

# **INTERNSHIP REPORT**

ON

**First Security Islami Bank**

**GENERAL BANKING**

SUBMITTED TO:

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SUBMITTED BY:

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Submission Date: 2nd May 2016



2<sup>nd</sup> May, 2016

Mr. Md. Tamzidul Islam

Lecturer,

BRAC Business School Dhaka

**Subject: Submission of Internship Report**

Dear Sir,

It is really a matter of immense pleasure for me to submit the report on "General Banking Practice at First Security Islami Bank Ltd.". This report is an outcome of the Internship Program which is an academic requirement for the completion of MBA Program and it will enrich our academic background, about to enter into the professional field. I will be highly encouraged if you are kind to receive this Internship Report.

I have put my best effort in completing the report with all the information that I have collected both from primary and secondary sources and also from my personal observation during three months working period at First Security Islami Bank Ltd, Rupnagar Branch. I also tried my best to acquaint myself with all the services matters of First Security Islami Bank Ltd.

It is quite worthy to mention that without your kind-hearted advice and cooperation it would not be possible for me to substantiate this report. I will be pleased and grateful to you to answer any sort of quarry you think necessary, assuring you our presence if and when needed.

Thanking you,

Sincerely yours

.....

KaziFahim Adnan

Id No: 13164149

Human Resource Management

MBA Program

BRAC University

## ACKNOWLEDGEMENT

At first I want to thank our creator almighty Allah. And I would like to express my sincere gratitude and cordial thank to my academic supervisor Mr. Md. Tamzidul Islam for his constant supervision, moral support, valuable instruction and helpful advice in preparing of the report. His direction, critical comments, criticism, generous patience greatly helped me to carry on the dissertation and give it a final shape.

I also express my warm gratitude and cordial thank to all the faculty members of First Security Islami Bank Ltd. specially to Md. Jahidul Alam (Senior Officer), who gave us necessary information and excellent guidance to prepare this internship report.

I would also like to give thanks to Iffat Khanom (Junior officer), Hanifur Rahman (Assistant Officer), Suparna Talukdar (Sr. Officer) & Jahidul Islam (M.T.O.) for their hearty co-operation to learn about FSIBLs "General Banking practice at Rupnagar Branch".

Finally, I would like to convey my gratitude to all of my teachers and friends who extended their support to prepare the report.

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## Executive Summary

This report is prepared as requirement of the internship of MBA program of BRAC University. This report focuses Three months working experiences in Rupnagar Branch, FIRST SECUIRITY ISLAMI BANK LIMITED. This report will give a clear idea about General Banking activities and operational strategies of FSIBL. Especially this report focuses on the **General Banking practice** byFSIBL.

FIRST SECUIRITY ISLAMI BANK LIMITED (FSIBL) was established in 29 August 1999 with a clear manifesto of demonstrating the operational meanings of participatory economy, banking and financial activities as an integral part of an **Islamic code** of life. The philosophy of FIRST SECUIRITY ISLAMI BANK is to establish as egalitarian society based on the principle of social justice and equity. As an integral part of this process FSIBLntroduced measures to abolish interest and charge or pay fixed interest on loans or deposits. Interest of pre-determined interest on deposits; the depositors participate in the profit of the bank as an agreed ratio. Whereas, interest based conventional banks pay a fixed interest on savings and time deposits and grant loans with interest for any purpose.

Basically FSIBL is an Islamic Bank based on "**ISLAMIC SHARIAH**". With the objective in view FSIBL has formulated a profitable live in a batter society with greater security and peace. FSIBL is opening in a three sectors banking system, such as formal, non-formal and voluntary sector. General banking, Investment and foreign exchange are operated under the formal sector.

Development management of Waqf and mosque properties, management of in heritance properties, and joint venture project for management of non-profit foundations, charitable trusts and organizations are executed under the voluntary sector.

## Reference

- ❑ First Security Islami Bank Ltd Annual Report 2015.
- ❑ Report Submitted by Internship Students.
- ❑ <http://www.fsibl.bd>
- ❑ [www.google.com](http://www.google.com)



# **CHAPTER-ONE**

## **ORGANIZATION REVIEW**



## 1.0 Introduction

For a business administration graduate, the internship is an essential requirement. Here a student gets a wonderful chance to understand the practical world and get some tremendous and brilliant ideas used there. By experiencing this challenge to prepare an internship report not only creates an efficient graduate but also increases intellectual abilities. Since the banking sector is one of the most important sectors of our economy and also offering a supportive environment for career development, I was always eager to get myself an internship in such a renowned financial institution like FSIBL.

As a reputed commercial bank of the country, FSIBL was established on 29 August 1999 and Bangladesh Bank gave the permission to commence their activity on 22 September 1999. And now FSIBL has expanded and developed as well as developing our country.

The First Security Islami Bank Limited Bank strictly obedient to "Islamic Shariah" principles. FSIBL believes principles like profit and loss sharing, strongly avoiding interest.

And I consider myself lucky to have the opportunity to accomplish my practical learning in the First Security Islami Bank Limited (FSIBL). The internship program was carried under the consumer banking department. This internship report has been done based on the general practices done by a bank. From February 1st to April 30th, the three-month long internship period has given me the opportunity to learn as well as gain the practical knowledge about the daily tasks done by the bankers. Here the analysis has been made on the service of FSIBL, different departments like accounts opening, accounts, clearing, remittance & cash.





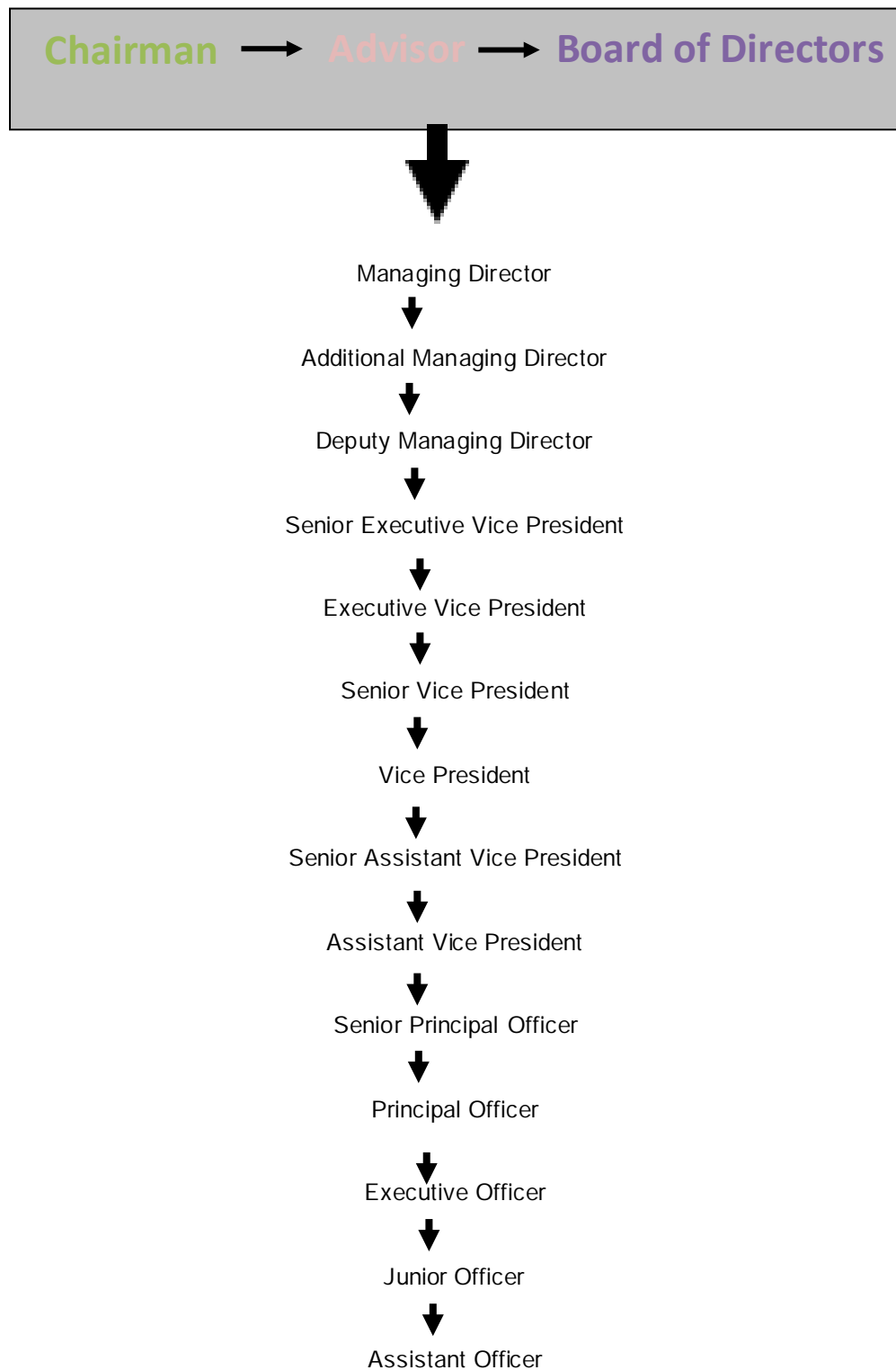
## 1.1 Organization Profile

Name of the organization	First Security Islami Bank Ltd
Type	Public Limited Company
First Branch	Dilkusha Commercial Area, Dhaka. on August 29, 1999
Industry	Banking/Financial Services
Area Served	Nationwide
Head Office	House # SW (I) 1/A Road # 08, Gulshan-1 Dhaka – 1212, Bangladesh
Registered Office	23, Dilkusha, Dhaka-1000, Bangladesh
SWIFT Code	SWIFT # FSEBDDH
Key People	<b>Chairman</b> Mr. Mohammad Saiful Alam <b>Vice Chairman</b> Mr. Alhaj Mohammad Abdul Maleque <b>Managing Director</b> Mr. Syed Waseque Md. Ali <b>Company Secretary</b> Mr. Jahidul Quddus Mohammad Habibullah
Products	Finance and insurance Consumer Banking Corporate Banking Investment Banking Investment Management Private Banking Private Equity Mortgage loans

Authorized Capital	Credit Cards
Paid up Capital	Tk.10,000 Million
Date of consent for IPO	Tk.6,788.74 Million
Auditors	04 June 2008
	Shafiq Basak & Co, Chartered Accountants, Shatabdi Centre (6th Floor), 292, Inner Circular Road, Fakirapool, Motijheel, Dhaka. Phone: 02- 7192098, Tel/ Fax: 02- 7194870, E-mail: shafiq_basak@yahoo.com
Legal Advisor	The Law Counsel, Barrister & Advocates, City Heart (7th Floor), Suit No. 8/8, 67, Naya Paltan, Dhaka-1000. Phone: 9349647-8, Fax: 9349866, 9567029, E-mail: l.counsel@bdonline.com.
Tax Consultant	K.M. Hasan FCA, K.M. Hasan & Co. Chartered Accountants, Dhaka Office Home Tower Apartment (8 th & 9 th Floor), 87, New Eskaton Road , Dhaka – 1000, Phone: 9351457,9351564, Fax: 9345792-112.
Total Employees (2015)	2820
Total Branches	148
Total ATMs	105
Earnings Per Share	1.18
Website:	<a href="http://www.fsiblbd.com/">http://www.fsiblbd.com/</a>

## 1.2 Hierarchy at FSIBL

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### 1.3 Division of FSIBL

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- Audit & Inspection Division.
- ATM Card Division
- Board Secretariat
- Budget & Monitoring Division.
- Credit Division-1.
- Credit Division. -2.
- Credit Card Division.
- Classified Loan Recovery Division.
- Financial Administration Division.
- General Banking Division.
- Human Resources Division.
- International Division.
- Information System & Technology Division.
- Law & Recovery Division.
- Marketing Division.
- Merchant Banking Division.
- Public Relations Division.
- Protocol Division.
- Reconciliation Division.
- System & Operations

## 1.4 Activities

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### 1.4.1 Products & Services

#### i. Products

##### a) Deposit Schemes

On 31st December, 2015 First security Islami Bank Ltd earned total deposit amount of 231,274.24 million takas which is 26.72% increase from their previous year's 182,511.81 million taka, a massive 48,762.43 million taka gain Deposit is the main scheme that can run a bank that's why FSIBL is always design new deposit schemes to increase their deposit earning.

- Bandhan
- Niramoy
- Alo
- Aboshor
- Ankur
- Prapti
- Probin
- Somman
- Hajj
- Agrosor
- Jakat
- Morjada
- Araba
- Ghoroni
- Swadesh
- Unnoti
- Suvechcha
- Triple benefit
- Projonm
- Proyash
- Uddipon
- Cash waqfa
- Mehnoti

##### b) Investment Products:

Despite conflicting situations in both global and local market, FSIBL has remarkably increases its investment. On 31st December, 2015 Banks total investment was 187,680.01 million takas which is a 22.83% gain from 2014s 152,792.32 million taka, total gain of 34887.69 million takas.

- Corporate finance
- Hire-Purchase Finance

- Commercial finance
- Industrial finance
- Lease finance
- Syndicate finance
- Real Estate
- Small medium finance
- Women Entrepreneur Investment Project
- Agriculture Investment Project

## ii. Services

- ATM Card
- Remittance service
- SMS service
- Locker service
- Collections of utility bill
- Mobile banking
- Internet banking
- Student mobile banking

### 1.4.2 Import Business

As on 2015 FSIBL invested total 4886 core taka in import business. They imported mainly edible oil, capital machinery, cotton, fabrics related products.

### 1.4.3 Export

FSIBL dealt with 787 core taka worth export documents on 2015. The main sectors were rmg, knitwear, leather made products, agro based products etc.

### 1.4.4 Foreign Remittance

FSIBL earned total amount of 566 core taka of foreign remittance as of 2015. FSIBL provide service from the leading exchange services like

- Western Union
- Placid NK corporation
- MoneyGram
- Express Money
- Super X 10 Global Money
- Zenj Exchange WLL.
- Bahrain
- RIA (Continental Exchange Solution Inc)
- IME Remit

FSIBL earn a huge remittance from exchanges comes through Italy,

#### **1.4.5 Corresponding Banking**

FSIBL has many corresponding banks to do global business. FSIBL has already achieved tremendous success in foreign exchange business. They have correspondent with 1400 banks globally.

#### **1.4.6 Subsidy organizations**

To achieve market need and also to keep the promises FSIBL made to their clients, they have started First Security Islami Capital and Investment Ltd and First Security Islami Exchange Italy (SRI). Aim of these subsidiaries of FSIBL to provide merchant banking and remittance service to potential clients. They believe that this kind of services will create a new dimension to their customer service.

### **1.5 Organizations philosophy**

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FSIBL has all the compatibility of a commercial bank. They provide all kind of services of personal, commercial and corporate banking while maintaining the 1991 Companies Act and guidelines from Bangladesh Bank.

### 1.5.1 Values

#### ➤ **Compassionate**

FSIB always keep their promises what they offer their clients. The staffs are always there for to help the clients for any queries. They are accessible whenever and wherever the customers need them. And the customer satisfaction is always guaranteed as each and every one come back for more.

#### ➤ **Transparent**

As a follower of islami shariah FSIBL always provides the authentic services to the clients no hidden profit cut or payment being made from the clients.

#### ➤ **Innovative**

FSIBL creates many market niches to provide services every demographics of our economy. Schemes like "sromojibi" focuses on low income people where "mudaraba millionaire" plan focused on monthly 30,000-taka deposit. Where "অংকুর" focuses on students, "প্ৰীণ" focuses on senior citizens of our country.

#### ➤ **Confident**

FSIBL confident about providing service to their clients even across the borders. They are not afraid of creating new venture in abroad to satisfy their clients need.

#### ➤ **Ecological**

Now a day for sake of the world, everything or everyone is considering going green. That's motivated FSIBL to turn their business green. And now they introduced green banking. For a better future FSIBL cutting their use of papers and converting to more efficient way of energy like using solar power.



### 1.5.2 Vision of FSIBL

With top notch technology providing 24/7 service to customers we will become the one of the best banks in our country while ensuring all of our activities are in line with "Islami Shariah".

### 1.5.3 Mission of the FSIBL

- To give clients most efficient banking environment by ensuring an effective technological support.
- To provide customer satisfaction at any level of banking service.
- To serve with "Islami Shariah" and transparency.
- To engage with constant growth and paying full value to the shareholders.

### 1.5.4 Objectives

On the basis of their mission and vision, FSIBL has designed their objectives to reach their organizational goal. These are:

#### ➤ Technologically advanced services for Clients

For the convenience of their clients FSIBL wants to provide technologically advanced services. ATM cards, mobile-banking, internet banking and sms banking are among those technological services.

#### ➤ Provide Customer Friendly Environment

FSIBL Rupnagar branch office is designed to satisfy client comfortability. One will do his regular banking task without any confusion as every department is separated, hustle free and everyone in the office is ready to help.

#### ➤ Well aware clients to ensure Transparency

FSIBL Bank has made sure that clients will never have to pay any hidden cost. What will be the sms or atm cards service charge and what they will pay for tax

are fixed when relationship officer makes direct interaction with clients. This makes FSIBL so transparent.

### 1.5.5 Strategies

#### ➤ Building Goodwill

FSIBL is trying to achieve more positive vibe by engaging with various CSR activities. Most recent CSR activities of FSIBL are:

- Scholarship for meritorious students
- Several donations

#### ➤ Offering 24 hour technological services

FSIBL's 24 banking service includes 24 hours ATM banking, Internet banking, SMS banking.

#### ➤ More client oriented approach

FSIBL is constantly monitoring client's need & designing various schemes to meet those requirements. To extend a better customer service, FSIBL is reviewing & updating their policies, procedures. Every year FSIBL conducts several trainings to develop their employees' skills to provide them with adequate resources so that the customer's needs are reasonably addressed.

### 1.5.6 Visions for the Future

With the everchanging needs of the clients, FSIBL is always trying to design multiple strategies to come up with increase their business in following areas:

- ❖ Opening new branches in potential areas of Bangladesh.
- ❖ Expanding Local & Global business.
- ❖ Priority Banking.
- ❖ Internet banking.
- ❖ Expanding In-house Training Facility.

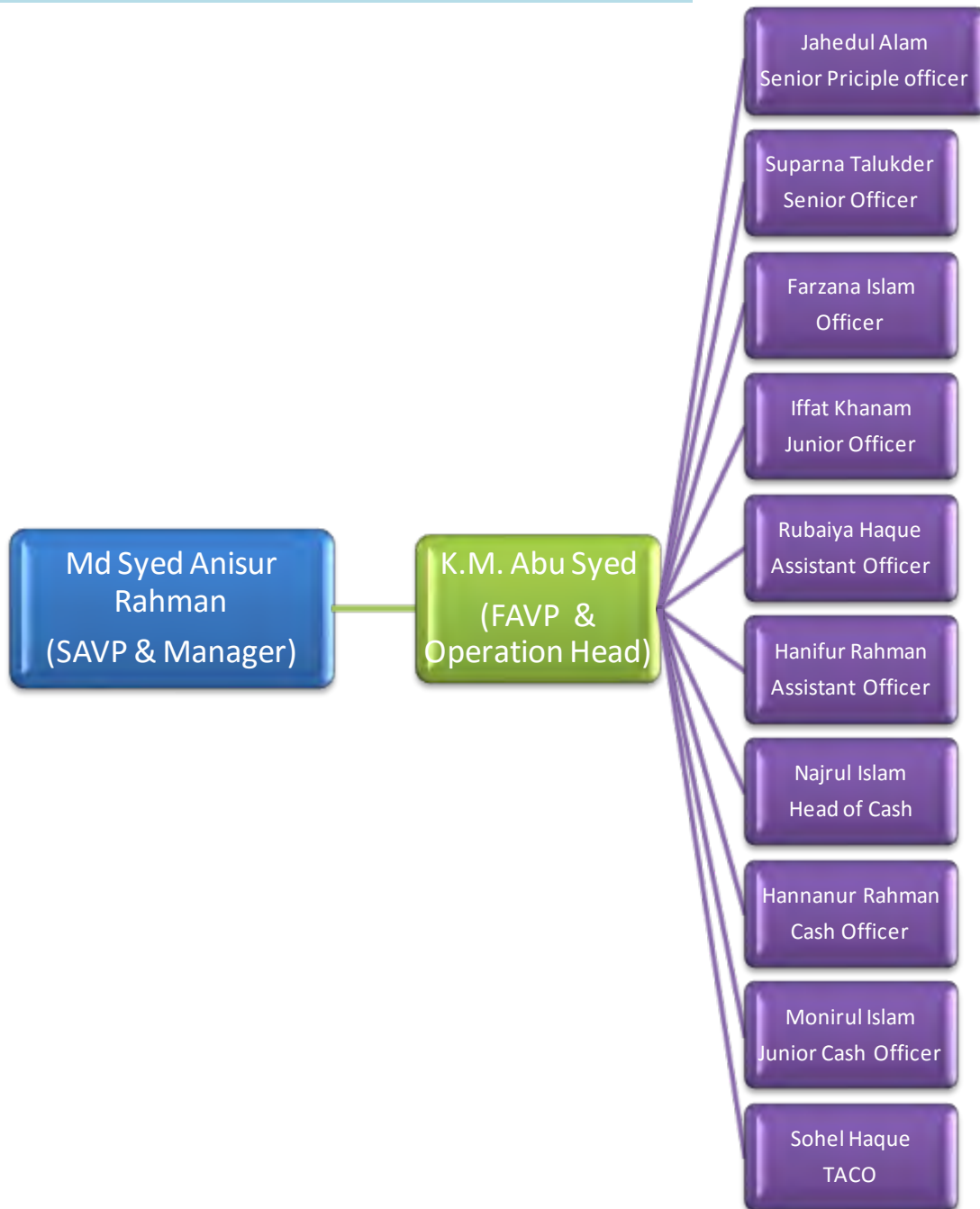
- ❖ Modernizing training institute.
- ❖ Full-duplex online banking.
- ❖ Increasing number of ATM network.
- ❖ Agent banking.
- ❖ Mobile banking.
- ❖ Green banking.
- ❖ Credit card.
- ❖ SSI banking
- ❖ Introducing new deposit and investment schemes and service to clients to satisfy their need.



# **CHAPTER-TWO**

## **JOB AT RUPNAGAR BRANCH**

## Organizational Structure: RUPNAGAR BRANCH



## 2.0 On the job responsibilities

From February 1st to April 30th, these three months I had been closely observed all the general banking tasks done by the officers at the desk. At different departments, tasks are completely different. Sometimes I had to talk with the clients face to face, sometimes I had to check the supplementary details.

As an intern in First Security Islami Bank Limited Rupnagar branch I had the opportunity to learn from departments like accounts department, clearing department and foreign exchange department.

My experience of these jobs in different departments will be discussed in this chapter.

## 2.1 General Banking Sections in FSIBL Rupnagar branch

- i. Accounts Opening Section
- ii. Remittance Section :
- iii. Clearing Department
- iv. Cash Department

### 2.1.1 Account Opening Section

#### I. Account Opening Procedure:

1. **Eligibility:** Any Bangladeshi citizen can open this account. He./she must be at least 18 years old and not mentally disturbed. The account can be opened singly or jointly.

This signatory can be:

- A person
- proprietorship/partnership firm
- limited company (private/public)

- educational institution
- club, association
- socio-economic organization

## 2. Filling a form

At first the applicant has to fill up a form. Depending on applicants' choice of deposit schemes a form is given to them. The can be verified by their color. Bottle green savings A/C form, blue dps A/C form, green fdr A/C form, orange current A/C form.

## 3. Nominee

The applicant needs a nominee for his account. If the A/C holder deceased, the nominee becomes the A/C holder.

## 4. Referrer

The applicant must have an referrer to open an account in FSIBL. The referrer takes full responsibility that the applicant is good in nature and will follow all the rules of the bank.

## 5. Required Documents

- **National Id**

To verify applicant some documents are needed. For this national id card is the most relevant source.

- **Photo Id**

But sometimes the applicant may not have the id card. For that a photo id from their work place or educational institution (in case of Onkur & Projonmo) is required. Both the applicant and the nominee requires photo id.

- **Birth Certificate**

Sometimes without any photo id only applicants birth certificate can be relevant if they have a referrer.

- **Photograph**

When opening a savings A/C the applicant requires 2 passport size photo and nominee requires 1 passport size photo. When opening dps and fdr, both applicant and nominee each requires 1 copy of passport size photo.

- **For Current A/C**

For current account there will be some additional documents are need.

In case of partnership

- Partnership deed of the firm.
- A duly certified photocopy for records of Bank.
- Copy of trade license.
- Photocopy of TIN paper of applicants.

In case of limited company

- Certified copy of the memorandum and articles of association of the company.
- A duly certified photocopy for Bank's records)
- Chairman / Managing Directors passport photocopy.
- Photographs of signatories.
- Copy of trade license.

## **6. Information gathered**

Information gathered from the applicants from both talking face to face and from the gathered documents. Direct conversation is very important because the A/C opening officer can identify the applicants mental state and can collect some of the information that's not available in the gathered documents like contact number.

Also the A/C opening officer verifies the income source of the applicant and set the transaction parameter of the A/C.



## 7. Signing the agreements

The applicants have to sign agreeing the procedures. The applicant must use that same signature to every transaction with the bank. If the applicant wants sms and atm service, then they have to sign extra two papers.

## 8. Checking Information

The authorized officer checks all the information given by the applicant. A/C is opened if all information is correct but any wrong information leads the officer to call the applicant to verify, if the applicant not response within a month then the officer will not submit the form.

## 9. A/C Holder

Then the applicant become the A/C holder. Bank then give the A/C holder one paybook and cheque book. The cheque book usually comes to the branch after 3 working days from submitting a form.

## II. Closing of an Account:

An A/C could be closed for two reasons,

- By the bank.
  - By the client.

**The bank:** If any client doesn't make any transaction within two years and the account balance becomes lower than the minimum balance i.e 1000tk then the bank has the right to close that account.

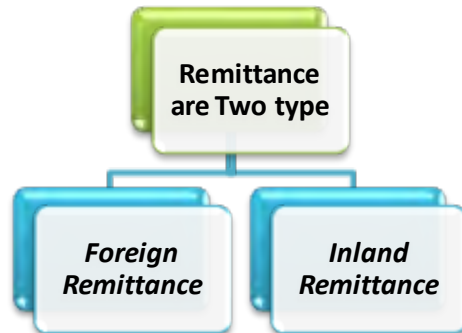
**By customer:** Client himself can close his own account. For that, he must write an application to the manager requesting him to close his account.

In this situation, at first the client submits an application to the manager with his/her signature and mentioning the reason for why he wants to close his/her account. Then the officer will verify the signature with the scanned copy of the original form. After that different department of the bank will certify that he/she has no liabilities to the bank. Then the client's account will be debited. At last in the name of account holder the bank will issue a pay order.

### 2.1.2 Remittance:

Remittance can be simplified by saying it's a process of transferring of money, receiving money outside the country or sending money from our country.

Remittance has two types. These are:



#### a) Foreign Remittance:

When foreign currencies are sent from one place or by a person to another place or to another person, it is known as foreign remittance. FSIBL has arrangement with Western Union, Zenz Exchange, The MoneyGram, The Xpress Money to provide remittance service. Foreign Remittance can be generated from sale or purchase of foreign currency between two countries.

It includes-

- Import
- Export
- Expatriates remittance
- Travel

Foreign Remittance may be categorized:

- Foreign inward Remittance
- Foreign outward Remittance

➤ **Foreign inward remittance:**

The foreign currency received from outside to our country, is known as foreign inward remittance. The remittance can be performed in two proceeds:

- 1 Through export proceeds the money is visible inward remittance.
- 2 Sent by a family member makes the currency invisible inward remittance: e.g.; Cash is remitted through TT, DO, etc.

➤ **Foreign outward remittance:**

In this process local money is sent to outside of Bangladesh on behalf of the client.

***FSBL FOREIGN TRANSACTIONS:***

- Great Britain pound
- U.S Dollar
- EURO
- YEN

**Mode of inward foreign Remittance: Telegraphic transfer (TT)**

Telegraphic Transfer service is provided by FSIBL because it's an easiest method to transfer money. TT can be used both foreign and local money transfer. FSIBL use their foreign partner banks to send money to desired countries. Partnership with local banks like UTTORA bank and NCCBL, FSIBL manages their foreign inward remittance. Bank commission, VAT & telex charge must be paid by the client for remitting the

money. To maintain secrecy a code is being used while transferring money using telegraphic way.

Commission	+ VAT	+ Telex charge
TT Tk 1.50 for Tk 1000	+ 15%vat on total	+ Tk 50 amount of TT

### b) Inland Remittance:

When local currencies are sent from one place or by a person to another place or to another person in a same country its known as inland remittance. Inland remittances are:

#### ● DD Demand Draft:

The Demand Draft is an instrument used for transfer and payment. Demand Draft is a popular way for remitting money from one corner of country to another.

In terms of place is the main difference between pay order and demand draft. For remittance money within a city, PO is used whereas DD is used for within the country. At FSIBL DD is only sold to its clients.

Commission	+ VAT
DD Tk 1.50 for Tk 1000	+ 15% on total DD amount

#### ● Pay Order (PO) :

As an instrument Pay Order also used to remit money within a city thorough banking channel.

Total amount of pay order(PO)	Commission + VAT (Tk)
Tk 1-1000	15 + 2
Tk 1001-100000	25 + 4
Tk 100001-500000	50 + 8
Tk 500001-10000000	100 + 15

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### 3.1.3 Clearing House:

To operate the safety and security of financial instruments like DD, PO & Cheque is the main job of clearing section. FSIBL's responsibility as clearing house earned it the name scheduled bank, because FSIBL is doing the clearing on behalf of Bangladesh Bank.

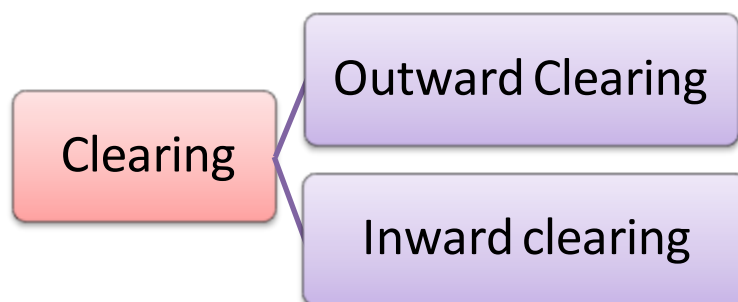
Clearing house mainly do two things.

- As a first house it delivers cheques and collect cheques issued by other banks.
- As a returned house it returns the dishonored cheques.

#### ❖ Types of clearing:

Clearing Section has two main jobs. These are: -

- (1) Outward Bills for Collection (OBC),
- (2) Inward Bills for Collection (IBC)



#### ❖ Outward Bill for Collection

When financial instruments like DD, PO, Cheque etc. come from other banks (that means banks except FSIBL) to collect money through clearing house, it is called Outward Bill for Collection. If the paying bank is outside the Dhaka city, it (Cheque, DD, PO) will also be cleared by OBC.

#### ❖ Inward Bills for Collection:

instruments like cheques, DD, Pay order are gone other banks to transfer money from specific branch of FSIBL, it is called Inward Bills for Collection. Inward Bills for

Collection is the opposite follow of Outward Bill for Collection. This technique is followed when other bank sends the FSIBL's own cheque for clearing.

## 2.1.4 Cash Section

At the general banking section of any bank, cash department makes more contribution than any other departments. Their job is to receive cash from depositors and pays cash against cheque, draft, pay order and pay slip over the counter.

Two major functions of cash department are cash receive and cash payment.

### ❖ Cash Receive:

Depositors desired cash amount must be supervised by a responsible cash officer. During that process the cash officer check several things on the deposit slip. These are

- Checking A/C number
- Checking A/C name
- Checking depositor 's sign
- Checking the date
- Checking the amount

If all those informations are correct then the officer signs the deposit slip with cash received seal and later gives an entry to the register. Then he gives scroll number on deposit slip from cash received register book.

### ❖ Cash Payment

Before honoring a check, the responsible officer h has to observe the check in the below way:

- 1 Checking two signatures on the back of the cheque
- 2 Checking the signature and compare it with the original

- 3 Checking its crossed checked or not
- 4 Checking the date.

A cash officer can dishonor a cheque. The main issues that can lead a cheque to be dishonored are:

- i. If the cheque is post dated
- ii. If there's insufficient fund in the A/C.
- iii. If the signature differs.



# CHAPTER-THREE

## DESCRIPTION OF THE PROJECT



### 3.1 Origin of the report

Origin of this report is to fulfill the requirement of internship program, authorized by BRAC University business administration department. The actual objective of an internship program is to put students in a real working condition before they got an actual job. Here they match their student life knowledge with organizations daily practice. They learn some of the basic and critical organizational behavior that cannot be taught by theories. The whole learning session runs approximately about 12 weeks with finalization internship report.

I have done my internship program at the First Security Islami Bank Ltd., Rupnagar Branch, Dhaka. This study is under the supervision of Mr. Md. Tamzidul Islam, lecturer of Department of Business Administration, BRAC University.

### 3.2 Objectives

- To know how a banker deals with client, maintains the rules and regulations given by Bangladesh bank and mainly how they cope with general banking functions and structure.
- To analyze the overall performance of First Security Islami Bank Limited (FSIBL).
- To know what are the products and services offered by FSIBL, under the general banking sector.
- To know the features of various department of FSIBL.
- To get to know about the Deposit plans offered by FSIBL.
- To analyze the strength, weakness, opportunity and threat of FSIBL rupnagar branch.
- To provide recommendations for some key problems.

### 3.3 Methodology of Data Collection

The proposed study has been focused on the General Banking of the FSIBL. In order to accomplish certain and precise objectives for this study, information was collected from both Primary as well as Secondary sources as stated here:

#### Primary Sources:

- Direct conversations with the respected employees of the branch working in different departments i.e. accounts opening, accounts, clearing, remittance & cash departments of FSIBL.
- Face to face interaction with the clients to conduct a survey on customer satisfaction.
- Observation of banking activities.

#### Secondary Sources:

- Website of FSIBL.
- Files and documents of the branch.
- Different Types of brochures.
- Different newsletters of FSIBL.
- Financial highlights of the organization.

### 3.4 Limitation of the study

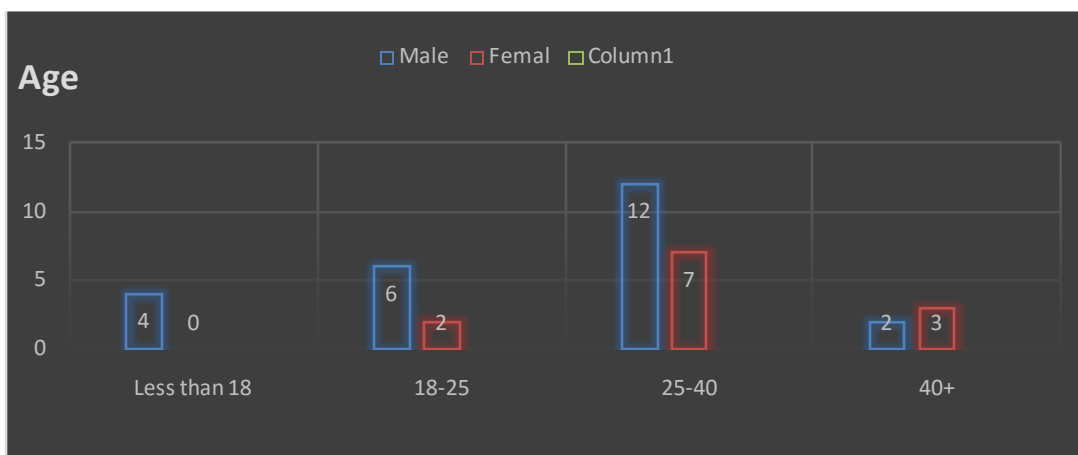
- In my internship period I have found some barriers to complete the work in a conducive way within shorter period of time. This is mentioned below:
- Difficulty in assessing data of its internal operations.
- Non unavailability of some preceding and latest data.
- Time length was not sufficient to judge everything judiciously.
- Assessment was limited to most of the corner and thus it was not possible to observe all issues related with job performance.

### 3.5A SURVEY ON CUSTOMER SATISFACTION

#### Introduction

To gain knowledge about FSIBLs customers satisfaction level a survey was conducted by me. I talked to the clients face to face and ask each of them some certain questions. Some of the information is collected by just observation. Sample size of this survey is 36.

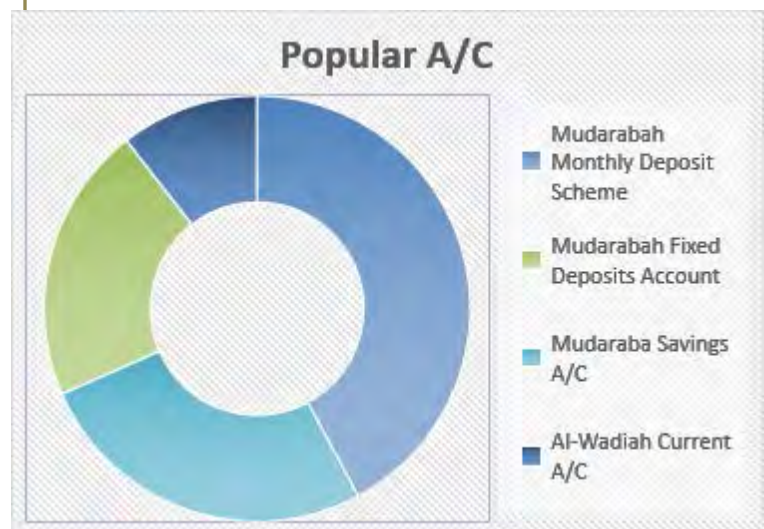
#### ❖ Age of the Clients



Though this chart we can see that 25-40 age customer are more in FSIBL rupnagar branch. Important point to notice that female clients are accepting FSIBL as they become older.

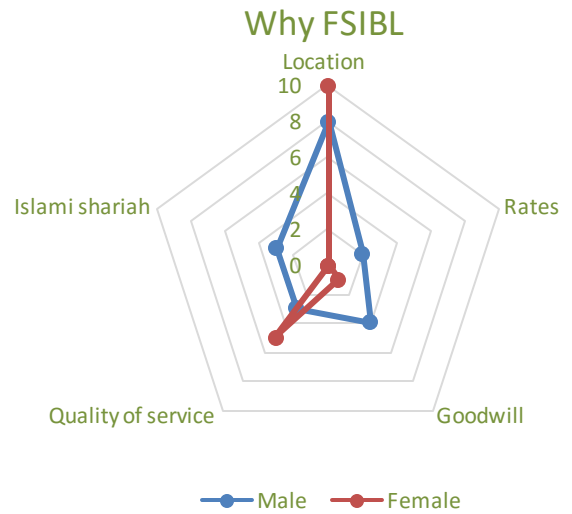
#### ❖ Popular Deposit Scheme

In Rupnagar branch, FSIBLs most popular scheme is Monthly deposit scheme. Second best is savings A/C because to open a deposit A/C client must have a savings A/C with the branch. Followed by fixed deposit and current A/C.

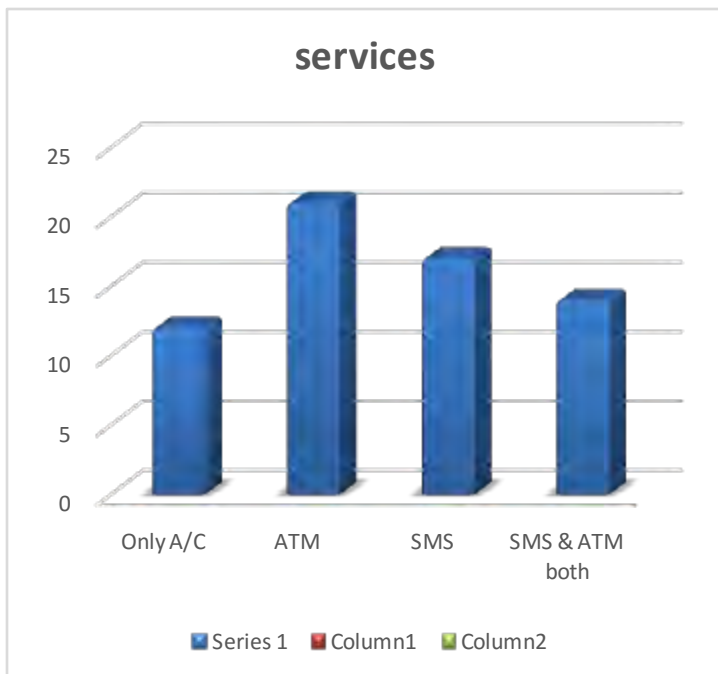


❖ Reasons behind choosing FSIBL Rupnagar Branch

In rupnagar the most of the clients chose location as their best priority for choosing FSIBL. Most of the women clients who are garments worker around the place, emphasizes more on the location. Though FSIBLs popularity in other areas is because they are following Islami shariah, but in rupnagar male clients prefer FSIBL for their goodwill and women clients prefer for quality of service.

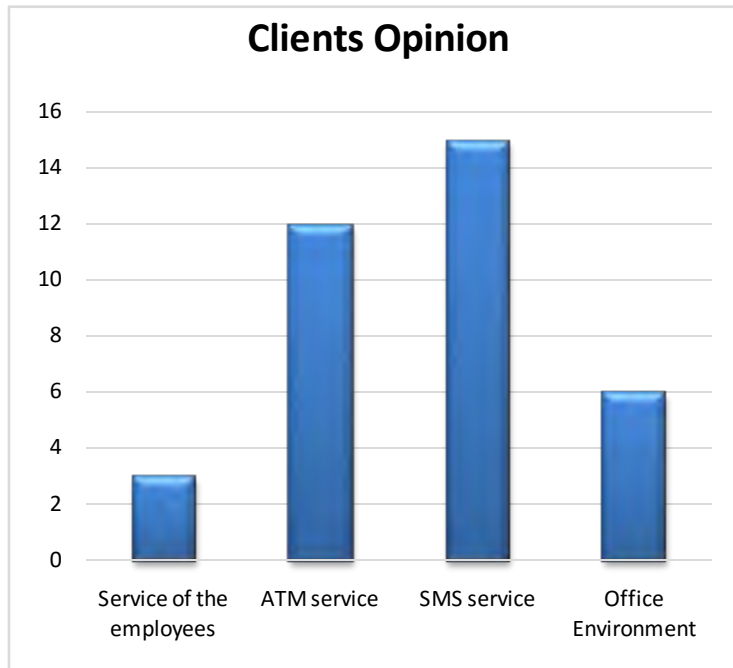


❖ What kind of service do you receive from the bank?



Here we can see clients most used services in rupnagar branch. Some clients don't want any extra service rather than having an account. Most of the clients uses atm service but for bad sms service many of them canceling the service.

❖ In what area the branch should improve



In clients opinion, some of the technology based service must be improved. Most of them are very frustrated that they are not even getting any messages of their transactions though they are paying yearly sms service fee. Some of the clients said speed of service should be improved.

❖ How satisfied are you with this Bank?

Through this chart we can see that all most of the clients are happy with the bank and though the number of dissatisfied clients are little but its equal to the number of very delighted clients.





# **CHAPTER-FOUR**

## **SWOT ANALYSIS of FSIBL**

## 4.0 SWOT Analysis of FSIBL Ltd.

SWOT analysis is a must in the competitive arena of marketing based on product, price, marketing policies of a financial institute like private bank. By the SWOT analysis anyone can figure out ongoing scenario of FSIBL.

### 4.1 Strengths

#### **Goodwill**

FSIBL has earned their name from years of CSR, transparency, customer service and off course for following "islami shariah".

#### **Board members**

FSIBLs board members are group of well-known entrepreneurs of this economy. Having this financial advancement, FSIBL managed a sufficient amount of resourced as their strength.

#### **Expertise**

FSIBLs high level officials have the banking sector skills, expertise, experient that will help them continue to take a part in expanding the business.

#### **Technology**

FSIBLs use most supplicated software "Ultimus" to operate their computerized and online banking tasks. Others like,

- SWIFT for interbank transaction.
- WAN service for clients in every branch to commence online banking.
- Counting machines for speedy service in the teller counters.
- Computerized statements.



### **Culture at FSIBL**

FSIBL rupnagar branch has a friendly workplace. That is interactive and informal. The superior and the subordinates are doing everyday bank jobs all together, helping each other like a huge team.

## **4.2 Weaknesses**

### **Branding**

FSIBL is weak to set up their name among their targeted market. Their promotional activities through CSR are promising but their products and services promoting isn't that well that mass people not aware of FSIBL's name. People well aware of Islami bank and Al-arafah bank, who are the strongest competitors of FSIBL.

### **Bad HR practice**

At the very end of April, both the Manager and the 2<sup>nd</sup> head of the rupnagar branch are being transferred at the same time. It frustrates all the employees as they are sad for losing their leader and as well as afraid of the new command. Other examples are,

- Bumping
- Less Emotional Intelligence
- Bad Induction Process
- No Intangible rewards
- High Nepotism
- Bad Succession planning

## **4.3 Opportunities**

- Potential customers are more conscious "islami shariah"
- More experienced top management.
- Branches dispersed all over the country.



- Increased new sector loan facilities.
- Acquaintances with other local banks.
- Partners overseas.
- FSIBs visions of the future will bring more opportunities.

#### 4.4 Threats

- All the private banks and their deferent schemes.
- All the other “islami shariah” based banks, whose principles are same as FSIBs.
- Ever-changing customers needs.
- Bangladesh Banks regulation
- The interest rateis reducing every 3 months in average.

# Chapter-Five

## Findings, Recommendation and Conclusion

## 5.0 Findings:

I found both positive and negative issues. Those are

- 1 Most of the employees love FSIBL and believe in "islami shariah".
- 2 Although manager's cooperation, leadership and attitude was present in FSIBLs rupnagar branch, sudden transfer of manager left the branch's future in uncertainty.
- 3 Before taking major decisions HRD or even the Manager doesn't notice, informed or guide the employee.
- 4 Some of the clients of the branch are dissatisfied about the atm card fees & sms service charges.
- 5 Most of the clients don't actually understand how to handle an atm card.
- 6 Some of the clients are dissatisfied because FSIBL can't provide credit card.
- 7 It will be easy for both sides if FSIBL has a customer service representative.
- 8 Location of FSIBL rupnagar branch is most frustrating for clients, not very easy to locate.
- 9 At rupnagar branch current A/C is most popular scheme.
- 10 Clients are concerned about that interest rate is getting lower every year.
- 11 Clients have no doubt about the FSIBL is following "islami shariah".

## 5.1 Recommendations

- It doesn't harm if FSIBL improves their customer relation. A medium to entertain the customer waiting in the que is needed. The branch also needs someone to greet clients and show them their desired desk. For this job they don't need to hire, simply an intern fits in.
- FSIBL strongly practicing national origin bias. To hire the right employee for the right job they must omit this kind of stereotypes from the organization.
- FSIBL should charge reasonable charges and fees. ATM booth facilities should be increased & with sms service fees should be reasonable.
- The loan process needs to be more shorten. The whole process is very confusing. It must be simplified so that clients can get whole process easily.
- More promotional activities are needed for locals at rupnagar branch. Organizing events or sponsoring events will be good ways by doing it.



## 5.2 Conclusion

First Security Islami bank Ltd. has gaining goodwill very rapidly. But recently government is more focused on investment, that leads FSIBLs interest rate to downfall.

Although the performance of rupnagar branch is satisfactory but very low considering other branches of FSIBL. The officers and staffs at rupnagar branch are trying hard to crow the breakeven and possibly this year they would. But sudden transfer of both manager and 2nd head leads them back to square one. But it will not affect the employees motivation and ability to deliver at their best.

I wish that all the employees keep their mind at the right place and the new branch manager will be as much responsible & supporting as the last one.