

Report On
General Banking Division Of Prime Bank Limited

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelors 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/We have acknowledged all main sources of help.

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Letter of Transmittal

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66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on Prime Bank Limited

Dear Sir / Madam,

This is my pleasure to display my internship report on the **General Banking Division of Prime Bank Limited**, as the requirement for completing my internship as a part of finishing my Bachelor of Business Administration.

In order to complete the report in the most significant, compact, and thorough way possible, I have done my best to include the necessary details and suggested recommendations.

I have faith that the report will fulfill expectations.

Sincerely yours,

Mohammad Sadat Hossain

19304096

BRAC Business School

BRAC University

Date: April 02, 2023

Non-Disclosure Agreement

This agreement is made and entered into by and between Prime Bank Limited and the undersigned student at BRAC University Mohammad Sadat Hossain, ID: 19304096

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Acknowledgement

I would like to express our deepest gratitude to the Almighty Allah for guiding and strengthening me throughout the journey of completing this Report. I am also deeply grateful to my supervisor, **Dr. Md. Mizanur Rahman**, for his invaluable guidance, support, and encouragement throughout the research process. A special thanks go to my co-supervisor **Mr. Mohammad Atiqul Basher**, for his dedication and contributions to this project.

My sincere gratitude goes out to Prime Bank's staff and management for their assistance and valuable time, as well as thanks for offering me with the most appropriate information on the grounds on which I wrote this report. Special Thanks to **Ms. Rashida Akter Nilu**, Vice President & Head of Branch; **Ms. Farzana Akhter**, Assistant Vice President & Branch Operation Manager; **Ms. Novomita Sayfullah**, Senior Executive Officer; **Ms. Rumpa Jahan Mondol**, Senior Executive Officer; Moreover, I would want to express my gratitude to all the other officials for their assistance, advice, and kind treatment of me.

Lastly, I would like to express my heartfelt thanks to my parents and friends for their unwavering love and support, without which this thesis would not have been possible.

Executive Summary

The work is based on my real-world experience working at the Prime Bank Limited Dhanmondi branch. As a part of my internship program, I joined there. Prime Bank, an outstanding local commercial bank of the second generation in Bangladesh, was founded in 1995. Its main goal was to bring about change in the nation's total Banking and Finance Management industry (Prime Bank Limited, n.d.). The bank today services its customers in the country and abroad with 146 branches and about 170 ATM booths spread all over the country. Under the Companies Act of 1994 the bank was incorporated. The bank serves its customers by being the bridge between its surplus and deficit clients. The corporate and institutional banking knowledge that Prime Bank has, as well as its cutting-edge digital banking services, are what set it apart from the competition.

My topic, "The Overall Banking Operations of Prime Bank Limited," focuses on two of the major departments that are subject to regulation at Prime Bank Limited. They consist of the Credit and General Banking Departments. As I was writing this report, I made an effort to provide insights into the roles played by each department. The report also focuses on employee satisfaction with the prime bank based on the data collected from the employees. An effort has been made to simultaneously provide a thorough understanding of the financial status and the general activity of the departments. On the basis of the observation and conclusions, a few recommendations and ideas are also suggested.

List of Acronyms

BBA	Bachelors of Business Administration
HRM	Human Resource Management
KYC	Know your customer
BOM	Branch operations manager
LTD	Limited
MBWA	Management by working around
PBL	Prime Bank Limited
SME	Small and medium sized enterprise
CSR	Corporate social responsibility
ROA	Return on asset
ROE	Return on equity
CRAR	Capital risk weighted asset ratio
NIM	Net interest margin
SND	Special notice deposit
FDR	Fixed deposit receipt
DBDS	Double benefit deposit scheme
PO	Pay order

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Chapter 1: Overview of Internship

1.1 Student Information

Name: Mohammad Sadat Hossain

ID: 19304096

Program: Bachelor of Business Administration (BBA)

Major: Human Resource Management (HRM)

Minor: Finance and Banking

1.2 Internship Information

1.2.1 Period, Company name, Department, Address:

Period: 90 days.

Company Name: Prime Bank Limited, Dhanmondi branch.

Department: General Banking Department

Address: Momtaz Plaza (1st floor), House No # 7, Road No. 4, Dhanmondi, Dhaka

1.2.2 Internship Company Supervisors

Name of my supervisor: Ms. Rashida Akter Nilu

Designation: Vice President & Head Of Branch.

1.2.3 Job Scope – Job Description/Duties/Responsibilities

On my internship period at Prime Bank Limited, I was assigned a variety of duties and responsibilities to support the bank's operations. These included:

- filling out personal and impersonal account opening forms, as well as various deposit account forms.
- Fill out the KYC form for updating any account-related information and collect the necessary documents needed for the update.
- I also conducted NID verification processes for these forms and completed them accordingly.
- I also assisted customers with issues related to their accounts, such as checking their balance, providing solvency certificates and bank statements, and offering guidance for various issues.
- Another duty was to ensure that other banks' checks were cleared and to forward pay orders to authorized officers for further processing.
- I also helped to assort and deliver cards and checkbooks to the customers and arrange the delivery receipt afterward.
- I also helped department officers with various duties and called clients as needed.
- Finally, I assisted the Branch Operations Manager (BOM) and other officers and followed their instructions to support the smooth running of the bank.

1.3 Internship Outcomes

During my internship at Prime Bank Limited, I am confident that I made significant contributions to the bank through my dedication and hard work. Recognizing that performance is a critical factor, I worked diligently to complete every task assigned to me. My supervisor and the officers in the General Banking department helped me during the first week of work to understand how the bank operated. Despite the usual practice of assigning interns less challenging tasks in banks, my seniors were eager to show me the ropes when I displayed an interest in learning and asked them to teach me various skills, such as account opening, pay order processing, and check clearing.

During my three-month tenure in the General Banking department, I strived to complete every task efficiently and on time. My duties included filling out various account opening forms, such as Savings Accounts, Current Accounts, Neera Accounts (Women exclusive account), My First Account (For children above 2 years and below 18 years), and Fixed Deposit Receipts and Deposit Pension Scheme account forms. Additionally, I worked in the Card and Cheque division, where I was in charge of keeping track of receive dates, sorting daily checks and cards, notifying customers regarding the arrival of their checkbooks, debit or credit cards, and more. Next, I was briefly assigned to Trade division and learned to write letters of credit. In addition, I helped customers by answering questions, giving account information, account statements, and making and printing pay order checks. The hardest of these activities for me to do was creating pay orders because I had to be so careful not to enter any incorrect data.

During my internship, I had the chance to be present at the yearly audit of the Prime bank, where I assisted the auditors as instructed. This experience allowed me to witness how the auditing system works in banks and understand the importance of the auditing process for a bank. I made an effort to follow all workplace protocol and adhere to all rules and regulations in order to further enhance the environment at the bank. I also made an effort to establish cordial relationships with everyone working at the bank.

1.4 Benefit to The Student

On my internship period at Prime Bank Limited, I was able to acquire various skills and learn about the responsibilities of an employee in the banking industry. As a full-time intern, I was assigned important tasks in the general banking division, particularly in departments connected to customer service. Through these experiences, I learned to communicate effectively with customers of various backgrounds and patiently address their concerns while providing suitable solutions.

The banking industry involves handling sensitive and confidential information, and I became mindful and conscientious of my duties to avoid any mistakes that could damage the bank's reputation. I learned the importance of cross-checking and verification in every task to ensure accuracy and security, especially because we are handling sensitive information of our clients, and any error can halt the whole process.

Working in the banking industry requires punctuality, time management skills, and dedication to the job. My experience at Prime Bank Limited taught me these essential qualities through the interactions with my coworkers who were prompt and passionate about their work. I also gained insights into the office environment and professional conduct, which helped me navigate the workplace as a first-time intern. Additionally, I learned how to balance my work with personal life and how to be tolerant and considerate toward others.

In summary, my internship at Prime Bank Limited equipped me with valuable skills, learnings, and experiences which will undoubtedly avail me in my further endeavors.

1.5 Problems faced during my internship

Although my internship period at PBL was not so tough, I still faced some problems. One of the main problems I faced was adapting to the tasks I was assigned. As a beginner I had no prior experience of working in a bank. So, it took me some time to get familiar with the tasks. Second problem I faced was to cope up with their fast-paced work style. But I was able to overcome it with the help of my coworkers. They were really helpful and supportive throughout the time. Again, a major problem I faced was time management. With a huge load of work arriving at times, I had to be very mindful of my time management. Despite all the problems, I consider my internship to be very successful because I was able to gain real world working experience for the very first time. And believe the skills I acquired during this time will help me throughout my future endeavors.

Chapter 2: Organization Part Introduction

2.1.1 History of prime bank limited

Banking is a business that relies on people's confidence and trust. Banks are able to mobilize funds from various sources due to the confidence they enjoy. A bank's primary responsibilities are to take deposits from the public and to lend funds in order to facilitate trade, commerce, industry, and agriculture. Banks act as intermediaries between savers and investors, and they are essentially dealers in money and credit. Most individuals and organizations use banks as depositors and borrowers. Commercial banks, such as Prime Bank, are profit-making institutions that hold deposits and facilitate funds at higher costs. The bank earns its profit by the intermediary difference. Banks also play a role in human resources development, and customer service is crucial to their success. This internship report focuses on the general banking practices Prime Bank Ltd, which has played an outstanding role in the betterment of the banking sector in the country.

Prime Bank, a renowned local commercial bank of the second generation in Bangladesh, was founded in 1995. The Bank has 146 branches and 152 ATMs at 140 locations throughout the nation, with its headquarters located in the busy financial district of Dhaka, Motijheel. It was organized in accordance with the Companies Act of 1994.

The most well-known attributes of Prime Bank are its proficiency in corporate and institutional banking as well as its advanced digital banking services. The Best Bank in Bangladesh for 2020 is Prime Bank, according to Global Finance, a prestigious financial newspaper with headquarters in North America. Another international financial newspaper, Asia Money, has also named Prime Bank the Best Digital Bank in Bangladesh for 2020. (Prime Bank website, 2023)

2.1.2 Origin of the Study

Students at BRAC Business School must finish their internship in order to fulfill the academic requirements for their BBA (Bachelor of Business Administration) degree. The key objective of the internship program is to give students hands-on exposure to physical world that will help

them connect theoretical knowledge from books with actual knowledge. This report was created using a combination of my theoretical knowledge, my practical experience with daily banking operations of Prime Bank LTD. and careful supervision from both my internal support team and my official supervisor.

2.1.3 Objective of the Study

The key objective of the report is to meet the BBA program's requirements, while also providing readers with information on The Prime Bank Limited's general banking operations. Yet this study's purpose is more expansive. The following provides a summary of the report's objectives:

- Become familiar with The Prime Bank's daily operations.
- Learn about the Prime Bank Limited's workplace culture.
- To assess general banking activities of the Prime Bank Limited.
- To find issues in the Prime Bank Limited's general banking operations.
- To have a general understanding of a commercial bank's management philosophy.

2.1.4 Methodology

This report's methodology is considerably different from that of typical reports. My three months of internship experience, as well as secondary materials, served as the foundation for this study on General Banking Operations by The Prime Bank Limited.

2.1.5 Primary Data

- Personal observation.
- Informal conversation with the client.
- Data essential to the study as provided by officials
- In-person conversations with the Bank's respective officials and staff.

2.1.6 Secondary Data

1. Internal Sources:

- Bank's annual report
- Website of the Prime Bank Limited
- Publications produced internally by Prime Bank Limited.

2. External Sources:

- Bangladesh Bank Report
- Relevant publications, including books, journals, newspapers, ● Websites.

2.1.6 Significance of the Study

The report offers an abundance of details regarding Prime Bank Limited's general banking activities. My practical job experience while employed with Prime Bank Limited served as the foundation and basis for the entirety of this report. Without a doubt, it will allow the students in blurring the barrier between hypothetical and precise information. I made an effort to discuss a variety of general banking tools and procedures and how they affect the bank's performance. Also, I tried to discuss Prime Bank Ltd.'s vision and mission statement, fundamental principles, and banking history.

2.1.7 Limitations of the Study

Due to the magnitude of this industry and the little time I had, it was not possible for me to become completely familiar with it. The following issues and restrictions came up during the preparation of this report:

- Due to security concerns and other corporate responsibilities, some data cannot be provided.
- Every branch performs different tasks, thus visiting more branches is necessary, which reduces the amount of data in the report.
- Several elements could not be covered in the present study due to time constraints.
- It is impossible to examine the benefits or drawbacks of the application of the tools thoroughly.

2.2 Overview of the Company

2.2.1 Vision, Mission, And corporate philosophy

Vision

To be the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management, and profitability having strong liquidity.

Mission

To build Prime Bank Limited into an efficient, market-driven, customer-focused institution with a good corporate governance structure.

Continuous improvement of our business policies, procedure, and efficiency through integration of technology at all levels. (Prime Bank Website, 2023)

Corporate Philosophy

Prime Bank's corporate philosophy revolves around serving its customers, ensuring the wellbeing of its employees, benefiting its shareholders, and being a responsible citizen of the community. The bank aims to provide courteous and efficient service to its customers and to innovate in developing new banking services and products. Prime Bank offers desirable benefit packages and salaries, adequate training for and development of workers, and opportunities for career headway to promote good staff morale for its employees. The bank aspires to maintain its reputation as a reliable and innovative financial organization while producing profits with reasonable returns for its investors. As a socially responsible corporate citizen, Prime Bank upholds ethical values and best practices, contributes to the nation's progress by adhering to national policies and objectives, and tries to increase profitability by establishing objectives that are consistent with those of its stakeholders.

2.3 Management Practices

In order to achieve goals within a commercial organization, management involves planning, prioritizing, and arranging work operations. A management style is a distinctive approach used by managers to achieve these goals. It includes the process in which they exert authority, plan and arrange their work, and make choices. (Wikipedia,2023)

Prime Bank Limited is one of the leading private commercial banks in Bangladesh. The bank focuses strongly on customer satisfaction and operates with a mission to provide superior financial services to its customers.

The management system of Prime Bank is not obligated to follow a predetermined leadership style; instead, it is possible for management styles to vary from branch to branch. Most of the time, it is the managers who are in charge of overseeing the branch.

Even though the managers' leadership philosophies may differ based on their personality, they are all obligated to strictly abide by the rules of Bangladesh Bank and the bank's management policy. Most of the time, managers choose a leadership stance that falls between authoritarian and participative leadership. However, in my branch what I have observed is the manager also used what can be termed as (MBWA) Management by walking around Although management by walking around is more of a practice than a management style, it is still referred to as such. Rich levels of interpersonal communication are valued by managers who use MBWA. They think that managers should put more effort into comprehending employees' work and being visible and approachable because they have a natural tendency to become distant from the people they manage. Managers make rounds of the building to check in with staff members and see how things are doing with ongoing tasks. (CCH Canadian Limited, 1996)

This allows for cooperative and unhindered communication relationships to develop between the manager and the other subordinates and it is serving well in the development and progress of the branch.

In terms of human resource planning, Prime Bank has a well-defined recruitment and selection process that ensures the hiring of the best talent for the organization. The bank follows a rigorous selection process that includes job analysis, job description, job specification, sourcing, screening, selection, and hiring. The compensation system of Prime Bank is competitive and linked to performance. The bank offers various benefits to its employees such as medical insurance, provident fund, gratuity, and leave benefits.

Prime Bank also has a strong focus on training and development initiatives. The bank provides various training programs to its employees to enhance their skills and competencies, and to ensure their personal and professional growth. In fact, during my internship, a training and development program was going on at prime bank where 2 officers were chosen each week to attend the program. Eventually, all of the employees had to go through the same process and at the end, everyone had to take an exam for proper evaluation of the training and development program

2.4 Marketing Practices

2.4.1 Marketing strategy

As one of the leading private commercial banks, PBL strongly focuses on its marketing strategy. The main purpose of the marketing is to create strong brand awareness and to build a mutually satisfied customer-bank relationship. The strategy also aims to attract new customers and also maintain the existing customers.

2.4.2 Target customers, targeting, and positioning strategy

Prime bank limited aims to serve a diverse range of customers. So, the target customers consist of individual clients, corporate clients, and also businesses of different sizes. The bank mainly focuses on serving each customer according to their needs.

For individual clients, prime bank offers deposit facility, loans, credit card facility, “myprime internet banking”. And locker services.

For corporate clients, prime bank offers transaction banking which includes- trade finance solution and cash management. Also, they provide debt capital market and treasury facilities.

For business they have MSME Banking which includes, loans, deposits, trade service and enterprise Development services.

2.4.3 Marketing channels

Prime Bank Limited uses conventional methods as well as electronic methods to market its products and services to its customers, as not all of the customer base is not properly acquainted with digital platforms.

Conventional marketing channels:

- **Physical branches:**
Physical branches are the primary channel through which banks establish a relationship with their customers. customers can avail their services and get to know more about the products and services.
- **Advertising board:**
Advertising boards help in creating brand awareness among customers and also provide information about the services offered by the bank. it helps to acquire new customers as well as facilitate the existing ones.

Electronic marketing channels:

- **Website:**
Websites are also an essential marketing channel, used by Prime Bank to facilitate online banking services for their customers. This helps promote their online banking services and provide customer support.
- **Social Media:**
Social media is now an integral part of any business. PBL puts a strong focus on social media and had gathered a large number of followers on Facebook and LinkedIn. PBL gets linked with clients through these social media platforms. Clients get updates on products, services, and many campaigns of PBL with the help of these platforms.
- **Email Marketing:**
PBL sends personalized mails to give updates and offerings to its clients to attract them and keep them uptodate.

- **Mobile Applications:**

In this digital age, applications are the one of the easiest ways to get linked with customers. The Prime Bank Limited has introduced a mobile application for its customers. Customers can get various banking services through this app.

Last but not the least, the marketing channels of the PBL are developed to reach a wide range of customers and are adaptive to the modern age. These conventional and electronic marketing strategies have helped the bank to achieve the bank's goal, attract new customers and give a competitive advantage.

2.4.4 Product/New product development and competitive practices

The Prime Bank Limited provides various financial services and products, like- loans, credit cards, remittance services, savings and deposit schemes and trade finance. The bank tries to cope up with the needs of its clients by introducing new services and products. To stay ahead from the competitors, PBL practices various competitive behaviors like- offering attractive interest rates, loyalty programs and personalized customer service. For example, the bank lately launched an SME loan scheme. The purpose of launching this loan scheme is to help small and medium-sized businesses to improve their business.

2.4.5 Branding activities

From the very beginning Prime bank Limited has taken branding very seriously and has invested largely in its branding activities. As a result, it has created a strong brand image for itself over the years.

For example, prime bank has made partnership with the Bangladesh cricket board to develop cricket throughout the country again in the past prime bank has been the title sponsor for Bangladesh Premier League (BPL). Prime bank also has a cricket club called Prime bank cricket club.

Another example of branding activity could be their robust corporate social responsibility also known as CSR policy. They have a lot of health and education supporting programs for underprivileged people.

Prime bank limited actively takes part in advertising campaigns, over the years they have created a valuable brand image and goodwill through TV ads, social media, conventional media. All while maintaining an emphasis on good customer support and satisfaction.

2.4.6 Critical Marketing issues and gaps

As Bangladesh is gradually developing, a lot of commercial banks have emerged. The Prime Bank Limited is in competition with the other private commercial banks. Sometimes, PBL faces difficulties to stay in the leading chart in this competition. A critical marketing issue which PBL faces is in the digital marketing sector. Also, the bank needs to grow its customer base and should be more adaptive in the case of customer engagement practices. Additionally, the bank needs to innovate and differentiate its services and products with time to maintain its share in the industry. Lastly, PBL needs to address if the bank fails to meet any client's demand or has any gaps in its customer service which will increase the bank's brand image and client's loyalty.

2.5 Financial Performance

2.5.1 The Current ratio

The current ratio is a financial indicator that shows how well a company is able to use its current assets to pay down its short-term obligations. A corporation is said to have sufficient current

assets to pay its current liabilities if its current ratio is 1 or greater.

Year	2017	2018	2019	2020	2021
Current Ratio	1.00	1.02	1.19	1.20	1.11

Table 1: The Current Ratio

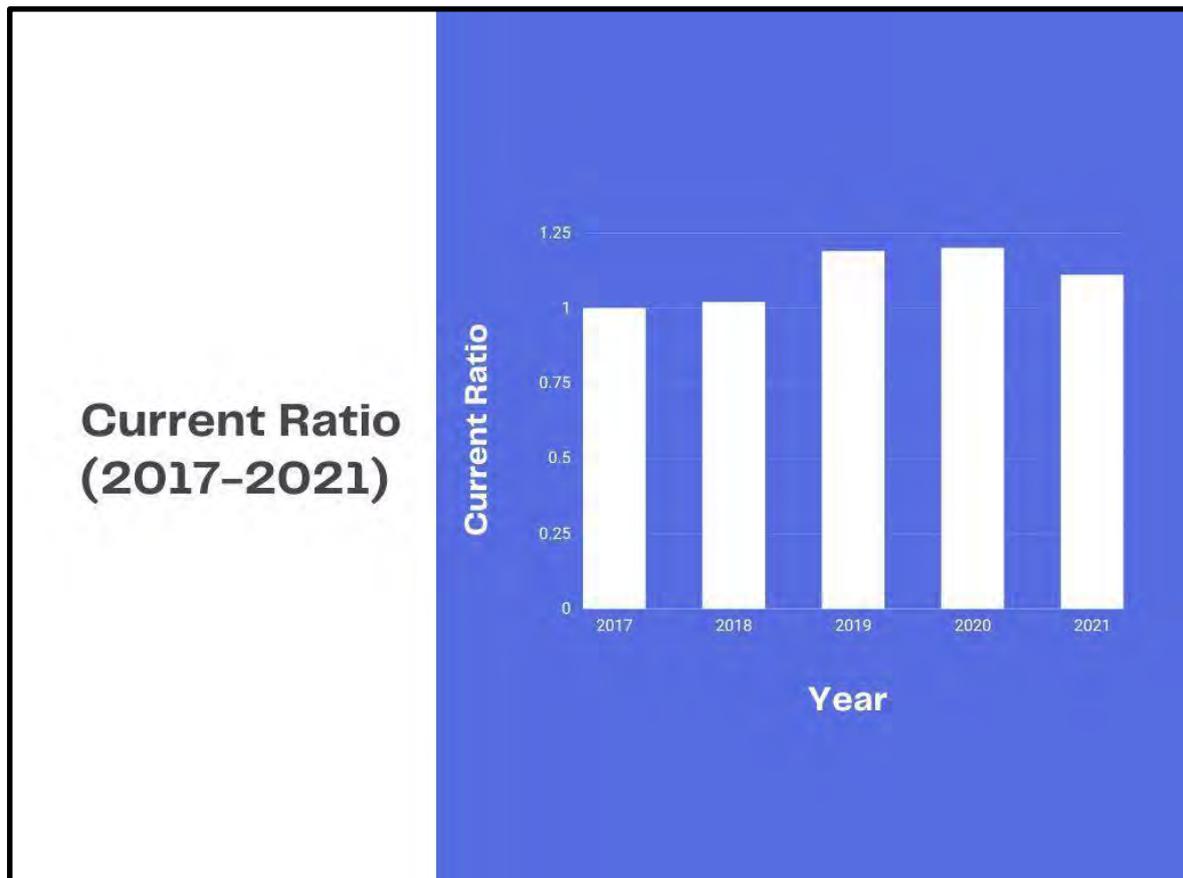


Figure 1: The Current Ratio

The company had just enough current assets to pay its current obligations in 2017, according to the current ratio of 1.00. The ability of the company to pay down its short-term commitments improved significantly in 2018, as the current ratio grew slightly to 1.02 from 1.01. The company was substantially better equipped to cover its current liabilities in 2019, as seen by the current ratio's large improvement to 1.19. Despite the economic difficulties brought on by

the COVID-19 pandemic, the current ratio remained robust in 2020 at 1.20, indicating that the company was in good financial shape. In 2021, the current ratio declined slightly to 1.11, It may indicate that the company's capacity to pay down its current liabilities has marginally declined, although it is still above 1. Overall, the trend in the current ratio shows a steady improvement the company's capacity to pay down its current liabilities until 2019, followed by a strong performance in 2020, and a slight decline in 2021.

Overall, the trend in the current ratio shows a steady improvement in the company's capacity to pay down its current liabilities until 2019, followed by a strong performance in 2020, and a slight decline in 2021.

2.5.2 Return on Average Assets (ROA)

Return on Average Assets (ROA) calculates how much profit an organization makes for every dollar invested in assets. A greater ROA shows that the company is making more money per dollar of assets. It is presented as a percentage.

Year	2017	2018	2019	2020	2021
ROA	0.45	0.76	0.54	0.54	0.84

Table 2: Return on Average Assets (ROA)

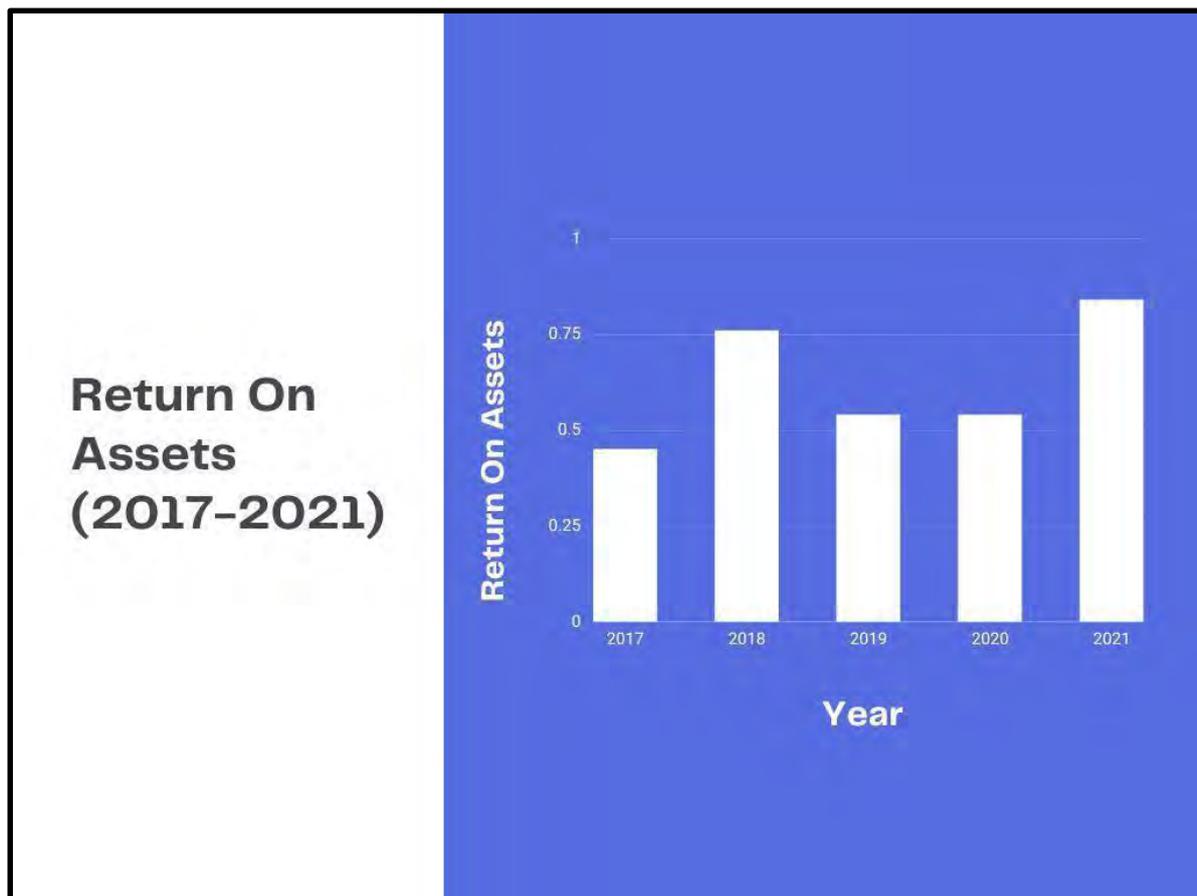


Figure 2: Return on Average Assets (ROA)

The ROA for 2017 was 0.45, indicating that the company made a profit of 45 cents for every dollar of assets it owned. In 2018, the ROA increased significantly to 0.76, It implies that the company was able to make more money for every dollar invested in assets. In 2019, the ROA decreased to 0.54, which could indicate that the company's profitability declined slightly during that year. In 2020, the ROA remained constant at 0.54, indicating that the company's profitability did not change significantly. In 2021, the ROA increased substantially to 0.84, which implies that the company was able to make more money for every dollar invested in assets than in previous years.

Overall, the trend in the ROA shows a significant improvement in the company's profitability from 2017 to 2018, followed by a dip in 2019 and 2020, and a strong rebound in 2021. The ROA could rise in 2021 for a variety of reasons, including improved cost management, higher revenue, or better use of assets.

2.5.3 Leverage Ratio (percent)

The leverage ratio is financial indicator which calculates a company's total debt in relation to its total assets. A higher leverage ratio shows that the company has more debt in relation to its assets and is given as a percentage.

Year	2017	2018	2019	2020	2021
Leverage Ratio	6.61	6.52	6.38	6.22	5.71

Table 3: Leverage Ratio (percent)

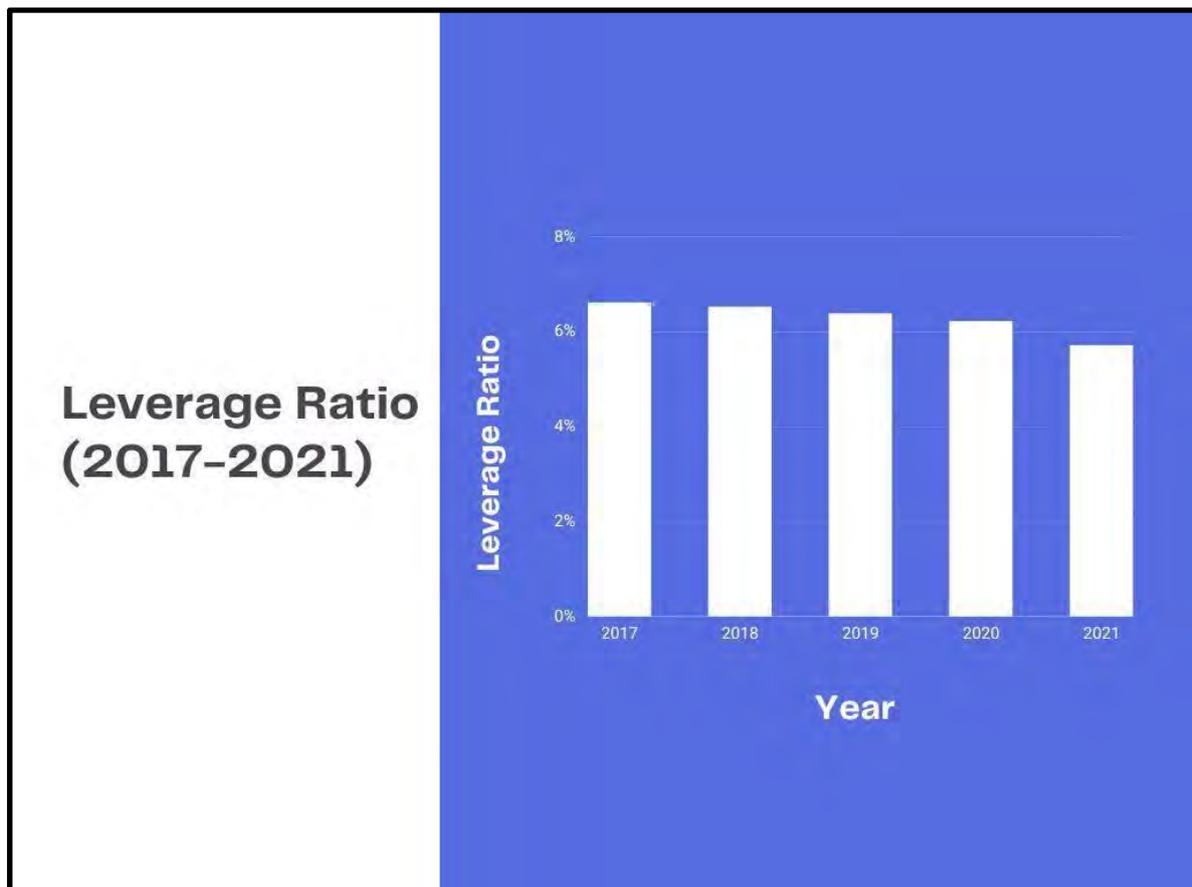


Figure 3: Leverage Ratio (percent)

In 2017, the Leverage Ratio was 6.61, indicating that the company had total debt equivalent to 6.61% of its total assets. In 2018, the Leverage Ratio decreased slightly to 6.52, which suggests that the company reduced its level of debt relative to its assets. In 2019, the Leverage Ratio decreased further to 6.38, suggesting that the company's debt to assets ratio continued to decline. The Leverage Ratio dropped once more to 6.22 in 2020, showing that the company was able to significantly reduce its debt load. The Leverage Ratio again dropped to 5.71 in 2021, indicating that the company has less debt in relation to its assets.

Overall, the trend in the Leverage Ratio shows a steady decline in the company's level of debt relative to its assets from 2017 to 2021. This could be a positive sign, because it is an indication that the company is less reliant on its debt financing and is in a stronger financial position.

2.5.4 Return on Average Equity (ROE)

The financial metric, the return on average equity (ROE) assesses how much profit a company generates in comparison to the amount of shareholder equity. It is expressed as a percentage; a higher ROE means that more profit is being made by the company for every dollar of shareholder equity.

Year	2017	2018	2019	2020	2021
ROE	5.07	8.31	5.93	6.31	10.61

Table 4: Return on Average Equity (ROE)

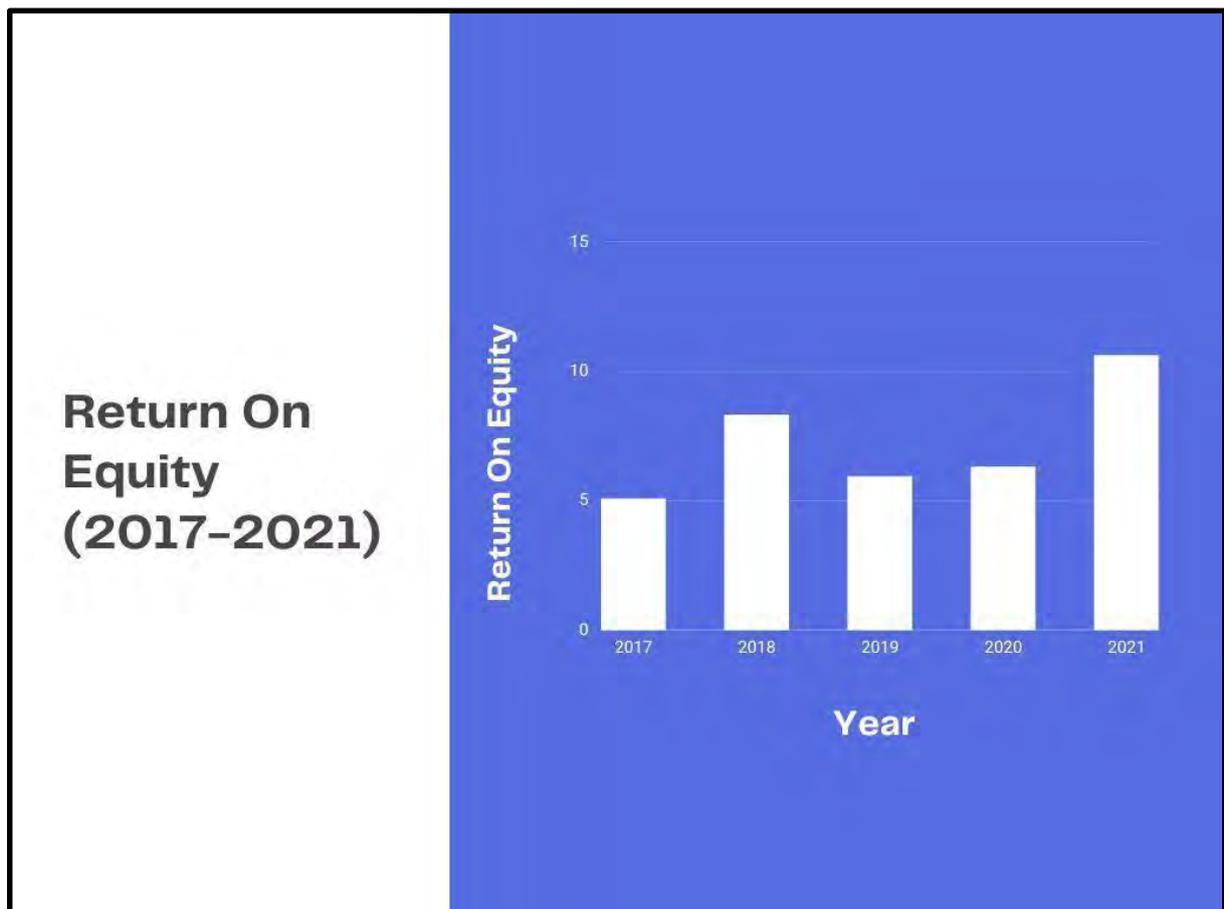


Figure 4: Return on Average Equity (ROE)

In 2017, the ROE was 5.07%, indicating that for every dollar of shareholder equity, the company generated a profit of 5.07 cents. In 2018, the ROE increased significantly to 8.31%, It implies that the company managed to increase earnings per share of shareholder's equity. In 2019, the ROE decreased to 5.93%, which could indicate that the company's profitability declined slightly during that year. In 2020, the ROE increased to 6.31%, indicating that It implies that the company managed to increase earnings per share of shareholder's equity than in 2019. In 2021, the ROE increased substantially to 10.61%, which implies that a substantially bigger return per dollar of shareholder equity was yield by the company than in previous years. Overall, the trend in the ROE shows a significant improvement in the company's profitability from 2017 to 2018, followed by a dip in 2019 and a subsequent increase in 2020 and 2021. The ROE could rise in 2021 for a variety of reasons, including improved cost management, higher revenue, or better use of shareholder's equity.

2.5.5 Capital to Risk Weighted Asset Ratio (percent)

The financial indicator, the Capital to Risk Weighted Asset Ratio (CRAR) assesses a bank's capital balance in relation to its risk-weighted assets. A greater CRAR shows that the bank has more capital in relation to its risk-weighted assets, making it less susceptible to future losses and it is represented as a percentage.

Year	2017	2018	2019	2020	2021
Capital Adequacy Ratio (%)	14.01	17.04	17.42	17.28	17.17

Table 5: Capital to Risk Weighted Asset Ratio (percent)

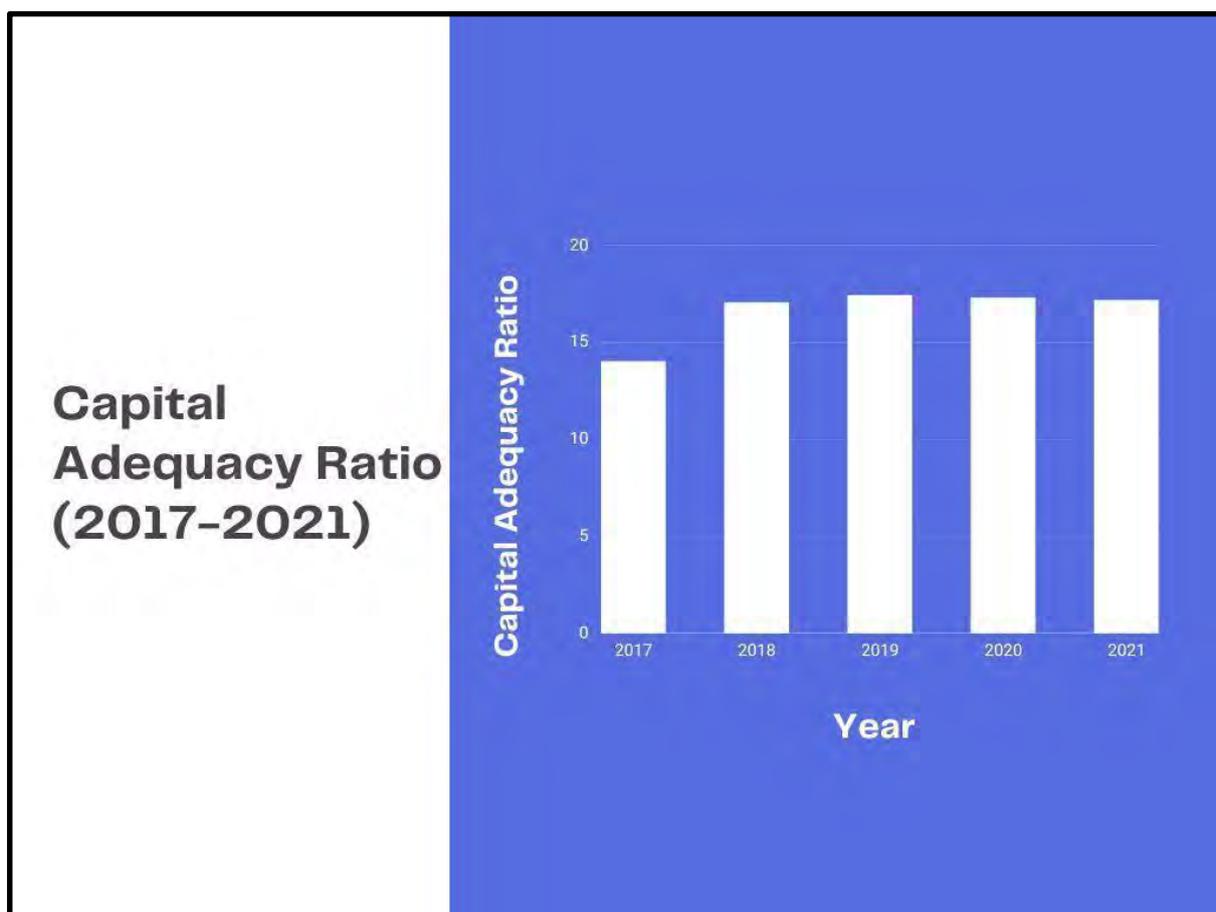


Figure 5: Capital to Risk Weighted Asset Ratio (percent)

In 2017, the CRAR was 14.01%, indicating that the bank held capital equivalent to 14.01% of its risk-weighted assets. In 2018, the CRAR increased significantly to 17.42%, which suggests that The bank had more capital in comparison to its risk-weighted assets. In 2019, the CRAR remained the same at 17.42%, indicating that in comparison to its risk-weighted assets, the bank retained its high level of capital. In 2020, the CRAR decreased slightly to 17.28%, possibly because of the changes being made in the bank's capital or risk-weighted assets. In 2021, the CRAR further reduced to 17.17%, which suggests that the bank had a slightly lower level of capital relative to its risk-weighted assets.

Overall, the trend in the CRAR shows a significant increase in the bank's level of capital relative to its risk-weighted assets from 2017 to 2018, followed by a period of stability from 2018 to 2019, and then a slight decline in 2020 and 2021.

2.5.6 Net Interest Margin (NIM)

The financial indicator, the net interest margin (NIM) calculates the difference between an institution's interest income and interest expenses. A higher NIM shows that the institution is generating more from its interest-earning assets in comparison to its interest expenses. It is represented as a percentage of the institution's earning assets.

Year	2017	2018	2019	2020	2021
NIM	2.56	3.62	3.81	2.45	3.18

Table 6: Net Interest Margin (NIM)

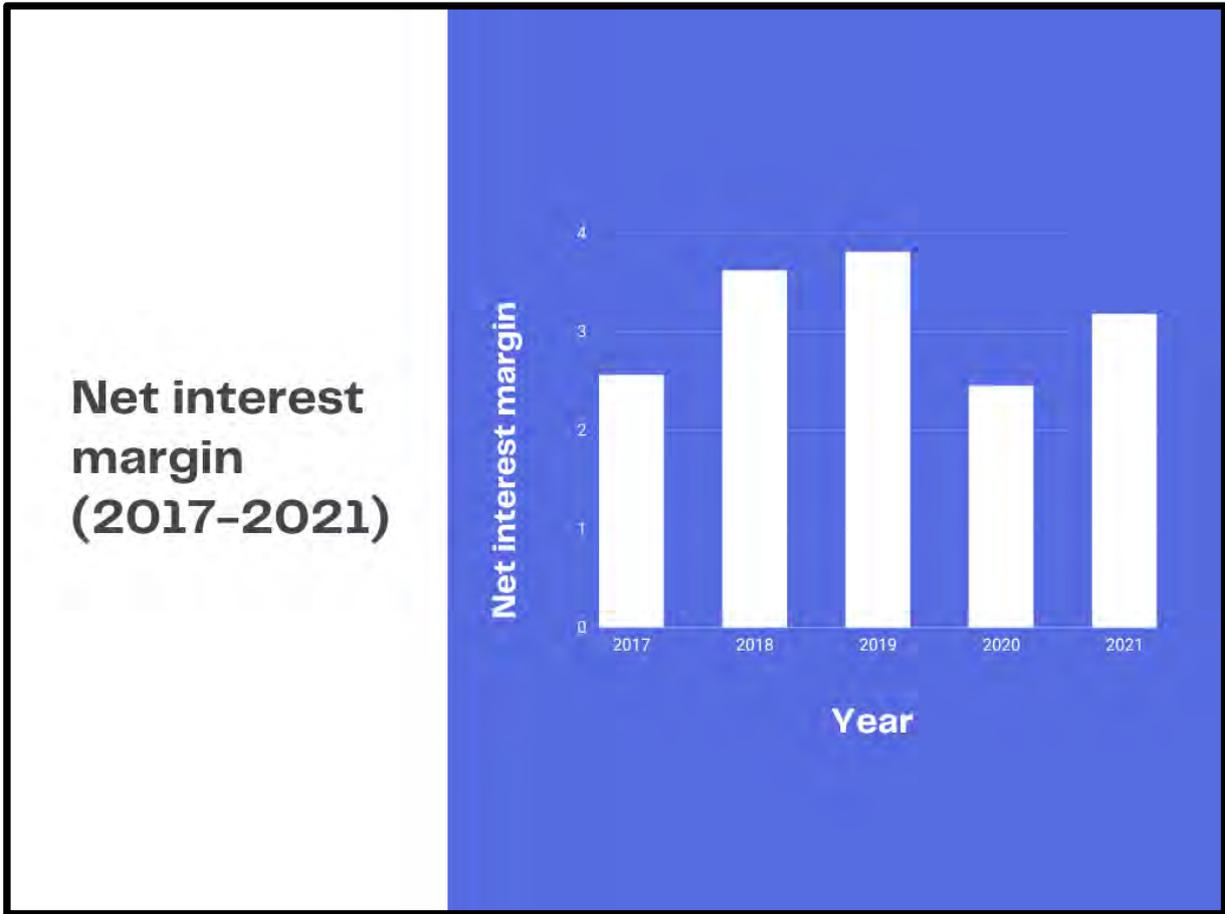


Figure 6: Net Interest Margin (NIM)

In 2017, the NIM was 2.56%, indicating that the institution earned 2.56 cents from its interest-earning assets for every dollar of earning assets. In 2018, the NIM increased significantly to 3.62%, which suggests that the institution was able to generate more interest income relative to its interest expenses. In 2019, the NIM increased further to 3.81%, indicating that the institution was able to earn even more from its interest-earning assets relative to its interest expenses. In 2020, the NIM decreased significantly to 2.45%, which could be due to various factors such as changes in interest rates or the composition of the institution's earning assets and interest expenses. In 2021, the NIM increased to 3.18%, suggesting that the institution was able to generate more interest income relative to its interest expenses in comparison to the earlier year.

Overall, the trend in the NIM shows a significant increase from 2017 to 2019, followed by a substantial decrease in 2020 and a subsequent increase in 2021. The reason for the increase in the NIM could be for various factors including better interest rate management, higher loan yields, or lower funding costs.

2.6 Operations Management and Information System Practices

The operation management system of the Prime Bank Limited is built to make sure balanced and proficient activities across all its branches. Some of the key components of the operation management system of the Prime Bank Limited are as follows:

1. **The Core Banking System:** It is the backbone of all banking activities and responsible for controlling transactions, financial records and account information across all the branches.
2. **Cash Management System:** It controls the cash flow across all branches and ATMs. The purpose of this system is to ensure that there is a sufficient amount of money to meet client's demands.
3. **Payment and Settlement System:** The payment and settlement system of a bank assure that the efficient and secure transactions as well as timely settlements with other financial institutions.
4. **Customer Relationship Management System:** The bank's customer relationship management system gives an overview of interactions between the bank and the client. It improves the understanding between the bank and the client and helps the bank to serve better.
5. **Compliance Management System:** It ensures the bank obey all regulations, laws and guidelines including customer identification and anti-money laundering rules.

6. The Risk Management System: It identifies several types of risks, like- operational risk, market risk, credit risk etc. by analyzing and forecasting based on past records.

Last but not the least, the operation management system of the Prime Bank Limited is developed to ensure smooth and efficient banking activities, keeping a firm concentration on the regulatory compliance and client satisfaction.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces

Porter's Five Forces is frequently used to comprehend the dynamics of competition of an industry. Where power resides in a business context can be determined using Porter's five forces. This is useful for assessing how competitive a company's current position is as well as a position it would want to move toward. Porter's five forces are frequently used by strategic analysts to evaluate the potential profitability of new goods and services. Additionally, the idea can be applied to pinpoint strong points, strengthen weaknesses, and prevent errors by knowing where power exists.

An analysis Based on Porter's Five Forces of the banking industry in Bangladesh is:

The threat of new entrants: Low

The banking industry in Bangladesh is highly regulated, with strict licensing requirements and high capital barriers to entry. Additionally, the existing banks in the market have established a strong brand image and consumer loyalty have made it challenging for new competitors to obtain market share.

The bargaining power of suppliers: Low

Suppliers to the banking industry in Bangladesh, such as IT vendors, have low bargaining power as banks have multiple options to choose from and can negotiate favorable terms.

The bargaining power of buyers: High

Individual and corporate customers have high bargaining power in the banking industry in Bangladesh due to a large number of banks operating in the market, as well as the ease of switching between banks.

The threat of substitute products or services: High

The availability of mobile banking and digital payment services in Bangladesh is rapidly increasing, posing a significant threat to traditional banking services. Customers are increasingly shifting towards digital banking options due to their convenience and accessibility.

The intensity of competitive rivalry: High

The banking industry in Bangladesh is highly competitive, with a large number of banks operating in the market. Banks compete on factors such as interest rates, product offerings, and customer service to attract and retain customers.

2.7.2 SWOT Analysis

The SWOT analysis evaluates the organization's internal strengths and weaknesses, as well as its exterior opportunities and threats. A SWOT analysis is critical for determining the current position of the company in comparison to competitors in the same industry can assist a business in determining what can be done in the future and how it can compete with its current competitors. The term "strategic planning" refers to the process of developing a plan for a specific purpose. A proper strategic plan can be made with the help of SWOT analysis if utilized correctly.

Strength:

- Strong brand image: Prime Bank Limited is a well-known and respected Bangladeshi bank with a strong brand image.
- Wide range of services and products: The bank provides a diverse range of services and products to take care of the necessities of individual and corporate clients.
- Strong financial performance: The bank has consistently announced strong financial performance throughout the long term.
- Good corporate governance: The bank has a vigorous corporate governance system set up to guarantee straightforwardness and responsibility.

Weakness:

- Limited market share: Prime Bank Limited faces extreme competition from other laid-out banks in the Bangladesh market, which restricts its market share.
- High operating expenses: The bank has high operating expenses, which influence its profitability.

Opportunities:

- Growing digital banking market: The increasing acceptance of digital banking services in Bangladesh presents a great opportunity for Prime Bank Limited to expand its digital offerings.
- Economic growth: The ongoing economic growth in Bangladesh presents a chance for the bank to expand its loaning exercises and increment its income.
- Increasing focus on SMEs: The government of Bangladesh is focusing on the growth of small and medium-sized undertakings (SMEs), which presents a chance for Prime Bank Limited to expand its loaning exercises to this area.

Threats:

- Regulatory changes: Any changes in the regulatory environment in Bangladesh could influence the operations of Prime Bank Limited.
- Increasing competition: The banking Industry in Bangladesh has huge competition, with an already large number of prominent players as well as new ones, which represents a danger to the bank's market share.
- Cybersecurity risks: The increasing dependence on digital banking services likewise expands the vulnerability to cybersecurity threats, which could influence the bank's reputation and financial performance.

Chapter 3: Project Part

3.1 Introduction

A country's economy is supported by banking. The bank develops and manages the money market and encourages the production of capital, just as the industry produces goods and commodities. Banks are unique in their ability to control the money supply through lending and investment, and their profits are generated by collecting deposits at a low cost and providing loans at a higher cost. The importance of banking cannot be overstated given that it is the center of all economic and financial activities. The bank makes money through the acceptance of deposits and the granting of loans. Its distinctive quality distinguishes the bank from other financial institutions.

The banking industry is constantly evolving, expanding its reach into new financial areas on a daily basis. As technology advances, the banking process is becoming faster and more convenient, and the scope of banking services is expanding. In order to stay competitive in this quickly evolving market, banks are continually looking for innovative ways to enhance their offerings and give consumers better service. Therefore, it is crucial for people to have a fundamental knowledge of the banking sector and its practices.

3.1.1 Background

Students at BRAC Business School must finish their internship to fulfill the academic requirements for their BBA (Bachelor of Business Administration) degree. The key objective of the internship program is to give students hands-on exposure to the physical world that will help them connect theoretical knowledge from books with actual knowledge. This report was created using my academic knowledge, my practical experience with daily banking operations of Prime Bank LTD. and careful supervision from my internal support team and my official supervisor.

3.1.2 Objective of the Study

The key objective of the report is to meet the BBA program's requirements, while also providing readers with information on The Prime Bank Limited's general banking operations. Yet this study's purpose is more expansive. The following provides a summary of the report's objectives:

- Become familiar with The Prime Bank's daily operations.
- Learn about the Prime Bank Limited's workplace culture.
- To assess general banking activities of the Prime Bank Limited.
- To find issues in the Prime Bank Limited's general banking operations.
- To have a general understanding of a commercial bank's management philosophy.

3.1.3 Methodology

This report's methodology differs considerably from typical reports. My three months of internship experience, as well as secondary materials, served as the foundation for this study on General Banking Operations by The Prime Bank Limited.

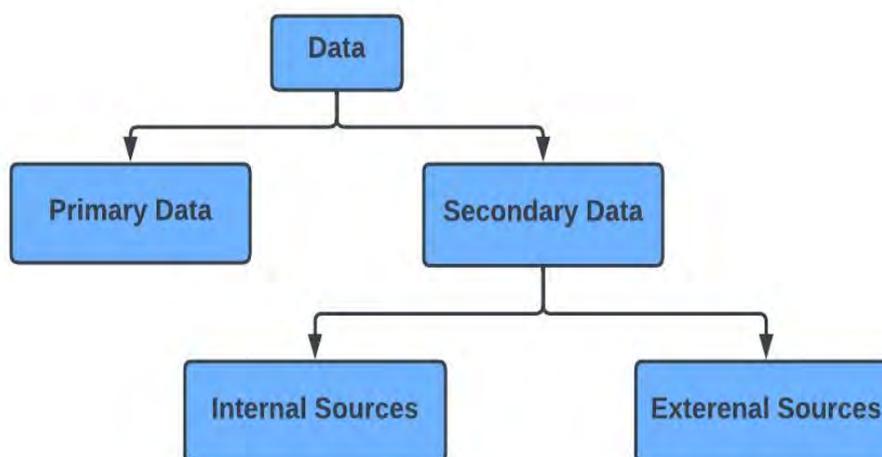


Figure 7: Methodology

Primary Data:

- Personal observation:
- Informal conversation with the client.
- Data essential to the study as provided by officials
- In-person conversations with the Bank's respective officials and staff.

Secondary Data:

1. Internal Sources:

- Bank's annual report
- Website of the Prime Bank Limited
- Publications produced internally by Prime Bank Limited.

2. External Sources:

- Bangladesh Bank Report
- Relevant publications, including books, journals, and newspapers.
- Websites.

3.1.4 Significance of the Study

The report offers an abundance of details regarding the Prime Bank Limited's general banking activities. My practical job experience while employed with the Prime Bank Limited served as the foundation and basis for the entirety of this report. Without a doubt, it will allow the students in blurring the barrier between hypothetical and precise information. I made an effort to discuss a variety of general banking tools and procedures and how they affect the bank's performance. Also, I tried to discuss the Prime Bank Ltd.'s vision and mission statement, fundamental principles, and banking history.

3.1.5 Limitations of the Study

Due to the magnitude of this industry and the little time I had, it was not possible for me to become completely familiar with it. The following issues and restrictions came up during the preparation of this report:

- Due to security concerns and other corporate responsibilities, some data cannot be provided.
- Every branch performs different tasks, thus visiting more branches is necessary, which reduces the amount of data in the report.
- Several elements could not be covered in the present study due to time constraints.
- It is impossible to thoroughly examine the benefits or drawbacks of the tool's application.

3.2 Findings and analysis

General banking is the foundation for all the banking operations at Prime Bank Limited (PBL).

The main functions of the general banking department include:

- Account opening
- Deposit accounts
- Remittance
- Clearing section
- Cash section

3.2.1 Account Opening

Question: What is the account opening procedure of prime bank limited?

Answer: Account opening is the step towards establishing a Customer-bank relationship. It formally binds the customer and bank into a contractual relationship. Keeping that in mind PBL has made the account opening process relatively simple.

To open a personal savings account at Prime Bank Limited, the following steps need to be followed:

- Collect the account opening form from any branch of Prime Bank Limited.
- Fill up the account opening form accurately and submit it to the bank.
- Submit two passport-sized photographs along with the account opening form.
- Submit a photocopy of a valid national identity card (NID) or passport, which should be attested by the introducer.
- Submit a photocopy of a utility bill or any other document for address verification.
- The introducer, who must have an account with Prime Bank Limited for at least three months, must sign the account opening form and the photographs.
- The initial deposit amount, which is BDT 500, must be deposited in the account.
- After verifying the submitted documents and information, will open the account and provide a chequebook to the account holder.

3.2.2 Account Closure

Question: What is the process of account closure in prime bank limited?

Answer: An account holder has the option to close his or her account at any moment if he or she wishes to end the bank-customer relationship. He must file an application stating his/her intention to close his/her accounts, as well as deposit the unused checkbook leaves.

For the following reasons usually, an account gets closed:

- the customer himself gives the notice
- Customers death
- Customer in mentally incapable or is insolvent
- By the order of the court.
- Garnishee order.

3.2.3 Types of Accounts

Question: What types of account does PBL offers to its customers and What services are available in these accounts?

Answer: There are two types of accounts in PBL:

- Personal Account: created for consumers and staff
- Non-Personal Account: created for Proprietorship Firm, Partnership Firm, NGO/Club/Society/School/College, Limited Company (Private & Public), and Trust.

Deposit Accounts:

PBL offers different types of Deposit Accounts for both personal and non-personal accounts, including:

- Current Account
- Savings Account
- Fixed Deposit Receipt (FDR)
- Special Notice Deposit (SND)
- Deposit Schemes
- Others

Savings Account:

- Savings account is an interest-bearing deposit account for individual customers.
- This account has been designed and developed for savers who want to save their income.
- Any customer with age of 18 years or above can open this account.
- The initial deposit sum is of BDT 500, and the interest rate is 3% on any amount.
- Savings account has two special features:
- NEERA Account: launched especially for women
- My First Account: opened for the students who are below 18.

Current Account:

- Current Account is a non-interest-bearing taka account for individual customers.
- Any Bangladeshi national age 18 years or above can open this Account.
- PBL offers customers a current deposit facility for day-to-day business transactions without any restriction.
- Generally, it is opened by any individual or two or more persons jointly for purposes like Sole Proprietorship, Partnership Firms, Limited Companies (Both Public and Private), Societies/Clubs/Associations/Local Bodies Banks, etc.

Special Noticed Deposit (SND):

- SND offers interest on the customer's special notice deposit account and gives the facility to withdraw money at any time.

- The account maintenance fee is a maximum of BDT 600/- taka, and the closing fee is a maximum of BDT 300/- taka.

Fixed Deposit Receipt (FDR):

- Through Fixed Deposit Receipt (FDR), a customer can deposit a fixed amount of money for a fixed period of time ranging from one month to three years or above with interest under a specific term plan from time to time.

Question: What are the deposit schemes offered by Prime Bank Limited?

Answer: Through deposit schemes, PBL offers customers to deposit money cumulatively for a certain period of time until maturity occurs; customers get a lump sum after the maturity period depending on the size of the monthly deposited amount.

The available deposit schemes at Prime Bank Limited are:

- Kotipoti Deposit Scheme
- Prime Millionaire Scheme (PMS)
- Double Benefit Deposit Scheme (DBDS)
- Monthly Benefit Deposit Scheme (MBDS)
- Lakhopati Deposit Scheme (LDS)
- Lakshma Puron Deposit Scheme (LPDS)
- Contributory Savings Scheme (CSS)
- Nobagoto Deposit Scheme
- Account 150%
- Brighter Tomorrow Deposit Scheme

3.2.4 Innovative Banking Services

Question: What Kind of Innovative Banking Services does PBL offers its customers to maintain its position in this competitive market?

Answer: PBL has introduced some innovative banking services that are remarkable in Bangladesh, consistent with a modern edge and competing market. some of the services are:

- **Online Banking:**
PBL offers online banking services to its customers, allowing them to perform various banking transactions from the comfort of their homes or offices. Customers can check their account balance, view transaction history, transfer funds, pay bills, and more using PBL's online banking platform.
- **Swift Service:**
PBL offers Swift (Society for Worldwide Interbank Financial Telecommunication) service to its customers for international fund transfers. This service is fast, secure, and reliable, allowing customers to transfer funds to over 200 countries worldwide.
- **SMS Banking:**
PBL offers SMS banking services to its customers, allowing them to receive account balance alerts, transaction alerts, and other important information via SMS.
- **Islamic Banking:**
Prime Bank Limited offers Islamic banking system, that is, shariah based banking system for its interested clients. In Islamic banking system risks are divided between the customer as well as the bank unlike traditional banking where the customer has to carry all the burden. It also does not contain interest as interest is strictly haram in Islam.
- **Credit Card:**
Prime bank limited had introduced credit card system very early for the convenience of their customer. A credit card allows the customer to buy a product and pay for it later as a whole or in monthly installment. Also, credit card provides various facility and reward to its users, such as cash back reward points which can be letter used to get discounts on various products etc.

- **Debit Card:**

Debit card allows the customer to travel freely without the hassle of carrying cash with. This not only make their commute easy but also makes them much less risky. Though the card they can withdraw cash only when they need from any ATM booth. And debit card also comes with similar perks and features as credit card.

Overall, PBL's innovative banking services are designed to provide customers with convenient, secure, and efficient banking solutions that meet their diverse needs and preferences.

3.2.5 Remittance

Question: What kind of remittance solutions does PBL provides to accommodate the various demands of its customer?

Answer: Prime Bank Limited provides varieties of remittance services to its customers. Remittance plays one of the prominent roles in earning foreign currency and helps in our countries foreign reserve. Prime Bank Limited has made remittance easily accessible to its customers.

- **Pay Order (PO):** Pay order is a payment method though which local payment can be made. A pay order is a like a cheque which is only payable to the designated customer. So, it is a very secure mode of payment.
- **Demand Draft (DD):** Demand draft can be used to make payment from one branch of a bank to another branch of the same bank. It can be availed whenever the designated person wants hence the name demand draft. Demand drafts are commonly used for making payments in situations where a personal check is not accepted, such as for large transactions, payments to a different city, or international payments.

- Telegraphic Transfer (TT): Telegraphic transfer is a popular method for transferring funds. With this service, customers can send money urgently by requesting a telegraphic transfer from Prime Bank and paying a nominal charge and a telegram fee. The bank then electronically transfers the funds to the designated recipient's bank account. Telegraphic transfers are often used for international transactions or for situations that require urgent payment.

3.2.6 Clearing Section

Question: What kind of responsibility does the clearing section carry out in PBL?

Answer: On behalf of the customers, the Clearing Section is responsible for the safe and secure transfer of financial instruments like DDs (Demand Drafts), POs (Pay Orders), and checks. Inter Branch Clearing, Outside Bank Clearing (OBC), and Bangladesh Bank Clearing House are the channels via which the section operates (IBC). The clearing section makes sure that all transactions are carried out securely and safely for the customers' financial instruments

Clearing can be of two types: Outward Clearing and Inward Clearing.

- Outward Clearing: When a bank accepts checks written on other banks within the neighborhood for collection through the clearing house, this process is known as outward clearing. After checking the check, the bank credits the customer's account.
- Inward Clearing: When a bank sends checks drawn on its clients' accounts to other banks for clearing, this process is known as inward clearing. In order to process the check, the bank debits the customer's account and sends it to the clearinghouse. The bank on which the check is drawn receives the check from the clearinghouse, validates it, and credits the customer's account.

3.2.7 Cash Section

Question: What services are provided by the cash section in PBL?

Answer: The Cash division serves as the point of focus for all banking activities and is in charge of maintaining a set amount of cash following Bangladesh Bank regulations. It is a crucial sector that requires extra caution to preserve financial transactions and keep their security.

The cash section mainly performs the following functions:

- Cash Receipt
- Cash Payment

The process of cash receipts is:

- The Cash Receiving Officer will initially verify the Title Number, Account Number, and the amount on the deposit slip of the Credit Voucher in both words and figures.
- The Cash Receiving Officer will receive the cash after making sure all the information is correct and will mark the amount of each currency note on the back of the voucher.
- The details of the voucher, including the deposit amount, are then entered under a progressive serial number in the Cash Receiving Book.
- An authorized officer next verifies and signs the entry in the Cash Receiving Book
- The Receiving Officer will add up the amounts recorded in the Cash Receiving Book at the end of banking hours to make sure they match the total amount received.

The process of cash payments is:

- The Cash In-charge verifies the Instrument to make sure that the Account Name, Account Number, and Amount stated in Words and Figures are accurate.
- The instrument is also examined by the Officer in Charge, who then signs it to approve the payment.

- The computer next checks the instrument's details to make sure there are enough funds in the account to cover the payment.
- The beneficiary receives the payment if there is enough money in the account to cover it.
- The officer retains the payment document for record-keeping purposes.
- This department is in charge of processing consumer payments in addition to debit voucher payments for the branch's various expenses.

3.3 Recommendation and Conclusion

3.3.1 Recommendation

- Although the account opening process is relatively simple compared to competition then again to target and reach the mass people, the process should be simpler and less time consuming.
- Prime bank should put more effort on their marketing because, despite providing various innovative banking solution they will be of not much value if they are not known well.
- PBL should invest more in IT section, because the future is internet banking the more facility they will provide the more customer they will gain and maintain.
- Above all they should provide top notch customer service and continue to improve it because banking is a long term business and the clients will only stay if they get optimum service in the long run.

3.3.2 Conclusion

Any bank's capacity to enter a market and turn a profit is heavily dependent on the efficiency of its key divisions. Prime Bank Limited manages its internal operations effectively in an effort to preserve financial stability. It has established a reputation for being one of the best commercial banks in Bangladesh as the bank with the highest CAMEL rating. The General Banking division of the bank is crucial to producing income. This crucial department successfully draws in new clients and gives excellent services to current clients, which helps the bank succeed as a whole.

Prioritizing its General Banking division will help Prime Bank Limited acquire more clients with the help of its relationship management. It is important to ensure coordination across internal departments because the success of the bank's operations depends on their efficient operation as a team. Due to Prime Bank's inability to keep a larger amount of its earnings to meet its financial obligations despite its best efforts, future dividend payments may be reduced. Hence, in the event of a change in profitability, the bank should maintain its dividend amount. Also, in order to reduce risk, Prime Bank Limited should be less aggressive when financing its debt. Loans should be disbursed in a way that contributes significantly to the growth of the country's economy. The system's developers should provide training sessions to inform users of the changes and collect input for future online upgrades.

Prime Bank Limited competes not only with other commercial sectors but also with the public sectors in this highly competitive market and has been able to make a greater positive impact on Bangladesh's economic development. The bank is highly adept at managing largescale export-import operations, upholding positive client relationships, and providing Bangladesh Bank with trade finance data on time. The bank needs to be more aware of its evolving payment patterns, as well as its overall financial performance and soundness.

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Appendix

Questions asked during the interview

1. What is the account opening procedure of the Prime Bank Limited?
2. What is the process of account closure in Prime Bank Limited?
3. What types of account does PBL offers to its customers and What services are available in these accounts?
4. What are the deposit schemes offered by Prime Bank Limited?
5. What Kind of Innovative Banking Services does PBL offers its customers to maintain its position in this competitive market?
6. What kind of remittance solutions does PBL provides to accommodate the various demands of its customer?
7. What kind of responsibility does the clearing section carry out in PBL?
8. What services are provided by the cash section in PBL?

Appointment letter of the Prime Bank Limited



Human Resources Division

HO (HRD)/ 14419 /2022

November 07, 2022

Mr. Sadat Hossain
Student of BBA
BRAC University

Sub: INTERNSHIP PROGRAM

Dear Mr. Hossain,

With reference to your internship application, we would like to inform you that the Competent Authority of Prime Bank Ltd is pleased to allow you to undertake your internship with our Bank. Accordingly, you are hereby placed at the **Dhanmondi Branch, Prime Bank Limited, Dhaka** as an '**Intern**' for a period of **90 days** with effect from **13 November 2022** to **11 February 2023**.

You are also advised to submit your Internship Report to HR Division after successful completion of your internship period along with the Performance Appraisal from concerned **Head of Branch**.

Please note that you will be paid **Tk. 7000/-** (Seven Thousand) only per month as allowance during your Internship period. For any partial payment, it will be calculated on pro-rata basis on your attendance considering working days.

Thanking you,


Takiyan Chowdhury
SVP & Head - HR Operations

Copy to:

1. The Head of FAD, Head Office, Dhaka.
2. The Head of Dhanmondi Branch, Prime Bank Limited, Dhaka
3. Office copy.