

In Bangladesh the number of banks in all now stands at 52, among them Standard Chartered Bank (SCB) is the leading multinational bank SCB enjoys the number one position in Cash Management, and trade activities and is primarily corporate driven. Corporate banking generates more than 40% of its revenue group while treasury contributes more than 20% to the overall revenue. The goal of SCB is to be the “Bankers of First Choice”. Standard Chartered has over 600 offices in 56 countries with a strategic focus on the Emerging Markets of Asia, Africa, the Middle East and Latin America.

In the banking industry rivalry among the competing banks is high because major rivals are equal or close to in size and capability (revenue and volume), exit barriers are high, new private banks are snatching share from the NCBs and each other's customer base by providing extra benefits, slow market growth due to the sluggish economy and depositor's cost of switching banks is low. Entry barrier is also high since government does not encourage any more banks in this country. Although various financial institutions are coming up to provide financial services in Bangladesh the threat of substitute services is relatively low in the banking sector. On the whole the bargaining power of the suppliers is moderately low since there are few depositors who can influence banks. Customers get to choose from many banks in the country' so naturally they can always shift from one bank to another if they feel that they are not offered appropriate rates. So the bargaining power of buyers is comparatively high.

Banking is a risk taking business that requires judgment. To control this risk, the bank has a set of policies and procedures that define the way the bank assess risk and execute transactions. Therefore, SCB has been constantly updating its approach towards pricing their products, which is a really admirable trait. This forward-looking approach has made them one of the leading foreign banks in Asia, Africa and the Middle East.

It is safe to say that Standard Chartered Bank in Bangladesh have come a long since it started its operation over a century ago. Standard Chartered Bank is the market leader in all aspects of the banking industry, with the exception of their competitive position in lending due to its conservative stance on taking too large an exposure on the comparatively volatile Bangladeshi market. As a result, the bank has shifted its portfolio from lower to higher quality lending compared to other banks operating in Bangladesh. It is inevitable that better approaches and frameworks will come up in the future because of Standard Chartered Banks relentless determination to lead the way in the banking sector in Asia, Africa and the Middle East.