

REPORT ON PERFORMANCE OF LANKABANGLA SECURITIES

By

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

BRAC Business School
Brac University
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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 have acknowledged all main sources of help.

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Letter of Transmittal

Dr. Md. Mizanur Rahman
Assistant Professor
BRAC Business School
Brac University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report Titled “Internship Report on LankaBangla Securities”

Dear Sir,

With due respect, it is my great pleasure to submit this report titled “Internship Report on LankaBangla Securities” on time. I have left no stone unturned in collecting data and other variables from credible sources that are significant. I hope that you will find this report to be up to standard. I sincerely apologize for any errors or shortcomings in this report you may find.

I, therefore, pray and hope that you will be kind enough to accept this of report of mine and oblige thereby.

Sincerely ours,

Ashesh Pranto Bosu
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BRAC Business School
BRAC University
Date: May, 2023

Acknowledgement

I would like to express my sincerest gratitude and appreciation to all those who have contributed to the completion of this internship report.

I want to express my gratitude to my supervisor, Assistant Professor Dr. Md. Mizanur Rahman, for all his help, advice, and mentoring during the internship. His valuable insights and feedback have been helpful in shaping the direction and content of this report. Also, my co-supervisor Assistant Professor Dr. Kausar Alam for supporting me all the way.

I would like to express my sincere gratitude to LankaBangla Securities Limited's management for giving me the opportunity to complete this internship and gain valuable insights into the workings of the stock market industry. I want to express my gratitude to the entire team at LankaBangla Securities Limited, who have been incredibly supportive and welcoming throughout my internship. Their valuable input and assistance in data collection and analysis have been immensely helpful in preparing this report.

Executive Summary

This report provides an overview of my internship experience at LankaBangla Securities Limited, focusing on the operations conducted by management, its business strategies policies and customer engagement and finally focusing on the relationship between inflation and stock market performance in Bangladesh. The report highlights the significance of Lanka Bangla Securities, its management, business practices and its position among peer brokerage houses and relationship of inflation and stock market performance as they are key indicators of a country's economic growth. This study used a quantitative research method and found a significant negative relation between inflation and stock market performance of Bangladesh. Also, it was found that there are non-economic factors that may influence the capital market. The findings have important implications for stakeholders in the stock market and can influence investment decisions and policy-making processes. This report recommends that investors consider the impact of inflation on the stock market while making investment decisions and that policymakers implement appropriate measures to control inflation accordingly. Overall, the report focuses on the importance of understanding the relationship between inflation and stock market performance in order to make informed investment decisions and ensuring a healthy stock market.

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List of Acronyms

BB	Bangladesh Bank
BBS	Bangladesh Bureau of Statistics
BSEC	Bangladesh Securities and Exchange Commission
CSE	Chittagong Stock Exchange
DSE	Dhaka Stock Exchange
GDP	Gross Domestic Product
IDLC	Industrial Development Leasing Company of Bangladesh Limited
IPO	Initial Public Offering
IT	Information Technology
LBSL	LankaBangla Securities Limited
NBFI	Non-Banking Financial Institution

Glossary

IPO	A company's first sale of stock to the public. Usually, these securities belong to small and new companies that require external equity capital and a public market for their stock.
Credit Rating	Refers to assessing the capacity of an individual or company to meet its financial obligations, or the probability of not defaulting on debts. It is also known as creditworthiness.
Capital Market	Historically, the term "capital markets" has specifically referred to the market where long-term debt instruments (with a maturity of over one year) are traded and capital is raised. However, in more recent usage, it has a broader meaning that encompasses the market for various types of investments, including stocks, bonds, and derivatives
Money Market	Money markets are designed for short-term borrowing and lending, typically with a maturity of three years or less. The securities traded in a money market may include government bonds, Treasury bills, as well as commercial paper issued by banks and companies.
TREC Number	A brokerage license is called a TREC which is a certificate issued by a stock exchange for the execution of trading of listed securities as a broker or dealer as per securities laws.

Chapter 1: Overview of Internship

1.1 Student Information

Name: Ashesh Pranto Bosu

ID: 18104175

Department: Brac Business School

Program: Bachelor of Business Administration

Major: Finance and HRM

1.2 Internship Information

1.2.1 Basic Information of Internship Company

Below are the details of internship in LankaBangla Securities Limited:

Organization Name	LankaBangla Securities Limited
Branch	Gulshan Branch
Address	Level 1, Uday Tower, Gulshan Avenue, Gulshan, Dhaka - 1212
Position	Intern
Department	Business Development
Internship Period	February 8 to May 7 (3 Months)
Supervisor	A K M Ashikur Rahman Deputy Manager Business Development LankaBangla Securities Limited

Table 1 Basic Information of Internship

1.2.2 Job Scope

The experience I gathered from LankaBangla Securities Ltd. was more of a learning experience than working experience. During my internship at LankaBangla Securities Limited, I had the opportunity to learn and grow in a professional setting. The experience provided me with numerous challenges, but also with many rewards. Staying at a corporate office for 3 months helped me adapt the corporate culture of Bangladesh. During the internship, I was groomed by LBSL experts and relevant industry leaders. I get to know how a branch works under the supervision of principal branch. I also encountered an audit from DSE which gave me real life experience how regulatory authorities conducts their operations.

During my internship period at LankaBangla Securities Limited in the Business Development department, my key duties and responsibilities included below:

1. **Acquiring new customers:** My top responsibility was identifying and approaching potential customers, assisting in the account opening process. But most of the cases as an intern, I wouldn't get the opportunity to deal with customer due to regulatory restrictions.
2. **Training and development:** Throughout my internship, I was provided with various training sessions and workshops to help me develop my skills and knowledge in different areas of the business. Researchers of LBSL and guest speakers conducted a good number of seminars, meetings to introduce us to the money market.
3. **Document management and organization:** Another important responsibility was to ensure that all the necessary documents were obtained and maintained for each customer account. Also, the documents needed to be organized according to the instructions provided by DSE guidelines. Then opening the BO account for the customer.

4. **Data entry:** I was often tasked with the task of entering data related to BO account and their transactions to the private network of LBSL as well as DSE. Also, any change in account details
5. **Trade executions:** As a part of the Business Development team, I was involved in several trade-related activities, including executing buy and sell orders for our clients and ensuring that enough trade was generated for the company, with the help of my supervisor I got to use state of the art trading terminals and learned the ins and outs of the process.
6. **Market analysis:** I also had the opportunity to learn about market analysis, analyzing market trends and identifying potential investment opportunities. I had the opportunity to learn about both fundamental and technical analysis from the best fund managers in the country. These analyses are the base of choosing what stocks to invest in or not.
7. **Maintaining accounts:** Another responsibility was to maintain daily transactions which include cash and cheque deposits, fund requisition, petty cash. I had to timely process invoices and payments daily and get approval from my line manager.

Overall, my internship duties and responsibilities were focused on learning from the best in the market. But to reinforce the learning, practical training was also present. These learning experiences gave me a complete understanding of the operations and practices of a brokerage house and helped me develop valuable skills and knowledge that will be useful in my future academic as well as professional pursuits.

1.3 Internship Outcomes

1.3.1 Students Contribution to the Company

In my role as an intern in the Business Development department at LankaBangla Securities Limited, my duties involved acquiring new customers and overseeing trade-related activities.

The primary goals of the internship were to give me practical exposure to the business development field and to enhance and solidify my academic learning over the years at BRACU regarding the operations and processes of any managerial position holder. I was able to capture these. In my internship period, I led my team in a project given by my supervisor. The project handled a crucial part of customer engagement. We did our best and at the end the work was appreciated and contributed towards successfully attaining the goal. I also had to do a lot of data entry work for LBSL which helped them to comply accordingly with DSE regulations. My efforts were greatly appreciated.

1.3.2 Benefits to the student

During my internship period, I had to do a diverse range of tasks and responsibilities that allowed me to improve my skills and acquire valuable knowledge. I developed effective time-management techniques, enhanced my communication skills, and learned how to collaborate with team members properly while working at LBSL. Also, I had the opportunity to work with clients and stakeholders directly, which helped my interpersonal skills practically. One of the most demanding challenges faced by me during the internship period was adapting to a rapidly changing and fast-paced environment which I did not encounter before. This showed me the necessity of adaptability in real life. Moreover, this experience taught me how to be resilient and think quickly on the spot. All in all, my internship allowed me to develop greater confidence in my capabilities and myself. My internship has proven to be highly advantageous for my academic and career objectives. Through this experience, I obtained practical, on-the-job training regarding securities market, which will undoubtedly be impactful to me regardless of whether I choose to pursue a career in this industry or similar jobs. Not only will I be able to manage my own investments with confidence, but I also developed a comprehensive understanding of various sectors within the market. I could also guide my friends and family whether they want to join such workplaces or to choose these organizations to do business with.

1.3.3 Difficulties faced by the student

At LBSL we were offered a dynamic working environment. At times there were rush but also time to relax. One issue that was faced by us were the lack of accommodations such as dedicated desks of interns, computers and printer. We had to share this equipment with the rest of the branch which was time consuming. Except for this, the whole journey at LBSL was very educating and fruitful.

1.3.4 Recommendations

During my internship, I observed the actions of LBSL relating to their very closely. Their contributions to make our journey smooth are very much appreciated. However, I would like to recommend LBSL to create a program outline for the entire internship. A precise schedule of the training sessions will be more effective. This will allow us be prepared beforehand.

Chapter 2: Organization Part

2.1 Introduction

LankaBangla Securities Limited is one of the leading brokerage houses in Bangladesh. LankaBangla Securities Ltd. Began its journey in 1997 as Vanik Bangladesh Securities Ltd. At first, its activities were confined only within the Chittagong Stock Exchange (CSE) Ltd but, a year later, it made a step ahead and introduced itself to the Dhaka Stock Exchange (DSE). In 2005, Vanik Bangladesh Securities Ltd. Changed its name to LankaBangla Securities Ltd. following a restructuring of the company. LankaBangla Securities Ltd. is specialized in developing the country's most efficient stock brokerage workforce with unmatched skills and consummate perfectionism. LankaBangla Securities Ltd. is the leader in terms of customer transactions and engagement. LBSL has ranked as the country's top broker for 16 years of the 25 years of its operation.

LankaBangla Securities has developed digital platforms namely TradeXpress, LBSL Financial Portal, and iBroker to facilitate clients across the country and abroad for opening online beneficiary owner accounts (BO), execute online trade in both DSE and CSE at the same time, gather market updates and information in real-time. This proves LBSL has a strong IT Infrastructure, a strong research base covering 40% of the Market Cap of equities and publishing different research publications and reports for investors at home and abroad. The regularly publish market research magazine named, Market Pulse. The firm has a strong client base and extraordinary service coverage in key districts of the country.

2.2 An Overview of Lanka Bangla Securities Limited (LBSL)

LankaBangla Securities Limited at a glance:

LankaBangla Securities Limited at a glance	
Date of Corporation	July 3, 1997
Commencement of Operation	July 3, 1997
Registration No	C 33276(22)/97
Listing Year	DSE - 2023
Debut Trading Date	DSE – Jan 4, 2023
Authorized Capital – BDT (MN)	5,000.00
Paid Up Capital – BDT (MN)	2,690.30
Total Shares	269,030,332
Market Capitalization – BDT (MN)	6,456.73
EPS (2022)	1.26
Dividend - Cash (2022)	10
Credit Rating	Long term - AA2; Outlook - Stable
Number of Branches	36
Number of Employees	406

Table 2 Basic Information of LankaBangla Securities Ltd

2.2.1 Business Philosophy of LankaBangla Securities Limited

Vision

“To become the most efficient and unique platform for Bangladesh capital market by connecting people globally in order to derive the benefit of underlying economic growth of the country.”

Mission

- Cost effective and efficient brokerage platform.
- Build a trust-based relationship with the clients.
- Hub of international investment.
- Uphold the integrity of capital market.
- Research and analysis.
- Continuous process improvement.
- One-stop service with state-of-the-art technology.

Values

- Service Excellence
- Integrity and Professionalism
- Compliance
- Enjoyment
- Teamwork
- Understanding and Approachable
- Energy and Action

2.2.2 Services Provided by LankaBangla Securities Limited

- One Stop Solution through iBroker app.
- Trading facilities in both DSE and CSE.
- Internet trading facilities through TradeXpress and DSE mobile application.
- Online IPO application.
- Depository participant service from all branches.
- Beneficiary owner account.
- Margin loan facilities.
- E-commerce platforms.
- Custodial services.
- Customer experience center.
- Investor relation services
- Comprehensive research service

2.2.3 Competitors of LankaBangla Securities Limited

There are over 250 brokerage houses in Bangladesh but not all of them are direct competitor of LankaBangla Securities Limited. Because of difference in size, operations and workforce, not all of them is a threat to their position. Though being the market leader, they have competed greatly to keep the top position in the market. Here are the top 20 brokerage house based on turnover, January 2023:

Name of the Companies	TREC Number	Position in Jan'23	Position in Dec'22
UCB Stock Brokerage Ltd.	181	1	1
LankaBangla Securities Ltd.	132	2	3
Sheltech Brokerage Ltd.	120	3	7
BRAC EPL Stock Brokerage Ltd.	11	4	6
EBL Securities Ltd.	26	5	9
City Brokerage Ltd.	145	6	15
IDLC Securities Ltd.	58	7	8
Shanta Securities Ltd.	39	8	11
BD Sunlife Securities Ltd.	248	9	4
MTB Securities Ltd.	197	10	10
Bank Asia Securities Ltd.	237	11	14
ICB Securities Trading Company Ltd.	129	12	5
United Financial Trading Co. Ltd.	227	13	12
NRBC Bank Securities Ltd.	82	14	16
United Securities Ltd.	207	15	20
BD Finance Securities Ltd.	30	16	13
Prime Bank Securities Ltd.	219	17	23
IIDFC Securities Ltd.	238	18	34
Royal Capital Ltd.	21	19	19
AIBL Capital Market Services Ltd.	234	20	25

Table 3 Top 20 Brokerage House Based on Turnover

2.2.4 Organizational Structure

The employee of the company is classified and designated as shown below:

A. Executive Member

a	Chief Executive Officer	g	Deputy General Manager
b	Deputy Chief Executive Officer	h	Senior Assistant General Manager
c	Chief Operating Officer	i	Assistant General Manager
	Chief Research & Analysis Officer	j	Senior Manager
	Chief Marketing Officer	k	Manager
	Chief Financial Officer	l	Deputy Manager
	Chief Technology Officer	m	Assistant Manager
	Chief Research & Analysis Officer	n	Senior Executive
	Chief Marketing Officer	o	Management Trainee Officer (MTO)
d	General Manager	p	Executive
e	Senior Deputy General Manager	q	Junior/Trainee Executive

B. General Staff

a	Office Supervisor	d	Junior Office Attendant
b	Senior Office Attendant	e	Peon
c	Office Attendant	f	Driver

C. Sales and Marketing Personnel

a	Senior Officer	d	Associate Officer
b	Officer	e	Junior Officer
c	Deputy Officer		

Table 4 Organizational Structure of LBSL

2.3 Management Practices

2.3.1 Leadership Style

LBSL is known in the industry for having better managerial practices and norms. As they are on 1st position for 16 years, this achievement is directly related to leadership practices. The leadership style of Lanka Bangla Securities management is primarily participative which means all members have a saying in the decision-making process. This style is common in capital market brokerage services. I also witnessed this directly. There are daily briefings and general directions from the branch manager and research team, then all branch employees discuss their agendas and reach general goal. By combining the knowledge and experience of higher-ups and the research team with their daily market reading experience, LBSL regularly works towards their organizational goals. This consistency makes them better compared to other brokerage houses.

2.3.2 Human Resource Planning Process of LBSL

As I worked for 3 months in LBSL, in numerous ways I witnessed how much emphasis are given to developing the manpower of LBSL. For example, even as intern I received grooming lessons from management for how to engage with customers that will lead to their satisfaction. All the employees of LBSL has to go through important trainings and certification seminars that are funded by the company on anti-money laundering, fundamental and technical analysis, managerial and leadership training, marketing and DSE training for authorization certificate and workshops. These all proves the importance LBSL gives to their workforce. All these preparations make LBSL employees ready for their output towards their organization. Employees are offered attracted commissions for every trade they execute. This motivates them to perform higher per target. So, after every target compilation, employees are evaluated. Based

on their performance they receive promotion and increments. This timely process is definitely attractive for any job seekers in this industry.

2.4 Marketing Practices

A form of consistency is also noticeable in their marketing practices. Share market is not as public as banking. A limited number of people are interested and engaged in the money market. Therefore, marketing of LBSL and its services are also specific. Every employee of LBSL is instructed to reach their inner circle of friends and family to acquire funds. Also, they pursue employees of other profession, sector to bring them into the share market. LBSL also relies on social medias for reaching their existing and potential clients. For example, on LBSL's Facebook page, they regularly provide market summary and promotions features of their wide range of products. A mentionable feature would be their cross-platform trading of DSE and CSE. This attracts a lot of investors as LBSL prepared this by conducting market research on investors demands.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance

To evaluate LBSL's position and performance in the industry among the competitors, below I have used some tools and quantitative analysis. In order to compare LBSL's performance with others, let's first look at performance of LBSL in recent years.

Performance of LankaBangla Securities Limited

LankaBangla Securities Ltd. is a subsidiary of LankaBangla Finance Ltd. listed on the DSE's main board in 2006. LankaBangla Finance holds 92.31 per cent shares of the brokerage firm. LankaBangla Securities Limited, which started trading at the newly introduced alternative

trading board (ATB) early January this year, reported a 56% decline in earnings for 2022 compared to 2021.

According to a regulatory statement from credible source, LBSL is the first brokerage company in Bangladesh to sell shares on the stock market reported a net profit of Tk 329.53 million for 2022. Moreover, in 2022, its consolidated net profit decreased 35% year over year to Tk 338.36 million. Moreover, they lost the title of market leader for a second straight month to their competitor UCB Stock Brokerage Ltd.

Year	Dividend (In BDT)	EPS	NAV	Net Profit (In Million)
2022	10	1.26	21.25	329.53
2021	7	1.93	20.01	518.94

Table 5 LBSL's Performance Over Last Two Fiscal Year

Despite the decline in profit, the board of directors of LBSL recommended to distribute 10 per cent cash dividend for its shareholders, excluding sponsor-directors. Meanwhile, the share price of LBSL rose 2.13 percent which closed at Tk 19.20.

Peer Comparison:

Not all the competitors of LBSL are on the same level to perform peer comparison. So, UCB Stock Brokerage Limited was selected to perform peer comparison because LBSL and UCB are going head to head for the first position for the recent years. Below the performance difference between these two organizations are showed using some key financial ratios. In order to compare the two organizations on different aspects, I used ratios from 5 categories to compare, which are profitability ratios, liquidity ratios, debt ratios, operations ratios and lastly

market ratios. From all the ratio comparison showed below, LBSL is doing better than UCB in most of the parameters.

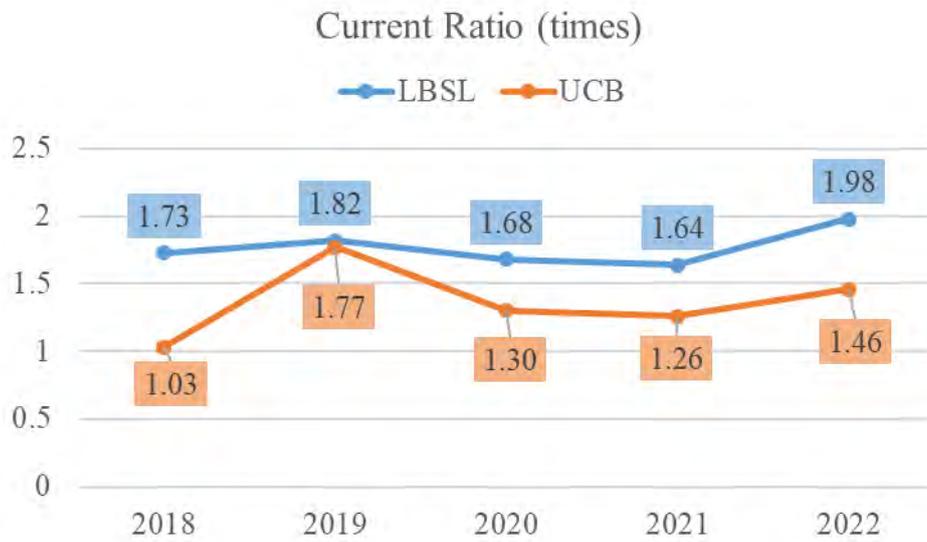


Figure 1 Comparison of Current Ratios

Current ratio indicates the relationship between an organization’s assets and liabilities. A higher number means better ability to pay off its liabilities using its assets. Both LBSL and UCB Stock brokerage limited are showing positive ratios over the years but LBSL is showing more consistency and growth.

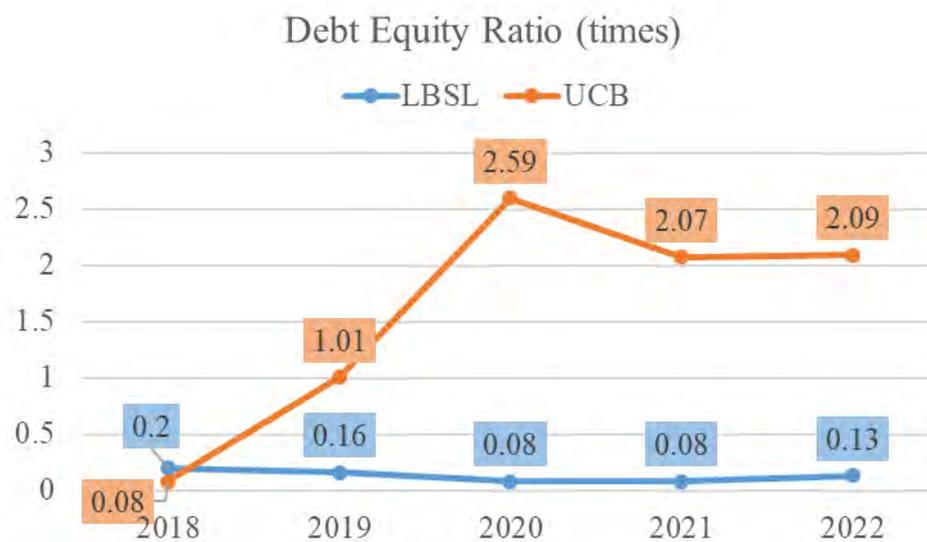


Figure 2 Comparison of Debt Equity Ratios

Debt Equity ratio is used to evaluate an organizations financial leverage. D/E ratio measures the degree to which a company is financing its operations with debt rather than its own resources where higher number indicates that company is taking more risk. So, here LBSL is doing better than UCB. However, the difference is higher which indicates LBSL can use debt to expand their operations further.

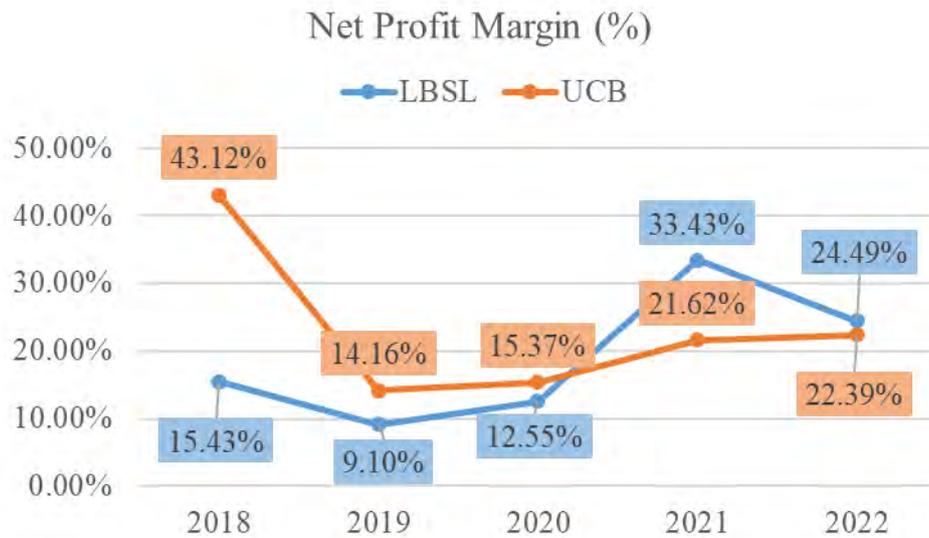


Figure 3 Comparison of Net Profit Margin Ratios

Net profit margin is another important ratio which indicates how much profit is made from its revenue. This directly shows the company’s financial position. Here, we can see over the years LBSL is doing better whereas UCB is lagging behind. Better net profit margin of LBSL points out to the investors that LBSL is generating more profits and operating costs are under control.

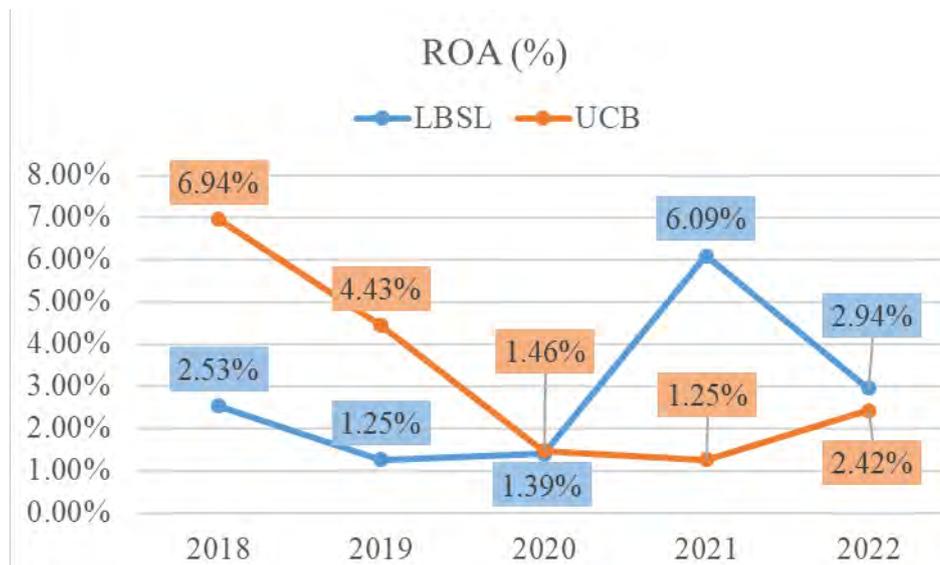


Figure 4 Comparison of ROA Ratios

ROA stands for Return on Assets which shows how much profit is being generated in relation with its assets. This is a great ratio to compare between two companies within same industry. With help of the graph, we can see that over the recent two years LBSL is doing better than UCB. This means LBSL's assets are being utilized effectively to generate profit. Higher ROA percentage keeps LBSL in a higher position.

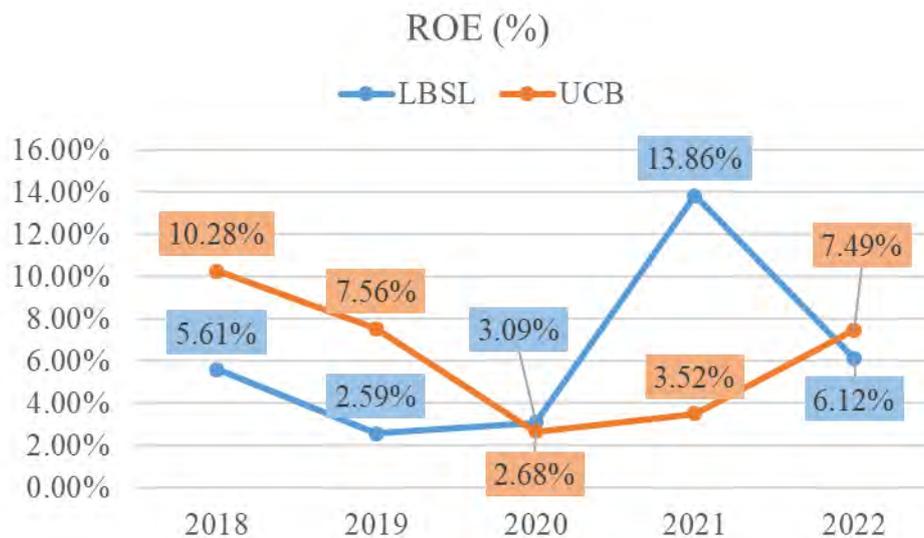


Figure 5 Comparison of ROE Ratios

Similarly, like ROA, ROE stands for Return on Equity. This shows how much a company is efficient at making profit using its equity financing. Higher ROE is preferred by investors. In recent years, LBSL is showing fluctuations compared to UCB. Last year UCB surpassed LBSL with a difference of 1.32%.

2.5.2 Accounting Practices

In my internship period I got the chance to look at their back-office operations of accounting department. This made me able to compare my academic knowledge regarding the matter to a practical use. While going through recent annual reports of LBSL, I saw all the components on place. LBSL also got awarded for their organized annual reports which provided a clear picture to the investors and stakeholders. Because of being a brokerage house, there are some differences between LBSL and typical organizations, all the major elements were present. Like differences, there were similarity as well. For example, LBSL also used straight line

depreciation method when it comes to their fixed assets. LBSL emphasizes a lot on following the rules and regulations of relevant regulatory authorities such as BB and BSEC. As per their guideline and to be accepted by international standards, all of their accounting strategies are in line with Internationally accepted rules. For example, for everything concerning with audits, LBSL directly follows international Standards on Auditing (ISAs) to increase their credibility and further improve their managerial practice ultimately.

2.6 Operations Management and Information Systems Practices

LBSL has been in the stock market since 1997. During this 26 year they have adapted the technological changes and infused them with their daily operations and activities. LBSL has their own research and IT department who are responsible for this advancement. LBSL uses modern HRIS tools to monitor their workforce. They are used to take attendance biometrically and keep track of entry and exit time. Any discrepancy is noticed by the HR with the help of these systems. Also, LBSL employee's performance is tracked using MINT software system. This software is developed by LBSL with help from 3rd party organizations. Employees are directed to use MINT all the time because using MINT, HR can successfully evaluate their performance and do appraisals. Because LBSL is the market leader, they are very much concerned with following the regulations. So, they keep track of all the transactions and records digitally in order to comply with present and upcoming BSEC laws and regulations. They use a record keeping software called ENADOC which is encrypted and stored in their local server. This system enables them to protect their client's information and safeguard against any cyber threat. LBSL also, uses state of the art world famous Direct FN terminals for their trading. DirectFN is an internationally developed Online Management System (OMS) used by the top markets in the world. This is done by no other brokerage houses in Bangladesh. Others use BSEC's terminal whereas LBSL uses DirectFN which results in effective and efficient trading all while security is maintained.

2.7 Industry and Competitive Analysis

In order to perform industry and competitive analysis, I have used Porter's Five forces, SWOT Analysis and PESTEL analysis. These tools altogether will evaluate LBSL's position.

- I. **Porter's Five Forces Analysis:** The Five Forces model invented by Michael Porter is widely used to analyze the industry structure of a company as well as its corporate strategy.

Rivalry Among Competitors: I showed above LBSL have competition but not all of them are on the same league. Because of LBSL's experience in money market and loyal customer base, not all of the competitors are to be worried with. So, rivalry among competitors would be rated low.

Power of Buyers: Power of Buyers in terms on LBSL will be low. This is because of the diverse customer base of LBSL consisting of funds of different sizes.

Power of Suppliers: In this aspect, power of suppliers will also be low. Because of the nature of this business and LBSL's strategies, this is possible. All the business conducted as prepared by LBSL's in house research and IT department. They can control their own supply.

Threat of Substitutes: Threat of substitute for LBSL is again low due to their services and features offered by them. For example, using TradeExpress customers can across DSE and CSE at the same time, simultaneously. This service offered by LBSL holds a strong sustainable competitive advantage over other brokerage houses.

Threat of New Entrant: Here in this industry, this is high. With time, people of all class are understanding the importance of passive income. Day by day they are becoming interested in money market instruments as our share market is growing in size. With

this increase in interest from the potential customers, national and international organizations are considering the idea of opening business in this industry.

Lastly, with all the five forces together, we can say LBSL is and will be doing fine now. But with time, new customers will be changing the balance and LBSL will have to adapt to that new change.

II. SWOT Analysis: This tool is used to evaluate a company position among competitors and to develop strategic plans.

Strengths: LBSL most strength comes from their superior service provided to customers. The features of their services are only offered by them and no other. This makes their customer base loyal and attracts new customers.

Weaknesses: LBSL has still not present in many districts but some other brokerage houses have reached there. For example, in Rajshahi, ICB has entered in Rajshahi but not LBSL.

Opportunities: One of the major opportunities for LBSL is tapping into the untouched young demographic investors. Even now, share market is only famous among elder generations. But as among young generation, business and passive income is getting popular, LBSL can utilize this opportunity to further develop their growth.

Threat: As with time Bangladesh is attracting global investments, it can be guessed that international brokerage houses would enter our market. This poses a great threat to LBSL as usually international player have large investments backing them up.

To sum it up, SWOT analysis indicated that is LBSL formulate their strategies accordingly to future threats and utilize opportunities, they can hold their top tier position and continue to grow.

III. PESTEL Analysis: Pestel analysis is an analysis of six external factor of any organization.

For LBSL, all the factors should be considered in order to evaluate its position and role in the economy.

Political: Political factor concerning LBSL is positive. Government of Bangladesh encourages share market growth as this helps to circulate money and aid economic growth. Also, recent political stability is allowing LBSL to operate smoothly.

Economical: Among economic factors, interest rate plays a significant role impacting the operations of LBSL. For investors in Bangladesh, banking industry is the primary choice. But due to change in interest rate difference, share market is also becoming a considerable alternative.

Social: For LBSL, social factors such as public view towards share market, investors age, class demographic factors play important role. In our country, mainly middle- and higher-class male earners of middle to elder range of people are the main target group. But, recently, young entrepreneurs are showing interest in share market as they are looking for a way of passive income.

Technological: In case of LBSK, technological factors played the most important roles. This is because the features that make LBSL stand out among competitors are fully based on the development and availability of internet and IT. Because of development in IT sector of Bangladesh and development in digital communication with foreign countries, LBSL was able to step up their IT department and deliver their key features.

Environmental: However, LBSL is currently not much engaged with environmental factors. But they could consider some activities that would attract younger generation of investors and job seekers. LBSL could emphasize on reducing their carbon footprint and increase recycling paper wastes.

Legal: Legal factors plays a vital role on the operations of LBSL. LBSL heavily depends upon the guidelines and restrictions of regulatory authorities. Regulations shape their operations in every step. From acquiring business license to earning certification of their employees, LBSL works with regulatory authorities who are very supportive towards LBSL. Therefore, LBSL can smoothly operate and engage with their customers.

All these tools altogether show that internally and externally LBSL is operating without hiccups and in future they will continue to do so. This consistency will directly result in the growth of LBSL.

2.8 Summary and Conclusions

With all the discussions and explanations, it can be said that LBSL is clearly one of the top 3 contender for anyone looking for jobs, doing business with or for doing research on. As an intern, I did my responsibilities and tried to be a part of LBSL throughout the period. LBSL as an employer, the part which attracted me most was the overall managerial practices. The workplace offered me a sense of corporate world and how to deal with it. An eventful workplace such as LBSL will help anyone grow on a personal and professional level if he/she decides to pursue a career in this industry. By aligning with organizational goals of LBSL, one will surely notice the development of his/her practical knowledge as being part of the diverse operations and performing alongside others. Also, looking at the market position and performance of LBSL among others, it is clear that LBSL is a better option in terms of customer satisfaction, offered services and financial performance. LBSL holding the top position for a long time directly tells about the superior service they provide. Their loyal customer base and acquiring of potential customers will result in future growth of this organization. All the

publications and research work of LBSL and their media presence around the internet and newspapers offers as a credible source for any researchers.

2.9 Recommendations

1. LBSL should increase their promotional activities. They should ramp up their social media presence and start advertising in newspapers as well. They could also buy ads in business magazines issued by top tier media corporations
2. Even though LBSL has reached a great number of districts around Bangladesh, they need to spread their network to all the parts of the country rather than targeting only the major cities.
3. LBSL should make their workplaces a bit more vibrant and engaging to attract younger generations of employees or investors. Currently in BD, only older generations are involved in share market which leaves the young demographic where LBSL can catch up.
4. LBSL could engage in some collaboration with other financial institutions in order to increase the range of their offered services and products. A new SBU in insurance industry can boost up their consistent growth.

Chapter 3: Project Part – Explaining the Relationship Between Inflation and Stock Market Performance

3.1 Introduction

3.1.1 Background

Inflation and stock market performance are two important economic indicators that have a significant impact on the overall economy of our country. Inflation refers to the rate at which the general level of prices for goods and services rises, while the stock market performance reflects the performance of publicly traded companies and the overall stock market. This report tries to draw the relationship between these two indicators. Also, some factors are explained that both influences this relationship and also gets influenced by this relationship.

3.1.2 Objectives

Fundamental Objective: This report is to examine the relationship between inflation and stock market performance.

Specific Objectives: The report aims to:

- i. Analyze the relationship between inflation and the performance of our stock market.
- ii. Identify the economic indicators and as well as non-economic factors that can be influenced by inflation and which in terms can affect stock market performance.
- iii. Showcase the performance of DSE during the ongoing inflation crisis in recent years and provide insights into the factors that have influenced its performance in this context.
- iv. Offer recommendations to investors for sound investment and policymakers in order to implement appropriate measures to control inflation and ensure positive market growth.

3.1.3 Significance

The report aims to explain the relationship between inflation and stock market performance and highlight its significance in making informed investment decisions and ensuring a healthy stock market. This report also recommends key points for investors and policymakers based on the findings and conclusions of the study. Overall, the purpose of the report is to contribute to a better understanding of the interplay between inflation and stock market performance and its implications for our economy and as well as our investors.

3.2 Methodology

3.2.1 Research Design

The research design for this report has both exploratory and descriptive elements, focusing on the relationship between inflation and stock market performance. The research uses qualitative and also quantitative research methods to reach conclusion. It attempts to deliver a relation between inflation and stock market performance. This report also tries to find the factors that are affected by inflation and has an influence in the performance of stock market. This research follows both qualitative and quantitative approaches.

3.2.2 Sample Design

The sample design for this report involved the selection of secondary data on inflation and stock market performance in Bangladesh from credible sources. The sample data in this report is inflation rate and DSEX index between January'22 and February,23. This data was collected from publicly accessible sources such as the Bangladesh Bank, Bangladesh Bureau of Statistics, Dhaka Stock Exchange and LankaBangla financial portal. The sample used here was selected based on its relevance to the topic and the availability of data. Data was not manipulated in any manner to produce any wanted result.

3.2.3 Data Collection

The report is written by using data from only secondary sources. Primary data for this report was not required. Most data are collected from Bangladesh Bank website, DSE, LankaBangla Financial Portal, research papers, news articles, reference books, and various websites that are offered by trustworthy and reliable sources, for which the references are duly given. All the sources are credible enough to be used here.

3.2.4 Data Analysis

This report provides a quantitative and qualitative analysis based on the secondary data which was collected through various sources. The data was analysed using Microsoft Excel and online analysing tools then the results were presented using graphs and tables. The overall analysis aimed to provide insights regarding the relationship between inflation and stock market performance in Bangladesh and to identify relevant factors that may have influenced the relationship between these two variables and also gets influenced.

3.3 Findings and Analysis

Recent Inflation Trend:

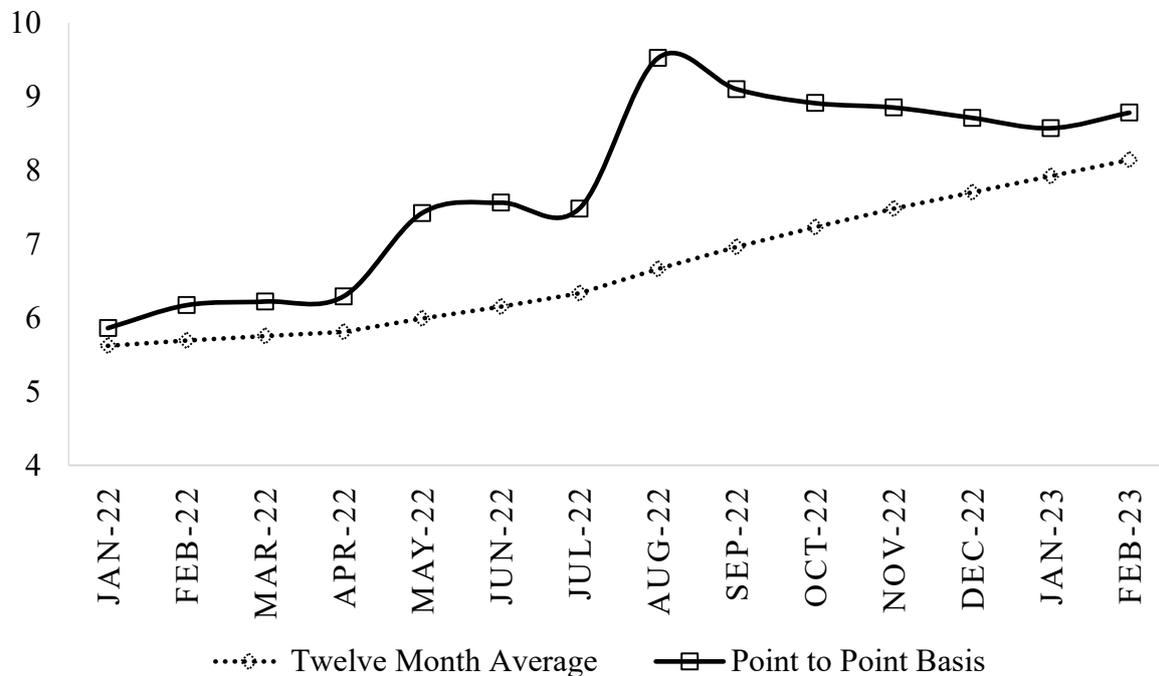


Figure 6 Recent Inflation Trend

Inflation and stock market performance are two important economic indicators that are closely examined by investors and policymakers. While these indicators are often discussed in separation, they are actually closely linked and does have a significant impact on each other. Inflation refers to the rate at which the general level of prices for goods and services is increasing, while stock market performance refers to the performance of publicly traded companies and their stocks. In this report, I will examine the relationship between inflation and stock market performance, with a focus on economic factors that can influence this relationship.

It is clear from the graph above that inflation has risen over the past two years. The highest inflation rate, 9.52 percent, was recorded in August of 2022, which itself is bad news for any economy. We are seeing that daily need costs increased, savings have decreased, bank deposits decreased, and stock market investment is at an all-time low.

The relationship between inflation and the stock market is much complicated. To simplify matters, economists explain the issue in two scenarios, when inflation is low and when inflation is high.

In an ideal world, the stock market likes to see sustained growth in inflation of around 1% to 3% per year, which is considered low-to-moderate inflation on average. This “healthy” environment means that the value of the currency remains more stable, the demand for goods and services holds steady, and prices are predictable.

But when annual inflation climbs above this level, the stock market is overrun by uncertainty and volatility. This in turn leads to lower economic growth for the country, which is bad news for investors and causes valuation concerns that can lead to weak stock market performance.

3.3.1 Analysis

Determining Relationship using Regression Analysis: The analysis for the relation between inflation was done by linear regression analysis. The analysis found that there is a negative relation between inflation(X) and DSEX index(Y). The regression analysis is given below with graph and proper explanation:

$X - M_x$	$Y - M_y$	$(X - M_x)^2$	$(X - M_x)(Y - M_y)$
-1.9571	512.6914	3.8304	-1003.4104
-1.6471	493.5614	2.7131	-812.9662
-1.5971	216.6714	2.5509	-346.0552
-1.5271	150.4914	2.3322	-229.8219
-0.3971	-76.0786	0.1577	30.2141
-0.2571	-93.1986	0.0661	23.9653
-0.3371	-259.6686	0.1137	87.5454
1.7029	-199.3386	2.8997	-339.4451
1.2829	35.4114	1.6457	45.4278
1.0929	-64.2186	1.1943	-70.1817
1.0329	-204.5986	1.0668	-211.3211
0.8929	-262.6786	0.7972	-234.5344
0.7529	-249.0486	0.5668	-187.498
0.9629	0.0014	0.9271	0.0014
		SS: 20.8617	SP: -3248.0801

Table 6 Linear Regression Calculation

Calculation Summary:

Sum of $X = 109.44$

Sum of $Y = 90842.76$

Mean $X = 7.8171$

Mean $Y = 6488.7686$

Sum of squares (SS_X) = 20.8617

Sum of products (SP) = -3248.0801

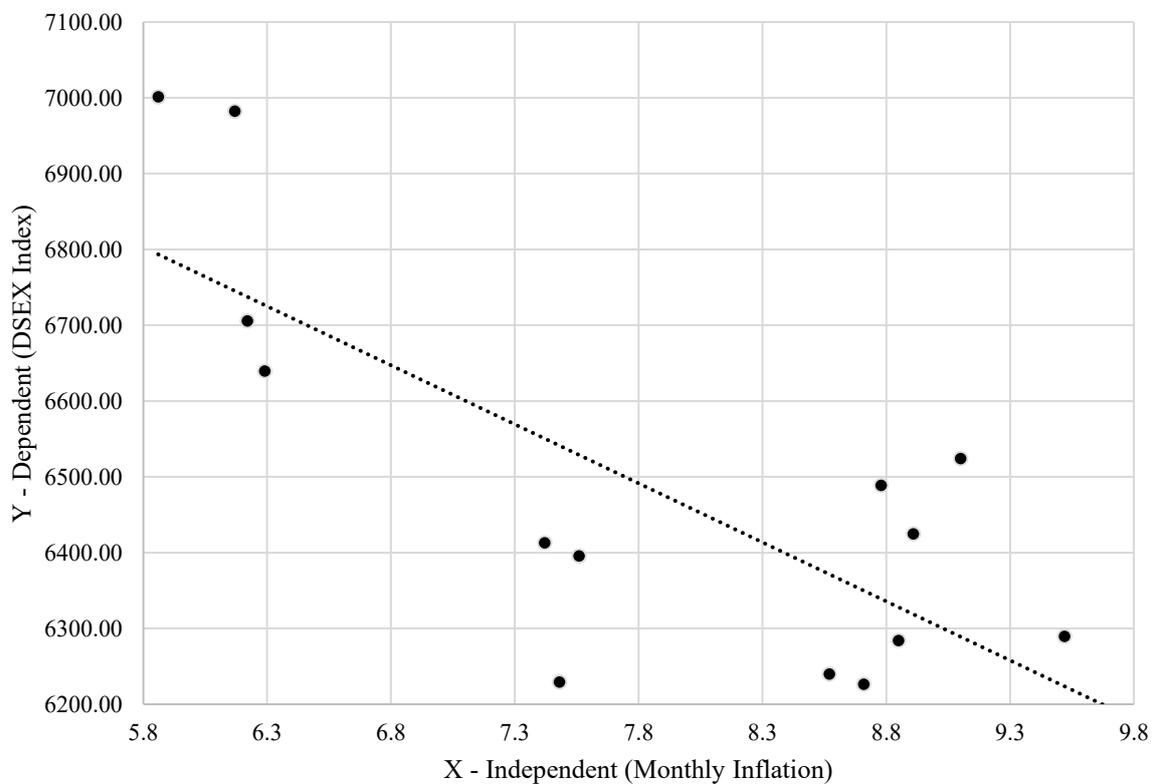
Regression Equation = $\hat{y} = bX + a$

$b = SP/SS_X = -3248.08/20.86 = -155.69595$

$a = M_Y - bM_X = 6488.77 - (-155.7*7.82)$

$= 7705.86609$

$\hat{y} = -155.69595X + 7705.86609$



..... Linear (Regression Line ($\hat{y} = -155.69595X + 7705.86$))

Figure 7 Linear Regression Line of Inflation and DSEX

The equation $\hat{y} = -155.69595X + 7705.86609$ represents a linear regression model, where \hat{y} is the predicted value of the dependent variable (also called the response variable) in this case DSEX index, and X is the value of the independent variable (also called the predictor variable) in this case inflation rate.

In this equation, the coefficient -155.69595 represents the slope of the regression line, which indicates the degree of change in the dependent variable for each unit increase in the independent variable. A negative slope indicates that as the value of X increases, the value of \hat{y} decreases. Meaning if inflation increases, value of DSEX decreases. Which suggests that there is a negative relationship between inflation and stock market performance.

The intercept term of 7705.86609 represents the predicted value of \hat{y} when X is equal to zero. In other words, it represents the value of \hat{y} when there is no influence of X on the dependent variable. Which indicates when there is no inflation, DSEX index will be at 7705.86.

In a graphical representation, it is visible that while inflation is rising rapidly, a down fall in DSEX can be noticed. Though it slightly recovered in September'22 then again going downward. In February'23 the index seems to be going upward again.

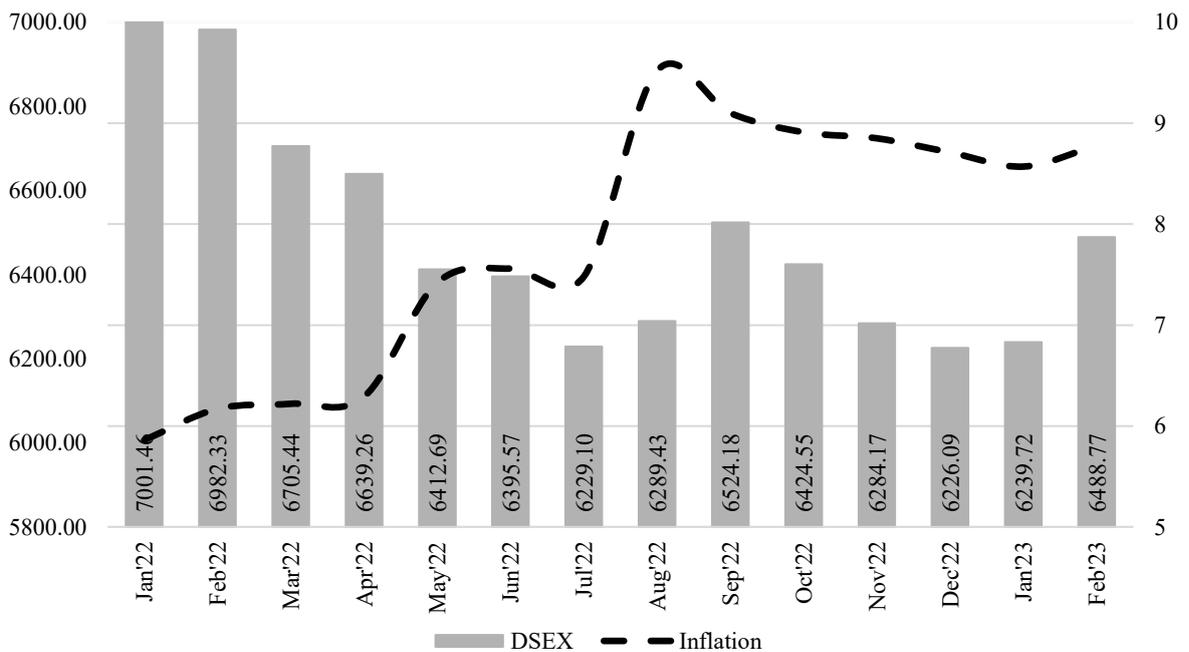


Figure 8 Graphical Representation of Inflation and DSEX Performance (Jan'22 to Feb'23)

3.3.2 Factors that influences inflation and affect stock market

performance

There are several economic and non-economic factors that may be influenced by inflation and can affect the stock market performance. These factors include GDP growth, interest rate, liquidity, exchange rates, corporate profits, government policy, foreign investment, and other economic indicators such as unemployment rates and consumer confidence. Understanding the complex relationship between inflation and the stock market is indeed important for investors and policymakers alike, as it can be helpful to make an informed investment decisions, monetary policy, and economic forecasting.

In this part of the report, I will briefly explain the economic factors that may be influenced by inflation and can affect stock market performance and will try to draw a connection between inflation and stock market performance.

i. GDP Growth

GDP is one of the major economic indicators for a country. GDP provides an overview of the overall health and growth of an economy. It helps policymakers and economists to track the performance of an economy over time and make informed decisions about economic policies.

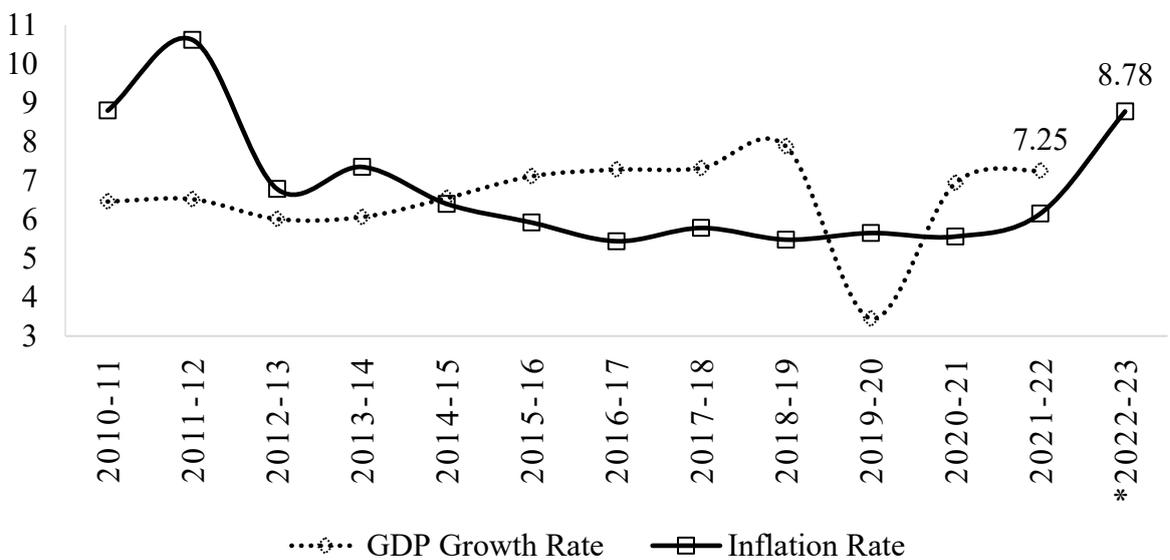


Figure 9 GDP Growth and Inflation Rate

GDP also provides information about the structure of an economy, including the contribution of different sectors such as agriculture, manufacturing, and services. This information is important in identifying the strengths and weaknesses of an economy and developing strategies for economic growth and development.

Furthermore, GDP data can help investors make informed decisions about their investments. A growing GDP typically signals a growing economy, which can lead to higher corporate profits and increased investor confidence. On the other hand, a declining GDP can lead to decreased corporate profits and lower investor confidence, resulting in lower stock prices and decreased returns for investors. A strong GDP may encourage investors to feel more confident in the market, which will increase investment. So, if inflation affects GDP, it will have a negative impact on the performance of the stock market. In this case it is visible that GDP doesn't get influenced by inflation. Though there is a downward movement in 2019-20, which was not caused by inflation.

ii. Interest Rate

When inflation is high, the central bank may raise interest rates to control inflation, which can lead to increased borrowing costs for companies and individuals. This can reduce the amount of available liquidity in the market as borrowing becomes less attractive, and it can also lead to decreased consumer spending, which can impact company earnings. Nonetheless, despite inflation, Bangladesh's interest rates have remained the same recently.

On the other hand, to increase liquidity financial institutions increasing interest rates on deposits. Most non-bank financial institutions, widely known as NBFIs, have increased interest rates on deposits amid soaring inflation and liquidity crisis. NBFIs sources said they received verbal consent from Bangladesh Bank officials for increasing the deposit rates above the rate of 7% set by the central bank on deposits and 11% on loans.

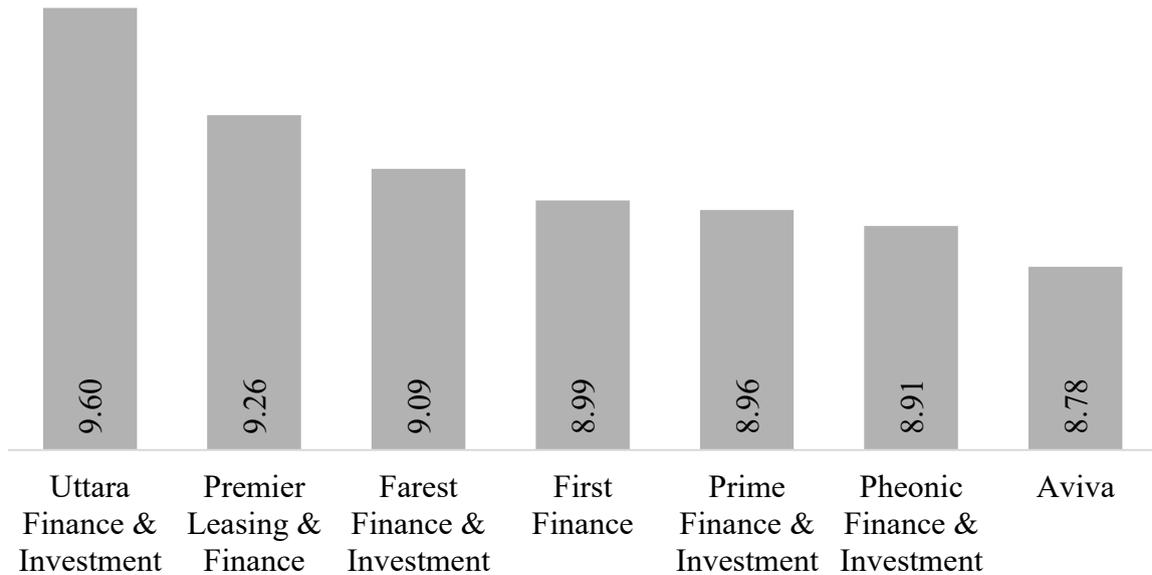


Figure 10 NBFIs Offering Highest Interest Rate on Deposit

Increased interest on deposits will have a major impact on the capital market. As higher interest rates will draw more money toward NBFIs rather than capital market. With the current depressed capital market people will be more interested in getting hefty returns from deposits rather than investing in the capital market.

iii. Exchange Rate

Inflation has had a significant impact on the exchange rate, which in turn has affected the stock market performance. Over the years, Bangladesh has experienced both high and low levels of inflation, which has had varying impacts on the exchange rate and the stock market. When a country experiences inflation, the purchasing power of its currency decreases, leading to a decrease in the exchange rate.

This means that it becomes more expensive to buy goods and services in that country relative to other countries, which can lead to decreased demand for its exports and decreased investment inflows.

On the other hand, when inflation is low, the exchange rate tends to appreciate, which can lead to increased investment inflows and increased demand for exports. This can lead to increased liquidity in the stock market and higher stock prices. People wanting to use their cash at hand.

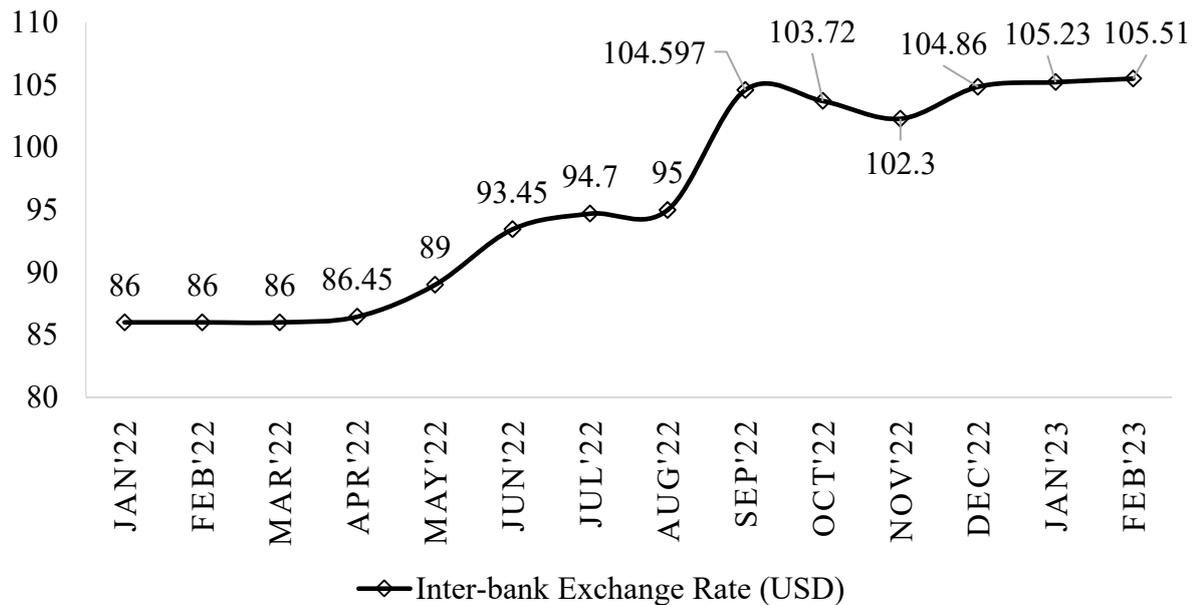


Figure 11 Inter-Bank Exchange Rate of USD

Bangladesh has recently seen increased inflation rates, with the average inflation rate circling about 7-8%. The DSEX index has not been performing well in 2023, and turnover has remained low. Despite the stock market growth seen in previous years, inflation and exchange rate fluctuations continue to be significant factors.

iv. Liquidity

Inflation has had varying impacts on liquidity and the stock market performance. In recent years, Bangladesh has experienced higher levels of inflation, which have led to lower liquidity in the market, especially when compared to previous years. This has been apparent in the turnover rate of the stock market, which has remained relatively low in recent years. However, in the short term, when inflation

is low, as it has been in some periods, the stock market liquidity and performance have tended to improve.

The amount of excess liquidity in the country's banking sector fell by Tk 57,707 crore to Tk 1.45 lakh crore at the end of December 2022 from that of June 2022. Banks' liquidity kept falling due to several factors, including high dollar sales by the Bangladesh Bank, low deposit rates, growing inflation, and cash withdrawal in the wake of loan scams, bankers said. According to Bangladesh Bank data, the

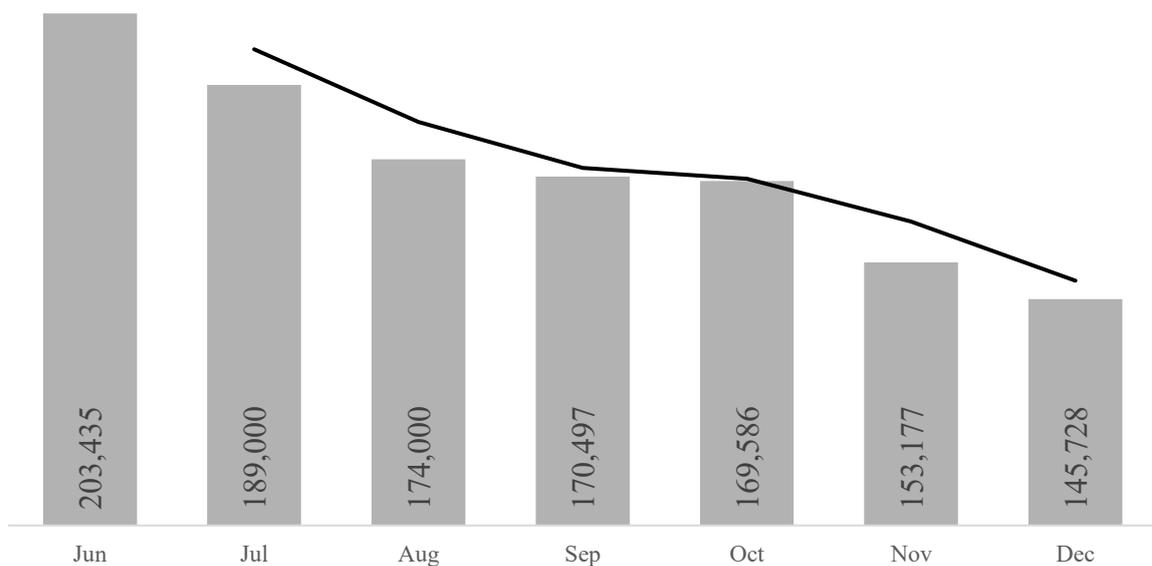


Figure 12 Bank's Surplus Liquidity in June-Dec '22 (TK in Crore)

amount of excess liquidity in banks was Tk 2,03,435 crore in June, since then it has dropped continuously to reach Tk 1,45,728 crore in December. It dropped sharply to Tk 1.53 lakh crore in November from that of Tk 1.69 lakh crore in October 2022. (Rahman, 2023)

In conclusion, inflation can have a significant impact on liquidity, and this can affect the stock market performance. Investors and analysts must keep a close eye on inflation rates and liquidity levels in the market to make informed investment decisions.

But with all the economic indicators showing the negative relationship between inflation and stock market performance recent survey conducted by LankaBangla on capital market sentiment shows that the poor integrity, regulatory issues hurt stock investors most. The findings for the survey were, it

was not macroeconomic issues or corporate earnings that dragged the stock market down in 2022. Instead, investors kept negatively responding to the poor integrity of the capital market, regulatory issues, and declining investor confidence, reveals a recent sentiment survey.

As in every year, regulatory problems and the perceived low level of market integrity were at the top of the list of problems investors fear most. This year macroeconomic issues and deteriorated corporate earnings were noticeable.

Of the respondents, 79% believe the level of integrity in the country's capital market is either poor or below average, while 67% say they fear fraud and manipulation in the market. (Babu, 2023) Which indicates the respondents believes that non-economic factors are in the play more than economic indicators in the capital market of Bangladesh. In this part of the report, I will discuss the notable ones.

v. Policy and Regulation

The Bangladesh Securities and Exchange Commission (BSEC), which oversees the country's stock market, has implemented new rules to address the continuing economic crisis. Setting a share's floor price is one of the notable ones.

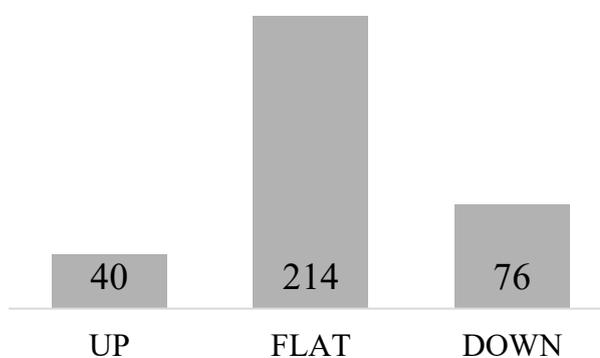


Figure 13 Movement of DSE Stocks

The floor price is the lowest price at which a stock can be traded. So, investors cannot sell shares at floor price. As a result, the market saw no buyers as the share price was retained artificially. On the other hand, investors who already invested in stock are now stuck as they could neither sell nor switch to other stocks due to having floor price.

Out of 392 listed stocks in DSE, more than 214 were non-tradeable due to being set at the floor price, which means investors could not exit by selling these shares. Even if this was implemented to address the current economic issue, it isn't now helping the market.

vi. Investor Sentiment

Inflation can have a significant impact on investor sentiment, which may therefore have an impact on stock market performance. Investors may become more cautious and hesitant to buy stocks when inflation rates are high because they worry that their returns will be reduced by inflation. This can lead to reduced demand for stocks, decreased liquidity, and lower stock prices. Investor sentiment may be significantly impacted by inflation, which may therefore have an impact on stock market performance. Investors may become more cautious and hesitant to buy equities when inflation rates are high because they worry that their returns will be reduced by inflation. Lower stock prices, diminished liquidity, and decreased demand for stocks may result from this. On the other side, when inflation rates are low, investors might be more eager to invest because they are more enthusiastic and confident about the market, which would raise demand for equities and drive-up stock prices.

3.3.3 Performance of DSE

The Dhaka Stock Exchange (DSE) is a key player in the economy of Bangladesh, with a significant impact on various economic indicators. However, in recent years, the country has been facing an inflation crisis, which has had a noticeable impact on the performance of the DSE. The relationship between inflation and the performance of the DSE is a complex and multidimensional one, dependent on several economic factors. Nonetheless, it is widely accepted that high inflation can have a detrimental effect on the performance of the stock market, leading to decreased investor confidence and decreased investment, resulting in lower stock prices and reduced returns for investors.

In this part of the report, I will try to showcase the performance of DSE during the ongoing inflation crisis.

Particulars	January 2023	January 2022	Changes in % from last year
DSE Board Index (DSEX)	6,267.50	6,926.29	(9.52%)
DSE 30 Index (DS30)	2,219.60	2,559.15	(13.27%)
DSE Shariah Index (DSES)	1,366.01	1,481.89	(7.82%)
Total Turnover Value (BDT Million)	117,268.41	312,612	(62.49%)
Total Turnover Volume (in '000)	1,909,261	6,536,865	(70.79%)
Market Capitalization (BDT Million)	7,654,724	5,569,832	37.43%
Daily Average Turnover (BDT Million)	5,099	14,210	(64.12%)
DSE 30 Index (DS30)	2,327.88	2,761.46	(15.70%)
DSE Broad Index (DSEX)	6,576.28	7,440.94	(11.62%)
DSEX Shariah Index (DSES)	1,435.07	1,568.37	(9.54%)
Market P/E (as of January'23)	14.40	16.58	(13.17%)
Yield (as of January'23)	3.68	3.97	(7.30%)

Table 7 DSE's Performance in January'23

The table above shows the deteriorated performance of DSE from the previous year. All the performance indicators are in negative figures. Also, if we cross check with Figure 6 Recent Inflation Trend, we will be able to see the impact of this inverse relationship on our stock market. As inflation rises, performance of DSE declined.

3.4 Limitations

The scope of this report is limited due to the availability of sensitive information. As I joined as an intern, my access was restricted within the organization. Also, similar info of other competitors was inaccessible because of the sensitivity. As a result, most sources were public and exclusive info could not be added. Also, this report is written using only national aspects and may not be applicable to other countries or regions. Additionally, the study only considers the impact of inflation on the stock

market, while other factors such as political instability and global economic conditions can also have a significant impact on stock market performance.

3.5 Conclusions

Inflation has been identified as a critical economic factor that can influence stock market performance. This report has explored the relationship between inflation and stock market performance. I have examined various economic and non-economic factors that can be influenced by inflation and affect the stock market performance, including GDP, exchange rates, liquidity, policy & regulation, and investor sentiment.

My analysis indicates that inflation has had a significant negative impact on the stock market performance in Bangladesh, with higher inflation leading to decreased liquidity, lower demand for stocks, and reduced investor confidence. However, it is also seen instances where the stock market has performed well despite high inflation rates. It is, therefore, crucial for investors and analysts to carefully monitor inflation rates and other economic indicators when making investment decisions.

3.6 Recommendations

This report has highlighted the impact of inflation on stock market performance, specifically in the context of Bangladesh. It is apparent that inflation can affect various economic factors that can influence investor sentiment, liquidity rates, exchange rates, and ultimately the stock market performance. Based on the findings, the following recommendations are suggested:

1. **Monitoring:** Investors should closely monitor inflation rates and other economic indicators to adjust their portfolios and manage risk accordingly. Also, government should do too as these are related to our economic growth.

2. **Implement measures:** The government should implement effective monetary and fiscal policies to control inflation rates, which can help boost investor confidence and improve stock market performance.
3. **Companies adopting strategies:** Companies should adopt strategies that mitigate the impact of inflation on their operations and financial performance, such as pricing strategies and cost management.
4. **Enhance investor education:** Investors should be educated about the impact of inflation on the stock market, and the importance of diversifying their portfolio to manage risks.
5. **Encourage foreign investment:** The government and regulatory body should encourage foreign investment in the stock market to increase liquidity and diversity of the market.
6. **Improve data collection:** The collection and analysis of economic data should be improved to enable better monitoring and forecasting of inflation and its impact on the stock market. The regulatory authority needs to improve the accessibility of data for regular investors.

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Appendix A.

Data for Linear Regression Analysis		
Month	X – Independent Inflation	Y – Dependent DSE INDEX
Jan'22	5.86	7001.46
Feb'22	6.17	6982.33
March'22	6.22	6705.44
April'22	6.29	6639.26
May'22	7.42	6412.69
June'22	7.56	6395.58
July'22	7.48	6229.10
Aug'22	9.52	6289.44
Sept'22	9.1	6524.18
Oct'22	8.91	6424.55
Nov'22	8.85	6284.17
Dec'22	8.71	6226.09
Jan'23	8.57	6239.72
Feb'23	8.78	6488.77
	Sum of X = 109.44	Sum of Y= 90842.7839

Appointment Letter



Main Office :
LankaBangla Securities Ltd.
City Center, (Level-13)
90/1, Motijheel C/A, Dhaka-1000
Tel: +88-02-55110940-3
Fax: +88-02-55110944
www.lbsbd.com

February 5, 2023

Mr. Ashesh Pranto Bosu

[REDACTED]
Dhaka

Dear Mr. Bosu,

OFFER LETTER – Internship

We are pleased to offer you the position of Intern in **LankaBangla Securities Limited** at Business Development Department of our Gulshan Branch, subject to the terms and conditions:

Terms and Conditions

- 1. Position** : Intern
- 2. Salary (Gross)** : Taka 10,000 per month
- 3. Internship Period** : 3 Months
- 4. Others:** During the Internship period, your services may be terminated by the company or you at any time with a prior written notice of one month. Your appointment will be governed by all applicable terms and conditions of the company.
- 5. You are expected to join on or before February 7, 2023**

The company has the right to amend or modify any or all the terms and conditions of this letter at any time.

If the above terms and conditions are accepted by you, please confirm your acceptance of the offer by countersigning and returning the duplicate of this letter along with a joining letter.

Thanking you,

Touhidur Nur
Sr. Manager, Human Resources

I accept the above offer