



INTERNSHIP REPORT
ON
GENERAL BANKING ACTIVITIES OF SOUTHEAST BANK LIMITED
(SAT MASJID BRANCH)

SUBMITTED TO

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INTERNSHIP REPORT
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OF SOUTHEAST BANK LIMITED



LETTER OF TRANSMITTAL

September 14, 2014

S.M. ARIFUZZAMAN

Asst. Professor
BRAC Business School

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Sub: Submission of Internship Report.

Dear Sir,

It is my great pleasure to submit the Internship report entitled “General Banking activities of Southeast Bank Limited” to you. As per requirement of BBA, I have completed the Internship in Southeast Bank Limited. I have tried to exert all the knowledge that I gathered through my working with this branch of SEBL.

Working for three months (25th may to 25th August) in the Southeast Bank Limited, Sat masjid Branch helped me to fulfill the requirements of obtaining practical learning and subsequently prepare of this report. My internship in Southeast Bank Limited was a worthwhile experience and the exposure of such an organization would be valuable for me. Before facing the real business world, I have gathered prior knowledge about the organization culture.

Thank you very much for your kind co-operation without which this Internship Report cannot be completed. I like to take every opportunity to express my gratitude of indebtedness to you.

Thank you very much for your kind co-operation.

Sincerely yours,

.....

Mohammad Shorab Hossain

ID#10304075

ACKHOWELDGEEMENT

At first I would like to express my gratitude to Almighty Allah who has given me opportunity to go through the total process of internship and to write a report in this regard.

I would like to take the opportunity to express my gratitude to my S.M. ARIFUZZAMAN Asst. Professor, Faculty of Business Administration, BRAC Business School whose direction, guidance and support helped me a lot in writing this report.

It was a great pleasure for me to work in Southeast Bank Limited (Sat masjid Branch) as an intern. I thank all the employees for being friendly and cooperative. I was taught lots of important things throughout my internship career because of their proper attention and co-operation.

My deepest appreciation and special thanks goes to Abidur Rahman Chowdhury the Head of (Sat masjid Branch), Md. Humayan Kabir, the Manager Operation of Southeast Bank Ltd Sat masjid Branch, for extending his support in compiling this report. I would especially like to thank me. Jahidul Islam and Mohammed Quzi Shawkat Imran ,senior principal officer of Southeast Bank, Sat Masjid Branch who helped me a lot during my Internship days with valuable advices, guidance and necessary information.

At last I must mention the wonderful working environment and group commitment of this bank that has enabled me a lot deal to do and observe the banking activities during my internship period of three months. Finally, I convey my sincere thanks to my friends who inspire in different ways to complete the report and the course as well.

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EXECUTIVE SUMMARY

I have completed my internship report using knowledge of 3 internship knowledge. I was assigned to pursue internship on “**General Banking Activities**” of Southeast Bank Ltd, Sat Masjid Road Branch Dhaka. There are some differences between theories and practice. Due to complete the report, I worked at Sat Masjid Road branch in Southeast Bank. The employee who associated with general bank the help me to complete the report by providing various information. From them learn much practical activity. Southeast Bank Limited, a second generation private Bank, emerged in 1995 amid liberalization of global economies. In its arduous journey since, Southeast Bank has succeeded in realizing the dreams of those who established it. Today it is one of the country’s leading banks in the private sector contributing significantly to the national economy. The Authorized Capital of the Bank today is BDT 10,000 million. Its Paid-Up-Capital and Reserve reached BDT 21,807.57 millions o. The Bank had 2,118 Staff of whom 184 were Executives, 1,520 were Officers and 414 were other officers .Those are approximate current information. Annual general meeting of Southeast bank limited was held on Monday; March 31, 2014 at Bashundhara convention center-2.Largest number of shareholder attended the meeting. General banking is the starting of all the operations.

The internship report is a partial requirement of BBA. As a part of internship program, I was placed at Sat Masjid Branch of Southeast Bank Limited. During the three months internship program I have learned extensively about commercial banking operation.

This report explores Southeast Bank activities as one of the leading non-government organization. This report contains information about all commercial activities that the bank deals with. I have mainly focused on General Banking system of Southeast Bank Limited in this report.

General banking operation includes all the general activities performed by the bank. I have discussed about different types of account holder and different types of account such as Saving Account, Current Account, Fixed Deposit Rate (FDR), Pension Saving Scheme (PSS) & other existing accounts with their rates and other activities of General Banking in detail. I have also done survey about customer perception of southeast bank.

Chapter -01

Introduction

1.1 Background of report:

In today's fastest world, bank and banking activities are essential for every person. Banks play a vital role in the economy and the life of a nation. As a result, everybody needs to keep an idea about bank and banking activities. Although a bank does not produce wealth but borrowing, lending and related activities facilitate the process of production, distribution, exchange and consumption of wealth. And a commercial bank is the fact that keeps contribution in the development of developing countries and keeps both people and their money safe through the services it provides. Business, companies and industries cannot survive without the presence of the bank. It allows people to deposit money using several schemes, borrow loans for investment purposes, to do business both nationally and internationally, to pay different types of bills and use locker facilities to secure valuable ones. Banks mobilize people saving money in the purpose of investment. In this way, they make profits and contribute economically in general people and countries. Southeast Bank Limited is a commercial bank which contributes to the economy of our country.

As a student of Bachelor of Business Administration (BBA), everyone has to conduct a practical orientation in any organization for fulfilling the requirement of the 3-month Internship Program. The main purpose is to expose the student to a real-world situation. This report is done as a partial requirement of the internship program for BBA students. As a student of BBA, with the partial fulfillment of the course requirement, I was assigned to pursue an internship on “**General Banking Activities**” of Southeast Bank Ltd, Sat Masjid Road Branch Dhaka. There are some differences between theories and practice.

Due to complete the report, I worked at Sat Masjid Road branch in Southeast Bank. The employee who associated with general banking helped me to complete the report by providing various information. From them, I learned many practical activities.

1.2 Objective of the study:

I segregated the objectives of the study into two categories. Those are

Primary objectives

Secondary objectives

➤ Primary objective :

Primary objective of this report is to complete the internship program. As student of BBA Program every student has to work in any business organization for three months to acquire practical knowledge about real situation. Now I have gathered practical knowledge in working as intern at Sat Masjid Road Branch in Southeast Bank Limited.

➤ Secondary objective :

- To know function of banking activities
- To know the competitive strength and weakness of the bank.
- To know the benefits for the clients and the employees of the bank.
- To study operational efficiency of southeast of Southeast Bank limited
- To know different forms of accounts and schemes that can be opened and its benefits.
- To suggest ways and means for improvement in policy and techniques
- o relate theoretical learning with working sector

1.3 Methodology of the report:

The study requires various types of information of present policies, procedure and methods of general banking operation. I used both primary and secondary data in preparing this report

➤ Primary Data sources:

- Practical banking work
- Personal discussion with the officers and executives of southeast Bank limited
- Personal interview with the customer

➤ Secondary Data sources:

- Annual report of southeast Bank limited.
- Files and documents of the branch.
- Different papers and forms related to account opening, closing and check books.
- Official website of Southeast bank limited and goggle search.
- <http://www.southeastbank.com.php>

1.4 Limitation of the report :

The main problem I faced in preparing the paper was the inadequate and lack of availability-required data. Those limitations are:

- The one of the main limitation of the report was to conduct small-scale survey on client.
- The time was the other limitation for collecting information, which was only three month long.

- The branch is so busy; it became difficulty to operate the survey because of questionnaire.
- Deficiencies in data required for the study.
- Field with the standard practice that also created problem.
- The time period for conducting the study is another important constraint
- The employees in southeast bank limited are so busy, they could hardly provide little time to me to discuss with them.

With all of limitation, I tried my best to make this report best as possible. So earnest request to consider those limitation while reading and justifying any part of my study.

Chapter -2

History and Overview of Southeast Bank Limited

2.1 History:

Southeast bank Limited is a scheduled commercial bank in the private sector establishes under the ambit of Bank Company Act, 1991 and incorporation as a public limited company under Company Act, 1994 on March 12, 1995. During this short span of time the Bank is successful in positioning itself as a progressive and dynamic financial institution in the country. The bank achieved the certificate of commencement of business by Registrar of Joint Stock Companies and firms on the date of its incorporation and started its operations under its private sector. Bangladesh Bank issued banking License to the bank on March 25, 1995. Mr. M. Saifur Rahaman, former finance minister of Bangladesh inaugurated the foremost branch of the bank at 1, Dilkusha commercial Area, Dhaka on 25th of the same year. In view of above, the bank within a period of 18 years of its operation achieved a remarkable success and met up capital adequacy requirement of Bangladesh Bank. In present the Bank has 100 branches which they are leading very successfully all over Bangladeshi Southeast Bank was established by leading business personalities and eminent industrialists of the country with stakes in various segments of the national economy. They established the Bank with a vision to bring efficient and professional banking service to the people and the business community of Bangladesh to help the national economy grow. The incumbent Chairman of the Bank is Mr. Alamgir Kabir, FCA, a professional Chartered Accountant. The Bank's Managing Director is Mr. Shahid Hossain, a young and eminent banker of the country with 30 years

The Bank's operations are built upon unequivocal emphasis on effective corporate governance. The objective is to create, promote and build long-term company value. The Bank's first and the highest priority is to provide effective services and maximum satisfaction to the customers. The ethos of harmony and co-operation is widely practiced in the Bank. We take pride in the fact that the public and private face of the Bank is one and identical. We believe that transparency in decision-making, monitoring mechanism and full disclosure to shareholders and regulatory authorities are essential aspects of Bank's corporate governance and that they create an intense pressure to rationalize Bank's services and search for new competitive advantages. We work ceaselessly within these parameters

A team of efficient professionals manages the Bank. They create and generate an environment of trust and discipline that encourages everybody in the Bank to work together for achieving the objectives of the Bank. The culture of maintaining congenial work-environment in the Bank has further enabled to benchmark themselves better against management expectations. A commitment to quality and excellence in service is the hallmark of their identity

In its arduous journey since, Southeast Bank has succeeded in realizing the dreams of those who established it. Today it is one of the country's leading banks in the private sector contributing significantly to the national economy.

Southeast Bank has become a synonym of quality banking services and products. It has a diverse array of products and services tailored carefully to cater to the needs of all segments of customers. Our operational strategies are structured to address the special and often complex needs of the customers.

Certificate of Incorporation	March 12, 1995
Certificate of Commencement of Business	March 12, 1995
Bangladesh Bank license	March 23, 1995
First Branch Opened	May 25, 1995
Authorized Capital	10,000.00
Paid-Up-Capital and Reserve reached	BDT 21,807.57 million(as on December 31, 2013)
Profit after provision and income tax	BDT3,378.82 million (as on December 31, 2013)
Total assets	BDT 220, 930.85 million (as on December 31, 2013)
Deposit	177,519.46
Investment	57,589.06
Import Business	131,644.82
Export Business BDT in million	95,220.40
Number of Branches till 2013	103
Number of Employees	184
Number of Share Holders	1,520
Total Number of Share Outstanding	
Dividend(CASH) in 2013	16%

2.2 Mission, vision, goal and commitment:

Each company has to prepare their own mission, vision and goal. Company has to achieve that mission, vision. For achievement company has to work. For achieve those to fulfill client's commitment.

Vision:

To stand out as a pioneer banking institution in Bangladesh and contribute significantly to the national economy

Mission:

- Highly quality financial service with the help of the latest technology
- Fast and accurate customer service
- Balance growth strategy
- High standard business ethics
- Steady return on shareholders' equity
- It innovative banking at competitive price
- Attract and retain quality human resource
- Firm commitment to the society and the growth of national economy

Goals

- Become the most profitable bank
- Provides highest level of satisfaction to customers
- Enhance the value of shareholders investments and optimize return on their investment .

Commitments: Provide service with high degree of professionalism and use of most modern banking technology.

- Create life-long relationship based on mutual trust and respect.
- Respond to customer needs with speed and accuracy.
- Share their values and beliefs.
- Grow as the Bank's customers grow.
- Offer first-rated solutions of clients' banking problems and issues.
- Provide products and services at competitive pricing.
- Ensure safety and security of customer's valuables in trust.

2.3 CORE STRENGTH OF SEBL:

- Integrity
- Fairness
- Harmony
- Commitment
- Insight and spirit
- Enthusiasm for work

2.4 Objectives and strategy of SEBL:

Southeast Bank believes that its effort to become a leading bank in private sector can only be achieved and sustained by creating effective corporate governance, including professionalism among its staff and strictly adhering to rules and regulations. SEBL believe that aim and objective can only be realized fully and sustained over time by adherence to ethics that not be always to build into sets of rules and regulation. This believes in ethics motivates the bank in its dealing with those and with whom it interacts.

Objectives:

- sound investments
- Meet capital adequacy required
- Ensure satisfies work force
- Ensure 100% recovery of all advances
- Focus on fee-based income
- Adopt an appropriate management technology

Strategy of SEBL:

SEBL adhere to following principal dealing with customers

- Strictly follows ethical banking practices
- Provide fair treatment to all customers, depositors and borrowers without any discrimination
- Provide steady customer service at a very competitive cost
- Deal with customer in a transparent manner without any hidden cost
- Maintain strictly sector of customer account
- Provide free financial advice to client
- Deal quickly with complain receive from customer
- SEBL provide very competitive return to the depositors on their investment
- They listen to client and work for improvement of customer service as per their suggestion.
- SEBL always keep promises as they make.

SEBL follows the following principles in dealing with Shareholders

- Adequacy disclosure of corporate information and operational result to help them suitable investment decisions
- Stable dividend policy and payment of good dividend
- Dialogues with them and implement of their suggestion for improvement

SEBL follow the following in dealing with their regulator

- They are transparent in operation and governance
- SEBL has culture of timely compliance of regulator requirement

SEBL follows the followings in dealing with their regulators.

- They are transparent in operations and governance.
- SEBL has a culture of timely compliance of regulatory requirements.
- SEBL gives their suggestions and directives great value that they implement for improvement of corporate governance standard.

SEBL follows the following principles in dealing for their Employees.

- Discriminate on grounds of religion, sex or race at any stage. They recruit the best on the basis of merit under a rigorous recruitment policy without any biasness or favoritism to anybody.
- Pay competitive compensation package with career echelon for the really deserving candidates.
- Care for employees and respect them.
- Clearly defined duties and responsibilities for every employee. No one is made a scapegoat for undefined responsibilities.
- Zero tolerance for any act of dishonesty.
- Provide a congenial work environment.
- Encourage freedom to employees to give opinion for both qualitative and quantitative improvement of the bank.
- SEBL always takes care of their health and safety.

SEBL follows the following principles in respect of society

- SEBL believe that the bank gets the business sustenance from the community in which it operates and therefore must remain responsive to the community and the society in reciprocity.
- Do not encourage project which are not environment friendly for financing by bank
- Provide material support for protection of environment
- Give aid to the poor helpless and natural calamity hit people
- Support charitable venture
- Support to women and contribute to women empowerment

- Give sponsorship to sport, culture, education, and health and community development venture

Corporate Slogan:

.....A bank with vision

Southeast Bank holds 19th AGM and declares 16% Cash Dividend:

And 5% Bonus Share:

Annual general meeting of Southeast bank limited was held on Monday; March 31, 2014 at Bashundhara convention center-2. Largest number of shareholder attended the meeting. The AGM witnessed a lively discussion about operational performance of Southeast bank Limited in 2013, out look the future plans and program undertaken by the bank to boost up operational efficiency and profitability of the bank. They declared 16% cash dividend and 5% bonus. They elected director and approve appointment of external auditor until next AGM. Chairman Alamgir Kabir appreciated the shareholders for their continuous support and cooperation. They also elected Directors and approved appointment of external auditors for the year 2014.

2.5 Organizational Structure of Southeast Bank Limited

There are 14 levels in the bank. I classified them into 3 parts. Top management, Mid level Management and Lower level management. The organizational structure is given below:

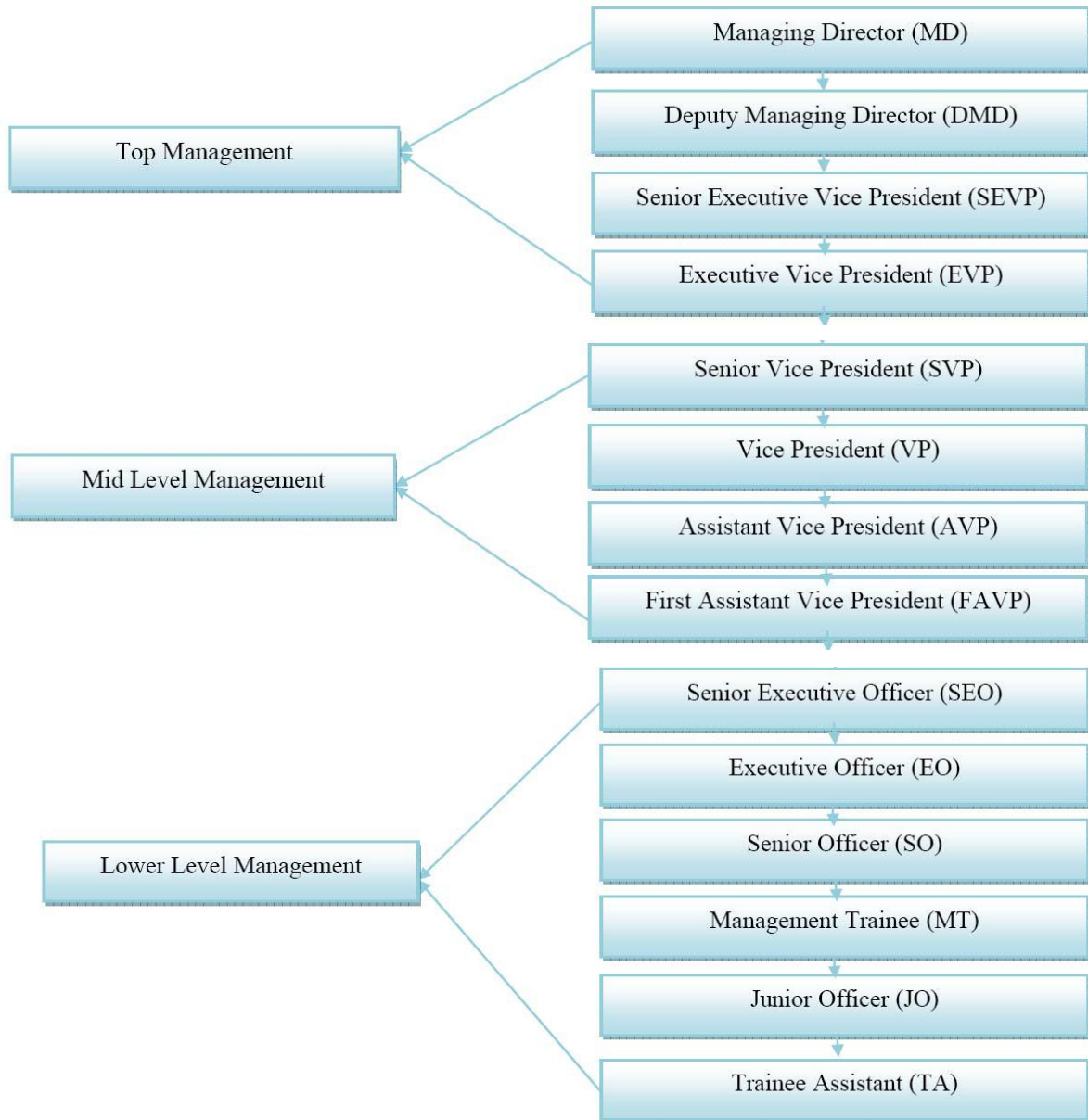


Figure 1 : Organization of Southeast bank limited

Hierarchy of Southeast Bank Limited:

	President & Managing Director	
	Deputy Managing Director	
	Senior Executive vice president	
	Executive vice president	
	vice president	
	First vice president	
	Senior vice president	
	Asstt. vice president	
	Senior Principal Officer	
	Principal Officer	
Management Trainee	Executive Officer	Entry Level
Probationary Officer	Senior Officer	Entry Level
Trainee Officer	Officer	Entry Level
Trainee Junior Officer	Junior Officer	Entry Level
Trainee Assistant Officer	Assistant Officer	Entry Level
Trainee Computer Officer	Junior Officer (Computer)	Entry Level
Trainee Cash Officer	Junior Officer (Cash)	Entry Level
	Trainee Assistant	Entry Level

Figure 2 : shows Hierarchy of Southeast Bank Limited

Figure: 1 represents Hierarchy of Southeast Bank Limited .The Chairman is the head of the Board of Directors. There is one Managing Director who is also the President mainly controls

and supervises the major division of the bank. One Deputy Managing Director reports to him. Four Executive Vice Presidents (EVP) and one Senior Executive Vice President (SEVP) report to the Deputy Managing Director. Executive vice President Control the Senior Executive Vice President controls the human resource and marketing divisions. Four Vice Presidents work under Executive Vice Presidents.

The organization structure of Southeast bank Limited is quite horizontal were each person reports to only one person which refers to a very group-working environment for example. Each officer reports to the FAVP or AVP or FVP or VP or SVP or EVP, AVP or FVP or VP or SVP or EVP reports to the SEVP; SEVP report to the Deputy Managing Director and he report to the Managing director.

In the organization structure of Principal Branch, SBL we can also observe that each person reports to only one person. One Executive Vice President is the head of branch one First Vice President (Operation Manager) and the in Charges of credit and foreign exchange department directly report to the EVP. The Operation Manager controls the general banking, cash, accounts and computer department.

Table 1: Table of Designation

Name	Designation
Mr. Shahid Hossain	Managing Director
Mr. Mohammed Gofran	Additional Managing Director
Mr. S.M. Mainuddin Chowdhury	Deputy Managing Director
Mr. Muhammad Shahjahan	Deputy Managing Director
Mr. Giash Uddin Ahmed	Deputy Managing Director
Mr. M. Kamal Hossain	Deputy Managing Director
MR. A.K.M. Nurul Alam	Deputy Managing Director

Chapter 3

PROJECT PART

GENERAL BANKING ACTIVITIES

To make profit in business you need to sell product or service. A bank does not produce any tangible product to sell but does offer a variety of financial services to customers. General banking is the starting point of all the banking operations. It is the department which provides day-to-day services to the customers. Every day it receives deposits from the customers and meets their demand for cash by honoring cheque. It opens new accounts, remit funds, issue bank draft & pay orders etc. Since bank is confined to provide the service every day. General banking is known as Retail banking.



Figure 3: Different activities of SEBL of General bank department

Function of this general banking department:

General banking department has four functions such as front desk or account, cash section, clearing section, account section in Southeast Bank. Those various sections do various works by which general banking activities.

3.1 Account opening section:

When a person is willing to make saving on bank or others need to then they open an account. To establish a banker and customer relationship account opening is first step. Opening of an account binds the Banker and customer into contractual relationship. But selection of customer for opening an account is very important because there are many fraud people who deal with illegal thing through bank .So the Bank takes in its selection of customers very carefully. The following work are done this section.

THE FOLLOING WORKS ARE DONE BY THIS SECTION

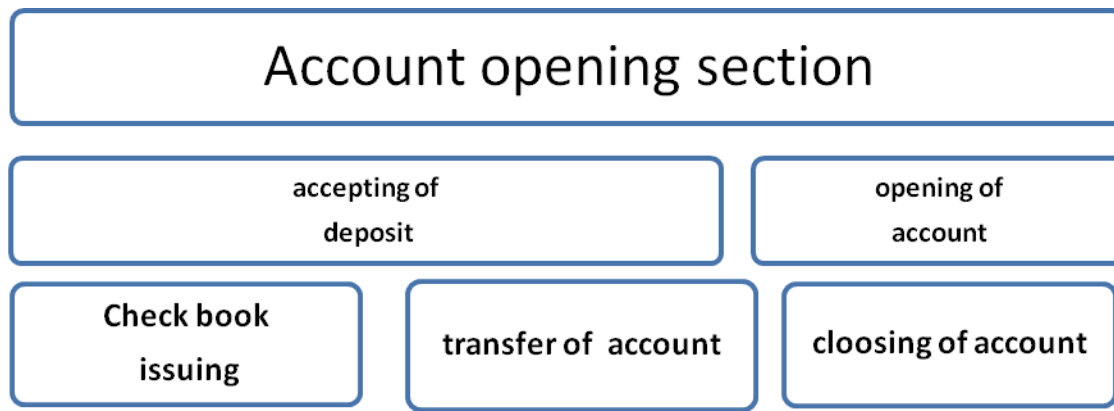


Figure 4: five works done by account opening section

3.1.1 ACCEPTING DIPOSIT:

If a customer want to open an account, at first banker has to accept deposit. The relationship between a banker and customer begins with the opening of an account by the former in name of letter. Initially all accounts are opened with a deposit of money by the customer and hence these accounts are called deposit account. Banker solicits deposits from the number of public belonging to different lifestyle, engaged in numerous economic activities and having different financial status. There are two officers performing various functions in this department. The

deposits those are two accepted by SEBL may be classified into: a) demand deposit b) time deposits

3.1.2 DEMAND DEPOSITS:

The amount in accounts are payable on demand so it is called demand deposit account. SEBL accepts demand deposits through the opening of, -

a) Current account

b) Savings account

A) CURRENT ACCOUNT:

Both individual and business open this type of account. Frequently transaction are (deposit as well withdrawal) allowed in this type of a account. A current a/c holder can draw check on his account, any amount and any number of times in a day as the balance in this account permits.

Criteria of current account followed by SEBL:

- Generally opened by businessman, government and semi-government organization; with proper introduction
- No interest is provided for deposited amount
- Overdraft is allowed in this account
- Minimum opening balance is TK 5000.
- A minimum balance of TK. 500/- has to be maintained

B) SAVINGS ACCOUNT:

Individuals for savings purposes open this type of account. Current interest rate of these accounts is 06% per annum. Interest on SB account is calculated and accrued monthly and Credited to the account half yearly. Interest calculation is made for each month based on the lowest balance at credit of an account in that month. A depositor can withdraw from his SB account not more than twice a week up to an amount not exceeding 25% of the balance in the account. If anyone withdraws money more than twice he/she will not get the interest for that month.

Criteria of savings account followed by SEBL:

- An appropriate introduction is required for opening the A/C;
- Frequent withdrawal is not encouraged;
- A depositor may withdraw money from his/her account twice in a week;
- Minimum amount of TK.5000 is required as initial deposit;
- Depositor may withdraw his/her deposited money up to 25% of the Balance in his/her account without notice. The bank may realize service charge in its discretion.
- Depositor will get interest on the amount deposited in his/her account.

3.1.3. TIME DEPOSITS:

A deposit which is payable at a fixed date or after a period of notice is a time deposit. In SEBL sat masjid Branch accepts time deposits through Fixed Deposit Receipt (FDR), Short Term Deposit (STD), and Schemes etc.

While accepting these deposits, a contract is done between the bank and the customer. When the banker opens an account in the name of a customer, there arises a contract between the two. This contract will be a valid one only when both the parties are competent to enter into contracts. As account opening initiates the fundamental relationship & since the banker has to deal with different kinds of persons with different. To open an account the procedure is below:

3.1.4 OPENING AN ACCOUNT

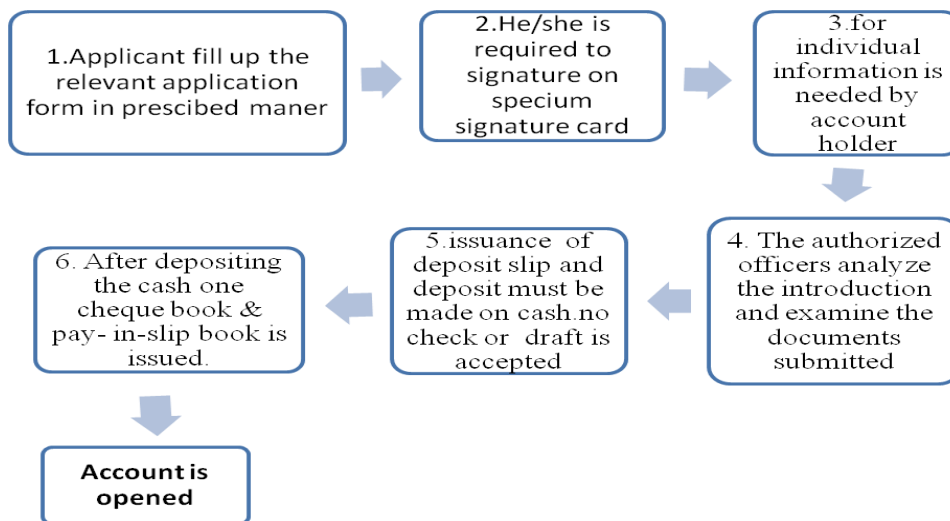


Figure 5: Account opening procedure in flow chart

After accepting deposit banker in Southeast Bank Limited at Sat Mosjid road Branch, person or organization has to fill up account opening form. Account opening form consist of the of the branch ,type of account, name of applicant(s),present address, permanent address, passport number(if any),date of birth, nationality, occupation, nominees (s), special introducer ,initial, deposit specimen signature of the applicant(s),introducer's information etc. Moreover person or organization who is opening account, she/he laundering. If the transaction profile does not match with KYC, bank should report to Bangladesh Bank. Then signature of that person or organization who are opening account is needed attested by introducer signature of that person or it and specimen signature card. The individual who is going to be customer need properly introduced by following: an existing customer, officials of the bank who are not the rank of Assistant officer, a respectable person who is well known to the Manager or authorized officer. the authorized officers analyze the introduction and examine the documents that has submitted such copy of National Id/copy of passport/ copy of driving license of that person who open account, copy of nominee(s) National ID, photograph of that person and photograph of nominee(s).then concern authority will allocate a number for a new account. Then customer deposits the 'initial deposit' by filling up deposit slips. Initials deposit to open a current account in SEBL is TK.10000 or saving account is tk.500.after depositing the cash one cheque book and pay-in-slip book is issued. The account is considered to be opened in SEBL at Sat Mosjid Road Branch. Sat Mosjid Road Branch maintains account in computer through Bank Ultimius Software. After depositing the initial deposit, Sat Mosjid Road Branch records it in the computer by giving new account number. Then it issues a cheque book requisition slip by the customer. The distributes all relevant paper to relevant department.

3.1.5 Short Term Deposit (STD) Account:

In Short Term Deposit account, the deposit should be kept for at least seven days to get interest. The interest offered for STD is less than that of savings deposit. In SEBL, SMR various big companies, organizations, Government Departments keep money in STD accounts. Frequent withdrawal is discouraged and requires prior notice. STD Account opening procedure is similar to that of the saving account

Interest rate for STD account-----6.00% per annum

In SEBL, SMR usually customers give an instruction to the Bank that their current account will be debited whenever its deposited amount crosses a certain limit and this amount will be transferred to the STD account.

Southeast Bank Dhanmondi Branch has some other Special Schemes which is given below

3.1.6 NAME OF THE SCHEMES

A. Double Benefit Scheme (DBS): Amount to be Deposited: TK. 10,000 or Multiple.

Duration: 7 years (double)

TERMS AND CONDITIONS:

- A Person of 18 years of age and above having a sound mind can open the account
- A person can open more than one DBS account at any branch of the Bank of the Bank and in such case separate form should be filled.
- A passport size photograph of each account holder is required to open the account
- DBS account can be opened at any working day of the month
- DBS account can be opened in joint names or in the name of institution
- DBS account can be opened in the name of a minor. In that case, Banks existing account opening formalities for opening accounts for minor will be followed.

B. Monthly Savings Scheme (MSS):

Duration: 2 years, 3 (three) Years & 5 (Five) Years

Amount of Monthly Installment: TK.500 or Multiple amount up to TK.25, 000 (Twenty five

Thousand).

TERMS AND CONDITIONS:

- A Person of 18 years of age and above having a sound mind can open the account
- A Person can open more than one MMSS account at any branch of the Bank and in such case separate form should be filled
 - A passport size Photograph is required to open the account
- MMSS account can be opened at any working day of the month.
- Account opened within first 10th of any month will be treated as account of that particular month. If the account is opened after 10th of any month in that case 1st installment will be due and realized from the next month.
- MMSS account cannot be opened in the name of any minor, in joint names, or In the name of institution.
- An account can be transferred from one Branch to another Branch of the Bank by a written application of the account holder. In such case a fee of TK. 500 is payable as banks service charge
- Installments can be deposited in advance.

	Monthly Installment	Approximate Matured Amount (Taka)		
		Payment after 2 years	Payment after 3 Years	Payment after 5 Years
	500.00		21,013.00	38,975.00

Monthly Saving Scheme (MSS)		13305		
	1,000.00	26610	42,02600	77950.00
	1,500.00	39915	63,039.00	233850.00
	2,000.00	53220	84052. 00	155900.00
	3000.00	79530	1,26078..00	233850.00
	5000.00	133050	210130.00	389750.00
	10000.00	266100	420260..00	779500.00
	25000.00	665250	1050650.00	1948750.00

C. Monthly Income Scheme (MIS)

Duration of the Account: 3 (three) Years & 5 (five) years

Amount to be Deposited: TK.10, 000 or its multiple (Deposited amount will be returned on maturity).

TERMS AND CONDITIONS:

- A Person of 18 years of age and above having a sound mind can open the account
- A person/institution can open more than one MMIS account at any branch of the Bank

and in such case separate form should be filled.

- The applicant must open /have a CD Savings Deposit account within the branch in which monthly income will be credited automatically.
- MMIS account cannot be opened in the name of any minor but it can be opened in joint names, or in name of any institution
- . An account can be transferred from one Branch to another Branch of the Bank by a written application of the account holder. In such case a fee of TK. 500 is payable as banks service charge

D. Pension Savings Scheme (PSS):

Duration: 4, 6 and 8 Years Terms

Amount of Monthly Installment: 500 or multiple up to TK.25, 000 (i.e. Tk.500 or 1000or 1500)

TERMS AND CONDITIONS:

- A Person of 18 years of age and above having a sound mind can open the account
- A person can open more than one MPSS account for different amount at any branch of the Bank and in such case separate form should be filled in.
- A passport size photograph of the account holder and each nominee (attested by the account holder) are required to open the account
- . The account can be opened at any working day of the month.

- Account opened within 10th of any month will be treated as account opened on the particular month. If the accounts opened after 10th of any month in that case 1st installment will be due from the following month and will be realized in the following month.
- MPSS account can be opened in the name of minor .In that case minor's legal guardian can operate the account
- Account cannot be opened in joint names, or in the name of any institution.

F. New Pension Savings Scheme (NPSS):

Duration: 4, 6 and 8 Years Terms

Amount of Monthly Installment: 500 or multiple up to TK.25, 000 (i.e. Tk.500 or 1000 or 1500)

TERMS AND CONDITIONS:

- A Person of 18 years of age and above having a sound mind can open the account
- A person can open more than one NPSS account for different amount at any branch of the Bank and in such case separate form should be filled in.
- A passport size photograph of the account holder and each nominee (attested by the account holder) are required to open the account
- The account can be opened at any working day of the month.
- Account opened within 10th of any month will be treated as account opened on the particular month. If the accounts opened after 10th of any month in that case 1st installment will be due for the following month and will be realized in the following

month.

- NPSS account can be opened in the name of minor .In that case minor’s legal guardian can operate the account
- Account cannot be opened in joint names, or in the name of any institution
- It is said that, there is no banker customer relationship if there is no a/c of a person in that bank. By opening an a/c banker and customer create a contractual relationship. However, selection of customer for opening an account is very crucial for a Bank.

Fixed Deposit Receipt (FDR):

Fixed Deposit Receipt offers the customers the opportunity to invest a fixed amount for a fixed period at a fixed rate of interest. The customers have the option to re – invest their funds both principal amount and interest amount on maturity or principal amount and the interest amount being paid into their SB or CD accounts. Money can grow with attractive interest rate with flexible tenure. Automatic renewal facility at maturity. Loan facility against FDR to meet urgent financial needs. The customer may avail loan facilities against FDR as security. Premature closure facility at savings rate. FDR Account can be opened both for Individual and Corporate bodies. Only Resident Bangladeshi National is allowed to open Personal FDR Account. Age bar for opening of Personal FDR Account: 18 years or above person can be opened this FDR account.. Minor account can be opened under the supervision of his / her / their guardian. FDR can be issued for senior citizen with attractive rate.

Fixed Deposit for	
a. 1 (one) month	7.50%
b. 3 (three) months	9.00%
c. 6 (six) months	8.75%
d. 1year	8.75%

3.1.7 ACTIVITIES & PAPERS NECESSARY FOR OPENING AN ACCOUNT

(A) Joint Account:

If the account is a joint account, then the joint account holder should submit a declaration and

operational instructions of the account along with their signature.

(B) Partnership firm:

The following documents have to be submitted for preparing an account of a partnership firm:

- i) Partnership deed.
- ii) (a) If the partnership firm is a registered one, then one copy of registration forms.

(b) If not, then a copy of certificate from the notary public.

C. Limited Company:

For the opening of an account of a limited company, following documents have to be submitted:

- i) A copy of resolution of the company that the company decided to open an account in the Southeast Bank.
- ii) Certified true copy of the Memorandum & Articles of Association of the Company.
- iii) Certificate of Incorporation of the company for inspection and return along with a duly certified Photocopy for Bank's records.
- iv) Certificate from the Registrar of Joint Stock Companies that the company is entitled to commence business (in case of Public Ltd. Co. For inspection and return) along with a duly certified Photocopy for Bank's records.
- v) Latest copy of balance sheet.

- vi) Extract of Resolution of the Board/General Meeting of the company for opening the account and authorization for its operation duly certified by the Chairman/Managing Director of the company. List of Directors with address (a latest certified copy of Form-XII).

(D) Club/Society:

Following documents have to be obtained in case of the account of the club or society:

- i) Up to date list of office bearers.
- ii) Certified copy of Resolution for opening and operation of account.
- iii) Certified copy of Bye-Law and Regulations/Constitution.
- iv) Copy of Government Approval (if registered).

D. Co-operative Society:

Following documents have to be obtained in case of the account of Co-operative Society:

- i) Copy of Bye-Law duly certified by the Co-operative Officer.
- ii) Up to date list of office bearers.
- iii) Resolution of the Executive Committee as regard of the account.
- iv) Certified copy of Certificate of Registration issued by the registrar, Co-operative societies.

E. Trustee Board: Following documents have to be obtained in case of the account of

trustee board:

- i) Prior approval of the Head Office of SBL.
- ii) Certified copy of Deed of Trust, up to date list of members of the Trustee Board and certified copy of the Resolution of Trustee Board to open and operate the account.

(G) Minor's Account:

Following documents have to be obtained in case of the account of minor:

- i) Putting the word “MINOR” after the title of the account.
- ii) Recording of the special instruction of operation of the account.

The AOF is to be filled in and signed by either the parents or the legal guardian appointed by the court of law and not by the minor.

3.1.8 ISSUING CHEQUE BOOK TO THE CUSTOMERS:

When a customer's account is opened, a fresh cheque is issued to the account holder only after against requisition on the prescribed requisition slip attached with the cheque book issued earlier, after proper verification of the signature of the account holder personally or to duly authorized representative against proper acknowledgement.

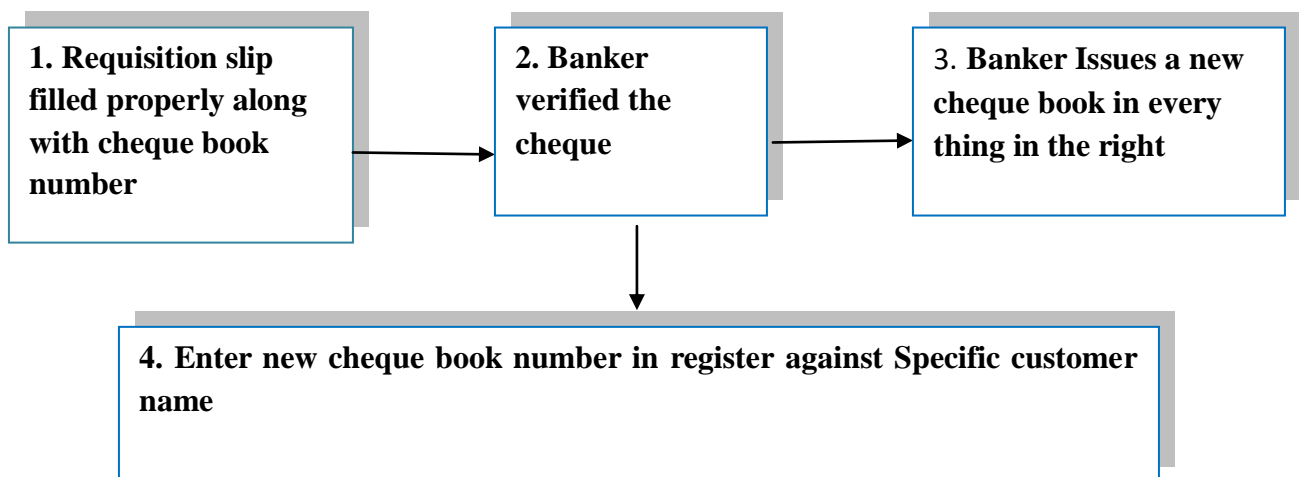


Figure 6: Procedure of issuance of a cheque book in flowchart

A customer who opened a new account initially deposit minimum required money in the account. Then account opening form for is sent for issuance of a cheque book. Respective officer first draw a cheque book. At present one officer. Officer then sealed it with branch name .in-charge officer enters the number of cheque book in cheque issue register. Officer also enters the customer's name and account number in same register. Account number is then writing down on face of the cheque book and on every leaf of book including requisition. Customer who opens new account initially deposits minimum required money in the name of customer is write down on face of cheque and on requisition slip. The word "Issued on" along with the date of issuance is written down on requisition slip. . Then number of cheque book and date of issuance is also written on application form. Next, customer is asked to sign in cheque book register. Then respective officer sign on face of requisition slip. Put this initially in the register and hand over the cheques book to customer.

3.1.8.1 Issue of Duplicate cheques book:

Duplicate cheques book instead of lost one should be issued only when an A/C holder personally approaches the Bank with an application Letter of Indemnity in the prescribed Performa agreeing to indemnify the Bank for the lost cheque book. Fresh check Book in lieu of lost one should be issued after verification of the signature of the Account holder from the Specimen signature card and on realization of required Excise duty only with prior approval of manager of the branch. cheques series number of the new cheques book should be recorded in ledger card and signature card as usual. Series number of lost cheques book should be recorded in the stop payment register and caution should be exercised to guard against fraudulent payment.

3.1.8.2 Issue of New cheques book (FOR OLD ACCOUNT)

All the procedure for issuing a new cheques book for old account is same as the procedure of new account. Only difference is that customer have to submit the requisition slip of the old cheques book with date, signature and his/her address. Computer posting is then given to the requisition slip to know the position of account and to know how many leaf/leaves still not used. The number of new cheques book is entered on the back of the old requisition slip and is signed by the officer.

3.1.8.3 Procedure of issuance of a new cheques book

If the cheques are handed over to any other person then the account holder the bank addressing the account holder with details of the cheques book issues an acknowledgement slip. This acknowledgement slip must be signed by the account holder and returned to the bank. Otherwise the bank will not honour any cheques from this cheques book.

At the end of the day all the requisition slips and application forms are sent to the computer section to give entry to these new cheques.

3.1.8.4 Dishonour of Cheque:

If the cheque is dishonoured, SEBL sends a memorandum (cheque return memo) to the customer stating the reason in the following way:

- Refer to drawer.
- Not arranged for.
- Effects not cleared May be present again.
- Exceeds arrangements.
- Full cover not received.
- Payment stopped by drawer.
- Drawer's signature differs/ required.
- Alterations in date/figures/words require drawer's full signature.
- Cheque is posts dated/out of date/mutilated.
- Amount in words and figures differs.
- Crossed cheque must be present through a bank.
- Clearing stamps required/requires cancellation.
- Addition to the discharge of Bank should be authenticating.
- Cheque crossed "Account Payee Only"

3.1.9 Transfer of an account:

- The customer submits an application mentioning the name of the branch to which he wants the account to be transferred.
- His signature cards, advice of new account and all relevant documents are sent to that branch through registered post.
- The balance standing at credit in customer's account is sent to the other branch through Inter Branch Credit Advice (IBCA).
- No exchange should be charged on such transfer.
- Attention is also given in this connection

3.1.10 CLOSING THE ACCOUNT:

Upon the request of a customer, Southeast Bank Limited (SEBL) closes an account of that customer. After receiving an application from the customer to close an Account, the following procedure is followed by banker of SEBL. Then banker of front desk of SEBL ask customer to draw the final cheque for the amount standing to the credit of his account less the amount of closing and other incidental charges and surrender the unused cheque leaves. The account is debited for amount closing charge(230 taka) etc. An authorized officer of Southeast bank Limited destroy unused cheque leave. In case of the joint account, the application for closing the account should be signed by all join holders..

A banker can also close the account of his customer or stop the operation of the account under following considerable circumstances:

- Death of customer. Customer's insanity and insolvency.
- Order of the court(Garnishee order)
- Specific charge for fraud forgery.
- Stop payment of cheque.
- A banker can stop payment of cheque of his customer under following considerable circumstances
- Firstly the account holder will apply to stop the payment of his cheque
- There is a register for this purpose. It is kept by the authorized officer.

The officer will see the condition of account and verify everything

- In the ledger book, the officer will be marked with red ink and the cheque will not be paid.
- Collecting Bank's discharge irregular/required.
- If the cheque is dishonoured due to insufficiency of funds SEBL inform the a/c holder immediately.

3.2 Cash section:

Cash section is very important for bank because here the cash transaction is made. Cash sections demonstrate liquidity strength of a bank. There various systems are maintained by a cash officer in Southeast Bank, Sat Mosjid Road branch. There are four employees in cash section southeast Bank Limited at Sat Mosjid Road Branch.. Those various systems:

- Vault
- Cash Payment
- Cash Receive

3.2.1 Vault:

The cash department is the riskiest department of any bank. This is the section tight security is required to avoid any accident. There is limit to amount of cash that each counter carries. Carrying of excess cash is avoided for safety reason. If there is any surplus in cash then the excess amount is sent to the Bangladesh Bank. Or if there is any shortage of cash in the cash section then the shortage amount is borrowed from Bangladesh Bank or Head office of SEBL or other bank.

3.2.2 Cash Receipt:

When client deposited in the bank, the bank officer follow the following common precaution.

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

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

3.2.3 Cash Payment:

Cheque, demand drafts, pay order, pay slip and debit cash vouchers etc. are received from various departments for payment of cash to customers/ payee in Southeast Bank Limited. Period payment of cash it is the officer's duty to make sure that the cheque or the instrument has been genuinely passed. The following common precaution is thoroughly practiced before honouring a cheque.

- Branch name in the cheque
- The date in the cheque are asked to present after the date are given
- Taka in word and figure of cheque is same
- Balance in the account is available
- The specimen card signature and signature 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

3.2.4 Books maintained by cash department:

Book at the southeast bank means register. Southeast Bank Limited maintained some register. Those registers are vault register, cash receives register, cash payment register, cash position register. In vault register maintain amount of cash available at Sat Masjid Road Branch in SEBL. Then keeps record of all incoming cash in cash receive register. Whether in cash

Payment register keep record of all out going cash. Then finally keeps record of balance that is available notes and coins in cash position register.

Other Registers:

- Money Remittance Register
- Prize Bond Register
- Stamp in hand Register

Automatic Machine in cash section:

Cash section of southeast bank has two automatic machines. one is money counting machine another one is money detector machine .with the help of money counting machine officer can easily count the money and find out the fake money by money detector machine .

3.3 CLEARING SECTION

This section receives all kinds of cheque in favor of the client for clearing on the part of their banking services. After receiving cheque it is necessary to endorse it and cross it specially.

Types of cheque for clearing

There are four types of cheque for clearing:

- 1) Inward clearing cheque.
- 2) Outward clearing cheque.
- 3) Inward bills for collection.
- 4) Outward bills for collection.

3.3.1 Inward clearing cheque:

It refers the instruments drawn on Southeast bank received by other banks in the clearing house from the representative of other bank.

3.3.2 Outward bills for collection:

When our branch sends Cheques to other branch of Southeast bank is called OBC. Accounting treatment of this process:

Southeast general (Sender's Branch) Dr.

Depositor's A/C Cr.

3.3.3 Inward bills for collection (IBC):

There are two types of clearing; firstly cheque collects from the other branch of Southeast bank. These Cheques are settled by sending to the debiting depositors account and crediting sender's branch account.

Secondly cheque collects from another bank outside the clearing house. These cheque are settled debiting depositors account and sending DD or TT in favor of senders bank.

3.3.4 Outward Clearing Cheque (OCC):

Cheque drawn of another branch of Southeast bank is called Outward Clearing Cheque. These types of cheque are directly sent to the respective branch and request them to send IBCA.

3.4 Accounts department:

Account department is called the nerve center of the bank. In banking business, transaction is done every day and these transactions are to be recorded properly and systematically as the banks deal with the depositor's money. Any deviation in proper recording may hamper public confidence and the bank has to suffer a lot otherwise. Improper recording of transaction will lead to mismatch in the debit and the credit side. To avoid the mishaps bank provide separate department whose function is to check mistakes in passing vouchers or wrong entries or fraud or forgery. This department is called account department. This department of Southeast Bank Limited has to prepare some internal statement as well some statutory statements which to be submitted to Bangladesh Bank. Account department of Southeast Bank Limited prepare this statement and has to submit some statement to head office which is consolidated by the head office.

3.4.1 DAILY TASK of Sat Masjid branch (SMR) in SEBL:

- The routine daily tasks of the account department are as follows:
- Record the transaction in the cashbook
- Recording the transaction in general and subsidiary ledger
- Preparing the daily position of branch comparing of deposit and cash
- Preparing the daily statement of affairs showing all assets and liabilities of SMR Branch in SEBL as general and subsidiary ledger respectively

- Making payment of all expense of Sat Masjid Road Branch
- Recording enter branch fund transfer and provide accounting treatment in this regard
- Checking whether all voucher are correctly passed to ensure the conformity with the activity report. If making it correct by rectified by concern officer
- Recording of the vouchers in voucher register
- Packing of correct vouchers according to the debit voucher and credit voucher

3.4.2 PERIODIC TASK:

- Preparing the monthly salary statement for the employees
- Policing the basic data of the branch
- Preparing weekly position for the branch which sent to the head office to maintain Cash Reverse Requirement
- Preparing monthly position for the branch which sent to the head office to maintain Statutory Liquidity Requirement
- Preparing weekly position for the branch comparing of back up of sector wise deposit, credit etc
- Preparing weekly position for the branch comparing of denomination wise statement of cash till
- Preparing the budget for the branch by fixing the target regarding profit and deposit
- Preparing an extract which is summary of all the transaction of head office account with the with branch to reconcile all transaction held all account of all the branches

Chapter 4

My Internship Experience

I did my three months internship program in Southeast Bank Ltd, Sat Masjid branch. During my internship program, I gained lots of experience about corporate environment in southeast Bank I was assigned to work in the account opening section. I started my internship at southeast bank from 25th may. I was responsible for opening different types of accounts which included regular tasks such as account opening, FDR, Schemes for the customers. The office environment was nice and friendly. All employees accepted me cordially and treated me as their team member. In the account opening section at first customer used to come for opening new account/s where I tried to find out the purpose of the account for the customer. If the customer were sure enough about the account type only then I proceeded further otherwise I suggested them the type of account that was best for them and the photocopy of the documents (like: Passport sized photograph, National ID card of account holder & Nomine, TIN Certificate, Trade license & introducer) they were needed to submit to the bank. After submission, I confirmed all the relevant documents and necessary information. I used to take signature of the applicant in the prescribed account opening form I used to fill up the account opening form and send the relationship manager. Then I entered that information into the Bank's online system (ultimus,path-1301). The customer used to get the account number and they had to deposit minimum amount in that account number. In this way different accounts were created. sometimes I also corrected uncompleted form which have detected by internal audit Like there were some forms which were filing up without putting account number, title name, nature of organization etc. Some form kept without proper address, TIN, National ID card number and so on. My job was to complete that information from attached required certificates or copies. I also make phone calls for collecting necessary photograph, photocopy of trade license, National ID card or any other inquiries. Distribution of desired cheque book by asking their name, account number and then verifying them, receiving them from the courier moreover and also making phone calls to those clients who did not collect their cheque book after passing 2 or 3 month. I was also responsible for writing debit/credit vouchers, pay order, deposit slips, cheques etc. All in all, it was a great time when I was doing my internship in southeast Bank Ltd. I achieved

fruitful knowledge from the employees. I think this experience will make my future career path more smooth and easy. I worked for clearing department for 1 week. in this time I accumulated debit voucher and credit voucher then I took this information to the register book. sometimes I received the customer inward cheque. for 1 week I worked in cash department. here I verified the cheque and also varied the signature. I also count the voucher.

Chapter 5

Findings and analysis

5.1 Customers' perception of service quality

To know and get a better understanding about the consumers' perception, behavior and their attitude towards the services offered in SEBL, the following questions have been designed for the consumers. I have done a questionnaire survey and also have asked several questions during the interview. SEBL has always tried to increase its efficiency in terms of service quality.

In the questionnaire the consumers were asked many questions related to the service quality of the bank. The questions were like the consumers were asked whether Southeast Bank performs the service at the right time, whether SEBL employees are friendly and always willing to help you, are the Employees of SEBL understands your specific need, When a customer having problem, Southeast bank shows sincerity to solve those problem or not. Then it is also an important question to know what the consumers think about the modern banking equipments, such as credit card, ATM booth, Modern Software etc of the bank services.

According to the questionnaire the results of the each of the questions asked are presented below with the necessary charts and tables.

Strongly Disagree 5	Disagree 4	Neutral 3	Agree 2	Strongly Agree 1
--------------------------------------	-----------------------------	----------------------------	--------------------------	-----------------------------------

1. When Southeast Bank Limited promises to do something by a certain time, it does?

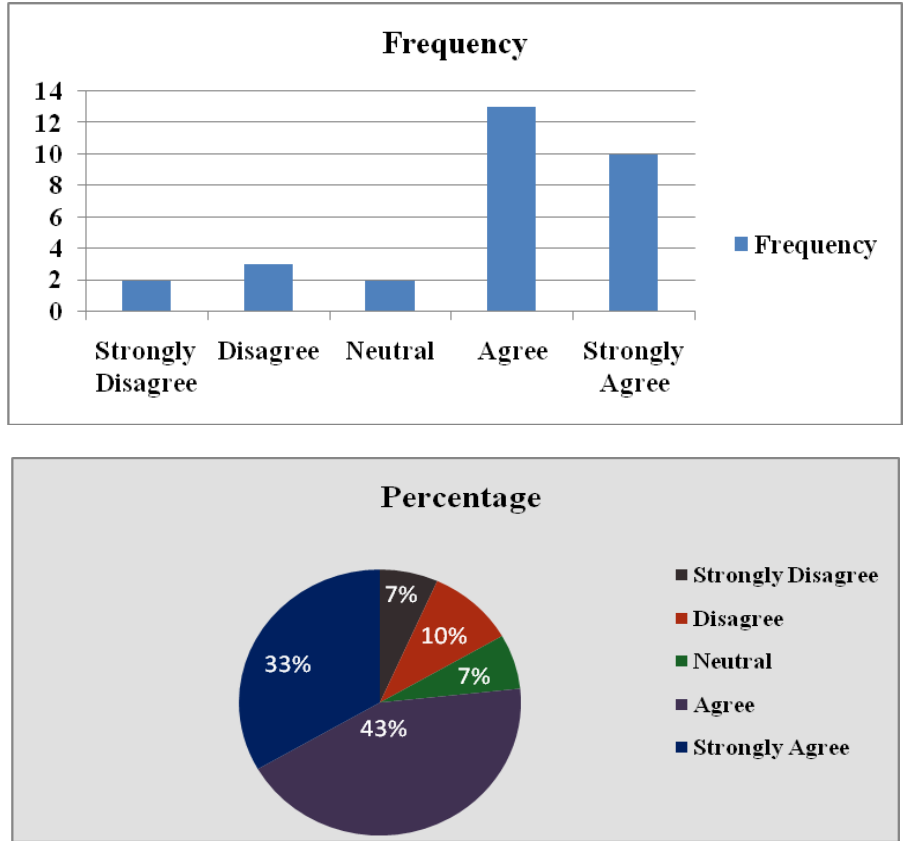


Figure 7: Number of frequencies for promises to do something by a certain time.

This histogram shows that majority customers' have put their opinion into strongly agree and agree point for this question. There some respondent also put their opinion into neutral, strongly disagree, and disagree point. But the percentage is very low. Majority percentages are in favor of agreed and strongly agree.

From the pie chart, we can see that 76% customer have agreed with this question and 7% are neutral, 17% have given their disagree opinion. But from the overall result we can say that majority of the customer are satisfied. Because the percentage of agree is very high.

2. When you have a problem, Southeast Bank Limited shows sincere interest in solving it?

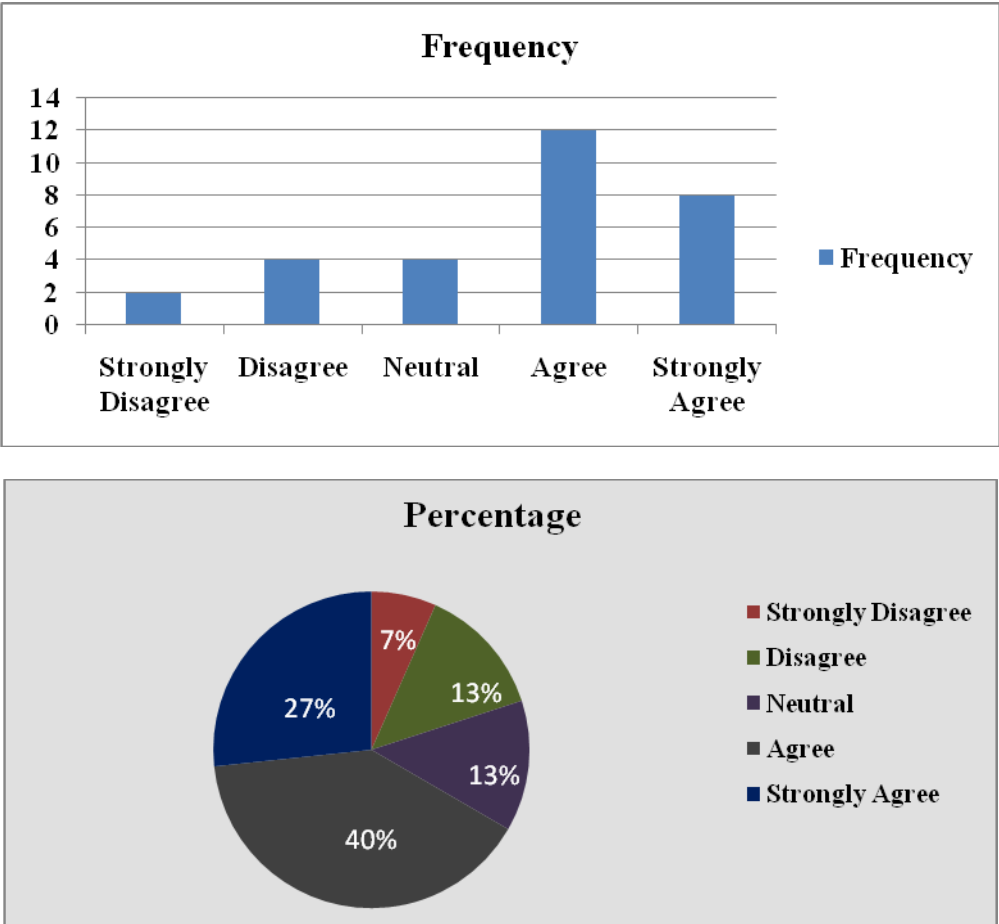


Figure 8: Number of frequencies for sincere interest in solving problem

From the pie chart, we can see that 67% customer have agreed with this question and 13% are have given their neutral opinion. There are few customer are disagree with this question.

And this histogram shows majority customer are agree and strongly agree about the sincere interest of SEBL in terms solving customer problem. So, we can say that the result Satisfactory.

3. Southeast Bank Limited performs the right service at a time.

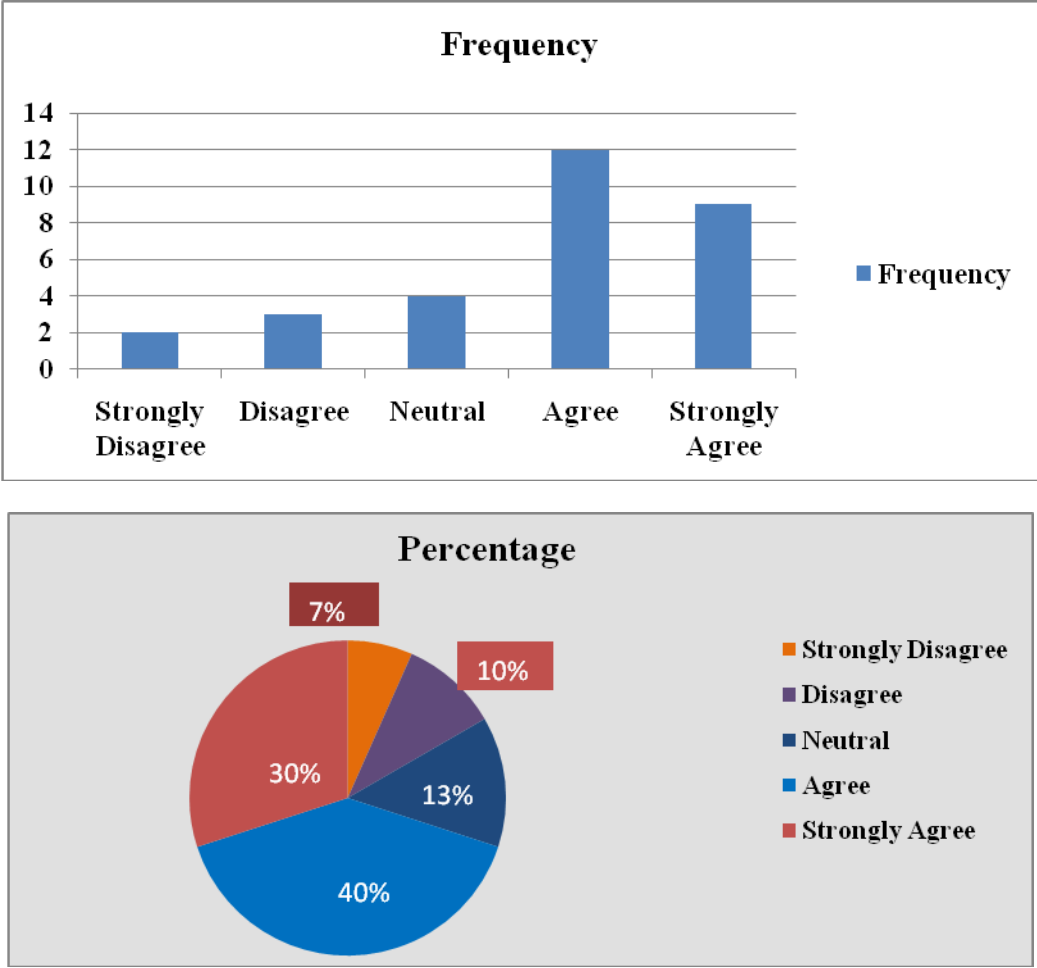


Figure 9: Number of frequencies for performs the right service at first time.

Over here we can see that 70% customer have agreed with this question and 17% are disagreed. Here 13% customer also put their opinion as neutral.

And this histogram also shows that most of the customers are satisfied about the service performance of SEBL. So, we can say that the result is satisfactory.

4. Southeast Bank Limited insists on error- free records.

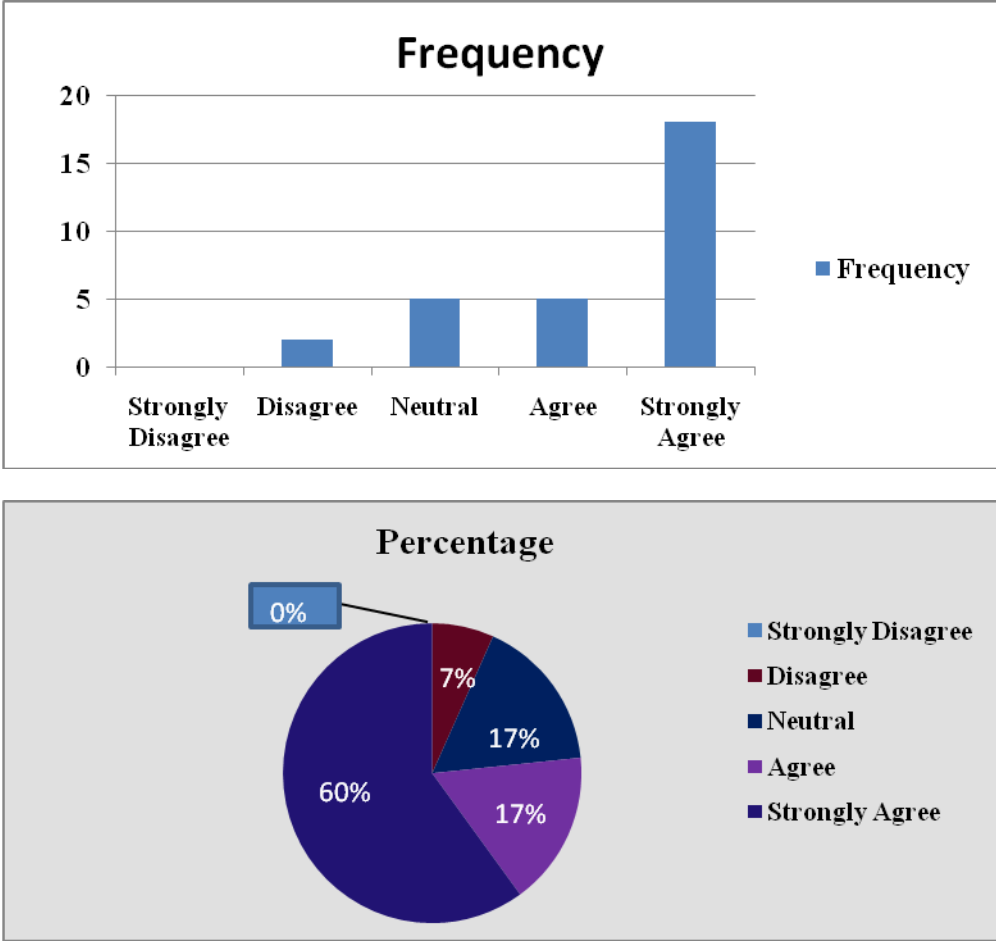


Figure 10: Number of frequencies for error – free records.

Over here we can see that 77% customer have agreed with this question and 7% are disagreed. Here 17% customer also put their opinion as neutral.

And this histogram also shows that most of the customers are satisfied with this question. So, we can say that the result is satisfactory.

6. Southeast Bank Limited keeps customers informed about when services will performed.

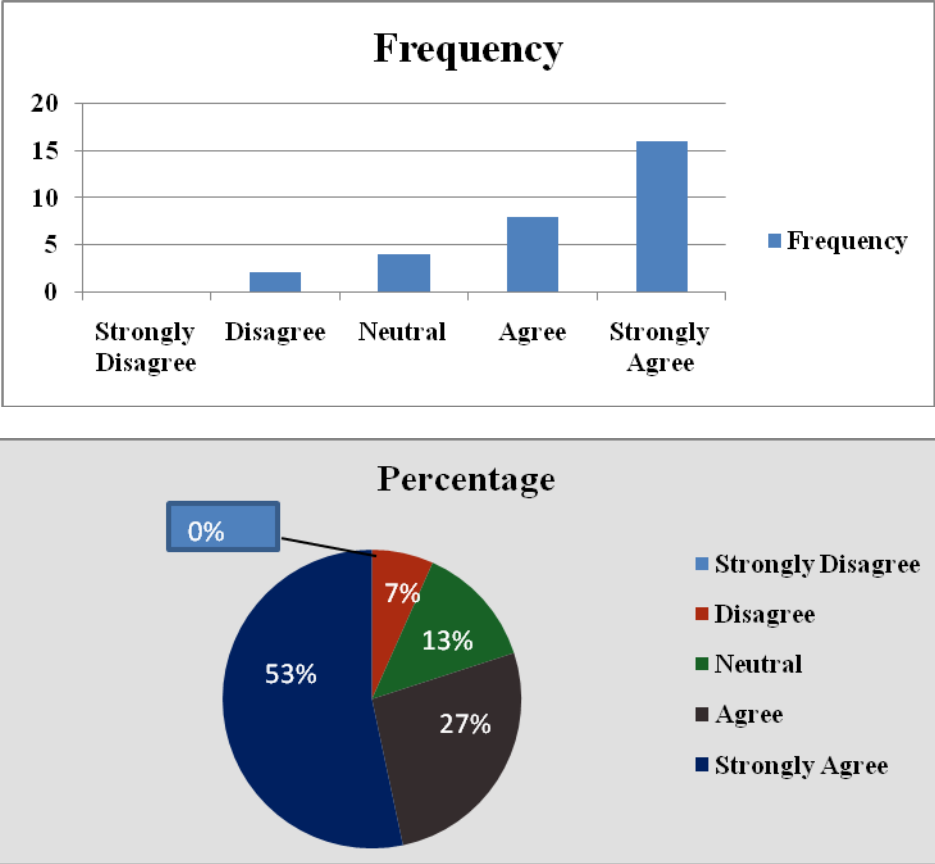


Figure 11: Number of frequencies for informed service.

From the pie chart, we can see that 80% customer have agreed with this question and 13% are have given their neutral opinion. There are few customer are disagree with this question.

And this histogram shows majority customer are agree and strongly agree about the informed service of SEBL. So, we can say that the result Satisfactory.

7. Personnel in Southeast Bank limited give your prompt service.

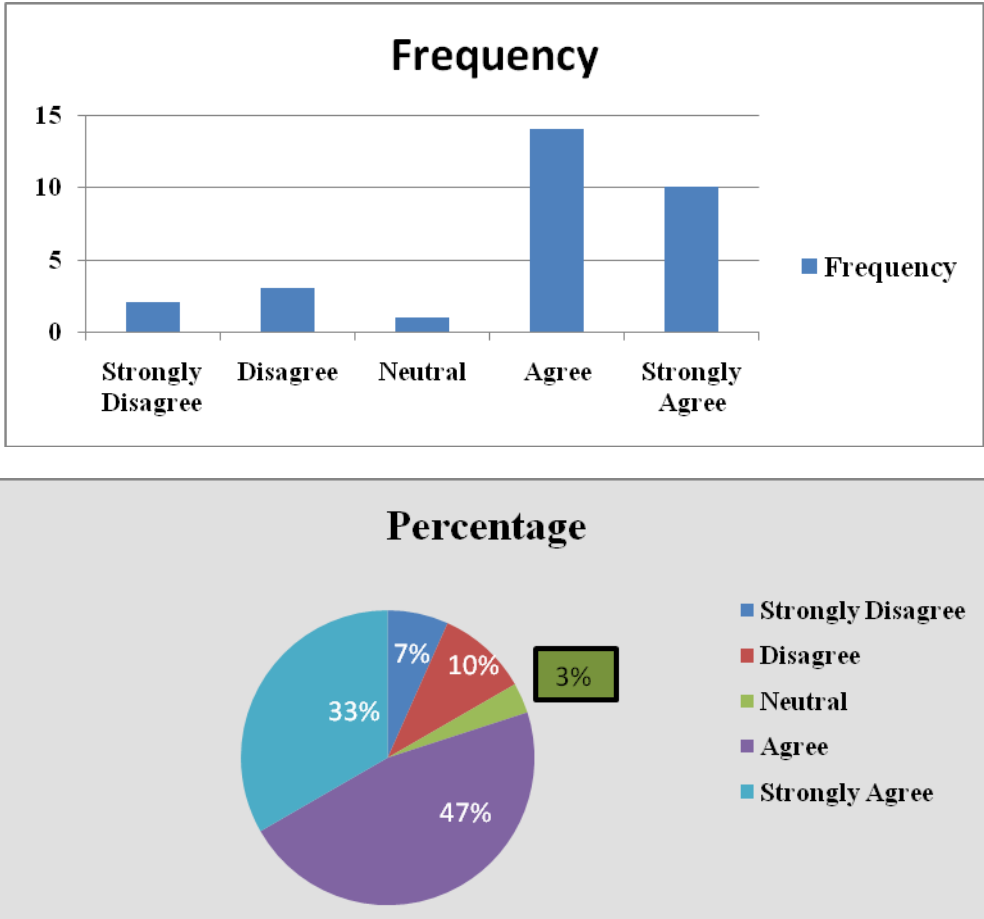


Figure 12: Number of frequencies for giving prompt service.

This histogram also shows that most of the customers are satisfied about the prompt service of SEBL.

Over here we can see that 80% customer have agreed with this question and 17% are disagreed. Here 3% customer also put their opinion as neutral. So, we can say that the result is satisfactory.

8. Personnel in Southeast Bank limited are always willing to give service at any time of the day.

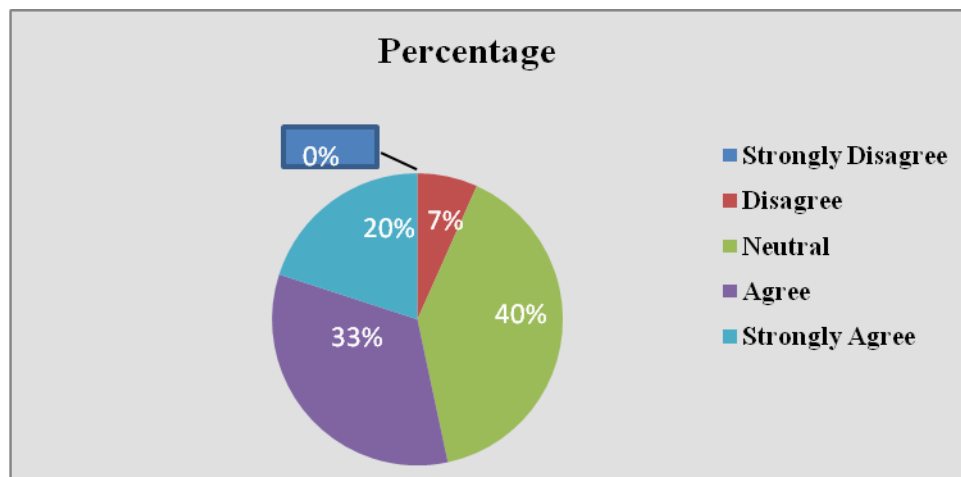
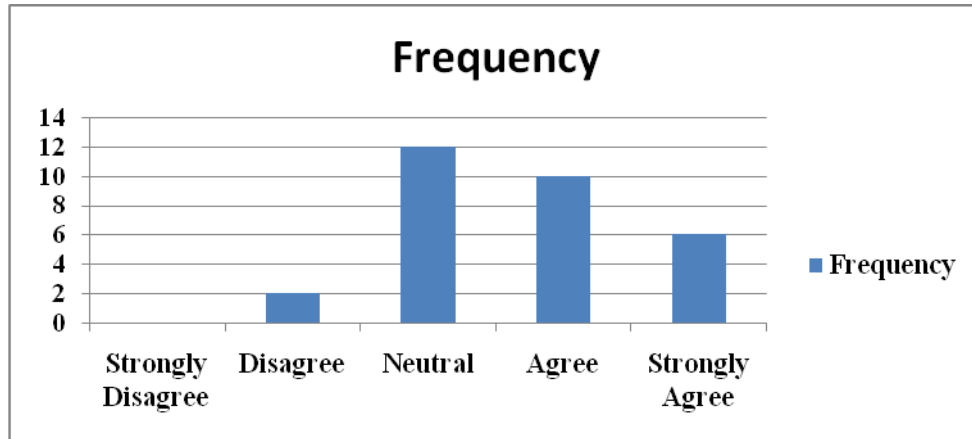


Figure 13: Number of frequencies for giving service at any time.

From the above pie chart, it is seen that 73% of the respondents have remarked that employees of SEBL always willing to help them and 7% customers are dissatisfied and 40% customers remain neutral with the statement.

From the questionnaire survey it is found that most of the customers agreed that the employees are friendly and helpful and are well behaved with the customer and a very few has graded the

behavior of the employees as dissatisfactory. They are very cooperative and are always willing to help the customers. There are some customers who do not understand form and refuse to provide introducer or photo for opening accounts. Even there are also some customers who cannot write the cheque, deposit slips, pay order voucher properly. The SEBL employees listen to their problems and help them to sort out their problems.

9. Personnel in Southeast Bank limited are never too busy to respond to your request.

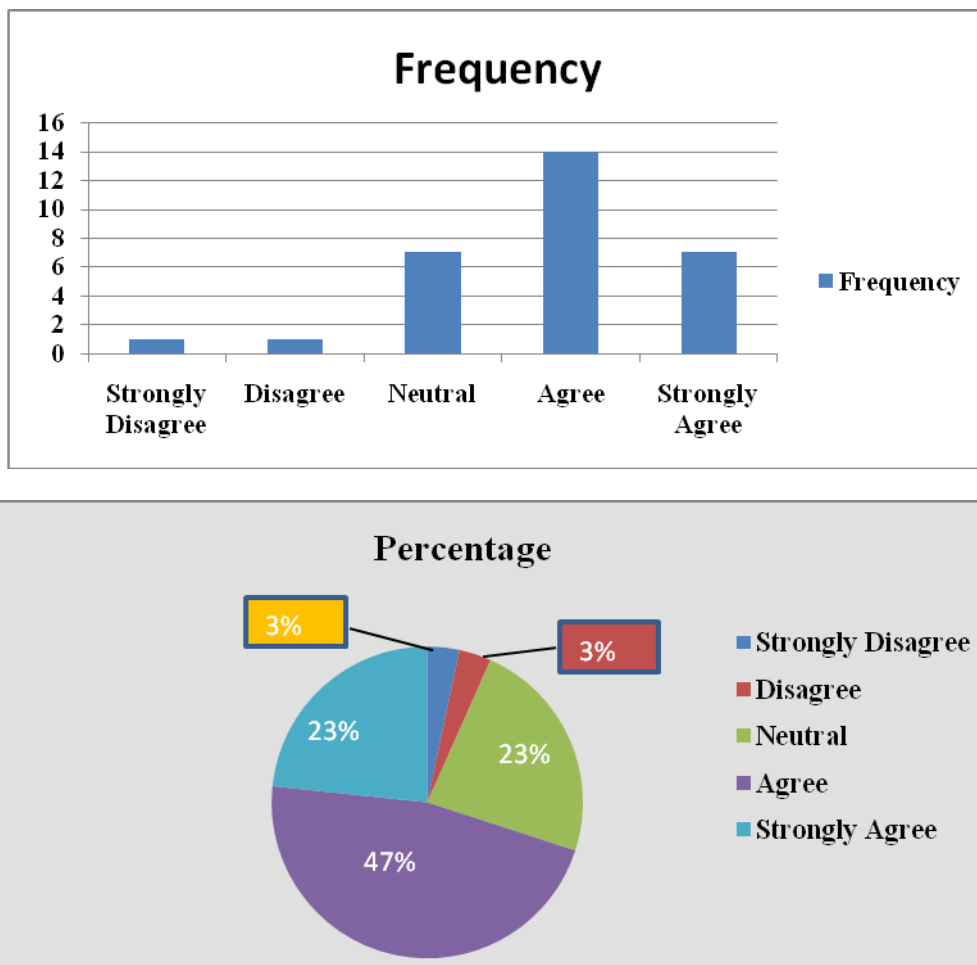


Figure 14: Number of frequencies for responding to client.

This histogram shows majority customer are agree and strongly agree about the availability of response from SEBL employees to request. So, we can say that the result Satisfactory.

From the pie chart, we can see that 70% customer have agreed with this question and 23% are have given their neutral opinion. There are only 6% customer are disagreed with this question.

10. The behavior of employees in SEBL instills confidence to you.

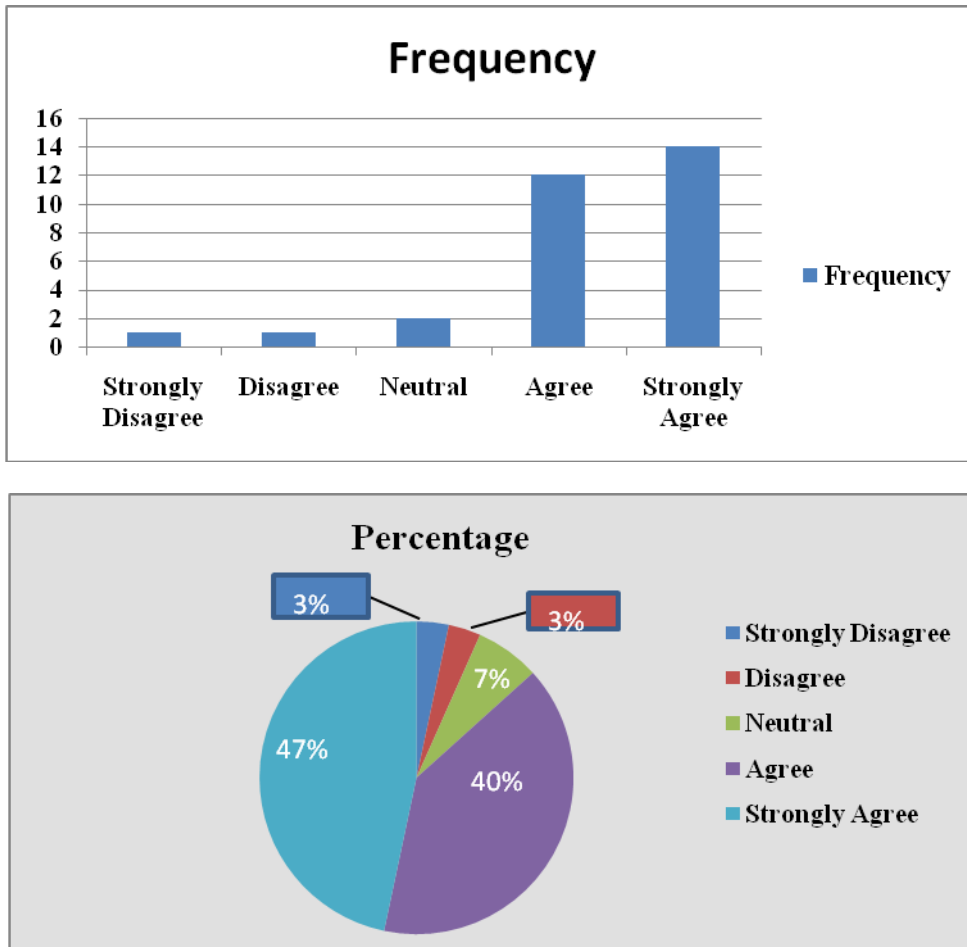


Figure 15: Number of frequencies for having confidence at work.

This histogram shows that majority customers' has put their opinion into strongly agree and agree point for this question. There some respondent also put their opinion into neutral, strongly disagree, and disagree point. But the percentage is very low.

From the pie chart, we can see that 87% customer have agreed with this question and 7% have given their neutral opinion. That means customer feel confidence to see the behavior of employees. So, we can say that result is satisfactory.

11. You feel safe in your transaction with Southeast Bank Limited.

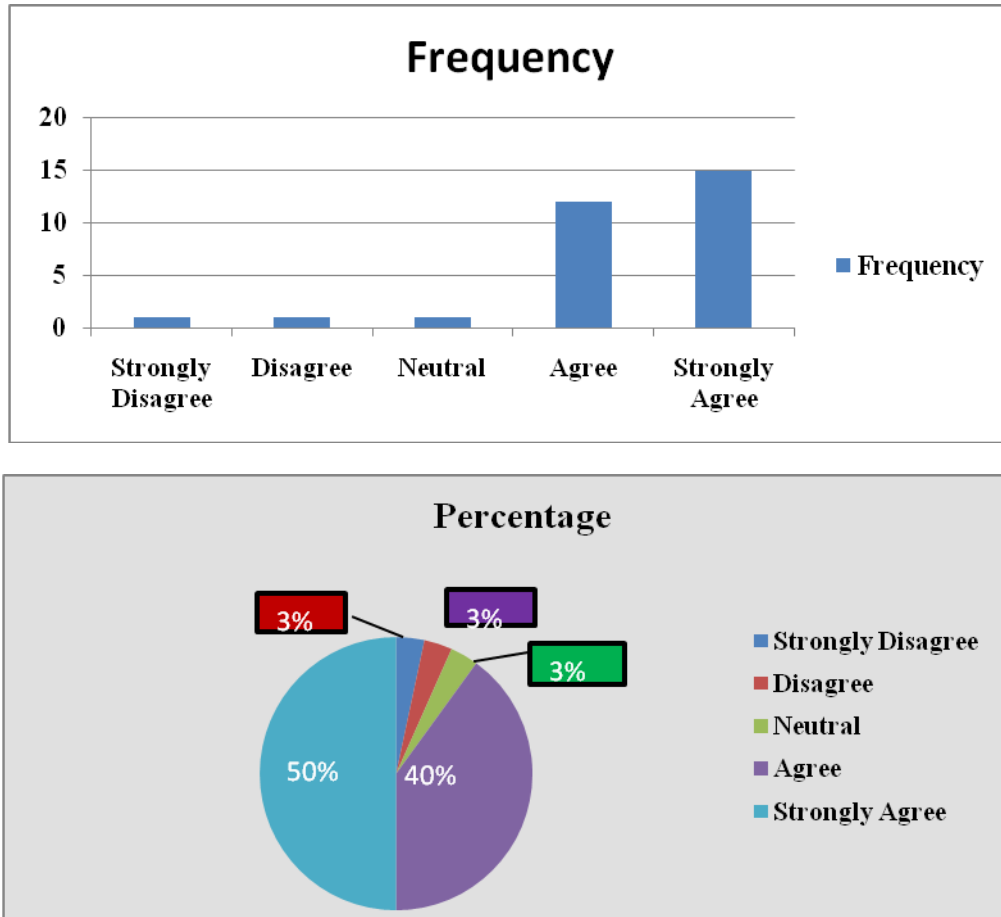


Figure 16: Number of frequencies for feel of safety transaction

Over here we can see that 90% customer have agreed with this question and 6% are disagreed. Here 3% customer also put their opinion as neutral.

And this histogram also shows that most of the customers are feel safe to do their transaction with the SEBL. So, we can say that the result is satisfactory.

12. Personnel in Southeast Bank Limited are consistently courteous to you.

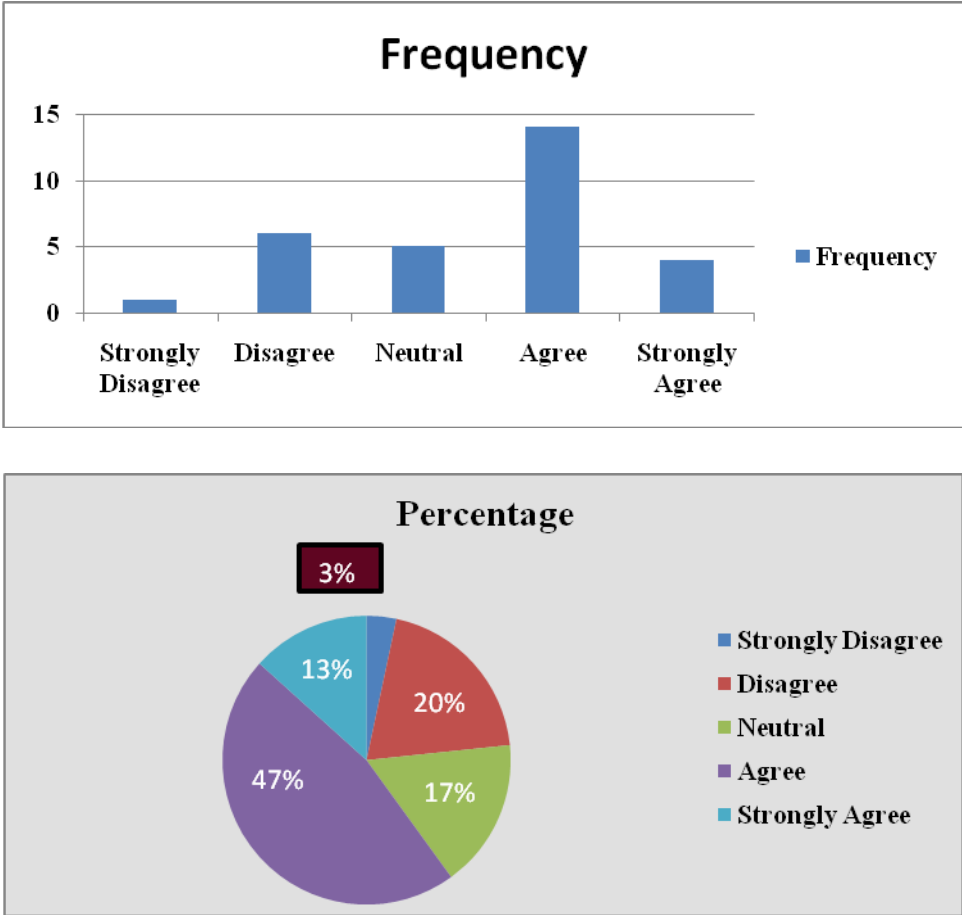


Figure 17: : Number of frequencies for being courteous with the customers’.

This histogram shows majority customer are doing agree about the personnel in SEBL are consistently courteous with them.

From the pie chart, we can see that 64% customer have agreed with this question and 17% are have given their neutral opinion. There are few customer are disagree with this question. So, we can say that the result Satisfactory.

13. Employees in Southeast Bank Limited have the knowledge to answer your questions.

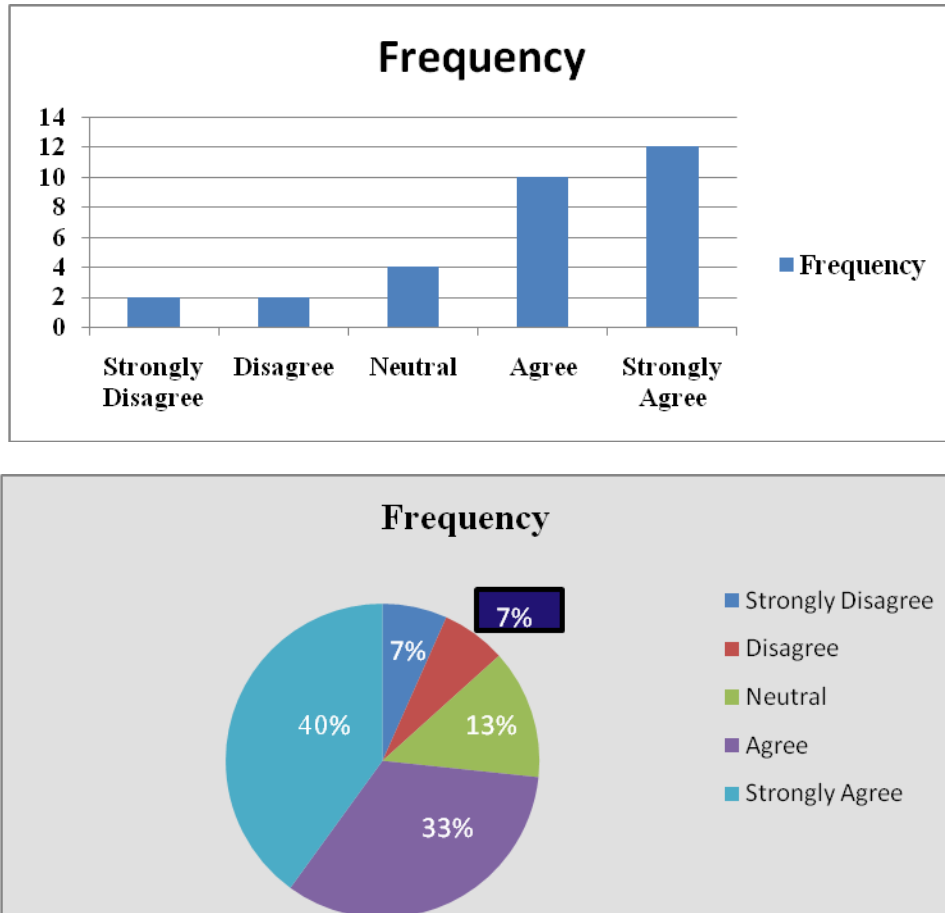


Figure 18: Number of frequencies for being capable to answering customers' questions.

Over here we can see that 73% customer have agreed with this question and 7% are disagreed. Here 13% customer also put their opinion as neutral.

And this histogram also shows that most of the customer are agreeing that employees of SEBL are capable to answering their questions. So, we can say that the result is satisfactory.

14. Southeast Bank Limited gives you individual attention.

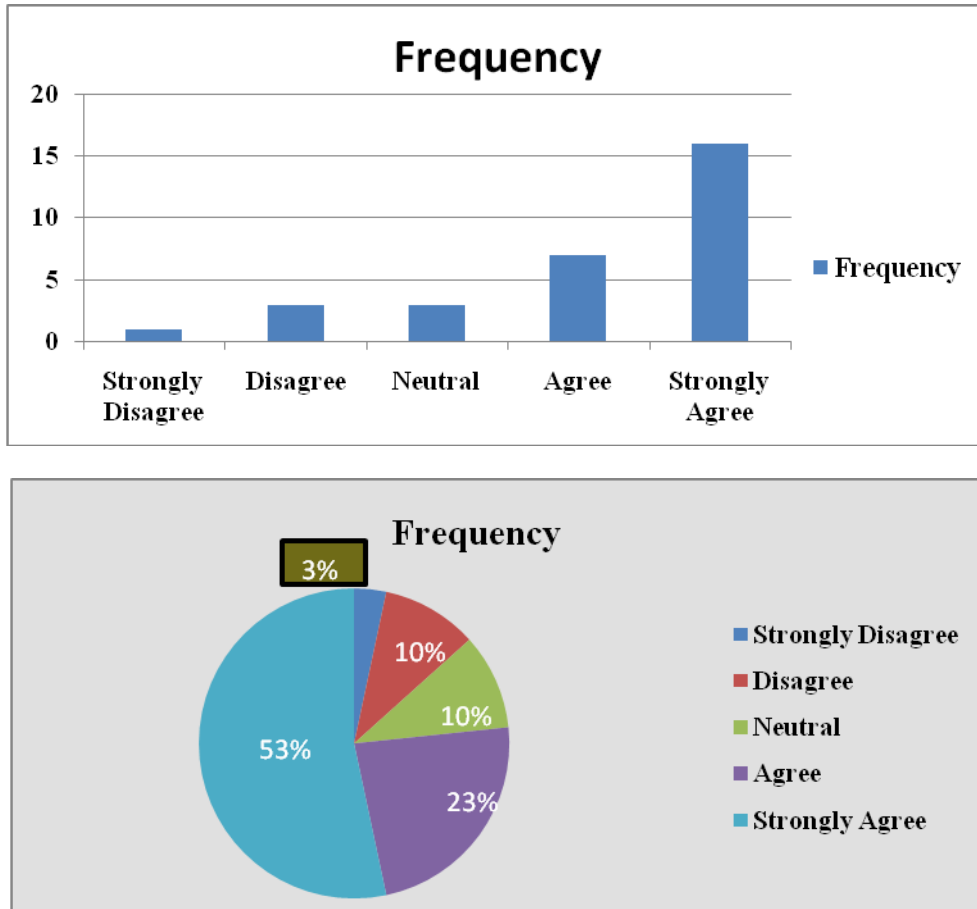


Figure 19: Number of frequencies for giving individual attention.

This histogram shows majority customer are doing agree in terms of getting the individual attention from SEBL for service.

From the pie chart, we can see that 76% customer have agreed with this question and 10% are have given their neutral opinion. There are few customer are disagree with this question. So, we can say that the result Satisfactory.

Chapter 6

Recommendation & conclusion

The report gave valuable insights as to where improvements were necessary to improve the quality of service. After doing the survey and interviewing the consumers, it has seen that the customers are more or less satisfied with the overall services of customer service and the behavior of employees. They also have some complains which make them unsatisfied in some cases. From the survey I have noticed that the customers prefer better services. So Southeast Bank Limited should try heart & soul to please those customers in a smart and trusting way.

From the above discussion about customer's perception about the services of the bank, the following recommendation can be made to improve customer service quality of Southeast Bank Limited.

Frequent marketing research:

The management of Southeast Bank Limited can regularly administer marketing research activities every three months through structured questionnaire or through personal interview, in order to keep a regular track of satisfaction levels. Regular research may also be conducted to find out customers expectations about various service aspects. In short, as customer expectations and satisfaction are changing frequently, regular research at sufficient intervals might be conducted.

Establishment of more ATM Booth:

From the survey, it is clear that customers are not very happy regarding availability of ATM booths of Southeast Bank Limited. Only a few number of ATM booths are available over the country. Therefore, sufficient number of ATM booths might be established in different location to reach out the customers even further and thereby satisfying their demand. Recently Southeast Bank Limited made agreement with Dutch Bangla Bank Limited to use their ATM Booth. It may help them to satisfy the customers for the time being but the Bank can consider making a long-term investment in this area to handle the increasing amount of customer in the future.

Improved Customer Service:

Improvement of customer service is very much essential. To compete with other banks, customer service should be improved as online service, internet service, 24 hours customer service etc.

Administration should be effective about customer demand. New technologies should be taken for effective services. Administration should follow up the employee's improvement and performance and provide attractive remuneration competitive to other banks.

Handle complaints effectively:

SEBL may give greater importance to manage the complaints of various customers and to encourage customers to give feedback about the services. By doing so, the management will be able to collect and document complains and to use that information to identify dissatisfied customers.

Improvement of online banking:

Many major problems lied within the online service are preventing SEBL from getting more positive response from its customers. Thus, SEBL IT division still has several areas having some scopes for further improvement. The Bank may take initiatives now to overcome these problems. Unless these problems are solved, SEBL online banking service user will not be satisfied.

Recruitment of more Employees:

I have found one thing from my experience that bank should increase their number of employees. Sometimes employees cannot give proper attention to their clients because of increasing working pressure. Bank can recruit more employees and divide their work properly so that they can give proper attention to the customers.

Pursue an attractive advertising campaign:

Southeast Bank Limited can focus on pursuing an aggressive advertising campaign in order to build up a strong image and reputation among potential customers. In this context, the valuable strengths can be used for positioning the online banking image of the bank. TV ads may be aired to reach a wider array of customers. Thus an offensive marketing strategy emphasizing customer satisfaction and service quality can bring valuable business for the Bank.

Training program

Branch can arrange training program on different banking rules & regulation set by Bangladesh Bank which will optimize the efficiency of employees.

Foreign Exchange department

Branch should established Foreign Exchange department to acquire more potential customer.

CONCLUSION

Banking sector already emerged as an important vehicle for business. It has no doubt that as a developing country we need to strengthen our banking sector. Now a days, banks are doing almost same thing but in a different manner. But all of them intend to work for the welfare of the nation. South East Bank Limited is not different from them. During my internship I found out that, SEBL is a highly potential bank. This bank performs a lot of important banking and non-banking activities for both private and government. SEBL focuses on developing the socio-economic condition of this country. Other banks are contributing more on investing where SEB allocates most of their funds in important project for the national economic progression. I observed them closely and I found enormous potential in this bank. I gathered a brief knowledge about the current situation of the Banking sector in Bangladesh. As we know 3 months is a short duration to understand a whole sector. However, this experience helped to understand the job market as well. I knew that this internship program will give me an opportunity to enhance myself, for that reason highest effort have been given to achieve the objective of the program.

References

- www.southeastbank.com.bd
- Annual report of 2012
- Prospectus of southeast Bank.

Apendix

Questionnaire

1. Name:

2. Gender:

a) Male b) Female

3. Age:

a) 15-25 b) 26-36 c) 37-47 d) 48-60

4. Occupation

a) Businessman b) Service Holder c) Others

5. Income:

a) 5,000-10,000 b) 10,000-50,000 c) 50,000- 1, 00,000 d) above 1, 00,000

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

	Excellent	good	bad	Neither good or bad	no comment
1. When SEBL promises to do something by a certain time, it does so.					
2. When you have a problem, SEBL shows a sincere interest in solving it.					
3. SEBL performs the right service at a time.					

4. SEBL insists on error- free records.	5	4	3	2	1
5. SEBL keeps customers informed about when services will performed.					
6. Personnel in SEBL give your prompt service.					
7. Personnel in SEBL are always willing to give service at any time of the day.					
8. Personnel in SEBL are never to busy to respond to your request.					

9. The behavior of employees in SEBL instills confidence in you.	5	4	3	2	1
10. You feel safe in your transactions with SEBL.					
11. Personnel in SEBL are consistently courteous to you.					
12. Employees in SEBL have the knowledge to answer your questions.					
13. Southeast bank give you the individual attention					

