

INTERNSHIP REPORT

ON

“FINANCIAL PRODUCT AND SERVICES of PRIME BANK LIMITED”

Prepared by,

Smita Mahmud

ID-12104062

BRAC Business School

BRAC University

INTERNSHIP REPORT

ON

“FINANCIAL PRODUCT AND SERVICES OF PRIME BANK LIMITED”

An Internship Report Presented to the Faculty of Business Administration in Partial Fulfillment of the Requirements for the Degree of Bachelor of Business Administration.

Submitted to,

MD. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University

Submitted by,

Smita Mahmud

ID-12104062

BRAC Business School

BRAC University

Date of Submission, 7th September, 2016

Letter of Transmittal

7th September, 2016

Md. Hasan Maksud Chowdhury
Assistant Professor
BRAC Business School
BRAC University
66 Mohakhali C/A, Dhaka.

Subject: Submission of Internship Report.

Sir,

I would like to inform you that I am doing my internship in Prime Bank Limited, Elephant Road Branch. As my BBA program requirements I am glad to prepare a report on topic of “*Financial Product and Services of Prime Bank Limited*”. This report is an outcome of the working experience as an intern. Working with such an interesting subject has given me the opportunity to experience practical knowledge of a commercial bank operating in Bangladesh. I have tried to collect reliable data from reliable source as possible as can to complete the report.

Therefore, I would like to request you to examine my report and give me kind approval so that I can complete my internship process.

Sincerely yours,

Smita Mahmud

ID: 12104062

Acknowledgment

The internship program is necessary for completion of Bachelor in Business Administration (BBA) but it is quite impossible for anyone to do it alone without the sincere cooperation of some individuals. It is a very great and unique pleasure to me that I have got a chance to thank some individuals for their help and encouragement to make the internship successful.

At first, I am grateful to the Almighty Allah, for giving me patience and ability to complete the internship program. Then, I thank to Head of Human Resources Division of Prime Bank Limited, for giving me the opportunity to complete my internship requirement in their organization.

I put a special thank to my supervisor Md. Hasan Maksud Chowdhury, Assistant Professor, BRAC Business School of BRAC University. His constant guidance and advice helped me very much in making this report successfully. Also, my report was equally supported by Mr. Abdullah Al Mahmud officer of Prime Bank, Elephant Road Branch who provided me with relevant documents to help me out. Ms. Ummay Salma Junior Officer of General Bank Division also provided me with his valuable suggestions and guideline which helped me a lot to make a successful report.

My heartiest gratitude to all the officers of Prime Bank Elephant Road Branch and special thanks to,

- Ali Mohammad Nurul Huda, Vice President and Head of Branch
- Nazneen Akhter, Assistant Vice president and Operation Manager
- Farhana Zubaida Salim, Head of General Bank
- Mohammad Zia Ibne Shahjahan, Head of Foreign Exchange
- Md. Nazmul Hasan, Senior Officer of Foreign Exchange (Export)

Finally, I want to express my deep gratitude to my parents and other family members and also remember my friends whose enormous helps assist me to complete my report.

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Executive Summary

Banks are the most major elements of financial institutions in the economy. The banking practices are growing immensely across the world. It is trying to come up with different kinds of new products and services. Consumer banking is the key growth area in the modern economy. Increase of customer numbers in corporate banking is becoming stagnant. While every day number of customer growing rapidly. Consumer banking arena is new in Bangladesh. However, their positive involvements in trade, industry, business, finance, banks are very important part of economy.

Prime Bank Limited is a private commercial bank in Bangladesh. It is the first generation bank came in 17 April, 1995. It offers all kind of banking facility like Commercial Corporate and Personal Banking Services. Different type of new products and services include Corporate Banking, Retail Banking and Consumer banking are from the industry to agriculture and real estate to software.

All my courses complete in BRAC University gives me proper understanding of theoretical implications. After that application is the next step in the learning process. So the internship program is the requirement of BBA program which provide an opportunity to work in the field. I have learned about products and services of Prime Bank offers to the client.

This report is based on internship working experience which conducted at Elephant Road Branch of Prime Bank Limited as a part of internship program. Prime Bank's objective is to bring a qualitative change in banking and financial sector. Today, it serves usefully and collecting funds from the surplus units of the economy in the form of deposit and assemble deposit to the deficit units of the economy in the form of credit. Now, Prime Bank Limited serves its customers at home and abroad with 127 branches and 170 ATM booths spread over the country and about three hundred oversea correspondences with the motive of quantities and qualitative change in economy.

This report is related to a specific topic “Financial Products and Services of Prime Bank Limited”. The main objective is to give brief idea about Prime Bank’s financial activities like deposits, saving schemes, loan and their service process along with this is to explain my duties and responsibilities. Financial analysis represents its position in the market and current situation of a business. So it is the most important objectives to present the performance of Prime Bank.

The first part of this report is the introduction part of objective, data collection source, data collection method etc. the second part is the overview of Prime Bank Limited. Third part is about job description, duties and responsibilities. Lastly in the fourth part ration analysis is presented from 2010-2015.

Prime Bank has been graded as top class Bank in the CAMELS rating. Since it has been ranked based on performance and service, the performance of Prime Bank is standard.

CHAPTER ONE

INTRODUCTION

1 Introduction:

In the money-making industry, banking sector plays an uncompromising role to support a country's economy. Now-a-days competition is increasing for commercial banks. The actual change has started when the government's decision allow the business in private sector.

Prime Bank Limited is a fast growing commercial bank in Bangladesh. It is the most appropriate institution of use of money and keeps the money safe. Financial products and their services are the key elements for PBL. Customer service is the core ingredients in the banking sector. A bank offer different types of financial product and services to their clients. PBL is known for its best customer service and maintain its reputation and position by giving quick service to their clients. A whole branch's performance depends on its products and best consumer satisfactions which help to grab top position of the commercial bank in Bangladesh.

The primary purpose of this report is to get thorough idea of financial activities of Prime Bank Limited. It will reflect the position of PBL in the banking industry procedures, policies with emphasize on foreign exchange. While working in PBL, it is possible to observe their activities closely and gather knowledge of financial institution and experience about their process.

1.1 Rationality:

Internship program is the practical phase of our theoretical learning. It makes a bridge between the classroom learning and the practical learning. Internship plays an essential role for BBA professional degree. The study will help to originate suitable policies taking into reflection different ideas, suggestions and feelings of the customers and the bankers.

1.2 Origin of the Report:

This report is a requirement of the internship program which is an important part of the BBA degree requirement. As the supervisor has advised me to develop a thorough understanding of the financial product and services of Prime Bank Limited (PBL), this report will be prepared on those aspects of the practice of PBL.

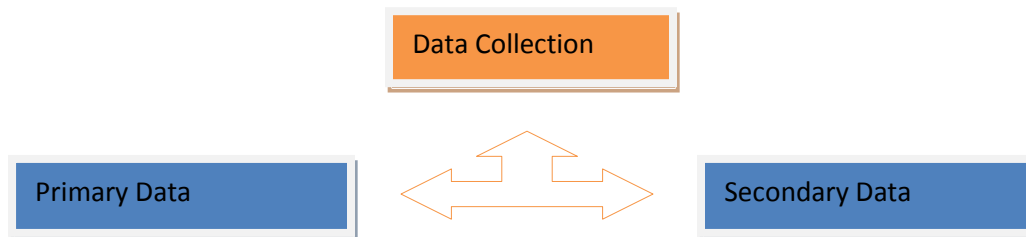
1.3 Objective of the Report:

Broad objective,

- To know about the overview of Prime Bank.
- To know the Financial Products of Prime Bank.
- To know about the customer service.
- To present the ratio analysis and
- To show the horizontal analysis between 2014 and 2015.
- To recommend some solution

1.4 Methodology:

The methodology of this report is very different from conventional reports. I have emphasized on the practical observation. The necessary information is collected from face to face interviews. To analyze the performance of Prime Bank Elephant Road branch, ratio analysis presented. All information is collected from primary and secondary data. Nevertheless, eventually almost the entire report consists of my practical experience.



1.5 Sources of Data:

While preparing the report, I have taken information from the following sources:

Primary Sources:

- Observation of banking activities.

- Overflowing Conversation with the manager and employees of Prime Bank Limited, Elephant Branch.
- Working with my own experience while internship program.

Secondary Sources:

- Daily diary (containing my activities of practical orientation in Prime Bank Ltd) maintained by me.
- Website of Prime Bank,
- Annual Report of the bank,
- Consultations of related books and publications.
- Internal Financial Statement.

1.6 Collection Procedures of Data:

Primary interview technique was the primary tool used in collection information. Interview with the managers and officers have done through questionnaire in order to discuss about the related matters before preparing the report. Discuss with the different division is the main source of collecting data.

1.7 Sampling Plan and Sample size:

Study population:

The first step of the sampling design is to define the study population. Due to time restriction and other limitations, the survey is focused into the officers of Prime Bank in Elephant Road Branch.

Sampling Method:

I have used the convenient sampling technique to collect the data from the Sample. I have used the customers who come to the Bank and the employee who have in the Bank at the time of Data collection.

1.8 Data Collection Methods:

The data is collected from different sources like:

- Observation
- Direct conversation with the client
- Face to face conversation with employees
- Annual Report
- Different Publications of PBL
- Internet

1.9 Scope of the report:

Banking sector is a large and difficult area. A bank has different products, different services and different customers. Different departments of a bank perform different activities. However, the scope of present study was limited in a specific area and the activities of Prime Bank Limited, Elephant Road Branch. This study covers various section of Prime Bank Limited. This report is basically divided into two parts:

- Organization part
- Project part

The organization part contains the organization's structure and policies. The project part is focused on the financial activities of Prime Bank. It also includes some ration analysis and comparison with other banks.

1.10 Limitations of the study:

Some of the limitations faced in preparing this report are:

- It was very difficult to collect the information from various personnel for their job constraint.
- There were some difficulties in understanding some activities.
- Due to confidentiality the Bank's policy restricts disclosing some data.

- The study of such a short course of time is not free from limitation. So time limitation is the main point of limitation.
- During the month of June in the branch, there was excessive year-ending workload, which sometimes acts as a barrier on the way of my effort.
- At the beginning of internship it was tough for me to understand the environment of work.
- Working in a practical banking environment is different from academic knowledge.
- Employers are too busy with their desk work so they have less time to make me understand the desk job.
- Bank has to maintain lot of secrecy so as a intern I was not allowed to know all stuff and information
- Learning all the banking functions within just three months was really tough.

It is too much difficult to comment and suggest based on only the annual report and information collected from written documents.

CHAPTER TWO

Company Profile

2 Backgrounds:

In banking history, local entrepreneurs' visualized a commercial bank with a different outlook. Prime Bank was created on 17th April 1995. The sponsors are reputed personalities in the field of trade and commerce. Its stake ranges from shipping to textile and finance to energy etc. Prime Bank is being successfully managed by a highly professional and dedicated team with long experience in banking. Their main concern is quality service according to the customer needs.

Prime Bank has already made significant progress within a very short period of its existence. The bank has been graded as a top class bank in the country through internationally accepted CAMELS rating. The bank has already taken a desirable position among its competitors after achieving success in all areas of business operation. Since of its beginning, it has attached more importance in technology integration. Their strategy is to serve the customers through capacity building across multi-delivery channels by keeping the network within a reasonable limit.

Prime Bank offers all kinds of products and services include Corporate Banking, Retail Banking and Consumer Banking which is covered by banking Company Act and rules and regulations. Their business is from industry to agriculture and real state to software.

2.1 History:

The importance of financial intermediaries in the development of the overall economy of country cannot be described in short. From the beginning of the civilization the banking sector dominate the economic development of a country by mobilizing the saving from the general people and control those saving for investment and thus economic growth. The importance of commercial banks after the ravage of the liberation war to develop a better economy was severally needed and it is needed now and will be required in future also. In time to time Government of Bangladesh agreed to permit the private commercial banking in the country.

To fulfill the demand as well as to improve the commercial banking service in our country, The Prime Bank Limited is scheduled bank that was incorporated under the Companies Act 1994, started its operation on April 17, 1995 with a target to play the vital role on the socio-economic

development of the country. It availed its registration as a banking company under the Banking Company Act 1993 from the Bangladesh Bank dated February 12, 1995. They started to make profit from the inception year. It was made possible for its management and the leadership of the first Managing Director Mr. Lutfur Rahman Sharker, Ex -Governor, Bangladesh Bank.

Prime bank limited has been successfully positioning itself within a short time as progressive and dynamic financial institution in the country. They now highly praised by the business community from small entrepreneur to big merchant and conglomerates. It also includes top rated corporate and foreign investors for modern and innovative ideas and financial solution. Thus within this short time it has been able to create a unique image for itself and earned significant solution in the banking sector of the country as a bank with difference.

The emergence of the Prime Bank Limited is an important event in the country's financial sector at the inception of financial sector reform. The authorized capital of PBL is Tk. 1000 million and paid up capital of the same bank is Tk. 1029.34 crore. The First Chairman of the Bank was Mr. Abdul Gani and the present one is Mr. Azam J Chowdhury. Now the MD of Prime Bank Limited is Ahmed Kamal Khan Chowdhury followed by the first Managing Director was Mr. Lutfur Rahman Sharker, Ex -Governor, Bangladesh Bank. The bank has made a reasonable progress due to its visionary management people and its appropriate policy and implementation. The bank holds the first position in the CAMEL rating published by Bangladesh Bank this year.

2.2 Objective:

Prime Bank (PBL) aims to continuously update and develop its product line and range of services to cater to the needs of retail and corporate customers. To achieve this goal, efforts have been directed in three main areas:

- Design and introduction of new products and services
- Shaping and developing the system to face new challenges and emerging need of the market
- Full implementation and utilization of the Bank's excellence program which aims to provide service to customers.

2.3 Vision: Prime bank limited has the long-term vision of the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability having strong liquidity.

2.4 Mission: Prime Bank Limited focus on efficiency, market-driven, customer focused with good corporate governance structure. Their business policy and the procedure is to improve the technology continuously with efficiently through integration at all levels.

2.5 Slogan: A bank with a difference.

2.6 Focus of efforts: Prime Bank's main focus is to deliver the country's best quality service in all areas of banking activities with the aim to add increased value to their shareholders' investment and offer them the highest possible benefits to their customers.

2.7 Strategy: Its strategic priorities to have sustained growth, broaden improve the range of products and services.

2.8 Core Values:

For customers: To become most caring Bank by providing the most courteous and efficient service in every area of business.

For Employees: By promoting the well being of the members of the staff.

For Shareholders: By ensuring fair return on their investment through generating stable profit.

For Community: By assuming role as a special responsibility corporate entity in a tangible manner through close adherence to national policies and object.

2.9 Awards and Recognitions:

- Secured first position in National ICAB Award for Published Accounts and Reports for three consecutive years.
- Received SAFA Merit Award for best presented Accounts for three consecutive years.

- ICMAB best corporate award 2010.
- International star for leadership in quality (ISLQ) award 2010.

2.10 Corporate Philosophy:

Prime Bank Limited is into an efficient, market-driven, customer focused institution with good corporate governance structure for the customers and for the employee, promoting their well-being through attractive remuneration and fringe benefits. PBL also take good care of its shareholder. So for the shareholders it forging ahead and consolidating its position as a stable and progressive financial institution by forging ahead and consolidating its position as a stable and progressive financial institution. Its aim is deliver quality services in all areas of banking activities to add increased value to shareholders' investment and offer highest possible benefits to their customer.

2.11 Corporate Information:

- ✓ *February 5, 1995:* Memorandum and Articles of Association signed by the Sponsors.
- ✓ *February 12, 1995:* Incorporation of the Bank and Certificate of Commencement of Business.
- ✓ *February 12, 1995:* Incorporation of the Bank and Certificate of Commencement of Business.
- ✓ *February 20, 1995:* License issued by Bangladesh Bank.
- ✓ *November 15, 1999:* Listed with Chittagong Stock Exchange Limited (CSE).
- ✓ *March 14, 2000:* Dividend declared in the 5th AGM (First after the IPO).
- ✓ *March 27, 2000:* Listed with Dhaka Stock Exchange Limited (DSE).
- ✓ *March 29, 2000:* Trading of Shares on DSE and CSE
- ✓ *March 29, 2001:* Registered as Merchant Banker with Securities and Exchange Commission (SEC).
- ✓ *April 17, 2005:* Formal launching of the Bank and Commencement of business from the Motijheel Branch.
- ✓ *June 30, 2005:* Agreement with Temenos for Core Banking Software T24.
- ✓ *August 29, 2005:* Initial Public Offering (IPO)
- ✓ *December 11, 2007:* License issued from Bangladesh Bank as Primary Dealer.

- ✓ *March 29, 2008:* Registered as depository participant of CDBL.
- ✓ *June 15, 2008:* Trading of Shared started in Demat form in Stock Exchanges.
- ✓ *March 11, 2008:* Launching of ATM.
- ✓ *August 01, 2009:* Launching of Internet Banking.
- ✓ *August 04, 2009:* opening of first SME center.
- ✓ *December 12, 2009:* Recipient of SAFA Best Bank Award.
- ✓ *December 31, 2009:* Obtained permission for issuance of Subordinated Bond.
- ✓ *August 02, 2010:* Inaugurated three money transfer branches in UK
- ✓ *December 19, 2010:* Obtained Best Bank award from the ministry of finance
- ✓ *January 1, 2011:* Change in Accounting Policy
- ✓ *April 28,* Incorporation of PBIL
- ✓ *July 8, 2011:* Amendment of FRS 1
- ✓ *August 2, 2011:* Lunching of Phone Banking
- ✓ *September 1, 2011:* Commencement of Business of PBL Finance (Hong Kong) Ltd.

2.12 Corporate Social Responsibility (CSR):

The biggest CSR of Prime Bank is to establish Prime Bank Foundation to execute its corporate social responsibilities activities in a greater scale. The following are:

- Education Support Program
- Prime Campus
- Work with Handicap Population
- Dristy Dan Project
- Health Care
- Health Management
- Support of Martyr Family
- Construction of Shahbag Foot Over Bridge.

2.13 Management of the Bank:

Board of directors is the only authority to take decisions about the affairs of the business. Now there are 20 directors in the management of the bank. All directors have good academic background and have huge experience in business. The meeting holds on a regular basis.

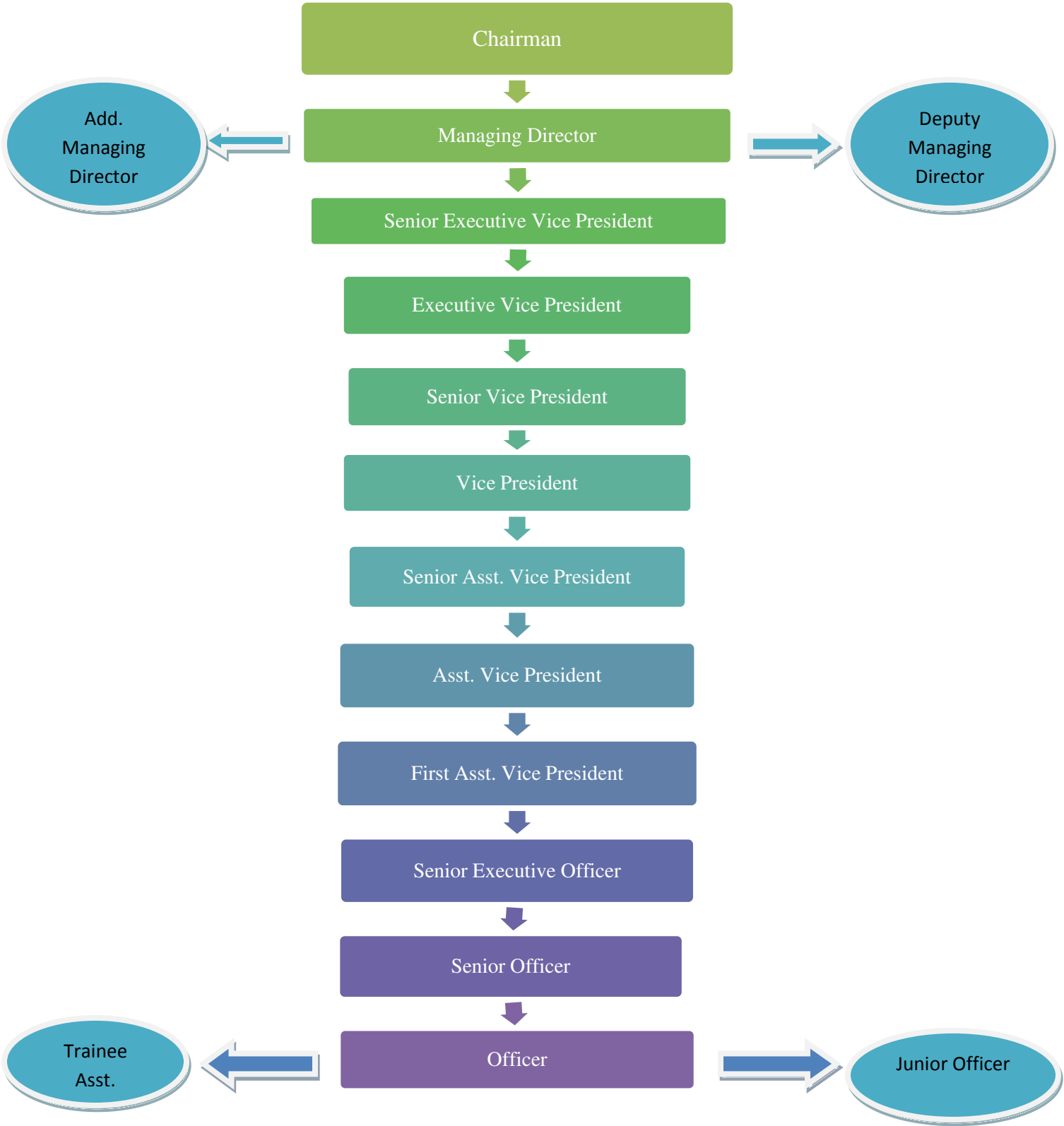
➤ ***Executive Committee:***

The members of board of directors consists in executive committee and this committee exercises the power as delegated from time to time and approves all matters beyond the delegation of management.

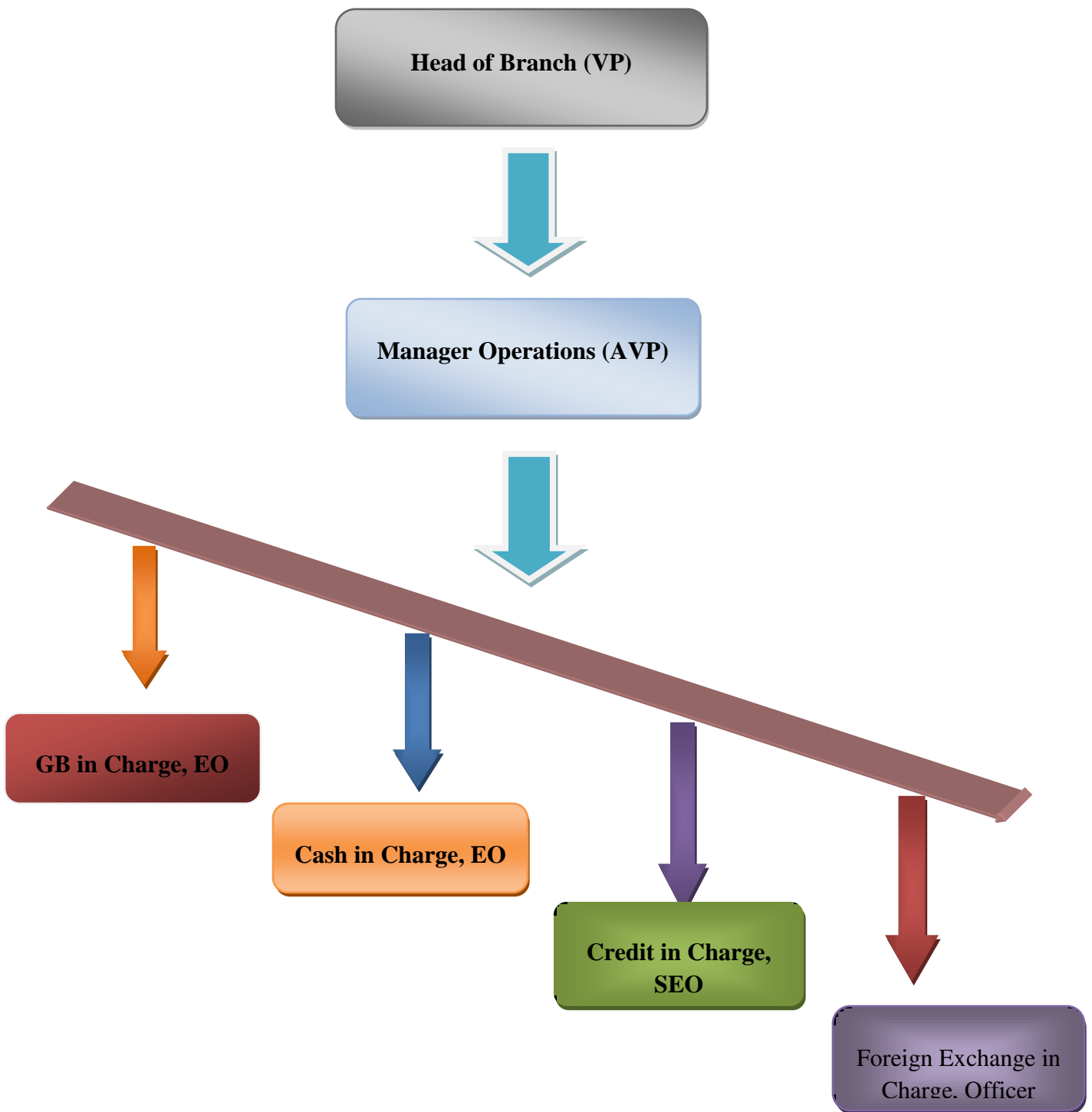
➤ ***Management committee:***

The Management Committee consists of the Managing Directors and Head office Executives. In the meeting they discuss about the progress on portfolio functions. The main concern of this committee is to find out different ideas, take decisions and give proper guidelines regarding deposits, lending and management of human and material resources.

2.14 Management Hierarchy of Prime Bank,



2.15 Structure of Prime Bank, Elephant Road Branch;



2.16 Financial Functions & Services:

Prime Bank Limited is a diversified bank in Bangladesh. It focuses on wide range of financial services which include Commercial Banking, Retail Banking, SME Asset Management, Islamic Banking, Investment Banking, Merchant Banking and Card Business. Their number of products and services are increasing day by day. They are the market leader in Bangladesh. From time to time they have introduced all the banking facilities of consumer banking and retail lending to the customer. Their products and services as follows:

<p><u>Deposits</u></p> <p><u>Local Currency deposit accounts</u></p> <p><i>i. Conventional Banking:</i></p> <ul style="list-style-type: none"> • Current Deposit • Saving Deposit • Short Term Deposit • Non Resident Taka Deposit • NR Investors Taka Account • Security Deposit Receipt • Deposit under Schemes <ul style="list-style-type: none"> - Contributory saving scheme - Lakhopoti saving scheme - Monthly benefit scheme - Double benefit scheme - Education saving scheme - Prime millionaire scheme <p><i>ii. Islamic Banking:</i></p> <ul style="list-style-type: none"> • Al-Wadiah Current Account • Mudaraba Saving Deposit • Mudaraba short Term Deposit • Convertible Taka Account 	<p><u>Treasury</u></p> <ul style="list-style-type: none"> • Primary Dealer Unit • Treasury Bills • Treasury Bonds • Repo • Reverse Repo <p><u>Forex & Fund Management</u></p> <ul style="list-style-type: none"> • SWAPS • Import/Export Financing • Custodian Service • Money Market Lending • Money Market Borrowings <p><u>Cash Services</u></p> <ul style="list-style-type: none"> • ATM Services • Cheque Encashment • Foreign Currency <p><u>Fund Transfer</u></p> <ul style="list-style-type: none"> • Inter Branch Money Transfer • SWIFT • Telegraphic Transfer
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<ul style="list-style-type: none"> • Mudaraba Term Deposit • Mudaraba Special Saving Deposit <ul style="list-style-type: none"> - Contributory Saving Scheme - Lakhopoty Saving Scheme - Monthly Benefit Scheme - Double Benefit Scheme - Education Saving Scheme - Prime Millionaire Scheme - Hajj Deposit <p><u>Foreign Currency Deposit Accounts</u></p> <ul style="list-style-type: none"> • Foreign Currency Account • Resident FC Deposit • Non Resident FC Deposit 	<ul style="list-style-type: none"> • Issue of Foreign Drafts • Encashment-Foreign Drafts <p><u>Travel Services</u></p> <ul style="list-style-type: none"> • Travelers Cheque <p><u>Value Added Services</u></p> <ul style="list-style-type: none"> • Locker Services • Insured Deposit • Senior Citizen Scheme <p><u>Credit Cards</u></p> <ul style="list-style-type: none"> • VISA Credit Card – Local • VISA Credit Card – Int. • Master Card – Local • Master Card – Int.
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2.17 Retail Banking:

Retail banking is one of the main sources of earning for Prime Bank. It is for the general people. The number of customer of retail banking is very high. People are mostly dependent on retail banking. PBL offers customers many retail products with great services to increase bank's deposit amount. These products and services are:

<i>Retail Banking</i>			
Deposit Product	Loan Product	Debit & Credit Cards	Other Services
Savings Account	Home Loan	Master debit card	Locker services
Current Account	Car Loan	ATM card	Internet Banking- Altitude

My First Account	Marriage Loan	International credit card	Premium Banking- Monarch
Deposit Schemes	Household Loan	Master card gold	Phone Banking
Shukonna	Education Loan	Prime bank visa gold	Utility bills pay
Deposite Rates	Travel Loan	Prime bank visa classic	SMS Banking
Double benefit schemes	Medical loan	Platinum credit card	Cash Back services
Monthly benefit schemes	Retail SOD	JCB credit card	
Lakhopoti schemes	Personal Loan		
House Building scheme	Retail secured EMI		

2.18 Corporate Banking:

Corporate Banking is known as business banking. It deals with corporate customer. Corporate customers are highly priority in Prime Bank limited. The customers mostly are industrialist like MGH, Ananta Garments, Beximco, Square etc.

<i>Corporate Banking</i>			
General Credit Unit	Lease Finance Unit	Export Finance Unit	Structured Finance
Short-term finance	Capital Machinery	Project loan	Project finance
Long-term finance	Medical Equipments	Working capital	Acquisition finance

Real Estate Finance	Vehicles	Back to back LC	Securitization
Trade Finance	Construction	SOD	Advisory
Work order financing	Elevators, generators	PC/overdraft	Investment procedure

2.19 Islamic Banking:

In 2008 Prime Bank introduces Islamic Banking. A standard name of Islamic banking is “Hasanah”. It is the brand name of Islamic product of Prime Bank Ltd. It is based on Qur’an and Hadith and it means good deed. There are different types of Islamic products as follows:

<i>Islamic Banking</i>			
Hasanah Deposit Product	Hasanah Investment Product	Hasanah foreign Trade	
Al-Wadeeh	Hasanah Home investment	Import	Export
Mudaraba Savings Account	Hasanah Auto investment	Wakala	Pre-shipment finance
Mudaraba Short Notice Deposite	Hasanah medical investment	Murabaha	Post-shipment finance
Mudaraba Term Deposit	Bai-murabah	musharaka	
Mudaraba Double Benefit	Bai-muajjal		
Mudaraba Haj Savings	Bai-salam		
Mudaraba laksma puron scheme	Quard-e-hasanah		

2.20 SME Banking:

Bangladesh is an agriculture based country. Lots of people depend on agriculture. In this scenario Prime Bank introduce SME banking for the rural people. The main theme of this banking is women empowerment and farmer development in Bangladesh. PBL has some product under SME Banking. These are:

<i>SME Banking</i>
Sahaj Rin(Collateral Free Loan)
Chalti Rin (Collateral Free Loan)
Digun Rin (Double Loan)
Sampad Rin (Capital Loan)
Moushami Rin (Seasonal Loan)
Anchol (Women Entrepreneurs' Loan)
Agriculture Banking

2.21 NRB Banking:

<i>NRB Banking</i>
Foreign Remittance Service
USD Premium Bond
USD Investment Bond
Exchange Houses

2.22 Operational Network:

Prime Bank has one of the largest operational networks. They have lot of branches around the country. Now they are not only conducting business in Bangladesh but around many foreign countries like Singapore, Hong Kong, China etc. The principal activities of the bank are banking and related businesses. The banking businesses include taking deposits, extending credit to corporate organizations, retail and small & medium enterprises, trade financing, project financing, international credit card etc. Prime Bank Limited provides a full range of products and services to its customers.

2.3 Branches of PBL:

Divisions	No.
Dhaka Division	60
Chittagong	27
Rajshahi	11
Sylhet	18
Khulna	6
Barishal	1
Rangpur	4

2.24 Departments of Prime Bank Limited:

In Prime bank limited, each department operates as a separate unit but sometimes they work together in order to operate more efficiently or to solve a common problem. Such departments are also treated as a separate entity. Different departments are specialized in one particular area of business unlike a branch, which has to be involved in multiple tasks. Examples of few other departments at Prime Bank Ltd are given below:

- ❖ Human Resources Division (HRD)
- ❖ Financial and Administration Division (FAD)

- ❖ General banking department
 - Accounts opening section
 - Cash section
 - Remittance section
 - Bills and clearing section
 - Accounts section
- ❖ Foreign exchange department
 - Import section
 - Export section
 - Foreign remittance section
- ❖ Marketing Division
- ❖ Public Relation Department (PRD)
- ❖ Merchant Banking and Investment Banking
- ❖ Treasury Division and International Division (ID)
- ❖ Computer and Information Technology Department (IT)
- ❖ Credit Division
- ❖ Corporate Affairs Division
- ❖ Board Audit Cell
- ❖ Monitoring and Inspection Division

CHAPTER THREE

***As an Internee in Prime Bank
Limited***

Elephant Road Branch

3. Nature of the Job:

I have done my internship in Prime Bank Limited. It was a great experience for me because I have achieved lot of practical and professional knowledge.

I have completed my internship in Elephant Road branch. A branch is divided into three departments. One is General Banking Department which is called shortly GB, second is Credit Department and third is Foreign Exchange Department. In general banking department cash section and clearing section is also included. Foreign exchange has two parts, one is Export and another is Import.

I have worked in General banking section and also in Foreign exchange department.

3.1 My Experience in General Banking:

General banking department is the major area of Prime Bank Elephant Road Branch. I have worked there for two months. During this time I have learned basic work of a bank. Account opening is the first and most important thing for a bank. It is necessary to know for every employee who worked in the bank. There is an in-charge who called GB in-charge, under her there is three junior officers and one is officer. In my whole internship period I have learned lots of things about the bank operations like how they work, how they synchronize with each other. Cash section and the clearing section are also related with the GB. Those operations are monitored by GB in-charge.

My responsibility in GB:

- Account opening
- Check book requisition
- Check book delivery
- Maintain daily register.
- ATM card and credit card delivery
- Prepare solvency certificate on customer demands.
- Writing outward check
- Writing transfer cheque

Account opening:

My key responsibility was to help customer service officer. Here I had to deal with customers who came to open personal account or current account and collect necessary documents from them, fill up the form. When all formalities were done, I had to provide all documents and the form to the customer service officer so that he can verify the details and open the account. My main purpose is to help customer to fill up the form to open an account.

Check Book:

My key task in this section was to assist an officer who has responsible for the check book. In this section I took the check book requisition and took signature of customer in the requisition form. Another role was to deliver the check book to the customer and after deliver the check book took the signature of the customer in the daily book. I worked as an Intern so I did not have that much authority to access in their software as the officers do.

ATM Card/Credit card Delivery:

I mentioned earlier my main responsibility was to assist customer service officer in different section. In this department I delivered the cards to the customer and maintain the daily register.

Solvency Certificate:

Solvency certificate is the temporary factor in the bank. Bank provides this certificate on demand of customers. PBL has a particular format of solvency certificate. I had the responsibility to prepare the solvency certificate and authorized by the GB in charge.

Assisting at Clearing Section:

I also had a duty to assist the officers at the clearing section. My main duties at that department was to receive cheques of other branches and transfer those cheques to the clearance department and then later under the supervision of an officer, place the clearance seals on the cheques and put them on an order. After everyday transaction completed, I had to write inward cheque and transfer cheque to the different register every day.

My Experience in Foreign Exchange Department:

I worked in Foreign exchange department for one month. I observe the most amazing thing during my internship that corporate world is different from the bookish theory. The working environment of Prime Bank Limited is very inspiring and so much friendly. Every single person is so much cooperative. They not only assigned me work but also guide me very well in each and every step. I have experienced lots of work from them. The Export in-charge helps me through the internship period. They make me understand about the foreign exchange tasks.

My responsibility in Foreign Exchange:

- EXP entry
- Duplicate
- Triplicate
- Maintain exp issue register
- Correction in Bangladesh bank website

Exp Entry:

The foreign exchange department is mainly responsible for issuing LC, EXP and dollar endorse etc. In this department I played a very important role. Basically I worked under the export department and it was really great experience to learn about the working procedure of foreign exchange and that was very much new for me. I worked with the officers of export department. My duty was to issue EXP through the software and maintain the daily register.

Duplicate:

Duplicate is another part of my duties. I was responsible to do duplicate or in banking language ODS in bulk data software. I worked in the foreign exchange only one month but I experienced a lot.

Triplicate

Triplicate is as same as duplicate. I was triplicating the Exp in oracle software which is directly control Bangladesh bank. If any mistake takes place only Bangladesh bank can recover it. So it is important to be very much careful when using the software.

Throughout my internship program, I had a vital responsibility along with other duties and that to direct and help the customers when they were facing any problem or had any query. Almost every day, I had to deal with the customers regarding their problems in account opening check book issuing or take the delivery, etc. In these three months I worked almost every department of prime bank. This was helped me to understand different role of different department.

3.2 Different Aspects of Job Performance:

Job performance is whether a person performs their job well. Job performance depends on many factors like job responsibility, working condition, environment, knowledge and expertise on the work activities, job satisfaction. Sometimes the job seems much boring. On my three months of internship period on PBL I have taught lots of practical things those I have learned on theoretical courses. Though I got some differences sometimes but there were also some similar things. Really this practical experience helped me a lot to learn more new things. This experience I tried to put in my report by giving best possible effort.

CHAPTER FOUR
Analysis and Findings

4. Ratio Analysis:

Ratio analysis is a mathematical comparison of financial statements. It is used to evaluate various aspects of company's financial performance such as efficiency liquidity, profitability and solvency. Ratios are calculated from current year numbers and then compare with the previous years so that the other companies or industry can judge the company's position. It is a quantitative analysis of information contained in a financial statement. This analysis data collected from the company's income statement and balance sheet. It helps investors, creditors and company's internal management to understand the past performance and reduces guesswork, intuition and sound judgment.

<i>RATIO ANALYSIS</i>							
	2010	2011	2012	2013	2014	2015	
Debt to Equity Ratio	1170.00%	1061.00%	1043.00%	962.00%	1056.00%	1230.00%	
Current Ratio	107.00%	117.00%	112.00%	102.00%	102.00%	109.00%	
Return on Equity	18.34	19.03%	12.98%	7.94%	9.78%	8.10%	
Net Profit Margin	73.26%	89.49%	49.88%	42.58%	84.29%	165.32%	
Return on Assets	2.03%	1.82%	1.14%	0.75%	0.94%	0.85%	
Asset Turnover	2.77%	2.03%	2.28%	1.78%	1.13%	0.51%	

4.1.1 Debt to Equity Ratio:

Debt to Equity Ratio is also known as leverage ratio. It measured how much debt a company used to finance its assets. In a simple term, it used to determine the amount of leverage a company is using. A debt equity ratio is preferred 1.00 (100%) or lowers than 1.00 (100%). It means a company uses both equity and debt equally to finance its assets or it use large portion of equity to finance its operations. On the other hand, if the leverage ratio or debt to equity ratio is more than 1% then it will be risky. It means the company using its debt more than its equity to finance its operations which present that the lenders have more money in the company than the company's equity holders and defiantly that shows risky.

$$\text{Debt to Equity Ratio} = \frac{\text{Total Liabilities}}{\text{Shareholders' Equity}}$$

The data retrieved from the Annual Report of Prime Bank for analyzing this ratio. This calculation is calculated in MS Excel for the year 2010 to 2015 and 2015. My calculation shows that Prime Bank Limited is highly leveraged organization. The banking industry is one of the most debts intensive industries in Bangladesh because of that the debt to equity ratio of PBL is high for consecutive six years. In banking perspective deposits are treated as debts and loans provided are treated as assets. The deposit that the customers keep with this bank in returns of interest is financed by Prime Bank and it incurred as an operating expense.

4.1.2 Current Ratio:

Current ratio is a financial ratio that shows the proportion of current assets to current liabilities. It represents the company's liquidity. It pays off its short term and long term obligations. In other words, a large amount of current assets in relationship to a small amount of current liabilities provides some assurance that the obligations coming due will be paid. A current ratio of more than 100% shows that a company has the ability to pay off its obligations. On the contrarily, a less than 100% of current ratio signifies that the company's financial strength has lacking and it would face difficulties if it has to pay off its liabilities. If the ratio is equal to 1%, the company has a balance between its assets and liabilities and can easily pay off its obligations without getting bankrupt.

$$\text{Current Ratio} = \frac{\text{Current Asset}}{\text{Current Liabilities}}$$

The current ratio of Prime bank limited shows that the bank had more assets than its liabilities and it maintained the ratio for consecutive six years. In my calculation 2010 to 2015 it slightly fluctuate with one another but did not fall down. So it means that the company had the ability to repay its obligations. However to analyze the current ratio it indicates that Prime Bank is in a favorable situation.

4.1.3 Return on Equity:

Return on equity is the amount of net income returned as a percentage of shareholders equity. It also said that ROE is refers to the profit that is generated as a result of the amount of shareholders equity being financed to generate that profit. It is a tool that investors use to evaluate whether the company will be using their investments productively or not.

$$\text{Return on Equity} = \frac{\text{Net Income}}{\text{Shareholders Equity}}$$

In 2010, ROE of Prime Bank is 18.34% and in 2011 the ratio increase to 19.03% but after it came down in 2012, 2013, 2014 and 2015. In 2015, the return on equity is 8.10%. It shows that there was a substantial increase in the shareholders equity in these years and the after tax profit of the bank did not increase at the same rate during these period.

4.1.4 Net Profit Margin:

Net Profit Margin is the percentage of revenue outstanding after all operating expense, interest, taxes, and preferred stock dividends have been deducted from a company's total revenue. It also called return on sales ratio or gross profit ratio. It shows how much profit is earned by a company for every currency of the revenue generated. It is usually expressed in terms of net profit as a percentage of revenue generated. This ratio use to measure how effectively a company can convert sales into net income.

$$\text{Net Profit Margin} = \frac{\text{Net Profit After Tax}}{\text{Net Revenue}}$$

Net profit margin ratio helps a company to decide whether it should reduce its expenses or not. High profit margin means low expenses and higher expenses mean less net profit. I have found on my study that in 2010 profit margin was 73.26% and in 2011 it increase to 89.49% but in 2013 and 2014 ratio decrease to 49.88% & 42.58% respectively. These two following years there was a significant increase of operating expenses which provided less profit. Again it started generating higher net profit margins from 2014 to 2015 and the percentage increase from 84.29% to 165.32%.

4.1.5 Return on Asset Ratio:

Return on Assets ratio often called the return on total assets. It measures the net income produced by the total assets during a period. Return on Assets shows how well the assets of a company are managed to contribute to the generation of profits. It is usually expressed in terms of after tax profit as a percentage of the total assets of the company. ROA is used to determine how efficient the assets are at generating profits. It is a profitability ratio.

$$\mathbf{ROA} = \frac{\mathbf{Net\ Income}}{\mathbf{Total\ Asset}}$$

In my calculation I have seen that in 2010 it was 2.03% and then every year the ratio went down from 2011 to 2015. Last year, in 2015 it was 0.85%. This occurred possibly because of lower interest incomes on investment made by the bank which as a result generated lower profits. If the assets not successfully utilize, the profit will not come as the company expected. So, in this case management plays the crucial role to manage and balance both company's assets and profits.

4.1.6 Asset Turnover Ratio:

Asset Turnover Ratio is a measure of how efficiently a company uses its assets to generate sales. It is basically an efficiency ratio. If the turnover ratio is high the company performs better. It means the company generates more revenue over proper using of assets.

$$\mathbf{Asset\ Turnover\ Ratio} = \frac{\mathbf{Net\ Sales}}{\mathbf{Total\ Assets}}$$

The data in my calculation present that the ratio decline from 2012 to 2015. In 2010 the ratio was 2.77%. It was better than other years. In 2011 it decline from 2.77% to 2.03% but the company able to increase its ratio to 2.28% in 2012. After that last three years the turnover ratio is in the downward. The possibility of this occurrence may have been caused due defaults in loans provided to customer which were written off as bad debts.

4.2 Horizontal Analysis:

Horizontal Analysis is a comparison of historical financial information. It is used to show the growth of the bank. The analysis for evaluating the performance of a bank following formula has been used,

$$\text{Change since based period} = \frac{\text{Current year amount} - \text{Base year amount}}{\text{Base year amount}}$$

The comparison is shown between two years.

Particulars	2015	2014	Change
Total Assets	252,161,232,386	254,912,200,069	-1.08%
Deposit	194,825,100,756	204,837,730,569	-4.89%
Loans & Advances	151,864,534,491	147,366,652,393	3.05%
Total Import	114,747	126,571	-9.34%
Total Export	93,700	110,096	-14.89%
Operating income	12,072,856,092	11,906,313,449	1.40%
Operating expense	6,166,432,888	5,749,625,533	7.23%
Net profit after tax	2,139	2,393	-10.61%
Total liabilities	225,746	230316	-1.98%
Shareholder's equity	26,415	24,461	7.99%
Retained Earning	247,251	54,394	354.56%

Horizontal analysis of key factors of banks shows that the Total Assets decreased by (1.08%) between the year of 2014 and 2015. Total Liabilities are decreased by (1.98%). Deposit is decreased by (4.89%) and the amount was 194,825,100,756 in 2015 compare to 2014. Total loans and advances is increased by 3.05% and the amount was in 2015 151,864,534,491 from 2014. Total Import is decreased by (9.34%) from 2014 to 2015. Total Export is decreased by (14.89%) and the amount was 114747 in 2015 compare to 2014. Total operating income is increased by 1.40% from 2014. And the operating expense is increased by 7.23%. Net profit decreased by (10.61%) and the amount is decreased in 2015 compare to 2014. Shareholder's equity increased by 7.99% and the Retained earnings increased by 354.56% between 2014 and 2015.

4.3 General Banking (GB):

The banking industry is boosted by an inflow of funds. This financial sector is a very complicated aspect but the basic operation of this industry can be divided in two parts. The two parts involve the inflow and outflow of funds. The inflow of funds is the deposits which is taken by the banks and those deposits are directly converted to an outflow which is called investments made by the banks on other marketable securities. The general banking is also known as a retail division of a bank. General banking has three departments:

- Transfer
- Clearance
- Cash

4.4 Product and Services of Conventional Banking:

Retail banking is the main source of cash inflows. Under the retail banking there are different kinds of products which can be converted into investments later on. These are the products,

Account Opening:

In the bank account opening is the core thing for both customer and employee. Customers have to open an account at first to deal with his or her daily transaction. Account opening is related and necessity for all products of the bank. If a customer does not have account in a particular branch of a bank then he or she cannot make any transactions or take any financial benefits from bank.

For opening account customer need an introducer who authorized him or her. An introducer must be a client of a bank who already maintains an account with that bank and know the customer very well. Regardless of the type of account customer have to provide documents to the bank.

Types of account that customer can open:

Savings Account:

In order to open a savings account, there is a form “Personal Account Opening Form” provided to the customer where he or she has to write specific account name and give personal

information. The customer is required to assign a nominee of the account and also has to provide the bank with the name and authorization of the introducer. Then the customer has to fill up the form and attached photo, identification number etc.

PBL brings ultimate security and convenience in Savings Accounts to the customer. Any Bangladeshi national who is adult (18 and above) can open a personal account. The benefits a customer can get from this account are given below:

- Check book facility
- Safe deposit locker service
- SMS banking
- Online banking service
- Prime bank ATM card

Current Account:

Current account is open against the corporation name. This account helps a company to do their daily business transaction. In current account a client can freely deposit money and withdrawn. At the time of opening it is also accompanied by a Special Notice Deposit (SND) account. To open a current account customer need to provide such legal document these are:

- Trade license
- Company TIN certificate
- NID/ Passport
- Partnership deed
- Passport size photograph

First Account:

My First Account is a Savings Deposit Account. PBL offers “My First Account” to facilitate students’ savings attitude to secure future. Only the citizen of Bangladeshi student whose age is between 6 years to below 18 years can open this account. The main purpose is to make students familiar with banking and become habituate for savings. It gives students an opportunity at very early stage to secure their future for better education and other financial need. Students get some benefits from this account, these are:

- ATM card (debit card only)
- MICR check book
- Internet banking
- SMS banking
- 50% concession on processing and documentation charges on education loan.
- Pay Order (PO):

Pay Order Issuing (PO):

Pay order is an instrument which valued same as money. Customer who do not want to carry money he can make pay order and give it to some individual or company due to his purpose. There is some process of pay order. Customer is supplied a Pay Order form and banking service voucher. Also send the commission list to the customer. After filling the form the customer pays the money in cash or by check. Check is very much preferable for the banks because it is more secured than money. Then the officer who assigned for this is issues PO on its specific block. The officer then writes down the number in the PO block and also on the PO form then she authorized the PO from in-charge of GB department. At the end customer is provided with the two parts of the block after signing on the block of the bank's part.

The charges of pay order issuing are following:

Amount	Commission	Vat
Tk. 1 to Tk. 10,000	Tk. 15	Tk. 3
Tk. 10,001 to 1,00,000	Tk. 25	Tk. 4
Tk. 1,00,001 to 5,00,000	Tk. 50	Tk. 8
Tk. 5,00,001 to 10,00,000	Tk. 75	Tk. 12
Tk. 10,00,001 to above	Tk. 100	Tk. 15

4.5 Deposit Schemes:

Contributory Saving Scheme (CSS):

Contributory saving scheme is a scheme which get customer benefited by contributing monthly installment to build up savings and at the end of the specified period they can receives such a attractive fixed amount. Under this scheme Minimum size of the monthly installment is Tk.500.00 and multiples of Tk.1000.00. Maximum installment size is Tk. 25000 for five year period. Lump sum amount shall be paid after maturity or monthly pension shall be paid for the next 5 years according to size of the deposit.

Fixed Deposit (FDR):

Under FDR customer can give a fixed amount of money for a month, three months, six months or twelve month for interest rate of 3.5%, 4%, 5% or 5%. Now the interest rate is too low but still customer are bound to do FDR because in other scheme money will be hold for long period of time and if a customer take the money from bank before maturity bank will cut off a large portion of money. While FDR scheme gives customer short term benefit along with long term benefit.

Lackhopati Deposit Scheme:

The monthly installments of Lackhopati Scheme are Tk.275, Tk.530, Tk.1400 and Tk.2500. Depositor will receive 1lac Tk. after a number of periods depending on the installment size. Higher the installment size lower the maturity period.

The tenure of the Lackhopati Scheme will be 3/5/10/15 years.

No. of year	Installment (TK)	Interest rate (%)	Terminal benefit
3	2500.00	7.00	Tk.1,00,000
5	1400.00	7.00	Tk.1,00,000
10	530.00	8.50	Tk.1,00,000
15	275.00	8.50	Tk.1,00,000

Prime millionaire Scheme:

Prime millionaire scheme is similar as Lackhopati deposit scheme. Under this scheme the installment amount is larger than the Lackhopati scheme and the terminal value is 10lac tk.

Tenure	Installment Size (TK)	Interest rate (%)	Terminal benefit
5	13,950.00	7.00%	Tk.10,00,000
7	8,910.00	8.00%	Tk.10,00,000
10	5,460.00	8.00%	Tk.10,00,000
12	4,010.00	8.00%	Tk.10,00,000

Double Benefit Deposit Scheme:

This deposit scheme issued for 10 years term. After the maturity, double the amount of deposit will be paid to the depositor. A specially designed Receipt shall be issued for the deposit under the Scheme in the same manner as issued in case of FDR.

Monthly Benefit Deposit Scheme:

Monthly Benefit Deposit Scheme's first criteria is customer have to an account in a particular branch bank. The interest will pay to the customer monthly basis and the amount they get on deposit will directly transfer to the customer's account. Monthly benefit scheme is the scheme where customers get a fixed amount of money every month and the charges bank deducted is from the interest they get not from the principal amount. The tenure of this scheme is 3, 5, 7 and 10.

Tenure	Amount Before Tax	Tax 10% (TIN Holder)	Tax 15% (Without TIN)	Interest Rate
3	583.33	525.00	495.83	7.00%
5	583.33	525.00	495.83	7.00%
7	708.33	637.50	602.08	8.50%
7	708.33	637.50	602.08	8.50%

Shukonna:

Shukonna is different Savings Deposit Account for women. Any women of an age 18 years and above can open this account. Customer gets interest on daily basis of daily balance. Interest credited end of the month. The minimum amount required for opening this account is Tk.1000. The facilities get customers from this account are given below:

- 3% interest per annum on daily basis
- MICR check book
- Master debit card (Tk.250 will be charged after one year)
- 50% concession on processing fees on marriage loan
- Special reward on International Women Day for women

Shukonna is a special type of Savings Deposit Account. It is only for women. Any women of an age 18 years and above can open this account. Customer gets interest on daily basis of daily balance. Interest credited end of the month. The minimum amount required for opening this account is Tk.1000. The facilities get customers from this account are given below:

- 3% interest per annum on daily basis
- MICR check book
- Master debit card (Tk.250 will be charged after one year)
- 50% concession on processing fees on marriage loan
- Special reward on International Women Day for women
- Enjoy discount at selected Beauty Parlor/Retail chain shop/ jewelry shop/Restaurant

4.6 Services of Financial Products:**Altitude Banking:**

Altitude banking is internet banking. Customer can enquiry about balance of bank accounts, Loans, Deposits scheme through internet. Website of Prime bank is always updated. All information is updated time to time and customer can take a look. They can also download

statements of their Transaction A/C, FDR and Deposit Scheme. Altitude also help customer to transfer their fund to any prime bank account even if transfer funds to any bank any branch. There is also another facility is utility bill payment. Customer can recharge their prepaid or postpaid mobile bills, WiMax accounts instantly. It is a fastest service of Prime Bank limited.

Monarch Banking:

Monarch banking is a premium banking service. It is designed for customers' luxurious life with a complete range of financial services. This Monarch banking gives customers different type of services which enrich their life style and needs. These are following:

Exclusive Services:

1. Exclusive Lounger
2. Dedicated relationship manager
3. Family benefits (3 person of the family)
4. Meet & greet privileges at Hazrat Shahjaha International Airport
5. Flight Reservation Assistance for Domestic & International Travel

Diversified Lifestyle:

1. Fantastic Shopping Discount at Leading Local & International Stores, Home Décor Outlets, Food & Beverage Outlets.
2. Special Rates on Room Booking at Selected Hotels
3. Discounts at Salons/Spas and Health Clubs
4. Invitation to Glamorous Premier Shows & Events
5. Exclusive Health Packages at Reputed International Hospitals
6. Travel Benefits
7. Special Discount at Antique Luxuries - Jewelry Stores.

Family Benefit:

1. Complimentary Premium Banking Membership
2. Access to Premium Banking lounges
3. Reduced pricing on Banking services

This privilege will take,

Eligibility Criteria	Prime Bank Limited
A/C opening balance (Joint or Individual)	BDT 20lac & above
FD opening balance (Joint or Individual)	BDT 30lac & above
Family package (no. of beneficiaries)	3 persons
A/C opening of family members	BDT 10lac per person
Persons having salary account through PBL	BDT 3lac & above
Home loan	BDT 70lac & above

Phone Banking:

Technology helps people and makes their life easier. Now-a-days people do not have much time to do their daily tasks. They are more focused on their corporate life. So, Prime bank gives them a great opportunity to do daily task from their home or office. Prime bank's phone banking is provide 24/7 banking services. Over phone customer can get

- Account balance
- Change TIN number
- Activate ATM/Master card
- Block ATM/Master Card
- Credit card available limit
- Credit card last statement generation date

SMS Banking:

SMS banking is similar to phone banking. SMS banking services is instant service through which customer can access account information at any time. Any Prime bank client can get this service through mobile phone upon registration. Customer can get access 24 hours to financial information of their account once he or she is a member of SMS banking. They can access these following information:

- Balance enquiry
- Mini statement
- Exchange rate
- PIN change

Locker Service:

PBL gives customer a safe locker service. People use locker for their safety issues and PBL offer most secured and confidential locker service. Customer who has account with PBL can use this service. They can keep their jewelries, documents etc. It has three sizes small, medium and large. Customers can choose any size for fulfill their purpose. The charges of the locker services are different according to its size. Rents are depending on their size. Charges are following:

Size	Charge	Time
Large	Tk.3500.00	1 year
Medium	Tk.3000.00	1 year
Small	Tk.2500	1 year

4.7 Critical observation and Recommendation:

During my three months working in Prime Bank Elephant Road Branch, I have found something about Prime Bank which is remarkable. On the other hand from my observation of last three months I would like to recommend them something that can give them better look for their organization.

Some remarkable Aspects about Prime Bank:

- The employees of General Banking department are usually very much polite in behavior and try their best to help the customers.
- Employees are very sincere of their works. Even if they come on weekends to complete their tasks.
- Regular and special customers are treated very well so that they feel respected and attached with the organization.
- Ananta Garments is regular customers of PBL Elephant Road Branch. I got information from them; they said that this bank is very convenient and friendly to them in terms of service and very much systematic.
- Every employee help each other in their works, they are more than colleagues like family members.
- They cordially welcome the newcomers unlike many other organizations.

Recommendations for Prime Bank:

- PBL have most helpful and efficient employees but still in the Elephant Road Branch it has not sufficient employee to serve customer timely and fast.
- Almost every day a huge number of customers come in the Elephant Road Branch. This branch is very much busy whole day. In that case I have seen sometimes some employee very much impatient to attend the customer. I have seen some there were certain misunderstanding between customers and employees. In few cases it has seen that fault was caused by employees but most of the time mistakes from customers' end. So in this situation employees have to be cool and cleverly handle the different case.

- Every day lot of different types of customer comes to the bank. In this weather most of the time ACs is not works. So it gives a bad impression on customers. The environment is important for all organization. It is hard to work for employees as well as customers to do their task properly without sufficient facilities.
- Delivery of cheque book or master debit card is delayed beyond the deadline sometimes which is not expected. Usually master debit card is supposed to be delivered within 3 weeks. If it is not possible to deliver it within this time then it is better to inform customer before they come to collect the cards.
- My practical observation in another department which is foreign exchange department, I worked in the export section as an intern I have seen that in export section there are shortage of employees. And it is difficult to them to done the task within a certain period of time with extra loads of work.
- Export department is one of the most important sectors in the bank. The work of export section is mostly doing with the software. So the weak technology is not acceptable at all because it kills the time and employees cannot meet up the deadline. Technology improvement and software updated is needed to look after the Head office as early as possible.
- In modern technology people are familiar and user friendly with ATM card. Now-a-days it's not necessary to come to the bank every time for collecting money; ATM card makes it easier. So the ATM service should be fast and upgraded. I have seen during my internship period that a big number of customers complain of ATM card services and face hassle. So it is needed to upgrade the ATM service.

Conclusion:

Prime Bank is one of the top class private banks in Bangladesh. Its main motive is to serve best quality service throughout the world. This report reflects a clear idea of different activities, financial performance of Prime Bank Limited. I gained my knowledge for prepare my internship report by doing internship in Prime Bank Limited, Elephant Road Branch. My objective was to know about their functions, products and services they offer to the client and most importantly their performance within two years. In prime bank there are different type of banking facility like Retail Banking, Corporate Banking, Islamic Banking, SME Banking and NRB banking. They offer different type of products, deposit schemes, loans. This report contains analysis of ratios to present the performance of last two years.

To identify the success of any organization it is required to give keen sight in each section of the work place. In any Bank there are three sectors these are general banking, credit section and foreign exchange. Cash and Clearance section is under the general banking supervision. The most important part for the bank is general bank section because at first for any transaction client must have an account with the bank. The general banking deals with account opening, pay order check book facility and different type of deposit schemes. A bank's performance depends on their customer service. The global success or failure of the Bank as a whole depends on it. Every section of a bank depends on general banking section because without sufficient deposits no bank will be able to sanction the credit facility.

Prime Bank is a promising bank. At the beginning of the business, every institution has to go through the difficult path of survival. To impress or attract the customer, to achieve their confidence, the bank must execute some improvements in its marketing and operational areas. Prime Bank Ltd should try to win customers faith by providing them efficient and dependable services and updating with user friendly modern technologies. The bank should redesign all sorts of banking procedures to be more user-friendly, attractive and impressive.

Prime Bank limited started with a dream to be the most efficient financial intermediary in the country and it believes that the day is not far off when it will reach its desired goal. It tries to come up with new ideas, innovation and uniqueness in their business. Prime Bank Limited

looks forward to a new horizon with a distinctive mission to become a highly competitive modern and transparent institution comparable to any of its kind at home and abroad.

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