



Internship Report on



“Product Analysis of Retail Banking”

BRAC BANK LIMITED

Internship report on

“Product Analysis of Retail Banking”

Submitted to:

Ms. Samina Haque
Lecturer
BRAC Business School
BRAC University

Submitted by:

Mohammed Abdur Razzak
Id: 09304005
DPT:BBS

Submitted on:

Date: 30 May, 2013

Letter of Acceptance

It is my pleasure to accept the internship report entitled “**Product Analysis of Retail Banking**” prepared by Mohammed Abdur Razzak, id- 09304005, Major in Finance and minor in Accounting in Bachelor of Business Administration (BBA), BRAC university Of Bangladesh. I do here by certify that this report solely prepared by him by using the relevant documents related to the assigned topic.

Samina Haque

Internship Supervisor &
Lecturer of BRAC Business School,
BRAC University of Bangladesh

Declaration

I am Mohammed Abdur Razzak, Student of BBA, ID. 09304005, Major in Finance and Minor in Accounting from BRAC Business School, Bangladesh, hereby declare that the internship report on **“Product Analysis of Retail Banking”** It is organized after the completion of my internship at BRAC Bank Ltd. at Joydevpur Branch, Gazipur. I also declare that the internship report is prepared for an academic purpose and has not been submitted by me before of any degree.

.....
Mohammed Abdur Razzak
ID: 09304005
Dpt.:BBS
BRAC University

Letter of Transmittal

30 May , 2013

To
Samina Haque
Lecturer
BRAC Business School
BRAC University, Dhaka.

Sub: Submission of internship Report “Product Analysis of Retail Banking”.

Dear Madam,

I am writing in connection with the internship report naming **“Product Management Of Retail Banking and Cheque Clearing process - A Study on BRAC Bank Limited , Joydevpur Branch, Gazipur.**

Under the state of the report, I have been given relevant information from the employees of BRAC Bank Ltd. for collecting primary data. I also have gone through various publications relating with BRAC Bank Ltd. and its operation.

This report provides me an insight on the customer service department of BRAC Bank. In this report I have tried to find out some problem areas related to product management and tried to find out some possible solution to those particular problems.

I have enjoyed the preparation of the report because it provides me chance to put my theoretical knowledge in a real life problem. If you need any kind of further information I will be glad to provide accordingly.

I, fervently, hope you will find this report worth reading. Please feel free for any query, clarifications you would like me to explain.

Sincerely yours

Mohammed Abdur Razzak
Id No: 09304005

Acknowledgement

At the very outset I would like to pay my solemn gratitude to the almighty Allah who has turned all my efforts into an end.

My Special thanks to my honorable supervisor Samina Haque, Faculty of BRAC Business School directed me all the way to prepare this report. Without her help and kind co-operation it is not possible for me to prepare this report.

At the end of my BBA I have completed my internship report on “Analysis of Product Management of Retail Banking” of **BRAC Bank Ltd.**

I am also deeply indebted to all the employees specially Mr. Anawar Shadat(CSM), Hamida Lima (CCSO), Md. Shariful Islam(BSSO) and Md. Abdul Malek (CCSO) of BRAC Bank Ltd.(BBL) for helping me with valuable information regarding BBL.

In the end my heartiest appreciation goes to my family members and Ayesha Siddika who motivated me and helped me to prepare this report and pursue this valuable BBA degree which will be a great support in my career in years ahead.

EXECUTIVE SUMMARY

BRAC Bank Ltd is a scheduled Commercial bank in Bangladesh. It established in our country under the Banking companies Act, 1991 and started their journey as Private limited company on May 20, 1999 under the companies Act, 1994. Its operation started on July 4, 2001 with a vision to be the market leader through to providing all sorts of support to people in terms of promoting corporate and small entrepreneurs and individuals all over the Bangladesh. They have 85 Branches and 399 SME unit offices by which they are operating their banking business throughout the country. Retail Banking held in Branches. They are providing different types of services in this branches. Deposits, loans, DPS, customer services every kinds of works is done in retail banking. they also maintain cheque clearing house in few branches under Bangladesh Automated Clearing House. Customers can post their cheque any where in the country and get balance in their accounts within short period of time. There are different types of Current and Savings Account by which customer's can make their regular transactions easily. The core competence of the BRAC Bank is to provide the fastest loans to the clients in this country. They can give personal loan upto Ten Lac without any mortgage. Though it is pioneer division of this bank, I tried to give an in-depth analysis in retail banking division.

TABLE OF CONTENTS

Letter of Acceptance	3
Declaration	4
Letter of Transmittal	5
Acknowledgement	6
Executive Summary	7

CHAPTER 1: BACKGROUND OF THE REPORT

1.1 Introduction	11
1.2 Objectives of the Study	12
1.3 Methodology of the Study	12
1.4 Importance of the Study	13
1.5 Purpose of the Study	14

CHAPTER 2 : AN OVERVIEW OF BRAC BANK LTD.

2.1 BRAC Bank Ltd at a glance	16
2.2 About BRAC Bank Ltd.	17
2.3 Vision of BRAC Bank Ltd.	18
2.4 Mission of BRAC Bank Ltd.	18
2.5 Objective of BRAC Bank Ltd.	19
2.6 Core Values of BRAC Bank Ltd.	19
2.7 Business Philosophy of BRAC Bank Ltd.	20
2.8 Business Areas of BRAC Bank Ltd.	20
2.9 Organizational Structure of BRAC Bank Ltd.	21
2.10 BRANCH Networks of BRAC Bank Ltd.	22

CHAPTER 3 : My Job Responsibility As Intern

3.1 My Job Responsibility As Intern	28
-------------------------------------	----

CHAPTER 4 : PRODUCT MANAGEMENT OF REATIL BANKING

4.1 Retail Banking	31
4.2 Product Analysis of Retail Banking	
- 4.2.1 The existing products that are offered by BRAC Bank are	32
- 4.2.2 Product Details	33
- 4.2.3 Products Survey Methodology	35
- 4.2.4 Product Survey Findings	36
4.3 Customer Service	37
4.4 Cheque Clearing and Bills Department	38
4.5 Cash & Client Service	41
4.6 Sales Department	44

CHAPTER 5 : FINDINGS, RECOMENDATION , CONCLUSION

5.1 Findings Associated with Retail Products	47
5.2 Limitations	48
5.3 Recommendation	49
5.4 Conclusion	51
❖ Reference	52
❖ Appendix(Questionnaires)	53

CHAPTER -1



BACKGROUND OF THE REPORT

1.1 INTRODUCTION

Today's fast growing companies need business banking services that fully meet their expectations for speed, convenience, efficiency and security. To ensure their optimum level of satisfaction, regarding their necessity for this type of affluent banking services different types of local as well as multinational banks are coming up with diverse and dynamic corporate banking services.

The term "Bank" originally referred to an individual or organization, which acted as a money changer and exchanged one currency for another. According to **Prof. Sayers** - "Banks are institution whose debt usually referred to as 'Bank Deposit'- are commonly accepted in final settlement of other peoples debts".

According to the **Banking Regulation Act, 1949** – " Banking means the accepting money for the purpose of lending or investment of deposit of money from the public repayable on demand or otherwise and withdraw able by cheques, drafts order or otherwise".

Banks are playing a vital role in the economic progress of our country. Now-a-days, the banks try to give priority in the perspective of our national interest. The Banking Industry in Bangladesh is one characterized by strict regulations and monitoring from the central governing body, the Bangladesh Bank. The chief concern is that currently there are far too many banks for the market to sustain. As a result, the market will only accommodate only those banks that can transpires the most competitive and profitable ones in the future.

Bank perform the in dispensable task of intermediating between the two groups and offering convenient financial service to surplus-spending individuals and institutions in order to attract fund and these loaning those funds to deficit- spending individuals and institutions. Another contribution of bank make their willingness to accept risky loan from borrower, while issuing low risk securities to their depositors. Bank also satisfies the strong needs of much customer's liquidity. It is true thus clear that the underlying principle of a business of banking is that the resources mobilized through the acceptance of deposit must contribute the main stream of funds which are to be utilized for lending or investment purpose.

1.2 OBJECTIVE OF THE STUDY

To gain practical knowledge about the practice of banking business is the main objective of the study. In addition, the prime objective of the study is to know the existing banking business in Branches of BRAC Bank Ltd.. There are some other objectives too, they are given below:

- ❖ As a part of the B.B.A. program.
- ❖ To have an exposure on the banking environment of the Bangladesh.
- ❖ To gain experience on different functions of General banking.
- ❖ To define the strategies regarding the strength and weakness of the bank.
- ❖ To know about the whole cheque clearing process.
- ❖ To provide information about the BBL to the future researcher and readers who want to know about this bank.

1.3 METHODOLOGY OF THE STUDY

The data needed for completing the study has been collected from the primary sources as well as secondary sources. In collecting the necessary data, care has been taken so that all the variables that in some way can't affect the objectives of the study. The information that I used in this study is collected by the following way:

Primary Data Sources:

- ❖ Direct working with officials of BRAC Bank Ltd at Joydevpur Branch.
- ❖ Face to face conversation with client.
- ❖ Practical deskwork and providing customer service
- ❖ Observation for the total internee period.

Secondary Data Sources:

- ❖ Manual of BRAC Bank Ltd.
- ❖ Bank's other published information.
- ❖ Annual report of the bank.
- ❖ BRAC bank website Browsing.

The major portion of data sources has been collected from secondary data sources. Information required formulating suggestions and recommendation have been availed from related text and research papers.

1.4 IMPORTANCE OF THE STUDY

The normal Banking activities does not execute in Modern Banking system. Retail products are the main source of profit and attract the customers. Products should design in such a way so that it will meet different classes Peoples needs. In fact Banks offers loans and other services. Thus this study focuses on these products base marketing of financial products as how they are designed for which segment of customers they are offered, what are their usual benefit, what are the profits and changes to the customers, what type of promotion measures the Banks take for marketing these services smoothly and they like.

Basically, this study is conducted to unearth The Performance of Retail Banking related activities taken by the Bank, customer's cheque clearing process as they place their cheques to other banks and degree of customer satisfaction. The management should take new faces with innovative features with diversified benefits to attract the customers. As a result at that, the practice of retail banking and financial product management at the private Bank including the foreign and local Bank have been the concern this study with analysis of the BRAC Bank could help the management to think about their performance whether the present design of the product management and retail

banking practices are effective or they require to be re-furnished. The management of this Bank can identify the major bottlenecks of the product related services and general Banking services can attention, conviction and purchase by using this report effectively.

1.5 PURPOSE OF THE REPORT

- ❖ To identify the historical background of the BRAC Bank
- ❖ To know the objectives behind their establishment.
- ❖ To know about the Cheque Clearing process.
- ❖ To know the objectives at present condition if they differ from the origin.
- ❖ To identify the major policies by which they are operating now.
- ❖ To identify the facilities offered by the BRAC Bank
- ❖ To know whether BRAC Bank adopted & coped with modern technological advancement in the banking system.

CHAPTER -2



AN OVERVIEW OF BRACK BANK LIMITED

2.1 BRAC BANK LTD

...at a glance

Name of the bank	➤ BRAC Bank Ltd
Status	➤ Public company Ltd.
Industry	➤ Financial Services.
Incorporated at	➤ 20 May 1999
Inauguration of the first branch	➤ 4 th July 2001
Head Office	➤ 1, Gulshan Avenue Gulshan, Dhaka-1212 Bangladesh
Chairman	➤ Mr. Sir Fazle Hasan Abed
Managing Director	➤ Mr. Syed Mahbubur Rahman
Nature of Banking	➤ Centralized Banking
Parent	➤ BRAC, IFC and ShoreCap International
Number of Branches	➤ 85
Unit Offices of SME	➤ 399
ATM Booth	➤ 313
CDM Booth	➤ 30

2.2 ABOUT BRAC BANK LIMITED

BRAC Bank is the youngest bank up to few day ago and it has already made significant progress in Banking industry. The bank has been graded as a top class bank in the country through internationally accepted CAMEL rating. The bank is partially owned by BRAC, the largest non-government organization in the world, International Finance Corporation, the private sector arm of The World Bank Group and ShoreCap International.

BRAC Bank was formed with the aim to serve the millions of small and medium enterprises (SMEs) in the country. Having pioneered the concept of SME financing in Bangladesh, it is the fourth largest SME bank globally. The company also provides services within corporate and institutional banking, retail banking, as well as probashi banking, which specifically caters to non-resident Bangladeshis abroad. It believes that the pursuit of profit and developmental goals is mutually reinforcing. Increasing the ability of under – served individuals and enterprises to build their asset base and access market opportunities will increase the economic well being for all Bangladeshis at the same time, this will contribute significantly to the profitability of the Bank.

BRAC Bank intends to set standards as the Market leader in Bangladesh. It will demonstrate that a locally owned institution can provide efficient, friendly and Modern full- service banking on a profitable basis. BRAC Bank goal is to provide mass financing to enable mass production and mass consumption, and thereby contribute to the development of Bangladesh. The Bank’s goals are thus aligned with those of BRAC.

2.3 VISION OF BRAC BANK

The Corporate Vision of BRAC Bank Ltd is “Building profitable and socially responsible financial institution focused on Market and Business with Growth potential, thereby assisting BRAC and stakeholders to build a just, enlightened, healthy democratic and poverty free Bangladesh”

BRAC Bank is a unique organization in Bangladesh. It is a knowledge-based organization where the BRAC Bank professionals learn continuously from their customers and colleagues worldwide to add value. They more focuses of team work, stretch themselves, innovate and break barriers to serve customers and create customer loyalty through a value chain of responsive and professional service delivery. Continuous improvement, problem solution, excellence in service, business prudence, efficiency in cheque clearing process and adding value is the operative words of the organization.

BRAC Bank is the name of a socially responsible institution that will not lend to businesses that have a detrimental impact on the environment and people because they do business concerning 3P’s (People, Planet, Profit)

2.4 MISSION OF BRAC BANK

The Corporate Mission of BRAC Bank ltd.

- ❖ Sustained growth in Small & Medium Enterprise sector
- ❖ Continuous low-cost deposit Growth with controlled growth in retail assets.
- ❖ Corporate Assets to be funded through self-liability mobilization. Growth in Assets through syndications and investment in faster growing sectors.
- ❖ Manage various lines of business in a full controlled environment with no compromise on service quality.
- ❖ Continuous endeavor to increase non-funded income

2.5 OBJECTIVES OF BRAC BANK

BRAC Bank established to improve our small and medium enterprises (SME) over the country and become market leader in the number of loans given to small and medium sized enterprises through out Bangladesh. It Provides its 50% funds to SME, 5% for Retail and 15% for Corporate Banking. They gives more importance on their service quality and establishing relationships that help its customers to develop and grow successfully.

2.6 Core VALUES OF BRAC BANK

Their Strength emanates from its owner - BRAC. BRAC BANK LTD. holds the following values and will be guided by them as they do their jobs.

- ❖ Creating an honest, open and enabling environment
- ❖ Value the fact that one is a member of the BRAC family
- ❖ Have a strong customer focus and build relationships based on integrity, superior service and mutual benefit
- ❖ Strive for profit & sound growth
- ❖ Work as team to serve the best interest of our owners
- ❖ Relentless in pursuit of business innovation and improvement
- ❖ Value and respect people and make decisions based on merit
- ❖ Base recognition and reward on performance
- ❖ Responsible, trustworthy and law-abiding in all that we do.

2.7 BUSINESS PHILOSOPHY OF BRAC BANK LTD.

BRAC Bank Ltd, a full service commercial bank with Local and International Institutional shareholding, is primarily driven by creating opportunities and pursuing market niches not traditionally met by conventional banks.

Today, BRAC Bank is one of the fastest growing and youngest banks in the country. In order to support the planned growth of its distribution, network and for its various business segments.

The reason BRAC Bank is in business is to build a profitable and socially responsible financial institution focused on small and medium enterprise businesses with growth potential, thereby assisting BRAC and stakeholders build a “just, enlightened, healthy, democratic and poverty free Bangladesh. Which means to help make communities and economy of the country stronger and to help people achieve their dreams. They fulfill the purpose by reaching for high standards in everything we do. For their customers, their shareholders, their associates and their communities upon, which the future prosperity of their company rests.

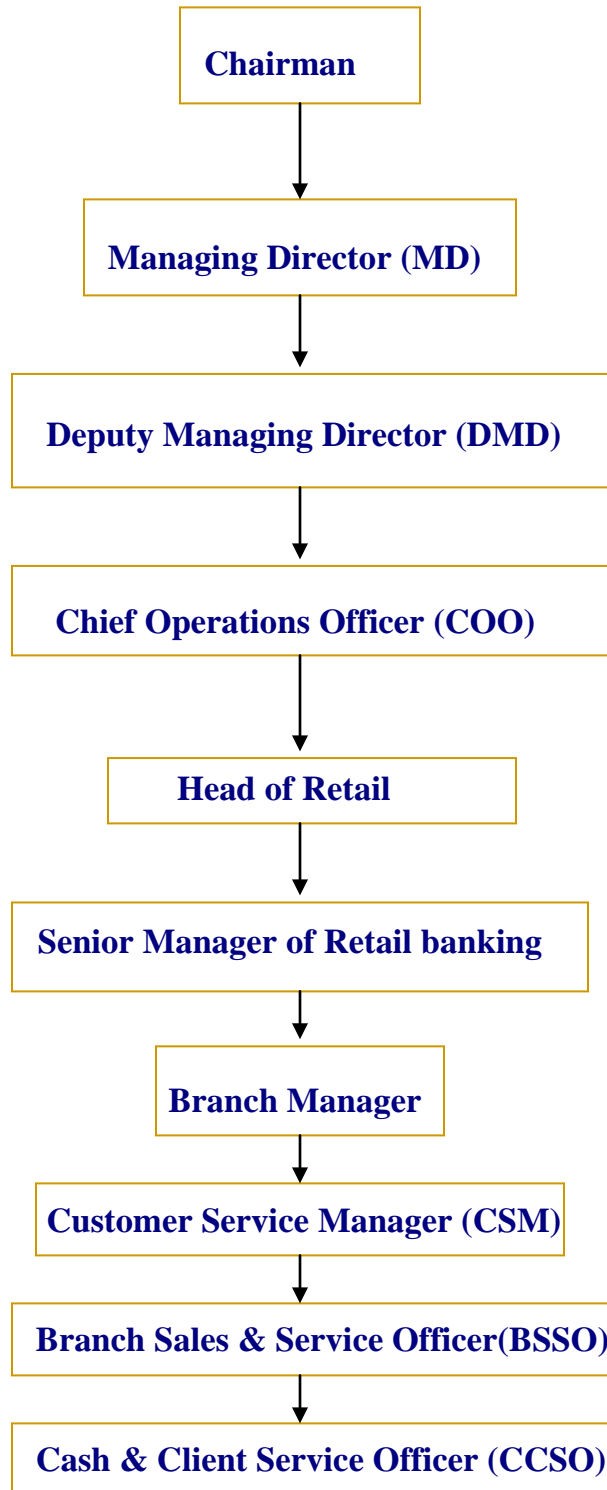
2.8 BUSINESS AREAS OF BRAC BANK LTD.

There are mainly three major business areas where the BRAC Bank Ltd. is performing with high reputation. These areas are:

- ❖ Small & Medium Scale Enterprise (SME)
- ❖ Retail Banking
- ❖ Corporate Banking

Since I completed my internship on Retail Banking, it would be convenient for me to focus on retail banking of BRAC Bank only

2.9 ORGANIZATIONAL STRUCTURE OF BRAC BANK



2.10 BRANCH NETWORK OF BRAC BANK

In line with our corporate strategy initially we will concentrate our business focus to the following locations:

BRANCHES INFORMATION

SL No.	Branch	ADDRESS	Phone
1	Gulshan	H # 50, R # 3, Plot # 2, Gulshan Avenue	8828054, 8819037-8
2	Nawabpur	172, Nowabpur Road, 1st Floor, Dhaka.	7164406, 7125000
3	Moghbazari	Arong Plaza, 211 Outer Circular Road, Moghbazar, Dhaka	9345081, 9355538, 9355539
4	Keranigonj	Haji Mollah Mansion(1st Flr) East Aganoger Mosque Road, Kerinegonj, Dhaka-1310.	7772662
5	Motijheel	107, Motijheel C/A Dhaka	9550307, 9550382, 9562967, 9562464,
6	Asad Gate	Plot # 1, Asad Gate, Mirpur Road, Mohammadpur, Dhaka	8158305, 9137155
7	Satmosjid Road	766, Satmasjid Road, Dhanmondi R/A, Dhaka	8110090, 9135722, 8126656
8	Ganakbari	Hashem Plaza (1st Floor), DEPZ, Ganakbari, Ashulia, Dhaka.	7790580
9	Banani	10, Kemal Ataturk Avenue, Banani, Dhaka	8857694, 9890258, 8858798
10	Uttara	Plot # 1, Road # 15, Sector # 3, Uttara, Dhaka	8932276, 8931672, 8959974
11	Mirpur	H # 13, R # 3, Block A, Section 11, Mirpur, Dhaka.	8033372, 8059130
12	Rampura	Bismillah Tower 455/1, West Rampura, Dhaka-1219	8280389, 88280390
13	Graphics	9-G Motijheel C/A, Dhaka-1000	7164637, CSD-7164271
14	Shyamoli	19-20, Adarsho Chayaneer Housing Society, Ring Road, Shaymoli	8141759, 8142258
15	Tongi	Nasiruddin Sarker Tower, 2 Mymensingh road, Tongi, Gazipur -1700	9815942-5
16	Dohar	67, Ashraf Ali Chowdhury Plaza, Joypara, Dohar, Dhaka-1330	0622-356049 (CSM), 0622-356050 (BM)
17	Savar	Rana Plaza, Holding No# B 36, mazidpur, Mouza: Choto Balimeher, Ward: 7, Savar, Dhaka. OR (Rana Plaza, Holding # B36, Bazar Busstand, Savar, Dhaka.)	7743506, 7743504,
18	Donia	342, Dania Bishwa Road, Dania, Dhaka-1236	027554441 -2

19	Dakshinkhan	"MAJID BHAVAN" HOLDING NO. 10, PLOT# 115, SHAHID LATIF ROAD, WITHIN SUB-REGISTRY- GULSHAN, MOUZA- DAKSHINKHAN, RS KHATIAN NO. 824, MAHANAGAR DP KHATIAN NO. 4480, CS&SA KHATIAN NO. 450&698, CS&SA dag No.115, RS dag no. 76, mahanagar dp dag no. 7620,7621&76	8931851, 8933490
20	Basundhara	HOLDING NO. 193, BLOCK NO. B, SAFWAN ROAD, BASUNDHARA R/A, DHAKA- 1229.	
21	Narayangonj	147 B B Road, Narayongong-1400.	7612424, 7615999, 7615455, 7635155, 7615533,
22	Sonargaon	"SONARGAON SHOPPING COMPLEX", MOUZA- HABIBPUR, SUB-REGISTRY OFFICE: BAYDER BAZAR, SONARGAON, NARAYANGANJ.	
23	Jaidevpur	RAHMAT TOWER, HOLDING NO# 1034, MOUZA- OUTPARA, SUB REGISTRY OFFICE- GAZIPUR.	
24	Agrabad	Progoti House, 1070 Seheikh Mujib Road, Agrabad, Chittagong.	031-812087, 031-812089, 031-816134, 031-816135
25	Momin Road	02, Momin Road, Jamal Khan Chittagong.	031-614766, 031-618346, 031-616072
26	Halishahar	House-1, Road-1, Lane-3, Block-L, Halishahar Housing Estate, Chittagong	031-2512693-8
27	CD Avenue	Hosna Kalam complex, Plot # 3439, CDA Avenue, East Nasirabad, Chittagong 4000	031-2552612-7
28	Patiya	1358/Kha, Patiya Model High School Market, College Road, Patiya.	(03035) 56150,56151
29	Cox'sBazar	An-Nahar Complex, 1462 Burmese Market, Prophan Sharak, Cox'sBazar - 4700	(0341) 51137,51138
30	Sonagazi	Main Road West Bazar Islam & Sons Building (1st Floor), Sonagazi, Feni.	03325-76188, 03325-76004
31	Sylhet	"Pallabi Trade Centre", Sylhet Millennium Complex, 1st Floor Zindhabazar, Sylhet.	7702524, 7702523,
32	Beanibazar	Hazi Abdus Sattar Shopping Complex (1st Floor), Beani Bazar, Sylhet	08223-87746
33	Zindabazar	Plot-8170, New Golden City East Zindabazar, Sylhet.	0821-814441, 42
34	Bishwanath	Didar Shoopng Complex (1st Floor), Rampasha Road, Bishwanath, Sylhet.	08224-56088
35	Moulvibazar	Julia Shopping City (1st Floor), 111 Shantibagh Central Road, Moulvi Bazar.	0861-62817 to 19

36	Nabigonj	Plot-416, 417, Khatian No-74, Holding No-79/3, Shantipara, Khaleque Market, Hospital Road, P.O-Nabigonj, Dist-Habigonj	08328-56221,56239, 56242.
37	Mymensingh	4/B, Shymacharan Roy Road.Notun Bazar, Mymensingh-2200	091-67240-41
38	Monohordi	Hodling No: 30, P.S.- Monohordi,Sadar Hospital Raod, Norshingdi	06253-56350 & 56351
39	Madhabdi	PROUSHAVA HOLDINGS NO 236. GIRLS SCHOOL ROAD, MADHABDI, NARSINGDI- 1604., DAG NO# 16(SABEK) 240 (HAL) KHATIAN NO: 216 (SABEK) 134B/1(HAL), JOTE NO 332 SA- 217(SABEK) MOUZA- PAR KASHIPUR, JL NO - 84, SUB REGISTRY OFFICE- NARSINGDI,	06257-56145, 56146, 56147
40	Comilla	682/615 Jhaotala Road, Jhaotala, Comilla-3500	081-73650-2
41	Jessore	Ranak Chamber M.K Road Jessore	0421-69034-5
42	Noapara	RAHIM TOWER STATION BAZAR, JESSORE-KHULNA ROAD, NOAPARA, JESSORE, PLOT/DAG NO# 165, CS DAG NO# 1654, SA KHATIAN NO# 484, MOUZA- NOAPARA, JL NO- 57, JESSORE.	04222-71246, 71252, 71222
43	Barisal	F. Rahman market(1st floor), 79 Sadar road, Barisal	(0431) 2176236-40
44	Bogra	Sheikh mansion, 368/405 Rangpur road, Barogola, Bogra	78551, 78553, 78554, 51139
45	Rajshahi	City corporation Holding No-177, House No-F-695, Kumarpara, P.O- Ghoramara, Thana- Boalia, Rajshahi-6100.	0721-812580
46	Hajigonj	HOLDING NO# 7/1, DAG NO# 591& 592, DP KHATIAN# 1788, RS KHATIAN# 1274, MOUZA- MAKIMABAD, DIST.- CHANDPUR, SUB-REGISTRATION OFFICE- HAJIGONJ.	75070, 75071, 75072
47	Bhairab	JAHANARA MANSION Dist. KISHOREGONJ, Sub-Registration Office- BHAIRAB, Mouza- BHAIRABPUR.	88-09424-71863 & +88-09424-71864
48	Rangpur	CITY PLAZA, PLOT NO# 4325&4328, MUNICIPAL HOLDING NO# 260, 261, 262, 263, MOUZA - RADHA BALLAV, STATION ROAD, RANGPUR.	0521-51041, 51042, 51043, 51045
49	Khulna	"THE DAILY PROBAHA BHABAN" KDA PLOT NO# 3, KDA AVENUE, MOUZA - BANIA KHAMAR, KHULNA.	041-2831335-7

50	Choumuhoni	"Rupali Bhaban" Proshava Holdings No. 807, Mouja- Hazipur, Sub Registry Office & Post Office - Chowmohani, Thana - Begumganj, Dist. Noakhali- 3821.	0321-53626,53627
51	Belcuchi	"Sarkar Mansion", WAPDA Road, Plot/Dag no# 551, 552,Vill.& Post-Chala, Upazilla- Belkuchi, Dist. Sirajgonj.	0752256489
52	Raipur	"Haji Ali Akbar Shopping Complex" at Holding # 384, Ward # 6, Bus Stand (Main Road), Raipur, Laxmipur.	88-03822-56019, 56170
53	MANDA	Holding # 96, (Monkha Bazar) North Manda, Ward No# 2, Union # Manda, Thana # Sabujbagh, Dhaka.	7273804, 7273806
54	CHITTAGONG, Kazirdeuri	'BRAC TARK" 18 SS Khalid Road, Kazir Deori, BS Dag No- 19, BS Khatian No.- 71, JL No.- 07, Mouza- Dhakhin Pahartoli Khulshi, Thana- Kotoali, Chittagong City Corporation, Chittagong.	88-031-2857427, 2857428, Direct : +88-031-2857429
55	SYEDPUR	'Sayedpur Plaza"81, Sher-e-Bangla Road, Thana&P.O- Syedpur, Nilphamary - 5310.	05526 73241-2
56	ESKATON	"SHANAZ TOWER" , 9, NEW ESKATON ROAD, P,S- RAMNA, MOUZA- BARA MOGHBAZAR, DHAKA - 1000.	9359619, 9359643
57	GHORASHAL	Ground Floor, Dakkshin Charpara, Holding – 223, Ward – 7, Ghorashal Municipality, Hospital Road, Registrar Office – Palas, Ghorasha – 1613, District – Narshingdi, Near of Sonali & Krishi Bank	06254 74191, 74196, 01714-097785 (Manager)
58	NATUN BAZAR	1 st Floor, "Miah Bhai Plaza" , 1020 Union Bhatara, Ward no. – 05, Natun Bazar, Dhaka – 1212	88-0441-64469, 63562
59	ZINGIRA	1 st Floor, Mona Trade City, Dakpara, Zingira Highway, Keranigong, Dhaka	02 7763207,205
60	POTUAKHALI	"Talukdar Bhaban" Holding 140, Sadar Road, Natun Bazar, Patuakhali, P.O- Patuakhali, P.S- Patuakhali Sadar, Dist. Patuakhali	88-0441-64469, 63562
61	JAMALPUR	Beauty Plaza, Medical Road, Jamalpur-2000	0981-65215.65216
62	HOBIGANJ	Holding# 3660, Puran munsefi Road, Hobigonj Municipality, PO: Hobigonj, PS: Hobigonj Sadar, Dist: Hobigonj	88-0831-63031,63032
63	NAWABGANJ	Ground Floor, Isamoti Plaza, Plot No. 415, Dhaka - Bandura Main Road, Nababganj	0622 556206, 0622 556207

64	ASHKONA	"Askona Community Center & Decorator" 567/1, Haji Camp Road, Askona, Uttara, Dhaka- 1230	88027912750, +88027911030
65	ISWARDI	Mahbub Palza, Station Road, Holding# 993, Ward# 07, Ishwardi Municipality, PO: Ishwardi, PS: Ishwardi, Dist: Pabna.	07326-64457
66	BOARD BAZAR	Holding# 142, Dhaka- Mymensingh Main Road, Union- Gacha, Ward- 05, P.O- National University, P.S- Gazipur Sadar, Gazipur- 1704	9293693,9293691
67	Elephant Road	Holding# 136, Elephant Road, Ward- 52, Thana- Dhanmondi, Dist.- Dhaka	9612301 & 9612303
68	Sylhet Uposhohor	Holding # 3/3, Main Road, Block - D, Shahjalal Upashahar, Ward- 22, Thana- Kotwali, Dist. – Sylhet	01711-437438
69	Sitakundu	Holding No# 511, Ali Market, DT Road, Amirabad, Sitakunda Municipality, PO & Upozila: Stakunda, Dist: Chittagong	030 2856143, 01713-481045

CHAPTER – 3



My Job responsibility As Intern

3.1 My Job Responsibility as an Intern

I joined BRAC Bank Ltd. (Joydevpur Branch) January 15, 2013 as an intern and it was a great experience for me to work in this very recognized bank in our country. As it is a big branch in Gazipur district so rush is regular matter. I had to come office by 9.30am and works upto 7.45-8.30pm regularly. General banking is the main activities of this branch. After joining here I had to do all the task of general banking like provide customer services, fill-up loan files, visit different places who wants to take loans, prepare reconciliation every day of every available welcome pack, cheque books, ATM Card and Captured Card, Checking every Clearing cheque regularly etc. They provide me a desk to do my works besides other Branch Sales & Service Officers, every day I had to provide customer service like listening their complain and give some suggestions how to solve their problem which I taught from other officers and Customer Service Manager. I opened different types of Account's under Savings and Current Account named Prapti, Salary, Savings Classic, Campus, Tripple Benefit Savings Account etc. I also opened Fixed Deposit depends on customer's interest. As Brac bank is centrally monitored bank so its every product comes from head office after giving requisitions from branch and all kinds of loan files also goes to head office in Gulshan-1 for approval. I had to receive mail and qurrier which comes from head office. There are several qurrier's came holding new Welcome pack, ATM Card, Cheque book, Captured Card(Card captured in different booth). Customers having Welcome pack, ATM Card, Cheque book, Captured Card related problem, they came to me and I provided them this product checking their Account number and signs. I filled up several loan files like Home loan, Salary loan, Quick loan. Which helped me to understand how much important it is to keep all the documents to give a loan and several issued which may come seriously after filing files like Trade license, salary documents, other loan documents, account number's etc. after that I visited some areas and some person who applied for loan with Customer service manager and Branch Sales & Service officers which is a great experience for me. As joydevpur Branch is a Cheque clearing house of Gazipur District I also did some work in this section. There are 9 Branch under this clearing zone whose clearing cheque come daily afternoon for clearing. I checked every cheque which need to give posting

and I also give posting of clearing cheques and after posting again checked every posting and their account number and money amount. It's a difficult task and it needs more carefulness at the time of posting and re-checking. Every day I made a report called reconciliation which had all the products name and number of every product (Welcome pack, ATM Card, Cheque Books, Captured Card, Pay order) at the end of the day. I also gave mail and quirr to head office every day. These are my prime responsibility as an intern in joydevpur Branch.

CHAPTER – 4



PRODUCT Analysis of RETAIL BANKING

4.1 RETAIL BANKING

Retail Banking is one of the important sector for BRAC Bank Ltd. All types of services are available in this sector in Branch. Customer can get all types of information's and help from Branch. Through this section bank has to receive and disburse money, to develop banker relationship by opening different types of account and providing prompt service to the customers.

BRAC Bank Ltd. is a commercial bank which has to operate under the rules and regulations of Bangladesh Bank. It has highly skilled and qualified professional staffs, which are capable of handling all the banking needs of customers and is always available to provide personalized one-stop services.

The Retail Banking Division comprises of the domestic branch network with the specialized customer credit, real estate finance. Retail banking deals with the banking to the individuals. BRAC Bank's retail banking strategy is aimed at keeping as closely in tune with their customer's needs as possible and further improving the quality of advisory services. As a result, BRAC bank offers different product ranges to different target groups. It includes the following:

❖ Deposits Services

Individuals may open current, savings, Fixed Deposit accounts.

❖ Wage Earners Services

BRAC offers a few innovative schemes to Bangladeshi wage earners working overseas.

4.2 PRODUCT Analysis OF RETAIL BANKING

4.2.1 The existing products that are offered by BRAC Bank are:

Deposit Schemes

- ❖ Savings Account
- ❖ Current Account
- ❖ Deposit Premium Scheme (DPS)
- ❖ Fixed deposit

Loan Facilities

- ❖ Personal Loan
- ❖ Auto loan
- ❖ Lifestyle Plus Loan
- ❖ Home Loan
- ❖ Secured Loan
- ❖ Salary Loan
- ❖ Top up Loan

4.2.2 Products details:

Among all the products of BRAC bank ltd I have researched taking two most popular product named PRAPTI which is Current Account and Tripple Benefits Savings (TBS) which is Savings Account. PRAPTI Account Holds the following characteristics:

- ❖ **PRAPTI Current Account:** Any kind of organization (such as sole proprietorship, partnership, private limited company, educational institution, NGO/Project, Co-operative society and so forth) can open this PRAPTI current Account. It is a current account in which interest is paid on daily balance. Customer can open up this account in any branches across the nation with only BDT 2000. Statement will be sent to customer's address on every six months. First cheque book is free (25 leaf). From 2nd cheque book (Maximum 100 Leaf) BDT 8 + 15% VAT (per leaf) will be charged if average balance is below than BDT 1,00,000. Debit Card/ATM Card Fee (Yearly) is BDT 600 + 15% VAT.

Rate of Interest:

The following is the rate of interest applicable daily on your balance.

Amount of Balance	Specific Interest Rate
0 - Below 5,000	0%
5,000 - Below 100,000	1%
100,000 - Below 250,000	2%
250,000 – Below 500,000	3%
500,000 & Above	4%

Characteristics of Triple Benefits Savings Account(TBS) are as follows:

- ❖ **Triple Benefits Savings Account(TBS):** Triple Benefits Savings Account offers a high interest rate of up to 8.5% p.a. Interest is credited to the account every month on average monthly balance. The minimum account opening balance requirement is BDT 50,000.

Interest Rate:

Monthly average balance	Rate
Below Tk. 50,000	0%
Tk. 50,000 to less than Tk. 5 lac	2%
Tk. 5 lac to less than Tk. 25 lac	4%
Tk. 25 lac to less than Tk. 20 crore	8%
Tk. 20 crore & above	8.5%

Key Features:

Account opening balance: BDT 50,000 only.

Interest rate of up to 8.5% p.a., credited to the account every month.

No Debit Card fee, subject to fulfillment of criteria

No upfront Fee.

Free first cheque book of 12 pages.

4.2.3 Products Survey Methodology:

I made two Questionnaire survey of this two product among 20 customers of each account. Here the people are not that much educated that they can read and answer the question's written in english. That's why I had to make survey of only 20 customer's. First I selected those customer's for PRAPTI who has regular transactions, business are in good position for last one year. On the other hand for Tripple Benefits Savings(TBS) Account I selected those customer's who has a job in different organization's and got remittance from their family member's. They are maintaining TBS Account for last one year. I selected this kind of customer's because those who are already maintaining these two account for last or more than one year, they are the perfect person who can give my answer's accurately. They already knew about these two account and their advantage and disadvantage also. I prepared two question paper and showed to my supervisor Mr. Anawer Shadat (Customer Service manager-CSM) and he approves me to do survey in that Questionnaire. During my survey period I found some positive and negative feedback from customers regarding these two accounts. Sample of Questionnaires of two accounts are given in Appendix part.

4.2.4 Products Survey Findings

PRAPTI: In this survey I gave Questionnaire to 10 customers who has PRAPTI Account and they are maintaining this account more than one year. I found 70% customers who thinks that PRAPTI account meets their necessity well and they are satisfied with this account. As it is current account and customers can deposit and withdraw money anytime so its helpful for them to run their regular transactions. The most attractive part of this account which attracts customers most is interest on regular day end balance which is different from other banks. Customers said, they do not need any charges maintaining this account because they keep 50,000 tk in their account on average. Its easy to keep average balance 50,000 in their account. As they also getting interest on daily balance they try to keep this 50,000 tk in their account. On the other hand some customer's thinks its difficult to maintain average balance regularly due to small business. As small business holder's need to purchase their products maximum in cash and the sales rate is lower than higher business, so it's difficult for them to maintain average balance regularly.

Triple Benefits Savings (TBS): Triple Benefits savings (TBS) is the most popular product among all savings product. I have conducted a small research on TBS according to customer satisfaction. I gave Questionnaire to 10 customer's and got 08 customers are satisfied with this account. Customers finds it more attractive because of interest rate given here. The customer said it helps them to increase their money which is not available to other banks.

4.3 Customer Service:

As I worked in different section in joydevpur Branch, so I got an opportunity to know how the branch works and details of different activities of different departments. There are more activities of customer's service department like

Give Loan:

The two main functions of a bank are borrowing money from public by accepting deposit and lending to the public for the development of trade, commerce, industry and agriculture. Banks gives some interest to depositors for deposit and takes higher interest for lending. The margin is the bank's profit. So, lending is by far the most important function of modern bank. In this branch they offer Personal loan, Salary loan, Auto loan, Home loan. The number of disbursement of personal loan is higher than other loan products. Branch Sales & Service Officers(BSSO) go to visit sometimes and offer loan facilities to the people who are eligible for taking loan. After that they fill up the loan files and send necessary documents with that files to head office for sanction. Then head office make decision regarding accepting the loan files. This is a profitable function of a bank. Sanctioning credit to customers and others out of the funds at its disposal is one of the principal services of a modern bank.

Cheque Book and ATM card

The bank deliver cheque book to the customer which is issued centrally as per customer request against their account. Only they should give a requisition to the bank and the bank charge for it from their account. After 3 / 4 working days the customers get the cheque book.

Like that, a customer can get an ATM card against their account on demand. Just apply for the card with a specific form.

Captured Card Delivery

The ATM card which captured in the booth due to network problem, account balance shortage and short of expiry date of card are also given to the customers from this section. This card is collected by the ATM group Rampura and send it to the head office. After that branch get all captured card from head office after 3/4 working days.

Mail Receive and Dispatch

Banking is the business of correspondence. Lots of mail comes to the bank and dispatch from the bank daily. That is why bank has to record all Mail received and Dispatched through the bank.

Mail receiving

All mail comes to the bank recorded in this mail which is monitored by Branch Sales & Service Officers(BSSO) . For this reason a system is maintained called inward mail box. A number is given on receiving mail and records particulars of document in this box.

Dispatching:

Before dispatching mail from the bank must record in outward mail box. A number is given on the mail. Destinations, date of dispatch are recorded in that box.

4.4 Cheques Clearing and Bills Department

Clearing and Bills Section is an important section of Retail Banking of BRAC Bank. This is the section through which branch has to clear it's inter branch and inter-bank transaction. Joydevpur Branch is the Cheques Clearing House of Gazipur district. So I had much opportunity to know how this process works practically. They clear all cheques under the rules of Bangladesh Automated Clearing House (BACH). BACH, the first ever electronic clearing house of Bangladesh, has two components –

1. The Automated Cheque Processing System and
2. The Electronic Funds Transfer.

Clearing

As far as safety is concern customers get crossed cheque for the transaction. As we know crossed cheque can not be encashed from the counter, rather it has to be collected through banking channel i.e. clearing.

Outward Clearing:

Outward clearing means when a particular branch receives instrument drawn on the other bank within the clearing zone and those instruments for collection through the clearing arrangement is considered as outward clearing for that particular branch.

Inward Clearing:

When a particular branch receives instruments which on themselves and sent by other member bank for collections are treated as inward clearing.

Outward Bills for Collection (OBC)

Customers deposit cheque, drafts etc. for collection, attaching their deposit slip.

Instruments within the range of clearing are collected though local clearing house.

But the other, which is outside the clearing range, is collected through OBC.

Clearing house

Clearing House is a place in the Central Bank where different banks come to settle their interrelated liabilities.

Clearing House System

The mechanism of working at a Clearing House in general is as follows:

- Every Bank of the locality, which is a member of the clearinghouse, prepares a Bank-wise list of cheques after receiving from customers and drawn on different Banks of the locality.
- An officer, in charge of clearinghouse, give posting of all cheques in a software of Bangladesh Bank. After that head of clearing house granted all posting if correct for final presentation to Bangladesh Bank.
- The official of each bank computerizes the final balance, payable or receivable by his Bank after taking into account the various amount of receipt and payment.
- The official return of their respective Bank sit again to make clearing process in the afternoon to return any dishonored instruments to the officials of the respective Banks.
- The final settlement is effective by the supervisor of the clearinghouse by debiting or crediting, as the case may be, the accounts of the respective Banks as maintained with the clearinghouse.

4.5 Cash and Client Service Department

Cash Section

Cash section is an important section where cash transactions are made. Cash sections demonstrate liquidity strength of a bank. It is also sensitive as it deals with liquid money. Tense situation prevails if there is any imbalance in the cash account. The officer who are responsible for this department is called Cash & Client Service Officer (CCSO). In Joydevpur Branch there are six CCSO working in cash department.

There are many systems maintained by cash officer that is under:

- ❖ Vault.
- ❖ Cash Payment.
- ❖ Cash Receive.
- ❖ Evening Transaction banking hour.

The cash department is the riskiest department of the bank. This is the section where tight security is required to avoid any accidents. There is a limit to be amount of cash that each counter can carry; carrying of excess cash is avoided for safety reasons. If there is any surplus in the cash then the excess amount should sent to the Bangladesh Bank or if there is any shortage in the cash then the shortage amount should be borrowed by the bank from Bangladesh Bank or from the Head Office or Other Banks.

Cash Receipt:

When clients deposit cash in the bank, the Cash & Client Service Officer(CCSO) of Joydevpur Branch follow the following common precaution as per Bank instructions:

- Check and count the received cash.
- Make sure that the amount in word and number in the deposit slip are same.
- Check the account title and the number.
- Both the deposit slip is in order.
- Depositor's signature is in the slip.
- Receive seal in the slip is a must.

- Write the denomination of the currency at the back of the pay in slip or the credit voucher and affix stamp in the slip/voucher.
- Enter particulars of in slip/credit voucher in the receiving cash system.
- At least, send the pay in slip/voucher to the deposit department or to the respective department.
- Deposit slip must be signed by the respective officer.
- Carbon copy of the deposit slip must be handover to the client with proper seal and signature

Cash Payment:

Prior payment of cash it is the officer's duty to make sure that the cheque/or the instrument has been genuinely passed. Cheques, demand drafts, pay orders, pay slips and debit cash vouchers etc. are received from various departments for payment of cash to customers/payees. The following common precaution is thoroughly practiced before honoring a cheque:

- The branch name in the cheque.
- The date in the cheque is very crucial. Cheques are normally valid for six months and pre-dated cheques are asked to present after the date given.
- Tk in words and figure of the cheque is same.
- Balance in the account is available.
- The apparent tenor of the cheque. Whether any figure, date or anything has been altered in the cheque presented. If any, then the respective officer must check whether the client is making his signature for alteration or not.
- The specimen card signature and signature in the cheque should match.
- Signature of recipient is obtained on the reverse of cheque.
- In case, where a prior arrangement has been made with the bank, a client may overdraw against a cheque.

System maintained by cash department:

Vault: This is the place where surplus amount of cash is kept. That is, the amount in the vault system.

Cash Receive System: This system keeps record of all incoming cash.

Cash Payment System: This system keeps tracks of all outgoing cash that is all payments.

Cash Position System: This is the system where cash balance is recorded by counting the notes and coins that are physically available. The balance in this system is compare with the vault system, which should be the same. In case there is an error, then the figures would not match but if no discrepancy is found then nothing is to be worried about.

Cash Section has three Automatic Machine.

- ❖ **Money Counting Machine:** With the help of this machine officer can easily count the money. It save time and also provide accuracy.

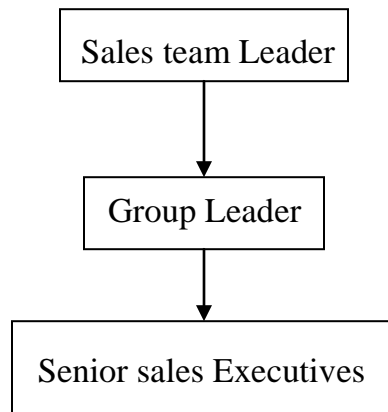
- ❖ **Money Detector Machine:** This machine helps officer to find out the fake money.

- ❖ **Cheque Clearing Machine:** This machine helps to find out the accurate cheque.

4.6 Sales Department

To sale financial product of BRAC Bank there is a sales department. They do the marketing of financial products. They helps to bring new customers in the bank which increase total deposit of the bank and this department plays vital role in developing the business. The sales team always ready to go remote places to provide banking service. In Joydevpur Branch there are three sales executive who are working hard to increase deposit rate of this branch. They sale the loans and advances to the customer that the bank provide.

The hierarchy of sales department are given below :



Loan Disbursement

Loan is allowed for a single purpose where the entire amount may be required at a time or in a number of installments within a period of short span. After disbursement of the entire loan amount, there will be only repayment by the borrower. A loan once repaid in full or in part, cannot be drawn again by the borrower. Entire amount of loan is debited to the loan A/C in the name of the customer and is paid to him through his STD/CD Account. Loan amounts are disbursed centrally.

Follow up and recovery of the Loan:

After disbursement of lone to a client it is the sole duty of the disbursing branch to follow up loan, whether it is properly utilized or not. So report on development and submit the same to the manager/sanctioning authority. If loans properly follow up by the disbursing branch, then the risk of default will minimize.

CHAPTER -5



FINDINGS, RECOMMENDATION & CONCLUSION

5.1 FINDINGS ASSOCIATED WITH RETAIL PRODUCTS

During my intern period in BRAC Bank Ltd., I analyze Retail Loan Products of BRAC Bank. I have find out following issues from my observation:

- [1] There are a number of banks are available, among those- BRAC Bank is successfully operating its activities.
- [2] BRAC Bank always tries to satisfy their customer through quality service.
- [3] Maximum amount offered by the without mortgage loan is BDT 10, 00,000 which is less substantial then the market demand.
- [4] Higher interest rate. Some time may not be affordable to the salaried persons.
- [5] Higher processing fees and charges.
- [7] Limited scope that is salaried people who are earning at least 15,000 per month are only eligible for the retail loan which makes the scope of the loan too much limited.
- [8] No decentralization in terms of loan processing, due to this, processing time may get delayed.
- [9] Retail loan is introduced to the leasehold territory of metropolitan areas only. The people from other areas may fell deprived of the facilities offered by Bank
- [10] Too many steps involves in disbursement process which makes the disbursement process a time consuming job.

[11] Huge number of ATM booths with available money

[12] Employees are dissatisfied with their salaries which affect in their services .

5.2 Limitations

To prepare this internship report I faced some difficulties for which sometimes it's hard for me to get accurate information because BRAC Bank Ltd. Updated their online page few months ago and they changed their product regularly, so I had to go to customer service manager for every information's, sometimes he was not available due to his training and other reasons. Again for study I had to choose those customer's who is running their account in BRAC Bank more than one year which also difficult to find out and as it is out of Dhaka city, small number of customer's are available to give my answer properly because the education level is not developed like Dhaka city customer. So, I had to search all document's of customer's of last one year and seeing their personal information I called them over telephone and got some answer's and sometimes they came to branch for their regular transaction's and I got them for my question's. I faced these kind of difficulties at the time of preparing this report.

5.3 RECOMMENDATION

However the satisfaction level of BRAC Bank is good enough. But some customers have expressed their dissatisfaction about the BRAC bank in various aspects. It has a profound effect on the overall satisfaction level of the bank.

Here I am giving some recommendations based on the findings that I have got from my research. The recommendation will help the bank to know about the customer's demand and they will take necessary steps in order to increase the satisfaction level of customers of BRAC Bank. The following are some recommendations for the company:

[1] Minimum amount of the loan should be BDT 1,00,000 Tk

[2] Interest rate in loan should be as low as 10.5% to 12.5%.

[3] Processing time should be reduced to the 2 to 3 days. In this connection BRAC Bank should delegate proper authority to branch office in order to make loan processing faster.

[4] Individuals having, minimum monthly income of BDT 15,000/- are eligible for loan. Therefore a huge proportion of the people get excluded from the scope of the loan. That is why; the minimum monthly income should be reduced up to 10,000 BDT.

[5] Disbursement process comprises of too many steps. It should be simpler and BRAC Bank should eliminate the unnecessary steps from the disbursement process.

[6] BRAC Bank should create different department and should allocate human resource other than current customer service executives as the introduction of new loan, may creates additional working loads for the existing customer services executives.

[7] Bank should always monitor the performance of officers in the field of Retail Banking.

[8] Number of CDM booths should be increased.

[9] Interest rates in deposit schemes should be increased more than other banks to get competitive advantage .

[12] The number of charges should be decreased .

5.4 CONCLUSION

Considering the fast moving and altering business era in the world each and every business organizations need to upgrade their ways of business to keep pace in the changing situation. Moreover, in this totally competitive business world of banking, banks continuously need to improve and also identify what services can attract as well as hold their customers, with an eternal relationship.

It is very true that the most of the customers do not hesitate to term BRAC Bank better than other banks. But it should also be considered that the customers have very few choices of banks with which they can actually compare the Retail Banking services of BRAC Bank. The bank has successfully made a positive contribution to the economy of Bangladesh with in very short period of time. Its profit is gradually increasing. The local banks have recently focused their attention to customer service, satisfaction regarding deposit-banking services. Moreover there are a good number of private banks that are coming into the competition soon. Therefore it is better for BRAC Bank not to let the situation be worst and should emphasize on serving customers effectively and efficiently to ensure better services.

By the grace of Almighty ALLAH, My study finally ended up with considerable degree of success. I consider it to be a success, because through intense activities of three months I carried out a lot of invaluable experiences. It helped me to identify the best way of applying the theoretical knowledge to practical field , to make adjustments, alteration in order to be in line with practice.

As per working experience concern; it can not be spelled out within few words. It really gave me tremendous experience of working in a congenial atmosphere. Experience with BRAC Bank Ltd. proves that putting corporate interest before individual interest and a sense of responsibility can lead an organization to its desired goal.

REFERENCES

- ❖ Annual report of BRAC Bank
- ❖ Website of BRAC Bank Ltd. - www.bracbank.com
- ❖ Brochures of different retail banking product and service
- ❖ http://bdlaws.minlaw.gov.bd/pdf_part.php?id=46
- ❖ <http://www.bb.org.bd/fnansys/paymentsys/bach.php>
- ❖ http://en.wikipedia.org/wiki/Negotiable_Instruments_Act,_1881

Appendix

Current Account (PRAPTI- Customer Satisfaction Questionnaire)

1. Is PRAPTI Account is suitable for regular transaction of your Business?

- a) Yes b) No

2. Do you think PRAPTI is less costly than other current Account?

- a) Yes b) No

3. Is PRAPTI opening process is easy?

- a) Yes b) No

4. Do you think opening balance is suitable for business person?

- a) Yes b) No

5. Is the required opening balance is high?

- a) Yes b) No

6. Is that difficult maintaining average balance of 25,000tk every month?

- a) Yes b) No

7. Did you face any difficulty to maintain PRAPTI Account?

- a) Yes b) No

8. Did you get proper customer service in case of difficulty?

- a) Yes b) No

9. Do you think the documents needed to open PRAPTI is this too much long?

- a) Yes b) No

10. Is PRAPTI Account fulfill your demand?

- a) Yes b) No

Savings Account (TBS- Customer Satisfaction Questionnaire)

1. Do You think TBS is best for saving your money?
a) Yes b) No
2. Is the Opening Balance is too high?
a) Yes b) No
3. Are You satisfy with monthly interest?
a) Yes b) No
4. Is this interest rate higher than any other Banks?
a) Yes b) No
5. Is charge is too high if average balance is not available?
a) Yes b) No
6. Is this account takes too much time to open?
a) Yes b) No
7. Maintaining Average balance is difficult?
a) Yes b) No
8. You Satisfied with customer service?
a) Yes b) No
9. Did you face any problem maintaining TBS Account?
a) Yes b) No
10. Is this account is helpful for general customer's?
a) Yes b) No