

**Customers' Perception towards Standard Bank Limited
(SBL): Kamarpara Branch**

Customers' Perception towards Standard Bank Limited (SBL): Kamarpara
Branch



Submitted To
Samina Haque
Lecturer
BRAC Business School
BRAC University

Submitted By
Ovi Julius Palma
ID- 09104024
BRAC Business School
BRAC University

Submitted in Partial Fulfillment for the Degree
Bachelor of Business Administration (BBA)
BRAC Business School
BRAC University

Date of Submission: June 27, 2013.

Letter of Transmittal

June 27, 2013

Samina Haque

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka 1212.

Subject: Submission of Internship Report on “**Customers’ Perception towards Standard Bank Limited (SBL): Kamarpara Branch**”

Dear Madam,

It is a great pleasure to submit the report on “**Customers’ Perception towards Standard Bank Limited (SBL): Kamarpara Branch**” which was assigned by you for the completion of my internship program. This report is intended to fulfill the essential requirement for the successful completion of BBA program. All the information is done with utmost sincerity and honesty. The observations and result of my study are embodied on this report. I have tried my best to match my theoretical knowledge with the practical field. I also confess that my report has some limitations because I am still student and I am in a process of developing my skills. So I hope that you will be kind enough to consider the limitations of this report.

I would like to express my gratitude for the effort you have provided during my internship with all your valuable suggestions and directions which have helped a lot to enhance the quality of this report.

Sincerely yours,

.....

Ovi Julius Palma

ID- 09104024

BRAC Business School

BRAC University

Acknowledgement

Initially, I would like to express my gratitude to Almighty Allah for giving me the strength to complete the report within the stipulated time. Internship report is an essential part of BBA program as one can gather practical knowledge within the period of time by observing and doing the daily works of chosen organization. In this regard my internship has been arranged at Standard Bank Limited, Kamarpara Branch, Dhaka.

My heartfelt gratitude goes to my honorable teacher and supervisor **Samina Haque** for giving me valuable advice, supporting and suggestions to complete the report in an appropriate manner. Her suggestions and comments were crucial in making the study as flawless as possible.

My sincere gratitude goes to **Mr. Md. Obaydur Rahman**, my on-site supervisor, Senior Executive Officer & 2nd man of Kamarpara branch of Standard bank limited for the cooperation.

My special thanks go to **Miss. Sonia Akter**, Officer of Kamarpara branch of Standard Bank Limited for guiding me at the time of my internship and giving me constant guidance and valuable suggestion from time to time. I truly believe that saying, “Thank You” to all individuals of Standard bank limited (Kamarpara branch) is not good enough to honor their support that I have been provided in preparing my report. Finally, I would like to give thanks to all the respondents for their participation to assist me sincerely.



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Executive Summary

Standard Bank Limited (SBL) is a private commercial bank in Bangladesh registered under the Companies Act, 1994. The Bank started its operation from 3rd June 1999. Standard Bank has now in total of 79 branches as on April, 2013.

Standard Bank offers all kinds of Commercial Corporate and Personal Banking services covering all segments of society. Standard Bank Ltd. has already achieved tremendous progress within only 14 years. At present the Bank has real-time centralized Online banking branches (Urban & Rural) throughout the Country having smart IT-Backbone. Besides this traditional delivery point, the bank has ATM of its own, sharing with other partner banks & Consortium throughout the country.

As my major subject is Finance & Banking so I did my internship in a Bank which is one of the major sectors of today's financial world.

The study has been conducted for around 90 days. In the three month I prepared a report which consists of several Parts & Chapters. I discussed about the objective, scope, limitation of the study in the introduction part. I also discussed about the organization and overall history of Standard Bank Limited, their product information, organogram and their major competitors. In my three months of internship I was working in Customer Service Department which is under General Banking Department, where I saw which rules and regulations they followed for Deposit & its policy and procedures is also described. Different types of deposit schemes are used to deposit money on the basis of customer demand. But for this they need to know the deposit holders perception. That's why I made a questionnaire and conducted a survey which is done by the deposit holders of SBL (Kamarpara Branch). SBL provide the efficient services to its customers. However sometimes customers are not satisfied in deposit section services which is provided by the bank, that's why I wanted to find out in those services they are not satisfied and the reason and try to give some suggestions which is described in project part.

I hope my recommendation will give the bank a valuable solution to retain and increase customers and make the customers satisfied.

Introductory Part



Chapter- 1

1.1 Introduction of the Report:

A bank is an organization that offers various types of deposits account to its customers and makes a variety of loans services. It also provides a wide range of services like foreign trade financing, online banking, credit cards, debit cards etc. Bank acts as an intermediary between the surplus sector and deficit sector by supplying surplus money from surplus sector to the deficit sector for investments and financing. Mainly bank is a commercial organization and commercial bank plays important role in the economic development of the country. Banking is like a blood running in a vein for the national economy of the country.

Standard Bank Limited undertakes all types of banking transactions to support the development of trade and commerce of the country. The management of the bank constantly focuses on understanding and anticipating customers' needs. The scenario of banking business is changing day by day, so the bank's responsibility is to device strategy and new products to cope with the changing environment.

Standard Bank offers different types of corporate and personal banking services involving all segments of the society within the purview of rules and regulations laid down by the central bank and other regulatory authorities.

1.2 Origin of the Report:

This report is prepared for partial fulfillment of BBA program authorized by BRAC University. I was assigned in the Standard Bank Limited for 3 months at Kamarpara Branch, A.R. Complex, 75 Kamarpara, Turag, Uttara, Dhaka-1230. My organizational supervisor was Mr. Md. Obaydur Rahman. My selected topic was "Customers' Perception towards Standard Bank Limited (SBL): Kamarpara Branch" which was assigned by my supervisor; Samina Haque, Faculty of BRAC University.



1.3 Objective of the Report:

As a business student it is indispensable to undergo some practical study like this for the purpose of having flavor of professional atmosphere and make rectification as required.

1.3.1 Primary Objective

The primary objective of my report is to find out customers perception towards Standard Bank Limited and fulfill the internship program requirements to complete the BBA program.

1.3.2 Secondary Objective

Specific objectives of this report are-

- To study deposit scenario of Standard Bank Limited.
- To analyze various deposit schemes of Standard Bank Ltd.
- To know the daily operations of general banking division of Standard Bank Limited.
- To study existing banker-customer relationship.
- To relate the academic knowledge with practical world.
- To recommend some suggestions for further development of SBL.

1.4 Scope of the Report:

This report covers the overall deposit system of Standard Bank Limited and also includes relationship of the customers with the bank. It also shows deposit principals followed by the bank as a general banking system. This report has been prepared according to the interviews of the customers/employees of the bank, extensive survey and review of literatures.



1.5 Limitations of the Report:

During groundwork of this report some obstacles came across, which could be termed as the limitation of the project. These reasons did not allow this report to go in depth of issues hence several parts of the report is not concentrated. Therefore the limitations that were faced:

- Information unavailability due to confidentiality.
- Short time span.
- Had limited access to other related department during my working period.
- Lack of experience.
- Many banking activities were not practiced within the Kamarpara Branch as it was a small branch.
- Many customers of Kamarpara branch were illiterate.



Organizational Part

Chapter- 2

2.0 Organizational Overview

2.1 Background of Standard Bank Ltd.

Standard Bank Limited (SBL) was incorporated as a Public Limited Company on May 11, 1999 under the Companies Act, 1994 and the Bank achieved satisfactory progress from its commercial operations on June 03, 1999. SBL has introduced several new products on credit and deposit schemes. It also goes for Corporate and Retail Banking etc. The Bank also participated in fund Syndication with other Banks. Through all these myriad activities SBL has created a positive impact in the Market.

2.2 Current Situation & Performance:

SBL has enhanced the opportunity of banking activities in the Bangladesh. SBL has now 79 branches all over the country with two subsidiary companies. The bank has opened 14 branches in 2011 to bring more people under the coverage of banking services. In 2012, SBL opened 13 new branches & they are currently working to open 3 new branches within Dhaka city. The bank has already introduced Internet banking and launched some new products to strengthen its business.

2.2.1 Financial Highlights:

	2008	2009	2010	2011	2012
Interest Income	3227	4434	5850	8192	9548
Net Interest Income	974	1083	1724	2168	2338
Paid-up Capital	2203	2644	3173	4061	4874
Total capital	3822	4739	6371	7702	9023
Total Capital Ratio	15.42%	13.56%	10.32%	11.39%	11.28%
Net Interest Margin	3.72%	3.27%	3.80%	3.68%	3.14%

Table 1: Financial Highlights of SBL (Source: Website of SBL)



2.2.2 Net Profit:

	2008	2009	2010	2011	2012
Net Profit	657	765	1370	1297	1331

Table 2: Net Profit (Source: Website of SBL)

2.2.3 Return on Asset (ROA):

	2008	2009	2010	2011	2012
Return on Asset	2.30	1.84	2.37	1.83	1.57

Table 3: Return on Asset (ROA)
(Source: Website of SBL)

2.2.4 Return on Equity (ROE):

	2008	2009	2010	2011	2012
Return on Equity	21.22	20.01	27.83	20.75	17.65

Table 4: Return on Equity (ROE)
(Source: Website of SBL)

2.3 Strategic Posture:

2.3.1 Vision:

To be a modern bank having the project of building a sound national economy and to contribute significantly to the Public Exchequer.



2.3.2 Mission:

To be the best private commercial bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability.

2.3.3 Corporate Slogan:

“Setting a New Standard in Banking”.

2.3.4 Objectives of SBL

- To be a dynamic leader in the financial market in innovating new products as to the needs of the society.
- To earn positive economic value addition (EVA) each year to come.
- To top the list in respect of cost efficiency of all the commercial Banks.
- To become one of the best financial institutions in Bangladesh economy participating in the most significant segments of business market that we serve.

2.3.5 Core Values

- Our Shareholders: By ensuring fair return on their investment through generating stable profit.
- Our customer: To become most caring bank by providing the most courteous and efficient service in every area of our business.
- Our employee: By promoting the well-being of the members of the staff.
- Community: Assuring our socially responsible corporate entity in a tangible manner through close adherence to national policies and objectives.



2.3.6 Strategies of SBL:

- To manage and operate the Bank in the most efficient manner to enhance financial performance and to control cost of fund
- To strive for customer satisfaction through quality control and delivery of timely services
- To identify customers' credit and other banking needs and monitor their perception towards our performance in meeting those requirements
- To review and update policies, procedures and practices to enhance the ability to extend better service to customers.
- To train and develop all employees and provide them adequate resources so that customers' needs can be reasonably addressed.
- To promote organizational effectiveness by openly communicating company plans, policies, practices and procedures to employees in a timely fashion
- To cultivate a working environment that fosters positive motivation for improved performance
- To diversify portfolio both in the retail and wholesale market
- To increase direct contact with customers in order to cultivate a closer relationship between the bank and its customers.



2.4 Organizational Profile:


Name of Organization	Standard Bank Limited
Logo	
Known As	: SBL
Slogan	: Setting a New Standard in Banking.
Category	: Commercial
Type	: Private
Origin	: Local
Date of Incorporation	: May 11, 1999
Commercial Operation	: June 03, 1999
Number of Branches	: 79
SWIFT Code	: SDBLBDDH
Stock Code	: STANDBANKL
Fields of Activity	: Deposits, Corporate Banking, SME Banking, Merchant Banking, Islami Banking and Remittance Services.
Head Office	: Chamber Building (3rd Floor) 122-124, Motijheel, Commercial Area, Dhaka-1000, Bangladesh.
Phone	: +880-2-9667224, 9667802 9560299, 9558375
Website	: http://www.standardbankbd.com

Table 5: Summary of the Bank (Source: Website of SBL)



2.4.1 Division-wise Branch distribution:

District	Total Branch
Dhaka	31
Chittagong	14
Sylhet	7
Rajshahi	10
Barisal	8
Khulna	7
Rangpur	2
Total	79

Table 6: Branch Distribution (Source: Website of SBL)

2.5 Function of SBL:

The SBL is quite different from other privately owned and managed commercial bank operating in Bangladesh; it grows as a leader in the industry rather than a follower. The leadership will be in the area of service, constant effort being made to add new dimensions so that clients can get “Additional” in the matter of services commensurate with the needs and requirements of the country’s growing society and developing economy.

The special feature of the investment policy of the bank is to invest on the basis of profit-loss sharing system in accordance with the tenets and principles of Islami Shariah Earning is not the only motive and objective of the Bank’s investment policy rather emphasis is given in attaining social good and in creating employment opportunities.

The functions of Standard Bank Limited are as under:

- ❖ To maintain all types of deposit accounts.
- ❖ To make investment.
- ❖ To conduct foreign exchange business.
- ❖ To extend other banking services.
- ❖ To conduct social welfare activities through Standard Bank Foundation.

Standard Bank Limited does the above mentioned function by three departments namely General Banking, Foreign Exchange and Investment.

2.6 Corporate Structure:

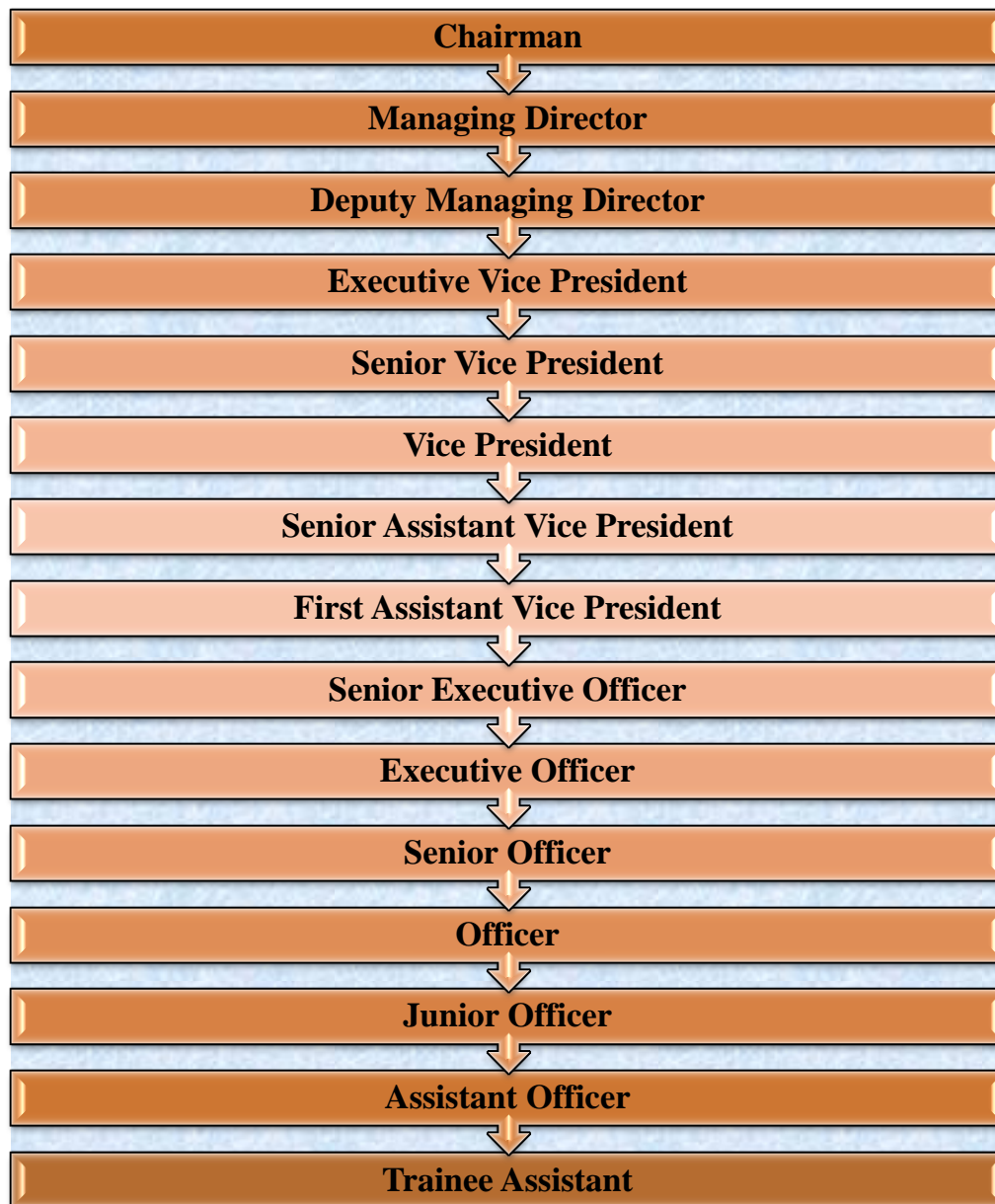


Figure 1: Corporate Structure (Source: Website of SBL)



2.7 Services of SBL:

As a commercial bank Standard Bank Limited provides all general banking services like Savings Account, Current Account and STD Account. It issues Demand Draft, Pay Order for transfer of money. It has provisions for other Deposit Schemes as well.

As special products Standard Bank has provisions for Consumer Credit Scheme and House Building Loan for its customers.

2.7.1 Deposit Schemes of Standard Bank Limited:

Bank is the largest organization of mobilizing surplus domestic savings. For poverty alleviation we need self-employment, for self-employment we need investment and for investment we need savings. In the other words, savings help capital formations and the capital formations held investment in the country. The investment is its turn helps industrialization leading towards certain of wealth of the country and the wealth finally takes the country on road to progress and prosperity. As such, savings is considered the very basis of prosperity of the country. The more the growth of savings, the more will be the prosperity of the nation.

The saving rate in Bangladesh is one of the lowest in the world rate of domestic saving being 17.78%. In order to improve the savings rate, financial institutions are responsible. For mobilization of savings they should offer attractive savings schemes. So that, the marginal propensity to save increases. The savings do not, of course, depend only on the quantum of income but largely depend on the habit of savings of the people.

With the growth of middle classes and other classes of people having monthly & regular sources of income SBL has come up with a scheme named scheme deposit. The following accounts are under scheme deposit:

- Savings Deposit Account.
- Current Deposits Account.
- Fixed Deposits (Term Deposit).
- Short Term Deposits.
- Special Schemes.



2.7.1.1 Savings Deposit Account:

All the accounts are opened with a deposit of money by the customer and hence these accounts are called deposit. This is such kind of account that provides a rate of profit on the principal deposit. On the time of opening a Savings Deposits Account I learnt that, savings account can be single or joint. Besides educational institutions, clubs/societies, associations and financial institution can also open the savings account. In the SBL savings account is denoted as SB. Savings Bank Account may be opened in the name of adult individual who are mentally sound and also jointly in the names of two or more persons payable to either or both or all of them or to the survivor or survivors. Account shall be opened with at-least a minimum initial deposit of Tk. 1000/-

Interest rate:

Standard Bank Limited is providing 5% interest on Savings account.

2.7.1.2 Current Deposit Account:

Current bank account is opened by businessmen who have a number of regular transactions with the bank, both deposits and withdrawals. Current account can be opened in co-operative bank and commercial bank. The current account portion pays no or very low interest, while the savings portion pays an above average return. They are offered free or for a fee depending on minimum or average balance requirements. In current account, amount can be deposited and withdrawn at any time without giving any notice. It is also suitable for making payments to creditors by using cheques. Cheques received from customers can be deposited in this account for collection.

- A Current Deposit Account may be opened by individual, firm, company & club, association, body corporate etc.
- Funds in the Current Deposit Account is payable on demand.
- No interest is payable on balances of Current Deposit Accounts.
- Current Deposit Account may be opened with a minimum initial balance of Tk.5,000/-
- Minimum balance to be maintained in the account is Tk.1, 000/-
- Illiterate persons shall be discouraged to open Current Account. If opened withdrawal shall be allowed on personal appearance of the account holder.



2.7.1.3 Short Term Deposit Account:

Standard Bank Limited also receives short term deposit from the clients. The STD account is different from the interest-based banks. It is also a time Deposit account. The formalities for opening of this account are similar to those required for Savings Account. The only difference is that seven days' notice is required for withdrawal of any sum and profit is paid. The rate of profit for this account is 5.00%. If the withdrawal on demand is desired, it may be paid subject for the feature of profit for the period of notice or the expired of notice.

2.7.1.4 Fixed Deposit Account (FDR):

Standard Bank Limited follows the Interest rate given by the Bangladesh Bank. Revised rate of interest on deposits –

Sl. No.	Category of Deposits	The Rate of Interest
01.	FDR for 1 (one) month	10%
02.	FDR for 3 (three) months	12%
03.	FDR for 6 (six) months	12%
04.	FDR for 12 (twelve) months or more.	12%

Table 7: Interest Rate of FDR (Source: Website of SBL)

2.7.2 Special Schemes offered by SBL:

SBL provides various types of deposit schemes. Process & Procedure of opening, closing & Interest rate of deposit schemes of SBL are appended below-

- **SBL** Regular Deposit Program (SRDP)
- **SBL** Regular Income Program (SRIP)
- **SBL** Double Income Plus (DI+)
- **SBL** 5(Five) Lacs Savings Scheme
- **SBL** 10(Ten) Lacs Savings Scheme
- **SBL** Lakhpati Plus (SLP+)
- **SBL** Millionaire Plus (SMP+)



2.7.2.1 SBL Regular Deposit Programme (SRDP):

SRDP is special savings plans that allow customer to save monthly basis and get a handsome amount at maturity. SRDP Account gives customer the convenience of saving regularly in time with customers' monthly income stream. So, if anyone wants to create a big savings to fulfill his or her cherished dream SRDP in the right solution.

- To open a SRDP Account all customer need is to be over 18 years of age and a Bangladeshi Citizen.
- Customer can open a SRDP Account within first 25 days of the month by filling up a prescribed account opening form at any Branch of Standard Bank Limited.
- Customer need to open a SRDP Account for 3 (three) or 5 (five) years or 7 (seven) years or 10 (ten) years, i.e. 36 or 60 or 84 or 120 equal monthly deposits respectively.
- Under the SRDP customer can choose between a minimum monthly deposit amount of Tk.300.00 and a maximum amount of Tk.10000.00
- Monthly deposit amount and amount receivable after 3/5/7/10 years

2.7.2.2 SBL Regular Income Programme (SRIP):

- SBL Regular Income Program is an income program, which helps you to earn a monthly fixed amount on your deposits at SBL for period of 3 years.
- Deposit of Tk. 50,000/- (Fifty Thousand) and multiples thereof but maximum limit of Tk. 25, 00,000/- (Taka Twenty Five Lac) at a time and depositor will earn 36 equal monthly profit.

2.7.2.3 SBL Double Income Plus (DI+) Programme:

- Deposit of Tk. 10,000/- (Ten Thousand) and multiples thereof will be acceptable under this program.
- A specially designed receipt shall be issued for the deposit under this program.
- The instrument shall be issued for 6 years.
- At maturity after 6 years the depositor will be get double plus (DI+).
- If any depositor intends to withdraw his deposit before maturity, the following rules will apply:-
 - i. No benefit including interest/profit shall be allowed for pre-mature encashment within 1 (one) year.
 - ii. If the accounts/deposits are closed/en-cashed after 1 (one) year of its opening interest shall be allowed on the deposit at prevailing FDR Interest Rate.
- The instrument will be acceptable as collateral security against any investment subject to registering lien with the issuing Branch.



- In case of instrument get lost, the procedure for the issuance of a duplicate receipt will be the same as applicable in case of loss of FDR.

2.7.2.4 SBL 5 (Five) Lacs Savings Scheme:

- Anybody can open this scheme by Deposited Tk.5,000/-(five thousand) only per Month.
- The tenure of the scheme is 6 (six) years.
- After Six Years Depositor will get Tk. 5,20,000/-.
- If failure to pay monthly installment on due dates he/she will pay penalty of Tk. 20/- (twenty) on next subsequent installment.
- In case of premature close of the account the account holder will get savings rate interest but not interest less than 6 (six) months.
- If 4 (four) consecutive monthly installment unpaid the account will be closed automatically.

2.7.2.5 SBL 10 (Ten) Lacs Savings Scheme:

- Anybody can open this scheme by deposited Tk. 4,500/- (four thousand five hundred) only per month.
- This scheme tenure 10 (Ten) years.
- After 10 (Ten) years depositor will get Tk. 10,00,000/-
- If failure to pay monthly installment on due dates he/she will pay penalty of Tk. 20/- (twenty) next subsequent installment.
- In case of premature close of the account the account holder will get saving rate interest but not interest less than 6 (six) months.
- If 4 (four) consecutive monthly installment unpaid, the account will be closed automatically.

2.7.2.6 SBL Lakhapoti Plus (SLP+) Programme:

- The depositor will have the option to choose any installment size at the time of opening of the account and will not be allowed change the size of installment afterwards.
- In case of premature closing of the account minimum after 1 (one) year completion, the account holder will get Saving Rate of Interest only. But no interest will be paid before 1 (one) year completion of continued payment.
- In case of premature close of the account the account holder will get savings rate interest but not interest less than 6 (six) months.
- If any client fails to pay monthly installment on due dates in maximum 4 (four) months he/she will pay penalty of Tk. 20/- (Twenty) per month to the next subsequent installment.
- If any client fails to pay 4 (four) consecutive monthly installments the account will be closed automatically.



2.7.2.7 SBL Millionaire Plus (SMP+) Programme:

- The depositor will have the option to choose any installment size at the time of opening of the account and will not be allowed change the size of installment afterwards.
- In case of premature closing of the account minimum after 1 (one) year completion, the account holder will get Saving Rate of Interest only. But no interest will be paid before 1 (one) year completion of continued payment.
- In case of premature close of the account the account holder will get savings rate interest but not interest less than 6 (six) months.
- If any client fails to pay monthly installment on due dates in maximum 4 (four) months he/she will pay penalty of Tk. 20/- (Twenty) per month to the next subsequent installment.
- If any client fails to pay 4 (four) consecutive monthly installments the account will be closed automatically.

2.7.2.8 Other Deposit Scheme:

- Car Deposit Scheme.
- Travel Deposit Scheme.
- Wage Earners Deposit Scheme.
- Household Durable Deposit Scheme.
- Tuition Deposit Scheme.

2.7.3 Other Fields of Activity:

In addition to above SBL performs Corporate Banking, SME Banking, Merchant Banking, Islami Banking and Remittance Services.



2.8 Major Competitors:

- ❖ Islami Bank Bangladesh Limited.
- ❖ Shahjalal Islami Bank Ltd.
- ❖ Dutch Bangla Bank Ltd.
- ❖ ONE Bank.
- ❖ Jamuna Bank Limited.
- ❖ Premier Bank Limited.
- ❖ BRAC Bank.
- ❖ Standard Chartered Bank.
- ❖ HSBC.

2.9 Standard Bank Limited (Kamarpara Branch):

In 2010 SBL has launched 12 new branches in several places of Bangladesh & the Kamarpara Branch was one of them. According to the position, it is 48th. Kamarpara branch where I joined to complete my internship program, started its operation on 26th August, 2010. Chairman of Standard Bank Limited Kazi Akramuddin Ahmed, Managing Director SA Farooqui, Additional Managing Director Md Nazmus Salehin and other high officials of the bank were also present on the occasion.

2.10 Address:

Standard Bank Limited
Kamarpara Branch
A.R. Complex, 75 Kamarpara
Turag, Uttara, Dhaka
Phone- 02-8981591-1
Mobile – 01819-289518, 01619-289518



2.11 Branch Employee Structure:

Sl. No.	Name	Designation
01	Mr. Md. Anwar Hossain	Manager & SAVP
02	Md. Obaydur Rahman	2 nd Man & SEO
03	Atiqur Rahman	Senior Officer
04	Mohammad Raffat Khalid	Senior Officer
05	Arefin Siddiki	Senior Officer
06	Sonia Akter	Officer
07	Roksana Akter	AO(Cash)
08	Ershad Khan	AO(Cash)
09	Jahid Khan	AO(Cash)

Table 8: Branch Employee Structure (Source: SBL, Kamarpara Branch)



Job Part



Chapter - 3

3.0 Actual Task Part:

In the period of my three months internship program, I got a position and some duties in Standard Bank Limited, Kamarpara Branch. My observation and responsibilities were in General Banking Department like account opening & different types of DPS or FDR opening (Deposit Schemes). From February 12, 2013 to May 12, 2013, I worked with Miss. Sonia Akter, Officer of Standard Bank Limited, Kamarpara Branch who manages the front desk. On that time I mainly worked in Customer Service Department & observed the rules and regulations of Deposit Schemes and the procedure which they followed in the Deposit Section.

3.1 Job responsibilities:

There were several responsibilities carried out by me in general banking division of Standard Bank Limited (Kamarpara branch). Every day I used to start my job at 09:30 am and it ended at 06:00pm. Within this time different types of job were done by me and those are given below.

Accounts Opening:

Account opening is the most important issue in general banking. It is the first phase of customers who are going to get services from the bank. Before opening of any account it is very important to know the target customers of the bank. The targeted customers may be individual, partner, joint stock companies, trustee/clubs/associates and different types of institutions. It is also important to know why the customer wants to open account at this branch. To reveal customer's purpose of opening account is pretty tricky. If account opening officer is experienced and intelligent s/he can easily expose the purpose for opening account from customer himself.

Standard Bank Limited offers different types of account for their target groups. These are as follows:

- Current Account
- Savings Account
- Fixed Term Deposit account (FDR)
- Short Term Deposit (STD/DPS)

Opening an account is the first step to be a customer of Standard Bank Limited and enjoying different services of it. For depositing and withdrawing money from The Standard Bank and having other services, an account is mandatory for every individual and institutional customer. So my responsibility was to give premium quality services and attempt to sustain our customer for a long time with Standard.



Closing Accounts:

Customer accounts are closed for many reasons. So I closed accounts with maximum attention to the customer so that next time when they will think about opening a bank account, Standard Bank Limited will come to their mind as a preferred choice.

Receive Cheque Requisition:

A cheque requisition is received from the customer for giving a new cheque book containing a specific number of pages mentioned by customer. I received the cheque requisitions throughout the day and sent the list to the head office at the end of the day.

Debit Card Issue:

VISA and Master Card & debit card issue is a process for the customer who wants to have a new debit card for the first time or who lost his or her card and want to have another. I issued debit card for different customers.

Pay Order Issue:

Pay order has been issued to serve the customer who wants send money not in cash rather in cheque. It reduces the cash carrying risk. I filled up the pay order slip to help out the customers.

3.2 My Activities in Standard Bank Limited in a chart:

During my internship I worked in the General Banking (Customer Service) department of Standard Bank Limited. Here I had done some different works. My activities are given below in a chart-

Month & Date	Supervisor	Department	Activities
February 12- May 12 of year 2013	Md. Obaydur Rahman	General Banking (Customer Service Department)	<ul style="list-style-type: none"> ❖ Counseling with customers Fill up the form Check out the Account form Check out the documents Opening the Account Writing deposit book ❖ Counseling with customers Fill up the form Check out the DPS form Check out the documents Opening the DPS Writing deposit book Give Instrument copy against DPS



			<ul style="list-style-type: none">❖ Counseling with customers Fill up the form Check out the Account form Check out the documents Opening the FDR Writing deposit book Give Instrument copy against FDR❖ Collect cheque book requisition copy.❖ Give cheque book requisition by Stelar software.❖ Input the cheque book Number in register book.❖ Matching the initial of customer at the time of giving cheque book.❖ Fill up the pay order slip.❖ Data entry task by Stelar software.❖ Fill up the necessary forms for monthly report to Bangladesh Bank.❖ Furnish all documents for monthly report to Bangladesh Bank.❖ Check out the previous Account Form & Correction. Current-(0493000001-04833000300) Savings(04834000001-04834001000)
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Table 9: My tasks



Standard Bank Limited

Project Part

Chapter-4

4.0 Methodology of the study

4.1 Type of research:

There are three major types of research which are exploratory research, descriptive research and casual research. Exploratory research is chosen when the researcher does not know that many insights about the problem. It is conducted to provide conclusive evidence but to clarify the problems. Descriptive research is conducted when there is some understanding of the nature of the problem and such research is used to provide a more specific description of the problem. Casual research identifies cause-and-effect relationship when the research problem has been narrowly defined.

In order to complete my internship research report on Customers' perception towards Standard Bank Limited (SBL): Kamarpara Branch, at first I conducted an exploratory type of research. I did it in the initial stage of the research process because I did not have any knowledge about the research problem. There were different ways of doing the exploratory research like by analyzing any existing studies on the subject that means analyzing the secondary data, by talking with knowledgeable individuals which means experience survey and by informally investigating the situation that means pilot studies. Among these different types of the exploratory research I followed the secondary data one by analyzing the previously collected data for some other projects to know about the background of Standard Bank Limited. I followed it because secondary data was easy to get and it was available on the web. Another reason for doing secondary data analysis in order to conduct the exploratory type of research was that I did not know anyone who has experienced on the problem and I did not get the scope to conduct a pilot study through focus group discussion, in-depth interview, word association etc.

After collecting some information on the background of the report, I conducted descriptive type of research. By conducting the descriptive type of research I tried to find out the real picture of level of customer satisfaction at Standard Bank Limited (SBL): Kamarpara Branch.



4.2 Sources of data:

I have used both primary sources and secondary sources to collect the data.

- **Primary sources:** Primary data is the information collected firsthand from such sources as historical documents, literary texts, experiments, surveys, and interviews. Primary sources provide the raw data that the user can apply first to test the working hypothesis and to support his claim. The main sources of primary data for my report are-
 - Face to face conversation with the Bank officers and staff of The Standard Bank Limited
 - Face to face conversation with customers
 - Survey

- **Secondary sources:** Secondary data is the data which is collected by someone other than the user. Secondary sources are very much important to conduct an efficient study and to have faithful result. The major sources of secondary data that used in this report are given below:
 - Brochures of Standard Bank Limited
 - Annual report of Standard Bank Limited
 - Corporate website of Standard Bank Limited
 - Other different website
 - Research paper
 - Articles on customer satisfaction

4.3 Data collection method:

I have collected the primary data through conducting a survey. Among different type of survey I followed the questionnaire method. I prepared a questionnaire which was a combination of both open ended and close ended questions.

4.4 Sampling plan:

Sampling is a procedure that uses a small number of units of a given population as a basis for drawing conclusions about the whole population. Sampling is necessary because it would be practically impossible to conduct a research to measure characteristics of all elements of a population. Samples are also needed in cases where measurement involves destruction of the unit measured. The two major sampling methods are probability and non-probability sampling. The non-probability sampling techniques include convenience sampling, judgment sampling, quota sampling and snowball sampling. On the other hand probability sampling methods are random sampling, systematic sampling, stratified sampling and cluster sampling.



4.5 Sampling element:

Individual customers of The Standard Bank Limited.

4.6 Sampling Procedure:

Among these two types of sampling method- probability sampling and non-probability sampling I selected probability sampling method for my internship report because every customer comes to the Kamarpara branch to take services from general banking and cash department had equal chance to be selected as a sample and answering to the questions of my questionnaire. Under probability sampling method I selected simple random sampling by selecting the respondents randomly.

4.7 Sample size:

To complete my internship research report on Customers' Perception towards Standard Bank Limited (SBL): Kamarpara Branch, I took 20 respondents from different type of customers who come to the Kamarpara branch to obtain different services of Standard Bank Limited. They also answered all the questions of my questionnaire. The reason behind taking 20 people was time limitation and limitations like many customers of SBL Kamarpara Branch were illiterate so I could not take more respondents for my report. At first I had to make them understand why I was asking these questions to them and then they agreed to answer the questions. So it was time consuming for me to carry out the survey.

4.8 Method of Analyzing Data:

After collecting all the data I analyzed all the data individually. I presented the data through graph, chart, table etc. Based on my analysis I made findings, limitation, recommendations and conclusion.



Chapter-5

5.0 Analysis and interpretation of the data

5.1 Gender of the respondents:

Table 10: Gender of the respondents

	Frequency	Percent
Male	14	70.0
Female	06	30.0
Total	20	100.0

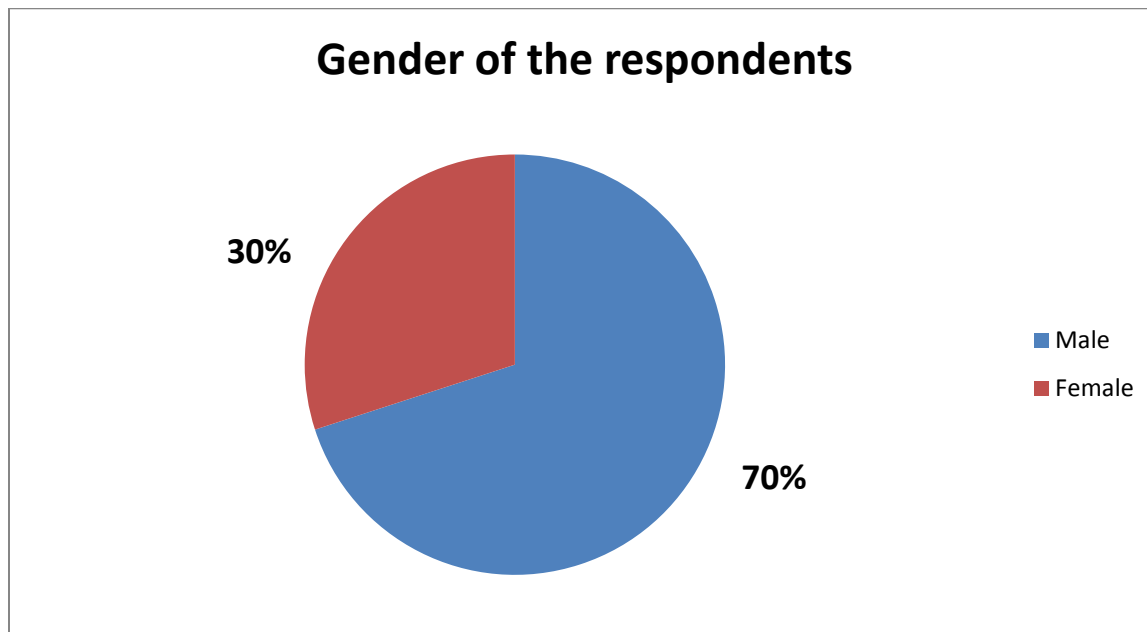


Figure 2: Gender of the respondents

Interpretation: From the graph of the gender of the respondents I have found that 70% respondents of my questionnaire are male and 30% respondents are female. So the majority of the customers of Kamarpara branch of The Standard Bank Limited are male.



5.2 Age of the respondents:

Table 11: Age of the respondents

	Frequency	Percent
18-27 Years	6	30.0
28-37 Years	8	40.0
38-47Years	5	25.0
48-57 Years	1	5.0
58 Years and above	0	0.0
Total	20	100.0

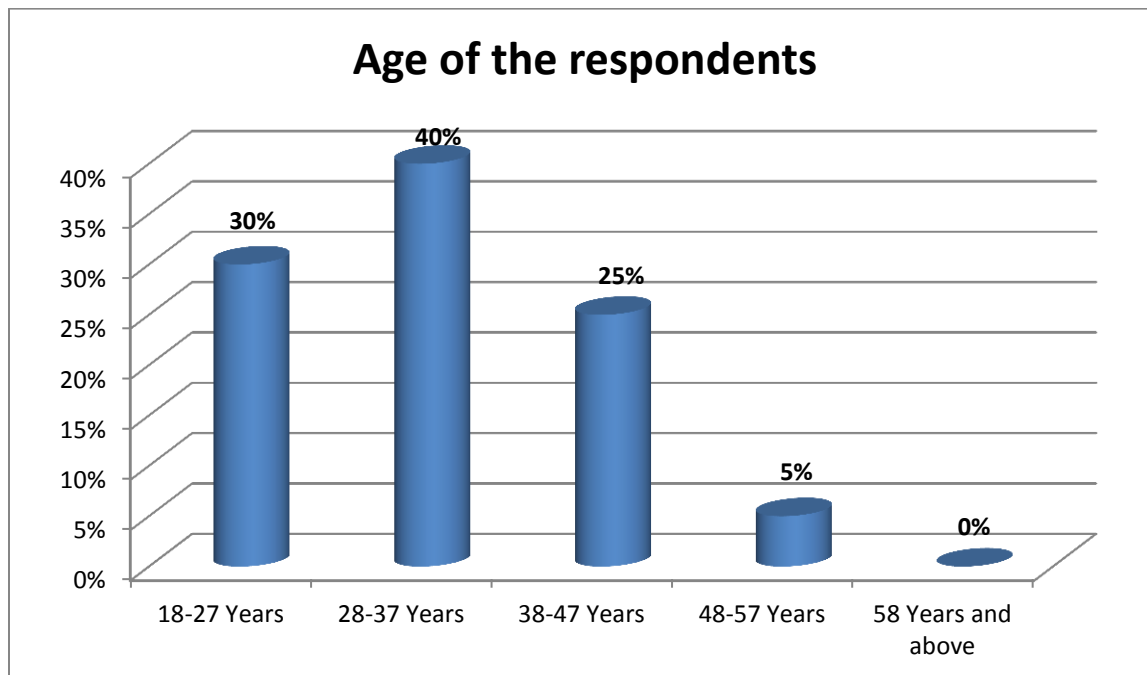


Figure 3: Age of the respondents

Interpretation: According to the graph, we can see that most of the respondents age limit is 28-37 years and the percentage is 40. The second highest percentage is 30 who are between 18-27 years and the 38-47 years is 25%, 48-57 years old is 5% and 58 years and above is 0%.



5.3 Profession of the respondents:

Table 12: Profession of the respondents

	Frequency	Percent
student	3	15.0
Govt. employee	2	10.0
Private employee	4	20.0
Business	5	25.0
Housewife	4	20.0
Other	2	10.0
Total	20	100.0

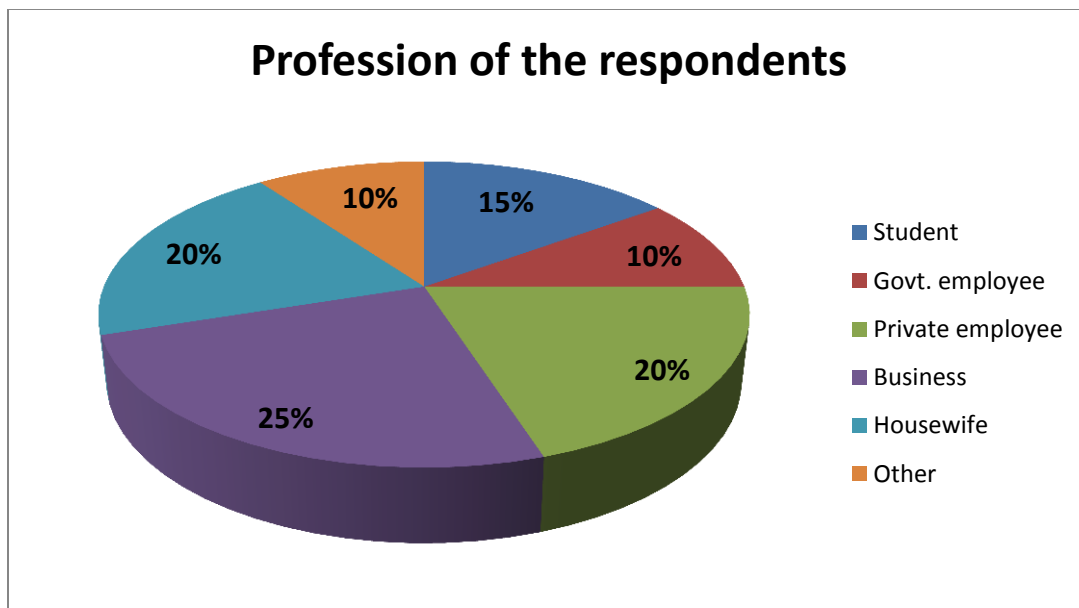


Figure 4: Profession of the respondents

Interpretation: The pie chart and frequency table are showing that 25% respondents of the questionnaire are businessmen who have account in the Kamarpara branch of Standard Bank Limited. Private employees and housewives are the second highest profession of the respondents carrying 20%. The percentage of respondents who are students is 15, 10% of the respondents are govt. employee and other profession's percentage is 10.



5.4 Monthly income of the respondents:

Table 13: Monthly income of the respondents

	Frequency	Percent
Less than 10000	4	20.0
10000 - 30000	7	35.0
31000 - 50000	5	25.0
51000 - 70000	3	15.0
More than 70000	1	5.0
Total	20	100.0

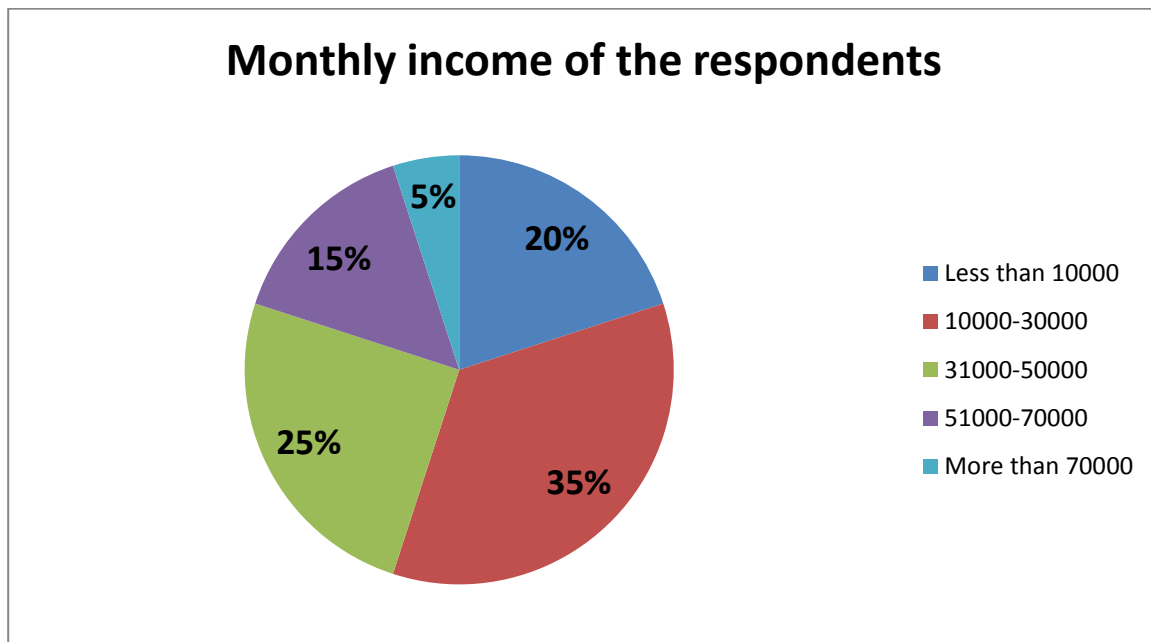


Figure 5: Monthly income of the respondents

Interpretation: 35% respondents earn between 10000-30000 taka and 25% respondent's monthly income is between 31000-50000 taka. Less than 10000 earning customer's percentage are 20 and 15% customers earn between 51000-70000 taka in a month. Only 5% people earn more than 70000 taka.

5.5 Type of account of the respondents:

Table 14: What kind of account do you maintain in Standard Bank Limited

	Frequency	Percent
Current	4	20.0
Savings	7	35.0
FDR	3	15.0
DPS	5	25.0
Other	1	5.0
Total	20	100.0

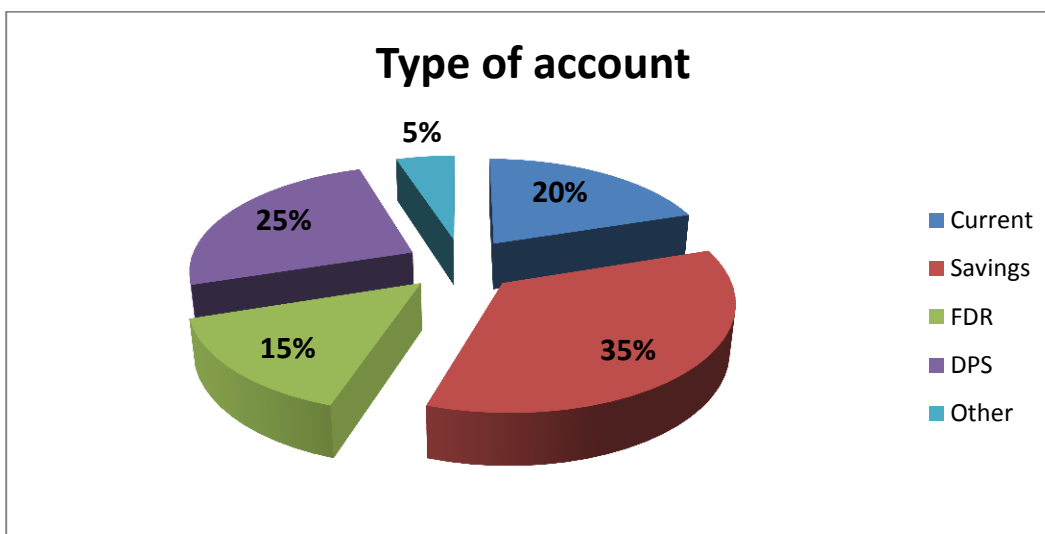


Figure 6: Type of account of the respondents

Interpretation: Most of the respondents of the questionnaire have saving account in the Kamarpara branch of the Standard Bank Limited and their percentage is 35. The second highest type of account is DPS (Deposit Scheme) with 25%. The percentage for FDR (Fixed Deposit Receipt), current account and others are 15%, 20% and 5% respectively.

5.6 Time of account having with SBL:

Table 15: For the past how many years you have account with SBL

	Frequency	Percent
Less than 1 year	5	25.0
1-2 years	9	45.0
3-4 years	6	30.0
5-6 years	0	0.0
More than 6 years	0	0.0
Total	20	100.0

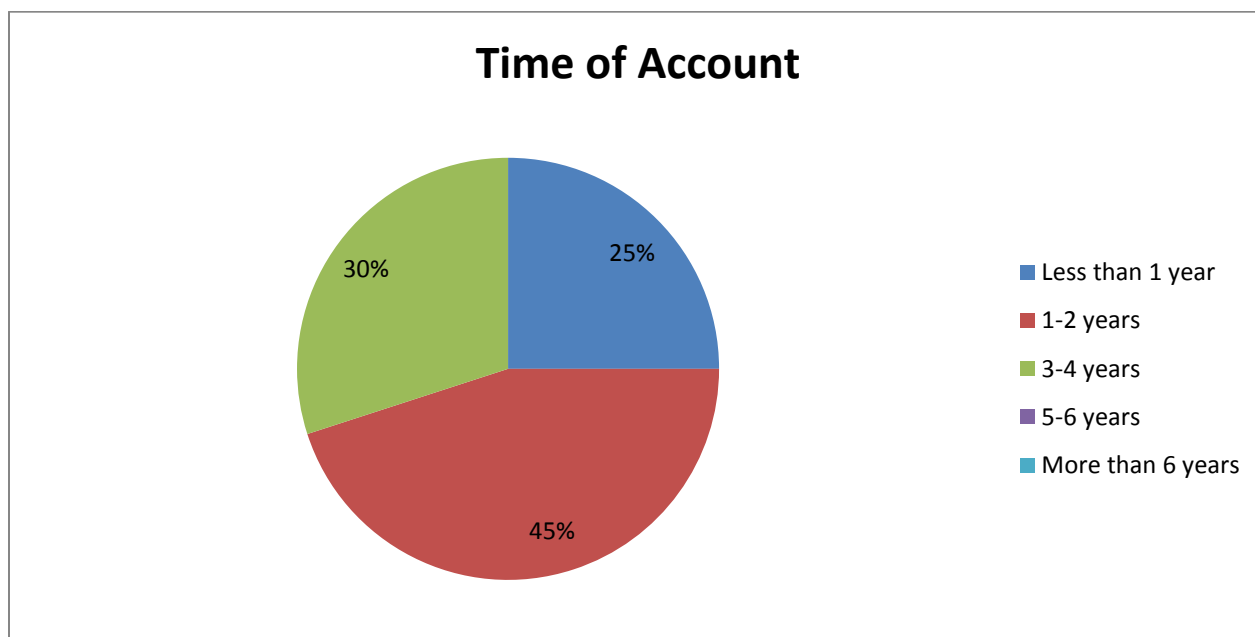


Figure 7: Time of having account with SBL

Interpretation: The pie chart is showing that 45% respondents have account in Kamarpara branch between 1-2 years. The percentage of customers who have account between 3-4 years is 30. Less than one year customer's percentage is 25. No 5-6 years and more than 6 years customers because Kamarpara branch started in year 2009.

5.7 SBL’s most attractive product:

Table 16: SBL’s most attractive product according to the customers

	Frequency	Percent
Savings	2	10.0
Current	1	5.0
FDR	4	20.0
DPS	10	50.0
Others	3	15.0
Total	20	100.0

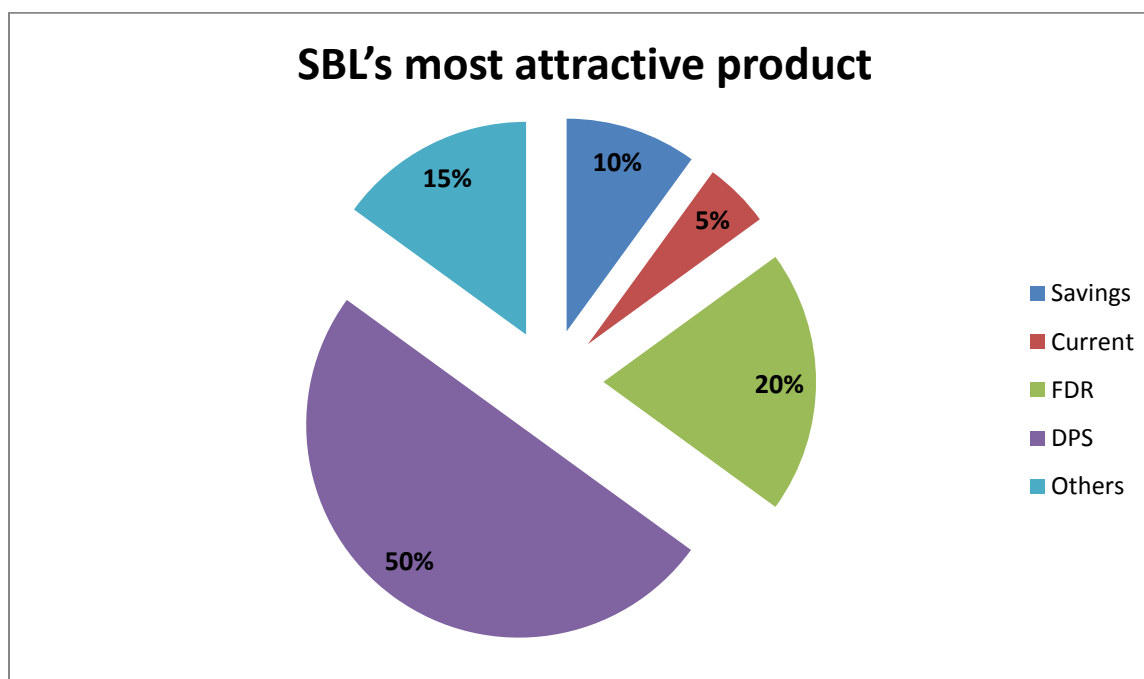


Figure 8: SBL’s most attractive product according to the customers

Interpretation: When asked the customers about SBL’s most attractive product, 50% respondents have gone with the DPS. 20% believes that SBL’s Fixed Deposit is most attractive. 15% people think that other products like Double Income Plus and Millionaire programs are most attractive. 10% customers have gone with the savings account and 5% customers have gone with the current account facilities.



5.8 SBL offers attractive deposit scheme compared to other bank:

Table 17: SBL offers attractive deposit scheme compared to other bank

	Frequency	Percent
Strongly Disagree	1	5.0
Disagree	4	20.0
Moderate	8	40.0
Agree	5	25.0
Strongly Agree	2	10.0
Total	20	100.0

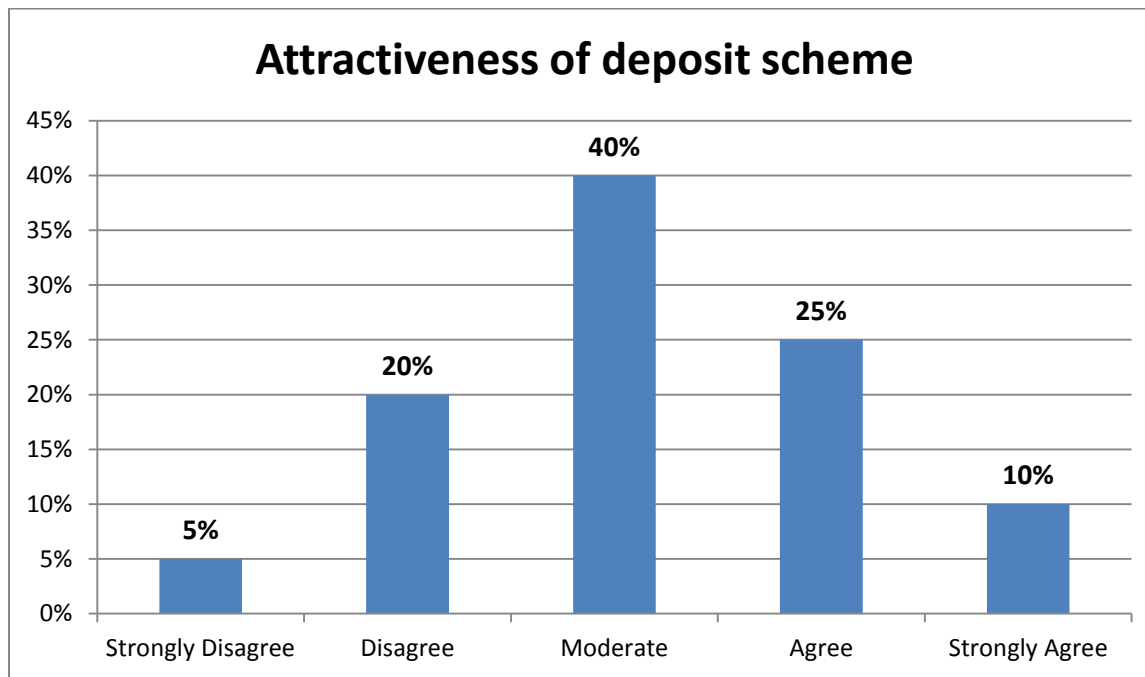


Figure 9: SBL offers attractive deposit scheme compared to other bank

Interpretation: When asked the customers about the attractiveness of SBL’s products, it has been found that 40% respondents believe SBL provides moderate deposit scheme compare to other banks. 20% believes that SBL’s deposit scheme is not attractive enough and 5% strongly disagree with the thought that they are attractive. On the other hand, 25% and 10% customers respectively agree and strongly agree with the fact that they are attractive.



5.9 Satisfaction through competitive interest rate:

Table 18: Are customers satisfied with the competitive interest rate of SBL

	Frequency	Percent
Strongly Disagree	2	10.0
Disagree	3	15.0
Moderate	4	20.0
Agree	9	45.0
Strongly Agree	2	10.0
Total	20	100.0

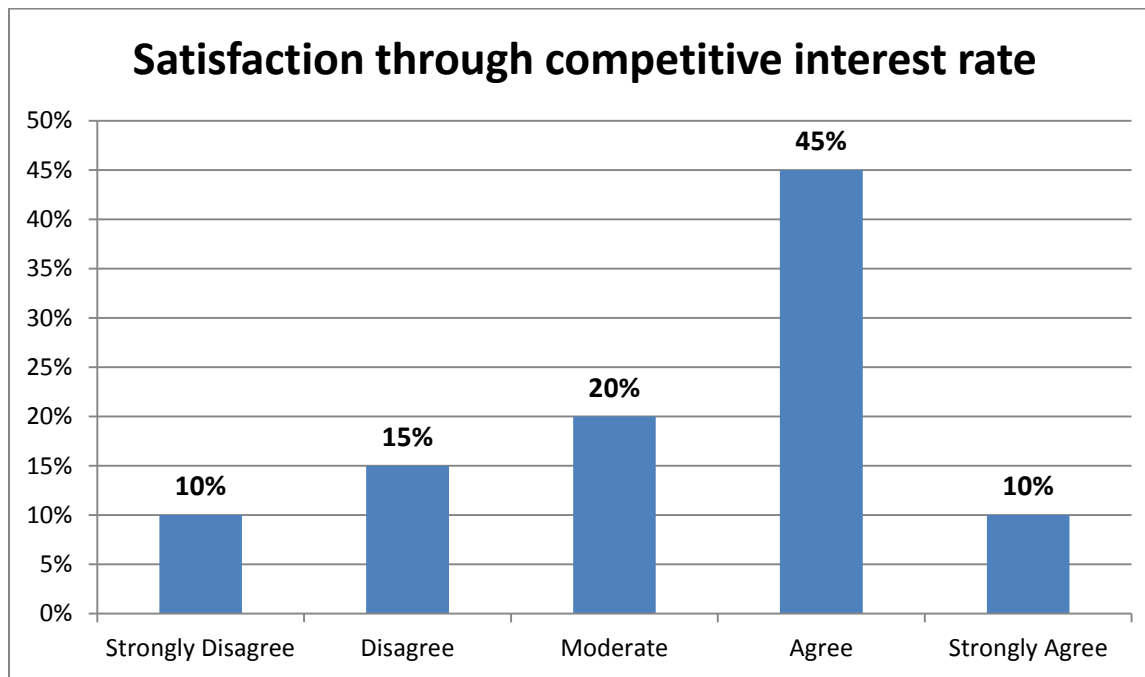


Figure 10: Are customers satisfied with the competitive interest rate of SBL

Interpretation: 45% customers satisfied with the competitive interest rates SBL are giving to the customers. 20% think that the rate is moderate. 15% customers are thinking that SBL is giving less than other banks. 10% people strongly agree and other 10% disagree with the fact that SBL is giving competitive interest rate.



5.10 Product's competitiveness of SBL:

Table 19: SBL's products are very competitive and value for money

	Frequency	Percent
Strongly Disagree	0	0.0
Disagree	1	5.0
Moderate	6	30.0
Agree	12	60.0
Strongly Agree	1	5.0
Total	20	100.0

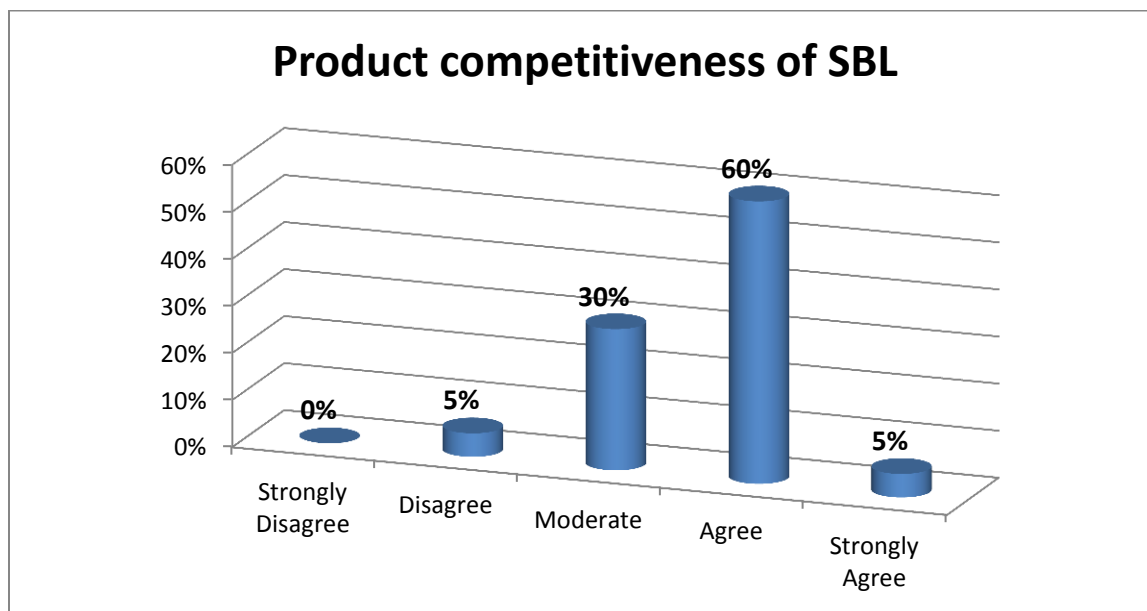


Figure 11: Product competitiveness of SBL

Interpretation: When asked the question to the respondents regarding they are satisfied with the product competitiveness of Standard Bank Limited, 60% said agree, 30% said moderate, 5% said strongly agree, 5% said disagree and 0% said strongly disagree.



5.11 SBL's products can benefit everyone:

Table 20: The products offered by SBL can benefit everyone

	Frequency	Percent
Strongly Disagree	0	0.0
Disagree	2	10.0
Moderate	4	20.0
Agree	8	40.0
Strongly Agree	6	30.0
Total	20	100.0

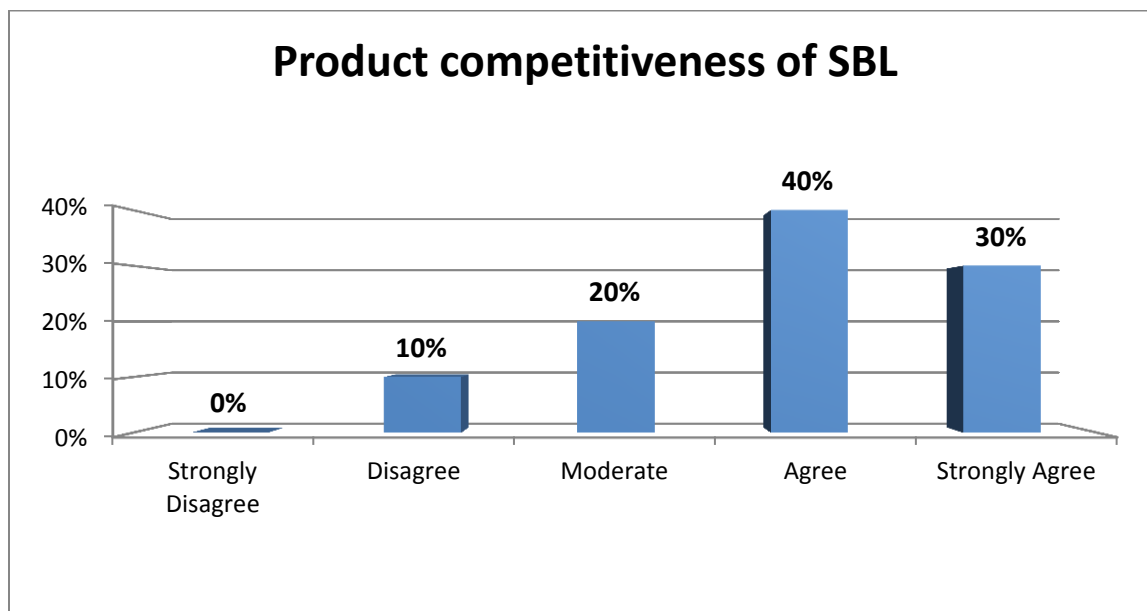


Figure 12: SBL's products can benefit everyone

Interpretation: When asked the question that Standard Bank's products can benefit everyone then it has been found that 40% respondents agreed, 30% customers strongly agreed, 20% respondents said it is moderate, 10% disagreed and 0% was strongly disagreed with the statement.



5.12 Convenience with account opening procedure:

Table 21: The procedure to open an account with the bank

	Frequency	Percent
Strongly Disagree	1	5.0
Disagree	2	10.0
Moderate	3	15.0
Agree	10	50.0
Strongly Agree	4	20.0
Total	20	100.0

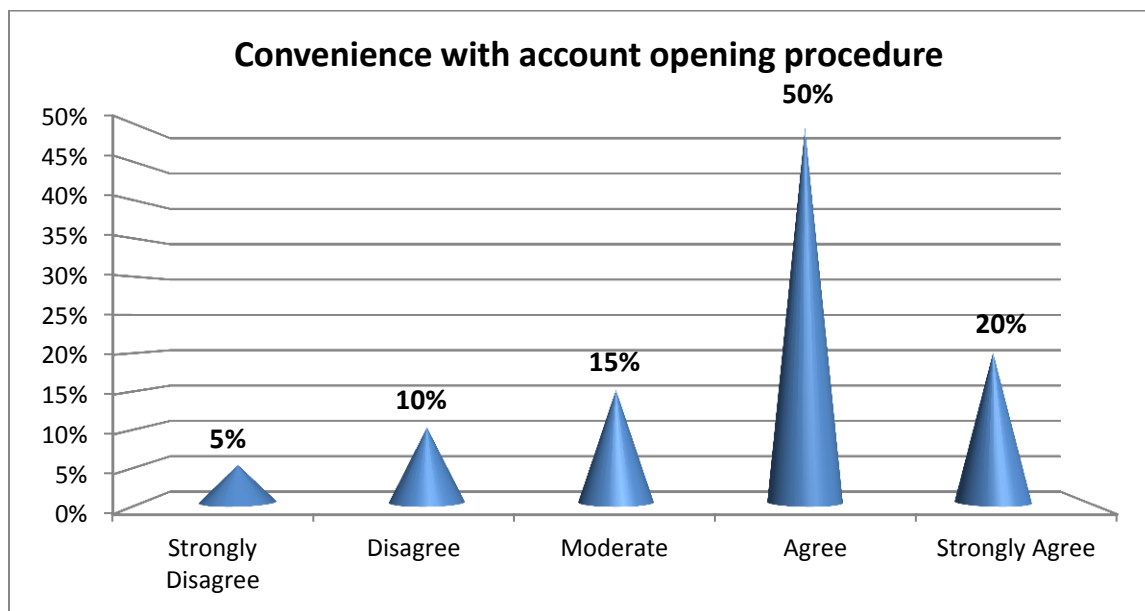


Figure 13: Convenience with account opening procedure

Interpretation: 50% respondents are agreed with the statement that the procedure to open an account with the Bank is convenient. 15% respondents said the procedure to open an account is moderate, the percentage for strongly agree is 20%, disagree is 10% and strongly disagree is 5%.



5.13 Maintenance of minimum account limit:

Table 22: The minimum account limit is not high and easy to maintain

	Frequency	Percent
Strongly Disagree	2	10.0
Disagree	1	5.0
Moderate	4	20.0
Agree	7	35.0
Strongly Agree	6	30.0
Total	20	100.0

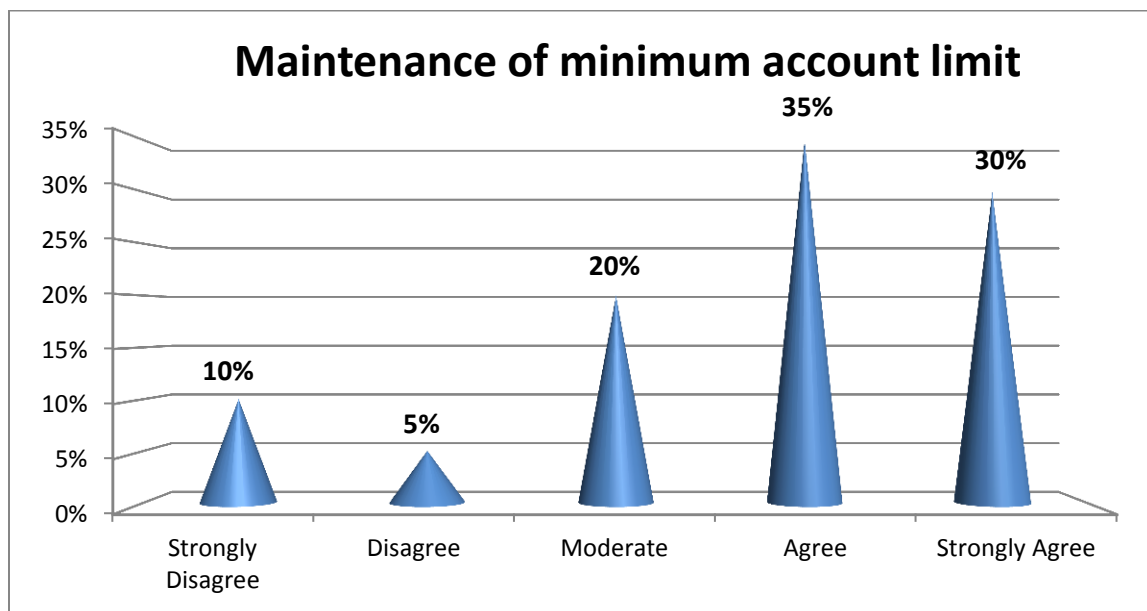


Figure 14: Maintenance of minimum account limit

Interpretation: The minimum account limit is not high and easy to maintain, 35% respondents are agreed with the statement, 30% are strongly agreed, and 20% said it is moderate, 5% are disagreed and 10% are strongly disagreed with the statement.

5.14 Satisfaction level with SBL’s service charges:

Table 23: SBL offers competitive service charges

	Frequency	Percent
Strongly Disagree	1	5.0
Disagree	4	20.0
Moderate	5	25.0
Agree	7	35.0
Strongly Agree	3	15.0
Total	20	100.0

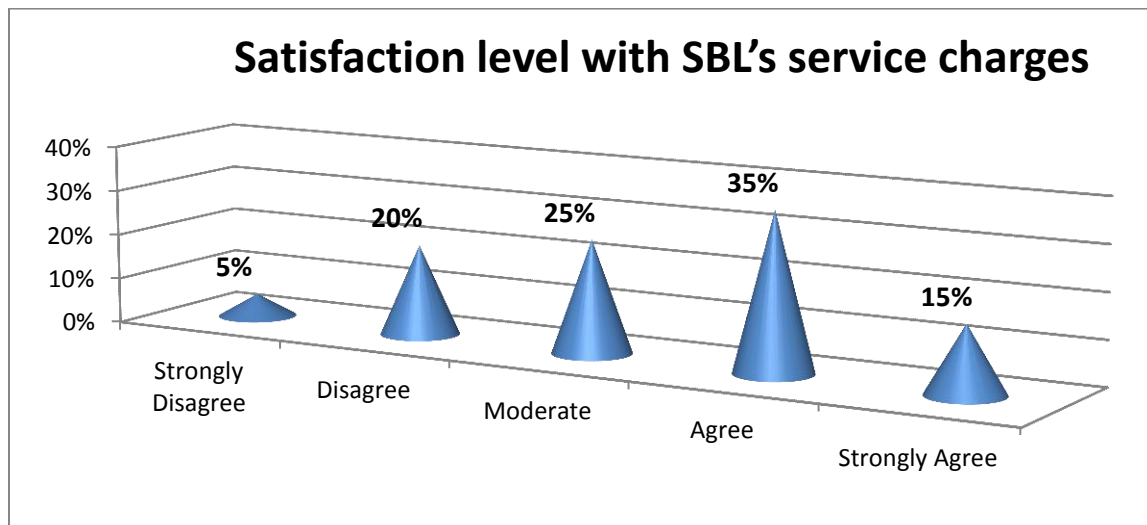


Figure 15: Satisfaction level with SBL’s service charges

Interpretation: Satisfaction level with SBL’s service charges represents that agree is 35%, strongly agree is 15%. The percentages for moderate is 25% and disagree is 20%. The respondents who are strongly disagreed with the statement, their percentage are 5. So most of the customers are satisfied with the service charges that Standard Bank Limited takes away from their account balances.



5.15 Ease of availability of account information:

Table 24: SBL give enough information about your accounts regularly

	Frequency	Percent
Strongly Disagree	1	5.0
Disagree	2	10.0
Moderate	6	30.0
Agree	7	35.0
Strongly Agree	4	20.0
Total	20	100.0

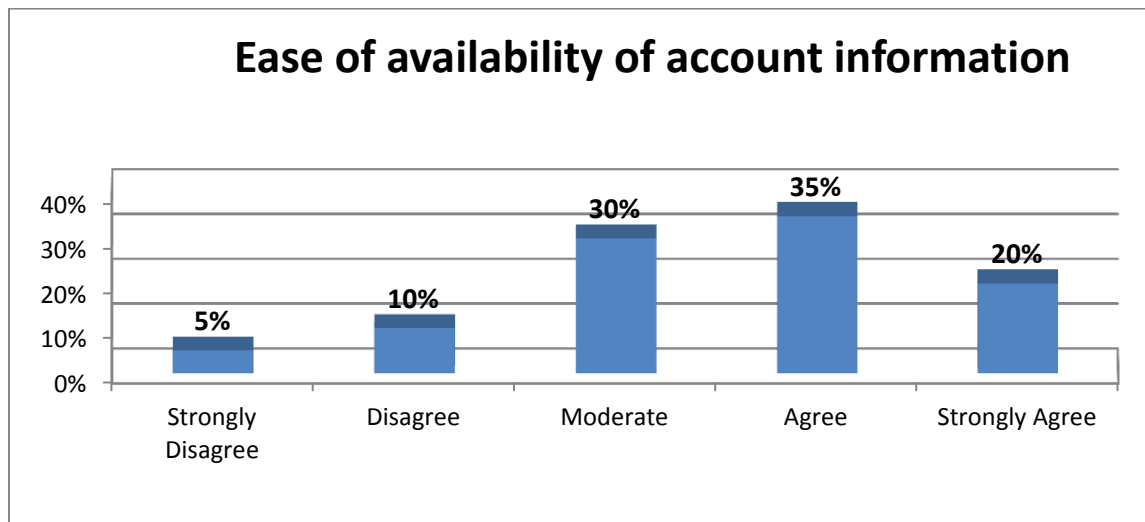


Figure 16: Ease of availability of account information

Interpretation: SBL give enough information about your accounts regularly, 35% respondents are agreed with the statement, 20% are strongly agreed, and 30% said it is moderate, 10% are disagreed and 5% are strongly disagreed with the statement.



5.16 SBL’s online deposit system:

Table 25: Customers are satisfied with SBL’s online deposit system

	Frequency	Percent
Strongly Disagree	0	0.0
Disagree	1	5.0
Moderate	5	25.0
Agree	11	55.0
Strongly Agree	3	15.0
Total	20	100.0

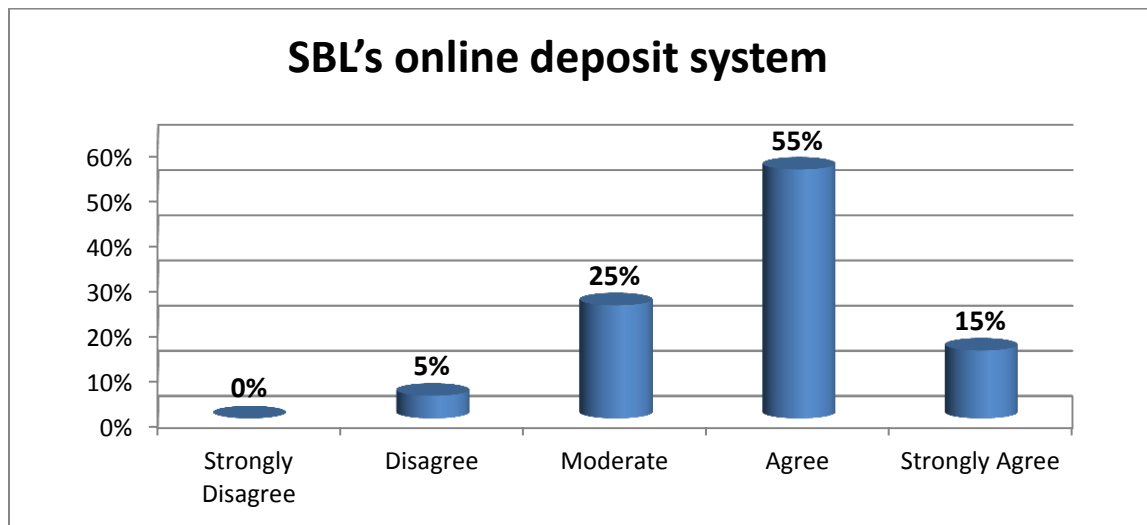


Figure 17: Customers are satisfied with SBL’s online deposit system

Interpretation: Customers are satisfied with SBL’s online deposit system, 55% respondents are agreed with the statement, 15% are strongly agreed, and 25% said it is moderate, 5% are disagreed and 0% customers strongly disagreed with the statement.



5.17 Responsiveness regarding customer’s complaints:

Table 26: SBL reacts and responds immediately to any complaints made by the customers

	Frequency	Percent
Strongly Disagree	2	10.0
Disagree	1	5.0
Moderate	6	30.0
Agree	8	40.0
Strongly Agree	3	15.0
Total	20	100.0

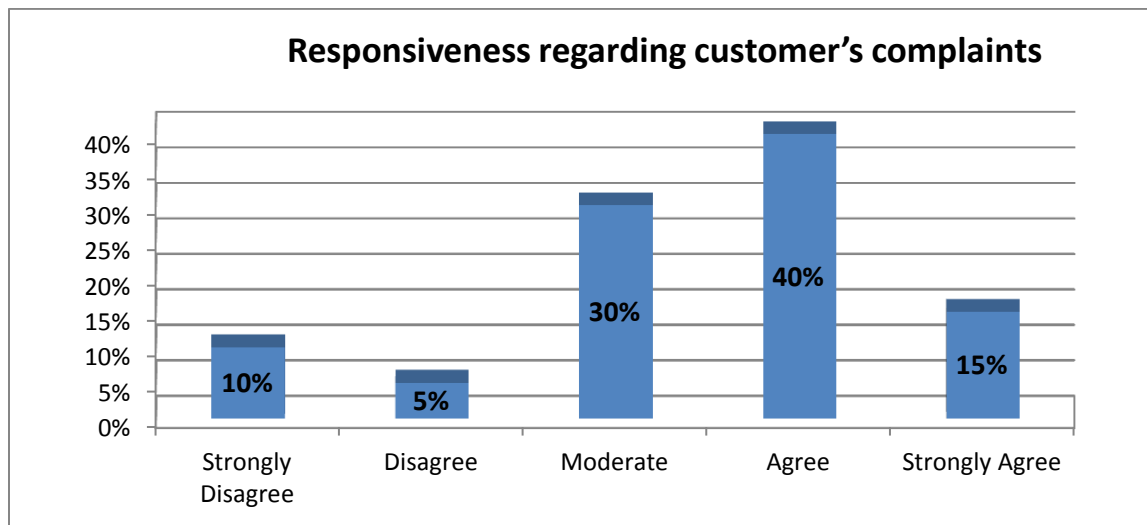


Figure 18: Responsiveness regarding customer’s complaints

Interpretation: The percentage of respondents for agrees with the statement is 40% who believe that Standard Bank reacts and responds immediately to any complaints made by them. The second highest percentage is for moderate category standing for 30%. Strongly agree class is showing 15% whereas the percentages for disagree and strongly disagree are 5% and 10% respectively.



5.18 Satisfaction level with Bank’s staff:

Table 27: SBL's staff provides good customers' services and they are well versed with all the products and services offered

	Frequency	Percent
Strongly Disagree	1	5.0
Disagree	2	10
Moderate	3	15.0
Agree	9	45.0
Strongly Agree	5	25.0
Total	20	100.0

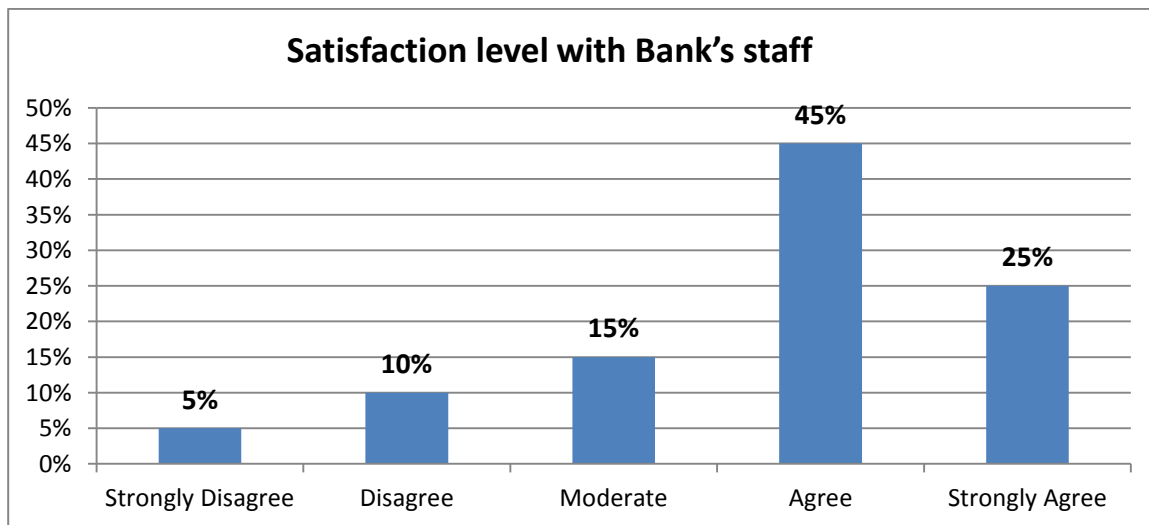


Figure 19: Satisfaction level with Bank’s staff

Interpretation: From the frequency table and graph, it has been perceived that most of the respondents are pleased with the Bank’s staff performance because 45% respondents said that they are agreed with the statement. The second highest percentage is for strongly agree category which is 25%. 15% respondents said moderate whereas disagree is demonstrating 10% and strongly disagree is symbolizing 5%.



5.19 Pleasure with on time service:

Table 28: You always get prompt service whenever you visit the branch and you do not have to wait too long for your turn to do the transaction at the counter

	Frequency	Percent
Strongly Disagree	2	10.0
Disagree	2	10.0
Moderate	3	15.0
Agree	6	30.0
Strongly Agree	7	35.0
Total	20	100.0

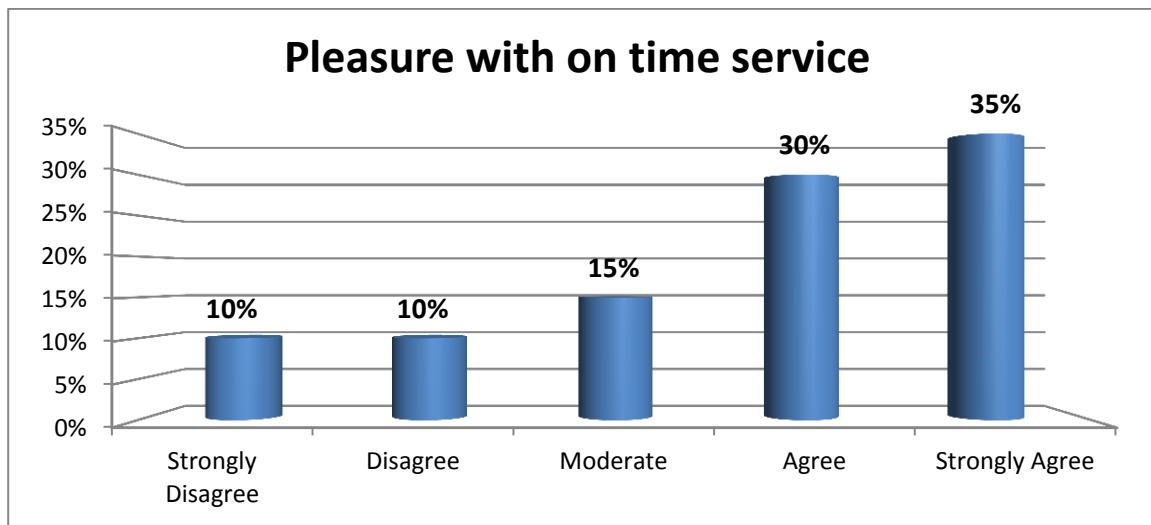


Figure 20: Pleasure with on time service

Interpretation: 35% respondents of the questionnaire said that they are strongly agreed with the statement and they are also happy with the on time services that they are receiving from the Bank. Here the second highest percentage is captured by agree category standing for 30%. The percentages for moderate, disagree and strongly disagree are 15%, 10% and 10% respectively.



5.20 Satisfaction level with financial transaction:

Table 29: You are satisfied with your financial transactions with the bank

	Frequency	Percent
Strongly Disagree	0	0.0
Disagree	2	10.0
Moderate	5	25.0
Agree	8	40.0
Strongly Agree	5	25.0
Total	20	100.0

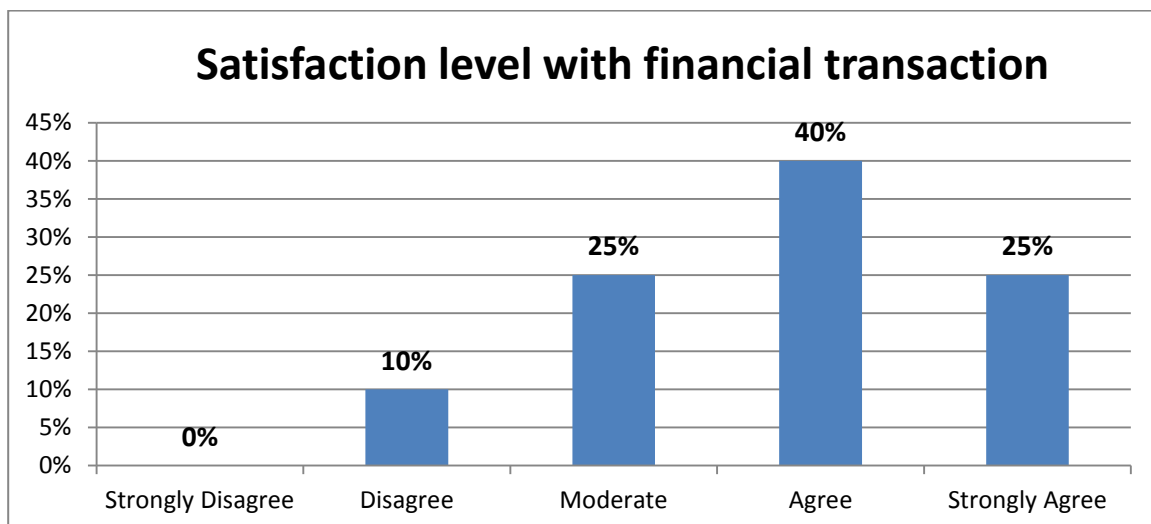


Figure 21: Satisfaction level with financial transaction

Interpretation: The graph and frequency table is showing that 40% respondents are agreed with the statement that customers are satisfied with the financial transactions with the Bank. The strongly agree category is corresponding to 25%, whereas the percentages for moderate, disagree and strongly disagree are 25%, 10% and 0% in that order.



5.21 Kamarpara Branch should include more banking activities:

Table 30: Kamarpara Branch should include more banking activities

	Frequency	Percent
Strongly Disagree	0	0.0
Disagree	2	10.0
Moderate	3	15.0
Agree	8	40.0
Strongly Agree	7	35.0
Total	20	100.0

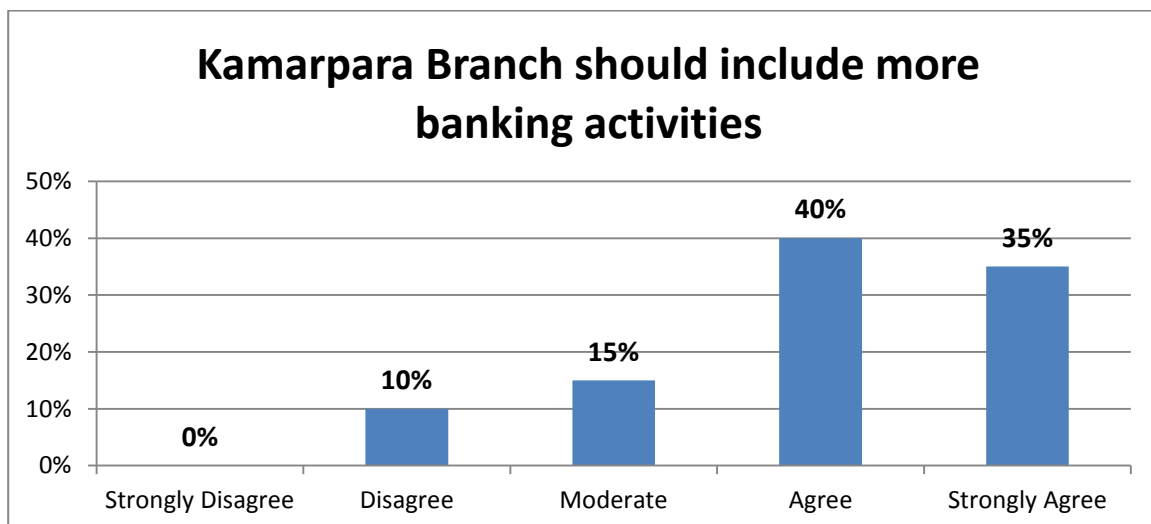


Figure 22: Kamarpara Branch should include more banking activities

Interpretation: 40% respondents of the questionnaire said that they are agreed with the statement. Here the second highest percentage is captured by strongly agree category standing for 35%. The percentages for moderate, disagree and strongly disagree are 15%, 10% and 0% respectively.



5.22 Location to attract the customers:

Table 31: SBL’s Kamarpara Branch is in suitable location to attract the customers

	Frequency	Percent
Strongly Disagree	1	5.0
Disagree	1	5.0
Moderate	7	35.0
Agree	6	30.0
Strongly Agree	5	25.0
Total	20	100.0

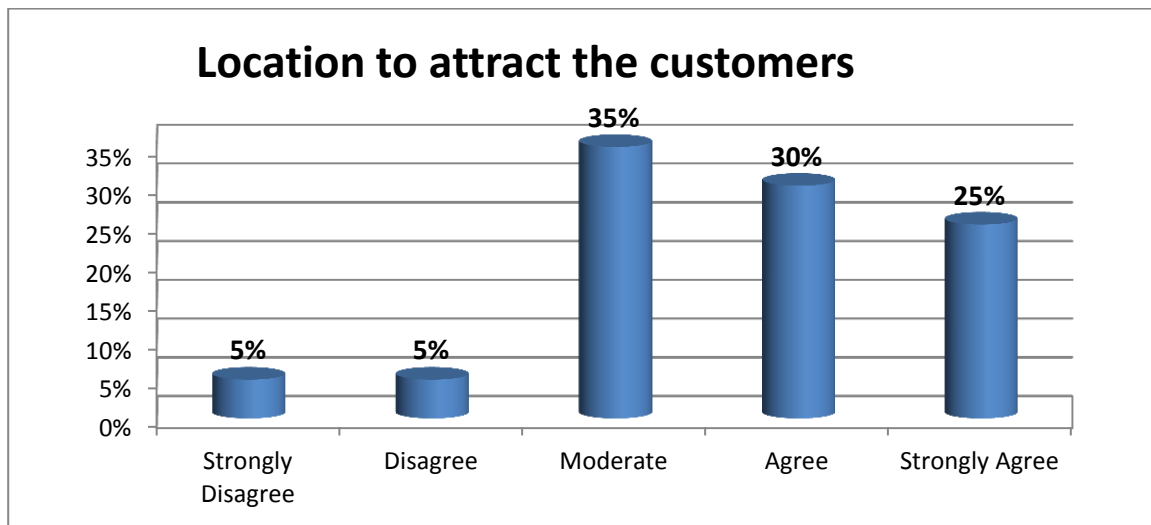


Figure 23: Location to attract the customers

Interpretation: 35% respondents of the questionnaire said that they are moderate with the statement and they are also happy with the location of the bank. Here the second highest percentage is captured by agree category standing for 30%. The percentages for strongly agree, disagree and strongly disagree are 25%, 5% and 5% respectively.



5.23 Customer’s will prefer SBL over other banks:

Table 32: Customer’s will prefer SBL over other banks

	Frequency	Percent
Strongly Disagree	2	10.0
Disagree	5	25.0
Moderate	4	20.0
Agree	6	30.0
Strongly Agree	3	15.0
Total	20	100.0

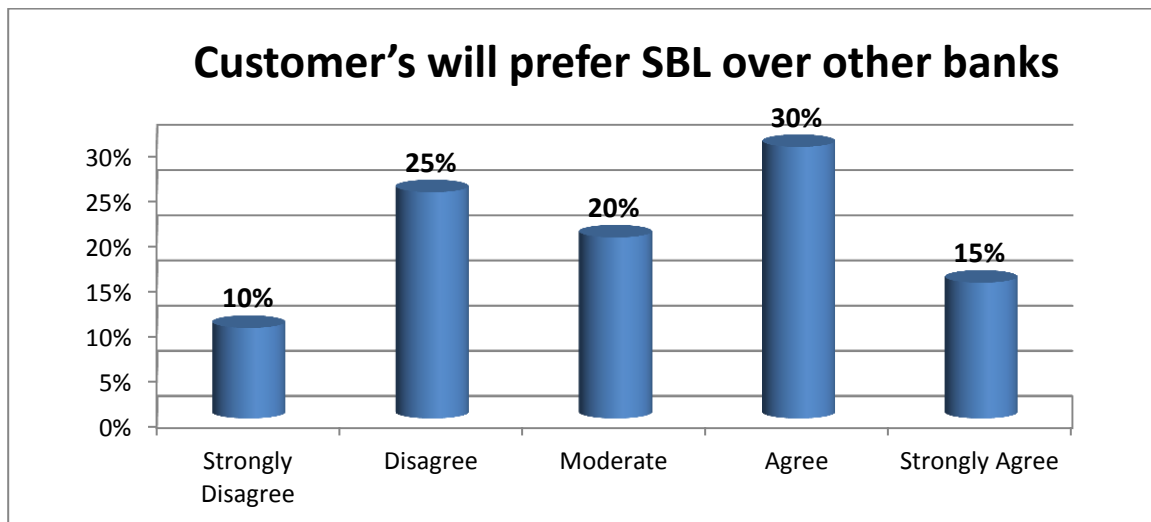


Figure 24: Customer’s will prefer SBL over other banks

Interpretation: 30% respondents of the questionnaire said that they agree with the statement and they will prefer SBL over other banks. Here the second highest percentage is captured by disagree category standing for 25%. The percentages for strongly agree, moderate and strongly disagree are 15%, 20% and 10% respectively. So it is a mixed reaction from the customers.



5.24 Gladness with overall service quality of SBL:

Table 33: You feel about overall service quality of Standard Bank Limited is excellent

	Frequency	Percent
Strongly Disagree	1	5.0
Disagree	2	10.0
Moderate	4	20.0
Agree	8	40.0
Strongly Agree	5	25.0
Total	20	100.0

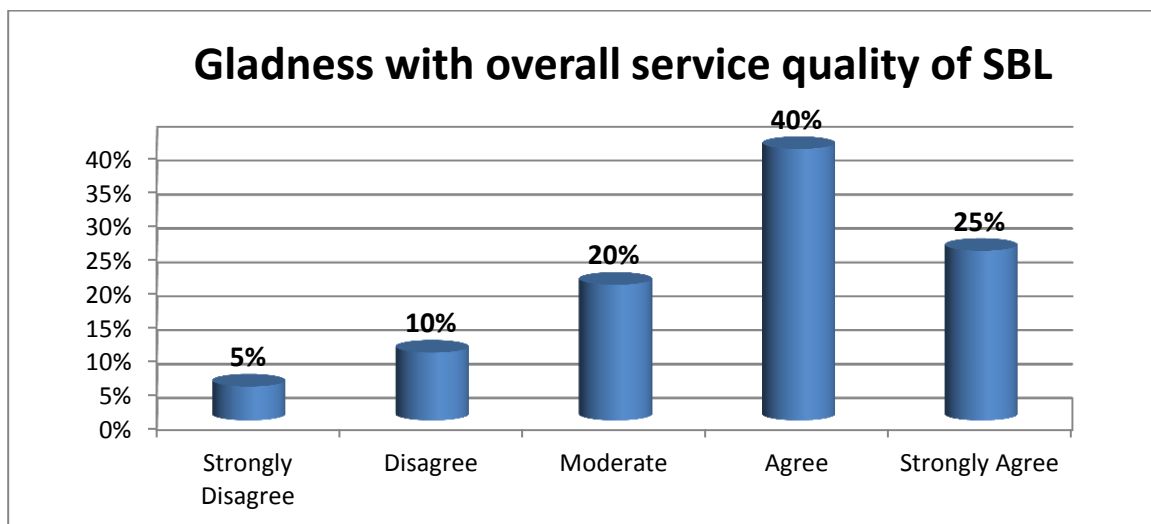


Figure 25: Gladness with overall service quality of Standard Bank Limited

Interpretation: Customer’s contentment with overall service quality of Standard Bank Limited is really appreciable because 40% respondents are agreed and 25% respondent are strongly agreed with Standard Bank’s overall service quality’s excellences. 20% respondents of the questionnaire said the service quality of SBL is moderate. Disagree and strongly disagree category are standing for 10% and 5%.



Chapter-6

6.0 Findings & Analysis

6.1 Findings from questionnaire:

- A good number of respondents of my questionnaire are male and they represent 70% and female are 30%.
- Most of the respondents are aged between 28-37 years.
- Most of the customers of Standard Bank Limited: Kamarpara branch are businessmen and they represent 25%.
- Maximum respondent's monthly income is between 10000-30000 taka.
- The majority of the respondents of my questionnaire have savings account in the Kamarpara branch of SBL and their percentage is 35.
- 45% respondents have account in Kamarpara branch between 1-2 years which represents the maximum percentage because Kamarpara branch started in year 2009.
- 40% respondents believe SBL provides moderate deposit scheme compares to other banks.
- In Kamarpara branch of SBL, DPS is the most attractive product to the customers as its percentage is 50% according to the survey.
- 45% customers satisfied with the competitive interest rates SBL are giving to the customers.
- 60% respondents are strongly agreed and satisfied with the product competitiveness of SBL.
- 40% respondents said strongly agree regarding Standard Bank Limited's products can benefit everyone.
- 50% respondents are agreed with the statement that the procedure to open an account with the Bank is convenient and 20% strongly agreed which means most of the respondents agreed with the bank.
- The minimum account limit is not high and easy to maintain for the customers of Standard Bank because 35% respondents are agreed with the statement and other 30% strongly agreed.
- Maximum numbers of customers of Standard Bank Limited are pleased with the service charges that the Bank implies on them.



- 35% respondents are agreed that SBL give enough information about their accounts regularly.
- Customers are satisfied with SBL's online deposit system and 55% respondents are agreed with that in the survey.
- The percentage of respondents who believe that Standard Bank reacts and responds immediately to any complaints made by them is 40%.
- The customers of SBL also believe that the Bank is wholly dedicated to discover the additional needs of the customers and anyhow make them satisfied with lots of product choices.
- 35% respondents of the survey said that they are also happy with the on time services that they are receiving from the Bank.
- If customers make any complaints SBL tries to solve the problem without making any delay and straight away.
- Customers of SBL are highly pleased with the services those they are getting from the greeter and customer service officer.
- Banking staffs of SBL are entirely committed to give the best services to the customers and make the customers satisfied.
- Most of the customers are satisfied with the financial transaction with the SBL as 40% respondents are agreed and 25% respondents are strongly agreed with that.
- 40% respondents of the questionnaire have agreed that Kamarpara branch should include more banking activities like foreign exchange and others.
- 35% respondents of the questionnaire said that they are ok with the location of the bank.
- In the survey, customers gave a mixed reaction whether they will prefer SBL over other banks or not. 30% respondents will prefer SBL over other banks and 25% will not prefer SBL.
- Customers are agreed with the statement which is regarding their feeling about overall service quality of Standard Bank Limited is excellent. So the Bank tries to improve the overall service quality to make it 100% strongly agree.
- It is very imperative for any organization to leave a mark in the mind of the customers by providing excellent services. Standard Bank Limited is certainly leaving marks in the mind of the customers by providing good customer services to the customers.



6.2: Findings from Deposit Scenario of SBL to know how they are growing (secondary objective):

6.2.1 Analysis of Deposits-

Particulars	2008 (In Million)	2009 (In Million)	2010 (In Million)	2011 (In Million)	2012 (In Million)
Current Account	4385	4947	7219	8045	9076
Bills Payable	329	453	646	741	902
Savings Bank	1085	1773	2456	2579	2955
Short Term Deposit	1224	1722	1804	2285	4270
Fixed Deposit	20912	31706	43988	46657	52494
Deposits Under Schemes	1369	1947	2232	3564	6415

Table 34: Analysis of Deposits (Source: Website of SBL)

6.2.1.1 Analysis of Deposit in Percentage:

Year	Deposit (in Millions)	Percentage Change (Increase / Decrease)
2007	19,214	
2008	29,304	52.51%
2009	42,548	45.19%
2010	58,345	37.12%
2011	63,871	9.47%
2012	76,112	19.16%

Table 35: Analysis of Deposit in Percentage

SBL invests their funds in different sectors. They actually diversify their deposit by investing their funds in the share of different companies, zero coupon bonds, debenture, Govt. bond, Govt. security, and other bonds.



6.2.2 Trend Analysis of Deposit:

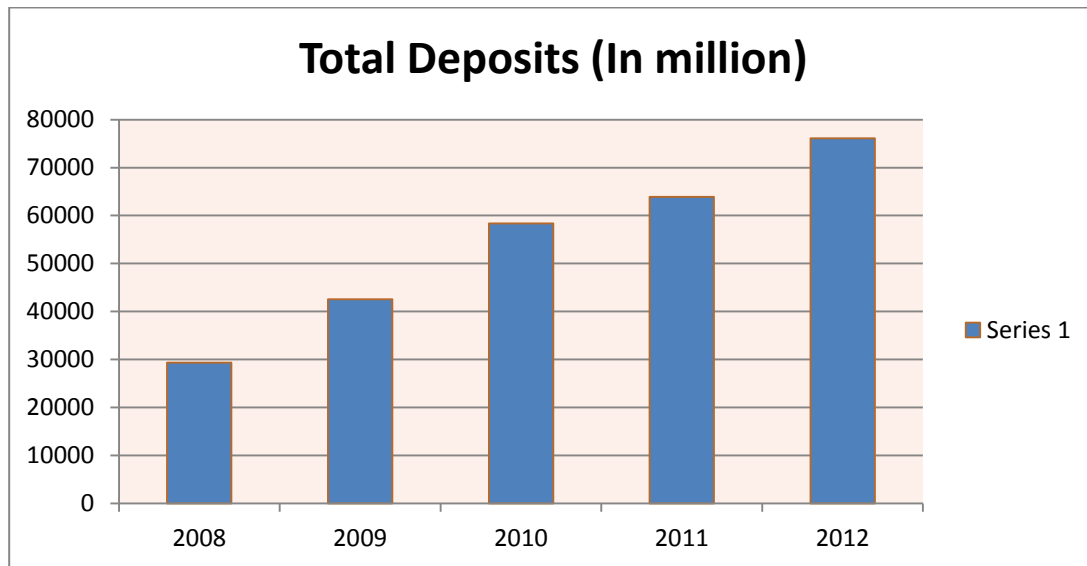


Figure 26: Deposit Condition from 2008 to 2012

The deposit for the year 2010 is 58345 million and in the year 2011 is 63871 million. In the year 2011 deposit amount was increased by Tk. 5526 million than the previous year. The main reasons for increasing deposit in 2011 were to reduce of the government securities and bond. In 2009, SBL invested total Tk. 712 million in Government Securities and others securities. Between this two years 690 million deposit in government securities and 22 million in the others. SBL deposit increased during the year 2009 by Tk. 157 million and stood at Tk. 712 million as at 31 December 2009. In 2009 the investment was increased by 45.19% from the previous year. The Bank purchased government treasury bills to cover the increased SLR requirement. Another important factor of increasing deposit in 2009 that SBL purchased bond by Tk. 750 thousands. In addition to the above, SBL had to buy Government Treasury Bills which were devolved by Bangladesh Bank. There was no investment made by subsidiary and Off-Shore Banking Unit.

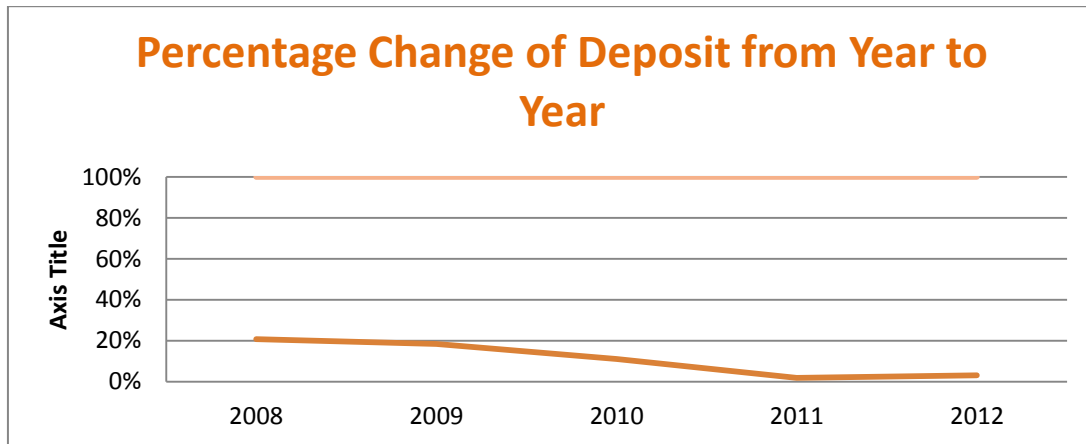


Figure 27: Percentage Change of Deposit from year to year

From the deposit trend graph we see that the deposit of SBL is in increasing trend in case of amount. But the percentage change from year to year has fluctuated year by year. The deposit increases 52.51% in 2008, 45.19% in 2009, 37.12% in 2010, and 9.47% in 2011 and in 2012, 19.16%. These percentage changes are in the decreasing trend from the previous year. Due to banking supervision and also bank's internal affairs, lack of proper projection and so on, this bank was in the serious trouble for decreasing trend in the deposit in the year 2010, 2011 and 2012. Deposit is one of the major earning prospects of the bank but this bank's investment interest income decreased in the year 2011 and 2012 and this affected the net operating income of the bank.

6.2.3 Index Analysis of Deposit:

The bank's deposit changing information can be discussed below through index analysis, changing from base year 2007.

Index Analysis of deposit (Base Year 2007) (Million in Tk.)						
Year	2007	2008	2009	2010	2011	2012
Total Deposit	Tk.19214	Tk. 29304	Tk. 42548	Tk. 58345	Tk. 63871	Tk.76112
% change from Base Year	100%	153%	221%	304%	332%	396%

Table 36: Index Analysis of Deposit

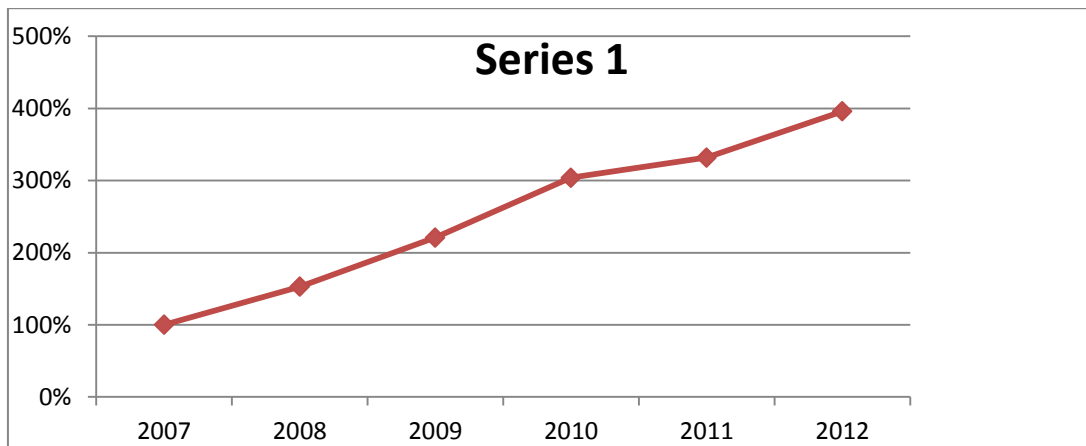


Figure 28: Index Analysis of Deposit

Here, the index analysis is performed according to the information of deposit of SBL from 2007 to 2012. The base year is 2007. From the above figure it is found that in 2012 Standard Bank Limited's deposit is much more flourishing rather than any other preceding year which was 396% change from base year 2007. This indicates that this bank is in increasing trend in deposit but with lower amount in different investment projects; government and others securities. From the base year 2007 in every year the deposit was increased in a significant amount. But in 2010 the investments were increased by 15797 million and an overall effect was 304% increased than the base year. In 2009 it was 221%; in 2008 it was 153%. The difference of % change between 2007 and 2012 is $(396\% - 100\%) = 296\%$ which was a significant change from the base year.

6.2.4 Net Interest Income (NII):

SBL NII was Tk.408 million in 2007, Tk.974 million in 2008, Tk.1083 million in 2009, Tk.1724 million in 2010, Tk. 2168 million in 2011 and Tk. 2338 million in 2012. After analysis the figure it is clear that Net interest income is increasing consistently. Interest earned from loan and profit earned on investment remained the principal component of interest income. However interest cost of deposits was the main component of interest expenses and Net interest income was the second highest contributor to total income.

6.2.5 Non-Interest Income:

SBL non interest income was Tk. 645 million in 2007, Tk. 938 million in 2008, Tk. 1112 million in 2009, Tk. 1945 million in 2010, Tk. 1888 million in 2011 and Tk. 2160 million in 2012. After analysis the figure it is seen that the non interest income was increasing from 2007 to 2010. Though it was increased for a large amount to 2008 - 2009 but on contrast it slightly decreased in 2011. After 2011, it is increasing again.

6.2.6 Deposit Ratio:

Year	Deposit Ratio
2008	93%
2009	89%
2010	89%
2011	87%
2012	81%

Table 37: Deposit Ratio

After analysis the SBL deposit ratio it was 93% in 2008, 89% in 2009, 89% in 2010, 87% in 2011 and 81% in 2012. Considering the figure it is clear that the overall deposits are decreasing gradually. Though it was high in 2008 but after that it is consistently decreasing.

6.2.7 Cost of Fund on Average Deposit:

Year	2008	2009	2010	2011	2012
Cost of Fund on Average Deposit	9.29%	9.33%	7.83%	9.98%	10.79%

Table 38: Cost of Fund on Average Deposit (Source: Website of SBL)

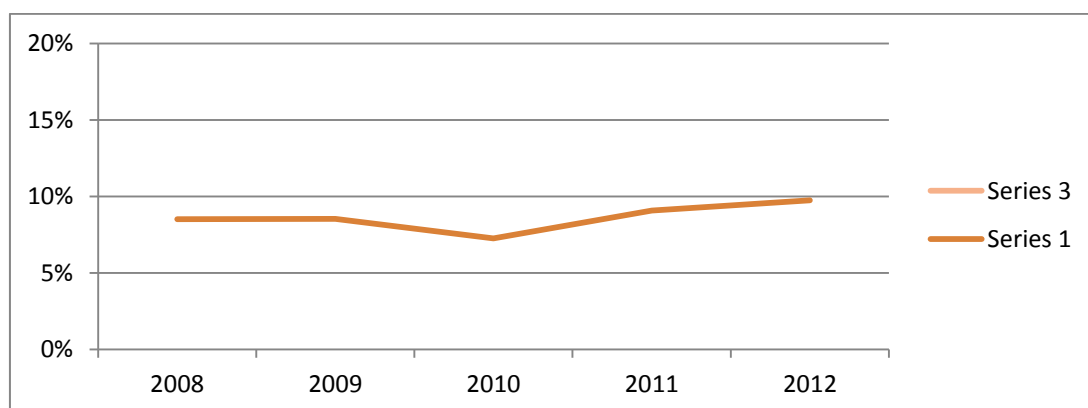


Figure 29: Cost of Fund on Average Deposit



In the deposit operations of a bank, the major concern is the costs of funds that are invest in different profitable sectors. The maximum portions of funds of a bank are collected from depositors. The bank has to pay interest to the depositors. From the figure we see that the cost of fund for the SBL was around 9%. In 2010 the cost of average deposit was 7.83% that is the lower among these 5 years. In 2012 the cost of fund on average deposit was 10.79% it indicates that the bank payed 10.79% interest on average deposit in 2012.

6.2.8 Deposit Maturity and Particulars Rate:

All deposit's initially recognized at cost, being fair value of the consideration given, including acquisition charges associated with the deposit. Premiums are amortized and discounts accredited, using the effective yield method and are taken to discount income.

6.3 Total Deposits of Branch:

Particulars	2011(In Millions)	2012(In Millions)
Current Account	18.91	52.74
Savings Bank	79.23	122.29
Fixed Deposit	171.40	236.77
Deposits Under Schemes	1.24	8.22
Other Demand Deposits	.00672	.0065
Interest Payable Account	2.84	5.96
Taxes & Duties Payable	.26	.71
Bills Payable	.48	2.06
Total	274.37	428.76

Table 38: Total Deposits of Branch
(Source: Statement of Affairs-2011 & 2012 of SBL in Kamarpara Branch)



6.3.1 Branch Contribution on Total Deposit:

Year	Whole Bank Deposit (In Millions)	Branch Deposit	Percentage Contribution
2008	19214	-	0%
2009	29305	-	0%
2010	42556	168.28	.32%
2011	58344	274.37	.47%
2012	63871	428.76	.67%

Table 39: Branch Contribution



Chapter-7

7.0 Recommendations & Conclusion:

7.1 Recommendations:

- ✓ Kamarpara branch of Standard Bank Limited is very small for a bank. Some customers recommended that space of the bank should be increased to introduce new banking activities.
- ✓ The number of employees should be added especially in cash division and in general banking division.
- ✓ In order to increase the level of customer satisfaction the Card division of Standard Bank Limited should work more promptly.
- ✓ As the number of ATM booth of Standard Bank Limited is few so whenever the customers use other banks' ATM booth they have to pay an additional amount per transaction. Therefore the number of ATM booth should be increased in prominent location of whole Bangladesh. Kamarpara branch should have one booth at least.
- ✓ Most of the time customers have to deposit the money through a separate deposit slip. But customers want the deposit book rather than the separate deposit slip to deposit the money to the Bank.
- ✓ Some of the customers are not satisfied with account opening procedure, like for savings and current account sometimes they do not find any introducer; as a result they cannot open the account even though they badly need to open the account. SBL should arrange introducer if customers could not find any.
- ✓ Standard Bank Limited should introduce locker service for the customer in the Kamarpara branch.



- ✓ Standard Bank Limited should pay attention to consumers' need and want. It should increase the facility of consumer loan products, small loan products like car loan, personal loan, and student loan, House Building loan etc.
- ✓ Additional deposit schemes should be introduced to meet customer demands to stay ahead in competition and better satisfaction of customer requirements.
- ✓ The IT department of Standard Bank Limited should be advanced with modern infrastructure, equipment and expertise.
- ✓ In order to open new branches, Standard Bank Limited should not only focus on urban areas, rather than it should also concentrate on rural parts of Bangladesh. Because now-a-days rural customers are also demanding different banking services.
- ✓ Reception to customers has a great impact on customer satisfaction because customers are getting the first impression from the front desk. Although customers are satisfied with the customer service and greeter of Standard Bank Limited even after that the employees of the front desk as well as other desk should be more caring about the customer reception. They should show the utmost honor, attention and courtesy. The employees are also should be routinely skilled up and empowered to respond to customers' needs effectively.



7.2 Conclusion:

The popularity of banks is increasing day by day which leads to increase competition as well. All the Commercial Banks are offering almost the same products and services and their operation system is almost same. But the ways they provide the services are different from each other. So people choose their bank according to their satisfaction and need. And they will prefer the bank of which service is easily accessible and understandable. On the other hand, bank innovate new products and services to attract their desired customers. In short, SBL is such a Commercial Bank which is rendering all commercial banking services to the customers. They believe in developing strong interpersonal relationship with each other. As such, they are morally bound to provide high quality banking services with the latest technology to obtain optimum return on shareholder's equity ensuring safety of depositor's money. Though they are already practicing such thing but sometimes they face some problems. Those problems arise because sometimes they don't know the perception of deposit holders. In the internship period I noticed that problem. So, I decided to make a research based on customer's perception towards banking. To do this study, I conducted a survey which was done by the customer of Standard Bank Limited, Kamarpara Branch. After getting their opinion, I tried to provide some solution as recommendation to recover from this problem. By this way I conclude my report on "Customers' Perception towards Standard Bank Limited (SBL): Kamarpara Branch".



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- List of banks in Bangladesh 02 November 2012
<http://en.wikipedia.org/wiki/List_of_banks_in_Bangladesh>
- Standard Bank Limited 03 November 2012 <<http://www.standardbankbd.com>>

Others:

- Annual Report of SBL
- Statement of Affairs-2011 & 2012 of SBL in Kamarpara Branch
- Various publications of Standard Bank Limited
- Previous Reports

Appendix

Survey Questionnaire:

Serial No #

I am studying in Bachelor of Business Administration (BBA), at BRAC University. As part of my internship program it is required to prepare a report on “Customers’ Perception towards Standard Bank Limited (SBL): Kamarpara Branch”. Therefore, it will be extremely helpful if you kindly answer the following questions based on your own perception, experience and insight. I assure you that information will gather only for study purposes and I will not share this information with any other individual and institution.

Background information of the respondents:

Name: _____

Gender: Male Female

Age: 18-27 Years 28-37 Years 38-47Years 48-57 Years
 58 Years and above

Profession: Student Govt. employee Private employee Business
 Housewife Other _____

Monthly Income: Less than 10000 10000 – 30000 31000 - 50000
 51000 – 70000 More than 70000

Questions:

1. What kind of account do you maintain in Standard Bank Limited?

Savings Current FDR DPS Others_____

2. For the past how many years you have account with Standard Bank Limited?

Less than 1 year 1-2 years 3-4 years 5-6 years More than 6 years

3. According to you, which product that SBL offers are most interesting?

Savings Current FDR DPS Others_____



4. Standard Bank Limited offers attractive deposit scheme compare to other bank.

Strongly Disagree Disagree Moderate Agree Strongly Agree

5. You are satisfied with the competitive interest rate offered by the Standard Bank Limited.

Strongly Disagree Disagree Moderate Agree Strongly Agree

6. Standard Bank's products are very competitive and value for money.

Strongly Disagree Disagree Moderate Agree Strongly Agree

7. The products offered by the Standard Bank Limited can benefit everyone.

Strongly Disagree Disagree Moderate Agree Strongly Agree

8. The procedure to open an account with the bank is convenient.

Strongly Disagree Disagree Moderate Agree Strongly Agree

9. The minimum account limit is not high and easy to maintain.

Strongly Disagree Disagree Moderate Agree Strongly Agree

10. Standard Bank Limited offers competitive service charges.

Strongly Disagree Disagree Moderate Agree Strongly Agree

11. You were given enough information about your accounts regularly.

Strongly Disagree Disagree Moderate Agree Strongly Agree

12. You are satisfied with Standard Bank Limited online deposit system.

Strongly Disagree Disagree Moderate Agree Strongly Agree

13. Standard Bank Limited reacts and responds immediately to any complaints made by the customers.

Strongly Disagree Disagree Moderate Agree Strongly Agree

14. Standard Bank Limited's staff provides good customers' services and they are well versed with all the products and services offered.

Strongly Disagree Disagree Moderate Agree Strongly Agree



15. You always get prompt service whenever you visit the branch and you do not have to wait too long for your turn to do the transaction at the counter.

- Strongly Disagree Disagree Moderate Agree Strongly Agree

16. You are satisfied with your financial transactions with the bank.

- Strongly Disagree Disagree Moderate Agree Strongly Agree

17. Standard Bank Limited: Kamarpara Branch should include more banking activities within the branch.

- Strongly Disagree Disagree Moderate Agree Strongly Agree

18. Standard Bank Limited’s Kamarpara Branch is in suitable location to attract the customers.

- Strongly Disagree Disagree Moderate Agree Strongly Agree

19. You will prefer Standard Bank Limited over other Banks.

- Strongly Disagree Disagree Moderate Agree Strongly Agree

20. You feel about overall service quality of Standard Bank Limited is excellent.

- Strongly Disagree Disagree Moderate Agree Strongly Agree

Do you have any recommendation?

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.....
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Thank You