

Report On
POST COVID IMPACT AND FUTURE ENDEAVORS OF
BANKING SECTOR: A CASE STUDY ON TRUST BANK
LIMITED

By

Muhammad Raghif Yeaser
17104178

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

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BRAC Business School
Brac University

June 2023

Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Muhammad Raghif Yeaser
17104178

Supervisor's Full Name & Signature:

Mr. Ahmed Abir Choudhury
Senior Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Mr. Ahmed Abir Choudhury
Senior Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “POST COVID IMPACT AND FUTURE ENDEAVORS OF BANKING SECTOR: A CASE STUDY ON TRUST BANK LIMITED”

Dear Sir,

It gives me great joy to submit the Internship Report entitled "POST COVID IMPACT AND FUTURE ENDEAVOURS OF THE BANKING SECTOR: A CASE STUDY ON TRUST BANK LIMITED" that you assigned to me.

I have endeavoured to conclude the report with the essential data and proposed solution in as concise, significant, and comprehensive a manner as feasible. I have faith that the report will fulfil all requirements.

Sincerely yours,

Muhammad Raghif Yeaser
17104178
BRAC Business School
BRAC University
Date: 7th June 2023

Non-Disclosure Agreement

This agreement is between Trust Bank Limited and Muhammad Raghif Yeaser, a student at BRAC University, to ensure that he will not disclose Trust Bank Limited's confidential information obtained during his internship.

Muhammad Raghif Yeaser

ID: 17104178

BRAC Business School

BRAC University

Acknowledgement

As part of the undergraduate curriculum, BRAC Business School offers the BUS400 internship course to undergraduate students. I am grateful for the opportunity BRAC Business School gave me to acquire pertinent knowledge and hands-on experience. I would like to take this opportunity to express my gratitude to everyone who contributed to the completion of my internship report on the Trust Bank Limited Uttara corporate banking division's general banking system.

I would like to begin by expressing my gratitude to Trust Bank Limited Uttara corporate finance division for providing me with this internship opportunity. I would like to thank my mentor Nishat Afrose Tammana and my supervisor Sultana Parveen for their assistance and constructive criticism during my internship. I would also like to thank the staff of Trust Bank Limited's Uttara corporate banking division for providing me with the data and information I

required to complete this research. Their assistance was indispensable, and I appreciate their cooperation and support.

I would also like to acknowledge my colleagues and fellow interns for their help during my internship. Their advice and assistance were extremely beneficial and significantly aided in the completion of this report. I would also like to thank my family and colleagues for assisting me with my practicum and report writing. They never ceased encouraging and assisting me, which enabled me to complete this report. Lastly, I would like to thank my professor, Mr. Ahmed Abir Choudhury, for supervising my complete development and assisting me with this report whenever and wherever it was necessary.

Executive Summary

The research report titled "POST COVID IMPACT AND FUTURE ENDEAVOURS OF BANKING SECTOR: A CASE STUDY ON TRUST BANK LIMITED" examines the factors that have impacted the banking system from 2017 to 2021, including during the pandemic. The study is based on data gathered from the Trust Bank Limited Uttara Corporate Branch and is conducted using a mixed-methods approach. The report begins with an overview of trust bank limited, including how they were impacted by covid and how they are managing the situation. This topic also includes Trust Bank's response to the global economic crisis. Following a discussion of the research objectives and concerns, there is a comprehensive review of the relevant research on the topic. The report provides quantitative and qualitative data analyses and emphasizes the most important findings. The report

concludes with a discussion of the implications of its findings and some suggestions for enhancing the financial industry. Overall, the report offers policymakers, researchers, and financial institutions beneficial insights into the factors that contribute to the current economic instability.

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List of Acronyms

Acronyms Used	Meaning
TBL	Trust Bank Limited
BB	Bangladesh Bank
CRM	Customer Relationship Management
KYC	Know Your Customer
SBS	Schedule Bank Statistics
LC	Letter of Credit

Chapter 1

Overview of the Internship

1.1 | Student Information

Name: Muhammad Raghif Yeaser

ID: 17104178

Department: Bachelor of Business Administration (BBA)

Major: Accounting

Minor: Finance

1.2 | Internship Information

Details:

Period: January 15, 2023 – April 15, 2023

Company Name: Trust Bank Limited

Department/Division: Uttara Corporate Banking

Address: Holding-111/A (Ground & 1st floor, Rd 7, Dhaka 1230)

Internship Company Supervisor's Information

Name: Sultana Parveen

Position: SAVP & General Banking Head, Uttara Corporate Banking Division

Job Scope:

1. Developing and implementing business plans and strategies for the division in accordance with the bank's overall objectives.

2. Identifying and pursuing potential new business opportunities and clients.
3. Developing and sustaining solid relationships with important consumers and stakeholders.
4. Monitoring the portfolio's creditworthiness and assuring timely, accurate reporting.
5. Assuring adherence to regulatory and legal requirements, as well as the bank's internal policies and procedures.
6. Managing the performance of the unit's team members and providing counselling and opportunities for development as required.
7. As a senior management team member, contribute to the overall management and direction of the bank.

1.3 | Internship Outcomes

TBL is widely regarded as one of the most competitive banking institutions in Bangladesh. The people of Bangladesh, particularly those who serve in the armed forces, are extremely acquainted with them. Consequently, the research conducted on TBL is not only very interesting but also a valuable resource for acquiring knowledge. The recent shock of the pandemic, fluctuations in the value of the dollar, the tension between first-world nations, and other factors have contributed to a severe crisis in Bangladesh's banking sector. By doing this research, I have endeavored to get a better understanding of the true state of the banking industry from a monetary as well as a non-monetary point of view by investigating the various elements that have an effect. In addition to this, the submission of this report is required in order for me to graduate from my BBA program.

1.3.1 | Background of the Study

A significant chance for potential interns to see whether their chosen career path is appropriate is to complete an internship. In today's age of intense competition on a worldwide scale, educational institutions usually concentrate on preparing graduates for careers by giving them degrees, but an internship program places a student in real-world work situations where they can carry out authentic professional obligations. Enhancing a student's employability is the main goal of an internship.

I had the opportunity to complete my internship at the Uttara Corporate Branch of Trust Bank Limited under the supervision of Sultana Parvin, where I worked as an intern in the general banking division. The organizational supervisor and other employees of this division provided me with the necessary information and guidance to successfully complete this report.

This internship provided me with practical experience and helped me to choose my report topic, "POST COVID IMPACT AND FUTURE ENDEAVORS OF BANKING SECTOR: A CASE STUDY ON TRUST BANK LIMITED." I have endeavored to make this study informative and reliable by utilizing both my theoretical and practical experience.

This report will display the after-COVID condition of banks and how they are healing from the patches that occurred due to the pandemic. The banking industry in Bangladesh is currently in a vulnerable situation because of the increasing amount of NPL, Global recession, Upward moving inflation rate, loss of faith of customers in banking, and so on. This study will portray the overall situation and try to provide reasonable suggestions and recommendations.

1.3.2 | My Personal Experience

During my internship at TBL Uttara Corporate Branch, I had hands-on experience in three different areas of the bank: general banking, foreign remittance and credit, and LC (Letter of Credit) processing. Helping customers with things like establishing accounts and clearing checks and credit cards was my job as a member of the general banking team. In addition, I gained knowledge of bank drafts, payment instructions, and money transfers.

For the first four weeks, I was a member of the general banking department, where I got to learn about how accounts officers do their jobs, from opening accounts to card requisitions and checkbook requisitions. This also included how to validate a customer's identity with his

source of funds through the Trust Bank online portal and the portal, which is provided by the Bangladesh government. And eventually learned what it takes to "pass" an account from the headquarters of Trust Bank.

In the second month of the internship, I was a member of the foreign remittance and credit department. I saw how banks transfer their own internal funds from branch to branch also from bank to bank. There were also circumstances where people from abroad came to transfer their funds and wanted to take the foreign currencies abroad. Moreover, my seniors there showed me how they manage their accounting records and how the audit works when Bangladesh Bank audits and internal audits take place. Furthermore, I learned how to implement credit risk analysis to validate a venture.

In the last 4 weeks of my internship I was a member of the team in LC department that helped the bank's customers with import and export transactions. This included checking LC-related paperwork for legality and regulatory compliance.

The skills and experience I received as an intern in the financial business will serve me well as I go forward in my career. In addition, I got to work with a group of hard-working experts who were always happy to pass on what they'd learned to me. My ability to operate in a dynamic and fast-paced atmosphere, as well as my communication and collaboration abilities, were all strengthened by this experience.

My internship at TBL Uttara Corporate Branch was really beneficial since it gave me a practical exposure to the banking sector. I appreciate the chance and the knowledge I got, both of which will serve me well in my future endeavors.

1.3.3 | Problems/Difficulties (faced during the Internship Period)

1. You may not have much exposure to the many divisions of corporate finance due to your limited scope of work. This can make it more difficult to have a comprehensive understanding of the industry.

2. Due to the short duration of the apprenticeship, it is necessary to complete a substantial amount of work in a condensed amount of time. This posed a challenge because I was juggling academics and other obligations simultaneously.

3. There have been times when I did not know what was expected of me or how to complete a task.

4. As an intern in the corporate finance industry, I had limited access to certain information that may have been highly confidential. This made it problematic for me to conduct thorough research or analysis.

5. The corporate banking environment was very different from what I was accustomed to, given my background and prior experiences. It was difficult to adapt to the new work environment and culture.

6. Completing an internship at the Uttara corporate branch of Trust Bank Limited does not guarantee a subsequent employment offer. This is disappointing, as I had intended to obtain a full-time position with the company.

1.3.4 | Contribution To TBL and what I have learned

I've spent the last 12 weeks at TBL as an intern. During this time, I have participated in a wide variety of projects and gained a wealth of experience. However, the entire time spent working was not trouble-free. For many days, I struggled to adjust to my new workplace. Having Sultana Parveen as my boss was a stroke of luck.

The majority of my time was spent in the General Banking department. However, I have also been contributing to the international trade department for the past two weeks. I have done all in my power to put my theoretical understanding into practise. I had many responsibilities in these 2 divisions which are given below:

1. General Banking Division
 - Opening Account. (Savings, Current, Payroll, FDR, Student)
 - Cheque delivery
 - Identification of the problem with the cheque
 - Statement of Client's Account
 - Modifying data of the client

2. Foreign Trade Division
 - Cross Checking Provided Documents
 - Verifying Initials
 - Giving entry on BB online import server
 - Enveloping the final LC file

Opening Account

Opening a bank account from a perspective of a banker is not that easy. When a customer comes to open an account, there are certain procedures an officer must follow to meet the requirements of BB. Simply to open an account a customer must fulfill all the required information on the account opening form along with the following documents:

- ✓ Two passport-size photos of the account holder

- ✓ photocopy of NID card

- ✓ photocopy of a utility bill

- ✓ photocopy of proof of source of fund
- ✓ 1 passport-size photo of the nominee
- ✓ Photocopy of nominee's NID card

Upon getting all these documents an accounts officer will begin the following process to open the account. Here they will use a banking software named “Flora Banking” to record, process, maintain and control the data of the customers.

- i) **Opening CRM Number:** The officer will input details of the customer from the form to the Flora banking system. The details are basic information about the customer, parents, nominee, address, and source of funds. After getting all the information the software will generate a CRM number which the officer will write down in the specific box of the form. It's a unique number that contains all the necessary information of a customer. If a customer has a previous CRM number then a new CRM is not necessary. (Bangladesh Bank, 2020)
- ii) **Opening A/C Number:** Using the CRM number, the officer then will open a type of account that is requested by the customer. The system will generate a unique A/C number which will also be written down in the form.
- iii) **Printing Necessary Documents:** In this step, the officer will print a verified NID copy of both the account holder and nominee. The officer will also issue a thanks letter and sanction letter in the name of the account holder.
- iv) **Attaching All the Documents:** Lastly, Along with the KYC and SBS form, the officer attaches the application form with all other documents from both the customer and bank end.
- v) **Authorization of Officials:** The final file is then forwarded to the officials like PO, BOM, and AVP to give their initials and seal.
- vi) **Requisition for Cheque Book and Card:** Once the authorization is completed, the officer place requisition for cheque book and card for the customer in the system. The designated department then starts preparing the cheque and card for the client.

- vii) **Uploading the Final File in the Server:** Finally, the whole file is uploaded to the “File Server” folder of the bank cloud system. Any employee of the bank can access the file of the customer from here.

Cheque Delivery:

Customers who have submitted requests must now wait for the accompanying checks to arrive. After cheque inquiries, chequebooks are sent out to consumers within a few business days. After that, customers may pick up their chequebooks at our location.

When clients come to our location to pick up their chequebooks, they will be asked to sign a book in the register to indicate that they have received their checks. After that, I let them have their chequebook again. After receiving their chequebook, individuals are free to use it whenever they choose. However, business hours are Monday through Friday, 9 am to 4 pm.

Client Account Statement:

There are consumers who want to know more about their bank statements. Based on the order details, I sent the client a bank statement. There was no price for your bank statement from us.

Scanning of Different Documents:

When I create an account with a customer, I need to see a variety of documents. Examples: a passport, visa, driver's licence, certification from a judge, etc. After I've reviewed all of the necessary paperwork for financing, I'll scan it, print it out, and give the originals to the customers..

Client Data Entry or Edit:

Customers write their own responses instead of filling out predetermined fields on the registration form. The form must be reviewed after it has been submitted. The next step is to input the information into the banking programme. I have to complete at least two (2) pages of the banking software. If I need to, I can also alter the information in this programme.

Chapter 2

2.1 | Introduction

Trust Bank is a fresh, exciting name that has become the go-to financial institution for people all around the world. Its solutions and services are widely regarded as among the best in the industry.

Trust Bank is a financial firm that prioritizes its customers. Since customers are always the top priority at Trust Bank, it is dedicated to meeting their constantly rising expectations.

It is difficult to overstate the significance of saving mobilization for the economic growth of our nation. The bank views deposits and savings as its lifeblood. The strength of the bank increases with the amount of deposits. They, therefore, want to provide numerous new savings plans with the potential for bigger returns.

To provide around-the-clock service, ATMs and telecommunication would be harmonized and adjusted to the system.

2.1.1 | Data Collection

As this is basically a case study, I have collected both primary and secondary data from the TBL Uttara Corporate Branch, the website of TBL, Annual reports, and news archives. Short meeting and query session from different division of the organization was also held to know in depth about any phenomena.

2.1.2 | History of TBL

In Bangladesh, Trust Bank Limited was founded in 1999 as a private commercial bank. Army Welfare Trust of Bangladesh is its sponsor, and its chairman is Bangladesh Army Chief General Abu Belal Muhammad Shafiul Huq. It is one of the top private commercial banks in Bangladesh, with a network of 92 branches, 7 SME Service Centers, 162 ATM Booths, and 60 POS in 50 Branches. In 2023, it expects to establish a few more branches to expand its coverage of the major commercial areas in Dhaka, Chittagong, Sylhet, and other locations.

They were able to maintain their success year after year because they were able to succeed right away. The bank enjoys huge popularity in the army community because it handles all of

the army's financial activities. Trust bank has recently been more well-liked among both the general public and businesspeople.

In order to boost productivity and enhance customer service, the Bank developed an automated branch banking system in 2001. The bank took a further step in 2005 and began offering its clients ATM service.

The bank does foreign exchange business in addition to providing top-notch client services for everyday banking. Nearly every sector of the nation's economy has received credit facilities from the bank in the interim. The bank intends to make significant economic investments in the nation. The bank intends to make significant investments in the industrial and agricultural sectors of the nation soon.

Additionally, it intends to support the nation's agricultural-based industries. The bank has additionally taken part in a syndicated credit agreement with other banks to support the nation's textile industry. Such participation ought to continue in the future for the benefit of the economy as a whole.

2.1.3 | Limitation

It's crucial to recognize the research's limits even if this study strives to give a thorough review of Trust Bank Limited as a whole. The quantity and caliber of the data, together with the time and money allocated for the study, will all have an impact on how comprehensive the report may be.

2.2 | Overview of the company

2.2.1 | Trust Bank Limited – About the company

Trust Bank is a cutting-edge, upbeat brand that serves as everyone's preferred banking partner and provides a pleasurable banking experience. Many people consider its products and services to be some of the finest in the sector.

At Trust Bank, a reputable banking company, customers come first. Trust Bank prioritizes keeping its customers happy and makes every effort to go above and beyond their high standards.

It is impossible to exaggerate the significance of saving mobilization to the growth of the economy in our nation. The financial institution needs deposits and savings to function. A bank is more secure the more deposits it has. They are thus eager to provide a wide range of additional savings choices that could yield greater returns.

To enable ongoing maintenance, the system would be adjusted to support ATMs and communications.

2.2.2 | Vision, Mission & Goals

Vision

Through financial inclusion, create a long-term, sustainable financial institution and provide the best possible value to all stakeholders while maintaining the highest level of compliance. The ultimate goal is to consistently outperform competitors in customer service. (Trust Bank Limited, 2023)

Mission

- Diversified businesses with long-term sustainable development and effective risk management.
- Financial inclusion is the process of bringing the unbanked population into the banking system through technology and low-cost service delivery.
- Accountable to all parties involved, including customers, shareholders, employees, and the law.
- At all levels of operation, the highest level of compliance and transparency.

Core Values of TBL (Trust Bank Limited, 2023)

Goals

1. To satisfy the different financial needs of its customers, the bank aims to provide a wide range of products and services. These cutting-edge, bespoke solutions are developed to meet the shifting needs of customers.
2. For the bank, providing excellent customer service to its clients is crucial. This entails providing quick, efficient services and giving clients' problems and inquiries prompt attention.
3. The bank works hard to have a tight emphasis on risk management in order to maintain a secure working environment. This requires identifying and mitigating any risks that might impact the bank's operations and financial stability.
4. The bank is committed to promoting financial inclusion and enhancing the accessibility of financial services for underserved and unbanked populations. This is done by doing things like giving out banking services for free and working with microfinance institutions.
5. The bank aims to promote Bangladesh's economic growth by supporting the growth of small and medium-sized enterprises and providing money for crucial infrastructure projects.
6. The bank wants to be profitable and develop sustainably over the long term. This means reining down spending, restructuring its capital structure, and putting money into new products and services that help business achieve its strategic goals.

2.2.3 | Values

Trust Bank's Values outline the actions that will get the job done and help the team work toward the bank's goals. They must always act in accordance with the following values:

- Dedicated to Success Motivated and Inspiring.
- Dependable and Open to Inspection.
- Putting the Customer First with Dignity, Fairness and Courage.

Core Values of TBL (Trust Bank Limited, 2023)

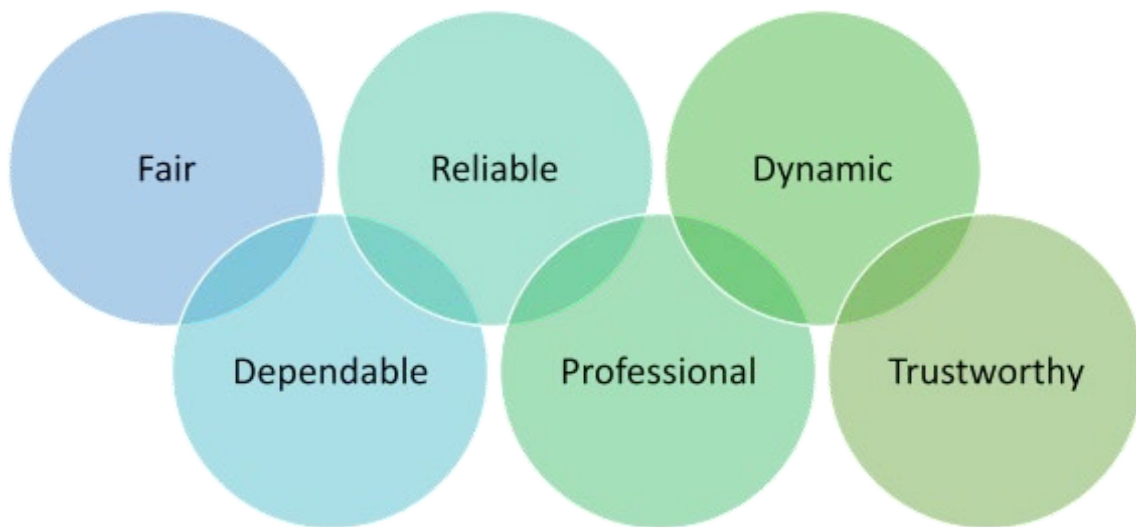


Figure 1: Core Values of TBL

2.2.4 | The 3 Ps of Trust Bank Limited – People, Process, Physical Space

- 'People' stands for all the individuals who contribute to the delivery of services and shape how clients feel about the company. This is ground zero for providing outstanding service. The ideal candidate would be a well-groomed expert who exudes confidence and enthusiasm. As a result, Trust Bank expects all personnel to maintain a certain demeanor in terms of their look, attitude, and behavior. That said, this is by no means an all-inclusive list; there is, of course, always potential for development. As a result, maintaining a high level of competence requires constant effort.
- 'Process' refers to the steps involved in actually providing the service. The 'Process' component involves analyzing the present level of service and re-engineering it to create a plan for improving it. There are areas to learn more about in order to provide the best possible service to customers in terms of timeliness, simplicity, and lack of mistakes.
- The term "physical space" refers to the overall visual presentation of your business's many entry points. It's crucial for representing the company's dedication to providing high-quality services to its consumers, as well as its professionalism, efficiency, and brand image. They want to provide the proper impression to potential clients by maintaining a safe, healthy, and secure workplace. They have faith that if they provide their employees a flawless, enjoyable, and professional place to work, those employees would reward the company with world-class service. Compliance with the rules is essential for long-term success in the "Physical Space" field.

Chapter 2.3: Management Practices

2.3.1 Different Divisions



Figure 15: Different Divisions

2.3.1.1 General Banking

Account opening, cash deposits and withdrawals, cheque clearing, wire transfers, and other similar services are within the purview of TBL Uttara Corporate Branch's General Banking department.

When a client walks into a bank branch, they are often greeted by a representative from General Banking. It's crucial for building trust with clients and making sure they're happy with the services provided by the bank. The division is also in charge of handling the bank's cash flows and making sure there's always enough cash on hand to satisfy consumer needs. TBL Uttara Corporate Branch's General Banking department provides a wide selection of services and products to meet the demands of its clients. Savings accounts, checking accounts, fixed deposits, foreign currency accounts, and loans and advances are only some of the main services offered by the department.

To guarantee that clients may access their accounts and conduct transactions quickly, easily, and safely from any location, the division also offers services such automated teller machine services, online banking, mobile banking, and SMS banking.. (Trust bank Annual Report, 2021)

2.3.1.2 Foreign Trade

Foreign currency exchange, trade financing, and other services connected to international commerce and finance are all made available to clients by this division. Foreign exchange (foreign currency buying and selling), international money transfers, foreign currency accounts, trade finance services, and other associated services are all offered by TBL Uttara Corporate Branch's Forex department. These services are meant to facilitate smooth and effective management of clients' foreign exchange transactions.

TBL Uttara Corporate Branch's Forex department is manned by seasoned experts familiar with the worldwide foreign currency market and the regulatory needs of many nations. The department keeps a constant eye on the foreign currency market so that it can keep its clients up to date on exchange rates, market trends, and any other pertinent data.

Foreign exchange (FX) services, letters of credit, and import/export financing are only some of the trade finance services offered by TBL Uttara Corporate Branch to its business clientele. These services aid corporate clients in handling international trade transactions and lowering the dangers of expanding into new markets.

(Trust bank Annual Report, 2021).

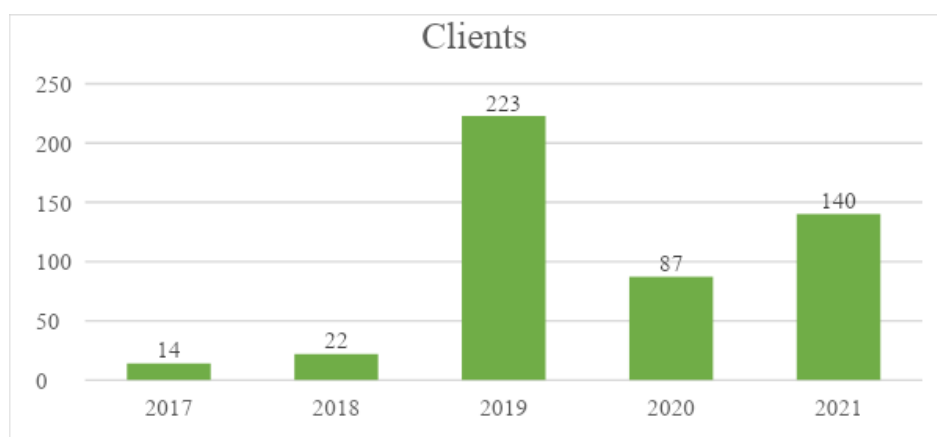


Figure 16: Clients

This data shows a sharp increase in remittances sent via the Trust Bank Uttara Corporate Branch between 2019 and 2021..

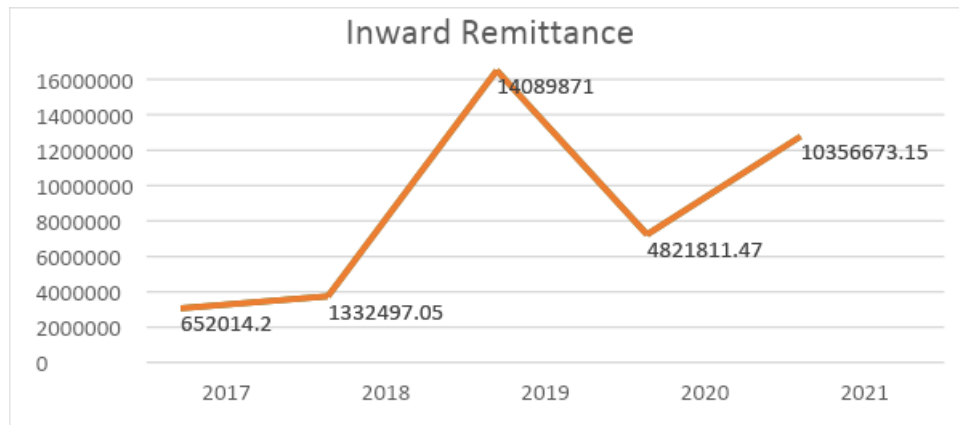


Figure 17: Annual Inward Remittance in BDT

The overall quantity of remittances has risen and fallen sharply in recent years, as seen by the graph.

2.3.1.3 Credit Division

The Credit department of TBL Uttara Corporate Branch handles the branch's client credit requests and manages the credit portfolio. When it comes to helping people and companies in the Uttara region reach their financial goals and objectives, our section is indispensable.

Personal loans, mortgage loans, automobile loans, credit cards, overdrafts, and loans for small and large businesses are all available via the Credit department. The division determines the terms and conditions of the loan facility after assessing the borrower's creditworthiness based on the borrower's financial situation, credit history, and other relevant variables.

Credit at TBL Uttara Corporate Branch provides project financing, working capital financing, trade finance, and other services to TBL's corporate clientele. Each company's specific requirements are taken into account while designing these services, which in turn aids the client in reaching their objectives.

TBL Uttara Corporate Branch's Credit department is manned by seasoned experts familiar with the credit market and Bangladesh's regulatory needs. The unit keeps a constant eye on the credit market for signs of any developing trends or threats, and then takes the necessary precautions to deal with them.

2.3.2 Organizational Structure and Key Personnel

2.3.2.1 Board of Directors



Chairman
Gen S M Shafiuddin Ahmed
SBP (BAR), OSP, ndu, psc, PhD
Chief of Army Staff



Vice Chairman
Major General Md Nazrul Islam
SPP, ndu, afwc, psc

Directors



Brig Gen S M Zia-Ul-Azim
ndc, afwc, psc



**Brig Gen Md Kaisar Hasan
Malik**
SGP, ndc, psc



**Brig Gen Mohammad
Moazzem Hossain**
ndc, afwc, psc, G, MPhil



Figure 2: Board of Directors of TBL

2.3.2.2 Organizational Structure of TBL

Top Level Management	Chairman
	Board of Directors
	Executive Committee
	Managing Director
	Additional managing Director
Mid-Level Management	Senior Executive Vice President
	Executive Vice President
	Senior Vice President
Junior Level Management	Assistant Vice President
	First Assistant Vice president
	Senior Principle officer
	Principle officer
	Senior Officer
	Managing Trainee Officer
	Junior Officer
	Trainee Assistant Officer

Figure 3: Organizational Structure of TBL

2.3.2.3 Organizational Hierarchy of TBL

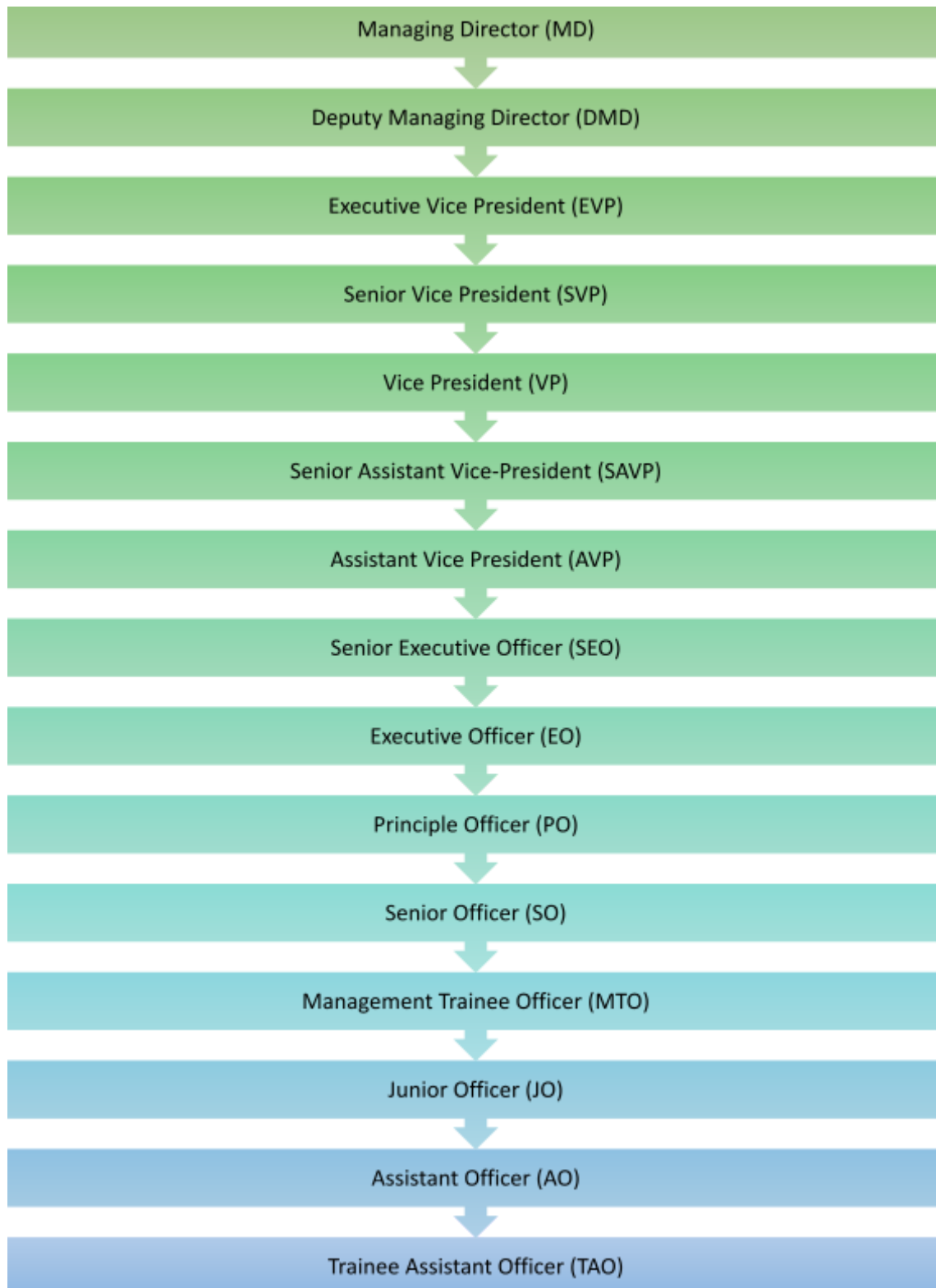
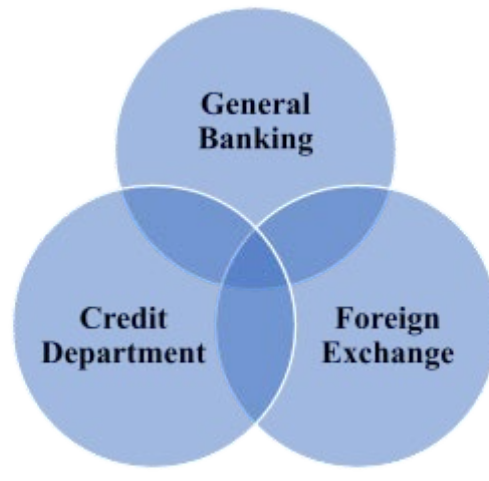


Figure 4: Organizational Hierarchy of TBL

2.3.2.4 Departments of TBL

Trust Bank divided its branches into 3 departments. Those are:



2.3.2.5 General Banking Department

The foundation of all banking activities is general banking. This division helps with deposit taking and offers various extra services as needed. Meeting daily consumer requests such as honoring checks, opening bank accounts, receiving deposits, etc., is the task at hand. There are various sections in the TBL Uttara Corporate Branch's general banking sector.

- Account Opening (Current & Savings Account) and locker services
- Cash Department
- Remittance Department

- Account Opening (FDR & Other Schemes)

- Pay order

- Demand Draft (DD)

- Telegraph Transfer (TT)

- Financial Control & Accounts Department (FCAD)
- Clearing Section

2.3.2.6 Foreign Exchange Department

The Department of foreign exchange handles export, import, international remittances, and post-import finance. This department is actively contributing to the expansion of export revenues, which will benefit economic development through promoting economic growth. On the other hand, it also assists in providing the goods and services that are more in demand and insufficient in our nation. At the TBL Uttara Corporate Branch, the foreign exchange department routinely performs the following tasks:

- Export and import
- Foreign currency endorsement
- Wage earners development bonds (WEDB)
- Foreign Currency Account:
 - Private Foreign Currency Account
 - Nonresidential Foreign Currency Deposit Account
 - Residential Foreign Currency Deposit Account

2.3.2.7 Credit Department

The creation and distribution of loanable money for commercial and industrial activity is one of the main responsibilities of commercial banks. To generate a suitable income, the bank

distributes its funds among diverse industries. The TBL Uttara Corporate branch offers 3 categories of loans through its credit department.

- Corporate Loan
- Retail Banking Unit
- Small Medium Enterprise (SME)

2.3.2.8 Products & Services

Trust Bank serves a large number of clients with a variety of services. The bank has advanced in technological terms in recent years and provides services through mobile apps. The bank itself has become centralized using online platforms for providing better services to its customers.

2.3.2.9 Retail Banking

Deposit Products	
Savings Account	Trust Kotipoti Scheme
Trust Maxmill Deposit Scheme	Trust Kotipoti Plus
Current Account	Trust Student Account
Fixed Deposit Scheme	Trust Youth Account
Lakhopati Scheme	Trust Student DPS
Special Notice Deposit	Trust Smart Savers
Trust Assurance Deposit Scheme	Trust Sristi
Trust Money Double Scheme	Trust Unfixed Deposit Scheme
Trust Echo	Trust Seniors Account
Trust Echo Plus	

Figure 6: Retail Banking - Deposits

Loans
House Building Loan for Govt Employees

Apon Nibash Loan
Car Loan
Doctor's Loan
Loan Against Salary
Personal Loan

Figure 7: Retail Banking – Loans

2.3.2.10 SME Banking

Loans
Agriculture Loans
Engineering Loans
Entrepreneur Loans
Women Entrepreneur Loans

Figure 8: SME Banking

2.3.2.11 Islamic Banking

Deposit Products	
Al-Wadiah Current Account	TBMCWS
Mudaraba Saving Account	MMSS
TEMSA	MKS
TIB Payroll	MMS
Provident Fund Account	BHDS
10 Taka Farmers MSA	TMDS
Mudaraba Short Notice	MTDR
MSDA	MMPS
DPMSA	MMDS
Quard Facility	

Figure 9: Islamic Banking - Deposit Products

Investment Products	
Bai-Muajjal	DPSI

Bai-Murabaha TR	IHSAN Apartment Purchase scheme & Barakat home Construction Scheme
Bai-Salam	Barakat Car Scheme
Project Financing (HPSM)	Barakat Doctor's Scheme
Trade Financing	Household Durables & Others Scheme
TIB Car Scheme	Trust Power
TIB Doctors Scheme	Trust Nibash
AOHS	Trade Financing
TIB CNG scheme	Murabaha TR
House Building Scheme- Defense Officers	Bai-Salam

Figure 10: Islamic Banking - Investment Products

2.3.2.12 Corporate Banking

Trade Finance

Products & Services
Export LC (Advising & Transfer)
Export Bill Negotiation/Collection
Import Finance
Import Bill Handling
Shipping guarantee
EDF Loan
OBU Financing

Figure 11: Trade Finance

Off-Shore Banking

Products & Services
Letter of Credit
Discounting of Import & Export Bill
Bank Guarantee
Term/Fixed Deposit
Saving Deposit

Current Deposit
Short/Medium/Long Term Loan

Figure 12: Off-Shore Banking

2.3.2.13 International Banking

Products & Services
RFCD Account
US Doller Investment Bond
US Doller premium Bond
Wage Earner's Bond

Figure 13: International Banking

2.3.2.14 Number of Branches

Particular	Year				
	2017	2018	2019	2020	2021
No of Branches	104	104	106	107	107
No of SME/AGRI Branches	6	6	6	6	6
No. of Foreign Correspondence	23	21	21	24	30

Figure 14: Number of Branches

2.3.3 Human resource Planning

Trust uses a transparent and thorough screening and recruitment process to attract the best individuals from all walks of life. They employ a number of channels, including as online job boards, on-campus recruiting events, and word-of-mouth recommendations, to locate qualified candidates.

The compensation system incorporates both monetary and in-kind benefits, such as market-competitive wages, performance-based bonuses, and a variety of perks for workers. The bank offers its employees the ability to grow professionally and personally via various training and development programs. On-the-job training, courses focused on specific skills, and virtual classrooms are all part of these programs.

The goal of the annual performance evaluation at Trust Bank Limited is to foster learning and inspiration among employees. Employees may set goals, track their progress toward them, and see how their performance compares to others in terms of rewards and recognition. In addition, there will be regular opportunities for evaluation and criticism.

2.3.4 Corporate Culture and Work Environment

The core values of Trust Bank Limited are honesty, creativity, and excellence. The bank's commitment to provide superior banking services to its customers is grounded on these core values. Workplace well-being and efficiency are promoted by an atmosphere that encourages teamwork, transparency, and mutual regard.

2.3.5 Decision-making and Communication

The decision-making process at Trust Bank Limited is a hybrid of top-down management and employee input. Decisions about day-to-day operations are delegated to middle and lower management, with top management making strategic choices. This combination allows the bank to make decisions that are both efficient and consistent with its overall mission.

The company's internal communication lines are well-oiled machines, providing for a constant flow of information. Meetings, emails, and internal websites all fall within this category.

2.3.6 Change Management and Adaptability

Trust Bank Limited adapts to the ever-evolving needs of its customers and the market. Management constantly evaluates and adjusts the business's strategies and procedures to keep it competitive and in tune with the needs of its customers.

2.3.7 Corporate Social Responsibility (CSR)

Trust Bank Limited is committed to doing business in an ethical, socially responsible, and ecologically responsible manner. The bank participates in a variety of CSR activities, including community development, environmental sustainability, and aid for healthcare, education, and disaster relief.

Chapter 2.4: Marketing Practices

2.4.1 Marketing Strategy

To identify and fulfill the specific requirements of its many client subsets, Trust Bank employs a customer-centric marketing approach. Trust Bank serves a diverse clientele by providing a selection of banking options, such as personal banking, business banking, banking for small and medium-sized enterprises, and Islamic banking. The bank regularly adjusts its marketing approach and makes use of technology to improve the quality of service and the customer experience in order to keep up with the fast-paced financial services sector. Since the Army Welfare Trust provides the bulk of the organization's funding, the majority of Traget's clientele consists of military personnel.

2.4.2 Target Customers, Targeting, and Positioning Strategy

Trust Bank serves a diverse range of clientele, including businesses, nonprofits, and SMEs. The bank profiles its ideal clientele based on their demographics, location, and personality traits. Trust Bank's positioning strategy is to raise awareness of the bank as a dependable, forward-thinking, client-focused organization that provides high-quality banking services and solutions.

2.4.3 Marketing Channels

Trust Bank advertises using both classic and cutting-edge channels to reach its demographic: magazines, news paper and television, as well as online channels including social media, email, and search engine optimization. For convenient access to banking services, customers may utilize the bank's ATMs, branch locations, and digital channels, such as the internet and mobile apps such as T-cash.

2.4.4 Innovation in Products and Business Strategies

Turst Bank is always coming out with new goods and services to cater to its clients' ever-evolving wants and requirements. The bank monitors the market, performs customer surveys, and analyzes the competition to see where there may be room for product improvement. Trust guarantees client satisfaction and maintains its competitive edge by providing a full suite of financial services.

2.4.5 Marketing Efforts Methods for Spreading the Word

Trust bank's branding efforts are aimed at establishing reliability and confidence in the company. The bank's branding, logo, and messages are all the same across all of its promotional materials and means of contact. To reinforce its basic principles of honesty, innovation, and quality while promoting its image as a leading and customer-focused financial institution is the goal of Trust Bank's branding operations. Trust Bank uses several different types of marketing and promotion to spread the word and bring in new clients. Print ads in magazines and newspapers, radio commercials, and television commercials are all examples of traditional forms of advertising. Trade exhibitions, conferences, and other industry events are frequent destinations for the bank's marketing team.

In order to expand its customer base and meet the needs of an increasingly tech-savvy clientele, Trust Bank has shifted its focus in recent years to digital marketing. The bank uses social media like Facebook, Twitter, and LinkedIn to communicate with customers and perform customized advertising campaigns. Email marketing is used to inform customers about new products, sales, and other important information. Search engine marketing (SEM) and search engine optimization (SEO) are used to boost the bank's online visibility and website traffic.

To attract new clients and keep the ones they already have, Trust Bank also provides a variety of promotional activities such as discounts, special deals, and loyalty programs. These marketing initiatives aim to build long-lasting connections with clients by encouraging them to make use of the bank's goods and services.

2.4.7 Critical Marketing Issues and Gaps

Trust Bank has conducted extensive marketing activities, although they should be enhanced. Possible difficulties and openings include the need to improve customer segmentation for more precise niche market targeting, to expand digital marketing operations to reach younger demographics aslo people outside the government sector, and to respond more swiftly to changing consumer preferences. Trust Bank's brand recognition and loyalty among its clientele would benefit from its attention to these details.

Chapter 2.5: Financial Performance and Accounting Practices

2.5.1 Finance Performance Analysis

Analysis of a bank's liquidity is essential for understanding its ability to meet short-term obligations and control cash flow. By comparing Trust Bank Limited's current ratio, quick ratio, and cash ratio across the time period in question, we may get a sense of the adequacy of the company's current assets in meeting its short-term commitments.

Efficiency ratios reveal how well a financial institution generates money while controlling expenses. Indicators like the asset turnover ratio and the accounts receivable turnover ratio may help us assess Trust Bank Limited's operational performance and the efficiency with which it manages its assets to generate money.

The DuPont analysis approach will be used to dissect the bank's return on equity (ROE) into its component pieces. Trust Bank Limited's return on equity (ROE) may be understood by looking at how the bank's profitability, asset utilization, and financial leverage affect ROE.

The solvency ratios of a bank demonstrate its long-term financial stability and its capacity to meet its long-term debt obligations. The debt-to-equity ratio and interest coverage ratio will be calculated and analyzed to determine Trust Bank Limited's financial stability and its ability to effectively handle its debt load.

Profitability ratios are used to evaluate the bank's potential to generate income from its operations. Trust Bank Limited's profitability and its ability to return capital to shareholders will be evaluated using a number of important measures, including return on assets (ROA), return on equity (ROE), and net profit margin.

Leverage ratios assess the bank's capital structure and the level of financial leverage used. Using ratios like the equity multiplier and the debt ratio, we can get a sense of Trust Bank Limited's exposure to and return on debt financing.

Analysis of the bank's market value might provide light on how investors see the institution's financial performance. Indicators such as the price-to-earnings (P/E) ratio and the market-to-book (M/B) ratio may tell us how investors perceive Trust Bank Limited and its growth potential.

To deepen our knowledge of Trust Bank Limited's financial performance, we will also explore other financial analysis tools, such as Economic Value Added (EVA), Market Value Added (MVA), and different valuation procedures.

2.5.2 Accounting Practices Analysis

Core Accounting Principles: Our analysis of Trust Bank Limited's financial statements and annual reports over the past three to five years will allow us to draw conclusions about the extent to which the bank complies with generally accepted accounting principles (GAAP) and other accounting standards applicable to the banking industry. **Method of Accounting:** We'll figure out if Trust Bank Limited employs accrual or cash accounting. We will also discuss how the bank's financial statements and reporting will be affected by the chosen accounting system.

Accounting Cycle: We'll check to see whether Trust Bank Limited follows the steps of the accounting cycle while recording transactions, adjusting journal entries, preparing financial statements, and closing the books. The results of this analysis will reveal whether or not the bank uses honest accounting practices.

Depreciation Methods: We will discuss our views on the method of fixed asset depreciation used by Trust Bank Limited. By examining the depreciation technique, we may get an understanding of the bank's procedure for determining and allocating the costs of its long-term assets throughout the duration of the assets' useful life.

Accounting Disclosures: Trust Bank Limited's footnotes, related-party transactions, contingencies, and main accounting principles will all be scrutinized along with the company's overall approach to financial transparency. Through this audit, we will be able to evaluate the reliability and thoroughness of the bank's financial statements.

This section of the study concludes with a detailed analysis of Trust Bank Limited's financial status and record-keeping practices. Using a wide range of financial metrics, trend analysis, and comparative analytical frameworks, we assessed the bank's liquidity, solvency, efficiency, profitability, leverage, and market value. We also checked the bank's accounting practices, cycles, policies, and disclosures to ensure they followed generally accepted accounting standards. Trust Bank Limited's financial status and the credibility of its accounting processes are better-understood thanks to these assessments.

Chapter 2.6: Operations Management and Information System Practices

Introduction: In this part, we'll look at how Trust Bank Limited makes use of IS to gather, store, process, and disseminate information. We will also analyze the bank's database management system (DBMS) and office management system (OMS). We will also look at the bank's practices on QM, resource management, and scheduling.

Information Systems: Trust Bank Limited's Information System facilitates the organization-wide collection, storage, processing, and dissemination of information. These infrastructures are crucial for facilitating effective communication across different groups and organizations. The bank relies on its Information System to help employees work faster and make better decisions based on up-to-date data.

Database and Office Management Software: Trust Bank Limited understands the significance of DB and OMS in managing large data sets. The bank makes use of database systems in order to store and retrieve customer information, transaction data, and other relevant data points. Because of this, data can be managed efficiently, allowing for fast access to data whenever it's needed. Internal bank communication, document management, and administrative processes all benefit from OMS's implementation.

Quality Management: Trust Bank Limited places a premium on QM in order to ensure that its customers always get the best possible service. The bank has used QM practices to improve efficiency, decrease errors, and delight customers. Quality management methods such as TQM and Six Sigma might be included into these processes. Through ongoing process reviews and enhancements, the bank strives to maintain a consistently high standard of quality throughout all of its operations.

Scheduling and Resource Allocation: Trust Bank Limited's OM practices heavily emphasize efficient resource scheduling and allocation. The bank painstakingly plans and organizes its operations to meet customer demands while making efficient use of available resources. The bank's ability to organize personnel schedules, delegate tasks, and match available resources to customer needs ensures smooth operations.

Operations Management: Trust Bank Limited follows OM best practices to maximize productivity and minimize waste. The financial institution may use Lean Management, Kaizen, or Business Process Reengineering (BPR) to identify and eliminate sources of waste, lower operating costs, and enhance efficiency. The bank's operations and the quality of service provided to customers are continually improved thanks to these measures.

Information System Security: Trust Bank Limited places a premium on IS security because of the need of protecting customers' financial information. The bank utilizes stringent security measures including encryption, firewalls, access limits, and frequent audits to keep customer data secure and ensure its integrity. By keeping its IS secure, the bank earns the trust of its constituents and prepares itself for any threats.

Chapter 2.8: Summary and Conclusions Summary: The analysis of Trust Bank Limited's financial performance, accounting practices, operations management, information system use, and industry competitiveness has yielded some noteworthy results. The bank has maintained high levels of liquidity and solvency throughout the last several years, and its efficiency and profitability ratios have been trending upwards recently. An analysis of the bank's market value shows that its stock is well-liked by financial market participants. Trust Bank Limited uses accrual based accounting and abides with generally accepted accounting principles. Quality management, scheduling, resource allocation, and operations optimization are all aspects of operations management that contribute to the bank's efficient service delivery and excellent customer satisfaction ratings. Effective decision-making and streamlined corporate processes are made possible with the use of information systems. Trust Bank Limited faces stiff competition in a market with low barriers to entry and moderate supplier bargaining power, but its brand awareness, extensive branch network, diverse product range, and risk management methods provide it an advantage over rivals.

Conclusions: The outstanding financial performance of Trust Bank Limited may be attributed to the company's careful management of its resources, its efficient business technology, and its strict adherence to generally accepted accounting principles. The bank's continued success may be attributed to its focus on quality management, information systems, and the needs of its customers. If Trust Bank Limited wishes to sustain its success, it must continue to take advantage of new market opportunities by capitalizing on its strengths, such as its strong brand recognition, extensive branch network, and diverse product offerings. To stay competitive in the dynamic financial industry, banks will need to fix issues like dated technology and inefficient processes. The bank has to stay ahead of the competition by constantly monitoring market trends, regulatory shifts, and technological advances in the financial sector. Trust Bank Limited may be able to adapt to the challenges and seize the opportunities presented by the rapidly evolving banking industry by embracing digital transformation, concentrating on underserved customer groups, and building strategic collaborations.

In conclusion, Trust Bank Limited has shown superior financial results, streamlined business processes, and an advantage in the banking industry. By capitalizing on its strengths, fixing its weaknesses, and seizing opportunities, the bank may set itself up for sustained growth and success in the face of intense market competition. effectiveness, streamlined procedures, and a leading edge in the financial services industry. By capitalizing on its strengths, fixing its weaknesses, and seizing opportunities, the bank may set itself up for sustained growth and success in the face of intense market competition. Also their great effort to mitigate the during and post covid situation by taking proper steps to counteract that situation. Moreover by taking proper steps they are on a steady incline to become one of the top commercial bank in Bangladesh.

Recommendations:

1. **Embrace Digital Transformation:** Like other commercial banks like City Bank, HSBC, and SCB, they should allow account openings to be completed online. To prevent the use of forged identification when applying for a bank account, this information must be verified and protected.
2. **Strengthen Cybersecurity Measures:** The increasing frequency and severity of cyberattacks need stronger security measures at the bank. Trust Bank should also invest in trustworthy technology, educate its employees in cybersecurity best practices, and conduct regular reviews of its security procedures to ensure the safety of customer information and maintain customer trust. Flora Computer not only hosts their online banking server, but also ensures their safety online. However, I believe that other options may be explored when it comes to cyber security.
3. **Improve Customer Relationship Management (CRM):** Building stronger relationships with customers should be a top priority for Trust Bank, which is why it needs a comprehensive customer relationship management system. Customers will be happier and more loyal as a consequence of improved two-way communication, a deeper understanding of their requirements, and more tailored product options.
4. **Validating KYC (Know Your Customer) Thoroughly :** Account opening procedures need KYC documentation. In order to better identify potentially suspicious accounts, they should implement stricter Valdiation procedures.

5. **Foster Innovation and New Product Development:** If it wishes to succeed in a highly competitive market, the bank must foster a culture of innovation and actively pursue opportunities to offer novel products. If Trust bank takes the initiative to identify customer demands, does market research, and embraces product innovation, it may be able to attract a bigger client base and provide a wider range of products.
6. **Strengthen Risk Management Procedures:** As a financial institution, Trust has to place more emphasis on and refine its risk management practices. Effective risk mitigation requires conducting comprehensive risk assessments, reviewing and revising risk management frameworks on a regular basis, and establishing robust internal controls.

Implications:

1. Trust operates in the highly competitive banking industry, where customer expectations and technological advancements are constant influences on the market. The bank has to keep a careful watch on emerging rivals, both from conventional banks and innovative fintech startups, if it wants to maintain its competitive position.
2. Trust Bank has to evolve to satisfy the needs of its customers as they shift their banking habits to online platforms. Customer satisfaction may be achieved by providing convenient digital banking experiences, individualized assistance, and easy entry options.

3. Trust Bank must be vigilant in its observance of all applicable laws and regulations as the banking industry comes under increasing government scrutiny. The bank's reputation will be protected, regulatory penalties avoided, and investor and consumer confidence bolstered as a result.
4. The key to Trust Bank's success is attracting and retaining top-tier employees. The bank has to prioritize the recruitment of specialists in digital banking, cybersecurity, and other emerging fields. Investing in training and development efforts will also assure a skilled team capable of contributing to the bank's growth and innovation.
5. Trust Bank has to be on the cutting edge of technology if it wants to remain competitive. Adopting cutting-edge technologies like AI, ML, and data analytics would allow the bank to make data-driven decisions, boost operational efficiency, and provide cutting-edge services to customers. I think their online internal server which is provided by FLORA Limited lacks proper feasibility when it comes about online banking technology .

Chapter 3 Project Part

3.1.1 Background of the Study

A significant chance for potential interns to see whether their chosen career path is appropriate is to complete an internship. In today's age of intense competition on a worldwide scale, educational institutions usually concentrate on preparing graduates for careers by giving them degrees, but an internship program places a student in real-world work situations where they can carry out authentic professional obligations. Enhancing a student's employability is the main goal of an internship.

I had the opportunity to complete my internship at the Uttara Corporate Branch of Trust Bank Limited under the supervision of Sultana Parvin, where I worked as an intern in the general banking division. The organizational supervisor and other employees of this division provided me with the necessary information and guidance to successfully complete this report.

This internship provided me with practical experience and helped me to choose my report topic, “POST COVID IMPACT AND FUTURE ENDEAVORS OF BANKING SECTOR: A CASE STUDY ON TRUST BANK LIMITED.” I have endeavored to make this study informative and reliable by utilizing both my theoretical and practical experience.

This report will display the after-COVID condition of banks and how they are healing from the patches that occurred due to the pandemic. The banking industry in Bangladesh is currently in a vulnerable situation because of the increasing amount of NPL, Global recession, Upward moving inflation rate, loss of faith of customers in banking, and so on. This study will portray the overall situation and try to provide reasonable suggestions and recommendations.

3.1.2 Objectives of the Study

Primary Objective: The primary objective of this study is to understand and evaluate the financial performance of TBL before-Throughout-after the COVID-19 pandemic. Finding out how the nature of banking can change in the upcoming future is also included in the primary objective.

Secondary Objective:

- Understanding the operating, investing, and financial activities of TBL.
- Identifying and understanding the factors that influence the performance of TBL during the pandemic.
- Evaluate the profitability, solvency, and liquidity performance of TBL with various ratio analyses.

- Identifying potential threats that banks may face in the coming days because of recession, fluctuation of dollar rate, shortage of foreign reserves, and global war.
- Effect of inflation and how banks will react to this situation.
- To look into the opportunities and problems that TBL, Uttara Corporate Branch has encountered in the banking industry.
- Relate theoretical knowledge with practical experience.

3.1.3 | Scope of the Study

In my internship period, I have worked on many things. I have found many scopes of the study regarding TBL. Some of them are given below:

- Identify the differences between Shariah Banking and other conventional banking.
- The clear concept regarding interest and probable profit.
- Factors that made the government stop opening letters of credit for a specific period.
- Impact of TBL on the banking and national economy of Bangladesh.

How inflation rate and the global economy have an impact on the banking sector especially for TBL.

3.1.4 | Significance

In addition to its solid financial footing, Trust Bank Limited's significance lies in the strides it has made towards expanding access to banking services, boosting economic development, and providing funding for worthwhile social initiatives. As a prominent player in the Bangladeshi economy, the bank's performance is closely watched by a wide range of interested parties throughout the country.

3.2 | Methodology

Data Collection

Since this is essentially a case study, we had to resort to secondary sources for our information. This information has been compiled from a number of different places. An in-depth review of the existing records and interviews with relevant staff members shed light

on the process of implementation, control, monitoring, and payback. The TBL Annual Report has been mined for secondary information.. Mostly used sources for this study are:

- Official SIBL Ltd website
- Certain SIBL Ltd brochures and related papers
- Daily Newspapers
- Online Journal

Study Design: Descriptive

Methodology: Qualitative

Research Instrument

Ratio Analysis: This study compares data from the previous 5 years across 5 different ratios to see how well the bank has recovered from the shock of the pandemic.

PESTEL Analysis: A strategic framework known as a PESTEL study may be used to evaluate the business environment in which a company operates. Historically, the term PEST analysis (for "Political, Economic, Social, and Technological") was used to describe the framework. Recently, environmental and legal factors have been incorporated into the framework's overall scope. With this method, I aimed to illustrate the impact of extraneous variables on TBL.

Porter's Five Forces: Porter's Five Forces is a framework for analysing the influences of five different types of competition on any given business, allowing for the identification of opportunities and threats within that market. The purpose of this research is to apply this method to the determination of industry competitiveness and the improvement of a business's long-term profitability.

3.3 | Findings

3.3.1 Findings of the study

Trust Bank Limited's financial performance was strong both before and after the introduction of COVID-19; therefore, the bank as a whole has been on an upward trend. Additionally, they managed to survive the pandemic and deal with the circumstances during the post-COVID era. If we take a look at their ROE and ROA, we can see that they were increasing during the post-COVID period and that they significantly declined in the year 2020, but they are now expanding on a larger scale than they were before. Finally, I can say that Trust Bank Limited has performed significantly better financially than its competitors and has experienced significant growth since the end of the pandemic. Below I'm highlighting the major findings that I have found from this study:

1. Trust Bank Limited's ROE and ROA performance over the past five years has been mixed, with fluctuations driven by changes in net income and equity levels. The COVID-19 pandemic in 2020 had a significant impact on the bank's performance, but the bank was able to bounce back in 2021 during the post-COVID.
2. EPS is an important metric for evaluating a company's financial performance, and Trust Bank Limited's EPS has fluctuated over the past five years. The bank's profitability trends have been mixed, largely due to external factors such as the COVID-19 pandemic and changes in the market.
3. The bank's NPM has been continuously above the industry norm, reflecting the success it has had in controlling expenses and turning a profit.
4. Over the past five years, Trust Bank Limited's cost-to-income ratio has shifted for a number of different reasons. The bank's cost-to-income ratio has been rising, despite the fact that it has been increasing its revenue.
5. The stable LCR performance of Trust Bank Limited over the last five years is indicative of the bank's good liquidity position and efficient management of liquidity.

risk. The bank's financial stability, risk management, and profitability are all directly tied to the bank's ability to keep its LCR over the legal minimum level.

6. Over the past five years, Trust Bank Limited's Leverage Ratio performance has been consistently solid, demonstrating the bank's strong capital position and efficient capital management. Keeping the faith and confidence of the bank's stakeholders is crucial, and the Leverage Ratio is a key indicator of the bank's financial health and resilience. Trust Bank Limited has been increasing its capital adequacy and decreasing its risk exposure over the last five years, as measured by the Leverage Ratio. This bodes well for the bank's financial health and stability and improves its resilience to the hazards of the banking business.

7. Their foreign remittances were doing well prior to the outbreak of the COVID virus, but they suffered a severe setback during that time.

3.3.2 Analysis

Ration Analysis

Return on Assets (Trust Bank Limited, 2019, 2020, 2021)

ROA stands for Return on Assets. It is a financial ratio that measures a company's profitability in relation to its total assets. A higher ROA indicates that a company is generating more profits per dollar of assets, while a lower ROA suggests that the company is not generating as much profit from its assets.

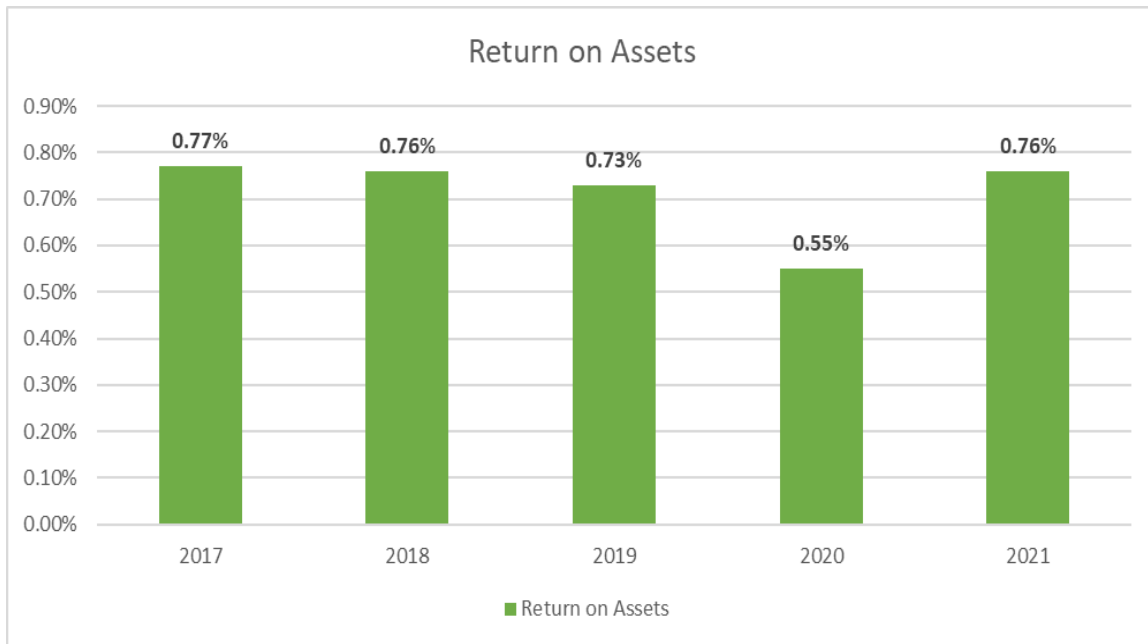


Figure 18: ROA

Interpretation

According to the provided statistics, Trust Bank Limited's ROA had some variation over the previous five years.. A return on assets of 0.77% in 2017 means that the bank made \$0.77 for every \$1 in assets. Return on investment dropped to 0.76 percent last year. and dropped even lower in 2019 to 0.73%. This indicates that the bank was unable to provide earnings as effectively as in other years. This may indicate that the bank's profitability was lower than in prior years. The dramatic drop in ROA to 0.55% in 2020 suggests that the bank had difficulties in its operations or finances that year. The ROA dropped precipitously to The bank had difficulties in either its operations or finances throughout the period Time of the year. The Return on Assets increased to 0.76 percent in 2021, however, suggesting that the bank has effectively dealt with the problems it experienced last year.

Return on Equity

ROE is a financial ratio that measures the amount of profit a company generates for each unit of shareholder equity. It indicates how effectively a company is utilizing shareholder funds to generate profits.

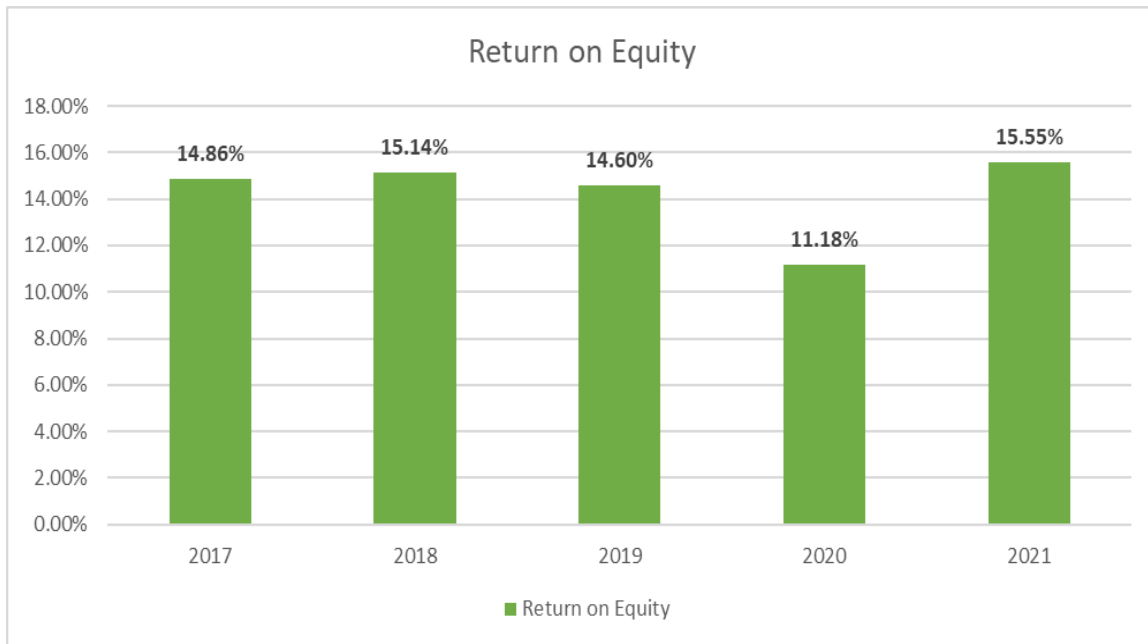


Figure 19: ROE

Interpretation

Over the past five years, the return on equity at Trust Bank Limited has varied. In 2017, the bank's return on equity was 14.86%, meaning that for every dollar of shareholder stock, the bank had a profit of 14.86 cents. Return on equity (ROE) grew to 15.14 percent in 2018 and dropped to 14.6 percent in 2019. This would indicate the bank's ability to make profits, although with considerable volatility over time. It's possible that the bank ran into operational or financial difficulties in 2020 since the ROE dropped dramatically to 11.18 percent. But in 2021, the bank's return on equity skyrocketed to 15.55%, suggesting it had successfully overcome the obstacles it had faced the year before and generated more profits for its shareholders.

Net Profit Margin

Net profit margin is a financial ratio that measures the percentage of revenue that remains after deducting all expenses, including taxes and interest. It indicates how efficient a company is in generating profits from its operations.

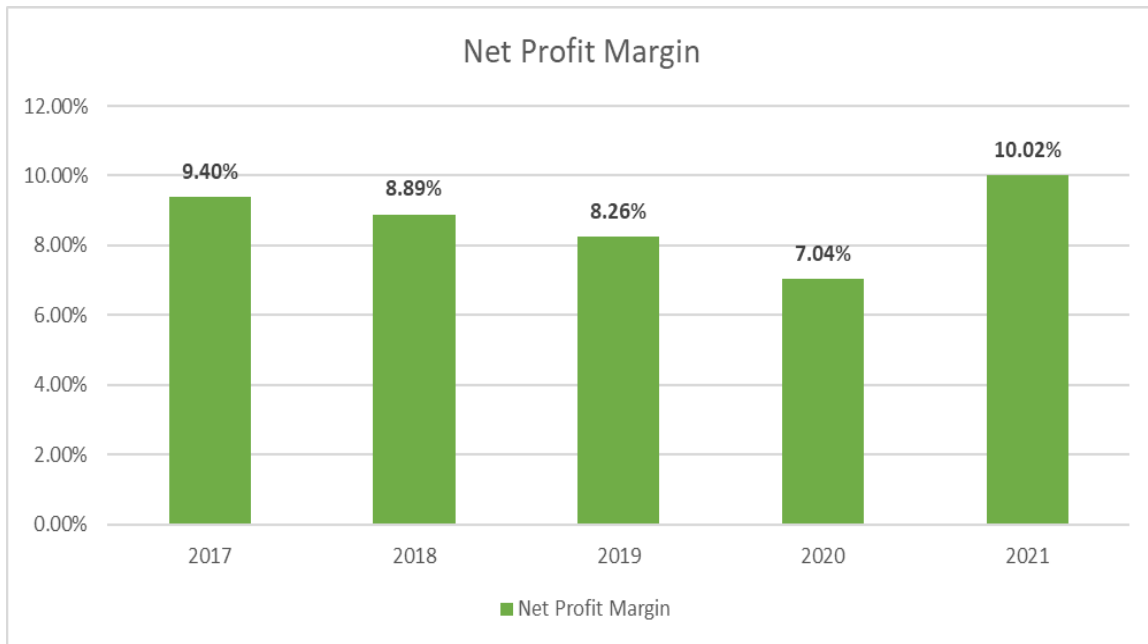


Figure 20: Net Profit Margin

Interpretation

Over the course of the past five years, Trust Bank Limited's Net Profit Margin has seen some fluctuations. With a Net Profit Margin of 9.40% in 2017, the bank made \$9.40 in profit for every \$100 in sales. In 2018, the Net Profit Margin dropped to 8.89%, and in 2019, it fell to 8.26%. This indicates that the bank was not as successful as it had been in the past at keeping costs in check. The dramatic drop in the bank's Net Profit Margin to 7.04% in 2020 suggests that it may have had operational or financial difficulties that year. However, in 2021, the bank saw a significant increase in its Net Profit Margin to 10.02 percent, suggesting it had overcome the difficulties it had encountered in the previous year and improved its profitability.

Cost to Income Ratio

The cost-to-income ratio is a financial metric used to assess how much of a bank's revenue is covered by operational expenses. It is a measure of how well a bank keeps its operational expenses in check.

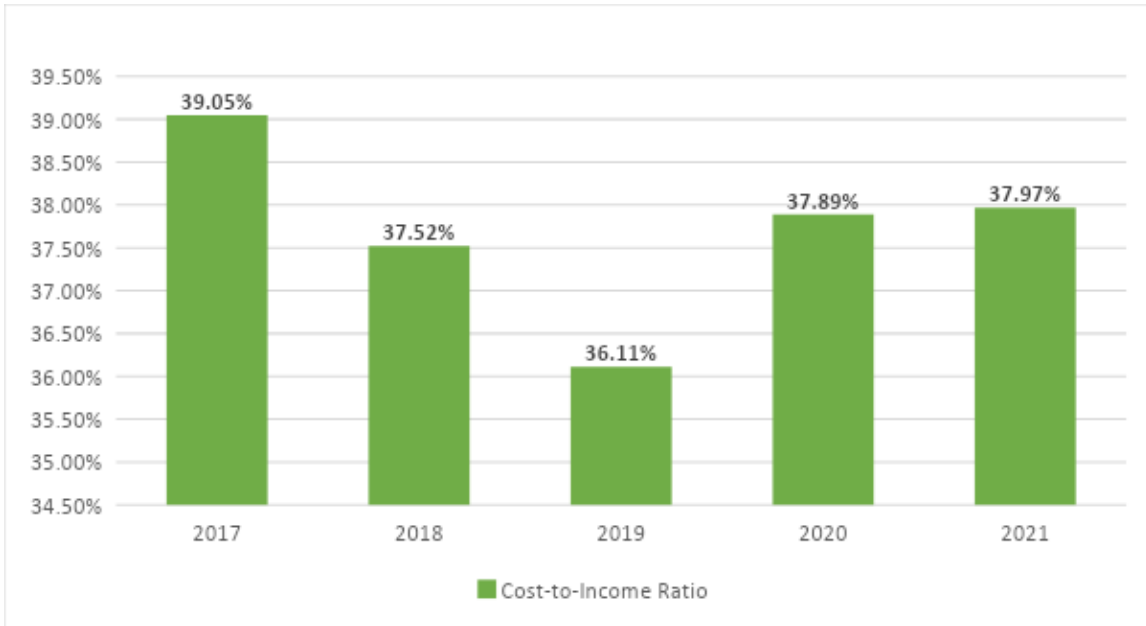


Figure 21: Cost to Income Ratio

Interpretation

Cost-to-income ratio fell to 37.52% in 2018 and is projected to drop to 36.11% in 2019. The proportion rose to 36.89% in 2020, then to 37.97% the following year. This suggests that the bank has been able to keep costs down over time, but there was a rise in 2021.

Earnings Per Share

Earnings per share is a financial ratio that measures the amount of profit a company generates for each outstanding share of its common stock. It indicates the profitability of a company on a per-share basis. (Lanka Bangla, 2023)

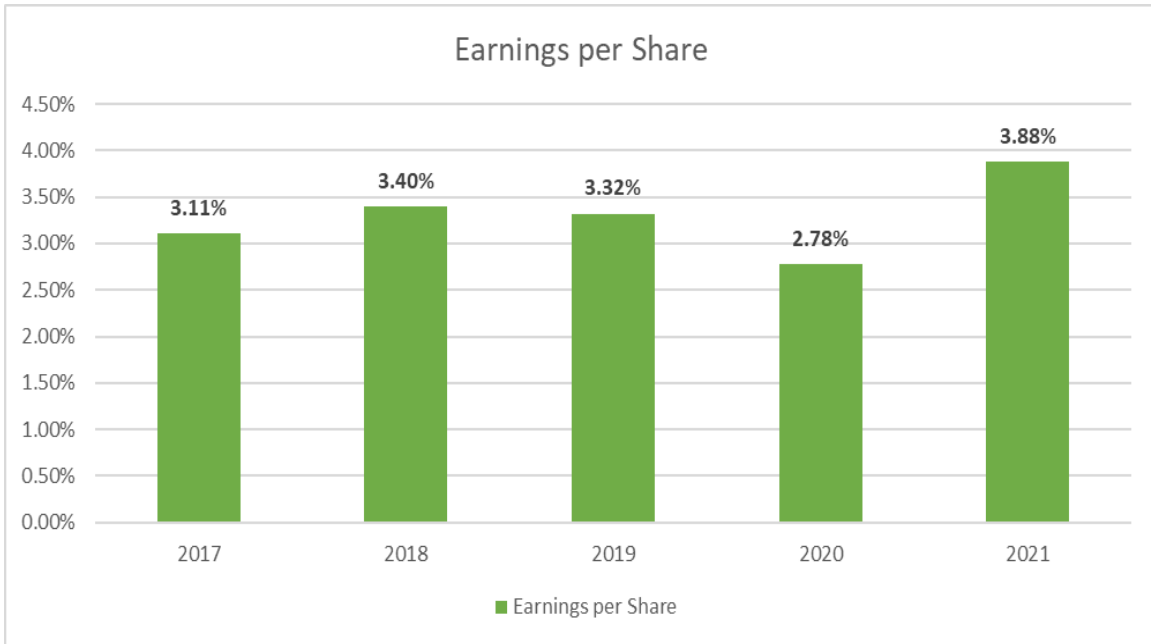


Figure 22: Earnings Per Share

Interpretation

Earnings per share (EPS) is a measure of a company's profitability that accounts for the distribution of net earnings among all outstanding shares of common stock. Trust Bank Limited's earnings per share (EPS) has varied over the previous five years, as shown by the supplied statistics. In 2017, the bank had a profit of 3.11 cents per share, giving it an earnings per share of 3.11%. In 2018, earnings per share went up to 3.4%, but dropped to 3.32% in 2019. Earnings per share dropped dramatically to 2.78 percent in 2020, but rebounded to 3.88 percent the following year. This points to a shaky history of profits for the bank

Liquidity Coverage Ratio

Liquidity coverage is a measure of a bank's ability to meet its short-term financial obligations. It compares a bank's liquid assets to its expected cash outflows over a specified period.

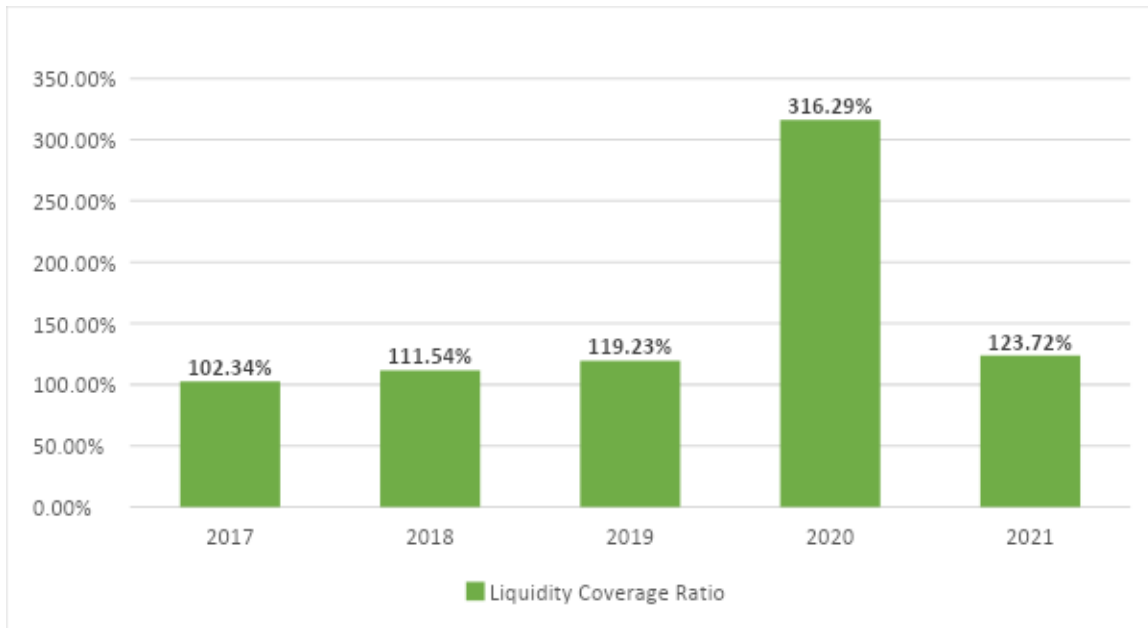


Figure 23: Liquidity Coverage Ratio

Interpretation

A bank's capacity to cover its short-term liquidity demands is quantified by the Liquidity Coverage Ratio (LCR), a financial performance statistic. It shows how much of a bank's net cash withdrawals occurred over a 30-day stress period compared to the bank's total high-quality liquid assets. Trust Bank Limited's LCR had wide swings during the last five years, according to the data supplied. The LCR for 2017 was 102.34%, thus the bank has enough of high-quality liquid assets to cover its net cash withdrawals. There was a rise in the LCR from 111.54% in 2018 to 119.23% in 2019. In 2020, however, the LCR jumped to a much higher value of 316.29%, suggesting a larger degree of liquidity risk. In 2021, the LCR dropped to 123.72%, which is still more than the required 90% by law.

Leverage Ratio

The leverage ratio is a financial ratio that measures a company's level of debt relative to its equity. It indicates the amount of debt a company has relative to its assets.

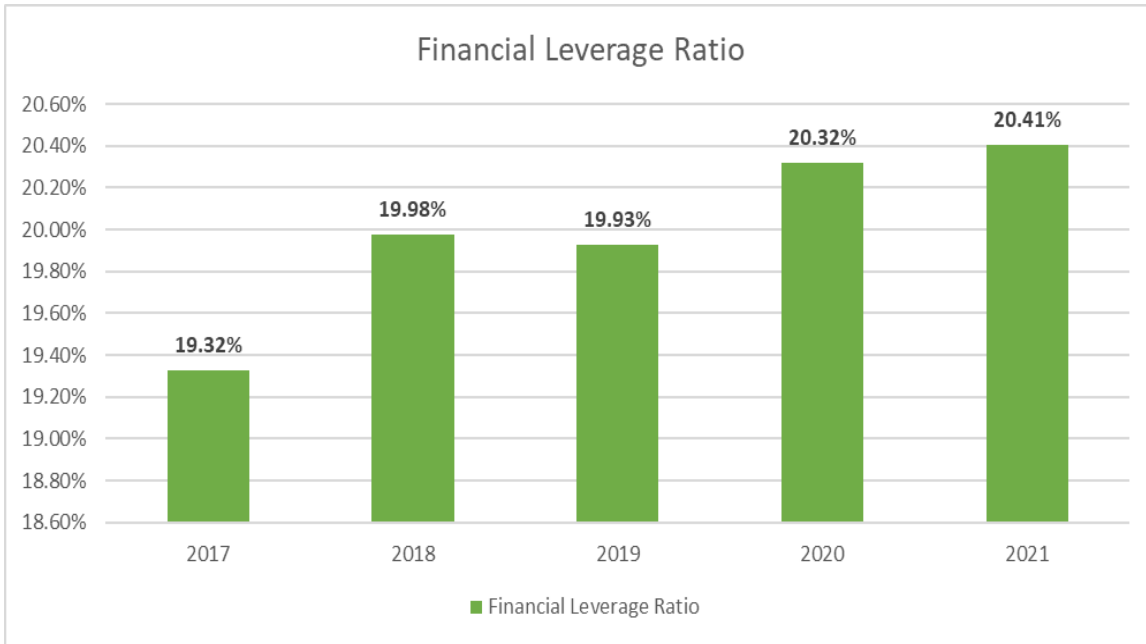


Figure 24: Leverage Ratio

Interpretation

A bank's capitalization and its capacity to absorb losses may be evaluated using the Leverage Ratio, a financial performance statistic. It measures Tier 1 capital as a percentage of total bank assets. Trust Bank Limited's Leverage Ratio has risen steadily over the last five years, as seen by the presented statistics. The bank has 19.32 cents of Tier 1 capital for every dollar of total assets in 2017, according to the Leverage Ratio. In 2018, the Leverage Ratio reached 19.98%, and in 2019, it is projected to reach 19.93%. The Leverage Ratio went up to 20.32% in 2020 and then to 20.41% the following year. This demonstrates a rise in the bank's capital adequacy over time.

Foreign Remittance

Foreign remittance is the transfer of money from a person living in a foreign country to someone in their home country. It can be done through various channels such as banks, money transfer operators, and online payment platforms.

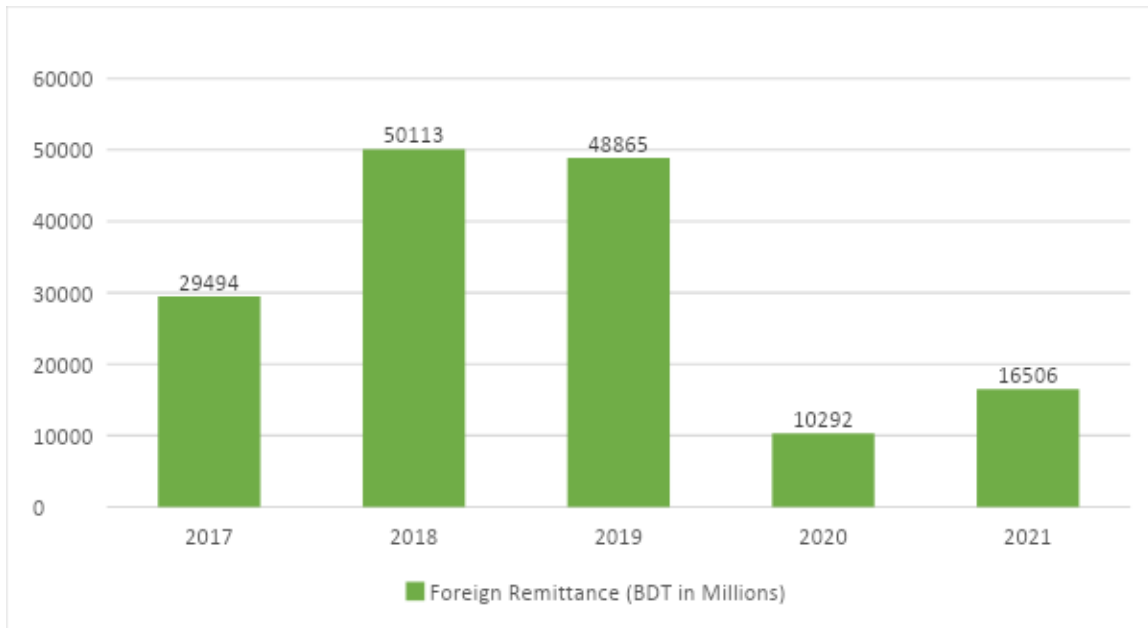


Figure 25: Foreign Remittance

Interpretation

The Foreign Remittance of Trust Bank Limited has seen substantial fluctuations during the previous five years. Foreign remittances were BDT 29,494 million in 2017 for the bank. The staggering increase to BDT 50,113 million in 2018 reflects a meteoric rise in the bank's international clientele. Foreign remittances fell to BDT 48,865 million this year, but still represent a sizable sum. Foreign Remittance fell dramatically to BDT 10,292 million in 2020, representing a major drop in the bank's foreign revenue. In 2021, however, the bank saw an improvement in its international revenue, as the international Remittance grew to BDT 16,506 million.

Macro Environmental Analysis of TBL

Using the PESTEL model we can do a macro environmental analysis of Trust Bank Limited.

Political Factors: The political climate in Bangladesh has major implications for Trust Bank Limited. The Bangladesh Bank, the country's central bank, has established rules and regulations that the bank must follow. There are a number of rules and regulations that the bank must follow due to the highly regulated nature of the banking business.

Economic Factors: Trust Bank Limited has a customer base that is mostly middle class in a developing economy also a lot of people from the government sector. The bank has been able to broaden its clientele thanks to the expanding economy in recent years. However, the bank's

profitability and demand for its services are vulnerable to economic risks such as inflation, currency fluctuations, and interest rate changes.

Social Factors: Customers of Trust Bank Limited range from individuals to large corporations. The financial institution must modify its offerings in response to client feedback. Changing consumer habits, more disposable incomes, and increased urbanisation are only some of the societal developments that have an effect on the bank's bottom line.

Technological Factors: The banking business is changing quickly, and Trust Bank Limited has both possibilities and problems as a result of technological progress in the banking sector. In order to maintain its competitive edge and maximise its efficiency, the bank must adapt to new technologies as they emerge.

Environmental Factors: Trust Bank Limited is significantly impacted by environmental challenges including climate change and natural catastrophes (The pandemic of 2020). When deciding whether or not to make loans to certain industries, the bank must take environmental risks into account.

Legal Factors: Consumer protection laws, labour laws, and tax rules are just a few of the many banking-related laws that Trust Bank Limited must follow. The bank must also follow corporate governance rules, such as those requiring it to be open and forthcoming with information.

Porters Fives Forces of TBL

Threat of New Entrants: Heavy regulation in the banking sector makes it difficult for new players to join the Bangladeshi market. Trust Bank Limited is well-known and well-liked, making it difficult for new entrants to get into the market.

Bargaining Power of Suppliers: Trust Bank Limited uses a wide range of vendors, including computer-technology companies, advertising firms, and more. The bank's size and standing in the community give it considerable leverage in negotiations.

Bargaining Power of Buyers: Customers have a lot of weight when haggling prices in the banking sector. If a customer is unhappy with the services provided by Trust Bank Limited, they may simply move to another provider. In order to keep its consumers, the bank has to provide better and better services all the time.

The threat of Substitute Products or Services: Online banking platforms and other financial institutions pose a modest danger of substitution to Trust Bank Limited's business model. But the bank has an edge over its rivals thanks to its emphasis on individualised service and its widespread branch network.

Rivalry Among Existing Competitors: There is a great deal of competition in the banking sector in Bangladesh. Trust Bank Limited faces competition from both domestic and foreign institutions like Standard Chartered Bank and HSBC. In order to remain competitive, the bank must often test and implement new ideas for improving customer service. Such as an easy way to open account on the fly by using your mobile phone like City bank and Bkash.

Current Situation of the Banking Industry in Bangladesh

In Bangladesh, all banking transactions are still heavily dependent on paper or documents. To open an account, one has to fill out pages of forms and submit copies of identity documents, photographs, TIN certificates, etc. on paper with a wet signature. To file taxes, the taxpayer needs to visit the bank to collect physical statements and various certificates that must be furnished to the tax authorities. To buy a car or a piece of land, it becomes necessary to visit the branch to get a pay order issued. If a person receives remittance from overseas, supporting documents and forms must be submitted to the bank so that they can credit his account. If a factory owner needs to import raw material, it would become necessary for him to visit the branch to submit the LC application form. When the shipments arrive, shipping documents must be collected from the bank and submitted to customs to release the goods. The list goes on and on. (Aziz, 2020)

For almost everything related to banking, it is essential to visit the branch.

As of 2023, the banking industry in Bangladesh is dynamic and evolving, with several key developments and trends shaping its current situation. Here are some key points:

1. **Growth and Expansion:** The banking industry in Bangladesh has been experiencing steady growth and expansion. The number of banks and financial institutions has increased, with a mix of nationalized commercial banks, private commercial banks, specialized banks, and foreign banks operating in the country. Banks are expanding their branch networks, reaching into rural areas through branchless banking, agent banking, and mobile financial services, to

promote financial inclusion and access to banking services for previously unbanked or underbanked populations.

2. **Technological Advancements:** The banking industry in Bangladesh is increasingly adopting technology to improve operational efficiency, customer experience, and financial services. Online and mobile banking services have gained popularity, enabling customers to access banking services and conduct transactions conveniently from their smartphones. FinTech and digital payment services are also emerging, offering innovative solutions for financial transactions and services.

3. **Regulatory Reforms:** Recent regulatory reforms in the banking industry of Bangladesh aim to achieve a number of different aims, some of which include financial stability, risk management, and client security. The Bangladesh Bank has issued rules as well as suggestions in order to improve corporate governance, risk management, and cybersecurity, as well as to prevent and address money laundering and the financing of terrorism. These documents may be found on their website.

4. **Credit Growth and Asset Quality:** Increased lending to different sectors in Bangladesh, such as consumer, small and medium-sized business (SMEs), and agriculture, has led to the comparatively high credit growth in the banking industry there. Concerns over asset quality are further exacerbated by non-performing loans, also known as NPLs, which have been identified as one cause of trouble for some financial institutions. In addition to the numerous measures that have been taken to address NPLs, the Bangladesh Central Bank has built a specialised platform for debt collection.

5. **Interest Rate Environment:** As a result of the Bangladesh Bank's employment of monetary policy instruments to contain inflation and maintain the stability of the country's financial system, the environment regarding interest rates has remained relatively unchanged. The interest rates that banks provide on their different deposit and lending products are influenced by market conditions as well as constraints imposed by regulatory agencies.

6. **Financial Inclusion:** The banking industry in Bangladesh continues to put a high priority on extending people's access to a wider range of financial services. Some of the unique ways that are being utilised to give access to banking services to underserved and rural locations

include agent banking, mobile financial services, and digital payment systems. In order to ensure that all citizens of Bangladesh have access to financial services, both the government and the Bangladesh Bank are working hard to expand access to the financial system via various financial inclusion policies.

7. Customer Expectations: Customers in Bangladesh are looking for financial services that are not just rapid but also simple to use and backed by cutting-edge technology. Banking that is done digitally and through mobile devices, as well as online payment systems and personalised financial services, are in great demand. Banks are actively attempting to enhance their customer service and adapt to the ever-evolving requirements of their clientele in order to preserve their current market share.

8. Risk Management: Risk management is one of the most important focuses in Bangladesh's financial services industry. In order to effectively manage many types of risk, including credit risk, operational risk, market risk, and liquidity risk, financial institutions are required to adhere to severe protocols. In order to ensure that financial institutions in Bangladesh are doing their business in a responsible and sustainable manner, the Bangladesh Bank has formulated certain guidelines and rules pertaining to risk management.

9. Green Banking: Awareness of the importance of environmental sustainability and climate change has led to a rise in the popularity of "green banking" in Bangladesh. In an effort to do their part for environmental protection and social responsibility, certain financial institutions are introducing "green banking" programmes, such as encouraging renewable energy finance, green financing, and sustainable investing practises.

10. Collaboration and Competition: Several financial institutions in Bangladesh are vying for customers' deposits. It is becoming more usual for banks, FinTechs, and other stakeholders to work together and form partnerships in order to pool resources and create cutting-edge financial products and services. Banks are being more customer-centric, bettering service quality, and differentiating themselves in response to increased market competition.

Recent Problem in Letter of Credit

A lack of foreign currency reserves and a balance of payment issue caused the LC in Bangladesh to be suspended at the end of 2022.

Bangladesh's dollar issue was exacerbated by a drop in exports. Bangladesh's exports are mostly comprised of textiles and clothing. Demand for Bangladeshi textiles fell as a result of the worldwide spread of the COVID-19 epidemic. This lowered the country's foreign exchange reserves since exports were bringing in less money.

"Please give us dollars. We cannot open Letters of Credit to import raw materials." The statement was made by a top businessman who is involved in diversified sectors - from steel to cement, textile, financial institution, and others. (Rahman, 2023)

A decrease in remittances from abroad employees was also a factor. Millions of Bangladeshis leave their home country to find employment elsewhere, mostly in the Middle East. The money these employees bring home to their relatives in Bangladesh is a major contributor to the country's foreign exchange reserves. Remittances were down since several nations shut their borders in response to the epidemic and many employees were laid off.

Also, imports increased, especially for necessities like food, fuel, and medicine. Bangladesh's ability to acquire these items was hampered as a result of the pandemic's effects on global supply networks. As a result, the country's foreign currency reserves were under even more strain as people scrambled to get their hands on US dollars to pay for imports. (The Financial Express, 2022)

Due to these issues, the Bangladesh Bank was short on US dollars, which are used to fund the LC system. Due to this shortfall, the bank was unable to back the LCs issued by domestic banks with sufficient amounts of foreign currency. As a result, local banks were unable to issue new LCs or renew old ones, creating problems for commerce and industry in the nation.

There was a lack of necessities since many importers were unable to obtain new LCs to pay for their imports. As a result, costs went up and business activity slowed. The situation was especially difficult for SMEs since LCs are often used by them to fund imports. (Mowla, 2022)

The government and central bank of Bangladesh responded to the crisis by taking a number of steps. Some of these measures involved attempting to increase the country's foreign exchange reserves by borrowing money from international organisations like the International Monetary Fund (IMF) and the World Bank. To protect the country's foreign currency reserves, the government likewise banned imports of non-essential products while encouraging export growth. The issue was eventually stabilised thanks to these efforts, and the LC mechanism began functioning normally again.

Effect of the Ukraine-Russia War on the Banking Industry

Indirectly, the conflict between Russia and Ukraine might affect financial institutions in Bangladesh.. Here are some potential ways in which the conflict may affect the banking sector in Bangladesh:

1. **Global Economic Impact:** Financial markets throughout the world may be negatively impacted by the ongoing conflict between Russia and Ukraine. Bangladeshi banks might be indirectly affected by any disturbance in global economic operations, such as trade disruptions, increasing geopolitical tensions, or volatility in financial markets.
2. **Foreign Trade and Remittance:** Any interruption in global commerce as a result of the war might have a negative impact on Bangladesh's export profits because of the country's large export market. This might have a knock-on effect on incoming foreign cash, such as money sent home by Bangladeshis working overseas. Given the importance of remittances as a source of foreign currency for Bangladesh, a decrease in these transfers might have a negative impact on the country's banks' liquidity and foreign currency reserves.
3. **Foreign Direct Investment (FDI):** FDI flows are sensitive to political stability and geopolitical concerns in any area. Bangladeshi banks' development and expansion ambitions might be hampered by a drop in foreign investment if tensions between Russia and Ukraine continue to rise..
4. **Risk Management and Compliance:** Banks' risk management and compliance procedures may be affected by geopolitical risks such as the conflict between Russia and Ukraine. Credit risk, market risk, and geopolitical risk are all areas in which banks may need to reevaluate their exposure before deciding on the best course of action. The operating expenses of banks

may be affected because of the potential need for more resources, experience, and alertness in monitoring and managing risks.

5. International Correspondent Banking Relationships: In order to facilitate foreign transactions, banks in Bangladesh have established correspondent banking ties with financial institutions in other countries. Correspondent banking connections might be impacted in the event of heightened geopolitical tensions and sanctions placed on Russia or Ukraine by other nations, which could influence the convenience and cost of doing foreign transactions for Bangladeshi banks.

6. Perception and Confidence: The perception and trust of investors in a country's economy and financial system may be negatively affected by geopolitical tensions and wars. Investor confidence in Bangladesh might be harmed if there is a bad impression or lack of trust in the stability of the area as a result of the war between Russia and Ukraine. This may have repercussions for the banking industry as a whole if it leads to lower levels of investment and economic activity.

Conclusion While the conflict between Russia and Ukraine may have limited direct effects on Bangladeshi banks, it may have far-reaching indirect effects on the global economy, trade, remittance flows, foreign investment, risk management, correspondent banking relationships, and investor perception. Bangladeshi banks need to keep a careful eye on the situation and act accordingly to deal with any dangers or difficulties that may develop.

Key Impact of the COVID-19 Pandemic on the Banking Industry

The COVID-19 pandemic has had a significant impact on economies and financial systems worldwide, including Bangladesh. The banking sector in Bangladesh has also been affected by the pandemic in various ways. Here are some potential impacts of COVID-19 on the banking system in Bangladesh:

1. Asset Quality: Repayment ability of debtors may have been affected by the economic slowdown brought on by the pandemic, which may have led to fewer business operations, job losses, and lower revenues for people and enterprises. It's possible that this contributed to a rise in NPLs and a decline in the quality of banks' assets.

2. Provisioning Requirements: Banks' profitability and capital adequacy may be affected by the increased provisions that may have been necessary to cover potential loan losses as a consequence of the possible rise in NPLs.

3. Liquidity Management: Due to possible shifts in deposit behaviour, client withdrawals, and lower cash flows from borrowers, banks may have felt the effects of the pandemic on their liquidity. In order to pay their commitments and finance lending activity, banks may have had to carefully manage their liquidity.

4. Digital Transformation: Banks and their clients have been forced to depend increasingly on online platforms during this epidemic owing to lockdowns and social distancing tactics. It's possible that banks in Bangladesh have had to increase their digital capabilities and spend more money on technology in order to keep up with customers' shifting demands and maintain a steady stream of operations.

5. Regulatory Measures: There may have been a number of measures put into place by the Bangladesh Bank and other regulatory bodies to help the banking sector weather the pandemic. These include regulatory forbearance, loosened requirements, and liquidity support for banks.

6. Customer Assistance: To help their clients deal with the financial strains brought on by the epidemic, banks in Bangladesh may have implemented measures like loan moratoria and debt restructuring.

7. Business Model Adjustments: Banks in Bangladesh may have had to modify their operations in response to the epidemic by altering their lending strategies, risk tolerance, and product lines in order to deal with the new economic reality and reduce vulnerability.

Given the dynamic nature of the situation, regulatory bodies and financial institutions in Bangladesh may need to continue monitoring and assessing the entire effect of COVID-19 on the banking sector in the country. The precise effect may differ based on a number of variables, such as the intensity and length of the pandemic, the regulatory actions taken, and the banks' capacity for adaptation.

Major Loopholes in the Banking System of Bangladesh

However, based on general knowledge and historical trends, some major loopholes that may have hampered the Bangladeshi banking system in the past include:

1. **Non-performing Loans (NPLs):** Non-performing loans, often known as bad loans or NPLs, may have a negative impact on a bank's stability and financial health if there are too many of them. Lenders' bottom lines, capital buffers, and access to funds may all take a hit if customers default on their loans.
2. **Weak Risk Management:** Inadequate credit risk assessment, poor governance, and inadequate internal controls are all examples of insufficient risk management practices that put banks in unnecessary danger. This threatens the soundness of the banking system since it may increase the prevalence of problems including loan defaults, fraud, and operational losses.
3. **Lack of Transparency and Disclosure:** Lack of timely and accurate financial reporting is only one example of how the banking industry's lack of transparency and disclosure practises may make it difficult for investors to understand a bank's real financial health. This has the potential to lower investor confidence and threaten the financial system as a whole.
4. **Governance and Compliance Issues:** Banks' safety and soundness may be jeopardised by poor corporate governance practises such a lack of independent board monitoring, conflicts of interest, and an insufficient risk culture. The stability of the financial system may also be jeopardised by a lack of compliance with regulatory standards and lax enforcement of rules.
5. **Political Interference:** Banks' independence and integrity may be jeopardised by political meddling in their operations, such as undue influence over loan choices, appointments, and other problems. The stability of the financial system may be jeopardised if irresponsible lending practises, favouritism, and a loss of institutional integrity resulted.
6. **Cybersecurity Risks:** Cybersecurity threats are growing as institutions become more dependent on technology and digitalization. Data breaches, financial fraud, and reputational harm caused by lax cybersecurity safeguards threaten the credibility and stability of the banking system.

7. Money Laundering and Terrorist Financing: Banks may be used for illicit purposes like money laundering and terrorist funding if adequate safeguards against these activities are lacking. The stability of the financial system may be jeopardised and regulatory sanctions imposed as a result. Because of the risks AML and CTF are being implemented in Banks.

It's worth keeping in mind that the vulnerabilities and threats to the Bangladeshi financial system may evolve over time, necessitating ongoing scrutiny from regulators. Bangladesh's financial regulators and institutions are diligently attempting to close these gaps and fortify the country's shaky banking infrastructure. (Jamal, 2022)

Potential Threats to Bangladesh Banking Industry

The banking industry in Bangladesh may face several potential threats, which could impact their operations, financial stability, and customer confidence. Some of the potential threats include:

1. Non-Performing Loans (NPLs): High levels of non-performing loans (NPLs) could pose a threat to the banking industry in Bangladesh. NPLs are loans that are not being repaid as per the agreed terms, leading to potential losses for banks. Economic downturns, business failures, and weak credit risk management practices could result in an increase in NPLs, impacting banks' profitability and capital adequacy.

2. Cybersecurity Risks: As the banking industry in Bangladesh becomes more reliant on technology and digital platforms, cybersecurity risks pose a significant threat. Cyber-attacks, data breaches, and information theft could result in financial losses, reputational damage, and erosion of customer trust. Banks need to invest in robust cybersecurity measures, including firewalls, encryption, multi-factor authentication, and employee awareness training to safeguard against cyber threats.

3. Regulatory and Compliance Risks: The banking industry in Bangladesh is subject to a significant amount of risk associated with regulatory and compliance issues. The banking business is subject to a broad variety of laws and regulations, including those concerning consumer protection, the battle against the financing of terrorism, the fight against money laundering, and prudential monitoring. If a bank does not comply with the regulations of the regulatory bodies, they may put their business operations and their profits at risk. This may result in monetary penalties, negative publicity, or even legal action.

4. Economic and Political Risks: The Bangladeshi banking sector may be vulnerable to the country's economic and political instability. The asset quality, profits, and liquidity of banks might be negatively impacted by economic downturns, inflation, currency depreciation, and political instability. Uncertainties and problems for banks may also come from changes in government policies and regulations, as well as from geopolitical events.

5. Liquidity and Funding Risks: Bangladeshi banks may be vulnerable to liquidity and financing issues. In order to function, banks must have access to sufficient liquidity to pay their bills and finance daily activities. Banks' capacity to satisfy their short-term and long-term financing needs might be impacted by difficulties in obtaining funding sources, changes in market liquidity circumstances, and poor liquidity management.

6. Credit Risk Concentration: The banking system in Bangladesh may be at danger due to the concentration of credit risk that exists when banks have disproportionate exposure to certain industries or borrowers. If the credit quality of highly concentrated exposures were to deteriorate, losses would occur, threatening the profitability and capital sufficiency of the banking industry.

7. Technological Disruptions: Traditional banks in Bangladesh may be threatened by technology innovation and market upheaval. The business models, client tastes, and market share of conventional banks are all susceptible to being upended by FinTechs, digital payment systems, and other technology advancements. To be competitive and relevant, banks must adjust to the ever-evolving nature of technology and client expectations.

8. Reputation Risk: Banks run the danger of having their brand image and consumer trust damaged by the public's opinion of them, customer complaints, or unethical business practises. Damage to a bank's reputation may be detrimental to its long-term viability since it can lead to a loss of clients, a drop in revenue, and a lowering of confidence.

9. Human Resource Risks: The banking sector in Bangladesh may be threatened by human resource risks such as an insufficiently trained labour force, employee fraud, and unethical practises. To reduce their exposure to human resource risks, banks should hire competent and ethical workers, establish strong internal controls, and invest in their employees' professional development.

10. External Factors: External factors such as natural disasters, political unrest, global economic events, and regulatory changes in other countries could also pose potential threats to the banking industry in Bangladesh. These external factors could impact banks' operations, risk exposures, and financial stability.

In conclusion, the banking industry in Bangladesh faces various potential threats that require proactive risk management measures, and compliance with regulatory requirements.

3.4 | Conclusion

The impact of COVID-19 on the financial industry is expected to increase demand for foreign currency, resulting in an increase in the supply of dollars and other currencies. As a result, their price falls, indicating that their value is lesser than it was earlier. When you exchange your money for another currency, you lose some of the inherent value of your money, causing its value to plummet. COVID-19's influence on both demand and supply has also contributed to fluctuations in the rates at which currencies are traded against one another.

The banking sector around the world has been making required preparations in anticipation of a worldwide economic crisis. Financial institutions are taking steps to guarantee that they are prepared. For example, because of COVID-19, financial institutions have been able to cut loan interest rates while increasing profits by charging higher fees for services such as ATM withdrawals and inter-account transfers. They have withstood the current economic crisis as a consequence of the steps they have implemented. China and Russia, in particular, prefer "national currency trade" to "Euro-Dollar trade." They are advising other countries to use the

yen and ruble as a reserve currency. This also reduces the United States' impact on the international financial system. More countries are realizing that not using their currency as a reserve currency has a significant impact on its value. There may be some economic instability, but the necessity for the currency will be minimized.

Furthermore, the gas war is a major contributor to the current state of international economic insecurity. Russia, like several EU nations, particularly Germany, is currently the region's principal supply of natural gas. Gas prices in Europe skyrocketed as a result of the conflict. COVID-19 will have a disastrous impact on the banking sector. The growing cost of fuel has a direct influence on financial institutions' bottom lines, decreasing profit margins and adding to their already high operating costs.

Banks have responded to these difficulties in a variety of ways in order to protect their profitability and market position. Given the current state of the gas market, it is reasonable to predict that the drop-in interest rates given by some financial institutions (by as much as one percent) will result in an increase in the number of consumers seeking lower-cost loans while remaining able to afford them. You may be eligible for promotional offers such as interest-free financing for six months or a year if you finance a new automobile purchase with selected financial institutions before December 2020 (or until further notice). Unlike other readily available financial solutions, this one allows clients two years (or three if they take advantage of our special offer) to save up enough money before they are required to pay back their loan installments in full. The banking sector has done an excellent job of adapting to the Post COVID period and has made adequate measures to mitigate the problems encountered by the other banking fractions.

3.5 | Recommendation

- While the expansion is encouraging, the bank can do more to boost its bottom line by focusing on enhancing its operational efficiency and cautious asset management.

- By concentrating on measures that enhance income and lower expenditures, such as expanding the bank's loan portfolio and enhancing operational efficiency, the bank may boost its profitability.
- Moving forward, the bank can continue to focus on improving its operational efficiency and managing credit risk to maintain its profitability.
- To achieve this good NPM, the bank can implement cost-cutting measures workforce optimizing its operations and workforce. Additionally, the bank can focus on increasing its revenue by expanding its improving its customer experience. These measures can help the bank improve its financial efficiency and profitability in the long run.
- Continuous monitoring and management of liquidity risk is crucial for ensuring the bank's resilience to financial shocks and maintaining its reputation as a reliable and trustworthy financial institution.
- To increase the flow of remittances through the legal route, it is very important that foreign workers know about money and how mobile banking works before they go abroad. Before moving them abroad, you should think about teaching them how to open and use bank accounts.

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