

Report On

**Financial state of SME customers during Covid-19 times in BRAC Bank**

By

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ID - 17104106

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

BRAC Business School  
BRAC University  
June, 2022

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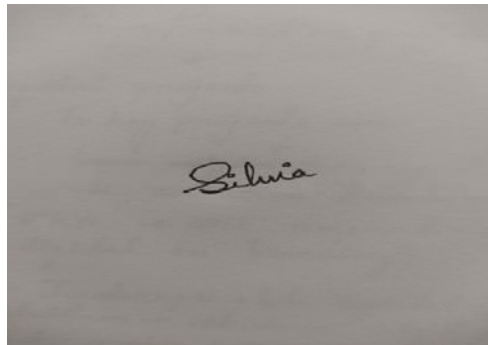
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## Declaration

It is hereby declared that

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

### Student's Full Name and Signature:

A rectangular box containing a handwritten signature in cursive script that reads "Silvia".

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**SILVIA JAHAN**

ID: 17104106

### Supervisor's Full Name and Signature:

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**RAISA TASNEEM ZAMAN**

Lecturer, BBS Department

BRAC University

## Letter of Transmittal

Raisa Tasneem Zaman

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report.

Dear Ma'am,

With due respect, I would like to inform you that I have prepared an internship report that you have assigned to me to complete the course BUS 400. It is a pleasure to submit the internship report " " under your supervision as a part of the BUS 400 course required to complete a BBA degree at BRAC Business School.

I have tried my hardest to complete the report with the necessary data and the proposed suggestion in the most meaningful, compact, and thorough manner.

I trust that the report will fulfill the expectations, and you will be kind enough to approve my internship report.

Sincerely yours,

---

Silvia Jahan

ID: 17104106

BRAC Business School

BRAC University

June, 09, 2022

## Acknowledgment

First and foremost, I want to express my heartfelt appreciation to Almighty Allah.

Then, I would like to express my gratitude to my respective faculty and advisor for this internship course, Mrs. Raisa Tasneem Zaman, Lecturer, BRAC Business School, BRAC University. Her gracious supervision, collaboration, and support have given me a lot of hope and confidence in the success of my internship report. Lastly, I would like to express my sincere appreciation to BRAC Bank Limited's Business Transformation and Product (SME Banking) department and my supervisor Marzuk Rahman Rifat, Associate Manager, BRAC Bank Limited, to whom I used to report. He helped me for over three months by offering me good ideas, and I was pretty close with the whole Business Transformation and product (SME Banking) team during my internship, and this work would not have been feasible without them.

In addition, I am grateful to every person involved in this report who has aided me in overcoming the challenges I've encountered.

## Executive Summary:

This internship report is based on a three-month program at BRAC Bank Limited's Business Transformation and Product Department under the SME Division, beginning March 08, 2021, as a requirement for completing my BRAC University Degree of bachelor. This paper contains the following information based on the duties I accomplished and the information I gathered during my internship.

In this report, I have talked about the financial state of SME customers of BRAC Bank during covid-19.

In chapter 1, I have discussed my internship journey, outcome, and the obstacles I faced during my internship.

In chapter two, I have discussed the primary and secondary objectives and limitations of BRAC Bank. Then, I explained BRAC bank's history and all the divisions that proceed every day to serve the best to their consumers. After that, I highlighted the SME divisions and other divisions as well.

In the last or 3<sup>rd</sup> chapter, I explained my report's objectives to find out the findings, and after that, I analyzed those survey finding responses, along with the methodology and significance. Lastly, the summary and conclusion of this report and recommendation for BRAC bank that they should implement their service to succeed more and serve the best to the consumers.

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## List of Acronyms:

SME: Small Medium Enterprise.

PRI: Policy Research Institute.

MNC: Multinational Companies.

HRD: Human Resource Development

FSRP: Financial Sector Reforms Program.

HRM: Human Resource Management.

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## **Chapter 1**


### **1.1 Overview of Internship**

#### **1.1 Student information:**

<b>Name</b>	SILVIA JAHAN
<b>Student ID</b>	17104106
<b>Program</b>	Bachelor of Business Administration
<b>Major/Specialization</b>	Double Major in Marketing & E-business

#### **1.2 : Internship Information:**

##### **1.2.1: Company Information:**

<b>Period</b>	March 08, 2022, to June 07, 2022
<b>Company Name</b>	BRAC Bank Limited
<b>Logo</b>	
<b>Department</b>	Business Transformation & Product (SME Banking)
<b>Address</b>	Head Office, Anik tower, 220/B Tejgaon I/A, Tejgaon-Gulshan Link Road, Dhaka-1208

### 1.2.2: Internship Company Supervisor's Information:

<b>Name</b>	Marzuk Rahman Rifat
<b>Position</b>	Associate Manager
<b>Email and phone number</b>	<a href="mailto:marzukrahman.rifat@bracbank.com">marzukrahman.rifat@bracbank.com</a> 01847419469

### 1.2.3: Job Scope – Job Description/Duties/Responsibilities

At BRAC Bank limited, I have joined in Business Transformation and product team of the SME Division as an intern. In this division, the organization proceeds the operations for SME customers to serve the best. During my internship, I have gained so many things like how financial institutions (BRAC Bank Limited) proceed with all the activities in all the branches centrally through its Head Office. Here, I have fulfilled various responsibilities, and I worked under my supervisors, who have assisted me in a different kinds of work and projects. The project that I have worked was PRI project which was mainly the BRAC Banks policy research institution project. In this project first BRAC Bank provided training to BDM's after that the organization has sent some survey questionnaire to BDMs for collecting the sample data from the customers. After that BDM's has send back it to the organization. After getting all the data, I have gradually entered all those data's in the project. Not only this I supported in product review (Anonno, Apurba and Tara) and helped in making App Manual and Web Manual of BRAC Bank. At the same time, I worked with my supervisors in other tasks like: ( helped in preparing some annual report of SME, Total deposits, loans, net profit etc.) I have learnt many things from my seniors and they always try to motivate us in every work or project. I was lucky enough to work in this team and division.

## 1.3: Internship Outcome:

### 1.3.1: Student's Contribution to the company:

Undergraduates enroll in an internship program to obtain information and experience before joining the real world of business. So the student can gain real-world industry expertise and impact the company's performance while learning about the company's natural environment and culture. At BRAC bank limited, I was able to contribute and explore my skills by doing several tasks. I came to know the financial terms, loans, and deposit terms, who SME banking proceeded and explored the platforms by doing work with these tasks. I always try to give my 100% to my assisted task and my seniors and supervisors also appreciated me. Sometimes I face difficulties in some tasks and I took help from my seniors to understand the task properly from them, after that I finished the work perfectly. I have worked in data collection and input system which is the big project of BRAC bank limited where my supervisor assisted me in this work and I have done the work properly.

### **1.3.2: Benefits of the Student:**

Students can develop a range of talents through the internship program that they would not be able to obtain through textbooks or academic knowledge. Students acquire real-world skills and a grasp of the corporate world and industry. A student benefits from a variety of factors and that will be discussed below:

- It helps students to interact with professionals.
- During this time, students can improve and practice their industrial and commercial abilities.
- Internship programs help students improve soft skills in the workplace, such as time management, efficiency, and teamwork.
- This course is designed to teach recent graduates an advantage in the job market and broadens their resumes.
- A good recommendation for future work, education, and scholarships can be obtained for a student.

### **1.3.3: Problems and Difficulties:**

The internship term was challenging due to the heavy workload. Fortunately, my boss, team members, and coworkers assisted me in every way they could. The key hurdles were interacting with large amounts of data, discovering logic, and becoming acclimated to new information and workflows. As a marketing graduate, I faced some difficulties in finance-related tasks like: annual report of SME loans, deposits, net profit, etc. However, my supervisors and seniors help me in every possible way. Because of their support my work became easiest and I faced less difficulty during these 3 months of internship program.

### **1.3.4: Recommendations:**

Internship programs are a method to discover after you've finished your academic classes. It is an important part of a student's professional life. It is a person's initial exposure to the world of business. Steps must be made to make the most out of this fantastic era. Because it is their first time, some students have difficulty to balance their academic and career life.

Nonetheless, I could strike a balance between my professional and personal duties. This internship experience will provide the incoming intern with diverse skills. We all know that learning is a never-ending process in which you may learn a hundred new technologies every day. To learn effectively, you must be passionate. Acquiring the necessary abilities will assist you.

## **Chapter 2:**

### **Organizational Part:**

#### **2.1: Introduction:**

##### **2.1.1: Primary Objective:**

During my four years of undergraduate, I discovered and applied the marketing ideas, strategies, and essentials that I learned from my respective professors or faculties. My affiliation with BRAC University and BRAC Business School comes to an end with this report. This internship report focuses on what I gained during my three-month term at BRAC Bank Limited.

##### **2.1.2: Secondary Objective:**

My report's secondary objective is to finish the tasks and activities properly that have been allocated to me. I am doing my internship at BRAC Bank Limited under the SME division department of Business Transformation and Product team. My onsite supervisors have assigned me a PRI project task that I need to enter the necessary data's of that project surveys. On the other hand, I have already done some other tasks and activities like I have assisted in making App and Web manual, then I have assisted to support product reviews etc. These tasks and activities help improve so many things to do better. I have learned so many new and unique ideas and implement those things and experienced a lot during these three months. However, This report details the entire experience and journey of my graduation and employment experience and how I applied my skills and obtained abilities in my academic setting.

##### **2.1.3 Limitations:**

At BRAC Bank internship program has been designed for three months. These three months are not enough for me to know more or cover other things. To know more and have proper knowledge and information, experienced lots of technology and techniques need more time in internship. Because by assisted for a PRI project, I have to input data's for 1.5 months. First for this PRI project I have to collect the sample data's file from the BDM through RO and after that I started doing the data entry. So I can't do other activities and work for this project. If I get more time in my internship then I can gained more knowledge and experienced lots of things which will help me in my future work place or profession. at the same time in this three the work pressure is also high because of the these short time.

## **2.2: Company Overview:**

### **2.2.1: Introduction and History of BRAC Bank Limited.**

BRAC Bank Limited is a Bangladeshi-designated commercial bank. It was founded in Bangladesh based on the Banking Companies Act of 1991 and registered as a Private Limited governed by the Companies Act of 1994 on May 20, 1999. But the main procedure of the Bank or first doors opened on July 4th 2001. BRAC Bank is a new generation bank, and the world's largest non-governmental organization founded it. The goal is to ensure that Bangladesh's financially excluded citizens were included. Mostly at the time, banks have been less interested in lending to small and medium-sized businesses. With its long history of humanitarian and social enterprise initiatives, BRAC saw a need for a financial partner. BRAC Bank Ltd was established as a commercial bank for this area.

Since then, it has remained a key player in Bangladesh's banking market, including both terms of ideology and profitability. The organization has 4 divisions (Corporate banking, Retail banking, Treasury and Financial Institutions and lastly, SME banking), but Corporate, Retail and SME banking are the main three segments. All over Bangladesh it has 460 SME unit offices, 481 Agent banking outlets, 457 ATMs and 97 CDMs.

The present customer base of BRAC Bank Ltd is above 1.2 million, with a specialized internet banking facility. It has a large human multimedia project of 7085 employees engaged to the Bank's primary value of client service. Since its founding, BRAC Bank Ltd. has retained a distinguishing feature of its operating culture. BRAC Bank Ltd. as a group proudly serves three different sets of Ps which define its long-term aims and plan of action, People the environment and happiness.

#### **Company Vision:**

"Our goal is to create prosperous and socially conscious banking institutions that focus on high-growth industries and businesses." Finally, this will contribute to realizing a just, enlightened, healthy, progressive, and welfare dependency Bangladesh.

#### **Company Mission:**

Long-term expansion in the small and medium-sized business sector. Low-cost deposit growth is expected to continue with managed retail asset growth. Self-liability mobilization and asset growth will be used to fund company assets. Pooling resources and financing accomplish it in rapidly expanding industries. Ongoing efforts to boost unrestricted income to maintain consistent profits will keep debt rates at 2%. Effective synergies to also be addressed among some of the company's branches, SME unit operations, and BRAC regional offices. This facilitates the smooth delivery of repayments and other goods & services. Different business lines to be handled in a fully controlled environment without sacrificing customer satisfaction. Competitive teams will work hard to make the institution's vision a reality.

### 2.2.2: Core values of the organization:

BRAC Bank Ltd. upholds a set of basic values distinct from those of its national headquarters, BRAC. The seven values of the organization are mentioned below:

- Individuals with unique ideas in the profession are encouraged to be creative.
- Dependable individuals are those who never let you down.
- At work must have a lot of determination, enthusiasm, and self-discipline.
- Youthful - Full of vitality and enthusiasm.
- Transparency—honesty, and openness.
- Taking responsibility for a result is an example of accountability.
- Loyal, obedient, and committed.

### 2.2.3: Divisions:

The overall system or functions of the organization could be divided into 9 divisions, but the overall system or function concentrate to the most vital segments. The main three segments or divisions of the systems are:

1. **Corporate Banking Division:** This section presents services to businesses in cash flow, loans, and international trade solutions, among other things. Dhaka a, as well as Chittagong, are the bases of the main operating bases. The BankBank already has nine subsidiary branches via which it can reach locations that are strategically remote from its headquarters and they work with a specific type of customer. Those are:
  - Large corporates: Power, infrastructure, telecommunication, readymade garments.
  - Medium Business.
  - Local Corporates.
2. **Retail Banking Division:** This retail banking sector responds to the entire public's individual needs for term deposits, checking accounts, savings, mortgage loans, and vehicle loans, among other things.
3. **SME Banking Division:** BRAC Bank Ltd. presently operates and delivers services to small and medium-sized businesses through 460 SME divisions. The items are tailored to the company's requirements. Consumers can also get personal loans, as well as additional services tailored towards the small business owner's entire lifespan.

And rest of the divisions is:

4. **Treasury and financial institution:** The Treasury Division is responsible for the whole financial markets, capital formation, and regulatory standards for handling funds. It maintains the

Bank'sBank's general day-to-day sustainability through its activities. The departments it's run by are listed below:

- Capital Market Desk.
- Foreign Exchange.
- Money Market Desk.
- Financial Institutions.
- AML Desk.
- ALM Desk.
- Corporate Sales.

**5. Internal Control and Compliance.**

**6. Distribution Network.**

**7. Credit Risk Management:** It evaluates the credit risk involved with loaning money to consumers, whether they are retail, corporate, or small businesses. BRAC Bank's CRM performed admirably inside the present environment of high NPLs.

**8. Operation Division:** BRAC Bank Ltd. is a centralized financial institution. Consumers expect a controlled service delivery with this method. The organization is run through its headquarters and nine Area Operation Centers.

**9. Information Technology Division:** Technology is transforming the banking state's direction, and BRAC Bank Ltd. has its own IT department to keep up. The IT team is continually looking for new innovative ways to improve systems, along with new business prospects that might be found through technology advances. In addition, the unit is responsible for supporting existing software such as Finacle (core banking software), mfino (agent banking software), Card (card order processing software), and so on.



#### **2.2.4: Subsidiaries of BRAC Bank Limited:**

- Bkash Limited.
- BRAC IT Services Limited.
- BRAC EPL Stock Brokerage Limited.
- BRAC Saajan Exchange Limited.
- BRAC EPL Investment Limited
- BRAC Bank Limited Asset Management Arm.

#### **2.2.5 Employees and Job environment:**

BRAC Bank Limited has designed three months internship opportunities for final year undergraduate students who only left with their internship only. As I have joined in their SME division under the Business Transformation and product department as an intern the environment of this department is very friendly and flexible. Here, all the employees and staffs maintain the work schedule properly and this is very important for any organization or company. Here, the employees from senior level to floor level have strong bonding and communication. There is no discrimination and cultural diversification gender biasness. All are treated with an equal respect. Moreover, my supervisor and other seniors always ready to teach or help to learn something new. They motivate us in every work to do well.

## 2.2.6: Organizational Organogram:

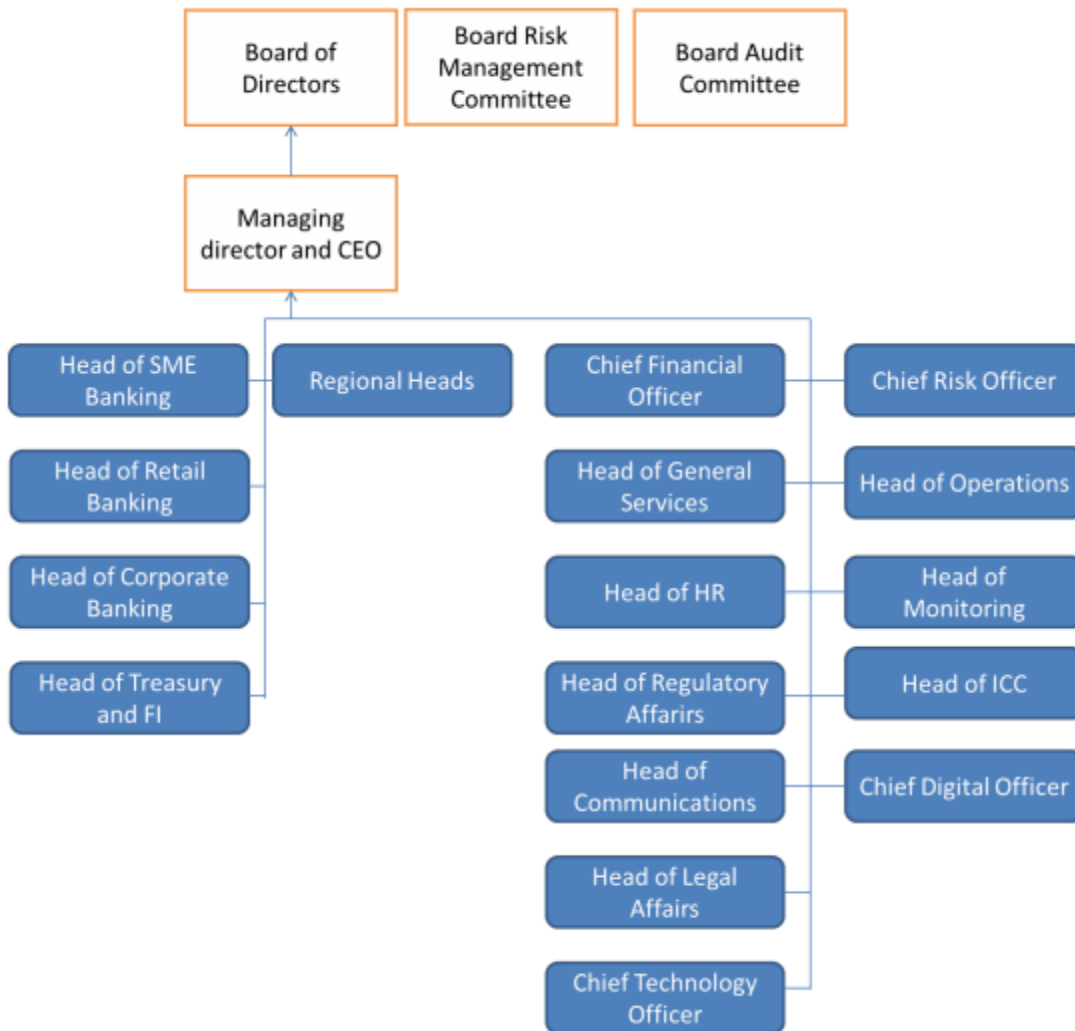


Figure1: Organizational Organogram

Selim R.F. Hussain is the BRAC Bank Limited's current director and CEO. Currently there are three DMDs. Chowdhury Akhter Asif (DMD and CRO), Md Sabbir Hossain (COO), and Mohammed Masud Rana FCA (DMD and CFO)

### **2.3: Management Practices:**

Transformational leadership System:

BRAC Bank follows or goes with the transformational leadership style or system because Employees will be encouraged, inspired, and motivated to innovate and create things under the leadership of a transformational leader. Transformational leaders may influence people to shift beliefs, attitudes, and motives to work against similar objectives by leveraging their vision and personality. At BRAC Bank always the seniors and juniors stay with a unity and they always motivate each other towards their work. The seniors always motivate their juniors and employees to achieve the goal perfectly so that constantly they push them. The leaders inspire and influence the team members to gain the best and the outcome of any task will give the best result.

Target Consumer group:

- NGO's
- MNC's (Multinational companies)
- Educational Institutions.
- Leading organizations.
- Corporate (local, medium and large)
- Trading house.
- Individuals.

#### **2.3.1: Human Resource Planning Process:**

Human Resources Development operations help the BankBank achieve its mission. "Provide service to its customers with the support of a talented and dedicated personnel whose creative abilities, inventive activities, and winning mentality make our standing unique in providing quality service to all institutions and persons that we care for," says one of its four key missions. Unique acts, as well as a qualified and devoted team with unique talents, are often not easily available. Recognizing the shortage of such talent, the BankBank has placed a premium on human resource development (HRD), which comprises activities such as pre-employment screening, recruiting, integration, learning in the Institute, employee development, posting, compensation and promotions. BRAC Bank's management recognizes any need for talents not just for day-to-day banking, and for capabilities to address the rapidly changing global and national economic and financial contexts. The process is particularly concerned about meeting the demand for new capabilities resulting from the Financial Sector Reforms Program (FSRP). As a result, they have such a training facility with a professional library, current training materials, and qualified instructors. BRAC Bank's training school re-designs its coursework on a regular basis to satisfy the demand for continuous learning and enhance its human resources. Moreover, BRAC Bank's Human Resources Division is extremely essential. Managing above 5500 people is a difficult undertaking, and HRD is doing its best to complete it efficiently. Aside from day-to-day operations, HRD holds two significant hiring events every year Customer Relations Manager and Management Trainee Officer positions. Maintaining coordination between division branch offices across Bangladesh is a major HRD challenge. HRD is working to automate as many HR operations as possible. During the year 2007, 2 new additional E-Learning and E-Attendance models were presented. Job satisfaction and organizational

commitment surveys, compensation and recognition programs, and other services held throughout the year assist in motivating and solicit input from employees.

### **2.3.2: Training and Development Initiatives:**

The banking business plays a significant role in a nation's progress and this is one of the most promising industries. Bangladesh's financial sector is likewise quite powerful. Because this is such a large sector, we have several skilled personnel. As a result, Human Resource Management (HRM) is quite valid and proficient in Bangladeshi banks. BRAC Bank Ltd. has entered the market in order to strengthen the banking industry. To meet the international challenge, BRAC Bank Ltd. has established a trained and highly skilled personnel. BRAC Bank Ltd.'s Human resources is in charge of the entire workforce. From salary to awards, recruiting to dismissal, and additional fundamental and vital training programmers, the Human resources department covers all of the recruits' needs. BRAC BankBank limited creates lots of opportunities for the new and existing employees through this training programs. However, this process of training and development of the employees also developing the organizational growth.

## **2.4 Marketing Practices:**

### **2.4.1: Marketing Strategy:**

As the bank sector is essential for any country's economy so BankBank also play a vital role in the social media to increase the economic dynamics of a country. People's living standards are raised by these banks. Bangladesh's private commercial banks are all involved in the financial downturn. This BRAC Bank has resurrected as a conceptual framework in the sector of industries. A banking system is a small rural region that serves an important economic function. A considerable influence is played by small lenders.

### **2.4.2: Digital Marketing:**

TV Advertisements: Various banks play an important role in advertising their products via television advertisements. The lender may attain their aim by using this marketing to make its goods known to clients. Television advertisements allow customers to use their services. It takes an effective market turn from here.

Newspaper Advertisement: The commercial runs with typical journalistic material in a newspaper advertisement. Businesses and companies typically utilize display advertisements to promote products or services, and they are typically for clients with a greater budget. It might be for any item, service, or

announcement. This is where banks usually put their recruiting notices. The following are examples of newspaper advertisements:

- Business Advertisement.
- Coupon advertisements.
- Leaflet advertisements.
- Legal advertisements.
- Survey leaflets.

**SMS Marketing or Advertisements:** A short Message Service, generally known as texting, is the most extensively utilized data service on the planet. Almost 80% of all mobile users in Western Europe send and receive SMS on a daily basis. Text messaging is less expensive per advertised consumer than other marketing platforms. It also has the benefits of being time and place precise, immediate, discreet, and spam-free.

Etc. is used in BRAC Bank limited to promote their products and services.

## 2.5 Financial Performance and Accounting Practices:

The annual financial report of BRAC Bank Limited is discussed below:



Figure2: Annual Report of BRAC Bank Ltd. 2020

In the above statement, we can see from 2016 to 2020, the number of transactions are increased and decreased. We can see loans and advances are increased in 2020 because we all know that the in 2020 we face a pandemic of covid-19. But operating profit, net profit and earning per share are decreased due to the pandemic. At the same time BRAC Bank has continue their all operations during the pandemic as well.



Figure 3: Annual Report of BRAC Bank Ltd. 2021

Here, we can see from the year 2020 of pandemic of covid-19 the net profit and other transactions are increased. The BankBank proceed all the operations very perfectly so that the number of transactions and other accounts are increased.

## 2.6 Operations Management and Information System Practices

### Information Technology in Banking Operations:

BRAC Bank Limited has been using automation in its banking operations since its inception. The major goal of this automation is to give effective and timely operations to the company's valued customers. All of the Bank'sBank's branches are now automated, ensuring the highest level of data protection. BRAC Bank Limited provides a wide variety of financial services to its customers with the highest care and performance. South Tech Ltd created and adapted the Ascend Millennium Banking System. Numerous system analysts and developers are committed to software design and implementation, as well as after-sales maintenance.

### Technology:

The significant achievements of BRAC Bank Limited include bringing 36 branches below one roof, launching Mobile Banking, Internet Banking, and integrating the ATM network through the Online

Banking platform. As a result, our customers may get solutions from any location at any time. BRAC Bank is the first BankBank to offer internet banking services in rural areas.

Challenges:

- Ensure that BRAC Bank is compliant.
- Obtain a good CSD audit rating.
- Ensure that our internal and external clients receive efficient CONSUMER services.
- Support for ATMs.
- The CSD functionalities go smoothly.
- For the CSD team, develop and maintain effective human resources.

Initiatives:

- Develop CSD operations, monitoring methods, and efficient staff to improve CSD tools.
- Create a quarterly self-audit survey and apply it.
- For our Consumers, provide an efficient and easy quality of service delivery.
- By giving hands-on learning and pertinent HR training, you can develop an efficient workforce.
- Provide in-house training on Bangladesh Bank and BRAC Bank regulations.

**2.7: Industry and Competitive Analysis:**

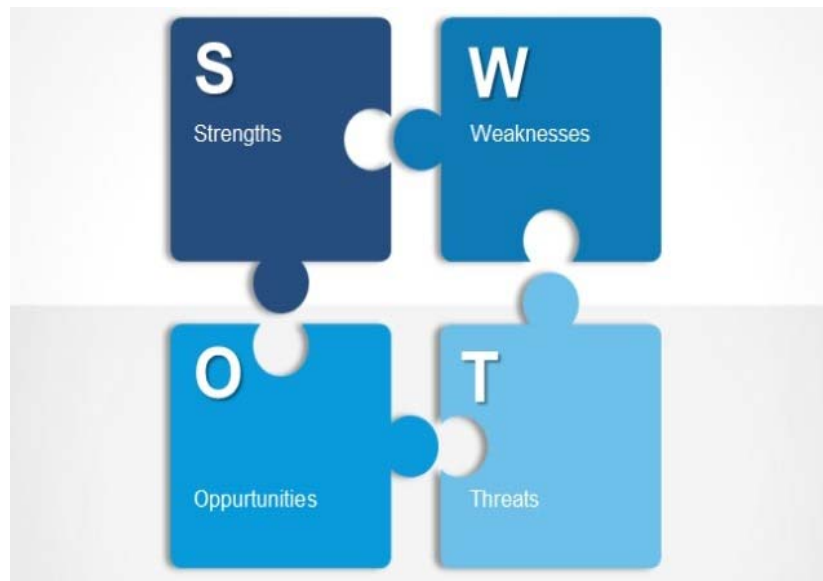


Figure 4: SWOT Analysis
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### 2.7.1: SWOT Analysis of BRAC Bank Limited:

SWOT analysis is a method of determining the current state of an organization by examining its strengths, weaknesses, opportunities, and threats. This is a standard method of determining a company's resources. This aids in determining the corporation's potential benefits and weaknesses when compared to others. The following are the SWOT evaluations in brief:

#### **STRENGTHS:**

BRAC bank's strengths are:

- Reputation of the organization because BRAC Bank has already established a name for itself in our country as a startup.
- BRAC Bank has significant sponsors who have all pledged their support.
- BRAC Bank's top level management is one of the Bank's primary strengths.
- BRAC Bank is one of the most renowned private commercial Bank in Bangladesh because of its SME division.
- BBL has all of the facilities and equipment that contribute to its strengths.
- It's wide range service line is also a very strong.
- It has online banking system which has grabbed the market quickly.
- It's excellent work environment is also a strong point the Bank.
- The Bank introduced many deposit plans, which were well received among customers, leading to an increase in the Bank's deposit base.
- The Bank has won both client and corporate loyalty. The Bank is also in charge of ensuring that its consumers receive high-quality services.

#### **WEAKNESS:**

- There is a lack of Motivation, training, and work rotation.
- Compared to rivals, the workforce is limited.
- Deficiency of a clearly defined marketing goal.
- There are only a few branches.
- Growth in the following and tactics are lacking.
- Inability to adopt more capable IT technologies.
- Funds are growing more expensive, and gaining access to them is now more complicated.
- Inexperienced personnel in junior managerial positions.

#### **OPPORTUNITIES:**

- The Bank may generate more profit by expanding competent staff.
- Banking services would be the only way to finance in a developing country like Bangladesh.
- The growing number of small and medium-sized businesses has increased the potential for a huge



- corporate customer base.
- BRAC Bank diversifying policy is a positive indicator.

### THREATS:

- Upcoming banks: If this BankBank does not give the consumer a strong indication, the user will not be able to move on to the next BankBank.
- Banks of the present: Banks of the present, such as city bank Major competitors are Dutch Bangla and Eastern Bank. Prime Bank and other banks are running an intensive marketing effort to recruit high-value clientele and long-term deposits.
- Political unrest inside the nations has an impact on business.
- Bangladesh Bank's legal provisions changes often.

### 2.7.2: Porter's Five Forces Analysis:



Figure 5: Porter's Five Forces Analysis

Porter's five forces are established in 1979 as a technique for evaluating the primary competitive difficulties in an industry and establishing the business methods. These forces are implanted by Michael E. Porter of Harvard Corporate School. This method helps to develop and evaluate the any organization's strength, threats, power, and rivals. It manages to examine the bigger perspective that competes with the organization.

1. **Threat of new entrants:** It means the new organizations are entering the market, which is very dangerous for any existing similar organizations or platforms. There are already lots of finance industry or bank sectors in the market. At the same time, many multinational banks are trying to enter the market which is very concern and dangerous for BRAC Bank Limited. The new banks

and multinational banks want to serve the greater part of a consumer budgetary needs, which is a threat for BRAC Bank Limited.

2. **Threat of substitutes:** For BRAC Bank limited the threat of substitutes are high because the rivals are offering the same category services such as ( financial NGO;s, Lanka Bangla Finance, IPDC, IDLC etc. ) consumers always try to find the best from the same market but in different organizations where they find comforts. BRAC Bank Limited has the best financial services but the similar substitutes also trying to serve the same with some other facilities which is a threat for BRAC Bank.
3. **Rivals among competitors:** We know that in our country the finance industry is a great source of developing the country's economy. There are many well-known banks and finance companies that have already spread their popularity in the finance market. For BRAC Bank limited the rivals are leading banks like ( Standard Chartered Bank, City Bank, NRB Bank) and the international banks like( HSBC, Citi Bank, Commercial Bank of Ceylon etc.)
4. **Power of buyers:** The buying power is high because of the similar industry that exists in the market with good grade. So the consumers have many options to switch the organization where they get better facilities and services. Consumers or clients always find the better option where they find satisfaction. In the finance industry consumers wants to get the low cost exchange and less interest for any loan so that they find the comfort organization. So in bank sector the buying power is very high.
5. **Power of suppliers:** For nay Bank capital is the main asset. There are 4 main suppliers of capital in the industry. Such as:
  - Advance and loan.
  - Customer deposits.
  - Advances from other monetary organizations.
  - Mortgage backed securities.

Here, BRAC Bank limited has also provided this 4 main asset to their target consumers. It helps the clients by their requirements and benefited by the services.

## **2.8: Summary and Conclusion:**

BRAC Bank Limited is a powerful and competent financial institution. It is a strong, forward-thinking, modern local bank with a track record of reliable service. It is a bank of the next era. This is devoted to providing substantial economic systems that will help to the industrialization's GDP development, export growth, and job creation. Intelligent young, growing living standards for low-income groups, and the country's general socio-economic progress the BankBank aspires to be the best private commercial BankBank. In terms of efficiency, capital sufficiency, asset quality, and great leadership, Bangladeshi banks are among the best in the world. The BankBank must make a concerted effort to be more outward-looking in its objectives and cognizant about what is going on. They should also pay closer attention to the domestic abuse situation and evaluate any trends or techniques used by their rivals.

## **2.9: Recommendation:**

Expanding SME service centers must properly leverage on the vast potential client categories.

## **Chapter-3:**

An internship report on

Financial state of SME customers during Covid-19 times in BRAC Bank

### **3.1: Introduction:**

BRAC Bank Limited is a Bangladeshi-designated commercial bank. It was founded in Bangladesh based on the Banking Companies Act of 1991 and registered as a Private Limited which was governed by the Companies Act of 1994 on May 20, 1999. It's mainly commenced production on July 04, 2001, with the goal of becoming the leading company by giving all types of assistance to people in terms of boosting commercial and small business owners and consumers throughout Bangladesh. In Bangladesh, BRAC Bank will be a one-of-a-kind institution. The organization has several divisions, but the system mainly focuses on three vital divisions. Those three main segments of the divisions are Corporate banking, Retail banking and SME banking. All over Bangladesh it has 460 SME unit offices, 481 Agent banking outlets, 457 ATMs and 97 CDMs. For its amazing organization and SME-centric business model, it received the "Most Innovative SME Bank" award by International Finance Publication Ltd. on January 25, 2019. On December 31 2018, the portfolio of 56,139 SMEs. PAR and NPL were 3.4 percent and 2.6 percent, respectively, on a gross distribution of 101,470 million BDT. The present customer base of BRAC Bank ltd is above 1.2 million, with a specialized internet banking facility. It has a large human membership site of 7085 employees who are committed to the Bank's Bank's primary value of client service.

BRAC Bank is basically known and renowned for SME division and its outstanding operations. SME is mainly a small and medium enterprise (SME) loan is a type of financing offered by the banks to businesses in the small and medium-size organizations or businesses. BRAC Bank Ltd. presently operates and provides services to small and medium-sized businesses through 460 SME divisions. The items are tailored to the company's requirements. Customers can also get unsecured loans, as well as additional services tailored to the small and medium company owner's entire lifecycle. The selection of a business and the man behind the firm will have a huge influence on the effectiveness of an SME. BRAC Bank offers this facility to businesses that have been in operation for at least one year and are environmentally sustainable. It does not lend money to tobacco companies. The company must be lawfully registered and have a current trade license. Physically capable entrepreneurs, particularly here between the ages of 25

and 50, are preferred. As a result, the BankBank offers loans ranging from 4 to 50 lac taka to small and medium businesses that do not have easy access to banks and other financial institutions.

SME loans can be serviced in 2 directions: 1) One is in equal monthly loan installments including monthly interest charges, and 2) Another one is making a single payment at maturity, with interest repayable on a quarterly basis. Door-to-door service is used by customer relations officers to find new customers. They converse with clients and observe their demeanor, and company activity, and make loans to prospective clients. BRAC Bank may give 100% of the net required working capital to SME, and not more than 75% of the total amount of stock and cash receipts. Usually, businesses obtain operating capital through borrowing loans, though BRAC Bank structured the loan to be a loan facility that is repaid in installments. Also keeping an eye on everything are client service employees.

SME products are:

- Anon no.
- Apurbo.
- Durjoy.
- Shohoj.
- And Tara.

### 3.1.1: SME Loan system and process:

Loan	Deposits
Nirman (construction loan) Probartan ( e-commerce loan) Bahon ( Vehicle loan) Shombriddhi (trade finance) Anon no Plus (unsecured large loan) Anon no (unsecured loan) Tara (Women entrepreneur loan). Swapno (unsecured loan). Kuri (tea estate finance). Agriculture finance shohoj (secured loan).	Prapti current account Prachurjo FDR Shonchoy DPS Shahin current account.

Figure 6: SME loan system and process

### 3.1.2: Literature Review:

The outbreak of Covid-19 or novel coronavirus has created the largest impact on the history of mankind. Nowadays it has become very familiar to us and our daily life. The pandemic has created an impact on the

world's economy, education, public health, mental health, environment, and so on (**Mohammed, T., Mustapha, K.b, et. al; 2021**). According to (**Bachman, Sarkis et. al; 2020**) this deadly virus spreads across countries and its harming productivity, upsetting supply networks and causing financial markets to tremble. Mostly, the small and medium (SME) firms and their customers suffer a lot for this outbreak of covid-19 and SME is the backbone of any country's economy ( **Juergensen, J., Guimon, J., & Narula, R. ; 2020**). According to, (**Bartik et al. ; 2020**) SMEs (small and medium sized) firms, SBs (small business) or SMBs (small and medium business) are particularly susceptible to the present pandemic issue among the addicted organization. Moreover, the absence of HR functions, due to low operational capability such as methods, process and instruments, lack of funds and no customer relationship management are all features of small and medium that make responding to the crisis challenging ( **Garengo, Biazzo, and Bititci; 2005**). Consumer experience, market balancing, and distribution networks are all affected by the recent circumstances (**Carvalho, Bonzo, & Zenaide, 2020**). In BRAC Bank, a SME division is confronting a number of issues which are detailed in the report's technical section (**Saha, S. K. ;2015**). BRAC Bank's primary problems include business risk, high interest rates, a high creditor rate, and specific regulatory measures, among others. BRAC Bank, on the other hand, has a considerable number of defaulters. Despite the fact that a tight preapproval mechanism is in place, caused by unforeseen circumstances. There are a lot of bad loans in BRAC Bank. Even if a tight loan approval mechanism is in place, "bad losses" do happen from time to time owing to unpredictable circumstances. BRAC Bank employs a continuous monitoring strategy of consumers' activities in order to reduce credit risk. When someone is reported as a fraudster, a special wing called SAM is assigned to enforce the law. The report's recommendations section sought to determine what changes BRAC Bank may take to address existing weaknesses. BRAC bank's efficiency might be improved by a more effective loan approval procedure, rigorous monitoring operations, and an accommodation for businesses to meet.

### **3.1.3: Objectives:**

#### **Broad Objective:**

The primary objective is to find out the financial fluctuation or sustainability of SME customers of BRAC bank during the pandemic of covid-19 situation.

#### **Specific Objectives:**

- To find how SME Banking works in BRAC Bank.
- To find out how the SME division of BRAC Bank deals with customers behavior.
- To know about how BRAC Bank's SME customers react on unstable situation.
- To find out how BRAC Bank SME customers handled financial fluctuations in Covid-19 period.
- To know and find out how BRAC Bank SME assists in gaining financial sustainability.

### **3.1.4: Significance:**

SME focuses on Small and Medium enterprises at BRAC Bank. It means the earnings of the middle and lower income generating people. For this reason, it has started offering new Schemes so that everyone can

get benefited. Recently it has signed a MOU with Robi Axiata Limited to gain the trust of everyone as everyone depending on trust so that people will invest here in this BankBank. Moreover, SME division started giving new loans, especially to the farmers as they are the life savior of the whole country. The interest rate is below average, and in some special cases, they don't take interest from the rural poor farmers. Women have been contributed a lot in our economy. By focusing on that BRAC Bank SME division started offering new entrepreneurship courses. Schemes loans facilities arranged a seminar name "Uddokta 101" where entrepreneurs from all over the country were given some tasks and after fulfilling the tasks they were given special awards, prizes and cash also to improve their business activities. This has also been able to create new way of communication to foreign business and entrepreneurs were connected and introducing to the foreign offers also.

### 3.2: Methodology:

Basically I have used nominal and ordinal scale to the survey data's response. I have collect around 36 responses from the customers of SME banking at BRAC Bank, and other essential documents are also collected by primary and secondary data.

First of all, I prepare the questionnaire for the survey then for the primary data I have use the mail to collect those data's from the customers. After that I attached the questionnaire in the website of BRAC Bank to collect secondary data. Below are the findings and analysis part I have discussed more about the survey data that I have collected from the respondents.

### 3.3: Findings and Analysis:

#### 3.3.1: Findings:

##### 1. Your Gender?

34 responses

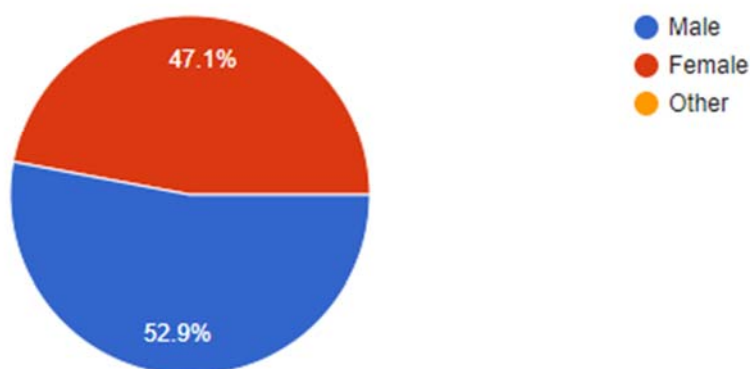


Figure 7: Gender Recognition

In this segment, we can see the percentage that 52.9% male and 47.1% female are the current customers of BRAC Bank Limited.

## 2. Are you familiar with SME Banking?

36 responses

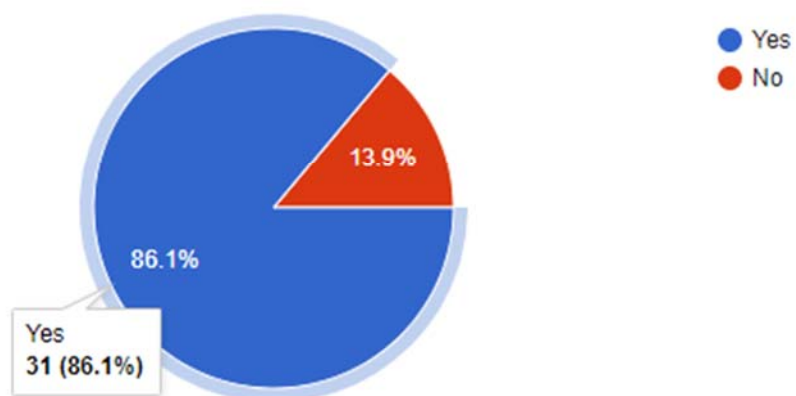


Figure 8: Familiar with SME Banking

We can say most of the people are aware about SME banking because in the survey we can see about 86.1% people are familiar with SME banking.

## 3. Are you familiar with SME Banking of BRAC Bank?

36 responses

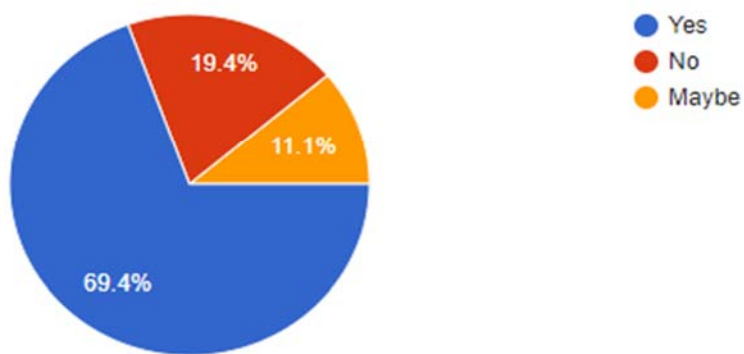


Figure 9: BRAC Bank's SME banking

Here, we can see around 69.4% people are familiar with the SME Banking of BRAC Bank.

#### 4. Do you avail any service from BRAC Bank?

36 responses

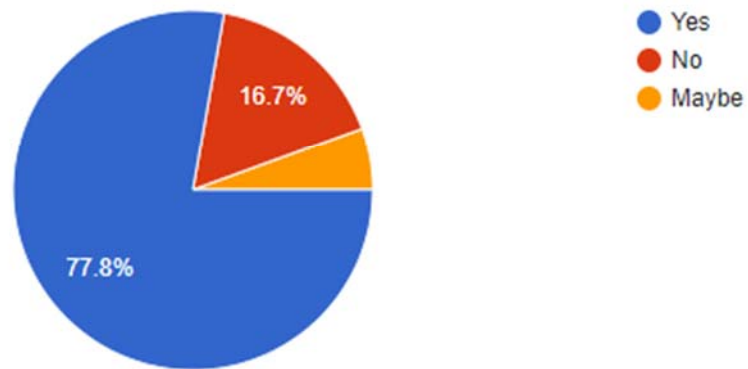


Figure 10: Services avail from BRAC Bank

Among 36 respondents 77.8% people avail services from BRAC Bank and 16.7% people didn't avail any services from BRAC Bank yet.



### 5. For how many years you are connected with SME Banking of BRAC Bank?

31 responses

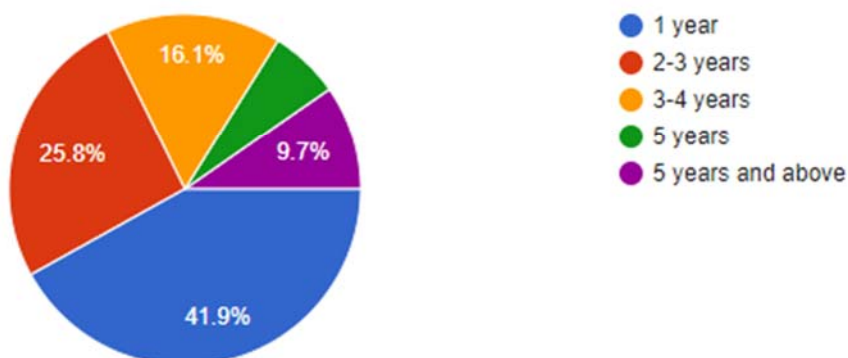


Figure 11: Connected with SME Banking of BRAC Bank

From 31 respondents 41.9% people are connected with SME Banking of BRAC Bank for 1 year, 25.8% people are connected for 2-3 years, 16.1% people are connected for 3-4 years, 9.7% people are connected for 5 years and above, and rest of them are connected for 5 years.

### 6. Are you satisfied with the service of SME Banking of BRAC Bank?

Copy

33 responses

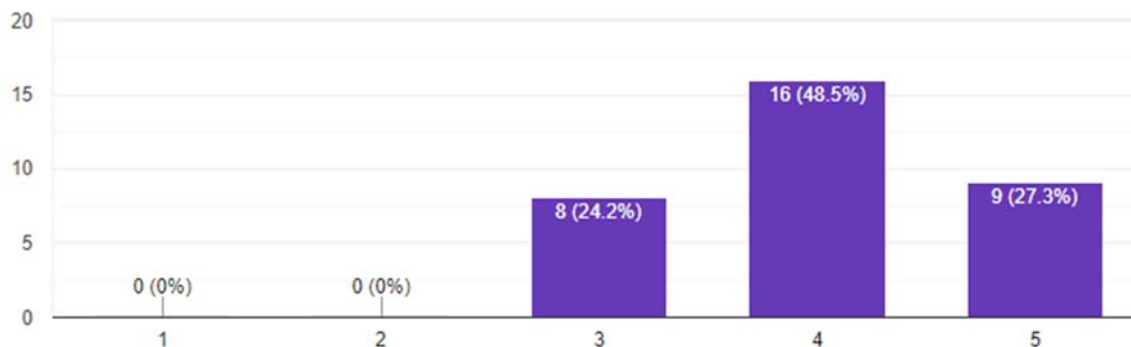
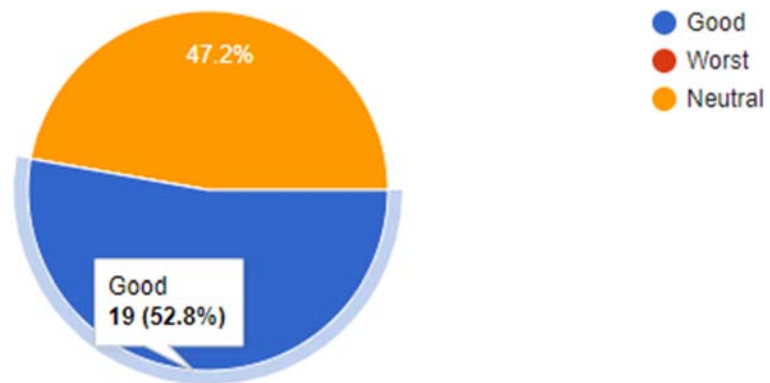


Figure 12: Satisfaction with the service of BRBRAC Bank's SME banking

From 33 respondents, 9(27.3%) people are highly satisfied with the service of SME Banking of BRAC Bank, 16(48.5%) people are satisfied and 8(24.2%) people are Neutral with the service of SME Banking of BRAC Bank.

### 7. Your financial state before the Covid-19 situation?

36 responses



Before the Covid-19 situation among 36 respondents 19(52.8%) peoples financial state are good and 47.2% are neutral and rest of them are worst.

Figure 13: Financial state before covid-19

## 8. Your financial state during the Covid-19 pandemic?

35 responses

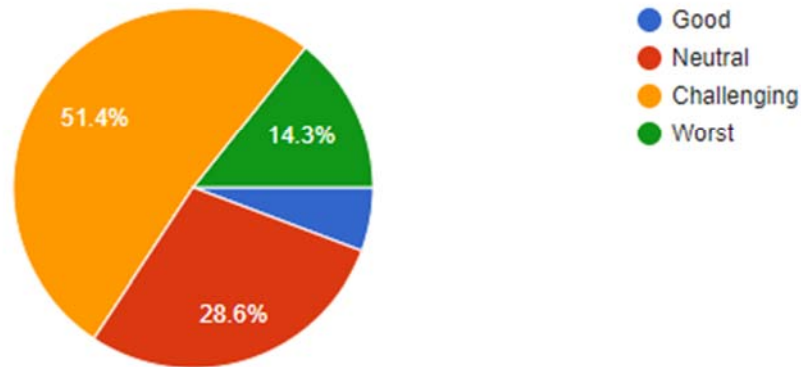


Figure 14: Financial state during covid-19

During the Covid-19 pandemic among 35 respondents stated that 51.4% peoples financial condition were challenging, 14.3% financial state was worst, 28.6% financial state was neutral and rest of them were good.

## 9. Your financial state after the Covid-19 situation?

36 responses

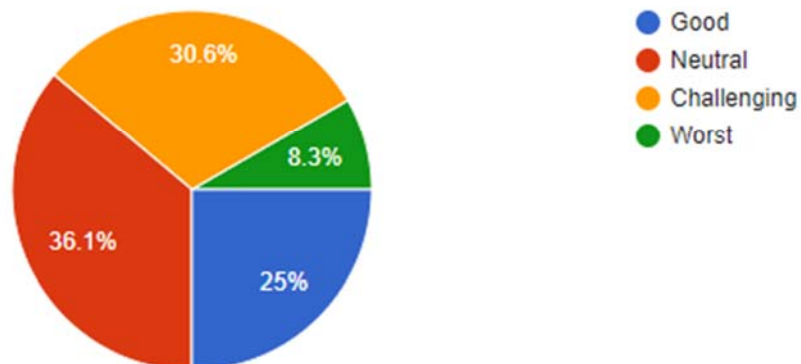


Figure 15: Financial state after covid-19

After the pandemic or Covid-19 situation about 30.6% people still faced challenging and 36.1% are neutral and rest of them is worst and good.

10. Your financial state after taking the loan from the SME division from BRAC Bank?



32 responses

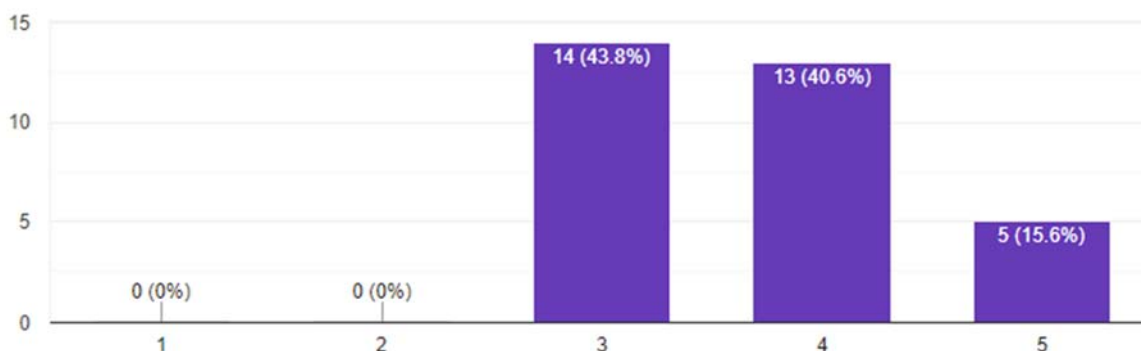


Figure 16: Financial state after taking loan from SME Division of BRAC Bank

After taking a loan from the SME division from BRAC Bank 14(43.8%) people stated that their financial condition is become neutral and 13(40.6%) people stated good and 5(15.6%) people stated very good. It means some of the percentage increase to neutral and good from worst and challenging.

11. Are you satisfied with the service of SME Banking of BRAC Bank?



32 responses

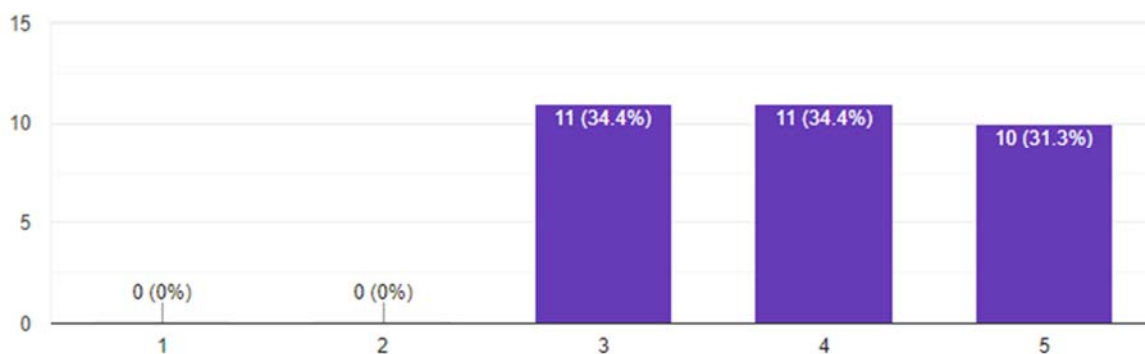


Figure 17: Satisfaction of SME Banking of BRAC Bank

In this section or questionnaire respondents or customers stated that both the percentage of neutral and satisfied is same because 11(34.4%) people are satisfied with the services of SME Banking of BRAC Bank.

12. During the Covid period did BRAC Bank provide any additional facilities to SME customers?

33 responses

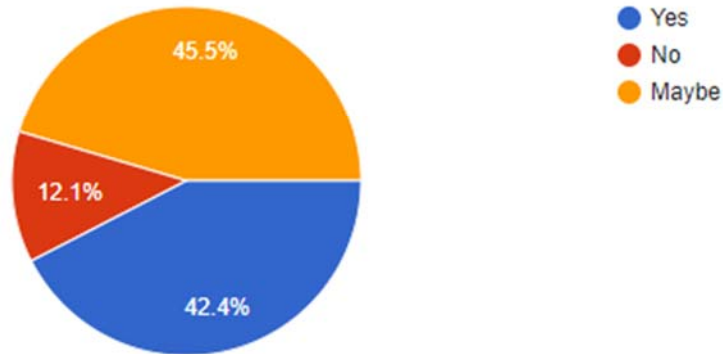
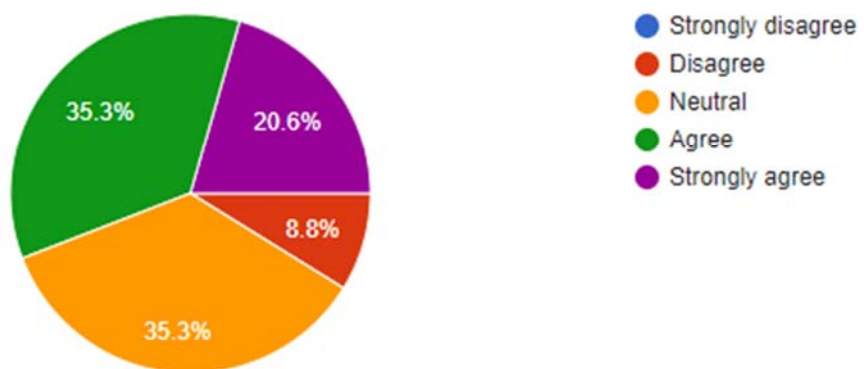


Figure 18: Additional facilities of BRAC Bank's SME during covid-19 period

During the covid-19 period BRAC Bank provided additional facilities to the SME customers because 42.2% respondents responds that yes and 45.5% people stated neutral.

13. Was the facility truly beneficial for SME customers to sustain in Covid time?

34 responses



20.6% SME customers are strongly agreed that they are truly benefited by the facility of BRAC Bank to sustain in Covid-19 time. 35.3% are stated neutral and 35.3% are agreed that got benefited by the facility. Rest of 8.8% disagreed.

### **3.3.2: Analysis:**

After conducting the survey, we come to know the perception and the percentage of the SME customers of BRAC Bank. At the same time, we came to know their financial state during Covid-19. I have collected total 36/37 responses from the respondents who are the customers of SME Banking at BRAC Bank. There are total 13 questionnaires which they answered. Among 35 respondents, 48.6% are female and 51.4% are male members of BRAC Bank Limited. From 37 respondents they responded that 86.5% people are familiar with the SME Banking. In recent years SME Banking has done a great job so that the customers and others come to know more about this SME banking. BRAC Bank is one of the well-known banks in Bangladesh and its services so that most of the people from the respondents about 70.3% people are familiar with SME Banking of BRAC Bank. And 78.4% people avail services from BRAC Bank. In this survey we got to know that 40.6% respondents are connected with SME Banking of BRAC Bank. Moreover, SME division of BRAC Bank deals with the customers are more connected with the SME Banking of BRAC Bank and most of them are connected for 1 year, after the covid19 period because most of the customer faced the difficulties during the pandemic situation so that their financial state was not good and at that time bank provided the possible services to the customers with the best behavior of consumers. In the pandemic situation customers become very worried about their unstable situation because most of the customers financial state went worst at that time. During the pandemic, BRAC Bank's SME customers handled their financial sustainability by taking the services from the BankBank and the low interest rate of loans to balance their loss. BRAC Bank provide as much as they can during the pandemic and after the pandemic as well. When the customers take loans and other services from the SME division of the BankBank after the pandemic, their financial state becomes stable from then. When they handled their financial fluctuations the customers are very satisfied with BRAC Bank SME banking services and facilities during the pandemic BRAC Bank has provide additional facilities too like: emergency services, pharmacy, internet services, online quire services etc. the facilities are beneficial for SME customers and the BankBank as well. In addition, this is how BRAC Bank SME assists gaining financial sustainability.

### **3.4: Summary and Conclusion:**

This report of my internship is meant to highlight the job I completed and the information I gained during my internship period. My hands-on expertise in establishing and managing to variable issues which will unavoidably occur at work is highlighted in the report. As a result, I created this report to highlight the breadth of information I gained during my internship period. Furthermore, as an intern, I'd like to get working experience in a real-world context and get a taste of corporate life. After completing my internship at BRAC Bank Limited's head office, I understood how privileged I was to be a member of one of Bangladesh's biggest financial banking institutions. Being a member of BRAC Bank Limited is a wonderful honor to me. Through this internship period, I learned about the organizational culture of saving cash. Though I was first confused by corporate life, after finishing my internship program, I got

fascinated about that as well. While interning at this BankBank, I met many new people and gained new skills and experiences. I also had the opportunity to implement my educational talents in a real-life situation. It was simple for me to pick my career as a result of this experience. The BRAC Bank was established to assist small and medium sized enterprises in bridging the financial gap. BRAC Bank is a pioneer in SME lending in the country. Nevertheless, it remains the sole specialist borrower to the SME sector because of its intrinsic skill and did try to practice in dealing with small enterprises. Despite the loans order number, it seeks to establish a long-term connection with its customers. The individuals at BRAC Bank Limited are quite kind, and the organization provides an excellent learning environment. Anything I've done as a consequence of my internship program has a great deal of weight in terms of significance. I am ecstatic and grateful to work at a bank that has enabled me to reach my full potential, and BRAC Bank Limited will always have my gratitude.

### **3.5: Recommendation:**

The below suggestions are offered for BRAC Bank Limited's SME's current and future suitability:

First of all, Electronic procurement adoption is just because it is the buying and promotion of goods and services between firms through the Internet. This would lower costs while increasing production. This technology, unfortunately, does not operate. BRAC Bank should now concentrate on Islamic banking. In the market, Islamic banking has a lot of promise. I suggested that Asif Iqbal, one of the Associate Manager of BRAC Bank's SME division, rename the "Shadin Current Account" to "Halal Current Account." BRAC Bank should start automation process because the majority of the Operations Department's processes are manual, which takes a long time. The use of automation in the process can save BRAC Bank both energy and cash. Moreover, Backdated technology and software show the workflow process, thus they must be upgraded to keep up with technological trends. Furthermore, SME division is the heart of BRAC bank but there is a lack of advertisement or campaign of this division, BRAC Bank should start the advertisements and campaign as much as they can. Lastly, in SME division, there is no prayer place at that floor for women employees. They should arrange a prayer place for women employee in the SME floor as soon as possible.

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## Appendix:

### Questionnaires:

1. Your Gender?
  - Male
  - Female
  - Other
2. Are you familiar with SME Banking?
  - Yes
  - No
3. Are you familiar with SME Banking of BRAC Bank?
  - Yes
  - No
  - Maybe
4. Do you avail any service from BRAC Bank?
  - Yes
  - No
  - Maybe
5. For how many years you are connected with SME Banking of BRAC Bank?
  - 1 year
  - 2-3 years
  - 3-4 years
  - 5 years
  - 5 years and above
6. Are you satisfied with the service of SME Banking of BRAC Bank?
  - Satisfied
  - Highly satisfied
  - Neutral
  - Dissatisfied
  - Highly dissatisfied
7. Your financial state before the Covid-19 situation?
  - Good
  - Worst
  - Neutral
8. Your financial state during the Covid-19 pandemic?
  - Good
  - Neutral
  - Challenging
  - Worst
9. Your financial state after the Covid-19 situation?
  - Good
  - Neutral
  - Challenging
  - Worst
10. Your financial state after taking the loan from the SME division from BRAC Bank?
  - Good
  - Very good
  - Neutral

- Bad
  - Worst
11. Are you satisfied with the service of SME Banking of BRAC Bank?
- Satisfied
  - Highly satisfied
  - Neutral
  - Dissatisfied
  - Highly dissatisfied
12. During the Covid period did BRAC Bank provide any additional facilities to SME customers?
- Yes
  - No
  - Maybe
13. Was the facility truly beneficial for SME customers to sustain in Covid time?
- Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree