



Inspiring Excellence

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Internship Report  
On  
**GENERAL BANKING ACTIVITIES OF  
SOUTHEAST BANK LIMITED**

Internship Report

**On**

**GENERAL BANKING ACTIVITIES of  
SOUTHEAST BANK LIMITED**

**Submitted To**

Afsana Akhtar

Assistant Professor

BRAC Business School

BRAC University

**Submitted By**

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**Date of Submission: June 05, 2016**

## LETTER OF TRANSMITTAL

June 05, 2016

Afsana Akhtar

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Madam,

I have pleasure to submit the internship report on “**General Banking Activities of Southeast Bank Ltd.**” for your kind evaluation.

It is a matter of immense pleasure for me to have the opportunity to analyze the “General Banking Activities” of Southeast Bank, one of the leading banks in Bangladesh. I am certain that these activities helped me to gain knowledge and experience and that will help me in the future.

I have tried my best to present my ideas and findings as clearly as I could within the time and resource available. I hope that the idea presented in the report will provide a clear picture about General Banking Activities of Southeast Bank Ltd.

I would like to mention that there might be some unintentional errors in the report. I am optimistic and strongly believe that you will consider my shortcomings while you evaluate my paper.

Sincerely Yours

---

Nure Jannat Sharmin

ID No: 11204064

BRAC Business School

## Acknowledgment

First, I am grateful to my Almighty for providing me the ability to understand the critical thing and capacity to discover the knowledge throughout the life.

I am very much grateful to my honorable supervisor, **Afsana Akhtar** for assigning me to prepare this report which enriched my academic as well practical knowledge and attitude. I have the pleasure to submit the report on ‘**General Banking Activities of Southeast Bank Ltd.**’ for your kind evaluation.

I am very much grateful or thanked to the **Senior Assistant Vice President, K. M. Ariful Haque, Mohammad Iqbal Hasan (Principal Officer)** and officials of Southeast Bank Ltd. who extended their whole hearted co-operation during my internship period. I would like to extend my gratitude to **Md. Mahbul Alam (SO), Md. Kafiluddin (Officer)** and **Nusrat Jahan (JO)** for their valuable suggestions time to time.

As an intern I never got less priority and they always guided me throughout my entire duration of the internship period. And this study excelled my depth of knowledge for the future professional career.

Without all this support I would not supposed to be published this term paper and I thanked them again from the bottom of my heart. I tried my level best to make this report accurate and informative. However there might be some errors due to my physical condition and time constraints. In this regard I seek your kind consideration as I am in the process of learning.

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## Executive Summary

A bank is an economic institution whose main aim is to get maximum profit from the exchange of money transaction and as well as gain the maximum customer satisfaction to gain highest position in this industry. The Southeast bank always has focused on their customers because it is a service-oriented and customer-oriented company. There are three parts of this bank and to perform those two functions simultaneously, the bank divides its operation mainly in these three parts like General Banking, Loan & Advances and Foreign Exchange. The Bank also invests their money into different financial security and also in different types of project to diversify the risk and to get more profit.

Southeast Bank Limited is one of the leading private commercial Banks and has a huge network all over Bangladesh. Among all of the activities, General banking is the starting point of all the banking operations and it is very important part for all the branches of SEBL and for that reason I choose this part as my intern course. General banking departments perform the majority functions of a bank. In fact, it always operates with the customer money and this process starts with general banking.

General banking activities refer lots of work, among them they have to always deal with customer requirement and expectation. Their assign work is to account opening section, after opening their account they maintain their requisition of cheque. And they send all the documents to the head office and head office clarify the requisition of all the cheque, after that from seven working days they send it to the branch and the customers collect it from the Bank. At the time of opening the customer account according to customer requirement, they have to look up many important things like the proper document for opening a bank account. If there is any mismatch of documents, general banking officer will not allow the paper and most importantly their work is to verify the person and nominees and whether there is enough document to open the account. Secondly, the person and nominees signature should be real to continue the account on this bank.

This report is presented in several parts in sequential manner. This report has several chapters and each chapter discusses different aspect regarding the topics. At first I have highlighted the

general introduction about the Southeast Bank limited which includes introduction, background, origin, objective, scope and limitation of the study and also discuss about the methodology and the source of data. Secondly I have discussed about the banking sectors and the profile of SEBL. And I briefly discussed about the general banking activities which is the main topic in the project.

## Chapter One

# Introduction

### 1.0 Introduction:

Banking system occupies an important role in the economy of Bangladesh as far it is played third greatest role in the economy. A banking institution is very much necessary for the modern society. It plays a vital role in the economic development of a country and as well as it also create a great platforms for core of money market of any country. In a developing country like Bangladesh it has played a vital role to develop our economy system. The overall purpose of banking is to collect money from surplus unit and transfer it to the deficit unit. The Subject of my Report is “**General Banking Activities Of Southeast Bank**”. So my focus is mainly on customer service and general activities of SEBL for contributing total profit of the bank. General Banking Activities plays an important role in the bank specially the branches of the bank. The Bank has gained the rapid fundamental changes over the years and gain lots of success. Especially the bank established lots of branches all over the country. It is well recognized that the bank has changed so quickly in many sides like for to their better recruitment system and establish better manager and employee in the every branches for to feel up customer requirement quickly. Bangladesh is no exception on this trend and establish bank education in every institution and also establish practice oriented education and Banking Sector in Bangladesh. It is facing challenges from different angles though its prospect is bright in the future. The objective of the 3 month Internship to develop the specific skills and to gain capability judgment required of effective financial executives or bankers. To growing up my



knowledge, I was sent to Southeast Bank Branch from February 01, 2016 to May 01 2016. This report has been prepared on the basis of my practical experience on the day to day banking activities and under the close supervision of my institutional Supervisor Afsana Akhtar madam and close guidance of Bank's Supervisor Mr. Mahbubul Alam.

## 1.1 Background of the Study

In the last four years BBA classes, we studied our courses on business studies from theoretical aspects. There were few scope to learn practical knowledge about business and its environment, theory and practices both are inter-related to each other and both are equally important. Knowledge will not be fulfilled without gaining practical knowledge and that is only possible in the practical field. BBA program that allows us to study and analysis a selected organization in order to get practical knowledge which also facilitates use of theoretical knowledge, students have already gathered in the thought-out their syllabus. As a part of BBA program, I was also assigned to prepare a report about “**General Banking Activities of Southeast Bank Ltd**”. We know that general banking plays a significant role in every bank and bank important role our economy. As I have been working in Southeast Bank Limited, Mohakhali Branch as an Intern for three months, practical knowledge has been gathered on the General banking and the report is aimed to work on overall activities about general banking of Southeast Bank Ltd.

## 1.2 Origin of the Study

This report is originated as the course requirement of the **BBA program** under the faculty of business studies of BRAC Business School. Under this program every student of our department must go through an internship program of 3 months duration. As practical orientation is an integral part of the BBA degree requirement, I was sent by BRAC Business School to take real life exposure of the activities of Banks from **February 01, 2016 to May 01, 2016**.

### 1.3 Rationale of the Study

In order to fulfill the requirement of the Internship program it has chosen Southeast Bank Ltd, Human Resource Division (HRD) of Southeast Bank Ltd placed me to Branch at Mohakhali. The overall topic of the report has been selected by discussion between me and course instructor. The topic of my report is “General banking Activities of Southeast Bank Ltd”.

## Chapter Two

### About SEBL

#### 2.1 Profile of SEBL

Southeast Bank Limited is a fast growing second generation bank. SEBL has been achieving a continuous growth rate in different spheres of banking operations since its establishment in the year 1995. The philosophy of the bank is “A Bank with Vision” that indicates its sincerity, integrity as well as the strength of mind to cope with the global competitiveness and advancement.

#### Overview of Southeast Bank Limited

<b>Name</b>	<b>Southeast Bank Limited</b>
<b>Head Office</b>	<b>Eunoos Trade Center,52-53 dilkusha C/A</b>
<b>Date of Incorporation</b>	<b>12<sup>th</sup> March 1995</b>
<b>Principal Activity</b>	<b>Commercial Banking</b>
<b>Number of Branches</b>	<b>122</b>
<b>Chairman</b>	<b>Mr. Alamgir Kabir Chowdhury</b>
<b>Telephone No.</b>	<b>(8802) 9550081,9567271-2</b>
<b>website</b>	<b><u><a href="http://www.southeastbank.com.bd">www.southeastbank.com.bd</a></u></b>

**Figure 1: Overview of SEBL**

## 2.2 History of SEBL

Southeast Bank Limited is one of the leading commercial bank in the private sector and it established under the ambit of Bank Company Act, 1991 and incorporated as a Public Limited Company under Companies Act, 1994 on March 12, 1995. The Bank started their commercial banking operations on May 25, 1995. During this short period of time the Bank is successful in positioning itself as a progressive and dynamic financial institution in the country. The bank had been widely inspired by the business community, from small entrepreneurs business to large trader's commercial business and industrial conglomerates, including the top-rated corporate borrowers are motivated by their first trade innovation of work and their activities. Thus within a very short period of time it has been able to create an image in this industry with their exploratory vision and also able to create a reputation among all of the bank.

SEBL has been licensed by the Government of Bangladesh as a Scheduled commercial bank in the private sector in pursuance of the policy of liberalization of banking and financial services and facilities in Bangladesh. Within a short period of time at most 20 years the Bank of its operation achieved a remarkable success and met up capital adequacy requirement of Bangladesh Bank. It has been growing fast as one of the leaders of the new generation banks in the private sector in respect of business and profitability as it is evident from the financial statements for the last 20 years.

Southeast Bank Limited already has 122 branches throughout Bangladesh and its aim is to be the leading bank in the country's principal markets. The bank by concentrating on customer service and specialize them on its sites to make a great reputation. The Bank is committed to providing continuous training to its staff to keep them up to date with modern practices in their respective fields of work and in this training they motivated them keep their pertinence to handle different types of customer and inspire them to dedication toward their work. The Bank also tries to fulfill its share in community responsibilities. By such measures the Bank intends to grow and increase shareholders' earning per share. Southeast Bank Limited pledges to maximize customer satisfaction through services and build a trusting relationship with customers, which has stood the test of time for the last twenty years.

### 2.3.1 Vision of SEBL

It is especially important for managers and executives in any organization to agree upon the basic vision of that firm to achieve its long term goal. A clear vision also provides a better foundation for developing a comprehensive Mission statement. So establishment a vision statement is very much necessary for every firm that should fast and state forward. Southeast Bank also established their vision statement to achieve their long-term objectives and goal. Their vision is to stand out as a pioneer banking institution in Bangladesh and contribute significantly to the national economy.

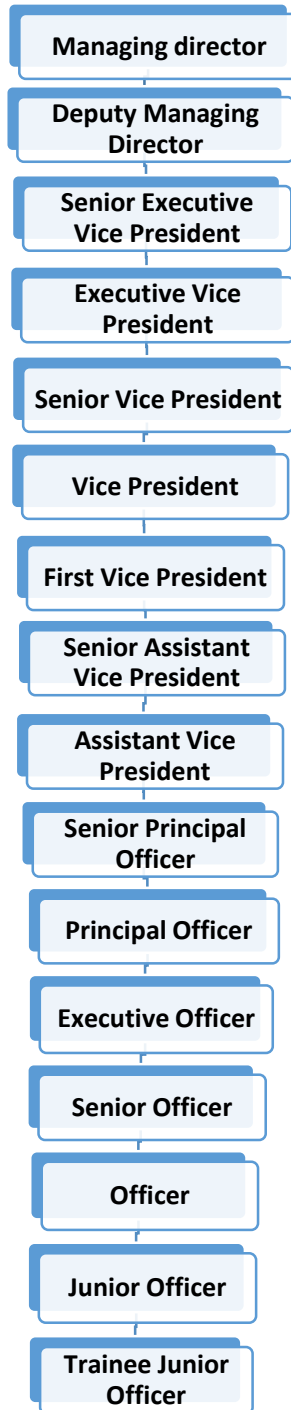
### 2.3.2 Mission of SEBL

A business mission will help us the vision into the reality and is the foundation for priorities, strategies, plans and work assignment. Southeast Bank is very much concern about their mission because it can only be revealed by the manager and resolved through the mission statement. The mission of the hank is stated below:

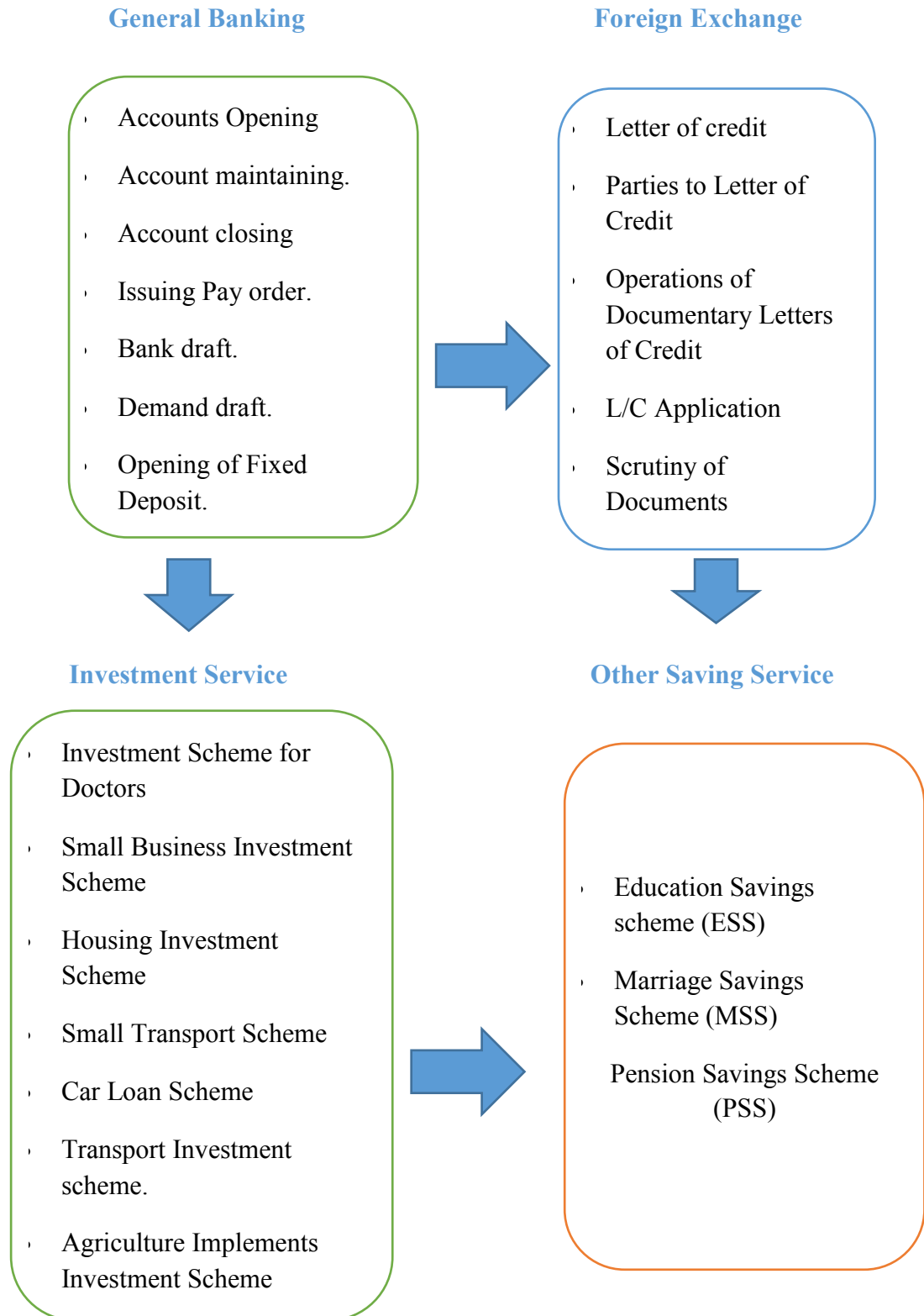
- Establish high quality techniques to provide high quality financial service.
- Fast and accurate customer service.
- Balanced their growth strategy.
- Maintain high standard business ethics and maintain a good environment in their working field.
- Maintain the shareholder's return and equity.
- Innovative banking system at a competitive price.
- Deep commitment to the society and the growth of national economy.
- Have attractive and quality human resource.

## 2.4 Organizational Structure

Figure 2: Operational network organogram



## 2.5 Products & Services of SEBL



## Chapter three

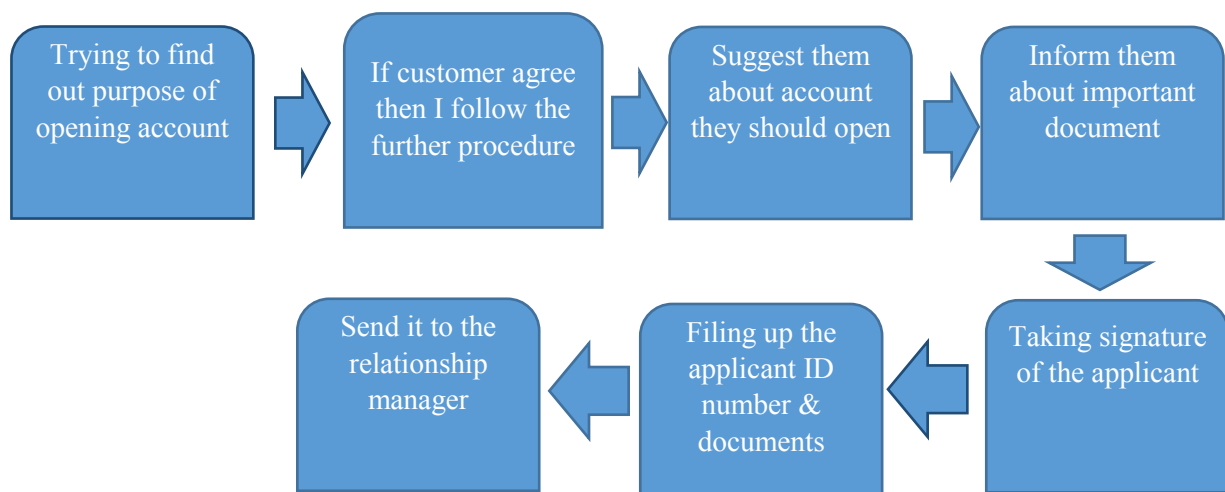
### JOB PART

**3.1 Job description:** I did my three months internship program in Southeast Bank Ltd, Mohakhali branch. During my internship program, I have gained lots of experience about corporate environment. I started my internship at southeast bank from 1<sup>st</sup> of February. In Southeast Bank firstly, I was assigned to work in the clearing department for 1 week. In this time I accumulated debit voucher and credit voucher then I took this information to the register book and sometimes I received customer inward cheques. I have worked there for two weeks. After that I have worked in the cash department only for one week. There I verified the cheque and also varied the signature. I also counted the voucher. Then I have worked in the account department. There I have done sorting and auditing and also I have counted yearly accumulated expenditure about furniture and regular staff expenses. Here I have worked for two weeks. Lastly, I have worked in the general banking sector for rest of my internship period. There I was responsible for opening different types of accounts which included regular tasks such as account opening, FDR, schemes for the customers. My job was mainly customer service by giving them proper information about their requirement, regular data entry, help the customer in cheque writing. I also helped customer fill up the account form, sometimes I have called customer in personal number to give information and also to give favorable suggestion. My working hour started from 10 am. to 5 pm. In this period I only did those types of work whatever they asked me to do. I did not get the permission to do other work because bank work is very sensitive.



Though I have got short period of time, I have gained lots of experience and I hope that will help me in my future career.

**3.2 Job responsibilities:** 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. There are lots of responsibilities in every bank. As like other bank regular staff I have got some responsibility in my internship period. Such as in the account opening section I have got some responsibilities. From there I have got to learn lots of thing about general banking activities from this bank.



**Figure 3: Responsibilities of account opening section**

In the account opening section, there are lots of work do sequentially. In every step, maintaining regularity and responsibility is very important. Before opening an account, it is very important to identify the types of customers because, there are many fraud people around here. Because of that bank may face big problem. So, they give much importance to take information form customer. Like, why they want to open an account what is their identity, their occupation etc.

After knowing the customer motive we moved with the further procedure. Firstly, we asked them what type of account they want to open and sometimes we suggest them the benefit of different types of account, what should they open. We also told them about the offers of the bank. After all of this if they agree, we move with the further procedure. We asked them to give the important document need to open the account. After verifying the document we permit to give them the signature and also the nominee's signature because, without signature the whole document will be invalid. We put up all the information in the computer software then we get the customer ID. After getting customer ID, we fill the customer account form with this document. After filling up the document, we send the form to the relationship manager.

Bank always move with the bank procedure but like other organizations, bank also face some problems to handle different types of customer and customer face some problem as well while taking service from bank staff. It is very tough to give 100% service and also make 100% customer satisfaction. At the time of my internship period, I have observe lots of thing from customer perception as well as bank perception they faced problem while taking and giving service from bank. I have pointed down lots of thing from my experience.

Firstly, I want to give customer point of view they faced while they are taking service from the bank.

- Bank is not aware with the customer changing expectation.
- They sometimes mess with the connection between client and them.
- Sometimes they miss to give important information.
- Failing to give service online and internet.

- Failing to give proper mobile banking service.
- Noise pollution in the service giving point.
- ATM booth is not sufficient.
- Charge is high while taking the service from other booth of other bank.
- Survey problem of computer etc.

Secondly, bank people also having some problem, as an intern I also faced some problem to handle different types of customer.

- Some customers are not so cooperative.
- Some customers don't listen properly.
- Making unusual noise and pollute the environment.
- Don't give proper document and photocopy.
- Mismatch with the signature they give.
- Come with unavailable requirement.
- Lack of patience to take service.
- Don't give updated phone number.
- Don't regular.
- Don't follow the bank regulation etc.

### **3.4 Recommendation**

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 complaints 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**

As the branch don't have foreign department and that only possible when they have sufficient level of customer as well as their profit level would be up to the mark. Foreign exchange department also necessary to create their value up. They should focus on this side as well and also give their maximum effort to create good customer communication so that they can make a good image in customer mind about the mohakhali branch.

## Chapter four

### PROJECT PART

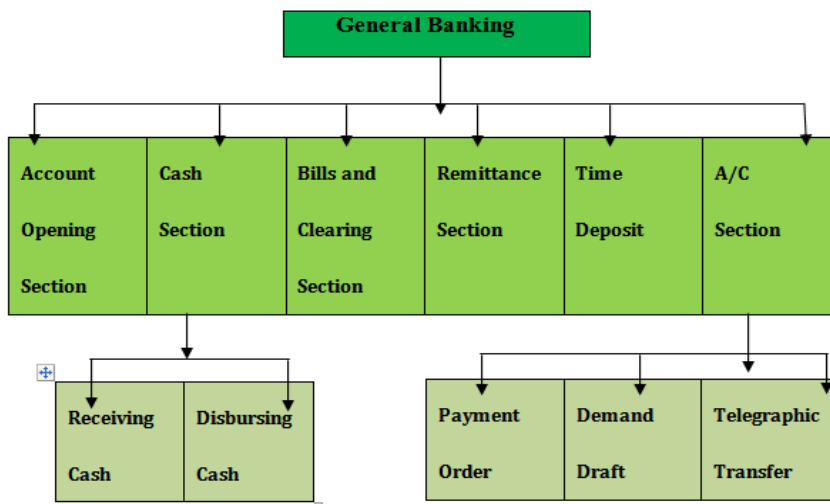
#### 4.1 Summary of the project

In this project I am going to describe about my topic 'general banking activities' that was chosen by mutual discussion from my assign honorable faculty and also by me. As we know general banking activities is very important section for every bank and this is the bottom point of connecting with the customer. There are lots of work to done in this sector and that should finished by time to time. In this sector I got to know time maintain is most difficult thing to handle as their lots of customer are to facing every day. I will make sure that my project will give enough knowledge to understand their work and activities. First of all, I am going to give a proper description about my project and that will give the clear knowledge about my topic. Secondly, I am going to describe about the objective of the project. In that I will share my purpose of to doing internship in SEBL and also the reason behind to selection of my project. While I was joining the SEBL I have the purpose to the organization customer and how they handle their customer to create a good reputation. Thirdly, to finish up my project I was needed the methodology and without mythology I were not able to finish my project. In the methodology part I am using the primary sources and the secondary sources. Both are equally help me to finish my project I n this topic. Fourthly, at the time of internship period I have faced some limitation as well. And in this project I will describe about the limitation what I faced. Last of all, I am going to describe about the finding from my project and to analyze them properly. I will give my

dedication to find out their problems and give some maximum possible solution with proper recommendation. There might be some error for my little experience on this field but hopefully that suggestion may think their problem properly and find some problem solution.

## 4.2 General Banking

General banking activities is the starting point for the entire bank. Like other department it gives day to day service to the customer. In this department they daily meets with customers demand and also fulfill customer requirement. Every day they deposit from the customer and demand for cash by providing cheque. It's mainly open new account based on customer demand, remit funds, issue bank draft and pay order etc. General banking is also known as retail banking.



**Figure 4: Different activities of General Banking section**

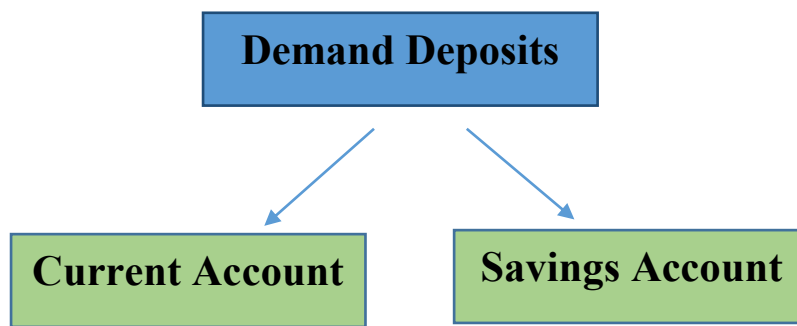


General banking department has four functions such as front desk or account, cash section, clearing section, account section in Southeast Bank. Those various sections do various works by which general banking activities.

## Account Opening Section

Account opening section is the most important section for a bank as well as branches because it establishes the relationship between a banker and the customer. When a person is willing to make saving on bank or others need to then they open an account. And account opening is the first step to build the relationship, it's like a contractual relationship. Only the account opening is not enough sometime 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. 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.

**A) 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 two types of account,



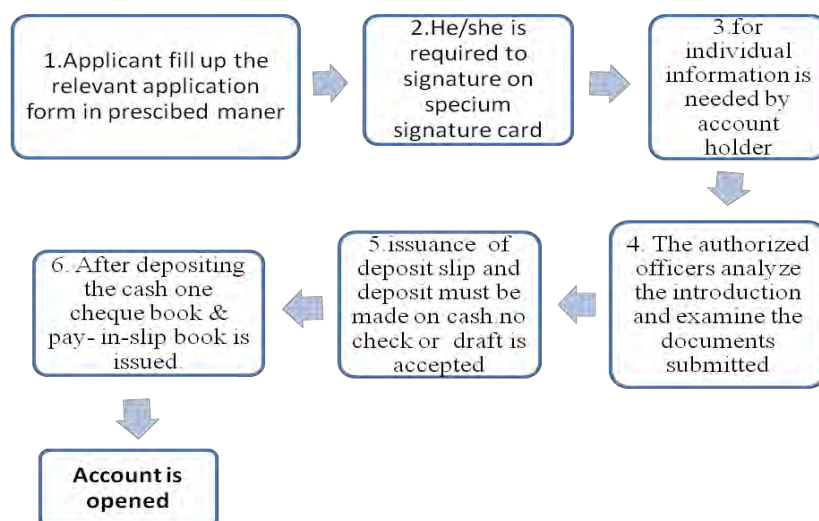
## **B) Current Account:**

- Generally opened by businessman, government and semi-government organization; with proper introduction
- With the function of deposits and withdrawal
- 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

## **Savings Account:**

- An appropriate introduction is required for opening the A/C;
- For savings purpose
- Current interest rate of this account is 0.6%
- 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.

## B) Time Deposits:



**Figure 5: Account opening procedure in flow chart**

A deposit which is payable at a fixed date or after a period of notice is a time deposit. In SEBL Mohakhali 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.

### Short Term Deposit (STD) Account:

- The deposits should kept for at least seven days for having interest.
- The interest rate is less than the savings deposits.
- In SEBL, their big organization and government department keep money in STD.
- Frequent withdrawal is discouraged and requires prior notice.
- STD account opening procedure are similar as savings account.

There are several schemes offered by SEBL. Those are,

- 1) Double benefit scheme
- 2) Monthly Savings scheme
- 3) Monthly income scheme
- 4) Pension savings scheme
- 5) New pension savings scheme

#### Fixed Deposit Receipt (FDR):

- That offers to customer to deposit fixed amount for a fixed period of time at a fixed rate.
- The customers have the option to re – invest their funds both principal amount and interest amount.
- Loan facility against FDR to meet urgent financial needs.
- The customer may avail loan facilities against FDR as security.
- FDR Account can be opened both for Individual and Corporate bodies.

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%

#### Closing Account:

**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 oneSpecific charge for fraud forgery.
- Stop payment of cheque and discharge irregular account.

#### 4.7.2 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, Mohakhali branch. There are four employees in cash section southeast Bank Limited at Mohakhali Branch. Those various systems: Vault, cash payment and cash received.

### **Vault:**

The cash department is the riskiest department of any bank. The whole bank needed tight security to avoid any accident especially for cash department. In the mohakhali branch they also maintain the security system. 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.

### **Cash Receipt:**

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

- Their work is to count the received cash and check.
- In order to make sure the receive amount the number of the received amount should be same.
- Check account title and account number and most importantly the signature of the depositor.
- Write the domination of the currency at the back of the pay in slip or the credit voucher in the receiving cash officer book.
- Deposit slip must be signed by respective officer.

### **Cash Payment:**

- 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 should be same.
- The balance of the account should be available.
- The specimen card signature and signature should match

## Clearing Section

In this section they receive all kind of cheques from client's fort clearing. It is also part of banking service. 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.

### 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.

### 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. Inward bills for collection:

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 sender's bank.

#### 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.

#### Accounts department:

Account department is called the nerve center of the bank. And in mohakhali branch their also have account department. In the 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 mismatch of recording may hamper public confidence and the bank has to suffer a lots of hassle. 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 of southeast bank limited has also prepared some internal statement as well as 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.

#### 4.3 Objective of the Project

##### Primary objective:

- The primary objective of this report is to gaining experience and practical knowledge with the working environment of present institutions and also fulfills the requirement of BBA theoretical knowledge gained from the coursework of the BBA program in a specific field.

##### Secondary Objective:

- To Understand and analyze the overall activities of Southeast Bank Limited
- To evaluate the existing activities and techniques of Southeast Bank Limited

- To study the operational efficiency of southeast Bank Limited
- To suggest the ways and means for improvement in policy and techniques
- To relate the theoretical learning with the real life situation

## 4.4 Topic of the Study

To write my report, a topic is necessary to select and a well-defined topic also necessary to reflect my entire report very clearly. My topic has been selected by my assigned supervisor for my report. My topic is “General Banking Activities”. In this will describe their activities with their customer.

## 4.5 Methodology of the Study

Methodology of the study is an essential part of the study and necessary for my project to collect all the information properly. It is designed in a way so that it correspondent to achieve the objectives of the study. In this method it will be includes the sample size that will be based on my branch customer, sources of different data, collection procedure of data, analysis the techniques of data, etc. It was an exploratory study. In the methodology I have used some techniques for this study of my internship. Firstly, I have used observation method both of the organization staff and the clients. Secondly, sometimes I made a discussion with the executives of the bank. For get more clear information I have also talked with various clients of the bank. For more clarification I have discussed with top management of the bank. Beside the internship, the bank allowed me to have a look some of their papers for me to help made by Southeast Bank Limited. The report is prepared also by the use of secondary data and that also available in different text, reports, journals etc. as well as primary data collected from the bank personnel by means of informal interview. I consulted banks Annual report (Income Statement) and made discussion with the officials of Mohakhali Branch.



**Sources of Data:** The sources of data that I used can be classified into two categories are given below;

**Primary Sources:**

- I made an oral discussion and informal interview of officers and employees in SEBL.
- I have taken personal interview with the customer.
- And from my practical Banking work.

**Secondary Sources:**

- Annual report of SEBL.
- Printed forms and documents supplied by SEBL.
- Relevant Books, Journals, Booklets etc. about my topic.
- Study of old & current files and vouchers.

## 4.6 Scope of the Study

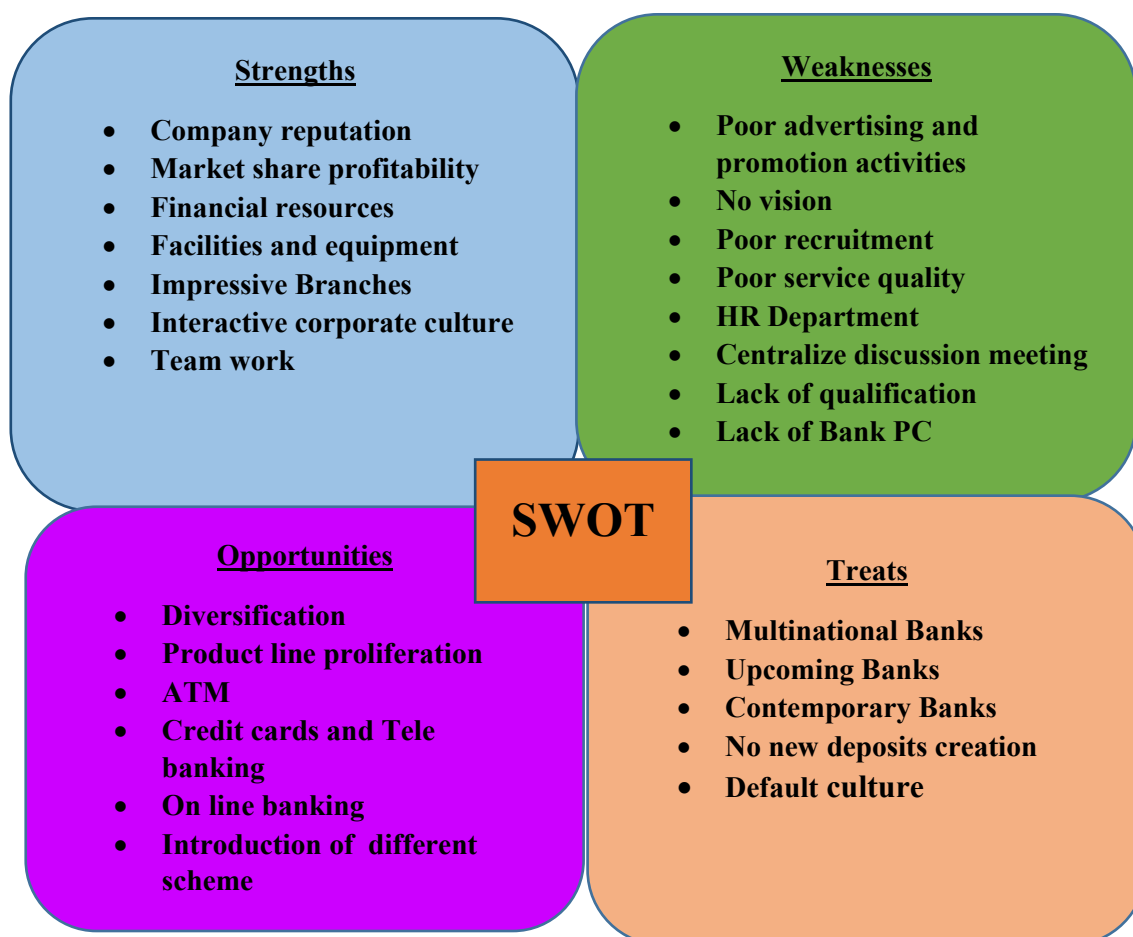
In this century bank sector is very much important. To know this sector I have joined this bank for to work general banking activities and my topic is also “General Banking Activities of SEBL” Here knowing scope is available but the problem was the time which is very short. There are many things, which are not invented yet like the foreign exchange site. So there are many scopes for further internee.

## 4.7 Limitations of the Study

- The sample size was small because the mohakhali branch here so new to customer.
- Since the bank staff were very busy, they have no ability to give me enough time.
- The clients were very busy. So, they were unable to give me much time for interview.
- The scope of collecting primary data was limited.
- The employees in Southeast Bank Limited are so much busy in their responsible fields; they could hardly provide little time to discuss with them.
- Such a study was carried out by me for the first time. So, inexperience is one of the main factors that constituted the limitation of the study.

## 4.8 Finding and analysis:

For analysis of my project I have used SWOT analysis tool. SWOT analysis is an important tools to evaluate a company’s strengths, weakness, opportunity and treats. For a company it is very important to know of its upcoming opportunity as well as its treats on the other hand its strengths and weakness. At the time of my internship period I have learn lots of thing at the same time I have observe lots of thing about SEBL. For my better understand I have taken some of their clients interview. I have also taken informal interview from their staff and manager. By SWOT analysis I am going to describe about them so that my project will be clear to all. I made my SWOT analysis based on Mohakhali branch of Southeast bank limited.



**Figure 6: SWOT analysis of Southeast Bank Limited**

## Strengths:

- A) **Company reputation:** SEBL able to establish a good reputation particularly among the new comers. Within seven years it has shown rapidly growth in the profits and deposits SEBL have good leadership and have strong sponsorship on their field. Their top management is also a good strength for SEBL. They contributed heavily toward the growth and development for their bank. Their top management officially all worked in a reputed bank and their working experience and skill help them further expansion toward bank. All these have leaded them to have a reputation in the banking sector.
- B) **Market share profitability:** As already mentioned SEBL have made a good reputation among newcomers in the banking industry in Bangladesh. They have already achieved highly accumulative growth rate in the past years. The number of deposits, loan and advances are also increasing rapidly and that is why share profitability is also increasing day by day.
- C) **Strong financial resources:** Southeast bank have strong financial resources to their bank. In the past few years their expected earning return is also high and in the future that will be high to run their business smoothly.
- D) **Facilities and equipment:** SEBL has adequate physical facilities and equipment to give better customer service and that also help in the every department of every branch. In their Mohakhali branch they also reflect it in their service as well as in the general banking sector. They have given service to the customer at both side of computerize and physical service. Their staff are using computer internally in the every sector. All the branches of SEBL are equipped with telex and fax facilities and also have internet facilities.
- E) **Impressive Branches:** SEBL have 122 impressive branches in all over the Bangladesh. That is actually helping them to create a good reputation in this industry. Mohakhali branch is one of them. Their wonderful environment also helped me to get a good experience in my internship period. That also creates a positive image in the mind of potential customers and many people get attracted to the bank. This is also creating indirect marketing campaign for the bank for to attracting customer.

- F) **Interactive corporate culture:** SEBL has also maintained a good interactive corporate culture. Unlike the local organization the bank has maintained a friendly, interactive and informal environment. There are no hidden barriers or boundaries while interactive among the superior or the subordinate. Their lively work environment also boots up their employee motivation and spirit. Mohakhali branch also maintains such environment inside their bank.
- G) **Team work at mid-level and lower level:** SEBL maintained a wonderful team work at mid-level and lower level. Many jobs were performed in groups of two or three in order to reduce the burden of workload and enhance the process of completion on their work. That teamwork helps them to develop their work.

## Weaknesses:

- A) **No vision:** The greatest irony is that claiming to be “A Bank with vision” which is only used for purpose of advertise of their mission statement. The bank as of today failed to develop an attractive set of vision in this competitive market place. That is why the bank could not find out the core business area where it should concentrate. The bank does not have any long-term strategies of whether it wants to focus on general banking or become a corporate bank. That is why the bank has been failed in both side in both of retail banking and as well as in corporate banking. The path for the future should be determined now.
- B) **Poor recruitment:** SEBL recruitment process is not up to the mark. They recruit their employee for mid-level and lower level without proper training. Many people have been recruited under the references of the recommendation of board of director. Which is become a regular practice in their recruitment policy. As a result the service of the bank is not up to the mark. So the bank misses their right people for the bank.
- C) **Poor service quality:** This has become a major problem for the bank. The customer service quality in all the department and in the most of the branches is very low. The

service of SEBL bank is comparatively low than Dhaka Bank, Prime bank, Dutch Bangla Bank etc.

- D) **Human resource Department:** HR department of SEBL mohakhali Branch is another weak area. HR department is relatively small size than other bank. The staff in this wing are incompetent to be an official in the HR department. Most of the practices and policies are being not followed in this department that much. But for every organization is very important to follow the policies of HR department very carefully. The annual performance appraisal report of the employees has not been scrutinized yet and employees are not getting the required feedback. There is also not set of prescribe promotion policies. The bank follow the tradition criteria for giving promotion to their employees. That is really discredit for this bank.
- E) **Centralized discussion meeting:** At SEBL all types of decision made by top manager, CEO, DMD and board of directors. As a result of this practice there is only top down flow of communication. The scope of bottom up communication is very limited and many bright ideas and option may not be arise because of lack of communication.
- F) **Lack of qualified system operators and computer operators:** currently the SEBL head office and their branches, there are system operators who do not have academic background knowledge about computer applications. Mohakhali branch have same types of problem. As a result they frequently make mistake to solve problem by computer. As a result their operators do not have the skill to solve their own problem.
- G) **Limitation of the PC bank:** PC Bank is not modern and comprehensive banking software. It does provide adequate support in providing the service. It is not user friendly and management should consider replacing the PC bank system.

## Opportunities:

- A) **Diversification:** SEBL can use diversification strategy to expanding its current line of business. They can introduce merchant banking in their business line. By expanding their portfolio SEBL can reduce their risk. There are several opportunities for to expand their

product line. Because it is necessary to expand their business to cope up with their competitive environment and also to get competitive advantages.

- B) **ATM:** This is the fastest growing modern banking concept. There almost other bank like Dutch Bangla Bank, Prime Bank, AB bank etc. they have establish their bank in all over the Bangladesh and SEBL should grab this opportunity and take preparation for launching ATM. Though SEBL made an alliance with other contemporary bank in launching the ATM but client of SEBL still want their own bank booth for to reduce their charge and also for their flexibility.
- C) **Credit cards and Telebanking:** These are the new retail banking services provided by the foreign banks. SEBL can use the opportunity and can open up the option of launching credit cards and telebanking system.
- D) **On-line banking:** SEBL currently open up on line banking but they are not aware to introduce their customer about on-line banking. They should broadcast the option to their customer. And the on-line service taker should feel comfortable while taking service. For that reason they should make sure their service should be available to their customer. That step could help them to move forward than other bank.
- E) **Introduction of SEBL's own saving scheme:** This can be another new retail product for southeast bank ltd. They can start introducing their own saving scheme or pension scheme for different types of profession customers. For example standard chartered grind lays has SAYFANZ and PLANZ and Standard Chartered also have similar offers. So the manager should consider to open up the option to their customer.

## Threats:

- A) **Multinational Banks:** The emergence of multinational bank that could be a potential treat to every local brand. Due to booming energy sector the more foreign bank are arriving in the Bangladesh. There already exiting foreign bank such as standard chartered bank that is one of the treats for southeast bank ltd. This bank established more branches country wide. Not only they are established and they have the power of financial support that is also great threat for local bank.

- B) **Upcoming banks:** The upcoming local private bank could be another threat to the local bank. It is expected that in next few years there more local branches could emerge. It is very clear that in future there must be lots of competition. Because those bank could come with new strategies and ideas to compete with the foreign banks.
- C) **Contemporary banks:** The contemporary banks of SEBL such as Dhaka Bank, Prime Bank, Dutch Bangla Bank are the major rivals. Prime bank and others are carrying out aggressive campaign to attract mostly corporative clients as well as big time depositors. SEBL should aware about the steps they could take in the future as it could intern affect to this bank strategies.
- D) **No new deposits creation:** No deposit creation is a common problem and treat that almost faced by all local bank in the Bangladesh. Due to current economic slowdown, there is hardly any new deposits creation as they are few investments and savings accompanied by the inflation of our country. As a result many banks are cannot attract the new depositors but rather they have to hunt or snatch away depositors from other bank.
- E) **Default culture:** This is a major problem in Bangladesh. As SEBL is comparatively new organization and mohakhali branch also a new branch so that the problem of non-performing loan is very minimum insignificant. However, the bank becomes older this problem arises and the whole community suffers from this problem. SEBL should establish proactive strategies to prevent this problem.



## Chapter Five

### CONCLUSION

Banking sector already emerged as an important vehicle for business. It has no doubt that as a developing country we need to more focus to strength our banking sector. Now a days, our local banks are doing almost same thing but in a different manner. But all of them intend to work for the welfare of the nation. As like other local bank Southeast Bank Limited is not different from them. During my internship I have found 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 socioeconomic condition of this country. Other banks are contributing more on investing where SEBL 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 of our internship period is a short duration of time to understand a whole sector properly. However, this experience helped me to understand the job market and the corporate environment very 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.

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