

Report On
Trade Operation & Settlement Process of Haji Ahmad Brothers
Securities Limited(HABSL)

By

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An internship report submitted to the Department of MBA BRAC Business School in
partial fulfillment of the requirements for the degree of
Master of Business Administration

Department of MBA BRAC Business School
Brac University
June 2023

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Declaration

I hereby declare that,

1. The internship report submitted is my original work while completing degree at BRAC University.
2. This report never has been, and never will be reproduced for any other degree completion at BRAC University.
3. This report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
4. I have acknowledged all the main sources of help.

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Letter of Transmittal

Date: 5 June, 2023

To

Dr. Mohammad Enamul Hoque

Assistant Professor

BRAC Business School

Subject: Submission of Internship Report

Dear Sir,

I am here by submitting my Internship Report, which is a part of the MBA Program curriculum. It is great achievement to work under your active supervision.

This report is based on, "Trade operation & Settlement process of Haji Ahmad Brothers Securities Limited (HABSL)." I have the opportunity to work in Haji Ahmad Brothers Securities Limited (HABSL) in Business Development division under the supervision of Firoz Ahmed, Head of Accounts Department.

This project gave me both academic and practical exposures. First of all, I have learned about the organizational culture of a brokerage house of the country. Secondly, the project gave me the opportunity to work with "Haji Ahmad Brothers Securities Limited (HABSL)" in corporate environment.

I shall be highly obliged if you are kind, enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours

Hasibul Hasan Hasib
ID: 20364020
BRAC Business School, MBA Department
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Acknowledgement

First of all, I wish to express my gratitude to the almighty ALLAH for giving me the strength to complete the report within the stipulated time.

I am deeply indebted to my Supervisor Dr. Mohammad Enamul Hoque & Co-Supervisor Dr. Md. Kausar Alam Assistant Professor, BRAC Business School for providing me with the opportunity to observe and analyze such an interesting topic and for his supervision, relentless guidance, and invaluable advice whenever needed. It would have been very difficult to prepare this report up to this mark without his guidance.

Last but not the least; I would like to convey my gratitude to Firoz Ahmed, Head of Accounts department for helping me in furnishing the report. Moreover, I would also like to express my gratitude to my Haji Ahmad Brothers Securities Limited fellows, seniors, and colleagues who gave me good advice, suggestions, inspiration, and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with many things.

Executive Summary

When a booming economy like Bangladesh, which is regarded as a potential Asian Tiger, is at stake, the need for a vibrant stock market rises. Stock brokerage companies have a huge impact on how active and lively the stock market is. The stock market and investors are connected by stock brokerage companies. Stock brokerage companies are crucial for attracting new investors, educating the public about the importance of stock market investing, and prudently handling investors' assets. The business operations more specifically, Trade Operation & Settlement Process of Haji Ahmad Brothers Securities Limited, one of the most well-known brokerage houses in Bangladesh, are the main subject of this article. In this report, I've talked about the firm, its operations, and its relationships with the stock market. I've made an effort to demonstrate correctly.

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List of Acronyms

BO	Beneficiary Owners
IPO	Initial Public Offering
DSE	Dhaka Stock Exchange
CSE	Chittagong Stock Exchange
BSEC	Bangladesh Securities and Exchange Commission
CDBL	Central Depository Bangladesh Limited
AIT	Advance Income Tax
P/E	Price to Earnings
D/E	Debt to Equity
PMD-D	Portfolio Management Department- Discretionary

Chapter 1 Overview of Internship

1.1 Student Introduction

Name: Hasibul Hasan Hasib

ID: 20364020

Program: Masters of Business Administration

Major: Finance

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

I was recruited as an intern at Haji Ahmad Brothers Securities Limited on 25th June, 2022, to work under their Business development Department. The internship period was set to 4 months by the company. From the beginning, I was required to work at the company's head office. The head office is located at the 57-57/A, Uday Tower (6th Floor), Gulshan Avenue, Gulshan-1, Dhaka, Bangladesh.

1.2.2 Internship Company Supervisor's Information: Name and Position

I conducted my internship under the direct supervision of Mr. Firoz Ahmed. He is positioned as the Head of Accounts at Haji Ahmad Brothers Securities Limited. Mr. Firoz Ahmed has around 14 years of professional experience in the financial sector.

1.2.3 Job Scope – Job Description/Duties/Responsibilities

I was initially assigned to the trading and portfolio management team, where I was trained in the fundamentals of trading and portfolio management. I also learned about acquiring clients and managing clients. I received instruction on the methods for offering clients a seamless service. My team's managers gave me instructions on how to operate the DSE's digital trading platform and the stock market. As I became more familiar with the department's regular business operations, I began accepting assignments from my superiors and handling routine tasks on my own.

Duties:

- Managing, Maintaining & Building relationship with existing as well as new potential clients for overall business development.
- Actively posting & maintaining Debit, Credit Voucher, payment, Receive Payment, petty cash.
- Working with several departments (Accounting, Equity Analyst, CDBL, IT) and assist them in various activities.
- Communicating with existing or potential clients and encourage them to invest in the capital market by providing up to date insights about market condition.
- Actively engaging myself in implementation of new clients and maintaining their portfolio.
- Continuously Attending Clients query, their Issues and providing them relevant effective solution.
- BO Account Opening- When I joined the security house, they taught me how to open a BO account and what criteria are needed to fulfill. So, in order to open a BO account, the prospective client must fill out the BO account opening form. In addition to the account type (NRB or Bangladeshi), the applicant's name, permanent address, current address, nationality, national identity/passport number, date of birth, occupation, nominee's name and signature, deposit amount, bank statement/certificate, and special instructions (if any), among other information, are all included on this form.
- Client Profiling- HABSL has more than 6000 clients nationwide but not everyone is trading regularly. My job was to prepare client's profile branch-wise to segregate the most valuable clients. Client profile consist, basic information of client, market value etc.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

I was able to assist my superiors with routine tasks after the training. I've assisted clients of the business with their inquiries and delivered timely and efficient service. I often carry out trades on clients' behalf that result in commission for the business. For the business, I have opened accounts for a sizable number of new customers. I also contributed to the preparation of a few analysis reports. I was successful in bringing in some fresh customers who helped the business earn commissions.

1.4 Objective of the Report

There are two objectives as follows:

A. Broad Objective:

1. To satisfy the criteria of the MBA program as mandated by BRAC University.
2. To demonstrate Haji Ahmad Brothers Securities Limited's (HABSL) corporate management procedures

B. Specific Objectives:

- comprehend corporate management techniques
- comprehend the Bangladeshi capital market

1.5 Scope of the Study

The study's focus is only on Bangladeshi brokerage houses. Additionally, Haji Ahmad Brothers Securities Limited (HABSL) has restrictions on it. This report also includes a synopsis of Haji Ahmad Brothers Securities Limited. Among the brokerage companies in Bangladesh, HABSL is one of the market players. However, it might be challenging to hold onto the top rank in such a fiercely competitive atmosphere. The study's objective is to provide readers with a concise yet comprehensive overview of Haji Ahmad Brothers Securities Limited's Trade Operation & Settlement Process and customer relationship management.

1.6 Methodology

This report was created using information from the organization's work history. Some of the data is gathered through direct interactions with clients. I used material from websites, newspapers, portfolios, and other sources to create my research. The two main sources from which data have been gathered.

Primary Sources

- Four months 'of work experience at HABSL
- Providing service to customers
- Discussion with manager, employees etc.
- Materials provided by supervisor

Secondary Sources

- Haji Ahmad Brother securities Websites
- CDBL, Dhaka Stock Exchange sites
- Reports, newspapers, journals related to study

1.7 Limitations of the Study

Overall, working at HABSL was a terrific experience for me, however writing the report presented some challenges. These can be seen as the study's shortcomings. The restrictions I encountered while writing the paper:

- Time constraints would be the first one. Given that this internship lasted only four months, there was not enough time to compile all the necessary data.
- Another significant hurdle encountered during the course of this study's research was the confidentiality of the data. Each institution has its own secrets that are kept from the public. HABSL carefully upholds the privacy of its clients. I worked with customer and business financial data, hence I am unable to incorporate this in the report.
- Since the majority of the data couldn't be obtained from primary sources, this report's interpretation was primarily relied on secondary sources. As a result, certain information might have occasionally been wrong.
- There could be errors in the interpretation, data collecting, or any other stage of the report because the study was completed by a single person in a very short period of time.

Chapter 2

Organization Part

2.1 Introduction

Since it was founded in 1956, Haji Ahmad Brothers Securities Limited has been a founding member of the Dhaka Stock Exchange. In Bangladesh, one of the first full-service brokerage firms was Haji Ahmad Brothers Securities Limited. Their corporate headquarters are located at Khatunganj, Chittagong Trec No. 041. The Munshi Group is concerned about it. There are six of them in the entire country. All of the traders meet every day before trading to discuss the latest market developments, legal changes, customer interactions, etc. in an effort to boost the efficiency of their company. They attend weekly meetings with all of the HABSL staff members to discuss their weekly operations and give updates to all the departments. Additionally, they engage in interactive dialogue with upper-level management during their monthly meetings, which strengthens teamwork and motivation and, as a result, improves performance and customer service. Because they want to provide the best service with a high degree of knowledge, they continuously look for ways to top the city's list of providers of economical, reliable services that are also effective and dependable.

2.2 Mission

The goal of HABSL is to make it easier for buyers and sellers to exchange securities. Some of the things that we offer at the greatest degree that a client might anticipate from a broker are excellence, convenience, and dependability. We are making efforts to encourage investors to make sensible and timely investments and to change people's attitudes toward the capital market.

2.3 Vision

HABSL strives to deliver the greatest service with a high level of professionalism; as a result, we are always looking for methods to improve our position as the top supplier of trustworthy, competitive, and efficient service in the capital market.

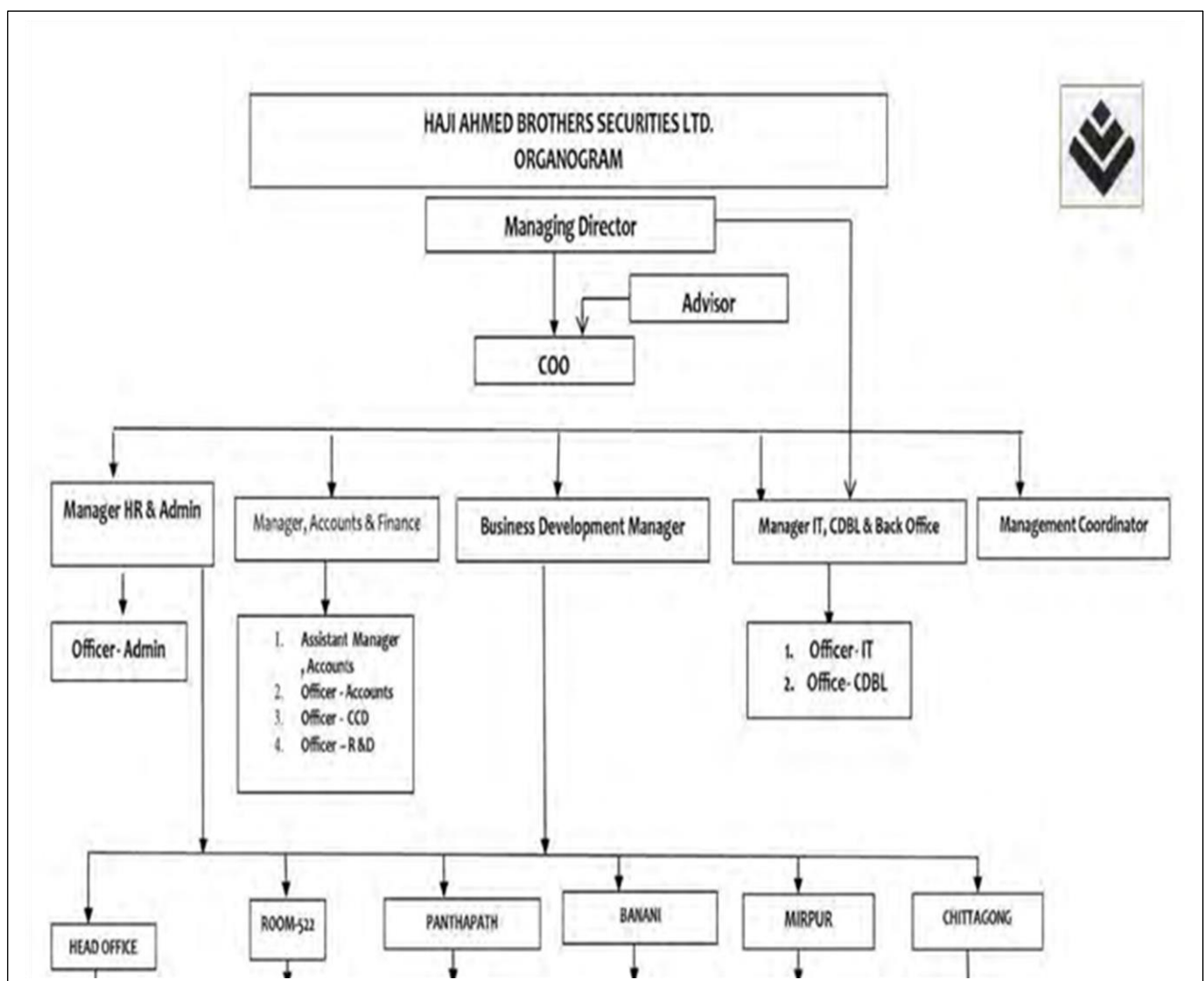
2.4 HABSL Structure

HABSL has a number of departments that assist their trading activities; around 36 highly educated and technically skilled employees handle this company's operations.

- Administration
- Information Technology (IT)
- CDBL
- Accounts
- Trading Department
- Business Development

Figure: 1; Title: ORGANOGRAM of Haji Ahmad Brothers Securities Limited

Source: Haji Ahmad Brothers Securities Limited's Website



2.5 Services

- Full DP Service
- EFTN/BFTN/RTG Service
- SMS service
- Offering automated screen-based trading of listed securities.
- Settlement of Trading (In accordance with the Regulations for Settlement of Transactions).

2.6 HABSL Partners

- AB Investment Limited
- Jamuna Bank
- City Bank Capital
- Citizen Securities

2.7 Management Practices:

2.7.1 Compensation and Monthly Benefits:

HABSL provides its employees with a competitive benefits package that includes the following component salaries:

- Gross Salary
- Benefits
- Advance Income Tax
- Variable Payables

2.7.2 Bonus/Incentive

Every confirmed employee is eligible for two holiday bonuses each year, each worth one basis. According to the conditions of the current bonus or incentive system, incentives are given to the qualified staff members.

2.7.3 Mobile Allowance

The mobile ceiling has been assigned based on the rank/position of the user and the average monthly consumption. The ceiling can be changed in accordance with the demands of the workload and current communications with business partners.

2.7.4 Transportation Allowance

- By Air,By Rail,By Bus
- Daily Transportation Cost: Any costs associated with getting about the city for work (subject to approval)
- Required Based Transportation Cost
- Off day (other)

2.7.5 Meal Allowance for over time

- Daily meal
- Off day meal facilities

2.7.6 Health Benefits

Regarding employee health benefits, HABSL and Praava Health have reached a mutual understanding. The package includes a 20% discount on pathology, imaging, and procedures as well as a free session on diet and nutrition. Every employee of HABSL must be obliged to register with PHBL for the purposes of identification and the preservation of medical records prior to obtaining any service from PHBL. The registration provides a special identification number, and after that, the HABSL employee must use that reference number as needed..

2.7.7 Leave

- Every employee is granted 32 days of vacation time per calendar year.

2.7.8 Termination

Any permanent employee's employment may be terminated with 60 days' notice or by paying 60 days' salary in lieu of notice. No explanation is necessary for such termination.

2.7.9 Resignation

A staff member may leave the employ of HABSL by providing 60 days' written notice. If the required notice is not given, the basic salary will be forfeited on a pro rata basis (for example, if the notice period is 30 days, the employee would be charged HABSL dues for the remaining 30 days' basic salary).

2.7.10 Annual increment

Each employee will receive an annual raise after completing their confirmation and one year of service. This will go into effect in January, on the first day of the calendar year. By this increment, the evaluation procedure must be finished.

2.7.11 Performance Evaluation

- ❖ Employee performance will be assessed once a year.

2.8 Marketing Strategies of HABSL

2.8.1 Target Market

- Male/Female
- Age group: Adults
- Job holder/Businessman/retired
- Foreigner or NRB

HABSL targets both male females of mature age who are looking to invest. They also target foreign people or Non-Resident Bangladeshi and give them extra facilities to encourage them to invest in the Capital market of Bangladesh.

2.8.2 Marketing Channels

- Television
- Newspaper
- Social media
- Billboards

2.8.3 Promotion Strategy

2.8.3.1 Discounted Commission Rate

Usually, HABSL charges a 0.40% commission rate but if the potential client is willing to invest bulk Amount HABSL provides a discounted commission rate to encourage them to invest more.

2.8.3.2 Distributing Brochure

A brochure created by HABSL illustrates the advantages and services offered by the company. Marketing brochures are used to advertise and support sales and distribution services. Because of this, the content in brochures places a strong emphasis on the benefits of investment. The brochure's main objectives are to encourage and inspire readers to participate in the capital market with HABSL.

2.8.3.3 Direct Marketing

In this industry, networking is particularly important because if you have proper networking, you can directly influence people to invest in the company. As HABSL is with DSE from its beginning so it has a good reputation and has good networking with many wealthy investors, whom they can directly talk and influence them to invest.

2.8.3.4 Social Media & Website

In this era, digital marketing plays a vital role for any company to reach the ultimate goal. HABSL has their own social media handler team and website to promote them digitally. They have a digital marketing team which continuously promotes HABSL.

2.9 Industry Analysis

2.9.1 SWOT Analysis

Each and every business has some opportunities, weaknesses, and strengths. Haji Ahmad Brothers Securities Limited, like other companies, has some opportunities and strengths, in addition to threats and weaknesses. Nevertheless, a company's internal factors of strength and weakness can be increased or decreased by executing a different work strategy. However, in the external world where organizations do their business, opportunities and thrusts arise. Even if a corporation cannot take on these risks or create opportunities on its own, it does have the opportunity to recognize when an outside element has created an opportunity and to take preventative measures to lessen the risks.

Strength

- Founding members of DSE and since 1956
- 6 branches along with an experienced workforce
- IT infrastructure
- Sophisticated tools and financial analysis

Weakness

- Not in the top ranking
- Less marketing activities
- No App facilities
- Lack of manpower

Opportunity

- increase the volume of trade by attracting foreign investors
- By increasing corporate client
- Increase in marketing activities
- Provide Online/ App trade service

Threats

- Volatility of the stock market
- Political instability
- Other brokerage firms with better services
- Frequent change in policies

Chapter 3

Project Part: Trade Operation & Settlement Process.

3.1 Introduction:

This chapter provides discussion on the trade operation and settlement process of Haji Ahmad Brothers Securities Limited. Additionally, it will contain details about the obligations and rules that must be upheld during the aforementioned processes.

3.2 Objectives:

The purpose of this study is to demonstrate the information I have observed and learned while serving as an intern at Haji Ahmad Brothers Securities Limited. This report gives a thorough overview of the company's trade operation and settlement process. This paper was created to increase people's understanding of how stock brokerage companies handle their trade operation and settlement process. A person who wants to work in both the service sector and the capital market can benefit from reading this paper.

3.3 Research Method:

I used primary sources of data for the preparation of my research, which I obtained from first-hand experience and expertise I earned while working as an intern at Haji Ahmad Brothers Securities Limited. I also used various media stories, significant websites, and the company website to my advantage.

3.4 Types of Markets:

Automated Trading System manages the following 3 types of Market

- **Public Market:** The exchange where the securities of public companies are traded is known as the public market. To offer securities in the public market, a corporation must first perform an initial public offering (IPO). Additionally, they must consistently adhere to the Exchange Act's periodic reporting obligations for general trade. For examples: DSE, NYSE.
- **Block Market:** A huge volume trade that happens all at once is referred to as a block market. A block deal is a large, covertly negotiated securities transaction. In order to decrease the influence on the price of the securities, block trades are occasionally executed outside of the open markets.

For example: A large investment bank wants to sell one million shares of Company A stock.

- **Spot Market:** In spot trading, assets are bought and sold at the current market rate, also known as the spot price, with the goal of acquiring instant possession of the underlying asset. For example, gold's current price may be \$1,000, while its futures price could be \$1,300.

3.5 Trading Session:

The Dhaka Stock Exchange is open from 10am to 2.20 pm Sunday to Thursday Bangladesh Standard Time. The Dhaka Stock Exchange does not have a lunch break. Dhaka Stock Exchange has a total of 4 hours and 20 minutes of operation per day. The Dhaka Stock Exchange has extended its trading hours. No pre-trading sessions. Post-trading session will take place at 2:20 pm to 2.30 pm.

- Ramadan Trading Hours: 10.30 AM to 01.20 PM. Post-closing sessions: 1.20 pm to 1.30 pm.
- Ramadan Trading days: Sunday to Thursday
- During Covid 19 period: Trading at the Stock market will begin at 10:00am and continue until 2:30pm instead of 10:30pm to 2:30pm. The stock market remained closed for 66 days from March 26 to May 30 owing to the Covid-19 pandemic, therefore the DSE management made this choice in response to requests from stock market stakeholders, stockbrokers, and investors. Later on June 18, the Stock market had revised the trading hours from 10:00am to 1:00pm, instead of 10:30am to 1:30pm in line with the banking hours due to rising cases of Covid-19 infections and deaths in the country. On July 8, the Stock market backed in the normal schedule of four hours trading from 10:30am to 2:30pm.

3.6 Principle for Security Categorization:

- Category A: Companies which are regular in holding the Annual General Meetings and have declared dividend at the rate of 10 percent or more in the last calendar year.
- Category B: Companies which are regular in holding the Annual General Meetings but have failed to declare dividend at least at the rate of 10 percent in the last calendar year.
- Category G: G- Category Companies are basically Greenfield companies. Companies that have not yet begun operations call on subscribers to invest in their business. They basically call for capital in primary market previous operation.
- Category N: Newly listed companies except green-field companies which shall be transferred to other categories in accordance with their first dividend declaration and respective compliance after listing of their shares.

- Category Z: Companies which have failed to hold the Annual General Meeting when due or have failed to declare any dividend based on annual performance or which are not in operation continuously for more than six months.

3.7 Findings and Analysis

3.7.1 Trade Execution Process

Assume that Mr. H is the buyer and Mr. G is the seller.

Both Mr. H and Mr. G are clients of ABC Stock Brokerage Limited and Haji Ahmad Brothers Securities Limited, respectively.

Through Haji Ahmad Brothers Securities Limited, Mr. H placed an order to purchase 100 shares of (Beximco Limited) at a price of 300 Tk. However, Mr. G wishes to sell 300 shares of (Beximco Limited) at Tk. 300 via ABC Stock Brokerage Limited. The DSE or CSE's trade management system will carry out the trade for 100 shares of (Beximco Limited) at Tk. 300 in response to the purchase and sell orders submitted by Mr. H and Mr. G because the stated price has matched. It must be made clear that Mr. G was only able to sell Mr. H 100 shares because Mr. H had placed an order to buy 100 shares. The remaining 200 shares from Mr. H's order to sell 300 shares will be sold to the second buyer if they want to purchase 200 shares of (Beximco Limited) for Tk. 300. The same applies if the quantity of the buy order is higher than the quantity of the sell order. If Mr. G wants to sell 100 shares of (Beximco Limited) at Tk. 300 and Mr. H wants to buy 300 shares at Tk. 300, a deal for 100 shares at Tk. 300 will be carried out. Due to the fact that only 100 of the needed 300 shares were purchased, the buy order for 300 shares will remain partially filled. It will also remain the same until one or more additional sellers decide not to place a sell order for Beximco Limited shares at the specified bid price of Tk. 300. The remaining 200 shares of Mr. H's buy order for 300 shares of Beximco Limited will be fulfilled if the second seller's or multiple other sellers' combined sell order totals 200 or more. The DSE and CSE trade management systems' fundamental purpose is to perform this job.

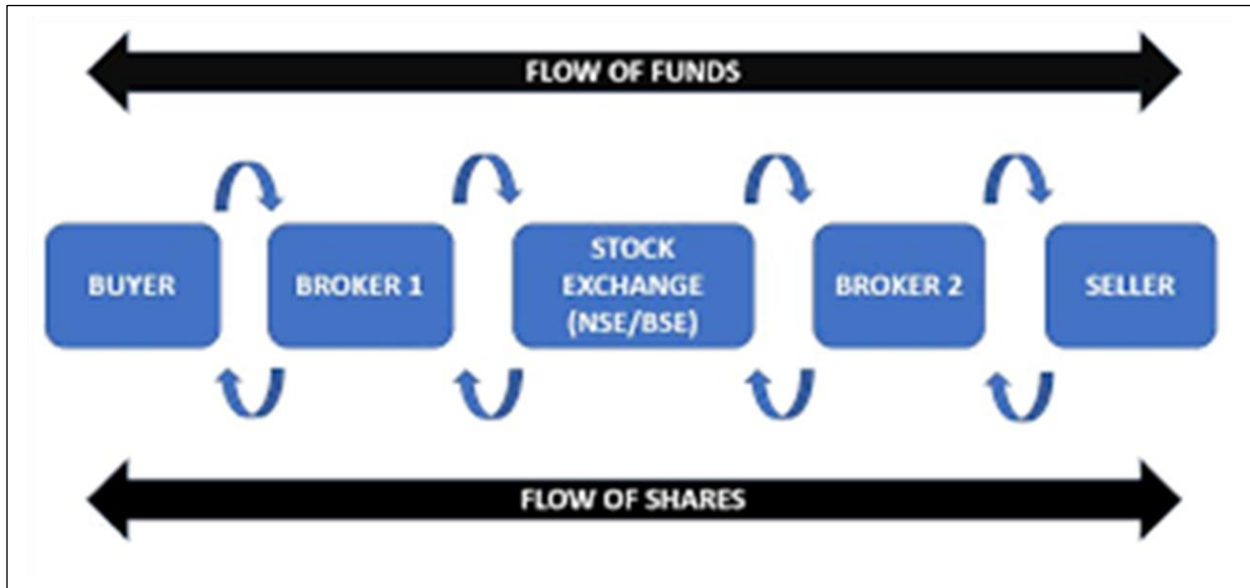


Figure 2; Title: Trade Execution Process

Source: SEC.Gov Website

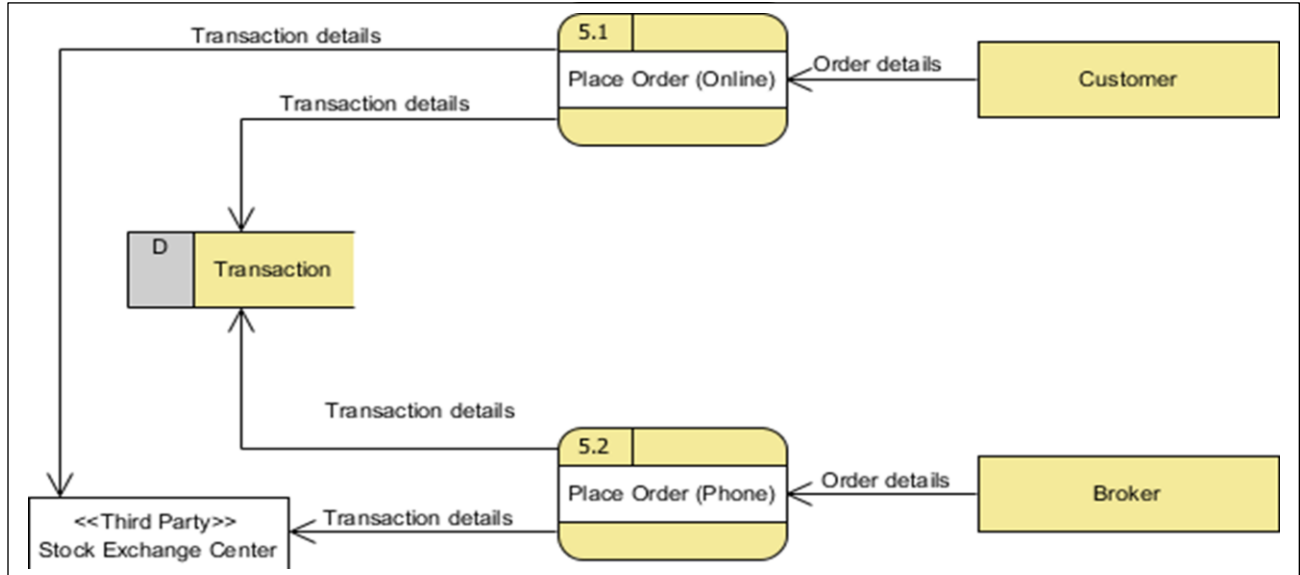


Figure 3; Title: Trade Execution Process

Source: Conceptdraw.com

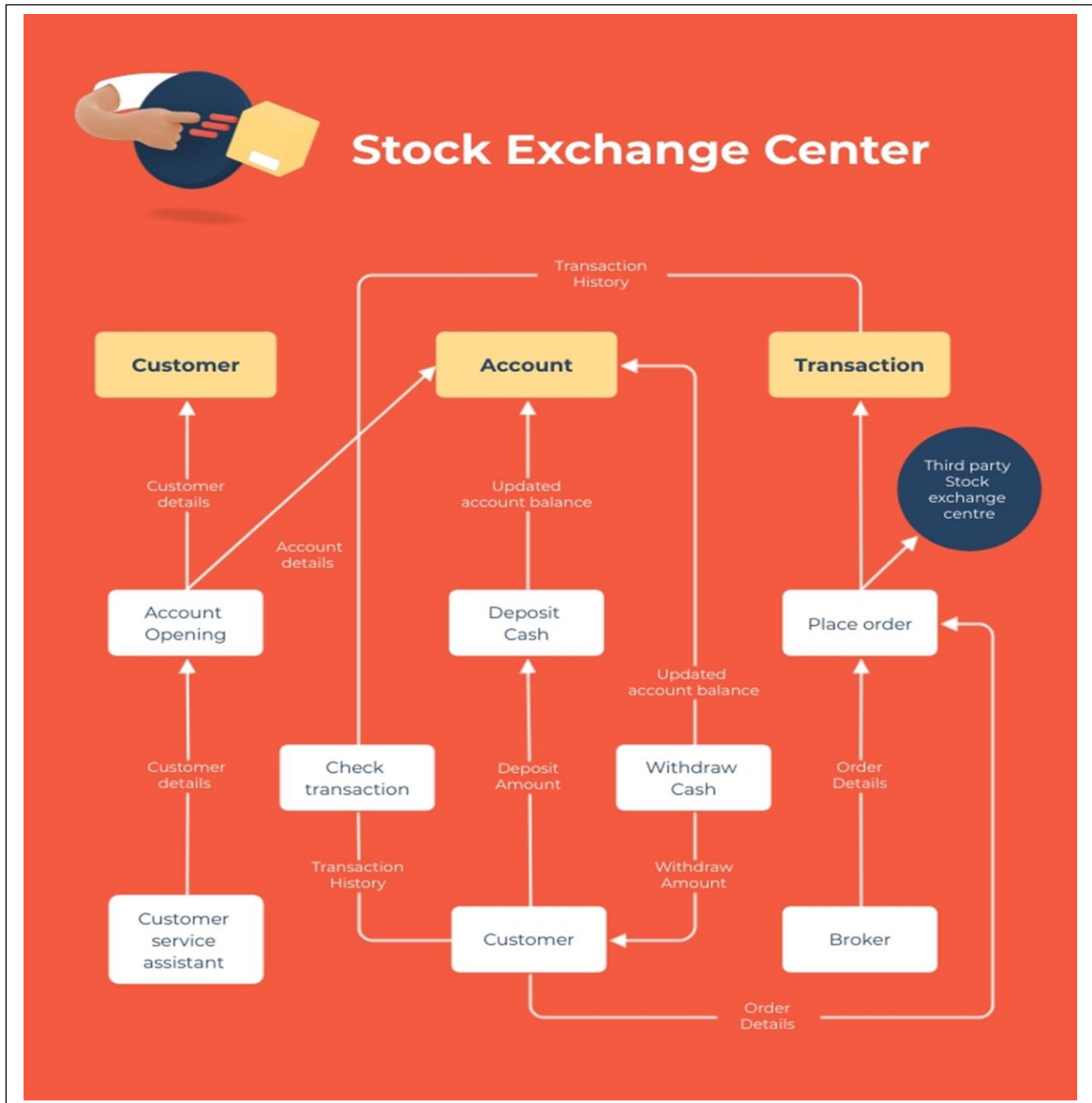


Figure: 4; Title: Trade Execution Process

Source: Pinterest

3.7.2 Trade Order Communication Process

Clients can communicate trade orders to their Relationship Managers through a variety of channels:

- Over Phone Calls
- Through Text Messages
- By Being Present in the Broker House
- While using Broker house's own App

Clients can also place their own orders (Buy& Sell) using the DSE mobile trade application.

3.7.3 Commission Rate

Currently, Haji Ahmad Brothers Securities Limited is charging 0.40% commission on trades which include both buy and sell. This commission rate percentage is widely practiced throughout the industry. Besides there are some exceptional rate exercised for the special clients whose holdings crosses over 1 cr. which ranges from 0.25-0.30%.

3.7.4 Clearing and Settlement:

The term "settlement process" relates to the payment of trades and the settlement of shares. T+1/2/3/4, which stands for the maturity date of the shares and the proceeds from the selling of the shares, is used to simplify the process. Here T denotes the day on which the trade was completed. T+1 denote that the funds, shares, or both have matured the day following the trade. The same applies to T+2/3/4, where T+2 means that either funds or shares, or both, will mature on the third day and that the first day is the day on which trades are executed. It should be emphasized that this method only functions during DSE and CSE trading days, which are from Sunday to Thursday. Fridays and Saturdays are not regarded as working days in this process.

We will continue with the example of the trade of Beximco Limited share between Mr. H and Mr. G.

The overall trade and settlement process includes participation of intermediary entities like DSE, CSE and CDBL to ensure the successful execution of the whole process. CDBL is the only

security depository of Bangladesh. It is backed by the Government of Bangladesh to ensure safekeeping, delivery, settlement and transfer of securities through digitalized method.

As we know, Haji Ahmad Brothers Securities Limited, on behalf of Mr. H has bought Beximco Limited shares from ABC Stock Brokerage Limited, who sold those shares on behalf of Mr. G. The day when the trade took place is denoted as T or T+0; ABC Stock Brokerage Limited sends the Beximco Limited shares to CDBL. On T+1, Haji Ahmad Brothers Securities Limited sends the fund to DSE and the Beximco Limited shares remain under the safekeeping of CDBL. On T+2, Haji Ahmad Brothers Securities Limited receives the shares from CDBL and ABC Brokerage Limited receives the fund from DSE.

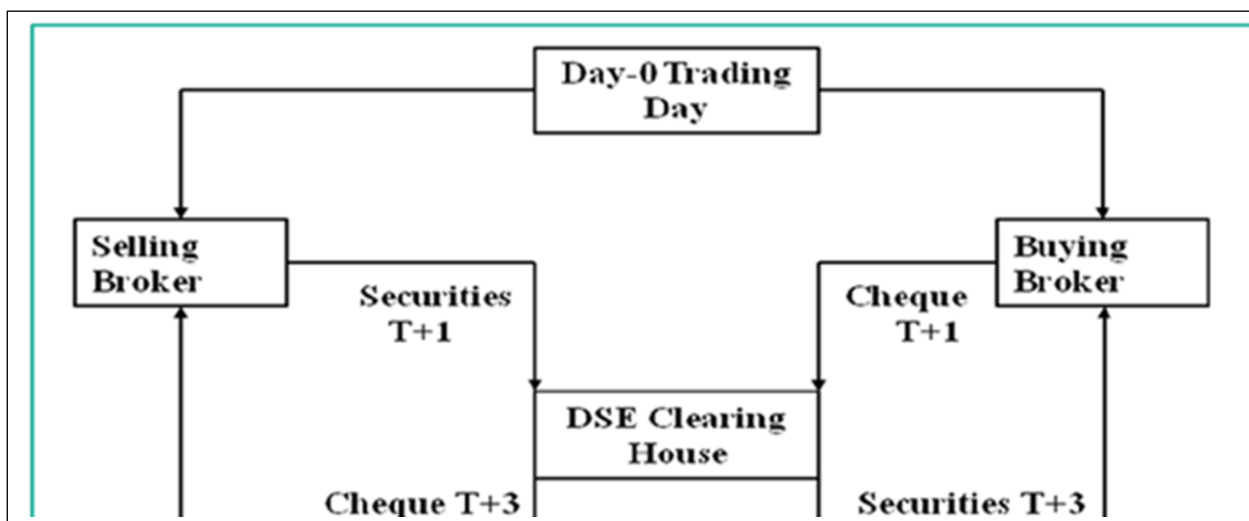
This is the settlement procedure for shares of the A, B, and Z categories.

However, the procedure is slightly different for shares in the Z category. On T+0, ABC Brokerage Limited will send the shares to CDBL. On T+1, Haji Ahmad Brothers Securities Limited will send the funds to DSE and the shares will remain in CDBL's depository. On T+2, no exchange of shares or funds will take place. On T+3, Haji Ahmad Brothers Securities Limited will receive the shares from CDBL and ABC Stock Brokerage Limited will receive funds from DSE.

When it reaches the buying brokerage house, shares mature, and when it reaches the selling brokerage house, funds mature. They remain immature till they get to their target.

Figure: 5; Title: Settlement Process

Source: DSE



3.8 Effective Way of Acquiring New Clients:

Investments in the stock market are riskier than those in fixed income securities. People now pause or consider more carefully before investing their hard-earned money in the stock market after the devastating market crashes of 1996 and 2011. In addition to crashes, the market's regular and abrupt volatility makes it more difficult for investors to judge whether it is a good moment to invest. The entire situation makes it challenging for stock market experts to get new clientele. Nevertheless, there are numerous efficient ways these experts recruit others to engage in the stock market. Since I had the opportunity to work closely with them and observe how they operated throughout my internship, I was able to recognize some of the strategies that I will list below.

- The first step is to try to comprehend a person's risk tolerance. This makes the pitching procedure simpler because we now have a better understanding of how to move around the pitch.
- Whether the person lacks confidence or is speculative, advise them to begin small and see whether it works for them.
- Find out what elements are affecting the client's decision to work with other brokerage houses if they are enthusiastic about stock market investing but do not want to invest with us. Then, come up with a plan to persuade them to invest with us.
- They will have more faith in us if we have a clear investment plan or strategy.
- Being open about the dangers of investing in the stock market. Some customers prioritize honesty over other qualities.
- Being confident in these circumstances can make all the difference.

Avoid onboarding clients who demand a consistent or overly high return on their investments is one golden guideline that I think is particularly helpful. We must accept the fact that the stock market does not always provide profitable returns. They experience protracted declines and collapses. This lessens the possibility of future client discontent.

3.9 Recommendations

- Haji Ahmad Brothers Securities Limited needs to create a user-friendly website that is easy to use for both current and new customers.
- Incentives should be used by Haji Ahmad Brothers Securities Limited to improve marketing efforts and grow their clients.
- Given that other competitors have adopted app-based trading, they should modernize.
- HABSL should take the initiative to create knowledgeable and prudent investors by launching an investor awareness program. Clients and the house will both profit in this way.
- The HABSL should place an emphasis on the financial analysis of DSE-listed firms and make this information available to investors in order to aid in their decision to invest.
- HABSL should keep an eye on the branch office and may drop by unexpectedly to check on things.
- They should take strong action to ensure that all staff is informed of the necessary rules and regulations regarding Bangladesh's capital market because they are short on labor.

3.10 Conclusion

I was specifically introduced to real life experience throughout my internship. I believe it to be a rare chance for me to gain knowledge of the practical work, official accounts, customer management, and business development in a reputable organization. This internship has substantially improved my understanding of the stock market. Throughout my internship, I learned a lot about the financial market.

The capital market nowadays involves more than just buying and selling shares. It is crucial to carry out stock market transactions in a methodical and efficient way. A more comprehensive solution in this field may be a portfolio analysis and management system. A financial study of the item can increase the efficiency and security of an investment. Additionally, keeping a high level of client satisfaction could speed up the entire trading procedure on the capital market. The stock market is extremely active and difficult, as we are all aware. Efficiency is considerably more crucial if you want to enrich and keep a great business in the capital market. Customers are absolutely satisfied by Haji Ahmad Brothers Securities (HABSL), and they work hard to keep things that way in the future. For its customers, HABSL upholds the highest standards of service.

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