

Report On
Advancing UCBL Client Service Through Digitalization

By

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An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration (BBA)

Brac Business School
Brac University
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Declaration:

It is hereby declared that

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

Student's Full Name & Signature:

Mohosina Rahman
17304093

Supervisor's Full Name & Signature:

Rahma Akhter
Lecturer, Brac Business School
Brac University



Letter of Transmittal

Rahma Akhter

Lecture

Department

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Advancing UCBL Client Service Through Digitalization”.

Dear Ma'am,

This is my pleasure to present my internship report on “Advancing UCBL Client Service Through Digitalization”. In this report, I have given a proper brief about my internship experience at United Commercial Bank Ltd also analyzed the entire client service through digitalization.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

Therefore, I request you to accept my internship report and oblige thereby.

Sincerely yours,

 Mohosina Rahman

ID: 17304093

BRAC Business School

BRAC University

Date: January 20,2022



Non-Disclosure Agreement

This agreement is made and entered into by and between United Commercial Bank Ltd and the undesigned student at BRAC University -Mohosina Rahman (ID-17304093)

United Commercial Bank Ltd

Mohosina Rahman

Acknowledgment

I like to express my deepest gratitude to my internship supervisor, Rahma Akter, for her advice and support throughout my internship while I worked on my report on my day-to-day activities at United Commercial Bank Ltd. Without her oversight and wise recommendations, this report would have been a catastrophe.

My utmost gratitude to my supervisor Mr. Imtiaz and Branch Manager Mr. Saleheeen Ahmed Bhuiya, at United Commercial Bank Ltd, for providing me with the necessary information. At every phase of my internship, their supervision has encouraged me in writing my report.

I want to express my gratitude to my colleagues at United Commercial Bank Ltd for their tremendous support and professional knowledge in assisting me in completing my internship tasks.

Lastly, I want to express my gratitude to Allah for allowing me to complete my report and providing me with the required energy and benefits.



Executive Summary

UCBL is the first-generation bank that has embraced modern banking technologies and tried to fully automate its operations. UCBL has modified and improved numerous elements to attain the desired result. In today's economy, a country's financial system is critical. With its functions, UCBL has contributed to the country's economic and social welfare.

The significant developments at UCBL are described in this report, covering management, strategies, promotion policies, marketing methods, and new goods and services such as Upay, Unet, RTGS, Agent banking, SME offerings, and so on. All of UCBL's efforts have a good and effective impact on the organization's performance and growth. It has established a solid position and has established itself as a potential opponent for any private commercial bank.

The report is divided into three sections. In the first chapter, I briefly explained the internship's summary. Following that in the second chapter, I went through United Commercial Bank Ltd. in great depth. Finally, I looked at how effective Advancing UCBL Client Service Through Digitalization is. I have presented some ideas and understandings from my point of view in the last portions of this report.

To fulfill the academic requirements for a BBA (Bachelor of Business Administration), BRAC Business School students must complete an internship to gain professional experience that will help us to connect theoretical knowledge with practical knowledge and help us build a bridge between the two by working professionally. The intern is often assigned to their primary topic. Nonetheless, despite being a Marketing major, I chose to intern at United Commercial Bank to utilize my academic skills in a challenging atmosphere. My internship at United Commercial Bank's Shamoli Branch in Dhaka began on November 18, 2021, and will finish on February 17, 2022. Ms. Rahma Akhtar, Assistant Professor BRAC Business School, was my academic supervisor throughout my internship,

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Chapter 1: Overview of Internship

1.1 Student Information

Name: Mohosina Rahman

ID:17304093

Program: Bachelor of Business Administration

Major: Marketing

1.2: Internship Information

1.2-1 Internship Period, Company Name, Department Address

Internship Period: 3 months

Company Name: United Commercial Bank Ltd

Department: Customer Service

Address: Road No 8, Shyamoli Ring Road Branch

1.2-2 Internship Company Supervisor's Information

Supervisor Name: Saleh Ahmed Bhuiyan

Position: Branch Manager

1.2-3 Job Scope:

United Commercial Bank Ltd. offers an internship program as a way to get a career in the bank. The internship program's main purpose is to recruit the best interns from Bangladesh's top universities. Interns are recruited for several divisions of United Commercial Bank Ltd. through this program, which is examined in the bank's head office. As a result, United Commercial Bank Ltd. uses a comprehensive evaluation process to filter out candidates who do not fulfill its requirements.



Responsibilities:

1. They were training me on how to use the money transaction site and double-checked all the transactions.
2. They were using many sites to do money transactions, I had so many quirks and several types of training-related questions.
3. I needed to know how many customers were using the modern Money transaction.
4. I had gathered employee data depending on their performance and organized it properly.

I worked with a variety of training-related questions from different departments.

1.3 Internship Outcome

1.3-1 Contribution to the Company

I consistently make an effort to show them professional behavior as an intern. I made every effort to execute my given responsibilities with efficiency and attention so that no one could question my work. I made an effort to complete assigned duties on schedule. As a result, I assisted my department in completing tasks on time. I was given many jobs once my dedication to work was noticed, and I completed them with enthusiasm.

As a Customer Service Department intern, I had engaged in gathering customer data based on their digital transactions. I gathered essential information about consumer transactions and organized it chronologically. As a result, the bank was able to increase the efficiency of data collecting. In addition, I was assisted by my superiors in maintaining all of the documents. The bank's work burden for all bank records was minimized as a result of this. In addition, I had uploaded the excel and word files on the exact day and time. United Commercial Bank Ltd provides a variety of digital platforms that customers may use anytime they choose.

I researched how many consumers use those platforms. This enabled my department to get information on how many use these platforms. Furthermore, as an intern at United Commercial Bank Ltd, I was responsible for keeping track of the number of consumers that used such platforms and resolving their issues with those platforms. I assisted my superiors in maintaining all of those records and keeping track of transactions. As a consequence, the procedure went more quickly, and I was able to help my supervisor. I always tried hard not to take the blame that would make me answerable to my department manager. As a result, these are all my efforts to United Commercial Bank Limited.

1.3-2 Student Benefit:

As an intern at UCBL, I have learned so many things. First and foremost, I have understood the activities of a company. They've trained me about the formalities that an organization or business must follow. Furthermore, I have acquired practical experience with basic banking understanding. I learned how to create an account, issue a checkbook, debit card, EFT, RTGS, and how to use an upay, unet, pay salary check and clear cheque a separate firm through the bank, examine investment paperwork, and apply for a home loan. These are the practical skills that I have acquired. Not only that, but I've developed my ability to operate under hardship. For example, many consumers want their job to be completed quickly. However, managing a large number of tasks might be tough at times.

However, managing a large customer base and completing tasks on schedule might be tough at times. This internship has taught me how to deal with a variety of situations.

By working quickly, you may improve the situation and satisfy a large number of clients. Furthermore, this internship has provided me with valuable experience that will assist in the advancement of my future. The internship has increased my confidence and capacity to communicate with many officials. It also enabled the growth and development of my abilities. Finally, I received 2000 takas each month for my internship, which will help me bear my daily expense. So, these are the advantages of doing the internship for me.

1.3-3 Problems and Difficulties:

During my internship time, however, I have some problems. The following are some of them:

1. First and foremost, I struggled to adjust to my new place. I was scared to approach them on the first day because there were so many experienced individuals around me. However, their collaboration subsequently made me comfortable.
2. It was challenging for me to acquire and organize data. I had to ask my supervisor for collections multiple times since I didn't have access to all of the data.
3. This was a professional work atmosphere. As a result, I was sometimes afraid to ask elders questions.



4. I was occasionally required to do tasks in a limited amount of time. Working under extreme stress was a new experience for me.

These are some of the challenges I experienced throughout my internship. Their collaboration, on the other hand, made me comfortable working here.

1.3-4. Recommendation:

Recommendations for United Commercial Bank Limited in terms of intern hiring and management the given below:

- It has been observed that consumers sometimes don't identify the intern. As a result, the intern's ID card might be identical to that of the professionals, making it easier for consumers to interpret.

Chapter 2: Organizational Part

2.1 Introduction:

United Commercial Bank Limited (PLC) began its journey in mid-1983 with a strong commitment to the economic and social development of Bangladesh and has since developed to become one of the country's top private commercial banks. United Commercial Bank is committed to the economic and social development of Bangladesh (UCBL). With a large network of 204 locations, the Bank has already earned a name in the arena of private sector banking through personalized service, innovative methods, a proactive attitude, and effective administration. Additionally, with a huge branch network of 206 locations, this bank established itself as one of the best first-generation banks in the country. Consumer products such as UCB cards have also been a major success, propelling the company to the top of the local market, with over 40000 cardholders and 130 ATM booths in Dhaka Division. With the assistance of 4,988 workers who continuously demonstrate their ability to operate at a high level, the bank has maintained its leadership position in the banking sector. This bank has already established itself as a separate institution in the domain of private sector banking through customized service, innovative methods, a proactive attitude, and efficient administration. They are more strategically and economically positioned to assist their clients in adjusting to changing conditions and competing more effectively in their markets. This bank intends to play a key part in the country's economic operations by promoting trade, commerce, and industry through a novel loan approach.(Baten, Kasim and Rahman, 2015).

2.1-2 Objective:

The following is the goal of examining the overview, operational description, and strategic unit practices:

- The management, marketing, and accounting methods are intended to provide readers or future researchers a clear picture of United Commercial Bank Ltd's activities.
- After reviewing the various types of practices, readers will be able to identify the areas in which United Commercial Bank Ltd needs to improve.
- The readers will be informed about the situation of United Commercial Bank Ltd in comparison to other Bangladesh-based banks.

These are the goals of the analysis of the overall operation and strategic audit.

2.1-3 Methodology:

I gathered several sorts of information from many trusted sources to provide an overview of UCBL. There are two sorts of resources available to me to the given below:

■ Primary Resources:

- United Commercial Ltd employees as well as Ucbi officials during training sessions.
- It helps me to learn and work under the direct supervision of the operation manager
- Gain knowledge from other senior employees and practical work.
- They have given me several documents, which are also one of my main sources of knowledge.

■ Secondary Recourses:

- United Commercial Bank Limited's website.
- United Commercial Bank publishes journals, articles, and news.
- United Commercial Bank Limited's annual report
- Bangladesh Bank's official website
- United Commercial Bank Limited research papers.

2.1-4 Scope:

This research part of the report will assist readers and researchers by offering relevant information on the organization's marketing, management, and accounting processes. This will provide them with a better understanding of United Commercial Bank Limited. Furthermore, participants will have an understanding of the customer service department and how it operates, as well as how to resolve any issues that consumers may have(Shahzad and Farooq, 2017).

2.1-5 Limitation:

During this time, I've had to deal with a lot of limits. They are as follows:

- I wasn't able to access all of United Commercial Bank Limited's information. As a result, I have faced so many difficulties finding data from secondary sources for my report.
- United Commercial Bank is using high technology to operate all the documents. These are unfamiliar factors for me. As a result, three months is insufficient for me to learn everything.

So, these are the limitations I've had to deal with during my internship.



2.1-6 Significant:

My internship experience is tremendous for me and helps me how to balance my personal and professional life. I've learned a lot about corporate life and gained real-world experience that will benefit me in my future job.

Not only do I have job-based learning, but I also have personal experiences in dealing with many life difficulties outside of work. Now I understand the laws, regulations, corporate culture, employee relationships, and so on. Furthermore, analyzing organizational activities such as marketing, accounting, and management will benefit readers in evaluating United Commercial Bank Limited's strengths and weaknesses. Above all, the importance is enormous (Bashir, 2017).

2.2 Company Overview:

■ History of UCBL

A commercial bank that would help our country's development on both a social and an economic level was what Shahjahan Kabir, the late founding chairman of UCBL Limited, wished to establish. Kabir served as the company's first chairman when it was established on June 3, 1983. Since joining the bank, he has established a solid track record of financial success.

To achieve his goal, the first chairman collaborated with a group of highly skilled and successful business leaders. In fact, with their effort, intellect, hard work, and entrepreneurship talent, they all showed themselves to be the most successful stars in their different businesses. Following the death of the honorable original chairman, Mr. Nazrul Islam Mazumder was elected honorable chairman. From the beginning, UCBL Bangladesh Limited (UCBL) was previously known as UCBL (Bilal, Zia-ur-Rehman, and Raza, 2010).

United Commercial Bank Limited is owned by the government and a group of self-motivated and well-known entrepreneurs and businessmen in the country. With 206 branches, UCBL began operations in mid-1983 and has grown to become one of the largest first-generation banks in the private sector.

2.2-1 Organizational Information:

| | |
|--|----------------------------|
| Chairman | Mrs. Rukhmila Zaman |
| Vice-Chairman | Mr. Bazal Ahmed |
| Director & Chairman, Executive Committee | Mr, Anisuzzaman Chowdhury |
| Independent Director & Chairman, Audit Committee | Mr, Akhter Matin Chaudhury |
| Director & Chairman, Risk Management Committee | Mr.M.A Sabur |
| Director | Mr. Nurul Islam Chowdhury |
| Managing Director | Mr. Arif Quadri |
| Independent Director | Dr. Arup Chowdhury |

Table 1: Organization Information of UCBL

| Information | Number |
|----------------------|--------------|
| Total branches | 206 |
| ATMs | 580 |
| SME Unit office | 2 |
| Agent Banking Outlet | 156 |
| Number of Employee | 4 900 people |

Table 2: Organization Information of UCBL

2.2-2 Achievements of UCBL

1. United Commercial Bank (UCB) has announced that it will break the \$9 billion in foreign trading in 2021.
2. UCBL Bank has been selected as the highest Taxpayers in the Banking Category
3. United Commercial Bank Limited organizes a Breast Cancer Awareness campaign in Chittagong.
4. In 2021, Upay began providing a broad range of mobile financial services to people from all walks of life.
5. UCB gave an agricultural loan of Tk 2 core 10 lakhs to 71 farmers of khagrachhari.
6. Upay has recently completed successful acquisitions with organizations such as Grameenphone, Robi, and Banglalink, ensuring that its customers would not require an active internet connection to access the app.
7. United Commercial Bank PLC inaugurates 206th Khagrachhari Branch.
8. United Commercial Bank Limited is a proud supporter of the Bangladesh Security & Exchange Commission's "Bangladesh Investment Summit 2021, Building Sustainable Growth Partnerships" in Manchester, United Kingdom.

2.3 Management Practices:

The UCBL's senior management body is the "management committee," which is made up of 21 members. Before presenting concerns about the audit committee and board of directors, the executive body, the management committee also the risk management, examine them. UCBL has excellent management systems and procedures, which have allowed it to become Bangladesh's number one bank. The following are the primary management practices that the management employs:

- The high importance of effective fund management since the bank will improve day by day if the input and outflow of liquid money are effectively managed. As a result, the management of United Commercial Bank PLC opts for a priority-based investment program.
- The management guarantees that the price and services are priced competitively.
- The management of United Commercial Bank PLC ensures 100% compliance with both on-site and off-site monitoring.

- When the investment is primarily concentrated on the service and infrastructure industries, they mobilize the lower-cost deposit.
- UCBL tries to deliver its online training sessions in pandemic situations to manage their employee's quality.

2.3-1 Human Recourse Management Administration:

Human resources experts are critical components in the success of United Commercial Bank today. These occupations necessitate a new degree of complexity in human resource management that has never been seen before. Their status inside the Bank has also been boosted, which is unsurprising. Even though the terms professional and human resources management are sometimes used indiscriminately, it is important to understand that they relate to two separate ideas. The head of human resources, who used to be a single person in charge of the administrative function, is now more likely to be a vice president who sits on executive boards and contributes to the development of the overall organizational strategy.

- Identifying and appreciating future employment requirements
- Quantitatively identifying a deficiency
- Identifying and resolving quality and specification issues
- Identifying the correct type of man's sources
- Developing and using the current workforce
- Ensure that the workforce is being used effectively.

Management of human resources United Commercial Bank's wing is one of its most essential aspects. There are 4,988 employees in all, which is a large amount. They launched "United Commercial Bank offers online training to boost their workers' quality" to train such a large number of employees. Their direct supervision is in charge of the training and internship program. Furthermore, several evaluations are given to improve the performance of their employees. The promotion mechanism is based on prior experience as well as exam results. UCBL recruits employees based on their qualifications. They frequently seek out exceptional individuals in diverse fields and train them. The board of directors approves the recruiting policy to ensure that the correct individual is hired for the proper job. United Commercial Bank gives chances to all aged people below 58. Also, encourage youth to engage with banks and be their future (Bilal, Zia-ur-Rehman, and Raza, 2010).

2.3-2 Risk Management at UCB (PLC)

The UCBL hired 12 members to manage all policies and procedures. Between transactions in the firms, there is a clear separation of responsibilities. The UCBL board of directors considers all the problems. The link between all transaction risks and other risks should also be considered by banks. The bank's good management of risk controlling and identifying a critical also significant problem and try to solve all the problems to help their customer(Tahir *et al.*, 2014).

- Value risk of my assigned bank
- Equity price risk of my assigned bank
- Exchange rate risk of my assigned bank
- The investment risk of my assigned bank
- Profit rate risk of my assigned bank
- Liquidity risk of my assigned bank

2.3-3 UCB(PLC) Green Banking

The concept of "green banking" is well-known across the world. Green banking is not a distinct financial institution. Green banking refers to the practice of establishing environmentally friendly processes in the banking industry to reduce the bank's internal and external carbon footprint. The banking sector is not typically thought to be a polluting one. However, the surroundings (electricity, lighting, and air conditioning), as well as the use of paper, have an impact. In a larger sense, the banking industry is worried about the external environment since it gives capital to others and hence funds their management. Banks are a place where you can get money. As a result, they may help the environment by assuring environmentally sustainable investment and careful analysis(Khan *et al.*, 2018).

United Commercial Bank PLC's Green Banking Policy has previously been created by the "Green Banking Cell" and approved by management. Appropriate funding will be allocated for associated initiatives in the Bank's next budget, following the Policy.

Bangladesh Bank rules say that there should be a separate policy called the Environment Risk Management (ERM) Policy. This policy is in line with the Credit Risk Management Policy. The Board of Directors has also agreed to the ERM policy, too. As a bonus, the Board of Directors has approved the creation of a draft "Green Office Guide" for in-house environmental management.

- Improve UCBL's image by demonstrating and servicing its environmental commitment.
- Significantly reduce the image by demonstrating and servicing its environmental commitment.
- Improve staff productivity and efficiency by using technology skillfully and efficiently.

- Install eco-friendly equipment to reduce potential health risks.
- Reduce paper consumption to save a considerable amount of forestland.
- Reduce greenhouse gas (GHG) emissions by reducing company travel.

2.4 Marketing Practices:

United Commercial Bank Use Process Marketing to sustainable its ground in the market. They use the most up-to-date technologies to send immediate cash. UCBL performs tasks on time. As a result, customers may simply obtain a card in a short period. UCBL always believe customer satisfaction is important to grow trust and loyalty and they work effectively to give customer easier and more organized service. They always want to keep their customer updated about the system used to assist the organization in delivering the service(Tahir *et al.*, 2014).



2.4-2 4ps of Marketing:

United Commercial Bank uses the 4P marketing approach to reach out to customers about their services. Four variables play a vital part in reaching customers: product, place, pricing, and promotion. Compared to other commercial banks, United Commercial Bank PLC has placed a stronger emphasis on marketing techniques to deliver the best possible service to clients. In the banking industry, however, it has been able to establish a considerable presence and sustain its competitiveness.

Place: There are 206 branches of United Commercial Bank in Bangladesh. 18 zones have been created from all of the branches. Furthermore, there are 156 AD branches. United Commercial Bank has set up ATMs around the country to facilitate digital transactions. United Commercial Bank has a total of 580 ATM booths. As a result, the numbers are enormous, and they serve people in all areas.

Product: United Commercial Bank Ltd provides their customers with different types of services to satisfy their customer demands.

- NRB Banking
- Corporate Banking
- Sabolombi Account
- Senior Current Account
- Retail Service: Loan, Visa Debit card, Deposit Products-(short term and long term)
- SME Service
- Upay

Pricing:

| Type of Deposits | Interest Rate (%) |
|---------------------|-------------------|
| •Saving Deposit | 6% |
| •Short Term Deposit | 5% |
| •Fixed Deposit | 12% |
| •3 months | 12% |
| •6 months | 12% |
| •12 months | 12% |

There are the different service charges which UCBL charges in the given below:

- They charge 300 Taka per year for ATM service,
- For locker opening customers need to give 4000 taka and yearly charges 5000 Taka.
- Anybody who requires an account statement will be charged 240 Taka.

Also, the cost of an early account charge is determined by the amount of money in the bank.

Promotion:

A bank's promotional activity might encompass anything that promotes the bank to the customers. United Commercial Bank Ltd participates in several CSR initiatives around the country. Every year, we set aside at least 2% of our yearly profit and Corporate Social Responsibilities (CSR) activities will be carried out by the foundation.

1. UCBL organizes a scholarship program for unprivileged child.
2. Supporting families who have been affected by natural disasters.
3. Healthcare service.
4. UCBL organized Education Promotion Program
5. Helping those living in slums.
6. Funding for the development of computer labs in educational institutions

2.5 Financial performance and accounting practice:

| (BDT million) | to | 2020 | 2019 | 2018 | 2017 | 2016 |
|-------------------|----|----------|----------|----------|----------|----------|
| Operation Profit | | 827.68 | 7390.25 | 7951.41 | 7587.38 | 8402.34 |
| Interest Income | | 30948.75 | 25266.93 | 21034.16 | 20832.15 | 22434.57 |
| Interest Express | | 20150.94 | 16024.50 | 12087.39 | 12194.04 | 14711.18 |
| Income before Tax | | 4932.09 | 4907.76 | 5461.41 | 5189.89 | 7252.34 |
| Income after Tax | | 2772.04 | 2368.95 | 2433.91 | 2628.63 | 3977.34 |

Table: Financial and accounting practice

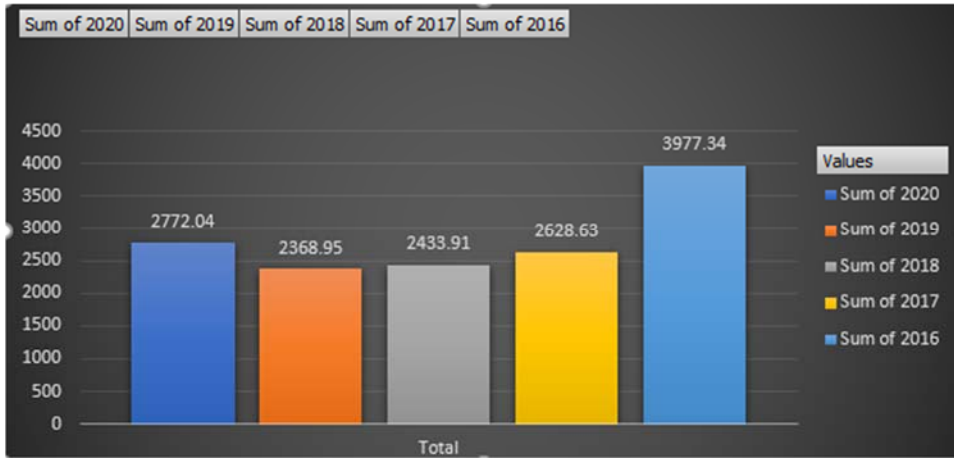


Figure: Income after Tax

We can see from the previous five years' income statements that net income after tax was greatest in 2018. After paying all taxes, United Commercial Bank Ltd has made a large profit. In 2020, income after tax has been lowered due to the COVID'19 pandemic. United Commercial Bank Ltd reinvests its net profits after taxes, pays dividends, and repurchases shares, among other things(Baten, Kasim, and Rahman, 2015).

2.5-2 Balance sheet of United Commercial Bank

| BDT in million | 2020 | 2019 | 2018 | 2017 | 2016 |
|-----------------------|-----------|-----------|---------------|-----------|---------------|
| Deposit | 353981.62 | 330786.67 | 297172.8 2 | 278195.49 | 257704.3 0 |
| Investment | 65323.45 | 57800.97 | 50830.84 | 42911.75 | 55475.64 |
| Investment to deposit | 28.5% | 35.5% | 26.5% | 32.08% | 40.2% |

Table: Balance Sheet