

# **ANALYSIS OF GENERAL BANKING SYSTEM OF EASTERN BANK PLC**

By

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A thesis submitted to the Department of Masters of Business Administration (MBA) in partial fulfillment of the requirements for the degree of Finance.

Masters of Business Administration (MBA)

BRAC University  
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## **Declaration**

It is hereby declared that

1. The thesis submitted is my own original work while completing degree at Brac University.
2. The thesis 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 thesis 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:**

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**Ashik Ferdous Shovon**  
20364001

**Supervisor's Full Name & Signature:**

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**Md. Kausar Alam**  
Assistant Professor, BBS  
BRAC University

## Letter of Transmittal

To,

Md. Kausar Alam

Assistant Professor

BRAC Business School,

BRAC University,

Subject: Internship Report on "Analysis of General Banking System of Eastern Bank PLC."

Dear Sir,

With due respect, I am writing to notify you that I am done with the internship report on the "Analysis of the General Banking System of Eastern Bank PLC" aspect of my three-month internship at Eastern Bank PLC. It is an immense pleasure for me because I have successfully completed this report by receiving your continuous guidelines as a supervisor.

I tried to prepare this report with my best efforts to collect relevant and meaningful facts. Please accept me as a student if I included incorrect information unintentionally. It was a great experience for me to make this report. I attempt to complete this report as quickly as possible given the time constraints and restricted resources.

Thank you for your cooperation and sincerity.

Sincerely yours,

Ashik Ferdous Shovon

ID: 20364001

Program MBA

BRAC Business School,

BRAC University

## Supervisor's Certificate

This paper, titled "**Analysis of General Banking System of Eastern Bank PLC**," was confirmed by **Ashik Ferdous Shovon, ID: 20364001** at the BRAC Business School, at BRAC University in Bangladesh. I am pleased with my comprehensive observation and guidance. This work, which is supposedly unique has not been released by an article or presented to any organization or academic for credentials or certification.

The paper is being considered for acceptance.

.....

Md. Kausar Alam

Assistant Professor,

BRAC Business School,

BRAC University

## **Acknowledgment**

By Allah Almighty's grace, I've completed the "Analysis of General Banking System of Eastern Bank PLC " project report.

First, I want to offer my sincere gratitude to my consultant Dr. Md. Kausar Alam and Dr. Md. Asadul Islam, Assistant Professor BRAC Business School, BRAC University, for their patience, drive, and immense knowledge in continuous support of my study and related projects. Their guidance helped me throughout this project's study and writing. I couldn't imagine a better project consultant and mentor.

I would like to thank Ishrat Ara (Branch Operation Manager) and express my heartfelt appreciation for their concern and the time spent with me. I would also like to express my appreciation and gratitude to my colleagues for their assistance in developing the assignment.

I worked hard on this report. This would not have been possible without the kindness and assistance of many people and groups. I want to express my heartfelt gratitude to each of them.

.....

Ashik Ferdous Shovon

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## **Executive Summary**

This is an internship report based on my work at Eastern Bank PLC, a well-known firm where I have been working since 2021. This report is required for my MBA program at BRAC University.

This report examines Eastern Bank PLC's Retail and SME Banking services in detail. The report goes into detail on the bank's strategies, operational processes, client involvement, and overall performance. This report is divided into chapters that include various analyses, product, and service relevance, and generally show an in-depth examination. The overview of internships section introduces the concept, structure, and approach of the internship report. This section provides a high-level overview of the report's scope, limitations, and purpose. In the organizational part, I show a detailed review of the company processes and provide an overview of Eastern Bank PLC. This chapter goes into detail regarding the organization's structure, mission vision, and retail and SME banking products. I've been working here for 1.8 months and have encountered several troubles with Eastern Bank PLC's retail and SME banking. So, this project section reveals some of the obstacles in carrying out retail and SME banking activities. It investigates the bank's retail finance strategy, evaluating its offerings, risk management processes, and client satisfaction. Furthermore, this study evaluates the bank's SME banking initiatives, such as product portfolio, promotion, and impact on small and medium-sized businesses. The report provides significant insights into EBL's successes and areas for possible improvement within its Retail and SME Banking divisions by assessing these elements. In the recommendation and conclusion sections, I try to demonstrate some of the proposals regarding limitations in retail and SME banking. Finally, I provided my report's conclusion and references.

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## **Overview of Internship**

### **Student Information**

This is Ashik Ferdous Shovon, currently pursuing a Master's degree in Business Administration (MBA) with a concentration in Finance. My student ID is 20364001.

### **Period, Company Name, Department/Division, Address**

I have been employed at Eastern Bank PLC since December 14, 2021, working specifically in the cash area within the branch operations department. I was initially stationed at the Uttara Branch, but I am currently working at the Nikunja Sub-Branch. As I am affiliated with EBL, I have chosen to base my internship report on the organization.

### **Internship Company Supervisor's Information: Name and Position**

I completed my internship under the guidance of Ishrat Ara, who serves as the Branch Operation Manager and Branch Anti-Money Laundering Compliance Officer at the Uttara branch. Her contact number is 01972094444 and her email is [ishrat.ara@ebl-bd.com](mailto:ishrat.ara@ebl-bd.com).

### **Job Description**

The first and most important thing I've done is ensure customer pleasure through service excellence. Since I work in the cash area, I make payments and receive deposits as quickly as feasible. Aside from that, I represent clearing cheques on behalf of EBL and dealing with consumers' concerns and queries regarding bank services. In addition to general banking activities like issuing credit cards, booking fixed deposits, opening bank accounts, and lending to customers.

### **Internship Outcomes**

Participating in an internship within the General Banking system of Eastern Bank PLC (EBL) has been an invaluable experience. Throughout my tenure, I had the opportunity to immerse myself in the intricate workings of the banking sector. I gained a profound understanding of various banking operations, including account management, transaction processing, and customer service. This internship not only enhanced my knowledge of the financial industry but also honed my communication and problem-solving skills. The exposure to real-world banking scenarios and the

guidance from seasoned professionals at EBL have undoubtedly prepared me for a promising career in the financial sector. I am immensely grateful for the enriching internship experience and look forward to applying the knowledge and skills I've acquired in my future endeavors.

### **Student's contribution to the company**

We are all aware that EBL is well-known for providing excellent service. I try to contribute to service excellence by offering excellent service. I am in charge of receiving cash deposits and cheque payments. In terms of cheque payments, I am responsible for all types of internal and outgoing payments, as well as the reconciliation of return cheques. I also control the debit and credit card pins, as well as the hardware pins. Finally, I must deal with the Prize Bond, as well as the clearing cheque and so on. This is how I contribute to EBL.

### **Benefits to the student**

Internships at banks provide me with numerous benefits that go far beyond the classroom. For instance, they offer me a once-in-a-lifetime opportunity to bridge the gap between theoretical understanding and actual application. I have developed an in-depth knowledge of financial concepts, transactional processes, and the complexities of the banking business through hands-on experience. Furthermore, they give me an excellent networking opportunity for me to meet with seasoned professionals who can provide guidance and maybe open doors to future job prospects. In addition, I have the opportunity to utilize skills like teamwork, communication, and problem-solving in a real-world scenario. Beyond the educational aspect, they often provide compensation. Finally, they not only improve my academic experience but also provide me with the tools, knowledge, and connections I need to have a successful career in finance and similar sectors.

### **Difficulties faced in Internship**

Banking internships may be both advantageous and stressful. Recognizing banking jargon is a major issue for interns in the banking industry. As the financial industry is complicated, and I've frequently faced numerous financial stuffs, rules, and regulations. Another key barrier is a lack of practical knowledge, which makes it difficult to apply classroom knowledge in real-world settings.

Another thing I should say is that we all understand that a deposit is an asset and a loan is a liability. However, from a banking standpoint, it is completely the reverse. Loans are assets in a

bank, while deposits are liabilities. This has been a problem for me since the beginning. Working in service areas such as cash is difficult due to the high level of client demand.

Sometimes the customer wants to avail of a personal loan, but I can't make them happy. Because some of them are self-employed, business owners, or landlords. EBL exclusively offers personal loans to salaried individuals whose pay is registered in a bank. Any person who is paid in cash is also ineligible for a personal loan.

Most of the banks conduct their business in a semi-formal way but EBL operates as one of the most structured organizations in our country, so there is a significant discrepancy exists. As a result, customers become frustrated and switch to other banks for their banking activities.

In the case of SME loans, financially disadvantaged customers do not benefit. This means that businessmen without any banking connections cannot avail of SME loans from EBL.

In addition, the interest rate is relatively low compared to its competitors. As a result, they switch to another to obtain a better interest rate.

Despite these limitations, bank internships provide good possibilities for skill development and networking, making them an essential foundation for advancement in a finance career.

### **Recommendations**

Regardless of some limitations, internships in banks provide good possibilities for skill development and networking, making them an essential foundation for advancement in a banking career. As EBL is one of the finest banks in Bangladesh's banking industry, I recommend people for internships here.

## **Organization Part**

### **Overview of the Company**

EBL, short for Eastern Bank PLC, has become one of the most valuable financial institutions in Bangladesh by leveraging their strengths in information technology, corporate governance, and excellent service. Their primary focus is on relationship banking and providing a personal touch to meet new market challenges, aligning with their core values.

Eastern Bank PLC was established on August 8, 1992, with the aim of conducting various banking activities both in and outside Bangladesh. Its main priority is to ensure the safety of depositors from the former BCCI (Bank of Credit and Commerce International (Overseas)) under the Bangladesh Bank's Reconstruction Scheme of 1992. As a public limited company, Eastern Bank PLC is committed to providing comprehensive banking services.

In 1991, the BCCI branch in Bangladesh failed on a global level and was subsequently closed down. After extensive consultations with BCCI staff and considering the interests of depositors, the Bangladesh Bank authorized the creation of Eastern Bank PLC. EBL took over all the assets, cash, and liabilities of the former BCCI in Bangladesh from August 16, 1992 onwards. Therefore, EBL can be regarded as the successor to BCCI.

EBL has established itself as a leader in providing exceptional services, innovative products, and an unparalleled banking experience. As the most highly awarded bank in the country, EBL was the first to receive a rating from Moody's, the world's top rating agency, and was rated Ba3. This rating has been sustained for the third consecutive year, and EBL is now rated B1 in the latest evaluation.

Retail banking services at EBL have been recognized as top-notch and we have been named a market leader. The Asian Banker Awards for Excellence in Retail Banking, based in Singapore, has acknowledged our exceptional performance which is on par with the best in the global banking industry. We are proud to have been awarded Best Retail Bank in Bangladesh for six consecutive years. EBL receives the Euro-money Best Bank in Bangladesh Award at the Euro-money Awards for Excellence 2022 in London. EBL is the only bank in Bangladesh to have won the coveted award four times, from 2016 to 2018 and again in 2022.

For the second consecutive year, Eastern Bank has been awarded the Best Domestic Bank 2022 in Bangladesh by Asia-money Best Bank Awards. Our extensive network of 82 branches and 16 sub-branches is strategically located in both urban and rural areas, catering to the diverse needs of our customers. (Eastern Bank PLC, 2022)

Core values of EBL are,

- Service Excellence
- Commitment
- Openness
- Integrity
- Trust
- Responsible Corporate Citizen (Eastern, Annual Report, 2022)



Organizational structure of EBL. (Eastern, Annual Report, 2022)

## **The Vision**

The primary objective at EBL is to become the undisputed leader in the financial services industry in Bangladesh. They are determined to create long-term value for all our stakeholders, with a special emphasis on the community they cater to. To accomplish this, they are wholeheartedly dedicated to revolutionizing our business processes and achieving sustainable expansion.

## **Capital Structure and Equity Partners**

EBL started with a capital of BDT 250 million and now has an endorsed capital of BDT 1,000 million. As the bank grew, so did its capital base. Within three years of operation, it had doubled its capital base to BDT 500 million. EBL plans to go public by the end of this year (2015) and increase its cash flow to BDT 1000 million. The bank received institutional shareholding from both domestic and foreign investors, including EBL as promoter, IFC, and Shore Cap International, both headquartered in the UK.

## **Management Practices**

### **Autocratic leadership**

One of the leadership styles in which everything is controlled by one person is autocratic leadership. There is no outside input. Because the leader only makes one decision, he or she requires each decision. They also make decisions about the team's actions and techniques. They also provide a disciplined and rigid work atmosphere. The employee feels disregarded and incapable of contributing in this situation. The organization's success is entirely dependent on the leader, which can be detrimental to the organization's long-term viability. There are several positive examples of authoritarian rule. First, because the leader makes the final decision, the organization may make swift judgments. As a result, the organization can readily handle crisis situations. Secondly, their tasks and regulations are predefined; employees understand what they should and should not do.

### **Democratic leadership**

This is often referred to as participative management. This is one of the most effective types of leadership. This leadership style is derived from the word democracy, which meaning "government by the people." Here, the leader invites their subordinates to contribute to the organization. This technique encourages group engagement. This leadership style is best suited to



those who want their team to participate in problem-solving and decision-making. The purpose of democratic leadership is to provide a wide range of options from many points of view. The democratic leadership style enables employees to contribute their distinctive viewpoints to the board in order to eventually come up with new solutions. When team leaders practice a democratic leadership style, their employees tend to be pleased with their jobs. Democratic leadership has many advantages; however, it also has certain disadvantages. When leaders pursue a democratic style, decision making becomes slow. On the other hand, every proposal, regardless of the experience of the person proposing it, must be considered seriously.

### **Laissez-Faire Leadership**

Delegative leadership is another term for laissez-faire leadership. Leaders in this leadership style delegate decision-making to group members and remain hands-off. This is the least productive leadership style. This leadership style can be both beneficial and unproductive, depending on the circumstances. This leadership style works well at times and poorly at others. This leadership style is effective when subordinates understand what they should and should not do.

Here, the leaders are still accessible and willing to listen for conversation and input from participants. They usually offer guidance at the start of a project, but subsequently allow teammates do their responsibilities with little supervision. Employees have the option to become hands-on since the leaders are hands-off. As a result, they enjoyed the opportunity to become more creative and innovative. As the success of the team relies on the subordinates, it is ineffective in this situation where team members lack knowledge and experience. As a result, performance falls and work satisfaction suffer.

During my internship, I didn't observe any distinct leadership style in EBL. They follow democratic leadership styles at times and authoritarian leadership styles at other times. EBL employs a combination of democratic and autocratic leadership approaches.

## **Analysis of Marketing Strategy of Eastern Bank PLC**

Marketing is essentially an overall strategy for attaining an organization's objectives by recognizing customer demands and developing a distinct and sustainable competitive advantage.

The firm wants to use the overall marketing rationale to attain its marketing goals along with specific customers, market positioning, and spending level.

Eastern Bank PLC's marketing strategy is centered on its product positioning. EBL is primarily targeted at upper-middle and middle-income professionals who want savings with some appealing profit for any future emergency expenses and to accumulate substantial money to acquire some worth or to invest in potential earnings.

This is a key component, and developing a marketing strategy involves a number of tactics, in addition to any of the four marketing-mix strategies and managing client relationships, which communicates the bank's uniqueness to the above-mentioned niche markets.

### **1. Product Strategy**

### **2. Pricing Strategy**

### **3. Positioning Strategy**

### **4. Promotional Strategy**

## **1.Products and Service Strategy**

Product introduction and marketing decisions include brand name, high-quality, practical, fashion, presentation, tools, and customer service, between other factors. Eastern Bank PLC has established and offers a variety of monetary goods and services.

### **Retail Banking**

Consumer banking, which is also known as retail banking, involves private individuals using the local branches of larger business banks for their banking needs. The services offered include investment funds, financial records, contracts, personal loans, credit/debit card transactions, and deposits. Retail banking is focused on meeting the financial needs of individual consumers.

The retail banking services offered by EBL are divided into three categories: retail loans, retail deposits and cards.

## **Retail Loans**

### **EBL Executive Loan**

This is an unsecured term loan facility with EMI-based repayments available for any legal purpose. The loan amount ranges from a minimum of BDT 100,000 to a maximum of BDT 2,000,000. Repayment tenure options include 12, 24, 36, 48, and 60 months. To qualify for this loan, a personal guarantor is required and the applicant must be between the ages of 22-60 if salaried, or 65 if a professional. Salaried executives (government and non-government) require an income of 20000, while self-employed professionals need 30000.

### **EBL Assure**

This is also an unsecured term loan facility with EMI-based repayments available for any legal purpose. The loan amount ranges from a minimum of BDT 100,000 to a maximum of BDT 2,000,000. Repayment tenure options include 12, 24, 36, 48, and 60 months. To qualify for this loan, a personal guarantor is required and the applicant must be between the ages of 22-60 if salaried, or 65 if a professional. Salaried executives (government and non-government) require an income of 20000, while self-employed professionals need 30000. (Eastern , Retail Loan, n.d.)

### **EBL Women's Loan**

The EBL Women's Loan is an EMI-based loan facility available to salaried and professional women for any legitimate purpose. The loan amount can range from a minimum of BDT 100,000 to a maximum of BDT 2,000,000. Repayment options are available for 12, 24, 36, 48, or 60 months. To qualify for this loan, no personal guarantee is required, and applicants must be between the ages of 22-60 if salaried, or 65 if they are a professional and landlady. Teachers and government employees must have a minimum income of BDT 20,000, while contractual employees, professionals, and landladies require a minimum income of BDT 30,000. (Eastern , Retail Loan, n.d.)

### **EBL Home Loan**

If you're looking to buy a flat, apartment, or house for residential purposes or take over an existing home loan, we can help. Our loan amounts range from a minimum of BDT 500,000 to a maximum of BDT 2,00,00,000, with a repayment tenure of up to 25 years, depending on the loan amount. The bank will contribute up to 70% of the property value. To be eligible for the loan,

applicants must be between the ages of 25-65 and have a gross monthly income of BDT 30,000 for salaried executives, BDT 40,000 for professionals, and BDT 50,000 for business owners and landlords. Salaried executives should have a minimum of 2 years of experience, including 6 months of employment with their current employer. Professionals must have at least 3 years of experience, and businesspeople must have at least 3 years of involvement in their trade according to their license. (Eastern , Retail Loan, n.d.)

### **EBL Fast Cash**

EBL Fast Loan is a verified EMI-based loan provider. The bank accepts EBL FD, other bank/NBFI FD, or other approved security as collateral. Interest will only be charged on the amount that you have actually used. (Eastern , Retail Loan, n.d.)

### **EBL Fast Loan**

EBL Fast Loan is a verified advance office that offers EMI-based loans for any legitimate purpose. The bank may provide funding against the customer's EBL FD or other bank/NBFI FD or other security if permitted by the agreement. The repayment period ranges from 12 to 60 months.(Eastern , Retail Loan, n.d.)

### **Edu Finance**

Investing in your child's education by sending them abroad for advanced studies may seem expensive, but the long-term benefits and rewards are priceless. It's like planting seeds in fertile soil that will help your child reach their full potential.

EBL's Education Finance Pack offers advanced financial solutions that cover the cost of education. Whether you or your child are studying at home or abroad, our Education Loan has got you covered. (Eastern , Retail Loan, n.d.)

### **Current Deposits**

#### **EBL Current Account**

This account offers online banking from any EBL branch with unlimited transactions, along with a Visa debit card and checkbook facility.(Eastern , Retail & SME, n.d.)

#### **EBL Current Plus**

Our service offers customers the convenience of unlimited transactions with a pre-approved credit card facility at their request. As a bonus, customers can receive a discount of up to 2% on any EBL personal loan products, as well as free life insurance coverage of BDT 2 lac in case of an accident. Furthermore, we also provide a 50% discount on demand draft/pay order facilities and locker services.(Eastern , Retail & SME, n.d.)

#### Documents Required for Account Opening:

To open an account, the applicant needs to complete and sign an Account Opening Form. In addition, the applicant must provide a recent passport-size photo, a copy of their Birth Certificate (along with an attested photo ID), a valid Passport or National ID, a photo ID of the nominee, and a recent passport-size photo attested by the applicant. Lastly, the applicant must provide a copy of their most recent utility bill for gas, electricity, WASA, or telephone.

#### **EBL RFCD Account**

As a Bangladeshi resident returning from abroad, you have the option to open an RFCD account using the foreign exchange you brought with you. This account accepts USD, GBP, and EURO currencies and facilitates simple conversion into Taka. Moreover, any foreign currency you deposit can be transferred abroad through a banking channel for up to USD 10,000 or its equivalent. Furthermore, you can withdraw funds in the local currency.

#### Required Documents for Account Opening:

To open an account, you need to fill out and sign an Account Opening Form. You also need to submit a recent passport-sized photograph, a copy of your Birth Certificate (along with a photo ID that has been attested), a valid Passport or National ID, a photo ID of the nominee, and a recent passport-sized photograph attested by you. Don't forget to include a copy of your recent utility bill for gas, electricity, WASA, or telephone.

The additional requirement for entry is a valid passport with an arrival seal from abroad.

## **EBL Power Savings**

This account offers attractive interest rates on small deposits and there is no cap on transactions. However, it is important to note that a minimum balance of BDT 50,000 is required to earn interest. Monthly interest payments are guaranteed, and you will also have access to a Visa Debit Card and Cheque Book facility. (Eastern , Retail & SME, n.d.)

## **EBL CLASSIC SAVINGS**

There is no money withdrawal limit and the highest interest rate for a Standard Savings Account. The minimum balance necessary for interest is BDT 15,000. Interest is compounded twice a year. It includes a Visa Debit Card and a Cheque Book.(Eastern , Retail & SME, n.d.)

### **Required Documents for Account Opening**

To open an account, you must fill out and sign an Account Opening Form. A current passport-sized photograph, a copy of your Birth Certificate or along with an attested photo ID or a valid Passport or National ID also a photo ID of the nominee, and a current passport-sized photograph attested by you are also required. Include a copy of your most recent utility bill for gas, electricity, WASA, or telephone.

## **EBL MAX SAVER**

This account provides the most ease, security, and savings. Interest is calculated on the day-end balance and is paid monthly. This Savings account allows you unlimited transactions. For interest, a minimum of 50,000 is required.

(Eastern , Retail & SME, n.d.)

## **EBL Women's Savings Account**

This account is specially designed for Working Women like executive/professional/Business person and housewives. EBL VISA Platinum Debit Card & Cheque book is available. Locker fee will be waived up to 30% for the first year. There has coverage of BDT 100,000 for an accidental Life Insurance also 50,000 for treatment of several critical illness. (Eastern , Retail & SME, n.d.)

## **EBL PLATINUM PLUS SAVINGS**

EBL Platinum Plus Savings is an one-of-a-kind savings account that provides you with some additional advantages, and this account is mainly designed to cater to the Higher segment customers who want to earn more on their considerable store. (Eastern , Retail & SME, n.d.)

## **DPS**

### **EBL Kotipoti Scheme**

Scheme EBL Kotipoti It's only a matter of time until you become a Kotipoti! The EBL Kotipoti Diagram is the long-term monthly savings plan with variable payment schedules and an expected maturity value of BDT one Crore with monthly payments as low as BDT 18400. The Maturity Value Table below shows different installments. for the different time frames: (Eastern , Retail & SME, n.d.)

<b>INITIAL AMOUNT 1 LAC</b>		
<b>Year</b>	<b>INSTALLMENT</b>	<b>MATURITY AMOUNT</b>
5	136000	10000000
8	76200	
10	56300	
12	43300	
15	30500	
18	22300	
20	18400	

(Eastern, Retail & SME, n.d.)

\* RM will manually debit the first amount via batch data entry on the day the multiplier is set.

### **EBL Multiplier**

This is a six-year monthly savings plan in which the initial deposit is doubled with monthly installments. The lower figure is 300. The table below displays the different payment amounts depends on the given tenure:

<b>Initial Amount</b>	<b>500000</b>
-----------------------	---------------

<b>Tenure in Year</b>	4	6	9
<b>Maturity Amount</b>	1000000	1000000	1000000
<b>Monthly Installment</b>	6000	2600	300

(Eastern , Retail & SME, n.d.)

### **EBL Millionaire Scheme**

The EBL Millionaire Plan is a savings plan that runs on a monthly basis. It has a flexible long-term tenure with payments every month as low as BDT 2,300 and an expiry value of BDT 1 (one) million.

Year	Initial Amount		Maturity Value
	50000	100000	
	Monthly Installment		
3	23300	21800	1000000
5	12900	11900	
7	8500	7800	
10	5200	4600	
12	4000	3500	
15	2700	2300	

(Eastern , Retail & SME, n.d.)

### **EBL WOMEN MILLIONAIRE DPS**

EBL Millionaire Women DPS is a 10 lacs earning plan that is paid in monthly installments.

Year	Initial Amount		Maturity Value
		100000	
	Monthly Installment		
2	38700	34200	
4	18000	15600	
6	11100	9400	
8	7800	6400	



10	5800	4600	1000000
12	4500	3500	
14	3600	2600	

(Eastern , Retail & SME, n.d.)

## **EBL Cards**

Welcome to the EBL Card Universe! EBL provides a variety of credit, debit, and prepaid cards to fulfill both consumers' and corporations' daily financial demands. Our EBL cardholders can enjoy amazing lifestyle and travel benefits all year round.

### **Credit Cards**

EBL offer those credit cards. They are EBL Visa Classic Credit Card, Visa Gold Credit Card, EBL Visa Platinum Credit card, Visa Signature Lite Credit card, Visa Signature Acci-shield Credit card, EBL Visa Women Platinum Credit Card. Master Card Titanium Credit Card, Master Card World Credit card ,EBL Diners Club International Credit card, EBL Diners Club International Vroom Co-Brand Credit card, Visa Corporate Platinum Credit Card, Visa Air Force Platinum Credit Card of EBL,EBL Visa Army Platinum Credit Card, EBL Visa Navy Platinum Credit Card, Meena Bazar Co-Branded Visa Credit Card, EBL Shwapno Co-Branded Titanium Credit Master Card, EBL Basis Co-Branded Credit Mastercard. EBL Share-Trip Mastercard Co-brand Credit Card.

### **Debit Cards**

EBL also provides those credit cards. EBL Classic Debit Card, EBL Global Debit Card, EBL Signature Debit Card, EBL Visa Business Debit Card, EBL Mastercard Titanium Debit Card, EBL Visa Platinum Debit Card, EBL Visa Women's Platinum Debit Card.

### **Prepaid Cards**

Beside debit & credit cards EBL also offer those prepaid cards. EBL Master Card Aqua Prepaid Card, EBL Lifestyle Visa Prepaid Card, EBL Payroll Card, EBL Diners Club International, UnionPay Dragon Prepaid, EBL Wander Woman Co-Brand.

## **SME LOAN**

### **EBL Asha**

A customer can avail EBL Asha loan for Any business purpose credit from Tk.2,00,000 to Tk.15,00,000 (again loan from Tk.2,00,000 to Tk.15,00,000). This credit is repayable in monthly installments. They can repay in 3 to 3 years (Repeat advance repayable in 4 years).

Eligibility:

Any single proprietorship, partnership, or private LIMITED company with at least two years of effective business operation is acceptable. Their monthly cash flow has to cover the anticipated loan installment. For availing this loan two more personal guarantees are needed.

Repayment:

Customer can repay this credit in monthly installment basis.

### **EBL Agrium**

This credit is given to meet seasonal demand. The credit office has the highest limit of 200,000 and the highest of 950,000. Financing safety is not required. This credit residence might last from 4 months to a half year.

Eligibility:

A business that has one and a half years of commercial experience in the same or a related industry can avail of this loan. Their cash flow must support the proposed borrowing in one shot. The title of their bank account should be the same as the name of the company or entrepreneurs. They have to provide a personal guarantee.

Repayment:

- At maturity, there will be a single payment, but interest will be paid monthly.

### **Mukti EBL**

Female business owners or female entrepreneurs can apply for loans minimum 5 lac to maximum 50 lac. There is no requirement for insurance protection. The annual cost of financing is 10%. Repayable over a 6- to 60-month term.

Eligibility:

The business's cash flow must support repayment. The length of operation should be one year for loans up to BDT 15 lac, two years for loans between BDT 15-25 lacs, and three years for loans between BDT 25-50 lacs.

Repayment:

- Monthly installment

### **EBL Nobodoy**

This financing will help agricultural enterprises grow. The amount of the credit must be between 2,000,000 and 1,000,000. The farmer can return the loan within 60 months. No security is required for amounts up to 1000000 but more than 1000000 of the entire credit amount as FD is required.

Eligibility:

Any agricultural-related processing company has been in business for two years in the same business. The bank account must be in the proprietor's or his institution's name. Two guarantors are required. The proposed loan amount must be supported by the business's cash flow.

Repayment:

- Monthly installment

### **EBL Uday**

This loan can be used for any legal commercial purpose or business expansion. The loan amount ranges from 100,000 to 2,000,000. This is EMI based loan. The repayment Tenor is available maximum 24 months. There is no need for security. The interest rate is only 4% per year.

Eligibility:

This loan is available to Cottage, micro, small, and medium enterprises (CMSMEs) as defined by BB that are located outside municipal boundaries and have a male owner/entrepreneur.

Women-owned CMSMEs located around the country (rural and urban) can also take advantage of these services. It is important to have at least two years of experience. Monthly earnings must be sufficient to cover the requested loan's monthly payment. CMSMEs who have already received a stimulus loan will be ineligible.

Repayment:

- Monthly installment

### **EBL Krishi Rin**

Individual Farmers who are directly engaged in crop cultivation can apply for a loan. the loan amounts range from 10,000 to 1,50,000. A loan may be granted once or on a recurring basis. There is no need for collateral. There is no loan paperwork cost.

Eligibility:

One year of farming experience can apply for this loan. The proprietors can be given a loan for up to 15 bighas of land or 7.5 bighas of potato and sugarcane production.

Repayment:

- Loan payment is dependent on crop harvests.
- Repayment terms range from 3 to 12 months.

### **EBL Utkorsho**

This loan has no security and has a loan amount start from 2000000 to 20000000. This is a EMI based loan. less than 1 crore the maximum length is 4 years, whereas for more than one crore, the maximum period is 5 years. this loan is for working capital and fixed assets.

Eligibility:

Any successful enterprise must have at least 5 years of experience in the same or a related business they can avail this loan. The projected loan installment will be supported by business income. Minimum Annual Sales of Tk.6,00,000 Turnover. 100% of sales turnover is reflected in the bank.

Repayment:

- Simple monthly payments over a period of 12-60 months.

### **EBL Utpadon**

This loan package is suitable for any successful business venture. The loans have quantities between 5,000 and 30,000. This combines an overdraft and a term loan. The loan term ranges from two to five years.

Eligibility:

A LIMITED corporation, partnership, or sole proprietorship that has been in business for at least two years may qualify for this loan. A minimum of 30% equity participation by the business's owner(s) is required. Collateral security was necessary for this loan, and business assets had to be levied. The business's cash flow must sustain the desired loan amount.

### **EBL Projukti**

Any farmer can obtain a loan to purchase machinery. A loan can cost anywhere between 10,000 and 1,50,000taka. Competitive interest rates are available. Collateral is not necessary.

Eligibility:

Any single proprietorship, partnership, or LIMITED company with at least 2 years of its operation. A minimum of 30% ownership in equity is needed by the business's owners. Collateral security is necessary, as well as a levy on business assets. The proposed loan amount must be supported by the business's cash flow.

Repayment:

This loan is repaid in equal monthly installments over a period of 3 to 24 months.

### **EBL E-Cash/Loan**

This is a term loan with money security. This credit size is between Tk. 50,000 and Tk. 10,000,000. E-Cash: A 12-month revolving line of credit Rate plus 3% per year will be the interest rate. There is also flexibility in how loans are used here. Only the amount used would be charged interest.

Eligibility:

Any sole proprietorship, partnership, or LIMITED company that has run a profitable business for at least two years is eligible to qualify for this loan. 90% most of the present value of the FD.

Payment:

Equal monthly installments must be made to repay a term loan. Regular OD account operations and quarterly interest will be carried out right away after the end of each fiscal quarter.

### **EBL Invoice Factoring**

Invoice discounting provides receivables financing. The biggest loan amount is five crore. The loan interest rate is 13% annually or as occasionally decided by the bank's ALCO. Accepted an invoice from a group of creditors/buyers that includes corporate clients of EBL.

Eligibility:

Any legal company with a minimum of 2 decades of experience in an identical or closely comparable industry is qualified. The main duty is to assign appropriate invoices and receivables. NCs, Multilateral Agencies, Banks, NBFIs, Insurance Companies, and NGOs are all parties to the EBL Factoring Agreement.

Repayment:

The repayment period must be longer than thirty days but not longer than 120 days.

### **EBL Bannijyo**

This loan facility offers a maximum of 35000000 to a legal business through a letter of credit with no margin. No mortgage is required for this loan. Up to 6 months of post-import storage. 30% of the total limit is requested as collateral in the form of FD. Overdraft facility to help with day-to-day expenses.

Eligibility:

The business who has minimum 3 years of operation and 1 year experience of import business is eligible for this credit facilities. Import-related paperwork are required. Cash flow generated by the business to facilitate repayment.

Repayment is done in monthly installments.

### **EBL Green Credit**

This loan facility offers a maximum of 35000000 to a legal business through a letter of credit with no margin.

A mortgage on the property or structure is not required. Up to 6 months of post-import storage. 30% of the total limit is requested as collateral in the form of FD. Overdraft protection to assist with daily expenses.

Eligibility:

The business who has minimum 3 years of operation and 1 year experience of import business is eligible for this credit facilities. Import documentation is necessary. To facilitate repayment, the business generates cash flow.

Monthly payments are used for repayment.

### **EBL Cash Credit**

This loan facility is primarily used to maintain working capital for any business that is in necessity. The loan amount ranges between BDT 3,000,000 to BDT 50,000,000. (OD) 100% Cash Credit. For one year, a revolving facility is available. Collateral security, as well as a levy on corporate assets, are necessary. Only the utilization amount would be charged with interest.

Eligibility:

Any sole proprietorship, partnership, or LIMITED company with at least 5 years of experience in the same area of business is eligible. The proposed loan amount must be supported by the company's cash flow.

Repayment:

Regular OD account operations and quarterly interest will be processed shortly following the end of the quarter.

## **EBL UDDIPAN**

This loan is used for the purchasing or remodeling and of commercial space, as well as the construction of worker houses for rental or own use purpose. The credit amount is minimum 1000000 to maximum 150000000. The repayment of this loan is within 12 to 120 months. Loan facility termination (based on EMI). There is a grace period available. A certified mortgage on land or construction is used as collateral security.

### Eligibility:

A trade license is required. If funds are required for the acquisition or development of a business, factory space, go-down, etc. Business experience of at least three years is required. Permission from the necessary authorities to operate the business. The planned loan installment must be supported by business income.

### Repayment:

12-120 months of equal monthly installments.

## **EBL Business Solution**

This loan is valid for any authorized commercial purpose or corporate expansion. The loan amount is minimum 1000000 maximum 50000000. The loan repayment is up to 60 months. Loan facility termination (based on EMI). A certified mortgage on land or construction is used as collateral security.

### Eligibility:

Any individual, partnership, or LIMITED firm must have 5 years of experience in the same line of business to be eligible for this loan. For a loan of up to BDT 2 crore, you must have worked in the same field of business for at least three years. A minimum of four years' experience is required for loans exceeding BDT two crore. The planned loan installment must be supported by business income.

### Repayment:

Equal monthly installments are received as payment.



## **SMALL BUSINESS DEPOSITS**

Deposit items that are exciting for Institutional/Business/Non-Individual Customers.

### **Cash Deposits**

#### **EBL Current Account**

With a modest maintenance fee, you can conduct unlimited transactions. The EBL Current Account pays no interest. This is intended for institutional customers who require large numbers of transactions. If you are looking for a mass transactional facility, this is the best option for you. This account needs minimum initial deposit 5000.

Do all of your business transactions in foreign currencies. An EBL Foreign Currency Account is a non-interest-bearing foreign currency account for a business licensed in Bangladesh or overseas.

In this account, transactions in foreign currency, such as USD, GBP, or EURO is available.

#### **EBL ERQ Account**

Eligible institutional customers can keep a portion of the received payment in foreign currency by opening an EBL ERQ Account. (Eastern , Retail & SME, n.d.)

- In this account, transactions in foreign currency, such as USD, GBP, or EURO is available.

For small deposits, EBL SND offers a non-interest-bearing foreign currency account.

#### **Subidha EBL**

With EBL Subidha, you can do business and get rewards.

- EBL Subidha Account is particularly created for industrial customers who desire to generate interest while still transacting.
- If you do trades and earn interest, this is the best option for you.

#### **Fixed Deposits**

Fixed Deposits with EBL.

In terms of assured return, this is the preferred investment option. Eastern Bank PLC only offers FDRs to Non-Individual Customers in terms ranging from one month to three years.

EBL Fixed Deposit - Repeat:

Because of the guaranteed monthly return, this is a recommended investment option. Repeat FDRs for different tenors are offered only to Non-Individual Customers.

## Quality

Eastern Bank PLC is attempting to preserve its general banking standard while providing a high standard of superior products and services in order to survive in the market for a long time. Eastern Bank PLC has given numerous sorts of programs with strong profitability, while leadership is concerned with delivering superior goods according to client needs.

## 2. Pricing Strategy

An organization initiates costs by deciding on an overall pricing strategy which includes three aspects: cost-based pricing, value-based pricing, and competitive base pricing. Eastern Bank PLC offers competitive pricing; thus, clients tend to base their service value judgments on what it costs rivals impose for identical services.

### Product list price:

#### EBL Kotipot Scheme,

INITIAL AMOUNT 1 LAC		
Year	INSTALLMENT	MATURITY AMOUNT
5	136000	10000000
8	76200	
10	56300	
12	43300	
15	30500	
18	22300	
20	18400	

### EBL Multiplier

Initial Amount	500000
----------------	--------

Tenure in Year	4	6	9
Maturity Amount	1000000	1000000	1000000
Monthly Installment	6000	2600	300

### EBL Millionaire Scheme

Year	Initial Amount		Maturity Value
	50000	100000	
	Monthly Installment		
3	23300	21800	1000000
5	12900	11900	
7	8500	7800	
10	5200	4600	
12	4000	3500	
15	2700	2300	

### EBL WOMEN MILLIONAIRE DPS

Year	Initial Amount		Maturity Value
		100000	
	Monthly Installment		
2	38700	34200	1000000
4	18000	15600	
6	11100	9400	
8	7800	6400	
10	5800	4600	
12	4500	3500	
14	3600	2600	

### **3. Positioning Strategy**

Eastern Bank PLC is needed for the announcement of the EBL deposit program. The account as is most suitable to its consumers through differentiating its product compared to other existing products because of distinctive features that aren't offered by rival banks. For the strategy, the following approaches are being considered:

Positioning based on an attribute

- Utilization-based positioning
- Positioning based on product user
- Product class positioning
- Competitors' positioning

### **4. Promotional Strategy**

Communication related to marketing, like sharing information about a good or service is referred to as promotion. This refers to all marketing, business development, incentive sales, marketing via direct mail, publicity, and other tools. When the other three strategies are losing a lot of significance in the market of today, promotional strategy becomes more significant. Eastern Bank PLC advertises via media such as newspapers, magazines, brochures, and on their website.

#### **Advertising**

Eastern Bank PLC uses several marketing techniques for spreading information. It advertises on Islamic TV, ATN News, Radio Amar 88.4 FM, and in various newspapers and magazines.

#### **Direct Marketing**

Eastern Bank PLC uses direct marketing to obtain clients' phone numbers from their current records as well as connect with them through workshops, fairs, and other events.

#### **Corporate Slogan**

Eastern Bank PLC's company tagline is "your growth partner."

#### **Sales Promotion**

Eastern Bank PLC employs personal selling to open free accounts by consuming several events and sessions throughout Bangladesh and conferences.

## Public Relation

Eastern Bank PLC organizes training sessions, seminars, and campaigns to encourage students to create free savings accounts in different educational institutions, in addition to employing advertising campaigns, festoons, and flyers to raise attention about its services and goods. Eastern Bank PLC has also created a user-friendly website for searching product and service information. In addition, they have created a highly useful smartphone app called Sky-Banking. This service is available in both app and web formats.

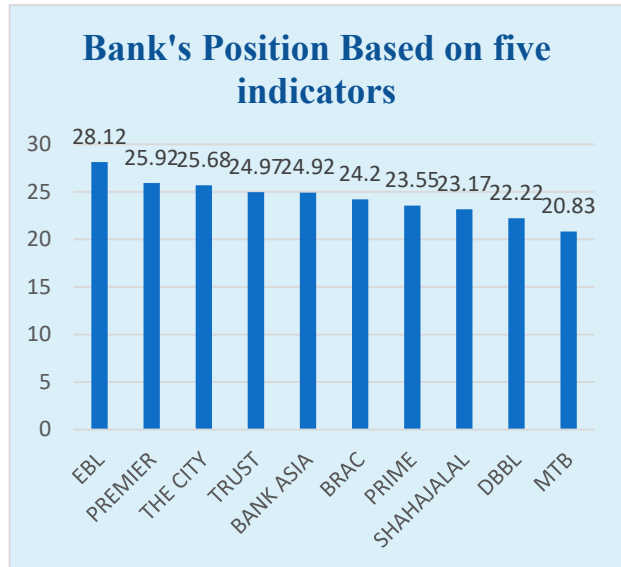
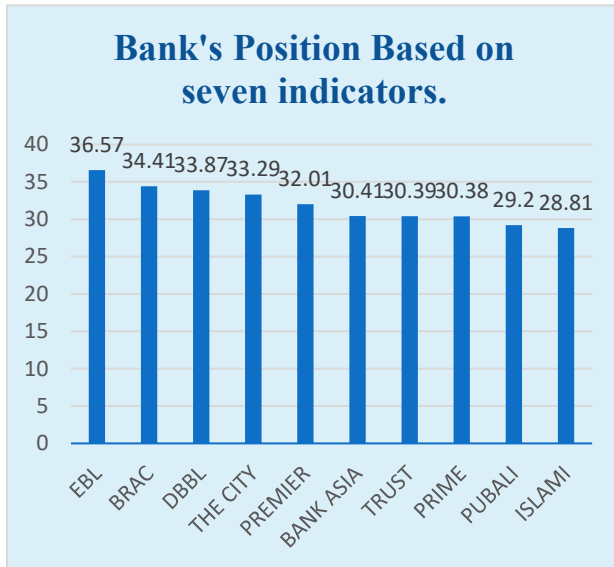
## Financial Analysis

A bank's capabilities, performance, and actual situation are all evaluated using certain criteria or indicators. Based on the financial report of 2022, the tenth ranking has been prepared with 35 banks By Banik Barta. In this case, the financial performance of the banks has been evaluated by scoring seven indicators following global standards. They are operating profit per branch (OPB), net non-performing loans (NPL) ratio, net income after tax (NIAT), net asset value per share (NAVPS), return on assets (ROA), return on equity (ROE), capital adequacy ratio (CAR) and so on. Based on these parameters, Eastern Bank PLC dominates the banking industry. ((EBL), News, n.d.)

Eastern Bank maintained its top status from 2021. Also, the bank's score has grown this time. This year's score for Eastern Bank is 36.57. In addition, the bank received a score of 28.12 on five indicators. Eastern Bank received 35.65 and 27.54 marks in 2021, respectively. The bank's greatest asset is its operating profit per branch. With only 83 branches nationally, the bank generated an operational profit of Tk 1 thousand 46 crore. ((EBL), Annual Reports, n.d.) In terms of operating profit per branch, Trust Bank LIMITED ranks second. The City Bank is ranked third. Eastern Bank is also doing well in terms of ROA, ROI, and Net Profit.

Indicators	2022	2021	2020
<b>OPB</b>	10,046 million	10,468 million	7,692 million
<b>NPL</b>	2.78%	3.70 %	2.72%
<b>NAVPS</b>	32.66 TK	32.52 TK	30.38 TK
<b>ROA</b>	1.21%	1.28%	1.22%
<b>ROE</b>	15.46%	15.51%	15.04%
<b>CRAR</b>	14.61%	14.08%	15.23%
<b>NIAT</b>	5,107 million	4,654 million	4103 million

Here is the graphical view of the top 10 banks' position based on seven (70) & five (50) indicators



by Banik Barta. ((EBL), News, n.d.)

### Return on Asset

Formula = Net Income / Total Assets

Year	2019	2020	2021	2022
EBL	1.30%	1.22%	1.28%	1.21%



(Eastern, Annual Report, 2022)

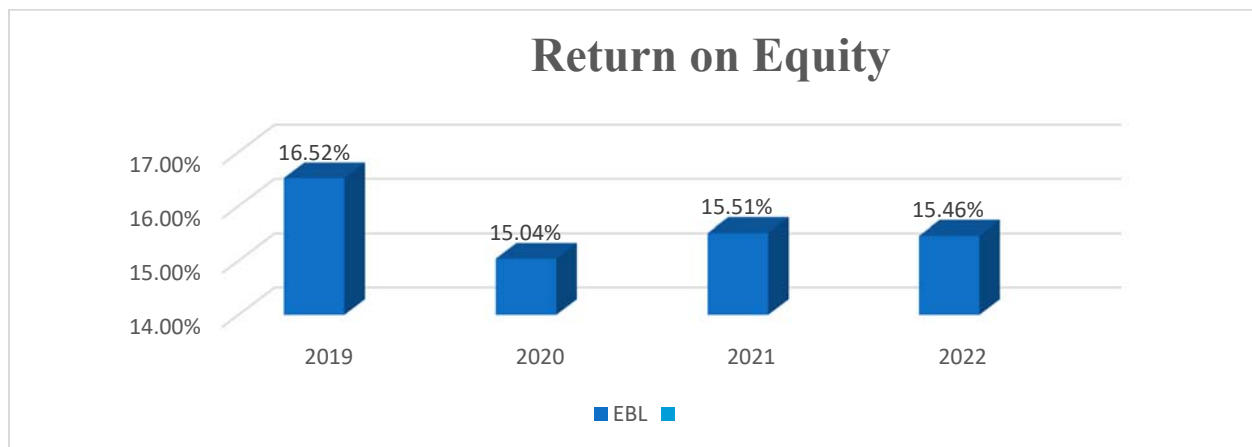
**Interpretation:** The return on assets ratio compares net income to the average total assets to calculate the net profit earned from total assets throughout a given time. In addition, the return on assets ratio (ROA) indicates how well an organization operates its property in order to generate

profits over time. The ROA rate of EBL is Going down year by year. That means they can't profit from their asset, which is incredibly upsetting for investors.

## Return on Equity

Formula = Net Income / Total Equity Capital

Year	2019	2020	2021	2022
EBL	16.52%	15.04%	15.51%	15.46%



(Eastern, Annual Report, 2022)

**Interpretation:** The return on equity ratio assesses a company's capacity to earn profits from its shareholders' investments. In other words, the return on equity ratio demonstrates the amount of profit each taka of common stockholders' equity earns. ROE also indicates how well management uses equity capital to support operations and grow the company.

In 2019 the ROE of EBL bank was 16.52% but after this year their ratio was going down. After 2019 their ratio was decreasing that means, they failed to using equity financing to fund operations and grow the company.

## Earnings Per share

Formula = Net Income – Dividends on Preferred stock / Average Outstanding shares

Year	2019	2020	2021	2022
EBL	4.94	5.05	4.88	4.76



(Eastern, Annual Report, 2022)

**Interpretation:** Earnings per share (EPS) reflects the amount of net income made per piece of stock outstanding and also demonstrates how successful a company is on a per-share basis. Here The EPS of EBL was decreasing gradually. In 2020 the EPS of EBL bank 5.05 after this year, the ration is decreasing.

### Price-Earnings Ratio

Formula = Market Value per share / Earnings per share

Year	2019	2020	2021	2022
EBL	6.72	7.12	7.89	6.68





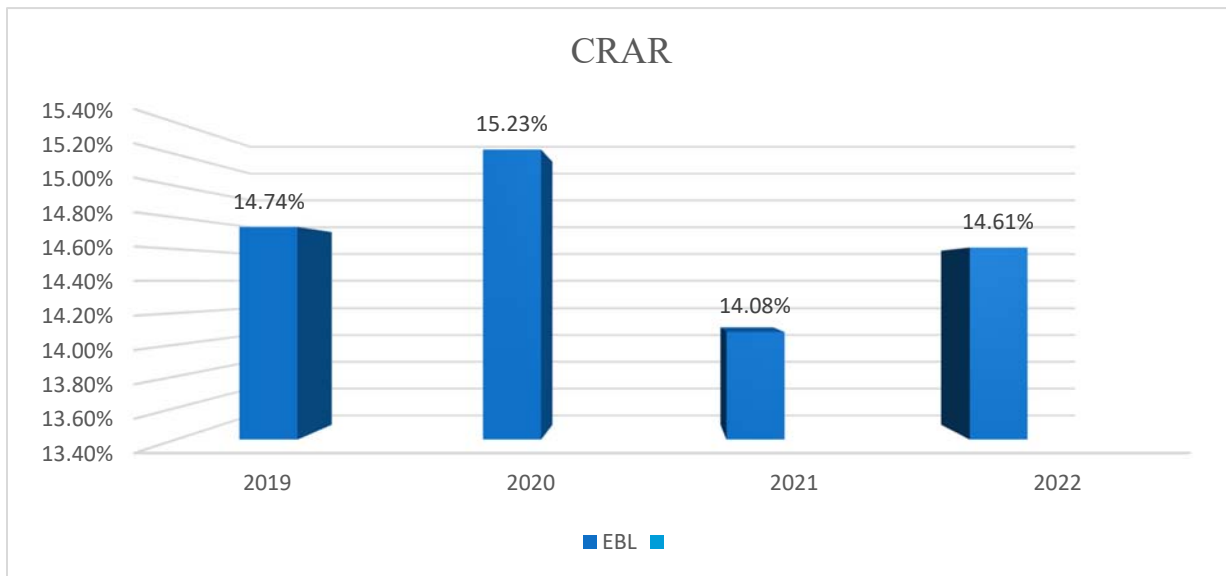
(Eastern, Annual Report, 2022)

**Interpretation:** The price earnings ratio (P/E) ratio analyzes a firm's market value in relation to its income by dividing the market value per share by the revenue per share and demonstrates what the market is ready to offer for shares based on its current income.

The higher the P/E ratio, the better. They performed well in 2021. This eventually attracts the investor.

## CRAR

Year	2019	2020	2021	2022
EBL	14.74%	15.23%	14.08%	14.61%



(Eastern, Annual Report, 2022)

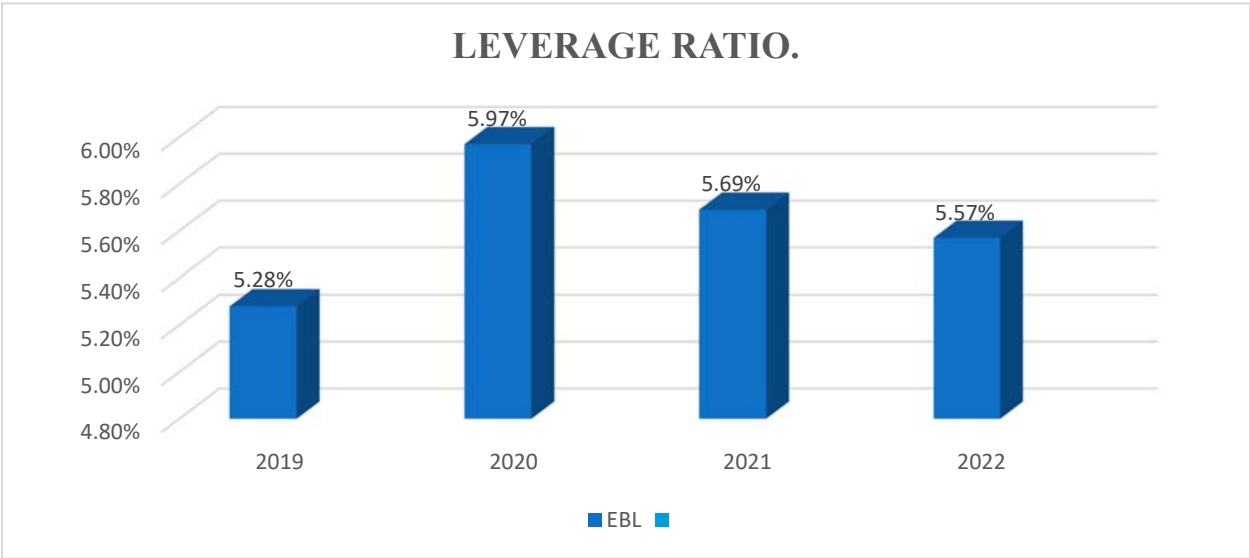
**Interpretation:** CRAR also known as the capital adequacy ratio (CAR). The capital-to-risk weighted assets ratio (CRAR) measures a bank's ability fulfill its responsibilities. It serves to secure investors and increase the worldwide safety and productivity in banking systems. The ratio

indicates whether a bank has adequate funds to recoup its damage and stay viable in difficult economic times. They performed well in 2020. That indicates, they have enough funds to recover its damage.

**Leverage Ratio**

Formula = Total debt/Total Equity

Year	2019	2020	2021	2022
EBL	5.28%	5.97%	5.69%	5.57%



(Eastern, Annual Report, 2022)

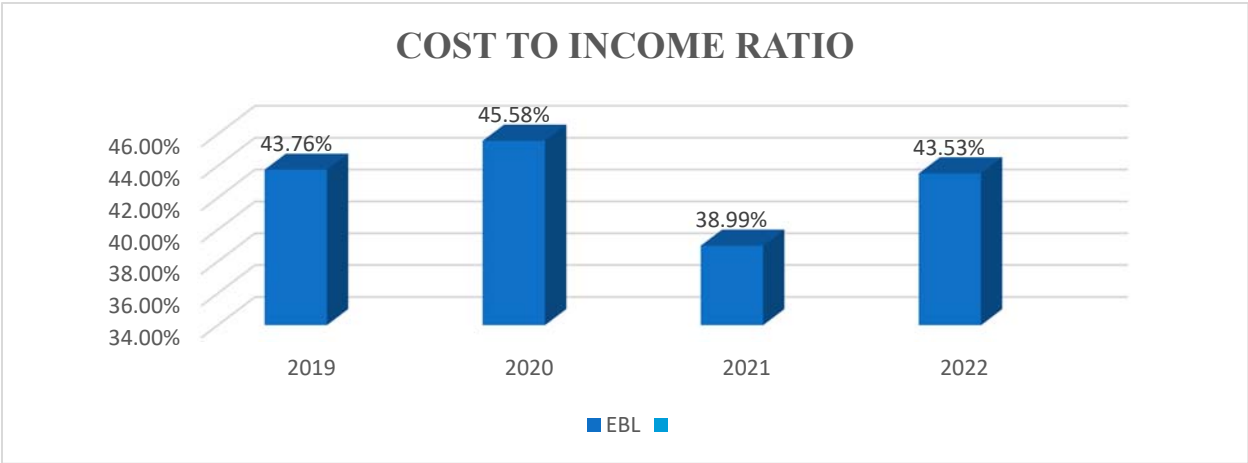
**Interpretation** The leverage ratio is a financial assessment tool that demonstrates how much capital comes from loans or examines the company's ability to meet its financial obligations. A leverage ratio also has the ability to assess an organization's operational cost mix in order to forecast whether modifications in output will impact operating profitability or not. The amount of leverage that banks can hold is specified. A leverage ratio more than 5% ensures that a bank is financially sound and maintains enough cash to pay its financial obligations. The leverage ratio of

EBL is more than 5%. That means they always maintain enough money for meeting their financial obligations.

**Cost to Income Ratio**

Formula = Net Interest Income/Total Asset

Year	2019	2020	2021	2022
EBL	43.76%	45.58%	38.99%	43.53%



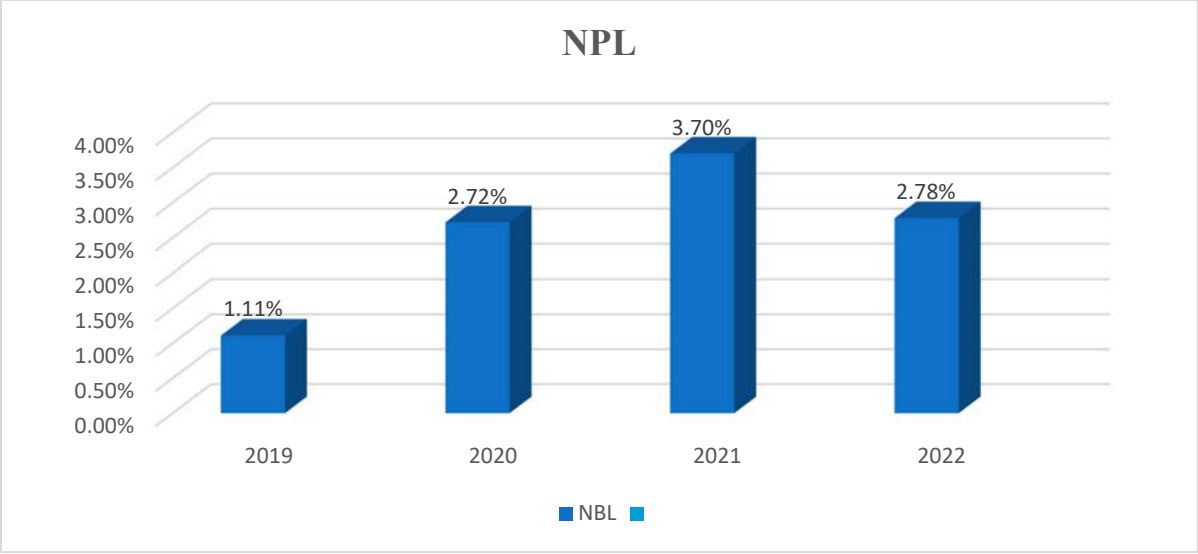
(Eastern, Annual Report, 2022)

**Interpretation:** The cost-income ratio indicates the relationship between income and what it takes of attaining it. The CIR is a significant indicator of the performance of a bank. Normally, the lower a bank's cost-to-income ratio, the more efficiently it works. As can be seen, the cost-to-income ratio was lowest in 2021. That is, they spend less in order to make a profit. Except for this year, the cost-to-income ratio was higher.

**NPL**

Formula = Net income/Sales

Year	2019	2020	2021	2022
NBL	1.11%	2.72%	3.70%	2.78%



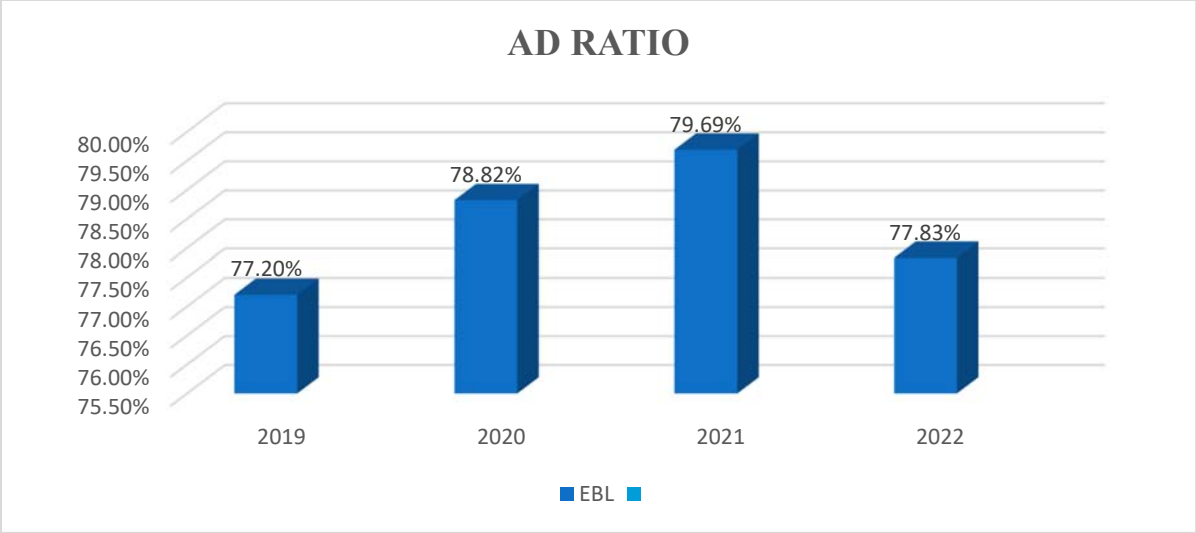
(Eastern, Annual Report, 2022)

**Interpretation:** A nonperforming loan is one wherein the applicant is in fail and has not made any regular payments for a particular duration of time. When a borrower fails to make a payment in the last 90 days, the loan is considered nonperforming. However, there is no universally accepted definition of NLP.

The lower the default rate, the better. As can be seen, the NPL rate was 1.11% in 2019 and is already rising. That suggests they're not in excellent shape. However, as of 2023, the EBL NPL rate is the lowest in the banking industry.

**AD Ratio**

year	2019	2020	2021	2022
EBL	77.20%	78.82%	79.69%	77.83%

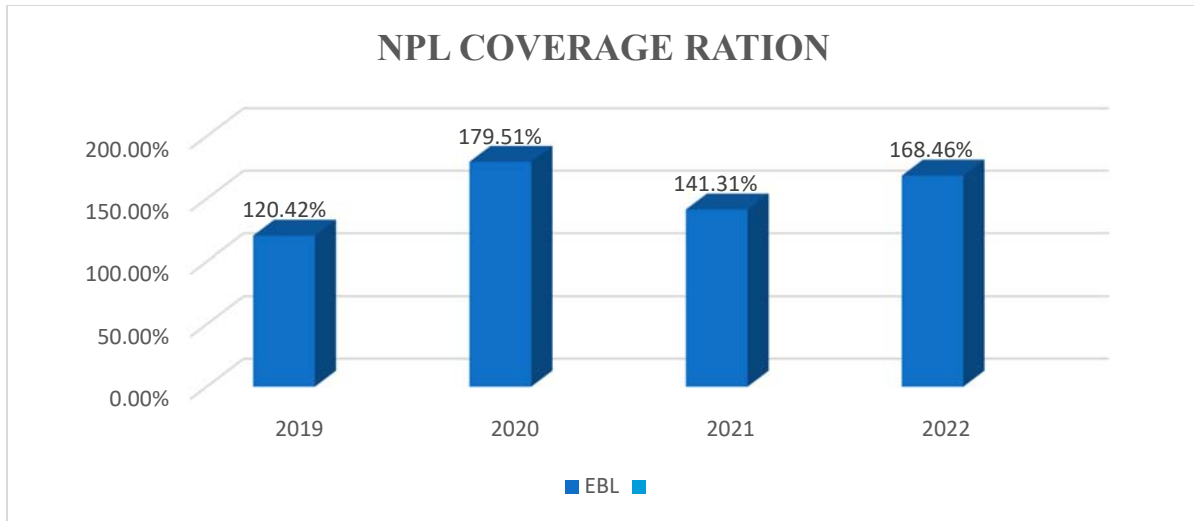


(Eastern, Annual Report, 2022)

**Interpretation:** Loans are measured as a proportion of deposits in the advances to deposits ratio. If the ratio is 100% or less, the bank uses deposits to fund all of its loans rather than capital markets or other banks. Bangladesh Bank has established an advance-to-loan ratio of 87% for traditional banks. Here, EBL is on the line. So far, so good. They do not distribute the entire deposit to the consumer, and they save enough liquid to pay financial obligations. **(Express, n.d.)**

### NPL Coverage Ration

Year	2019	2020	2021	2022
EBL	120.42%	179.51%	141.31%	168.46%



(Eastern, Annual Report, 2022)

**Interpretation:** A nonperforming loan is one wherein the applicant is in fail and has not made any regular payments for a particular duration of time. The NPL coverage ratio measures a bank's ability to manage potential losses. Normally, banks understand that not all loans will be paid in full. As a result, they forecast them and take necessary steps to mitigate those losses. The greater the number, the better. In this case, EBL is doing an excellent job of recouping NPL losses. Their coverage rate is high.

EBL is presently the market leader, even though several negative indicators. EBL has the lowest NPLs and is the most profitable bank in the industry this year.

## SWOT Analysis

### Strength

EBL has a distinguished, experienced, and organized Board of Directors. They basically work as a team and ensure everything is simple and focus on the fundamentals. Their corporate governance culture and compliance issues are highly stringent. They also have a high-quality full-time HR. It is a well-known fact that EBL HR is the best in the banking business of Bangladesh. It's another one of EBL's advantages. EBL is known for its brand value, which is another

advantage. Furthermore, they have one of the lowest cost-income ratios and NPLs in the banking sector and are AAA-rated banks. They also follow centralized banking.

### **Weakness**

EBL mainly focuses on doing business in the corporate sector rather than others. This really helps them generate more revenue, but in order to be sustainable, EBL must focus on all sectors. On the other hand, the scope for expanding revenue streams is relatively narrow. Additionally, they conduct their operations with a LIMITED number of branches.

### **Opportunity**

We know that EBL has a strong brand value, which they use to conduct business. This sets them apart from other banks that have issues with governance failure. They are utilizing the technology to create a unique selling point, which includes inclusive banking through digitization. The potential to capture the market with Islamic banking is enormous, even though it has not been fully established yet.

### **Threat**

There is a possibility of a cyber-attack during the Russia-Ukraine war. Because of the rise of new technologies, the market is seeing increased competition. Their employee turnover is so high that they lose their skilled employees' day by day.

# **Project Part**

## **Introduction**

Banking has a long and eventful history. It all started because of people's needs. Furthermore, as time has passed, it has become ever more important in meeting the immediate demands of people and others. Furthermore, as time has passed, it has grown increasingly crucial in serving the immediate demands of people and others.

Modern banking is the awaited effect of progress brought about via altering banking operations and lifestyles. Banking requirements have gotten more diversified and amazing than at any point in recent memory, dating back a thousand years. A commercial bank is widely acknowledged to be a profit-generating organization. As a result, it might help those places where it is more easily accessible. Nonetheless, for a variety of reasons, privatized commercial banks dominate the financial system as a whole.

Eastern Bank PLC (EBL) is one of the modern, fully online, and technologically superior private commercial Banks in Bangladesh. Eastern Bank markets a wide range of depository, loan, and card products.

Eastern Bank has its presence in major cities/towns of the country including Dhaka, Chittagong, Sylhet, Khulna, Faridpur, Barisal, Rangpur, Dinajpur, and Rajshahi. Since its beginnings in 1992, EBL has served individual and corporate clients with outstanding success, providing innovative banking services.

## **Background of the Study**

Any learning process is valuable if it can be applied in the actual world. Unless it is relevant in actual life, just a LIMITED quantity of conceptual information will be beneficial. As a result, we need to make the most use of our insight in order to benefit from what we have learned in daily life. The proposal allows for the creation of a solid foundation of practical knowledge. Theoretical knowledge gathered through a course of study represents only a portion of the issue.

The proposition denotes the full application of the skills and methodology gained through complex learning on the subject that may be systematically utilized in daily life; this type of execution is known as a postulation. The title of my internship paper is "Analysis of Eastern Bank



PLC's General Banking System." As an MBA student, this research will be increasingly important in my professional life. To complete this report, I worked in the Uttara Branch of Eastern Bank PLC for academic purposes.

## **Scope of the Study**

Because I have completed my internship at the Eastern Bank PLC's Uttara Branch. I finished the internship report on overall performance. I tried to provide a brief description of Eastern Bank PLC and its activities in the first section so that it can give a clear idea about the organization. This report covers Eastern Bank PLC's Products and Services, Organizational Overview, Management, and Organizational Structural functions. Additionally, it looks at the Retail and SME banking section. The majority of the data in this part is derived from a private source and a website.

## **Objectives of the Study**

### General Objective

- The primary goal of this research is to investigate Eastern Bank PLC's retail banking activities.
- To examine Eastern Bank PLC.'s SME banking activity.
- To investigate the Retail and SME banking products.

### Specific Goals.

To learn about EBL's Retail and SME banking activities, I addressed a few particular objectives:

- To comprehend EBL's Retail product method.
- To learn more about EBL's SME banking operations.

## **Methodology of the Study**

Methodology refers to the required component of the study as well as the method of acquiring information and organizing it in terms of the study's pertinent concerns. My report is organized to cover the general banking activities of Eastern Bank PLC. I gathered all of the information via using the internet and visiting bank websites, as well as from my professional experience. I designed my report in such a way that it corresponds to the study's objectives.

## **Sources of Data**

The information gathered for this report comes from both primary and secondary sources. The following is the general procedure of approach:

The information gathered for this report comes from both primary and secondary sources.

### **Primary Sources Data:**

The primary sources of information were EBL officials and Face-to-face interviews. Face-to-face interviews were used to collect data from the respondents, and EBL officials. Individual experience gained from various instructional courses such as formal and informal customer discussions and Personal communication from different divisions of the EBL.

### **Secondary Sources Data:**

- Annual Reports
- Website of the bank
- From internal reports.
- E-adapting part and refreshed email of EBL home.

## **Limitations of the study**

To create this paper, I had to deal with some issues that could be referred to as evaluation constraints. The following are the major impediments to this investigation:

1. Access to confidential information was restricted by concerned authority due to a few restrictions.
2. The bank was hesitant to provide data due to some legal obligations and business mystery.
3. Inadequate information. The study is solely based on actual knowledge and expertise from various types of retail and SME products that are carefully pitched using accessible data.

## **Findings**

However, it is experiencing several difficulties in carrying out retail and SME banking activities, some of which are stated below:

- For availing personal loan, the applicant must have a minimum salary that can be paid into a bank account. It was detrimental to the entire sector because the bank did not benefit them because their salaries were not high enough to warrant payment by the bank.
- Customers who are financially disadvantaged are not strictly benefited.
- Some documentations are required for all types of loans. Due to client expectations and personal relationships, accurate recordkeeping is not always possible.
- A mortgage loan requires adequate plan clearance, and many have not profited from this loan due to the DAP maximum area.
- Atm are generally present in Dhaka and its neighboring areas, although they are not available far from Dhaka.
- Our banking firm is typically semi-formal, however EBL is the most structured bank in our banking industry. As a result, clients can grow tired of it.
- SME customers must have a minimum of two years of experience as of the date of their trade license. Their transaction must be for a SME loan. This is not helpful for those who do not have any banking transactions.
  1. Though EBL has a minimal NPL rate, they should be more worried about SME loans for sole entrepreneurs. Because they are frequently unable to repay the loan. If a consumer wishes to obtain a SME loan, they must have at least 60 months of experience.
  2. Inexperienced business owners are discouraged from obtaining SME loans. According to the data, the majority of the proprietors who are now receiving the SME loan have 5-10 years of experience.
  3. Most of SME loan borrowers utilize their funds to buy raw materials. The SME loan is also commonly used to cover wages and daily expenditures.
  4. EBL SME service takes a long period between loan application and loan disbursement.

EBL has done exceptionally well in recent years despite all of these constraints. They are now the market's most profitable bank.

## **Recommendation and Conclusion**

### **Recommendations**

- EBL should take the effort to introduce more new products to their product line while also focusing on the bank's brand value.
- EBL works more than other banks on women's banking; however, they should focus more on this area.
- To provide better service to loyal consumers, EBL should open more priority banking branches.
- The bank should have established a distinct emphasis in SME banking. Small and medium-sized businesses should be able to obtain flexible borrowing from the bank.
- EBL has a specialized sales team that is active in direct sales and ongoing customer calls. EBL should plan for periodic training for them.
- They should enhance their deposit rate as their rivals offer more.

Our banking firm is typically semi-formal; however, EBL is the most structured bank in our banking industry, a significant gap has developed up. EBL's first step should minimize this gap by reducing bank roles regulations.

### **Conclusion**

Eastern Bank PLC is a new generation of bank. Though I attempted to integrate customer service and bank marketing in my study, I followed their rules and regulations and attempted to use them in my study with my best effort. Because of time constraints, it is not possible to cover all departments and parts in the internship program. A bank is an institution that serves as a financial middleman. Any country's economy relies heavily on the role of the bank. Since banks acquire deposits from diverse sources by paying interest on them and then make loans to other parties at a higher interest rate than the depositor, the difference between the two rates is referred to as profit. Eastern Bank PLC, formerly known as Eastern Bank Corporation, began operations in 1992. They had already worked in banking for 31 years. They had to fight hard against various economic, social, climatic, and political adversities. As a result, they have extensive knowledge about Bangladesh's general environment. As a result, people are at ease when conducting banking transactions. EBL is working in many sectors of the economy, including industry, trade and commerce, transportation, and deposit mobilization. They make a significant participation to our

country's agricultural development. The bank is also involved in human resource development and employment creation. It also participates in a variety of charitable initiatives aimed at improving society. It has provided work for a significant number of individuals in our country. It is a further valuable support for the country.

## **Appendix**

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