



Report On
General Banking and Customer satisfaction of Bank Asia Limited”

Submitted by
Sabbir Raihan
ID: 17304154

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

BRAC Business School
Brac University
May 16, 2022

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Student Full Name

_____ **Sabbir Raihan** _____

17304154

Supervisor's Full Name & Signature:

_____ **Tanzin Khan** _____

Lecturer, BRAC Business School

Letter of Transmittal

Tanzin Khan

Lecturer,

Department

BRAC Business School

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on General Banking and Customer satisfaction of Bank Asia Limited.

Respected Sir,

I am happy to provide my internship report for Bank Asia Limited, which is a requirement for the BBA program. Working for you On sight was a wonderful experience for me. I researched Bank Asia Limited General Banking for my internship report. I was given the chance to work as an intern in the bank for three months, and I now have the privilege of learning and contributing to the company. my internship, I came to know a lot about banking and how commercial banks operate during my internship. I made an effort to wrap up the relationship with the crucial information and the suggested proposition as completely and significantly as possible.

May I, therefore, I believe that you would be kind enough to grant my internship report and give your valuable opinions. I hope that the report will meet the respective desires.

Sincerely yours,

Sabbir Raihan

ID: 17304154

BRAC Business School

BRAC University

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The

Student] This agreement is made and entered into by and between Bank Asia Limited and the undersigned student at BRAC University Sabbir Raihan ID: 17304154

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Acknowledgement

First and foremost, I would want to express my sincere gratitude and admiration for Almighty Allah for giving me the chance to successfully finish the internship program. My internship report can be seen as an honest attempt to expand my knowledge on a personal and practical level, adding to the theoretical component of my studies and preparing me to take on the challenges of the labor market.

This internship project has been quite enjoyable for me.

I'm thrilled to have the opportunity to complete the assignment given to me by my valued boss, **Ms. Tanzin Khan**, Lecturer at the BRAC Business School. I want to thank her for providing me with the best supervision possible throughout my internship program. He was cordial enough to respond my every query via emails and WhatsApp.

I am extremely grateful to **Tareq Ahmed**, the branch manager, the manager in operation at the chapainawabgonj branch, and all the other people who supported me during my internship. Here, I'm getting daily maintenance along with skilled and emotional assistance to improve my involvement in my temporary job life.

Finally, I would want to convey my gratitude to everyone who helped me in any way with the successful creation of my internship report. I would also like to express my regret for not being able to express it to each person individually. I am pleased with how accurately and genuinely I was able to finish the report on the subject.

Executive Summary

One of the most important industries for the economy's operation is still the banking sector. To achieve industrial and industrial development in this economic period

Department of Commerce, there ought to be a solid financial system that aids both society and the economy. The General Banking division of Bank Asia Limited's Corporate Branch is the subject of this report. The general banking service handles cash management, transfers, client assistance, and accounting linked pursuits. This organization is crucial to provide its clients high-quality services. A bank's cash management division is both its most crucial and most challenging division. across it. It creates a relationship between the banker and the client, collects client bills, and moves client funds from one bank to another. Faster and better service is provided through General Banking. The first chapter contains information about me, including my name, manager's name, the department I worked in, my job description, lessons I gained from this company, and issues I encountered during my training. The second chapter includes an introduction, a description of the bank, management procedures, marketing procedures, mission, and vision statements, as well as information on financial procedures, operational management procedures, information systems procedures, a summary, and bank conclusions. The third chapter, which is the most important one, is about the general banking section. The activities carried out in the GB department, company history, objective, importance, method summary, and conclusion are all mentioned and described in this section. I also include how the employee satisfies the customers Here, I have highlighted some findings from this organization and then try to give suggestions to those problems. The sources from which I gotten all of the data which are recorded at the conclusion, taken after by the reference and appendix section Portion.

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1: Overview of Internship

1.1 Student Information:

Name: Sabbir Raihan

ID: 17304154

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Minor: Human Resource Management (HRM)

1.2 Internship Information

1.2.1 Period, Company name, Department, Address:

Period: 90 days.

Company Name: BANK ASIA LIMITED.

Department: Every Department

Address: Chapainawabgonj

1.2.2 Internship Company Supervisors:

Name of my supervisor: Mizanur Rahman (TO)

1.2.3 Job Scope & Job Responsibilities:

Following is a list of the responsibilities and duties I was given for the duration of my internship:

- ◁ Fill out the forms on your account and deposits, your NID verification, and the form itself.
- ◁ Cheque customer balances on the system
- ◁ Manage and mentor customers with their problems
- ◁ Verification of the clearing take a look at and price order
- ◁ Receiving, verifying the RTGS copy and entry to the books.
- ◁ Helping all officers and working appropriately
- ◁ Contacting clients by way of telephone
- ◁ Maintain up with and assist the deputy supervisor and other officers.

1.3 Internship Outcome

1.3.1 Contribution to my bank (Bank Asia Limited):

I firmly believe that I brought a lot to the bank throughout my internship. I did my internship as if merit mattered. I gave each task my full attention. I was active most of the time and worked hard. In most companies, interns are not given many difficult tasks. However, I was pushing for assignments and workers that would make me stand out in the bank.

I mainly worked in general banking. I really did my best here. I was able to fill in every field on the account form accurately. I worked quickly and left nothing unfinished. I've completed almost 500 forms. I also took care of the customers. I gave them their debit cards and checkbooks while

simultaneously registering them with a sign. I also organized each module. I also adhered to all GB officials' orders and brought the manager's and deputy manager's crucial signatures and files. In addition to all of that, I called 300 clients to inform them of their varied problems. It was fascinating. I received impressive appreciation from the bank officers that I worked hard. The forms I have filled out are-

1. Savings Account
2. Current Account
3. Dps Account

3. Institutional Account:

I was employed at the time in the investment, loan, remittance, and clearing department. Each piece here was more intricate and original. Most of the work was delicate and conceptual. It was a privilege to work in the most delicate cleaning department. I also had a chance to look at the bank check. I also helped with the audit. The auditor appreciated my work ethic and performance. I also saw the audit process and how it affected a bank's staff. Every workplace is significantly influenced by the environment. I have tried to follow all laws and regulations and pay attention to every aspect of work etiquette. I could take care of anyone's work.

1.3.2 Benefits to the student:

The internship at Bank Asia Limited was a fun and exciting experience. It was like riding a roller coaster, going up and down in a continuous cycle. However, it was my first work experience and it was a wonderful trip that I will cherish. Internship is more like a preview of what a student can expect when they enter the workplace. The idea inspires students to work hard and achieve their

goals. Moreover, it teaches them how to behave in an office setting so that they can be successful in the future. Having some experience will help us get started working in an organization smoothly. In an internship, a student learns how to be a professional and behave in a workplace. This has taught me how to deal with co-workers and not get upset over minor matters. We learned the importance of satisfying our customers in our academic life. I learned how to deal with customers effectively and helped many customers. In banking, every detail is strictly guarded and confidential. In that case, I learned how to be work conscious. Because of the potential for a massacre if my one mistake were to happen, I learned about the Bank I-Stealer, where all the necessary authorization and information are taken care of. Banking software is a basic necessity and is very confidential. Each employee has an individual ID and password so that no one can use their banking details. All of the steps are taken to protect the privacy and information of clients, who have different lifestyles. I noticed that all of the employees are punctual and very passionate about their work. No matter how anxious someone is about their family situation or other issues, they always give their all at work. Everyone shows up on time and works hard when they are at work. One female colleague, who I saw struggling with her health and the health of her children, took a day off. However, she was quite professional and didn't miss anything the following day. Last but not least, I understood how crucial work-life balance is and how difficult it may be to maintain.

1.3. Issues and challenges encountered throughout the internship:

My internship trip was very nice, but I still had some organizational difficulties. As a business graduate, my abilities and performance were underestimated. At first, I didn't have a desk or a computer. They assumed that I wouldn't be able to work on computers and that I don't have that potential to work. During the three months, while working in the general bank, I did not have the

opportunity to exchange or go to other departments of the bank. As an intern, we are required to work in a wide variety of functional areas.

As interns, we have to work in all functional areas. The general banking department did not want that I work other department from general banking because I did so well. After that, I always try to exchange my department but GB in charge did not leave me because GB had lots of forms to fill up. They want that I fill up those forms. For filling up all the forms I did not get much time to know some areas especially digital marketing. It was a very difficult situation for me, because I had never had any professional experience before. As a result, I couldn't find any useful information and was completely unaware of the digital banking system. But I must say employees are very friendly and hard-working person.

1.3.4. Suggestions for my bank on future internship:

I would like to make some recommendations for future internship programs. A great opportunity for every undergraduate student is an internship. First of all, do not underestimate the abilities of children. It is important to give trainees hard work. You must provide them with a desk and a computer. Don't worry, because in all universities, students have to protect banking secrecy. Bank employees should encourage and educate students to learn new things. Senior officials should lead by example and assist trainees in every task. The opportunity for trainees to work in every operational department of the bank should be a priority first and foremost. so that they have a good understanding of banking and how it can benefit their future.

Chapter 2

2.1: Introduction:

2.1.1. Objective:

Getting to know Bank Asia Limited, its responsibilities, and how it operates is a major goal of the organizational component. The main purpose of the survey is to explain the general banking business of Bank Asia very well. This project also reflects all the activities and functions of Bank Asia. This project describes marketing practices, management practices, operations management, and Bank Asia financial analysis. The project also applies the five powers of supporters and SWOT analysis to find weaknesses, strengths, opportunities, and other targets of and threats in Bank Asia. The reader gets clear information of this objective.

2.1.2 Methodology:

When I worked on my report, I used to do survey, practical's observation, My work experience in the Organization. I always use to relate my work experience with my academic content. For knowing different departments, I have discussed the bank officers and staffs. They were very helpful so that I came to know lots of information that I needed.

I did maximum Primary Research for my report.

Sharmin Sultana madam from general banking in charge helps me to know about General Banking. Whatever she does she told me to learn those things and also, she helps me to learn how to handle customers.

Credit officer Shahidul Islam from loan section helps me to know about loan and credit. They told me to know about different loan that the bank is offering. He helps me to know about demand loan, draft loan, tram loan, cc loan. I asked him many questions about loan. He told me about a important thing about loan that is monitoring. Because customer take loan for one purpose and they use that loan for another purpose. So, when Bank give loan, they saw the customer business first. If the business is 20% running, they like to give loan. So, if any customer wants to take loan, they should start their business first.

Additionally, I consulted with Mamun Ahmed who is IC officer of Chapa Nawabganj branch. He helps me to know about lc. He told me about different types of lc. He works both on Differed lc and perishable IC. ChapaiNawabganj lc customers used to do perishable lc. Like onion, Anar also they used to do stone. ChapaiNawabganj lc businessman Monirul Islam Manik and Masud Ahmed is oneOF the top onion businessmen in Bangladesh. However, Bank Asia's Annual report and financial statement also guided me to complete my report.

2.1.3 Scope:

Scopes refers to the area which I covered. This report will cover the general banking basically and also customer satisfaction, company structure, the core competencies of the different Department,

and bank operation. My report is about General Banking so that there is less description about credit and other Departments.

2.1.4 Limitations:

I face some problem to complete my report because Bank is very confidential organization. They maintain their rules and regulations very strictly. I tried to collect updated information because Bank's used to update their circular in every 2 or 3 years. Due to time limitations, I did not collect some information. I faced some problem as follows:

- Basically, my major is marketing so I wanted to know about marketing department of bank. As it is small branch, I could not get that much opportunity to know about how they do marketing to their marketing due to employee shortage.
- I have still some doubts on some topics and I did not get clear of these because the GB officers did not give enough time to me.
- As in genuinely three months is too short time to learn all the activities of Bank.

2.2.2 Vision:

Bank Asia's imaginative and prescient is to have a poverty loose Bangladesh in direction of a era within side the new millennium, reflecting the country wide dream. Our imaginative and prescient is to construct a society wherein human dignity and human rights get hold of the very best attention together with discount of poverty.

2.2.3 Mission:

#To assist with conveying terrific guide of our customers and to participate in the development and extension of our country wide economy.

#To set extended expectancies of honesty and produce all out success to our customers, Shareholders and workers.

#To become the maximum searched for after financial institution within side the nation, rendering innovation driven innovative administrations through our dedicated organization of experts.

#Automation and digitization of newest technologies for guaranteeing a fast, foolproof and precise client care.

Perpetually upgrading skilled development and system upgrades to satisfy the challenges and attempt for excellence.

2.2.4 Organizational Objectives:

- Giving heaps of focus to form positive the requirements of our customers instead of wanting for a fast return on investments.
- making the organization conservative and disciplined among the grounds of capital management, liquidity and risk management.
- Building a specific culture among the workers to create exemplary
- Teamwork and co-ordination for establishing a major advantage among the market.
- To offer commonplace and speedy administrations into the consumer.
- To degree guardian administrations, for example, locker.

- To degree general saving money administrations to the purchasers.
- Encourage fare trade across the market.

Slogan of Bank Asia Ltd:

For a far better tomorrow “doesn’t have to be compelled to confined with the restricted service rather increase existing service and spoken new services so as to their existing and potential clients for made the life a lot of easier”. (https://www.bankasia-bd.com/assets/reports/annual/AIR_2021_Bank_Asia.pdf, 2021) (<https://www.bankasia-bd.com/about/mission>, 2022)

Company Profile-

The head workplace of Bank Asia restricted is organized in Tea Board Bhaban (Ground Floor) - 111-113 Moti heel C/A, Dhaka-1000, Dhaka, Bangladesh. it's at the present operating with its ninety branches in each town also because the city. shortly they're aiming to extend their branches in several elements of the region’s Asian country. Keeping in mind the top goal to guide universal saving cash administrations toward their profitable customers, it's established a large journalist association with varied neighborhood and remote banks. BANK ASIA LTD. has 5,000 total workers across all of its locations and generates \$203.08 million in sales (USD). (Employees figure is estimated). There are a pair of corporations within the BANK ASIA LTD. company family.

2.3. Management Practices:

2.3.1 Corporate Governance:

Corporate governance may be a set of laws, rules, and procedures that regulate however a company's board of administrators controls and monitors its operations; ideas of openness accountability, and security area unit all a part of company governance. Let's have a glance into the administration of the Bank Asia restricted.

Mr. A. Rouf Chowdhury	Chairman of the BOD, Non-executive Director
Mr. Mohd. Safwan Choudhury	Vice Chairman, Non-executive Director
Mr. Romo Rouf Chowdhury	Vice Chairman, Non-executive Director
Mr. Rume A Hossain	Non-executive Director
Mr. M. A. Baqui Khalily	Non - Executive, Independent Director
Ms. Hosneara Sinha	Non-executive Director
Ms. Naheed Akhter Sinha	Non-executive Director
Ms. Romana Rouf Chowdhury	Non-executive Director
Mr. Ashrafal Haq Chowdhury	Non-executive, Independent Director
Mr. Dilwar H Choudhury	Non-executive Director
Major General Mohammad Matiur Rahman (retd.)	Non-executive Director
Mr. Enam Chowdhury	Non-executive, Independent Director
Ms. Farhana Haq	Non-executive Director
Mr. Md. Abul Quasem	Non-executive, Independent Director
Mr. Helal Ahmed Chowdhury	Non-executive Director
Ms. Tania Nusrat Zaman	Non-executive Director
Mr. Nafees Khundker	Non-executive Director
Md. Arfan Ali	Managing Director, Ex - Officio

2.3.2 Board of Directors' Commitments: CEO Duties

a) The chair of the board or the chair or director of a committee formed by the board shall not participate in or interfere with the management or operational process as it does not have the personal authority to exercise policy-making or enforcement authority. Routines are important for banks.

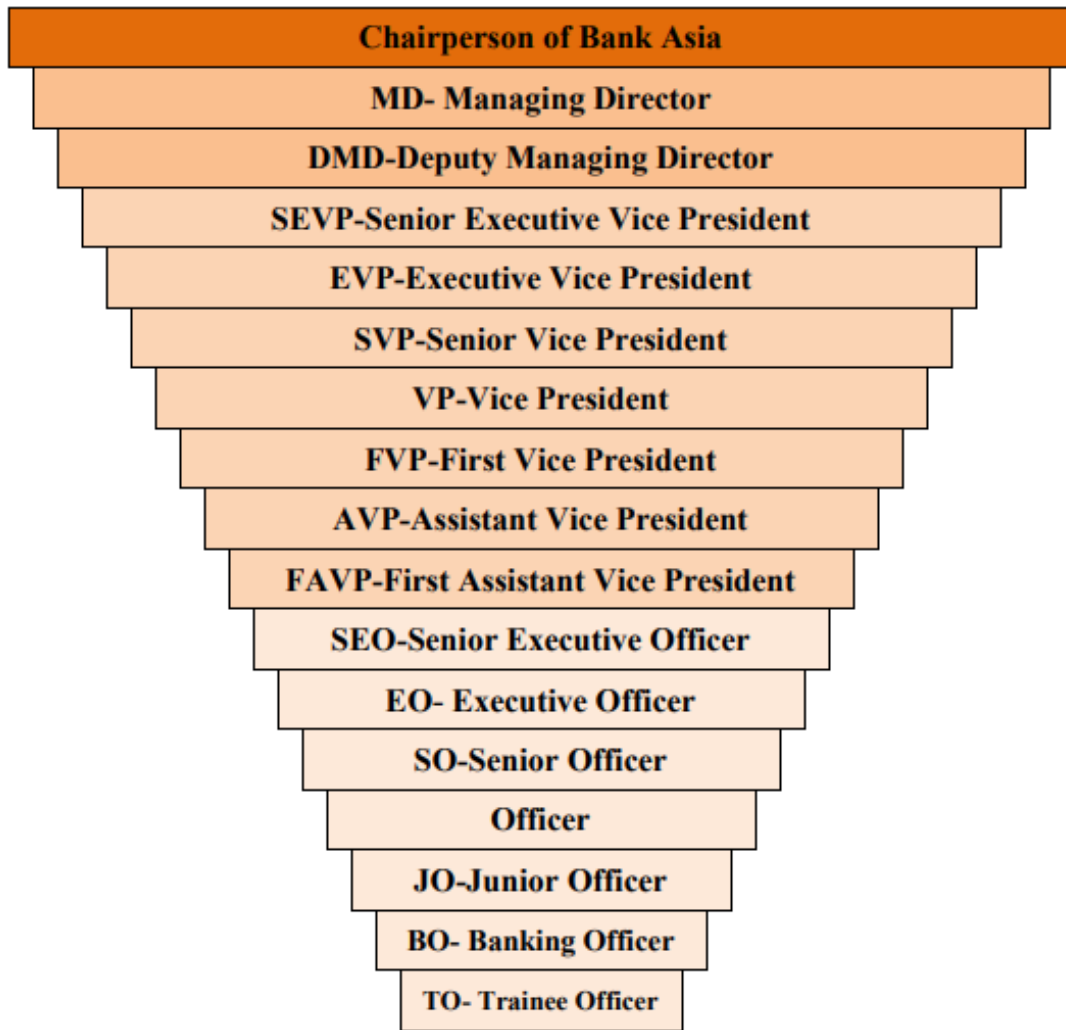
b) The Chairman may carry out on-site inspections or financial activities of all bank branches as part of the supervisory obligations of the Board of Directors. He can request information related to the operation of the bank or request investigation of such issues. He may submit such information or investigation reports to the Board of Directors or the Executive Committee, with the approval of the Board of Directors as necessary, and take the necessary steps in accordance with the rules set by the Chief Executive Officer. However, complaints to the CEO should be reported to Bangladesh Bank along with the CEO's statement at the board of directors.

c) The chair may be provided with office space, personal assistant / assistant, peon / MLSS, and telephone. Vehicles for business profits in offices, home mobile phones and banks for board approval.

2.3.3 Designation Hierarchy of the Organization:

Corporate hierarchy is the phrase used to describe how people are ranked and organized inside an organization according to their status, power, and function. A hierarchy, in general, is any structure or organization where individuals or groups are ranked one above the other according to status or authority.

Bank Asia hierarchy:



https://www.bankasia-bd.com/assets/investors/governance/Corporate_Governance_20042022.pdf

2.3.4 Leadership Styles:

A leadership style is a way of providing direction, implementing plans, and motivating people. Many different leadership styles have been proposed as exhibited by leaders in the political,

business, and other fields. Leadership is an important management function that helps to direct an organization's resources for improved efficiency and the achievement of goals. Effective leaders provide a clear and consistent vision for the organization and help it to achieve its goals. They also motivate their team members and guide them towards success.

There are many different leadership styles, which can be useful in different situations. Now I am describing about those leadership according to bank Asia context.

- 1. Autocratic:** Leadership that is autocratic is a style of management in which one person makes all the decisions and takes very little input from others. An autocrat makes choices or decisions based on their own beliefs, without involving others. This leadership style is most effective in organizations where the work requires quick decision-making. The leader is responsible for the decision and the outcome. It is considered to be a flexible leadership style, but some argue that it is now obsolete.

Bank Asia Limited is committed to ensuring the best possible service for its customers. The bank does not follow an autocratic leadership style. The chairman, board of directors, and employees can express their thoughts and opinions. Every bank must follow the rules and regulations of the central bank. The central bank of Bangladesh, Bangladesh Bank, sets the rules and regulations that all banks in Bangladesh must follow. These rules and regulations cannot be changed by any bank. In this case, Bank Asia Limited is subject to the rules of Bangladesh Bank, so it falls under the autocratic leadership style.

- 2. Participative or Democratic:** Democratic leadership is a leadership style in which members of a group have a say in decisions. All ideas and opinions are considered during team meeting. Every Participative or Democratic: one openly shares their thoughts in team meetings. A team that is silent is specifically asked for its opinion so that all perspectives are considered. This type of leadership can apply to any organization, from private business to schools to government.

The atmosphere at Bank Asia is warm and inviting. All issues are discussed and every person's decisions are taken seriously the bank appreciates the contributions of everyone who can help contribute value to the organization. The participative attitude is highly encouraged and there are rewards for this kind of attitude.

- 3. Laissez faire:** Laissez-faire leaders have associate perspective of trust and reliance on their staff. They do not micromanage or get too concerned; they do not offer an

excessive amount of instruction or guidance. Instead, capitalist leaders let their staff use their creativeness, resources, and skill to assist them meets their goals.

Bank Asia limited usually encourage it personnel to take risks, but, the final goals and decisions are set via the top management. The top control takes every precaution and evaluation every situation before making any kind of decision.

[\(\(https://www.bankasia-bd.com/assets/investors/governance/Corporate_Governance_20042022.pdf2.3.5 , 2022\), 2022\)](https://www.bankasia-bd.com/assets/investors/governance/Corporate_Governance_20042022.pdf2.3.5)

Recruitment and selection process:

Bank Asia Limited has its own human resources department with 12 members. All hiring of permanent staff or employees are managed centrally through the Human Resources function of the Corporate Office. Once a job offer is received by Human Resources, the department begins a systematic process of matching the offer of suitable candidates, both internal and external, to find the right person for the right position.

The Bank's recruitment policy is to hire high caliber employees who match the requirements of the position, under terms and conditions of employment that suit both the needs of the organization and the well-being of the employee. The highest quality of human resources will be the standard when hiring Bank Asia Limited employees.

Bank Asia Limited is an equal opportunity organization that does not allow discrimination based on gender, religion, caste or creed. All permanent employer / employee hires are processed centrally at the Human Resources Division (HRD) of the head office. Bank Asia follows two types of hiring process: internal and external. Internal employees are most preferred for the executive level of the hiring process. There is an opportunity for every promotion employee that comes after every three years.

The entry level is Always preferred external recruitment. TSO or MTO candidates are always selected through the external process. They are hired based on their qualifications and job competition.

Levels of recruitment in general, recruitment occurs at three levels. Trainee Administrative Assistant. 2. Trainee Officer / Narrator 3. EVP Officer (experienced). External recruitment:

Management trainee selection:

The steps required for the selection of management trainees are as follows: 1. Internal Selection Committees a. manager B. Functional manager concerned c. HR manager 2. External selection committees a. Two representatives of the Bank of Bangladesh. b. Well-known figure in the education sector.

Selected screening and tests: a. written exam i. knowledge of English ii. Quantitative attitude iii. Critical reasoning and analytical skills iv. IT skills b. First interview of the external selection committee c. Second interview of the internal selection committee d. Medical examination 5. Issuance of letter of offer/letter of appointment 6. Background check, clarification/verification 7. Binding: 05 years 8. Notice and introduction/orientation 9. Education: basic banking training 10. Trial period: one year 11. Extension of the trial period: 06 months 12. Confirmation.

Selection of potential officials/employees the steps required for the selection of potential officials/employees are as follows: 1. Selection committees a. Functional manager concerned b. Staff manager 2.

Selection and reselection 3 Reviews:

Written exam i. knowledge of English ii. Quantitative eligibility iii. Critical thinking and analytical skills iv. Computer skills B. Interview with HRD c. Medical examination 4. Issuance of offer letter/letter of appointment 5. Background check, clarification / verification 6. Deposit:

03 years 7. Assignment and introduction/orientation 8. Training: basic banking training 9. Trial period: One year 10. Extension of trial period: 06 months 11. Confirmation

Internal Selection:

EVP Officer Selection (Experienced) the steps required for EVP Officer Selection are as follows:

1. Selection and short listing 2. Selection committee's a. Director B. Functional manager concerned c. Staff manager 3. Examinations: A. First interview by the respective selection committee b. Second meeting with the general manager and the head of HRD.

During my internship, I saw that my supervisors and other employees were called in for promotions. But all applicants have to go through viva to be promoted. It was quite interesting for me to watch my supervisor and other employees studying and getting stressed out for viva. Because that will bring them both the promotion and the pay raise.

2.3.6 Compensation System:

Bank Asia always cares about their employees. Their compensation and rewards system has been always specific for every individual working in the organization. Bank Asia Limited takes into account all types of employee welfare with respect to:

- *Treatment when employees suffer.
- * Sons of Staff Scholarship.
- *Transportation facilities.
- * Bonus at the time of Eid/Puja etc.
- *BAL staff insurance structures.

The BAL offers both direct and indirect compensation to its staff. The bank has a work-based wage structure, which is more competitive than other banks in the country. It also offers merit and inactive rewards such as festival bonuses, annual incentive bonuses, etc. As part of its indirect remuneration policy, the bank also facilitates medical services, tips such as recreational leave, earned leave, sick leave, maternity leave, extraordinary leave, study leave and pilgrimage leave. Although the bank offers different types of employee benefits, it does not offer group life insurance coverage which can add further job satisfaction. Bank Asia Limited also grants 42 days of maternity leave to its employees. So, the competent authority should extend their mercy to four months and the men are heads of single parent families. So, when the bank introduces parental and family leave for its employees, it will be a very good example for other banks and organizations in the country. Bank Asia employees also enjoy the Boishakhi Bonus on 14th April every year. The employees who are still on their probation period don't get the festival bonus. They are able to enjoy these kinds of facilities after their confirmation as per their joining date.

Paid holidays:

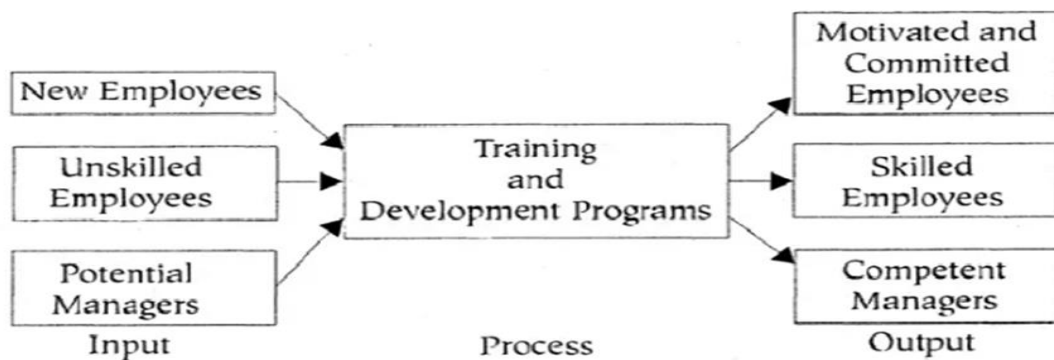
□ Maternity Leave: As per Bangladesh government regulations, every employee is allowed to take 6 months maternity leave. According to Bangladesh Bank rules, each bank is required to ensure that every employee has all the facilities during maternity leave. Banks also allow maternity care for employees. BAL also deals with all these issues.

- Sick Leave: 15 days of sick leave are provided for each employee per year. This is a government rule. This leave period does not count towards employee leave.
- Weekly Holidays: Bank Asia employees enjoy all government holidays and the security guards get leave as well.
- Situation leave: Bank Asia takes into account all situations for its employees. Every accident is taken seriously and considered as they also provide the best service to their employees. If a family member of an employee has an injury, they can also take leave with manager approval. In general, the government grants the privilege of 21 days of vacation without any reduction in pay.

Advantages:

- Bonus: The bonus fund is paid when an employee retires or leaves the organization. Employees who have been in the organization for at least 5-10 years receive grants.
- Provident fund: Each Bank Asia employee benefits from a provident fund. 10% of base salary goes directly into the provident fund. Employees can withdraw this money at any time and it is also paid out when an employee retires.

2.3.7 Training and Development:



Source: [http:// www.rphrm.curtin.edu.au](http://www.rphrm.curtin.edu.au)

In organizations, training and development programs act as a process of transformation, through the process in which new unqualified employees enter the organization, they receive proper

training and become qualified employees. An effective training and development program can ensure the motivation, commitment of the trained employees and at the same time lead these motivated employees to be competent in the market to give the organization its best for organizational development.



Training courses for individuals:

Some training courses are intended for individuals only, for them employees are individually responsible for their own development.

Training for teams:

Training for teams, when team performance is needed.

Training for organizations:

Organizational training, which may involve creating an equitable and productive organizational environment and developing a culture of knowledge sharing within the organization.

<https://zdocs.tips/doc/hrm-term-paper-3w1kw0wwly1r>

2.3.8 Performance Appraisal System:

Performance review can be defined as a formal structured interaction between a subordinate and a supervisor, usually in the form of a periodic annual or semi-annual interview, during which "the subordinate's job performance is reviewed and discussed", with a view to "identify"

weaknesses and strengths "as well as opportunities or skills improvement and development. A critical factor in an organization's long-term success is the ability to measure employee performance and then use that information to ensure that performance meets current standards and improves over time. This process is called performance appraisal or performance appraisal. It can also be defined as the process by which an employee's contribution to the organization is assessed for a specific period of time. When used effectively, it can improve employee motivation and performance. Once selected, trained and motivated, the employee is evaluated based on his or her performance. Performance review is the step "where management finds out how effective" it has been in hiring and placing employees. If problems are identified, steps are taken to communicate with the employee and solve them! Performance evaluation is the process of evaluating an employee's performance based on her needs. Performance Review can also be defined as the process of evaluating the performance and qualifications of employees in terms of job requirements for "employees, for administrative purposes, including placement, selection for promotions, disbursement of financial rewards and other actions "that require different treatment among the members of a group, as opposed to actions that affect all members equally. Throughout the year, Bank Asia recognized the contributions of outstanding Branch Managers by inviting them to a special business gathering at 5-star hotel La meridian.

2.4 Marketing Practices:

Marketing is a vital tool for each organization. Marketing could be a approach by that organizations are able to reach their client and supply services. Banks of Bangladesh additionally follows marketing ways to succeed in customers, to get profit and to vie with alternative banks. Bank Asia conjointly has promoting specialization that makes them notable and trustworthy amongst individuals.

2.4.1 Marketing Strategies:

The advertising branch is in charge of the coordination of all promoting physical games of the bank; ensures promoting sports are in consistence with nation and authorities' controls; creates exclusive marketing thoughts, targets, materials, commercials, programs, public statements, and different uncommon occasions recommended through senior administration and the top managerial staff. The division offers route and instructions execution endeavors concerning the establishment of new or existing gadgets and administrations. The workplace is also in charge of being the critical touch of marketing and media contacts, publicizing, and sure business advancement sporting events that enhance the soul, reasoning, dedication, and general course of the bank. bank Asia have also global department. international division creates and benefit a long way reaching individual budgetary connections internal global target market thru a professional deals exertion and distinguish certified capacity overseas clients. The office begins contacts survey want; introduce a spread of gadgets and administrations, and near deals. This workplace is in fee of the administration and mixture overhauling of the worldwide customer dating, and for the development and gainfulness of the largest, most mind boggling and useful connections in the unit. In 2021, the whole banking industry will have to navigate the economic challenges brought by existing unprecedented economic impact of COVID-19. Customers are expected to face a disruption in cash flow due to slow business demand, thus impacting growth and asset quality of the Banks. Meanwhile, with the onset of winter, the second wave of the pandemic has begun. As a result, partial lockdowns have resumed in Europe. Because of this our main export earning sector i.e., garments sector will be impacted again. Due to non-recovery of loans and reduction in interest rates on loans and advances, the profitability of the Bank may be impacted in 2021. We need to prepare now for all such challenges in the future. To achieve this year's budget, they are trying to adopt the following strategies and priorities:

- They have to utilize and adopt a holistic purchaser - centric version for better patron relationship control. We need to nurture our courting with the patron constantly. via doing accountable banking, they have to establish a partnership with our customers to create a together useful courting to enhance customer loyalty.

- They want to present extra consciousness to offering the financial institution's center commercial enterprise which is the disbursement of loans and advances. Within the modern marketplace situation, they need to attract new clients with the aid of providing fast and stepped forward purchaser offerings subsidized by means of technology and aggressive pricing. They are hopeful that non-public region credit score growth will choose up once more in 2021 and those we will have sufficient opportunity to disburse new loans.
- they've got already reached out to extraordinary elements of the United States of America through agent banking channels. The piloting of the "Agent Centric Asset version" has started out. In 2021, we have set a target of disbursement of Tk. six hundred crore loan through agent banking version.
- opposition within the virtual area has intensified with speedy paced changes in era area. it's miles critical that we should put in location relevant competencies that enable us to hastily undertake new business version and changes.

2.4.2 Market Segmentation, Targeting and Positioning:

Bank Asia like many other traditional banks initially seeks geographic segmentation. The majority of its branches are in the Dhaka zone. there are 129 branches of bank Asia. The issue of demographic segmentation arises when Bank Asia was working like other commercial; banks, like many other commercial banks, prefer same banking approach to attract the additional attention of new clients in the country. The banks have recently gone into psychographic segmentation by establishing premier banking for Bangladesh's high class privilege group.

(https://www.bankasia-bd.com/assets/reports/annual/Annual_Report_2020.pdf, 2020)

2.4.3 Marketing Channels:

These days, banking industry has changed loads with the advancement of contemporary generation.

As an example-

1. Mobile Banking- Android app provider, Message alert
2. Net Banking- balance check, remote transfer,
3. ATM- Deposit, Withdraw, transfer, payments
4. Agent Banking
5. Cell pockets and so on

These services have delivered powerful changes inside the banking operations. But Bank Asia is attempting their first-class to cope up with the changing era. Their banking app is getting updated on everyday basis and customers are getting giant centers through the app.

2.4.4 Niche Marketing:

In my internship period, I witnessed niche advertising. I noticed some of the employees are going outside for the advertising and marketing purpose. the principal motto of this movement is to reach clients.

Furthermore, people are getting aware of the centers of banking offerings. I witnessed the employees who may be going outside first had a focused area and clients. this is something exciting to observe and witness because it was completely new to me. I think, it is an powerful way to reach the customers because when an employee of the bank comes and sell themselves clients discover it very dependable.

2.4.5 Products and Services:

Product and Services Offering: They offer different kinds of account with good return like;

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

SME INVESTMENT PRODUCTS

- Cottage & Micro Enterprise Investment Program
- Small Business Investment Program
- Medium Enterprise Investment Program
- Women Entrepreneur Investment Program

Agriculture Investment Sectors (Through Own Network And Ngo Linkage)

- Crops
- Fisheries
- Live Stocks
- Poverty Alleviation

2.5 Financial Performance and Accounting Practices:

For representing the economic performance of bank Asia, I have achieved the financial statement analysis that facilitates to find out economic risks, performances and also assist to predict the destiny

components. For this evaluation I've labored on bank annual reviews like; profits statements, stability sheets and cash flows etc. that offers me loads of facts such as range of shareholders, general belongings, total liabilities, net earnings and many others.

For the motive of locating monetary performances, I've used a quantitative method known as ratio evaluation which emphasized on agency's profitability, liquidity, efficiency, solvency, debt etc. for know-how the insight of economic performances and accounting practices.

For ratio evaluation I have applied five years of economic statements to compare the adjustments amongst those 5 years.

2.5.1 Financial Performance Analysis:

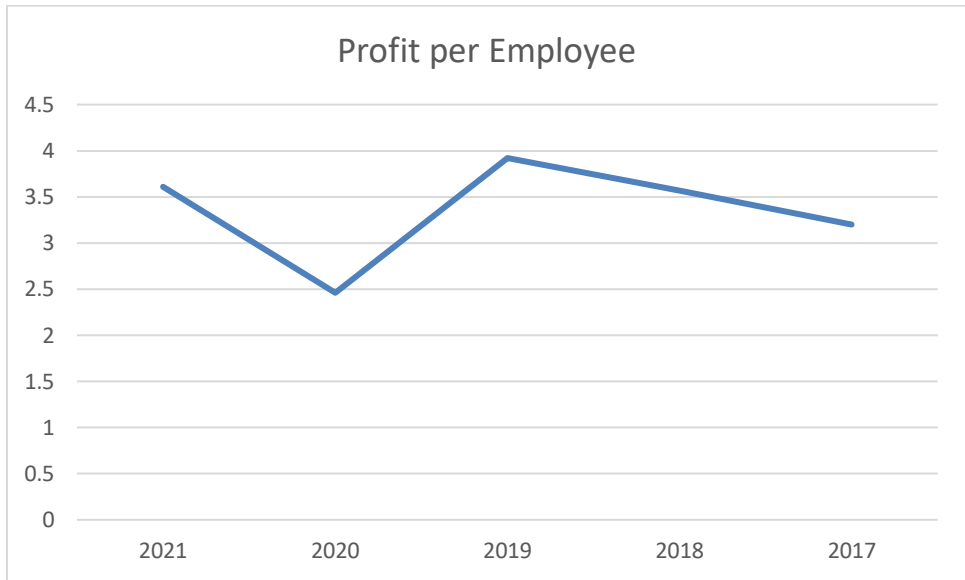
2.5.1.1 ROA (RETURN ON ASSET)

Return on Asset or ROA is a financial ratio that indicates the profit a company makes in respect to its asset. An ROA of 5% is considered good for a company and 20% is considered an outstanding ROA. In case of Bank Asia Limited, from the graph, we can see that the ROA is more than 5% in years 2017 to 2021. So, we can say that the bank has a good return on its assets.

Return on Assets (ROA) = (Net income/ Average total assets) × 100

Year	2021	2020	2019	2018	2017
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Return On Asset (ROA) **0.64%** **0.53%** **0.59%** **0.76%** **0.76%**

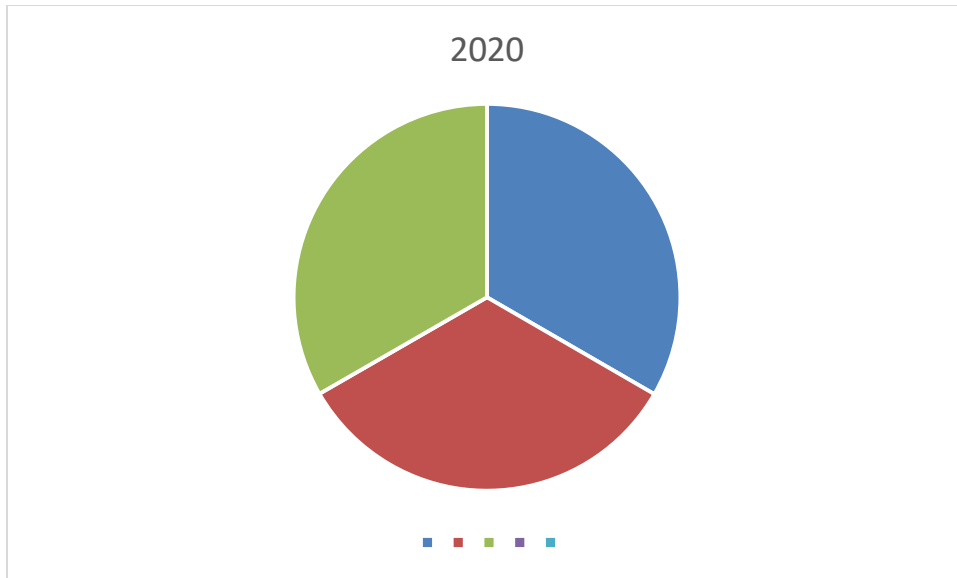


2.5.1.2 Return on Equity (ROE):

The return on equity or ROE shows us stockholders’ dividends that he/she earns from his/her investment. It is calculated by dividing the total net income with common shareholders’ equity. If the bank maintains an ROE of 15-20%, it is considered good for them. The more the percentage is, the better it is for both bank and its stakeholders. The upward trend for the ROE graph shows that the dividend a stockholder gets is increasing and though the stock price is lower, it is gradually increasing.

Return on Equity (ROE) = (Net Income ÷ average stockholders’ equity) × 100

Year	2021	2020	2019	2018	2017
Return on Equity (ROE)	9.89%	7.81%	8.16%	0.21%	10.21%



2.5.1.3 Net Profit Margin (NPM)

Net Profit Margin or NPM refers to the profit or net income generated in respect to revenue. It shows the operating performance since it measures the profit gained from revenue. It also Shows us the information about the cost structure, pricing, and manufacturing efficiency of a Company. It varies depending on the industries. But on average a 5% is low, 10% is good and 15% is excellent.

$$\text{Net Profit Margin} = (\text{Net Income} \div \text{Total Revenue}) \times 100$$

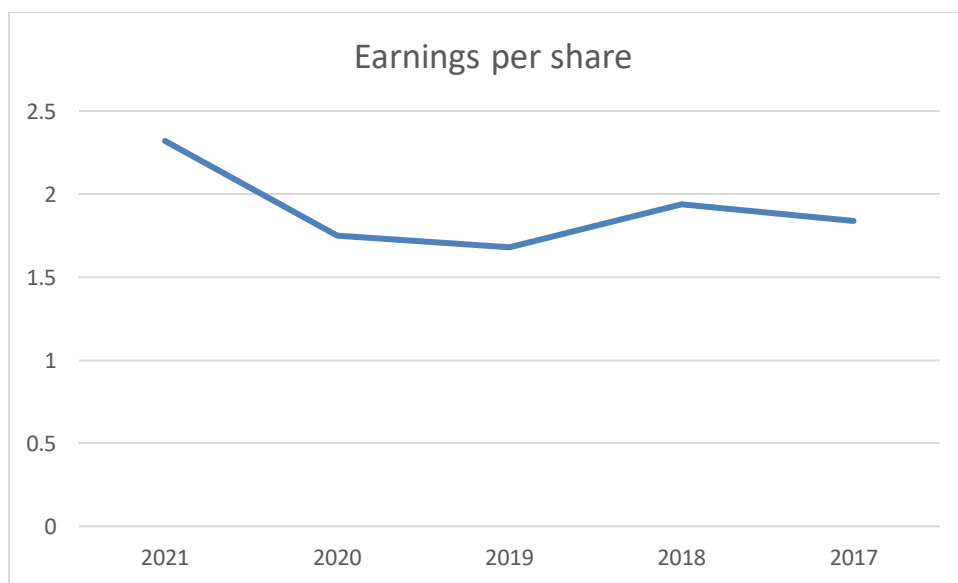
2.5.1.4 Earnings per Share

Earnings per share is a financial ratio, which shows the capability of a company in producing Net profit from the common shareholders outstanding. We can calculate it by dividing net Earnings available to common shareholders by the average outstanding shares over a certain Period of time.

When a company or organization is having a constant eps growth, it can be considered a good EPS for the company. In our case, SIBL is showing a constant growth in EPS from 2017 to 2021. So, we can say that the bank has good Earnings per share ratio. The EPS formula Indicates a company's ability to produce net profits for common shareholders.

Earnings per share (EPS) = (Net Income – Preferred Dividends) / Weighted Average Shares.

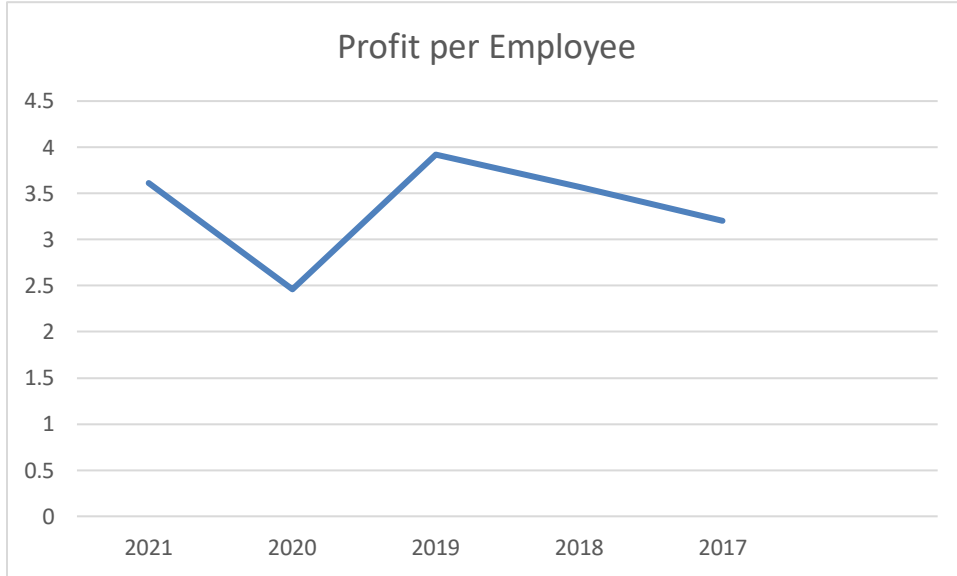
Year	2021	2020	2019	2018	2017
Earnings per share	2.32	1.75	1.68	1.94	1.84



Profit per employee:

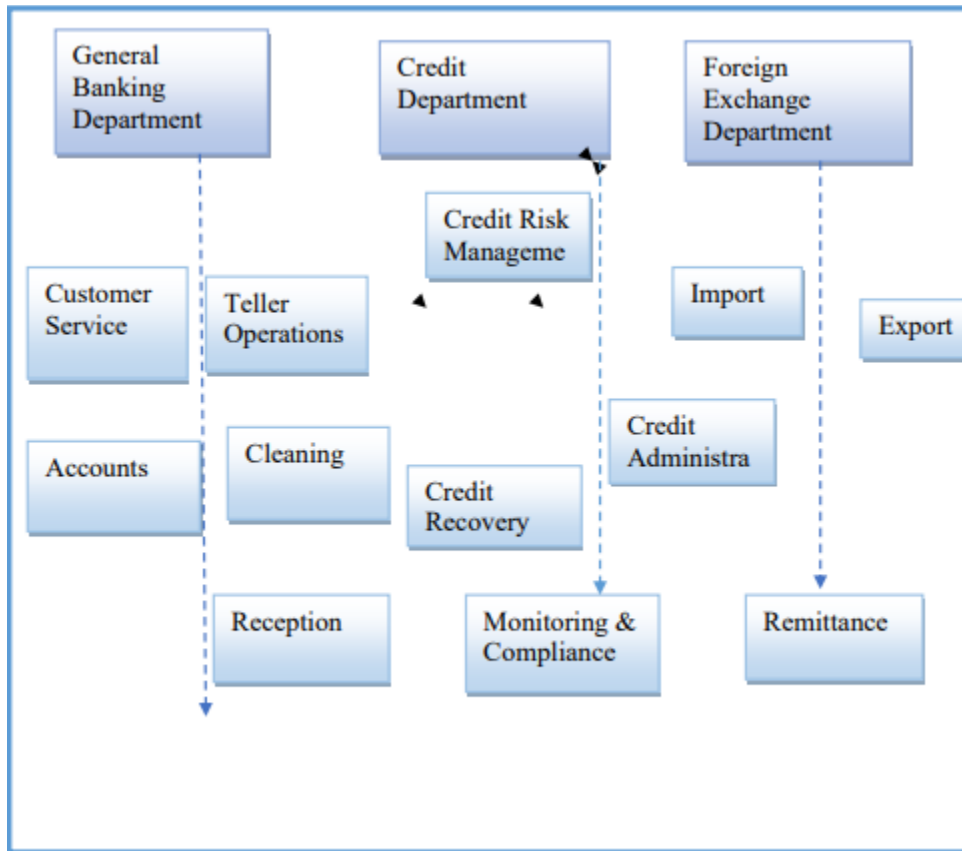
year	2021	2020	2019	2018	2017
Profit per Employee	3.61	2.46	3.92	3.57	3.20

(https://www.bankasia-bd.com/assets/reports/annual/AIR_2021_Bank_Asia.pdf, 2021)



(https://www.bankasia-bd.com/assets/reports/annual/AIR_2021_Bank_Asia.pdf, 2021)

2.6.1 Operation Management:



2.6.2 Information System Practices:

The information and Correspondence department is in charge of the financial institutions electronic and cash management based objects and tasks, such as the development, arrangement and upkeep of financial institution's internet site; helps record and enterprise improvement officers within the offers of associated items and administrations. The department likewise performs direct supervisory obligations of workplace team of workers;

organizes team of workers for scope in each unmarried associated variety of the workplace; guarantees one-of-a-kind workplace sports or sports run without problems and correctly.

In my internship period while I was running on the clearing phase, I may want to sincerely know how strong their IT system works. The IT officials are always equipped to assist the personnel if they face any trouble. once, there was a server hassle inside the EFT transaction, but the head

office without delay mailed and additionally called their worker to document the problem. Secondly, I witnessed a postpone even as giving authorization to a RTGS and the clearing in rate office rat once obtained a name that there has been pending and recommended to deal it urgently.

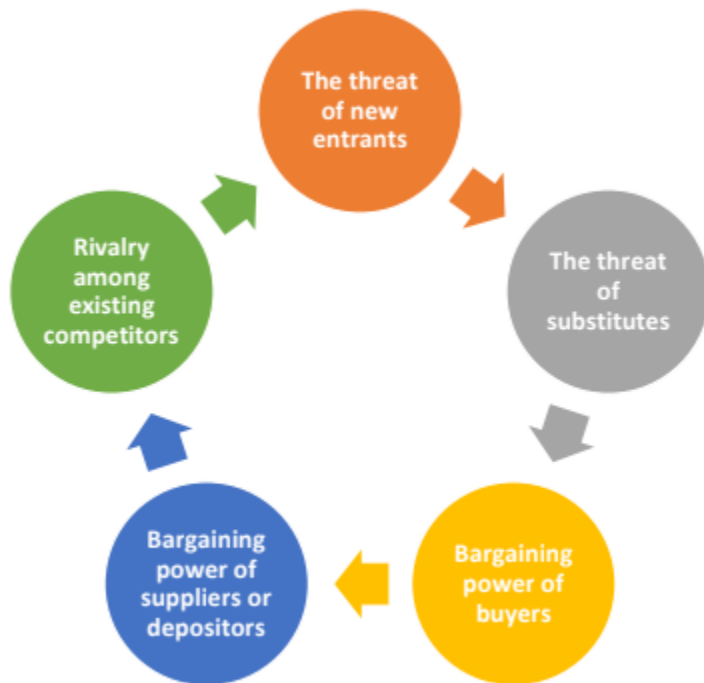
2.7 Industry and Competitive Analysis:

Conducting commercial and aggressive analysis requires an assessment of Bank Asia's overall financial performance. Bank Asia offers stocks, bonds, common bonds and various investments.

Strong Bank Asia follows the rules and laws of banking laws.

Bank Asia's deposit costs have increasing and decreasing costs in line with demand. The deposit is based on against financing income in accordance with the rule of the Bank of Bangladesh. Bank Asia constantly adapts and maintains its formulations and fees.

2.7.1 Porter's Five Forces Analysis of Bank Asia:



1. Threat of newcomers: The modern period is full with difficulties and technological advancements. Many technological changes have also occurred in the banking industry. Customers can now choose from a variety of solutions as a result of technological advancements. Mobile banking, I banking, Android apps, online fund transfers, and so

forth. For Android users, Bank Asia has created their own app. And they're always improving their service.

2. 2. the threat of substitutes: In today's global world, the banking business faces several threats of substitutes. Many replacements have emerged as a result of globalization, which has linked all banks worldwide. The government is attempting to limit the number of replacements by creating innovative savings plans and higher-rate deposits. Bank Asia is a third-generation bank with fewer but formidable competitors. In other aspects, though, is attempting to provide better services in order to remain competitive in the industry.
3. Buyer bargaining power: Due to government controls in the banking business, consumer bargaining power is limited. As Bangladesh's central bank, the Bangladesh Bank has complete control over all banks. Customers do not have the ability to bargain with Bank Asia, as they can with other banks.
4. 4. Suppliers' or depositors' bargaining power: As technology has advanced, depositors' bargaining power has grown. Their demand for mobile banking and Internet banking has prompted the banking industry to embrace new technology. Here, Depositors can use the internet to quickly learn about their current rate and other banks' rates and take action at their leisure. The number of suppliers and depositors has also expanded, as has price sensitivity.
5. Rivalry among existing competitors: Bangladesh has 61 scheduled banks. There are ten full-fledged Islamic banks operating among them. Because Bank Asia is an Islamic bank, they compete not only with other Islamic banks, but also with conventional banks. Commercial banks are also included. SJIBL has a big customer base as an Islamic bank. However, the bank has successfully provided services to consumers of other religions in accordance with the law.

Competitive analysis of Bank Asia Limited and Islamic Bank Limited:

There are 64 banks in Bangladesh. Bank Asia and Islamic Bank is doing really well though Islami Bank performance is far ahead than Bank Asia. So, I decide to compare both of them performance Bank Asia can realize what things Bank Asia should improve to compete Islamic Bank. I'll use the CAMEL rating, which was developed in the US and has a 1 to 5 composite rating, for analysis. The ratios of capital adequacy, assets, managerial ability, income, liquidity, and sensitivity are all included in the acronym CAMEL.

Rating	Description
1	Excellent in every aspect
2	Excellent in every aspect
3	Need to supervise in financial, operational weaknesses.
4	Have strong financial weaknesses leading to impairing viability
5	Probability is rendered due to Critical financial weaknesses.

Capital Adequacy Ratio (CAR):

year	2020	2019	2018	2017	Average	Rank
BA	7.16%	17.93%	15.05%	14.89%	13.75	2
IBBL	13.55%	12.95%	11.97%	11.30%	12.44%	2

We see here BA has less capital adequacy than IBBL. IBBL is in better position for the past four years.

Asset Quality

Total Investment:

year	2020	2019	2018	2017	Average	Rank
BA	69.42%	76.47%	81.75%	81.88%	77.38	2
IBBL	80.42%	89.39%	90.80%	87.80%	87.10%	1

The table shows that IBBL is in a better position in terms of asset quality ratios for the four years. The average of IBBL is 87.10% where BA's average is 77.38%.

Management Efficiency:

Efficiency Ratio:

year	2020	2019	2018	2017	Average	Rank
BA	54.00%	42.00%	42.93%	44.12%	45.76	3
IBBL	82%	75%	74%	75%	76.50%	1

Earnings Capability:

year	2020	2019	2018	2017	Average	Rank
BA	0.68%	0.60%	0.55%	0.44%	0.56	1
IBBL	0.35	0.50%	0.64%	0.55%	0.51%	1

We can see BA has better position than IBBL for the four years. The return on assets is measured by net profit to total asset ratio.

ROE (Return on Equity):

year	2020	2019	2018	2017	Average	Rank
BA	7.81%	8.16%	10.21%	0.21%	6.59%	2
IBBL	7.38%	9.08%	11.07%	9.63%	9.29%	1

We see a decreasing rate of SJIBL where IBBL has ups and downs in the Returns on equity. But on an average, IBBL has better average of 9.29% then BA's 6.59%. ROE of both the banks and this is calculated by net profit to shareholders equity ratio.

From those tables we can see IBBL is performing really well but BA is trying their best.

2.7.2 SWOT analysis of Bank Asia:

Every organization is composed of some internal strengths and weaknesses and also has some external opportunities and threats in its whole life cycle. The following will briefly introduce the audience to the Bank Asia's internal strengths and weaknesses, and external opportunities and threats as I have explored in the past ten weeks.

Strength:

* Bank Asia provides its customers wonderful quality of service. It provides the primary priority to client satisfaction.

* It's quickly adapted to world class standard in terms of banking services. Bank Asia has conjointly adapted state of the art technology to attach with the globe for higher communication to integrate facilities.

* Bank Asia could be a finally sound company backed by the large resource base of the mother concern Rangs group. As result customers feel comfortable in addressing the company.

* Bank Asia managements area unit entirely directed to take care of a culture of the betterment of the standard of the service and development for establish a company whole image within the market.

* Bank Asia utilizes progressive technology to confirm consistent quality and operation. the company workplace is provided with SWIFT (SWIFT could be a banking code, utilized by Bank Asia). All different branches also are equipped with SWIFT system.

* The key contributory issue behind the success of the Bank Asia is its worker, who are extremely trained and most competent in their own field. Bank Asia provides their workers coaching each in-house and outside job.

* Bank Asia provides its manpower a wonderful place to work in. Total complex has been centrally air conditioned. the inside decoration was done delicately with selection of soothing colors and mix of inventive that's comparable to any overseas bank.

* Online banking through a smart software like I-Steller.

Weaknesses:

*Bank Asia has limited human resources compared to its financial activities. There are not many people to perform most of the tasks.

* The employees are burdened with extra workloads and work late hours without any overtime facilities.

* Lack of promotional activities

*Large investment emphasis in Dhaka Zone

*Limited branch network

Opportunities:

* An opportunity to reach the large number of people in the country who do not have or do not use banks.

* The government of Bangladesh fully supports the banking sector for the development of the country's financial situation, as it now becomes a major source of employment in the country. This kind of government support contributes to Bank Asia's long-term vision.

* The rise of e-banking offers Bank Asia greater opportunities to reach customers not only in Bangladesh but also around the world. It helps to connect the buyer and the production unit of Bank Asia to make the operation run smoothly to meet the desired need with minimal deviation.

Threats:

* Trading in foreign currencies can be at risk if the exchange rate is not stable.

* After COVID-19, investment recovery and asset quality issues threaten the banking sector.

* In modern times, the world is moving very fast towards electronic technology. During my internship I often saw that the bank's server didn't work, that was I- Steller, their software. Although Bank Asia is working to join the flow, it is not possible to complete the mission due to our country's poor technological infrastructure.

2.8 Summary & Conclusions:

Bank Asia Ltd. is a third-generation commercial bank and has acquired two foreign commercial banks, giving them an edge over another commercial bank. They have been in business for twenty years now and have had a positive presence with shareholders, customers, other bankers and other banks.

They have the capital and the human resources to grow rapidly in the coming days. As competition in the commercial banking industry is rapidly increasing, in order to maintain or improve its current position, the bank must seek better and faster customer service in the future. They have different types of products in the market, but they should also expand their products to gain more market share.

They currently have 129 branches across Bangladesh which is good, but they should also focus on different business areas to establish new branches across the country. You should not only focus on Zilla but also Thana. They are constantly working to improve their Service quality. They maintain their position in the competitive market with great success Results. Thanks to the continuous development of automation and product innovations, the bank plans to simultaneously focus on building and maintaining a high-quality investment portfolio increased focus on customer service quality and cost reduction measures. The bank pays Particular attention to investments with the possibility of extended deferral to ensure the quality of the assets.

2.9 Recommendations:

* They should increase the promotion campaign and they should participate in social activities to create a good image among the target customer.

* Bank Asia needs to make some changes to its IT system. All of their technologies have been updated, but I have noticed that their server is getting slow at best. They should find a new way to fix their server error problem.

* They should increase their employee because in the general part of banking and foreign trade I have seen employee restrictions. Customers were waiting for their work to be done.

*In order to obtain more credit, different types of prizes may be offered to the customer.

Chapter 3

Overall General Banking and customer Satisfaction

Introduction:

Background Information:

Bank Asia is third generation commercial Bank. Bank Asia Limited has a total of 129 branches in 26 districts of Bangladesh. Bank Asia was launched on November 27th, 1999 by a group of successful Bangladeshi entrepreneurs with the main goal of bringing high quality services in the banking sector and actively participating in the growth and expansion of the national economy.

Bank Asia is the only bank in Bangladesh to have acquired the operations of Bangladesh from two foreign banks, Muslim Commercial Bank of Pakistan and Bank of Nova Scotia of Canada.

Bank Asia aim has always been to strengthen industrial, commercial and financial ties between Bangladesh and foreign countries through trade initiatives and business ventures.

Due to Bank Asia's untiring efforts and long years of experience, Bank Asia today proudly stands among the top banks in Bangladesh with a wide range of business including integrated banking branch, Islamic Windows, offshore banking unit, brokerage branch, agriculture branch and SME. As part of the bank's commitment to provide all modern and value-added banking services. (https://en.wikipedia.org/wiki/Bank_Asia_Limited, 2022)

Nature of commercial Bank:

The functions of commercial bank are accepting deposits and also lending funds. Deposits are savings, current or time deposits. Commercial banks also help to the customers to lend funds in the form of loans and advances. Commercial banks are three types. Public sector banks, private sector banks, and foreign banks. Public sectors banks are maintained by the country's government, private banks are maintained by the private entities. There are 57 commercial banks in Bangladesh. 9 foreign Banks also operating their services in Bangladesh. Dhaka Bank is the first commercial bank in Bangladesh which was established at 1806.

Sonali Bank is the largest commercial Bank in Bangladesh which was situated at 1972. There are also 7 Islamic shariah based private commercial banks who are operating their services.

in line with the best standards in the center and globalized world.

Objectives:

- How Bank Asia limited evaluate their General Banking policies.
- How Bank Asia explores various sectors and aspects of General Banking.
- To gain knowledge about the activities and functions of General Banking.
- To examine current customer-banker relations.
- To examine customer satisfaction.

- For the cause of gaining an information of product and service variety.
- Putting theory into practice in the real world.

3.1.3: SIGNIFICANCE OF THE STUDY:

Knowledge and learning are perfect when you combine theory and practice. Theoretical knowledge is completed through practical application. Since our education system is primarily text-based, including a hands-on orientation program as an academic component is a standard exception. This internship report is an important sub-requirement for the Brac University BBA program. Recognizing the importance of hands-on experience,

Brac University introduced a three-month hands-on experience as part of the BBA program curriculum. The report covers background, features, and most importantly, Bank Asia Limited's general banking sector. Editing this report provides a great opportunity to gain a deeper understanding of the banking business of the industry. This report is based on the experience gained from a three-month internship. It was a great opportunity to learn and carry out the whole process of general banking. I also gained a brief knowledge of foreign exchange activities such as import / export transactions, L / C, inbound and outbound transactions.

3.2 Methodology:

Primary data:

- Discussion with the officials of Bank Asia Limited.
- Informal interview and individual conversation with employees.
- Face to face conversation with the clients.
- Direct involvement in the General banking activities of the bank.

Personal observation on the procedure of banking activities.

Secondary data:

Annual report of Bank Asia Limited [2020.2022]

Brochures, Manual and publications of Bank Asia.

Online data from the website of Bank Asia Limited.

Relevant Journals and research papers. Informal interview and individual conversation with employees.

Face to face conversation with the clients.

Direct involvement in the General banking activities of the bank.

Personal observation on the procedure of banking activities.

3.3: Findings and Analysis:

3.3.1:

General Banking:

All commercial banking activities revolve around general banking. The general banking division manages the day-to-day operations and carries out the fundamental tasks of the bank. It serves as the central repository for all financial transactions made by the departments of loans and advances as well as foreign exchange. It was the bank's first branch to serve customers.

Customer's services are another name for general banking. Officers here handle all of their clients' issues. For instance, if a person loses their ATM card, they can apply for a new one by filling out a service request form, and the officer will close their old one. Being a holding money organization, this association *makes* Money by selling services to its customers.

The General Bank Asia comprises of following exercises:

- Account Opening and Lockers Services
- Cash management and teller operations
- Remittance Department
- Clearing Section
- Financial Control & Accounts Department

The Procedures to open a savings account:

- Two-copy passport-size photo of the account holder.
- One passport-size photo of the Nominee.
- NID card / passport photocopy of both the account holder and the Nominee.
- Photocopy of the Electric bill.
- Photocopy of the employee's identity card or business card
- Source of the Fund documents Photocopy.
- E-TIN (optional)
- Account Holder signature in the signature card of the form.
- Introducer signature behind the account holder's photos
- Account Holder Signature behind the Nominee Picture
- Signature of the account holder on all documents in photocopy
- Minimum Initial deposits.

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

✓For a Corporate Privileged Savings Account (S05), the account holder must provide forwarding letter referring to the company where he works and what is the source of fund.

✓ According to Bank Asia guidelines, if the account holder is a student or housewife, that time account holder has seen the documents of a beneficial owner as a source of money.

For beneficial owners, the bank uses a separate page for beneficial owners' information.

The Procedures to open a Current account:

Essential Documents and Formalities:

For All:

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

Limited Liability Companies:

- Memorandum and Articles of Association, certified authentic copy
- Certified authentic copy of the incorporation certificate
- Certified copy of the business's start-up certificate
- A copy of the Board of Directors' resolution authorizing the opening of the account and the specimen.
- Authenticated by the Chairperson Signature for Account Operation

- The most recent audited balance sheet
- RJSC has certified the Company's Board of Directors' list.
- Trade Permit.

https://www.bankasia-bd.com/downloads/04_AOF_SJS_School_Banking.pdf

3.3.2: Issuance of Cheque Book:

1. The bank will give a checkbook to new account holder when the account is opened. For the savings account, Bank Asia Limited provides 10 or 25 pages; for the current account, 50 or 100 pages; and for the STD account, 25 or 50 pages.
2. The account holder receives their checkbook after 7–10 days.
3. If the account holder is unable to retrieve their checkbook for a justifiable cause, the bank provides an authorization form to the account holder. By filling out this form, an authorized person may retrieve the account holder's checkbook from the bank on their behalf.
4. Account holders can request a new checkbook by filling out a form with their information, including how many pages they want and for that they have to provide his cell phone number, and their signature.
5. The officer request the account holder to sign their registrant book when they picked up their checkbook.

3.3.3: Pay Order:

Pay orders have been created to allow customers who prefer to send money via check as instead to cash. It reduces the danger of carrying cash. A pay order feature is available from Bank Asia Limited. Bank Asia Limited earns commission by issuing pay orders, and the bank then uses that money until the drawer withdraws it. The payee or beneficiary of the support is the person or organization who receives it. To assist the consumers, I filled up the pay order slip.

3.3.1: Issuance of Pay Order

- Before issue the Pay Order, the remittance Officer should book the Block Series variety of the Pay Order for the system.
- The serial number of the pre-printed Pay Order should be entered into the system with none dominant. The system wants variety to be entered.
- The PA number should be inscribed on the document by 2 approved signatories.
- The following data should be entered: quantity, Beneficiary, Currency, and Name of issue Branch. Specific field on instrument count within the STELAR design.
- The instrument's specifications line up with those entered into the system.

3.3.4: Payment of Pay Order:

1. The beneficiary's account will acquire the charge.
2. Payment to the buyer's account is handiest viable if the beneficiary releases the Pay Order.
3. The beneficiary collects the bank's underwriting expenses if a clearing charge is
Involved.
4. The Pay Order issuing Branch have to make the coins installment towards the Pay Order whilst adhering to the proper procedures.

3.3.5: Cash Management and Teller Operation

The main bank representative, who is the contact person, needs to build good relationships with consumers. She or he has direct personal responsibility for managing consumer deposits.

Receiving deposits, checks, drafts, tracking money orders, etc. take up most of the cashier's day.

The majority of customers only interact with cashiers. This poses a unique challenge for cashiers as they must maintain strong customer relationships through daily human contact.

The cash desk and its structure

- Vault / Vault - under double control
- Secure safe for cash storage that is double checked
- Well-protected security zone
- Responsible cash register
- Teller

The cash desk is generally located in a separate accommodation, to which staff from other departments and outsiders do not have free access. This department is in direct contact with customers.

Register and records of cash department

- Daily balance in cash
- Registry of vault keys
- Cash register for cash registers
- Cash proof of the cashier

Cash register functions

Before receiving cash, the following points must be considered:

1. Payment slip filled out correctly
2. Value of the money to be indicated on the deposit slip
3. The account and account number are correct
4. The words and figures are correct

5. Both the copy of the payment receipt is in order
6. The signature of the depositor is shown on the coupon
7. The payment receipt must be signed by the counter clerk and the counter must be signed by the cashier in charge
8. Receive the seal on your receipt
9. Copy of the certificate of deposit to be delivered to the depositor and the original to be kept at the bank

When paying a check, please keep the following points in mind:

1. Date (old or dated)
2. The words and the amount of the check are identical
3. Crossed or open check and bearer check or order
4. The authenticity of the signature is verified
5. The account balance is available
6. Check if the sheet is genuine
7. Legal prohibitions like a death notice or garnishee order
8. Stop paying.
9. The account will be debited and payment must be made in good faith and without negligence.
10. The denomination is indicated on the back of the check.

Other Cashier Functions:

- Receive phone bill from Grameen Phone, City cell, Ranks
- Change scrambled banknotes as per Bangladesh Bank policy
- Receipt of admission fees from different universities by agreement

It should be mentioned that there is a vault limit in each branch. Surpluses are to be sent to the main agency. The amount of the security limit as well as the amount of the security limit must be insured.

Cash Transfer from the main branch or principal office to another branch:

- A. The Principal Office or Main Branch is notified in advance if a Branch needs cash so that they may make arrangements for cash, a vehicle, and security guards for remittance.
- B. The request needs to be submitted on the day before the requirement.
- C. After getting the requisition signed by the HOB, the cash-in-charge of the principal office or main branch will do so.
- D. The cash-in-charge arranges for the money to be appropriately remitted and entered into the vault record.
- E. Both the cash-in-charge and the joint custodians must countersign the remittance before it may be entered into the cash remittance register.
- F. The cash must be received at the receiving branch's counter and entered into the cash reception register.
- G. Following the completion of the required journal entry, the receiving branch issues the IBCA to the Principal Office Branch.

https://www.academia.edu/35554918/INTERNSHIP_REPORT_ON_BANK_ASIA_The_General_Banking_Activities_of_BANK_ASIA,2022

Cash receipt on customer accounts

Follow the processes and checkpoints for Cash reception:

- A. Before depositing cash at the cashier, the customer must fill out and sign the deposit receipt. The officers use a money counting machine to hand count the banknotes and coins.
 - B. The cashier counts the cash and makes a verbal and numerical comparison between the total and the amount noted on the deposit sheet.
 - C. Return the cash to the depositor so they can count it and update the amount on the deposit slip if the amount is still off.
 - D. On the front of the deposit slip, the agent writes the sum in red ink.
 - E. The receiving agent must verify the account number, balance, and account holder's name on file. After verifying the identity and account number, the Cash Receiver will sign and stamp "Cash Received" on the deposit slip and carbon copy.
 - F. The cashier is required to enter the transaction information and attach a "Posted" seal bearing the transaction number.
 - G. After that, consumers get the deposit slip that the cashier has signed.
- jIf the bank limit is exceeded, a receipt must be forwarded to the Authorizer, who must then sign the deposit slip and authorize the transaction.
- H. Before being deposited at the cash desk, receipts in the form of office credit notes require the signatures of two authorized parties.
 - I. J. During his spare time, the cashier can compare his actual cash position to the position of the system's drawers. The day must end with the receptionist creating a batch posting report and comparing it to the cash receipts.

3.3.6: Clearing House Section

In order to settle interbank transactions, such as checks that are cashed from one bank to another and vice versa, the clearinghouse acts as a mediator between member banks. Each bank has a representative in their office with a label bearing the name of the bank, and all authorized officers from all member banks come to the clearinghouse within the allotted time to arrange their interbank transaction. The clearinghouse is located at the headquarters or floor of Bangladesh Bank (BB), the Central Bank of Bangladesh. 63 banks now have 63 offices, including Bangladesh Bank. Generally speaking, Bangladesh Bank offers clearing house services to its member banks in various parts of the nation. In areas where Bangladesh Bank doesn't have a branch, Sonali Bank conducts clearing houses on behalf of Bangladesh Bank. Every member bank's authorized officer typically arrives on the clearing house floor at opening time with all of the cheques written on other banks that are ready for collection in that bank. Member banks use the clearing house's arrangements to settle their transactions.

https://www.academia.edu/35554918/INTERNSHIP_REPORT_ON_BANK_ASIA_The_General_Banking_Activities_of_BANK_ASIA

3.3.7: Categories of Clearing:

***Inward Clearing:**

***Outward clearance:**

Inward Clearing:

The central clearing unit is in charge of this type of clearing, and it provides the CCD with confirmation of the specifics of any incoming checks and positive pay.

Outward clearance:

For this category, Bank Asia keeps a decentralized module in which checks are scanned, words with specifics are entered, and then, following confirmation, check details are entered.

Two houses sit for settlements which are as follows:

First House:

Around 9:00 am, this house is in place, and 5:00 pm, or in the direction of the Super House, is when you return home. All direct debit checks, with the exception of those using the same-day clearing option, are generally collected by other banks and withdrawn by us at this initial clearing house. The checks from other banks that we had received the day before for collection from linked institutions were then placed in a clearinghouse for settlement. Once the checks have been drawn on them, all the authorized officers of the affiliated banks bring them to their main branch and transmit them to the relevant branch for payment. We credit the amount collected to the customer's account at the end of the day, which is 5 p.m. after returning from work, and the customer can withdraw money from his account the next day after the transaction, or he can withdraw money via an ATM or evening banking if the bank offers it.

Same Day clearing:

This is a special arrangement at Bangladesh Bank Dhaka clearing house for a favored area and preferred customers to settle their transaction on the same day after the check is issued. Collecting at the clearinghouse. There were no branches of member banks outside of the Motijheel region that had this same-day clearing capability; however, all branches in Bangladesh now do. The cashing checks must be drawn and deposited by the banks between 9 am and 11.30 am in order to qualify for this "Same Day House" option. The check must be worth at least 5 lakh BDT. Therefore, another name for this house is High Value House. Banks often only provide this exclusive facility to valued customers.

Cleaning of the same-day home begins at 11:00 am and ends around 2:00 pm, or as instructed by the house super. When the checks are cashed by the individual banks, we credit the money to the customer's account when we return home, and the customer can then withdraw money from their

account. In other words, the consumer can withdraw money the same day the check is delivered to their home to be cashed.

Customer Satisfaction:

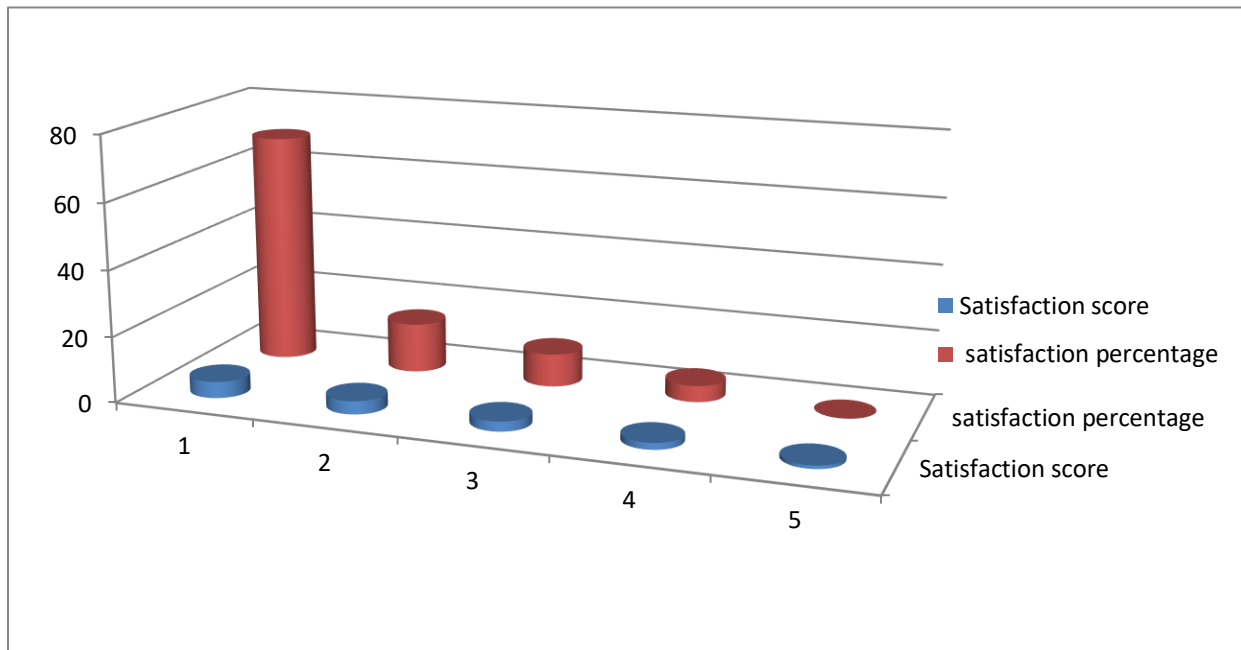
The extent to which a company's goods and services meet or exceed a customer's expectations is measured by customer satisfaction. It is defined as the number of customers—or the proportion of all customers—whose ratings of a business, its goods, or its services exceed a given level of satisfaction. For the banking and financial sector in particular, the evaluation of customer satisfaction has become an important element of performance evaluation. As most banks and financial institutions offer comparable goods and services. The most important element in maintaining and increasing the market share of these companies is increasing customer satisfaction.

A research based on 25 Bank Asia customers found that customers have more savings accounts than other types of accounts. Instead of using the name of the client for research purposes, I use the real number, as customer one indicates = 1.

Employee's gives appropriate solution to problems:

It is the most important part of customer satisfaction. Customers always want to get appropriate solution. I asked all 24 respondents and I got majority of the customer's positive review. Also, there is some negative review.

Satisfaction score	satisfaction percentage
5	70 %
4	15 %
3	10 %
2	05 %
1	00 %

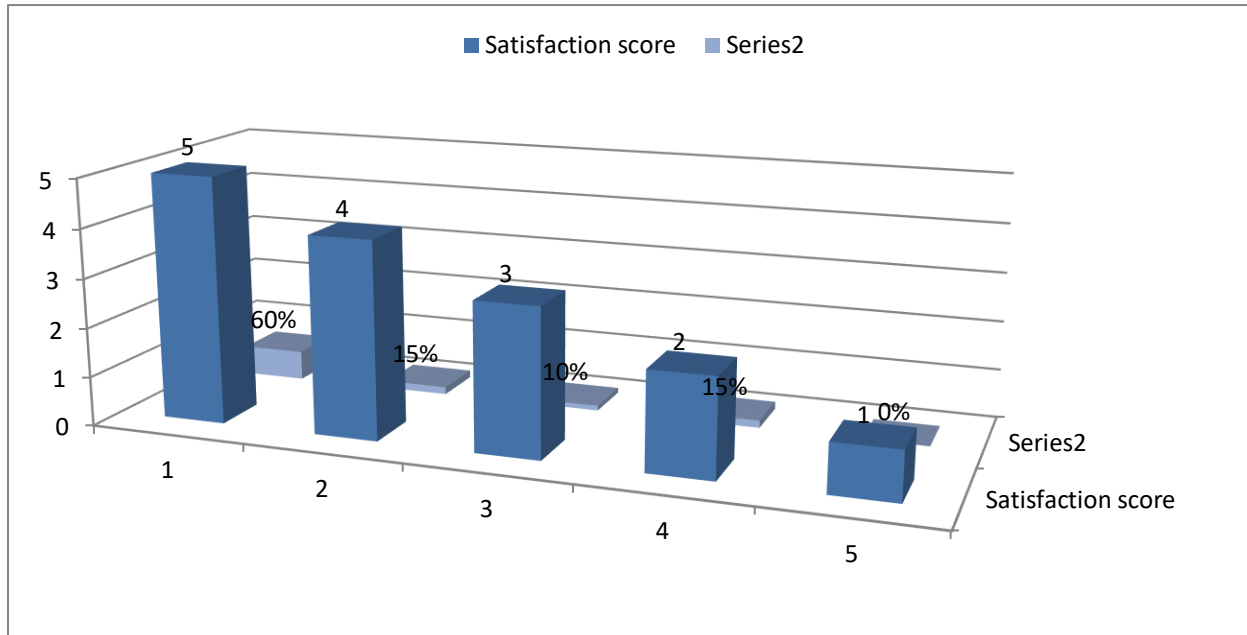


Here we can see 70 % customers are satisfied and some some customers are less satisfied that means here customers' satisfactions level is really high.

h (Bank Asia Annual report, 2021)

Friendliness and courtesy of the employee:

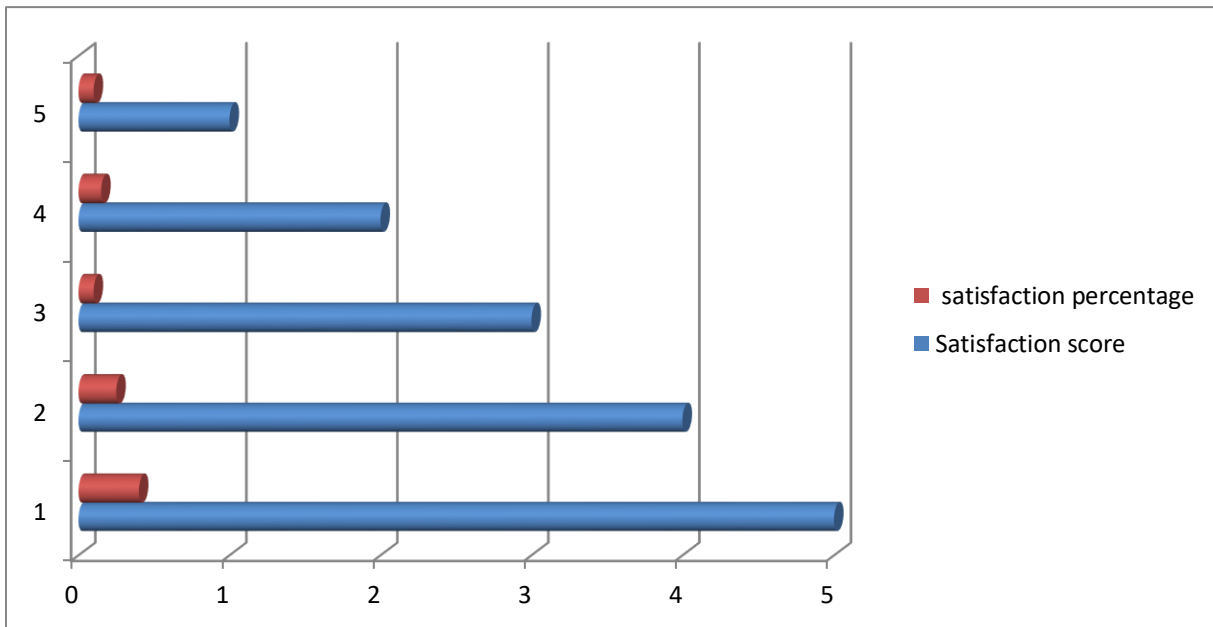
Satisfaction score	satisfaction percentage
5	60 %
4	30 %
3	10 %
2	00 %
1	00 %



This is another important attribute of customer satisfaction. Here we can see also highly customer's satisfaction in this attribute. There are 60% customers are really happy with the employee's behavior but there is also some customers who are not happy so employees should think about it.

Bank Asia has sufficient ATM Booths:

Satisfaction score	satisfaction percentage
5	40 %
4	25 %
3	10 %
2	15 %
1	10 %



In Chapa Nawabganj Branch town I saw just one booth for Bank Asia. So, customers has always a complain that why Bank Asia does not increase their Booth. Here, we can see just 40% customers are happy with them because these people are coming in this area for their work but others customers are not come to this area so they are not happy with their service.

Using Modern and updated technology:

Satisfaction score

satisfaction percentage

5

60 %

4

20%

3

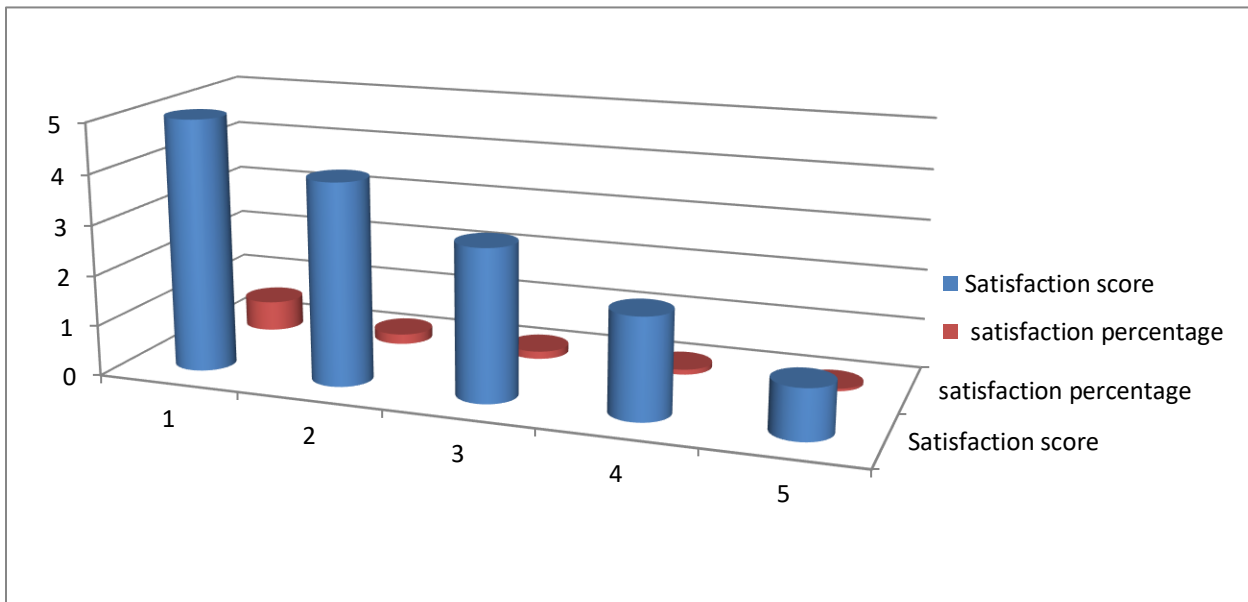
15 %

2

10 %

1

05 %



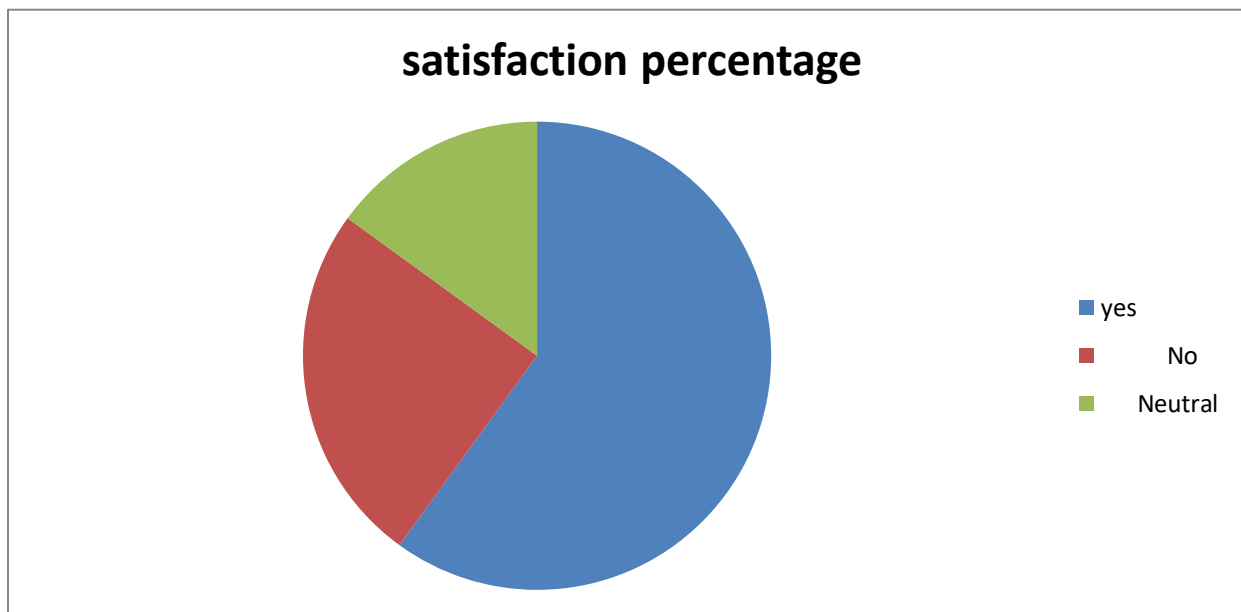
In my internship period I saw employees always ready for helping the customers. But sometimes Bank Asia server did not work may be for load of work. So sometimes customers feel angry or disturbed. So, Bank Asia should update their software that they can serve very quickly.

Interest Rate of FDR

According to my observation and research, I have found that Bank Asia Limited is not very strict in offering loans to their clients which are better for their customers and . If so, most customers respond positively to Bank Asia Limited.

My question was whether they are satisfied with the interest.

Satisfaction score	satisfaction percentage
yes	60 %
No	25%
Neutral	15 %



Problem Identification from survey:

During my internship period I had a very good relationship with the customers so they were really free to me. They told me they are facing some problem when they come to the bank. Some trade customers are really unhappy because they had to wait lots of time for finishing their work because there was just one employee who handled the trade department. Some customers are not happy with their server. It also wastes lots of time. Fdr rate not likable for the customers. The space of branch is also not enough because when many customers were came they did not get to seat.

3.3.7: Recommendation:

Having worked there for three full months, I had this huge opportunity to observe everything exactly the activities and the administrative procedures. By observing these processes, I discover a lot of things negative aspects that Bank Asia needs to improve its service, serve its customers well and make its own profit.

- First of all, Bank Asia restricted must increase their employees' variety within the client service section to serve a lot of customers during a short amount of your time.
- They need to rearrange a lot of coaching sessions to extend the information and qualifications of latest workers to enhance their qualifications and work vogue.

3.3.8: Conclusion:

The analysis has provided some fascinating insight in what reasonably service the shoppers provide importance to and what quality service they get from Bank Asia. it's quite obvious from the research that the client requirements don't seem to be absolutely met and that they area unit terribly discontented with a number of the aspects of the bank. Additional} the research unconcealed that only 1 third of consumers were more or less saris died with the service of the bank and quite 1/2 the respondents were on the neutral aspect of satisfaction line.

Finally, I might say that analysis report at Bank Asia has accrued my sensible data of business Administration and created by BBA education additional complete and applied. during this report I got the chance to use numerous tools and ideas I learned in my BBS courses.

Customers area unit the important for each business. it's unimaginable to create a profitable business while not regarding the customer's profit. Bank Asia may be a nice domestic bank. to realize the specified position within the market timely improvement in service is important.

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4.1.4Appendix A.:

Million Taka unless otherwise specified

Particulars	2021	2020	2019	2018	2017
OPERATING PROFIT RATIOS					
Credit Deposit Ratio	65.58%	69.42%	76.47%	81.75%	81.88%
Cost of Deposit	3.94%	4.95%	5.67%	5.65%	5.08%
Cost of Deposit & Borrowing	3.87%	4.27%	5.68%	5.65%	5.23%
Administrative Cost	2.09%	2.27%	2.59%	2.60%	2.50%
Yield on Loans and Advances	7.61%	7.68%	10.19%	9.99%	9.03%
Spread	3.67%	2.73%	4.52%	4.34%	3.95%
Return on Assets	0.64%	0.53%	0.59%	0.76%	0.76%
Return on Equity	9.89%	7.81%	8.16%	10.21%	10.21%
Current Ratio	1.07	1.07	1.05	1.07	1.05
Debt Equity Ratio	15.02	13.94	13.30	12.17	12.73
PERFORMANCE RATIOS					
Profit per Employee	3.61	2.46	3.92	3.57	3.20
Operating profit as % of Working Fund	2.17%	1.59%	2.82%	2.70%	2.47%
Net Interest income as % of Working Fund	2.41%	2.29%	3.51%	3.39%	2.89%
Burden Coverage	56.06%	49.37%	64.88%	64.47%	73.15%
Burden Ratio	0.21%	0.62%	0.67%	0.70%	0.43%
Expense Coverage	88.11%	62.77%	66.01%	66.24%	78.04%
Ratio of Fees income	18.98%	18.78%	20.91%	21.18%	26.07%
Salary Exp. to total Overhead Exp.	51.87%	50.03%	48.63%	47.77%	47.99%
Salary Exp. to Fees income	186.53%	143.68%	97.67%	96.84%	81.21%
Cost to income/ Efficiency ratio	44.93%	54.00%	42.00%	42.93%	44.12%
DIVIDEND & RIGHTS ISSUE					
Cash	15.00%	10.00%	10.00%	5.00%	
Stock				5.00%	12.50%
Total Dividend	15.00%	10.00%	10.00%	10.00%	12.50%
SHARES INFORMATION MATRIX					
No. of Shares Outstanding	1,165.91	1,166	1,165.91	1,110.39	987.01
Earnings Per Share (Taka)	2.32	1.75	1.68	1.94	1.84
Number of Shareholders	7,583.00	8391	8960	10344	10,681
Market Value Per Share (Taka)	21.80	18.20	18.20	17.70	23.10
Price Earnings Ratio	9.40	10.40	10.83	8.67	11.14
Net Asset Value Per Share (Taka)	23.46	23.48	21.22	20.02	18.96
Dividend Coverage ratio	1.55	1.75	1.68	2.04	1.66
OTHER INFORMATION					
Total Number of Branches	129	129	128	127	116
Number of SME Service Centers	4	4	4	4	4
Number of Islamic Windows	5	5	5	5	5
Off Shore Banking Unit	1	1	1	1	1
Number of Sub Branches	7	6	-	-	-
Agent Outlet	4898	4628	3,525	2,566	1,497
Number of Employees	2547	2463	2,376	2,256	2087
Number of Foreign Correspondents	670	670	677	698	727

For the last five years, profit and Loss Statement

	2021	2020	2019	2018	2017
OPERATING INCOME					
Interest income	111.76%	110.36%	139.31%	127.41%	100.00%
Interest paid on deposits and borrowings, etc	117.15%	137.68%	133.40%	119.98%	100.00%
Net interest income	101.25%	57.19%	150.82%	141.88%	100.00%
Investment income	270.13%	255.76%	129.88%	91.17%	100.00%
Commission, exchange and brokerage	101.56%	79.33%	107.74%	95.86%	100.00%
Other operating income	139.63%	139.33%	137.26%	123.65%	100.00%
Total operating income	139.49%	110.12%	134.31%	118.01%	100.00%
Salaries and allowances	153.59%	140.36%	129.63%	114.38%	100.00%
Rent, taxes, insurance, electricity, etc	78.40%	71.83%	71.77%	111.62%	100.00%
Legal expenses	67.26%	53.27%	83.42%	102.43%	100.00%
Postage, stamp, telecommunication, etc	132.13%	140.66%	139.01%	121.16%	100.00%
Stationery, printing, advertisements, etc	119.19%	152.06%	160.86%	137.01%	100.00%
Managing Director's salary and fees	146.77%	138.58%	119.23%	100.00%	100.00%
Directors' fees	135.03%	107.22%	114.44%	122.19%	100.00%
Auditors' fees	102.68%	89.59%	155.26%	91.95%	100.00%
Depreciation and repairs of Bank's assets	188.35%	184.77%	181.35%	103.44%	100.00%
Other expenses	137.73%	135.20%	129.52%	118.98%	100.00%
Total operating expenses	142.07%	134.63%	127.87%	114.82%	100.00%
Profit before provision	137.46%	90.78%	139.40%	120.53%	100.00%
Provision for loans and advances/investments					

Customers	Savings	Current	FDR	DPS
1		1		1
2	1			
3		1		1
4	1		1	
5	1			1
6		1	1	
7		1		1
8	1			1

9		1		1
10	1		1	
11	1			1
12		1	1	
13		1		1
14	1			1
15		1	1	
16	1		1	
17		1	1	
18		1	1	
19		1		
20	1			
21		1	1	
22	1			1
23	1			
24		1	1	
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