title of the cheque to another person.
- ✓ If the check is cashed, it will serve as a receipt.
- ✓ To track down the person who received the money. Order checks are the only ones that need to be signed.

Cheques can be endorsed by the following people:

Name spelled incorrectly: The payee just signs her or his name on the reverse of the cheques in the same way that it appears on the front. He or she should sign first if his or her name is spelled incorrectly on the face. Then she or he must sign the appropriate form beneath it.

Individual payee: An individual payee might merely sign his or her name to endorse a cheque written to his or her order.

Payees in common: Even when a cheque is written to the direction of two people and their names are parted by the word "and," both people need sign the cheque with their proper names.

General Banking Activities of BANK ASIA LIMITED

Instrument for the bearer: Cheques addressed out to "Cash" or "Bearer" are frequently convertible, even if they are unsigned. On the reverse of all such checks, the holder's signature is required.

Business organizations: Cheques payable to businesses or other organizations must always be acknowledged in the same format in which they are drafted. These checks can only be recognized for deposit into the business or organization's account by tellers. They must be sent to management if the holder is available for payment of the amount over the counter.

Crossing the Cheques

A cheque must be crossed by drawing two parallel crossing lines across its face, with or without the words "And company" (& Co) and/or "Not Negotiable," to secure the safe transit of the receiver's funds. A cheque that has been crossed in this way can only be accepted by a bank. A crossed cheque should only be acknowledged for deposit and should not be paid to someone over the counter unless it can be approved by a bank and verified by an authorized person. It is possible to write, print, or stamp a crossing.

- ***Cash Payment:***

Cash payments are processed by debiting any customer's account at any Bank Asia branch and forwarding the funds to the posting branch's internal GL. According to the management circular published by Corporate Office on time, a cash teller shall earn a processing fee from the payee over the counter for paying cash against even a customer's intercity Branches account. Checks, drafts, Payment orders, FDR(s), Debit Cash Vouchers, and other valuables from various Branch departments are often cashed at the Cash Counter.

- ***Cash Payment against remittance:***

Payments in cash can be made by debiting any customer's account at any Bank Asia branch and transferring the monies to the internal GL of the posting branch. Cash teller shall earn a service charge from the payee over the counter for paying cash against a customer's intercity Branches account, according to the operation circular published by Corporate Office from time to time. Clients' checks, drafts, Payment orders, FDR(s), Debit Cash Vouchers, and other things from various Branch departments are normally cashed at the Cash Counter.

Balancing and Checking

Individual Receiving and Paying Cash Officers would stack up their teller's Cash Proof sheet and comparing it to the total held by the cash Officer at the end of the Banking hour. In the Cash Balance Book, the total of all cash receipt and payment registers must always be noted. Each book's eventual balance must be presented in both figures and words. Both the Cash-in-Charge and the MOB must approve the Register. The cash balance book's closing figures are compared with previous day's closing figures and the closing figures of Teller Cash Proof. The Accounts department would receive the Cash Position letter. The account department will file the "Cash Position Memo" file after acknowledging receipts on the duplicate copy of the memo. On a regular basis, the vault registration should always be updated.

PAY ORDER

A pay order is a written request from a bank branch over a certain amount of money to be paid to a specific individual or bank. It's considered a banker's cheque since it's drawn on and payable by a bank. The drawer and drawee are the same even though pay orders are generated and delivered by the same bank branch. The payee or beneficiary is the person or entity in whose benefit the instrument is issued.

The actual pay order, the subsequent counterfoil to be maintained by the payee, and the first counterfoil to be preserved as a record by the issuing Branch end up making up a pay order.

A pay order has been used to transfer funds from one hand to another. The funds should be allocated to a proper application. A pay order authorizes one bank to make a payment on its own account to another bank if a cheque is returned after clearing hours.

Issuance of Pay Order:

- Before issuing a PO, the Remittance Officer must enter the PO's block series number into the system.
- The pre-printed PO serial number must be entered into the system, but there is no need to submit a controlling number.
- Two authorized signatories with a PA number must sign the instrument.
- On the instrument tally, enter the amount, beneficiary, currency, and name of issuing branch in the appropriate fields in the STELAR system.
- The instrument's specifications match those entered into the system.

General Banking Activities of BANK ASIA LIMITED

A current client or a walk-in customer at the branch could be the PO candidate. If the customer is an account holder, the PO should be issued against their account, and if the consumer is a walk-in, the PO should be issued against cash.

Payment of PO:

- Payment will be made to the beneficiary's account; payment to the purchaser's account will be made only when the beneficiary releases the PO.
- In the event of a clearing payment, the signature of the collecting bank is necessary.
- Only the PO issuing branch can make a cash payment against a PO if the appropriate processes are followed.

DEMAND DRAFT

It's an important technique for moving funds payable on demand from one bank branch to another within the same bank. In Bank Asia Limited's online banking environment, a DD is not required for remitting funds. The DD's parties are:

1. Purchaser
2. Drawer
3. Drawee
4. Payee

Issuance of DD:

- Completion of an application in the prescribed format.
- Cash or check deposit
- Write the DD without making any changes
- Enter the DD in STELAR
- Write the printed and serial number of the DD on the application
- Write the amount of the DD using the protectograph machine
- Apply accurate test key
- Checked and signed by two authorized officers
- Handover to customer after officially signed with acknowledgement

Payment of DD:

- Confirm the test key and provide suggestions
- If necessary, communicate with the drawer branch;
- Make payment once the IBCA is received;
- Maintain draft advise
- Verify the DD and signature.
- Verify the signature number.

Safe Deposit Lockers

The safe deposit locker facility has become one of the Bank's subsidiary services for safekeeping valuables in a safe deposit locker. As a consequence, clients' personal possessions are safeguarded against theft. The bank provides specially designed lockers for the hirer's compounds generated from trustworthy producers, which are maintained in especially designed strong rooms.

Clients are the owners of the lockers. She or he is free to use it in accordance with the deed's provisions. The locker cannot be transferred or rented by the client. If the Bank deems the locker section to be dangerous, it has the authority to close it for a specified period of time or indefinitely without prior notice to the locker holder (s). The deed will be considered renewed for the following year if the locker owner fails to serve notice of deed termination. Any change in the hirer's address must be immediately reported to the bank. The Bank's designated professionals will replace the locker's lock if the hirer loses his or her key. Bank is not responsible for any damages or losses of any kind. The bank is not responsible for any items left in the lockers that are lost or damaged. During the contract duration, the hirers have the option to surrender the locker at any time.

CLEARING

Introduction of BACH:

BACH (Bangladesh Automated Clearing House) is a new banking aspect that has revolutionized banking clearing procedures. It enhanced bankers' quality of service delivery and introduced multiracial e-commerce solutions to customers, contributing in a 1% increase in GDP. On October 7, 2010, BACH began commercial operations in Dhaka and has consequently integrated all traditional clearing houses in Bangladesh (86 houses). Bank Asia Limited has been recognized as a major collaborator even during project's implementation.

INWARD & OUTWARD CLEARING:

Inward clearing: The central clearance unit is in charge of inward clearance. The branch gets the inward check details report and makes sure CCD gets a valid pay confirmation.

Outward clearing: BA follows the decentralized module when clearing outward. The branch scans the cheque, enters the amount, beneficiary name, and account maker, and the checker confirms and records the information using the checker system.

Clearing house section:

A clearing house, in a larger perspective, is a connector for part banks to settle their underlying bank trade, which requires checks for collection from other banks. A clearing house is, for all intents and purposes, a Bangladesh Bank (BB) building (Floor) where each bank has its own work space with its own name plate, and all of the banks' recognized authorities come here to settle their arrangement bank exchange during working hours. There are 52 workstations for 52 banks at the meantime. When a Bangladesh Bank branch is inaccessible, Sonali Bank operates the clearinghouse on behalf of BB. In general, at opening time, each bank's authorized representative walks to the clearing house floor with all accumulation checks issued on other banks in hand and settles their exchange using the clearing house plan. In most cases, there are two types of settlements:

1. **First house:** With the exception of those who have accessibility to the very same clearing house, all collection cheques are collected and processed at this clearing house. This home commonly fills up around 9:00 a.m. At 5:00 p.m., or as instructed by the House Super, return house sits. After that, we proceeded to the clearinghouse and deposited the cheques for today's settlement that we had acquired the day before. After 5 p.m., they credit the money collected to the customer's account, permitting them to withdraw funds the next business day or through the bank's evening banking facility, for those who are available.

General Banking Activities of BANK ASIA LIMITED

2. Same day house or high value house: Some privileged areas and clients have a special arrangement with the Bangladesh Bank Dhaka clearinghouse to settle their transactions on the same day as placing the check in clearinghouse. The only people who have access to this service are primarily Motijheel Branches. The check must be drawn on and put by the banks, both of which are located in the Motijheel district, and must be worth more than Tk 500,000 to be valued at the offices of "Same Day House." The same-day house typically begins at 11 p.m. and closes at 2 p.m. The funds are then credited to the customer's account, which he or she can withdraw immediately with the check being submitted to the bank. This service is exclusively provided to valued customers by banks, which is why this house is also known as a High Value House.

Outward Clearing Process:

Work preparation:

1. Banks ensure that UV detectors are used in cheques at receiving counters to identify any material changes.
2. They remove the pin, scotch tape, deposit slip, and cheque counterpart, as well as any other unwanted particles.
3. Separate the reputable and re-satisfactory checks into different groups.
4. Create a batch of 50 checks.

Scanning of cheque:

1. They successfully entered the amount and beneficiary name into the scanning machine.
2. No more than 5 batches should be included in a single run.

Amount entry and balancing:

1. They meticulously enter the amounts to ensure accuracy.
2. If a batch is not auto balanced, the amount entered is revisited and the process is repeated

Chapter 4: ROLE OF THE INTERNSHIP AND LEARNING

At Bank Asia Limited's corporate branch, I recently finished internship program. I was provided with an opportunity of working in any department of the branch. I was really fortunate to be assigned a position with one of Bangladesh's most prestigious banking firms.

Mr. Moyeen Uddin Ahammad, First Vice President & Manager Operation (sub manager of Corporate Branch) was my superintendent throughout my internship (Corporate Branch), and I worked in customer service with Mr. Suja Uddin, Banking Officer. For me, it was indeed a wonderful and enlightening experience. I gained a number of information about the business world. Above everything else, I've acquired how to perform a task on time well according to plan. This practical experience is essential for personal development before approaching the corporate sector.

INTERNSHIP POSITION, DUTIES AND RESPONSIBILITIES

The report was written based on the information collected throughout the internship. During this period, I largely worked in the General Banking and Accounts departments. Bank Asia Limited has no unique qualifications for internship students. At the Corporate Branch, there is a lot of work to be done. They are subjected to significant constraints in comparing to other branches. I was considered as a filled to the brim employee, not just an intern, at the Branch. As nothing more than a result, I had to put in a huge amount of effort.

Department of Customer Service

When I first started working in this sector, I learnt how to open a bank account and filled out customer bank account opening forms. Before assigning me to any tasks, my immediate supervisor responded by giving me a brief synopsis of his typical responsibilities. Later, I learned about distinctive kinds of accounts through my own observations and the instruction of the superior officer, including current accounts (C/A), savings accounts (SA), STD, and FDR. He also taught me how to give a response a variety of client questions, and on how to open distinctive types of accounts, calculate the amount of interest they will receive from distinctive types of accounts, locate desired cheque books from a bundle based on the customer's needs, receive phone calls and transfer them to other employees, and maintain patience and deal with busy customers.

General Banking Activities of BANK ASIA LIMITED

The following are some of the things I've done:

- Updating customers on the varying forms of documents required to open an account. They needed two copies of their PP size photos and one copy of the nominee's PP size photo, I used to advise them. A photocopy of their passport, national ID card, or TIN papers is also desired.
- I used to complete out account opening procedures for customers and give them better product information.
- Internal audits identified an incomplete form which it needed to be fulfilled out. Some forms were submitted without a client's account number, title number, or the category of company they worked for. Some documentation were maintained without proper addresses, such as TIN papers and National ID card numbers. It was my responsibility to finish the paperwork.
- Completing a Know Your Customer (KYC) form to determine personal and business risk evaluation. My responsibility would be to use TP form to analyze the potential level and risk rating of individuals and organizations in order to identify comprehensive risk assessment.
- Gathering appropriate photographs, photocopies of National ID cards, or other requirements through phone calls; distributing needed check books by asking for their name, account number, and authenticating them. I periodically phoned customers who had not recovered their checkbooks after a two- to three-month period.
- I used to input cheque book and ATM entries on register books and then preserve the cheque books in a safe place in a series form. I used to provide those cheque and ATM card based on the serial no of Register books.
- I used to do Tax and Solvency certificate.

CRITICAL OBSERVATIONS:

All through my internship, I was able to discover different components of this field. They're detailed below:

- The bank employees were really helpful and nice. Before assigning me to any task, they were quite patient with me while providing me instructions.
- Bank Asia Limited adheres to a strict punctuality policy. Every day, a prayer is held before to the start of the regular banking hour, and all employees are expected to arrive on time for the prayer.
- A weekly meeting is held every Sunday at 9 a.m. On that day, all men and women must dress in formal attire, and sarees must be worn by all.
- The manager of this branch has great communication abilities. He knows how to keep their most important consumers. This branch sends a cake and greetings to every one of its valued customers on their birthdays. They also ensure that the celebration culture is maintained at all times.

Despite all of the wonderful answers, I have encountered several challenges. The following are some of them:

- **A Deficiency of manpower:** Because this is a corporate office, the workload is unusually high in comparison to other Bank Asia Limited branches. They are, nevertheless, unable to manage the job pressures due to a lack of employees. When one person is sick or on leave, another coworker in the same department takes over through the responsibilities of two or more individuals. This may lead to significant decline of motivation.
- **Customer service which is not responsive enough dynamic:** As the number of new banks increases, they are developing customer service that is highly competitive. People nowadays have very little spare time and want the most efficient and unique services imaginable. However, only two individuals work in the entire customer service department. As a result, they may not have enough time to satisfy all of their customers, prompting customers to become impatient and wait a long time.
- **Machineries are in short supply:** More printers and photocopiers are needed at the branch. Employees' actions are frequently impeded by the requirement to preserve serial numbers, resulting in overcrowding in their limited workspace.

General Banking Activities of BANK ASIA LIMITED

- **Lack of effective advertising and promotion:** One of Bank Asia Limited's shortcomings is its inadequate advertising and promotion. They make no attempt to encourage themselves in any way.
- **Overcrowded office area:** Most customers do not get seats during pick-up hours due to the overcrowded region.
- **Inadequate software effectiveness:** Bank Asia Limited utilizes the iStelar program to perform their tasks, which underperforms. But in the other hand, the server can become exceedingly slow at times, exposing the programmed to malfunction. Customers who come in or call to query about their balance at that time have been unable to get the information they desire.

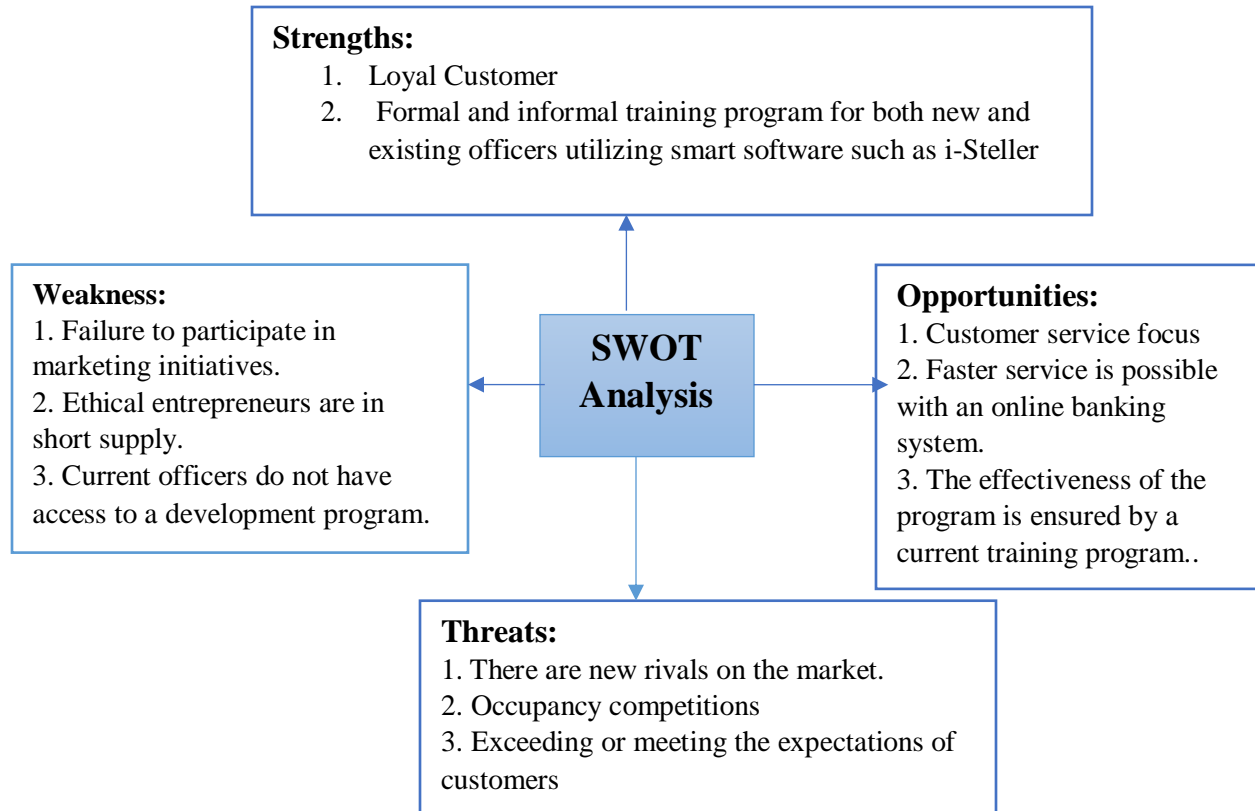
Following the completion of my internship at this bank, I've noticed that the difficulties mentioned above may cause future roadblocks. As a result, managers should be more cautious while dealing with their employees.

Chapter 5: Bank Asia Limited's SWOT and Performance Analysis

Bank Asia Limited's SWOT Analysis

SWOT analysis is the process of appraising an organization's strengths, weaknesses, opportunities, and threats in relation to its environment. A SWOT analysis' primary solution is to determine strategies that align, fit, or match a company's resources and talents to the demands of the environment in which it operates. To put that another way, the strategic approaches in a SWOT analysis should be established on the company's strengths in order to capitalize on opportunities, defend against threats, and resolve the company's weaknesses. I learned about the Bank's strengths, shortcomings, opportunities, and challenges that affect the bank's overall performance during my internship. The following is the list of SWOT analysis of Bank Asia Limited:

Figure 12: SWOT Analysis of Bank Asia Limited:



Performance Analysis of Bank Asia Limited

DuPont Analysis 5 Factors Model:

(Cited from Bank Asia Limited website and Bank Asia Limited Annual report 2020)

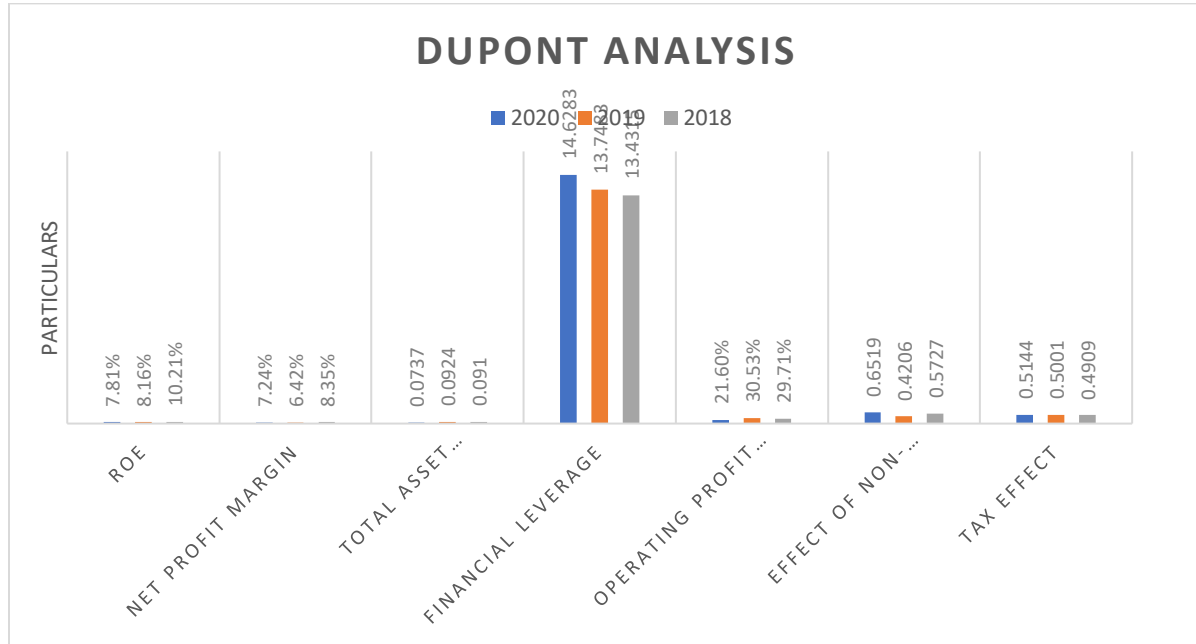
DuPont assessment is a tool of discovering which factors contributed the most to return on equity and which factors caused it to change. We established a five-factor model that would include net profit margin, total asset turnover, and financial leverage for a more thorough study. Operational profit margin, non-operating item effects, and tax effects would be included in net profit margin.

Figure 13: DuPont Analysis 5 Factors Model:

Particulars	2020	2019	2018
ROE	7.81%	8.16%	10.21%
Net Profit Margin	7.24%	6.42%	8.35%
Total Asset Turnover	0.0737	0.0924	0.0910
Financial Leverage	14.6283	13.7483	13.4315
Operating Profit Margin	21.60%	30.53%	29.71%
Effect of Non-operating Items	0.6519	0.4206	0.5727
Tax Effect	0.5144	0.5001	0.4909

Figure 14: DuPont Analysis 5 Factors Mode in Graph:

General Banking Activities of BANK ASIA LIMITED



The return on equity (ROE) is a measurement that analyzes how valuable a firm is in terms of its equity. As seen in the second level break down, net profit margin is made up of three main components: operational profit margin, non-operating item effects, and tax effects. As a result of the COVID-19 outbreak and the installation of a single digit interest rate structure, the operating profit margin has dropped from 30.53 percent to 21.60 percent.

As the provision amount decrease by 61 percent, the effect on non-operating items increased to 0.6519. The tax effect however has increased, going from 0.5001 to 0.5144. Despite a lower operational profit margin, the combined effect of non-operating items and tax effects resulted in a net profit margin of 7.24 percent, rising from 6.42 percent. As a consequence of the interest rate cap, Asset Turnover decreased from 0.0924 to 0.0737. Despite a 7.63 percent rise in loans and advances, interest income declined by 20.78 percent. As a result, the asset turnover ratio decreased.

The financial leverage jumped from 13.7483 to 14.6283, causing the return on equity to increase.

Deposits and Advances

Deposit strategies:

- Taping foreign missions, roads and highways, LGED, Bangladesh Bridge Authority, and other business houses, such as foreign airlines and telecommunications corporations, as well as maintaining a regular strong social interaction.
- Providing cash management services, such as the collecting of institutional accounts and effective use of the EFTN service to provide secure and quick cash service; taking advantage of the expanding rural deposit basket by opening smaller, low-cost rural branches; and so on.
- Deposits for the Hajj, and a campaign
- Use mobile banking to access huge volumes of low-cost domestic remittances, and a mobile wallet to simplify retail transactions

Advances strategies:

- ❖ Power, shipbuilding, shipbreaking, ceramics, and pharmaceuticals are among the new emerging industries that will be more focused.
- ❖ Agriculture, leather, frozen food, and textiles are examples of existing thrust areas that should be more targeted.
- ❖ Backward linking industries should be addressed since supply chain management can provide a good source of SME business.
- ❖ In order to help the Bank's cost fund develop, export-oriented industries will be given more attention.
- ❖ Expanding the SME lending portfolio to achieve significantly better yields and mitigating the negative consequences of huge volume default will be prioritized.
- ❖ Risk management measures must be correctly applied to give strong internal control over corporate activities.
- ❖ Loans are disbursed with controlled risk to high-yielding business divisions, and a high-quality asset portfolio is maintained.

Final Chapter: Conclusion

Findings:

While putting together the report and going over the data, I came across a few interesting things. I've only worked in the Corporate Branch of Bank Asia Limited. As a result, if Bank Asia Limited's procedures and corporate culture are believed to be the same as the Corporate Branch, my report's conclusions are as follows:

- There appears to be a lack of cash in the hands of the General Banking department. As a result, the workload is unusually high compared to other branches, as this is generally the company branch. As a result, the team has a backlog of work to accomplish before the deadline.
- Bank Asia Limited provides a number of chances for its employees to develop their banking skills and expertise. However, due to a labor shortage, one employee is sent to training without being replaced. This increases the workload for other employees and causes customer displeasure as a result of labor delays.
- Due to a faulty IT system, customers must go through a lot of hassle to obtain internet banking at Bank Asia Limited.
- Due to a failing internet server, employees are occasionally unable to tell consumers of their required account balance. As a result, customers are likewise unsatisfied.
- The majority of employees in the department are unsatisfied with management's expectations for the amount of work they must perform. Furthermore, despite applying on time, individuals must endure a tremendous deal of suffering in order to apply for annual leave (LFA).
- Employees are dissatisfied with a number of management decisions. For example, an employee may be transferred from the credit department to another department inside the branch. The shift takes one to two days, leaving little time for the credit department workers to educate their replacement.

Bank Asia Limited does not have any intentions for advertising. Farmers are understandably concerned about the bank as a result of this. It will stymie the company's long-term plans to reach a big number of clients.

RECOMMENDATION

In this section, I proposed the following recommendations for Bank Asia Limited to consider as it moves forward:

Market research on a regular basis: To maintain track of customer satisfaction levels, Bank Asia Limited's management may conduct research activities every three months utilizing a standardized questionnaire or a personal interview. Regular research can also be used to determine customer satisfaction with a variety of service qualities.

There should be more ATM booths built: To reach out to clients even further and meet their requests, a suitable number of ATM booths could be set up in various areas.

Improved Customer Service: It is critical to improve customer service. To compete with other banks, client service should be improved, such as online service, internet service, and 24-hour customer help. New technology should be employed to provide effective services.

Handle complaints effectively: BA may place a greater emphasis on dealing with a variety of customer concerns and encouraging customers to submit feedback on the services.

Enhancements to online banking: A number of serious flaws with the internet service are preventing BA from gaining more positive feedback from its customers. As a result, there are still a few areas where the BA IT division can improve.

More staff should be hired: I noticed that the bank's workforce needs be expanded. Staff may be unable to provide their clients the attention they require due to increased employment stress. The bank can expand its workforce and share tasks more fairly.

Pursue a charming advertising campaign: In order to develop a solid image and reputation among potential clients, BA should focus on marketing efforts.

Program of instruction: Commercials on television may be shown in order to reach a larger audience. In order to increase employee efficiency, the bank may offer numerous instructional sessions on various banking rules and regulations issued by Bangladesh Bank.

Increased office space: If necessary, the bank authority should rent more office space to address the storage issue.

CONCLUSION

The role of financial institutions has become increasingly significant as Bangladesh's economy develops. Bank Asia Limited is a third-generation bank that contributes to the socioeconomic development of the country. Despite the fact that Bank Asia Limited faces significant obstacles that must be addressed, the company is making progress and has a higher chance of expanding once the issues are overcome.

Because we only have theoretical knowledge, every business student needs to participate in an internship program. This curriculum gives us the chance to gain practical experience in order to relate theory to reality. I had the fortunate opportunity to do my internship at the corporate branch of Bank Asia Limited. In addition, I had the opportunity to work in the departments of General Banking and Foreign Trade for a length of time. Despite the fact that the internship was too brief to provide me with in-depth knowledge, it provided me with a taste of the commercial world.

Bank Asia Limited is putting in a lot of effort to become a banking pioneer. The management is well-organized, and the bank is on track to meet its objectives. However, in order to deliver the best service to its customers, the bank must implement new technology and software. If they can reassure their customers about the quality of their service, they will be able to attract new and larger customers.

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Appendix

BA- Bank Asia

L/C – Letter of credit

PO- Pay of Order

DD- Demand Draft

SME- Small Medium Enterprise

BTB- Back to Back

KYC- Know your customer

DB- Double benefit

MB- Monthly benefit

TIN- TAX identification number

VAT- Value Added tax

FOB- Free on board

BACH- Bangladesh Automated Clearing house

HOB- Head of Branch

MICR- Magnetic Ink character recognition

GL- General Ledger

GB- General Banking

LFA- Leave fare assistance

BB- Bangladesh Bank

TP- Transaction Profile