



Inspiring Excellence

**Internship Report on General Banking Activities &
Customer Relationship Management of The General
Banking Department of IFIC Bank Ltd.**

Submitted To:

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LETTER OF ACCEPTANCE

This internship report is prepared using the relevant documents related to the assigned topic written by Md. Faisal Ahmed, Id # 12104239 a student of Bachelor of Business Administration (BBA) has been acknowledged, as it is accepted.

Mahreen Mamoon

Assistant Professor

BRAC Business School

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LETTER OF TRANSMITTAL

July 16, 2017

Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Madam,

With great pleasure I submit this internship report that I have been assigned to you as an important requirement of BBA program at BRAC University.

It is a great pleasure to inform you that I submit my internship report on "IFIC Bank Ltd."

Which is a very helpful bank regarding the situation of all others banks. Successful completion of such a report where exist relevant & information from both primary and secondary sources. Through there is exists various short-coming. I have found the study to be quite interesting, beneficial and knowledgeable. I have tried my level best to prepare an effective report.

This report is about the General Banking Activities & Customer Relationship Management of the General Banking Department of IFIC Bank Ltd.

I also want to thank you for your support and patience with me and I appreciate the opportunity provided by BRAC University and IFIC Bank Limited to work on this wonderful project.

Yours sincerely,

Md. Faisal Ahmed (ID # 12104239)

ACKNOWLEDGEMENT

I would like to express my gratitude to all the people that were involved both directly and indirectly in the preparation of this report. I apologize to the people whose names that I have not mentioned, and their contribution is highly appreciated by me.

At first, I would like to thank my academic supervisor **Mahreen Mamoon**, assistant professor of BRAC University. – For guiding me and for giving me the opportunity to initiate this report. More specifically, I would like to thank her for imparting her time and wisdom.

I want to thank all the officials of IFIC Bank Limited that were involved. I would especially like to thank Saifur Rahaman Patwary (SO), my official in charge Mr. Mostafa Kamal (FAVP), Mohammad Forhad Hossen (PO), Md. Mehedi Hossain (G-1) and also Lovely Pervin (Officer), and their bank as a whole. I would like to thank them for giving me the required information to commence this report and for providing the permission to do the required research work.

I also would like to give my gratitude to a very important person who has made it all happen for me at IFIC Bank Limited Mr. Kazi Nowshaduzzaman, Vice President & Relationship Manager of IFIC Bank Limited of Naya Paltan Branch.

Finally, I would like to thank my parent, my paternal uncle and my brother and sister whose influence and inspiration has enabled me to complete this report.

EXECUTIVE SUMMARY

The main task of this report is to find out the overall General Banking Activities & Customer Relationship Management of IFIC Bank Ltd. I have discussed about this issue in the whole report. This report is prepared on the basis of my three-month practical experience at IFIC Bank Limited, at Naya Paltan Branch. This internship program helps me to learn more about the practical situation of a financial institution. Banking system of Bangladesh has gone through three phases of development-Nationalization, Privatization, and Lastly Financial Sector Reform. IFIC Bank Limited is a state-owned commercial bank of Bangladesh established in 1976. The whole working process of IFIC Bank Limited, Naya Paltan Branch is divided into 3 sections- (i) General Banking Section, (ii) Loans and Advance, and (iii) Foreign Exchange Section. This report has been presented based on my practical observation and experience gathered from the Branch and the focus is given on the General Banking Section.

The whole report is divided into five chapters- Prefatory, Organization Overview, General Banking Activities, Customer Relationship Management and concluding. The first chapter is the prefatory part of this report. The organization overview chapter shows total overview of IFIC Bank Limited. The third chapter is general banking activities at Naya Paltan branch. The fourth chapter has been discussed about customer relationship management of IFIC Bank Ltd. And last chapter contains findings of the report, strength & weakness of IFIC Bank Limited, recommendations and conclusion.

CONTENT OF THE REPORT

NO. OF CHAPTER	NAME OF CHAPTER	PAGE NO.
CHAPTER 01	PREFATORY	06-15
	1.1 HISTORY OF BANKING 1.2 HISTORY OF PRIVATE BANKS IN BANGLADESH 1.3 CURRENT STRUCTURE OF BANKS IN BANGLADESH 1.4 INTRODUCTION 1.6 METHODOLOGY 1.7 LIMITATION	
CHAPTER 02	ORGANIZATION OVERVIEW	16-27
	2.1 OVERVIEW OF THE IFIC BANK LTD 2.2 OBJECTIVE OF THE IFIC BANK LTD 2.3 CORPORATE SLOGAN 2.4 MISSION OF THE IFIC BANK LTD 2.5 VISION OF THE IFIC BANK LTD 2.6 CORE VALUES OF IFIC BANK LTD 2.7 MILESTONE OF IFIC BANK LTD 2.8 BRANCHES OF IFIC BANK LTD IN ALL OVER THE BANGLADESH 2.9 ORGANIZATIONAL STRUCTURE 2.10 SWOT ANALYSIS OF IFIC BANK LTD 2.11 IFIC BANK LTD, NAYA PALTAN BRANCH 2.12 DEPARTMENT OF NAYA PALTAN BRANCH 2.13 INTERNSHIP DUTIES & RESPONSIBILITIES	
CHAPTER 03	GENERAL BANKING ACTIVITIES AT NAYA PALTAN BRANCH	28-61
	3.1 INTRODUCTION OF GENERAL BANKING 3.2 CASH SECTION 3.3 ACCOUNT OPENING SECTION 3.4 CHEQUE CLEARING SECTION 3.5 REMITTANCE SECTION	

CHAPTER 04	CHAPTER 4: CUSTOMERS AND SERVICES OF IFIC BANK	62-66
	4.1 TYPES OF CUSTOMERS IN IFIC BANK LTD 4.2 CUSTOMER TOUCH POINTS 4.3 MULTIPLE CONTACT CHANNELS OFFERED BY BANKS	
CHAPTER 05	CONCLUDING	67-72
	5.1 FINDINGS OF THE REPORT 5.2 MAJOR STRENGTH AND WEAKNESS FACTOR 5.3 RECOMMENDATION 5.4 CONCLUSION	
	REFERENCES	73



CHAPTER – 1 PREFATORY

1.1 HISTORY OF BANKING

1.2 HISTORY OF PRIVATE BANKS IN BANGLADESH

1.3 CURRENT STRUCTURE OF BANKS IN BANGLADESH

1.4 INTRODUCTION

1.5 SCOPE

1.6 METHODOLOGY

1.7 LIMITATION

1.1 HISTORY OF BANKING:

Bangladesh inherited its banking structure from the British regime and had 49 banks and other financial institutions before the Partition of India in 1947. The Dhaka Bank established in 1806 was the first commercial bank in the Bangladesh region of British India. Bengal Bank, the first British-Patronized modern bank established in India in 1784, had opened its two branches in 1873 in Sirajganj and Chittagong of Bangladesh region. Later in 1862, the Bengal Bank Purchased the Dhaka Bank and opened its first branch in Dhaka in the same year by reconstituting and merging the Dhaka Bank. Thereafter, another branch of Bengal Bank was opened in Chandpur in 1900. A number of other branches of Bengal Bank were opened in this region and some branches had been closed in Course of time. There were six other branches of Bengal Bank in operation in the territory of Bangladesh until the Partition of British-India in 1947 and these branches were at Chittagong (1906), Mymensing (1922), Rangpur (1923), Chandpur (1924), and Narayanganj (1926).

Following the emergence of Pakistan in 1947, Stat Bank of Pakistan, the Central Bank of the country, came into being in July 1948. Later, the National bank of Pakistan, a strong commercial bank was set up in 1949. In all, 36 scheduled commercial banks were in operation in the whole Pakistan until 1971. Pakistanis owned most of these banks and only three of them namely, National Bank of Pakistan, Habib Bank Ltd. and the Australasia Bank Ltd, had one branch of each in East Pakistan in 1949. During 1950-58, there other Pakistani-owned banks, Premier Bank Ltd., Bank of Bhowalpur Ltd. and Muslim Commercial Bank, had Opened their branch in East Pakistan. Four Pakistan-owned banks, the United Bank Ltd., Union Bank Ltd., Standard Bank Ltd. and the commerce Bank Ltd. Conducted banking business in the Province during 1959-1965. But all of them Had their headquarters in west Pakistan. East Pakistan had only two banks Owned by local business groups white headquarters in Dhaka. These were the Eastern Mercantile Bank Ltd. (Presently Pubali Bank Ltd.) And Eastern Banking Corporation Ltd. (Presently Uttara Bank Ltd.) Established in 1959 and 1965 respectively.

In the beginning of 1971, there were 1130 branches of 12 banks in operation in East Pakistan. The foundation of independent banking system in Bangladesh was laid through the establishment of the Bangladesh Bank in 1972 by the Presidential Order No. 127 of 1972 (which took effect on 16th December, 1971). Through the Order, the eastern branch of the former State Bank of Pakistan at Dhaka was renamed as the Bangladesh Bank as a full-fledged office of the central bank of Bangladesh and the entire undertaking of the State Bank of Pakistan in, and in relation to Bangladesh has been delivered to the Bank.

Bangladesh Bank has been entrusted with all of the traditional central banking functions including the sole responsibilities of issuing currency, keeping the reserves, formulating and managing the monetary and credit policy, regulating the banking system, stabilizing domestic and external monetary value, preserving the par value of Bangladesh Taka, fostering economic growth and development and the development of the country's market.

The Bangladesh Banks (Nationalization) Order enacted in 1972 nationalized all banks except foreign ones. Six nationalized banks were formed through merging the existing banks of the period.

The rate of growth and development of banking sector in the country was extremely slow until 1983 when the government allowed to establish private banks and started denationalization process: initially, the Narayanganj Bank in the same year and thereafter, the Pubali Bank, and the Rupali Bank in 1986. Growth pattern of banks during the period 1973-1983.

Economic history shows that development has started everywhere with the banking system and its contribution towards financial development of a country is the highest in the initial stage. Schumpeter (1933) regarded the banking system as one of the two main agents (other being entrepreneurship) in the whole process of development. Keynes also emphasized the role of banking services in the process of economic development of a

country, while SHE was addressing the House of Lords regarding International and Monetary System (quoted in Sharma 1985). Moreover Alexander Gerashchenko (1962) in his popularly known “Gerschenkron’s Hypothesis” explained the banking system as the key role player at certain stage of the industrialization process.

Modern banking system plays a vital role for a nation’s economic development. Over the last few years the banking world has been undergoing a lot of changes due to deregulation, technological innovations, globalization etc. These changes in the banking system also brought revolutionary changes in a country’s economy. Present world is changing rapidly to face the challenge of competitive free market economy. It is well recognized that there is an urgent need for better, qualified management and better-trained staff in the dynamic global financial market. Bangladesh is no exceptions of this trend. Banking Sector in Bangladesh is facing challenges from different angles though its prospect is bright in the future.

1.2 HISTORY OF PRIVATE BANKS IN BANGLADESH

There were no domestic private commercial banks in Bangladesh until 1982; When the Arab-Bangladesh Bank Ltd. commenced private commercial banking in the country. Five more commercial banks came up in 1983 and initiated a moderate growth in banking financial institutions. Despite slow growth in number of individual banks, there had been a relatively higher growth of branches of nationalized commercial banks (NCBs) during 1973-83. Their number had increased from 1512 in 1973-74 to 4603 in 1982-83.

Financial sector reforms to strengthen the regulatory and supervisory framework for banks made headway in 2006 although at a slower than expected pace. Overall health of the banking system showed improvement since 2002 as the gross Non-performing Loans (NPL) declined from 28 percent to 14 percent while net NPL (less Provision) reduced to 8 percent from 21 percent. This led significant improvement in the profitability ratios. Although the Private Commercial Banks (PCB) NPL ratio registered a record low of 6 percent, the four

Nationalized Commercial Banks (NCB) position are still weak and showed very high NPL at 25 percent. The NCBs have large capital shortfalls with a risk-weighted capital asset ratio of just 0.5 percent (June 2006) as against the required 9percent. For the PCBs risk-weighted capital asset ratio stood at 10 percent. Bangladesh Bank issued a good number of prudential guidelines during the year 2006 and the first quarter of 2007 which among others relate to:

- Rationalization of prudential norms for loan classification and provisioning,
- Policy for rescheduling of loans,
- Designing and enforcing an "integrated credit risk grading manual",
- Credit rating of the banks, and
- Revisions to the make-up of Tier-2 capital.

Besides, recent decision of the Government to corporative the remaining three NCBs along with the initiative to sale the Rupali Bank are bound to usher in changes in the banking sector competitiveness aspect. Bangladesh Bank has also taken up the task of implementing the Basel II capital accord. Further, the recent enactment of the Micro-credit Regulatory Authority Act (MRAA) for the regulation of the Micro Finance Institutions (MFI) has been a major development in the year 2006. Since 1998 CAMEL rating of banks gradually improved and in 2006 Bangladesh Bank updated this rating model by incorporating the market risk and the new Model is known as CAMELS.

Modern banks play an important part in promoting economic development of a country. Banks provide necessary funds for executing various programs underway in the process of economic development. They collect savings of large masses of people scattered throughout the country, which in the absence of banks would have remained idle and unproductive. These scattered amounts are collected, pooled together and made available to commerce and industry for meeting the requirements. Economy of Bangladesh is in the group of world's most underdeveloped economics. One of the reasons may be its underdeveloped banking system. Government as well as different international organizations have also identified that underdeveloped banking system causes some obstacles to the process of

economic development. So they have highly recommended for reforming financial sector. Since, 1990, Bangladesh government has taken a lot of financial sector reform measurements for making financial sector as well as banking sector more transparent formulation and implementation of these reform activities has also been participated by different international organization like world Bank, IMF etc.

1.3 CURRENT STRUCTURE OF BANKS IN BANGLADESH

Bangladesh Bank (BB) has been working as the central bank since the country's independence. Its prime jobs include issuing of currency, maintaining foreign exchange reserve and providing transaction facilities of all public monetary matters. BB is also responsible for planning the government's monetary policy and implementing it thereby.

The BB has a governing body comprising of nine members with the Governor as its chief. Apart from the head office in Dhaka, it has nine more branches, of which two in Dhaka and one each in Chittagong, Rajshahi, Khulna, Bogra, Sylhet, Rangpur and Barisal.

1.4 INTRODUCTION

The purpose of this study is to find and analyze the General Banking Activities, approval and monitoring process of IFIC Bank Limited, Naya Paltan Branch. It will also include the performance of general banking facilities in recent years. Find out different general activities facilities that IFIC Bank is providing for their customers.

1.4.1. Objective

- To analysis the overall picture of the operation of IFIC Bank Ltd
- To portray the General Banking operations conducted by IFIC Bank Ltd

- To portray the Customer Relationship Management operations conducted by IFIC Bank Ltd
- To know how the risk reducing system in general banking
- To assess overall dealings of the IFIC Bank Ltd
- To examine bank's performance
- To identify problems regarding transaction
- To suggest probable measures in order to solve the identified problems

The topic has been defined as, **“General Banking Activities and Customer Service of IFIC Bank Limited”**.

This report has been prepared to make a study on “Over all general banking activities and Customer Service in IFIC Bank Ltd.” as a part of the fulfillment of my internship. I have prepared this report under the supervision of my respected teacher- **Mahreen Mamoon**

1.4.2. Importance of the Study

The report titled **General banking activities & customer service of IFIC Bank Ltd.** prepared to fulfill the requirement of the internship program of the BBA degree in School of Business, BRAC University. The Banks provide different types of product and services to its counter parts like, general Banking services or finance or investing that results transaction of currency. To do this, they also need capital, assets and other resources. These elements of business results, changes in their capital, assets and other factors which effects directly in the bank's performance. This report will be helpful to understand the performance of the IFIC Bank Limited, compare to some other local Banks and as well their strengths and weaknesses. As a result we can easily rank the Banks position which will give us the idea of Banks capabilities.

1.5 SCOPE

The scope of this report is the Naya Paltan Branch of IFIC Bank Ltd and their operations throughout the country. The report also touches the banking industry and its trends and competitors of IFIC Bank Ltd.

1.6 METHODOLOGY

The report is a combination of primary and secondary data analysis along with financial analysis. To accomplish the report both primary and secondary data are necessary. Primary data is collected through meetings, surveys and secondary data are collected through annual report, books, articles, journals, brochures, website etc.

1.6.1. Area of the Study

The proposed study has been focused on the management of Investment of the IFIC Bank Limited. In relation with the primary and secondary objectives, the Naya Paltan Branch of the IFIC Bank Limited has been selected to perform our internship program.

1.6.2. Primary Data:

The primary data of this report are:

- Direct interview of staff officer of the bank
- Direct question to the officers of general banking division
- Practical experiences gained during performing duties in different desk, department of the general banking branch office of IFIC Bank Limited.

1.6.3. Secondary Data:

I collected secondary data from the following sources:

- Annual report of IFIC Bank Limited
- Printed forms and documentation supplied by IFIC.

- Booklets of international division of IFIC Bank Limited
- Different Publications and Journals regarding banking activities and policies
- Auditors report of IFIC Bank Limited
- Various past documents of general banking of IFIC
- Website of IFIC Bank Ltd (www.ificbank.com.bd)

1.6.4. Data Processing and analyzing

After collecting both the primary and secondary data it process through various ways. Data has been computerized and processed by using MS Word, MS Excel. For the purpose of analyzing the data we have presented in tabular form, percentage form with necessary chart and graphs. After computerized processing, the data are analysis for making the report.

1.6.5. Determination of Time Horizon

The time horizon has been selected of four years from 2007 to 2011. Over the four year time period, the related data of the IFIC Bank Ltd has been analysis.

1.7 LIMITATION

As I have completed my internship in IFIC Bank Limited, Naya Paltan Branch, I have enjoyed a very well decorated environment and comfortable place. The officers are very cooperative but they are too busy to give me time to get knowledge about practical activities. Moreover they have to deal in a very competitive environment based on money related activities. Any mistake from me may hamper their performance and goodwill in the banking sector, for these reasons I deprive of having practical knowledge. Short time duration and lack of practical knowledge are the main limitations of the study. Every project has some limitations. I faced some usual constraints during the course of my internship. The

experienced problems that have, to some extent, affected the presentation of the report are presented below:

Time Limitation: Within such a short period of time, it was not possible for me to study everything about IFIC Bank, Naya Paltan branch.

Fears to Disclosure - The administration also feared to disclose the confidential data related to the party and various forms and documents.

Confidentiality: In order to guard the secrecy of the bank, IFIC Bank Ltd. is not interested to disclose some certain information required for this report.

Lack of Co-operation: As the bank officials are so much busy that it difficult for them to co-operate with me, which is also a constraint for this report.

Lack of Experience - Experience makes a man efficient. I am not experienced enough to complete the study because I am a person of new hand on such study. That is why inexperience creates obstacles to follow the systemic approach and logical research methodology.

Experience: There was lack of experience in collecting information, doing analysis and taking assessment of the related topics.

Certainty: There was some sort of differences between the data collected from different sources of information of the same topic.



CHAPTER -2 ORGANIZATION OVERVIEW

- 2.1 OVERVIEW OF THE IFIC BANK LTD
- 2.2 OBJECTIVE OF THE IFIC BANK LTD
- 2.3 CORPORATE SLOGAN
- 2.4 MISSION OF THE IFIC BANK LTD
- 2.5 VISION OF THE IFIC BANK LTD
- 2.6 CORE VALUES OF IFIC BANK LTD
- 2.7 MILESTONE OF IFIC BANK LTD
- 2.8 BRANCHES OF IFIC BANK LTD IN ALL OVER THE BANGLADESH
- 2.9 ORGANIZATIONAL STRUCTURE
- 2.10 SOWT ANALYSIS OF IFIC BANK LTD
- 2.11 IFIC BANK LTD, NAYA PALTAN BRANCH
- 2.12 DEPARTMENT OF NAYA PALTAN BRANCH
- 2.13 INTERNSHIP DUTIES & RESPONSIBILITIES

2.1 OVERVIEW OF THE IFIC BANK LTD

International Finance Investment and Commerce Bank Limited (IFIC Bank Ltd) is banking company incorporated in the People's Republic of Bangladesh with limited liability. It was set up at the instance of the Government in 1976 as a joint venture between the Government of Bangladesh and sponsors in the private sector with the objective of working as a finance company within the country and setting up joint venture banks/financial institutions abroad. In 1983 when the Government allowed banks in the private sector, IFIC was converted into a fully-fledged commercial bank. The Government of the People's Republic of Bangladesh now holds 35% of the share capital of the Bank. Directors and Sponsors having vast experience in the field of trade and commerce own 8.62% of the share capital and the rest is held by the general public.

2.2 OBJECTIVE OF THE IFIC BANK LTD

- To facilitate and handle all kinds of commercial banking services to its customer authorized by Bangladesh Bank
- To handle the export and import trade of Bangladesh
- To take part in international banking etc.

The Bank renders commercial banking services to all types of customers. The range of services offered by the Bank includes- accepting deposit, making loans and advances, discounting bills, conducting domestic and international money transfers, carrying out foreign exchange transactions in addition to international money transfers, and offering other customer services such as safe keeping, collections and issuing guarantees, acceptances and letters of credit. Core business of the Bank includes- deposit mobilization and lending activities comprising short- term, long- term, import and export financing. Financing activities are extended to different sectors of the economy that could be grouped in to several sectors including Rural & agriculture, Garments & Textiles, Jute, Cement & Bricks, Tannery, Steel & Engineering, Food & Beverage, Chemical & Pharmaceuticals, Printing & Packing, Glass & Ceramics and Miscellaneous.

2.3 CORPORATE SLOGAN

“Your Satisfaction First”

2.4 MISSION OF THE IFIC BANK LTD

Our Mission is to provide service to our clients with the help of a skilled and dedicated workforce whose creative talents, innovative actions and competitive edge make our position unique in giving quality service to all institutions and individuals that we care for.

We are committed to the welfare and economic prosperity of the people and the community, for we derive from them our inspiration and drive for onward progress to prosperity.

We want to be the leader among banks in Bangladesh and make our indelible mark as an active partner in regional banking operating beyond the national boundary.

In an intensely competitive and complex financial and business environment, we particularly focus on growth and profitability of all concerned.

2.5 VISION OF THE IFIC BANK LTD

To be the best private Commercial Bank in Bangladesh and International in terms of efficiency, capital adequacy, asset quality, sound management and profitability having strong liquidity.

By assuring satisfaction to the customers, through a proper training of its most selected group of employees, it plans to pursue its mission. Also it plans to accomplish its mission through the constant innovation of its product line and establishing constant network with prospective corporate client.

2.6 CORE VALUES OF IFIC BANK LTD

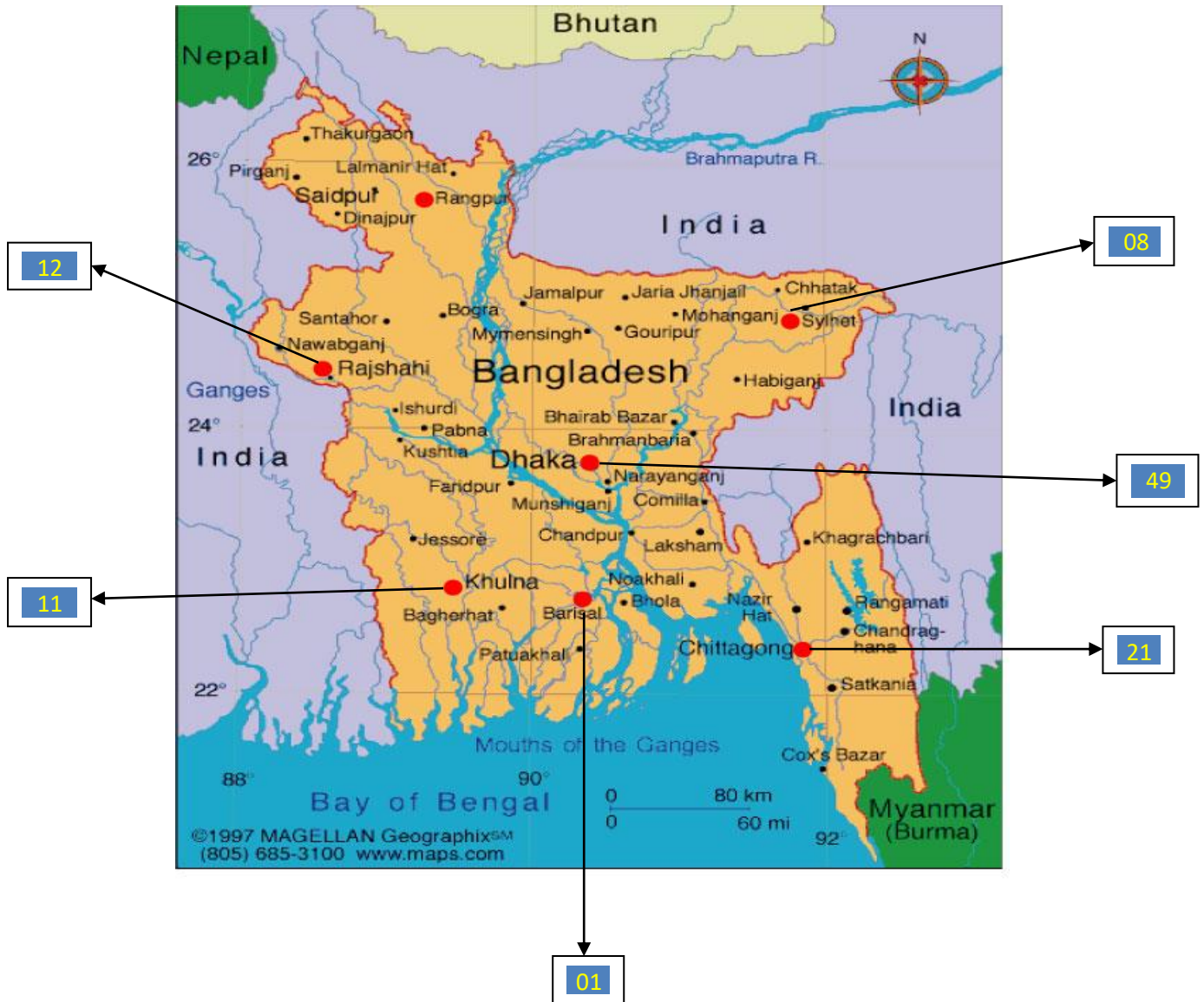
- Integrity** : Upholding integrity in all that we do, always, everywhere.
- Fairness** : Striving to offer the best to our customers equitably with transparency.
- Innovation** : Encouraging and nurturing creativity.
- Commitment** : Committed to excellence in customer service and maximization of stakeholders value through teamwork.

2.7 MILESTONE OF IFIC BANK LTD

- 1976 - Established as an Investment & Finance Company under arrangement of joint venture with the govt. of Bangladesh.
- 1980 - Commenced operation in Foreign Exchange Business in a limited scale.
- 1982 - Obtained permission from the Govt. to operate as a commercial bank.
- Set up an it's first overseas joint venture (Bank of Maldives Limited) in the Republic of Maldives (IFIC's share in Bank of Maldives Limited was subsequently sold to Maldives Govt. in 1992)
- 1983 - Commenced operation as a full-fledged commercial bank in Bangladesh.
- 1985 - Set up a joint venture Exchange Company in the Sultanate of Oman, titled Oman Bangladesh Exchange Company (subsequently renamed as Oman International Exchange, LLC).
- 1987 - Set up its first overseas branch in Pakistan at Karachi.
- 1993 - Set up its second overseas branch in Pakistan at Lahore.
- 1994 - Set up its first joint venture in Nepal for banking operation, titled Nepal Bangladesh Bank Ltd.

- 1999 - Set up its second joint venture in Nepal for lease financing, titled Nepal Bangladesh Finance & leasing Co. Ltd. (which was merged with NBBL in 2007)
- 2003 - Overseas Branches in Pakistan amalgamated with NDLC, to establish a joint venture bank: NDLC-IFIC Bank Ltd., subsequently renamed as NIB Bank Ltd.
- 2005 - Acquired MISYS solution for real time on-line banking application.
 - Core Risk Management implemented.
- 2006 - Corporate Branding introduced.
- 2007 - Launched VISA branched Credit Card (completed full range of Cards i.e. Debit, Credit & prepaid by 2010).
- 2008 - Observing 25th Anniversary of Customer Satisfaction.
- 2009 - 64 Branches offering Real Time On-line banking facility.
- 2010 - Set up Offshore Banking Unit (OBU).
- 2011 - Established a fully owned subsidiary exchange company named IFIC Money Transfer (UK) Ltd. In the United Kingdom.
- 2012 - Inauguration of 100th branch at Tejgaon- Gulshan Link Road in Dhaka.

2.8 BRANCHES OF IFIC BANK LTD IN ALL OVER THE BANGLADESH



2.9 ORGANIZATIONAL STRUCTURE

The thirteen members of the Board of Directors are responsible for the strategic planning and overall policy guidelines of the Bank. Further, there is an Executive Committee of the Board to dispose of urgent business proposals.

Besides, there is an Audit Committee in the Board to oversee compliance of major regulatory and operational issues.

The CEO and Managing Director, Deputy Managing Director and Head of Divisions are responsible for achieving business goals and overseeing the day to day operation.

The CEO and Managing Director is assisted by a Senior Management Group consisting of Deputy Managing Director and Head of Divisions who supervise operation of various Divisions centrally and co-ordinates operation of branches.

Key issues are managed by a Management Committee headed by the CEO and Managing Director. This facilitates rapid decisions.

There is an Asset Liability Committee comprising member of the Senior Executives headed by CEO and Managing Director to look into all operational functions and Risk Management of the Bank.

2.9.1. Organizational Chart of IFIC Bank Ltd

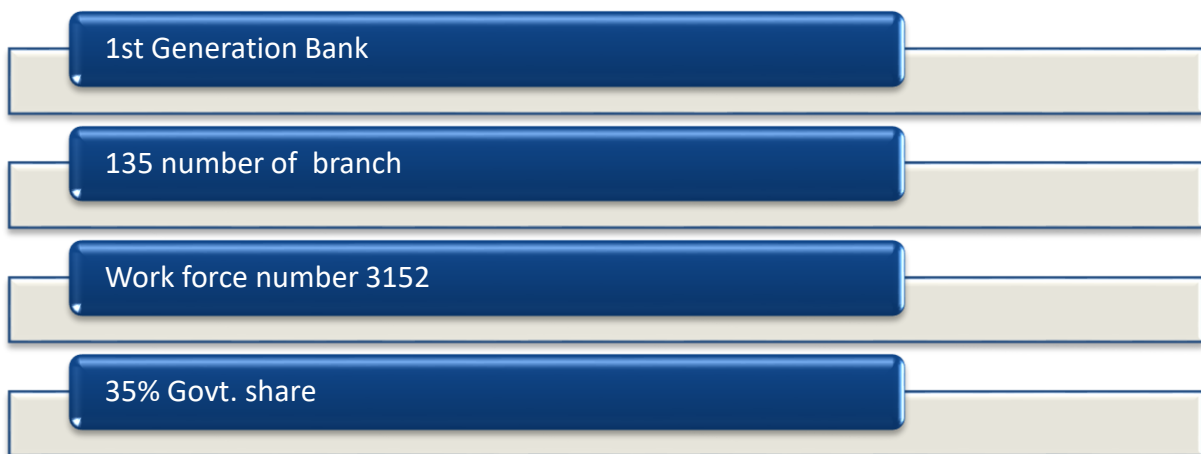


2.10 SWOT ANALYSIS OF IFIC BANK LTD

SWOT means overall evaluation of an organization by its activities such as, Strength, Weakness, Opportunity, Threat, now I am going to discuss about IFIC BANK LIMITED

2.10.1. Strength:

There is much Strength in this organization from my point of view, though much strength but I would like to discuss such type of entireties:



IFIC BANK LIMITED is the 1st private generation Bank in banking environment in Bangladesh & it provides customer satisfaction within 29 years. Now there are 102 Numbers of Branches in six division .There are 3152 numbers of employee's all over the country & contribute of our economy by their hard and soul working, on the other hand 35% share of Govt.

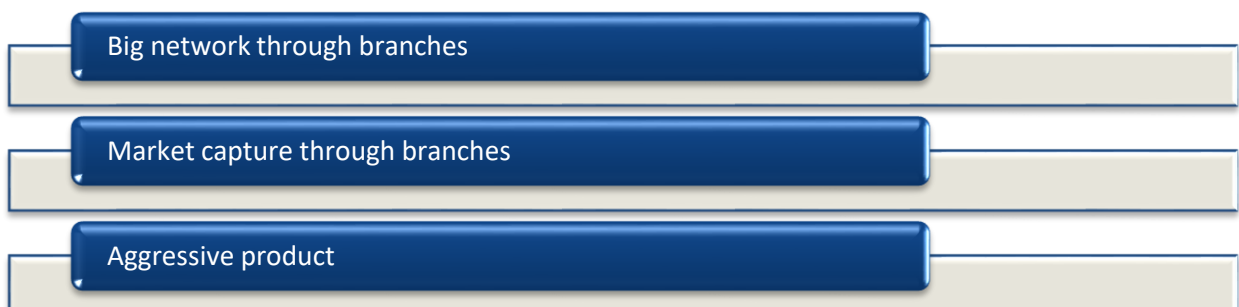
2.10.2. Weakness:

In my case study, I gathered some weakness in this organization which is very essential to overcome for this organization, such as



From my point of view there are many weakness in this organization .paid up capital is not accurate in the rule of Bangladesh Bank .IFIC Bank Limited has 164.00 million instead of 200 million. Newcomer online system, for this reason they are not totally adapted in online Banking ATM Booth is not all over the country, they have not enough marketing team to advertising of their product line.

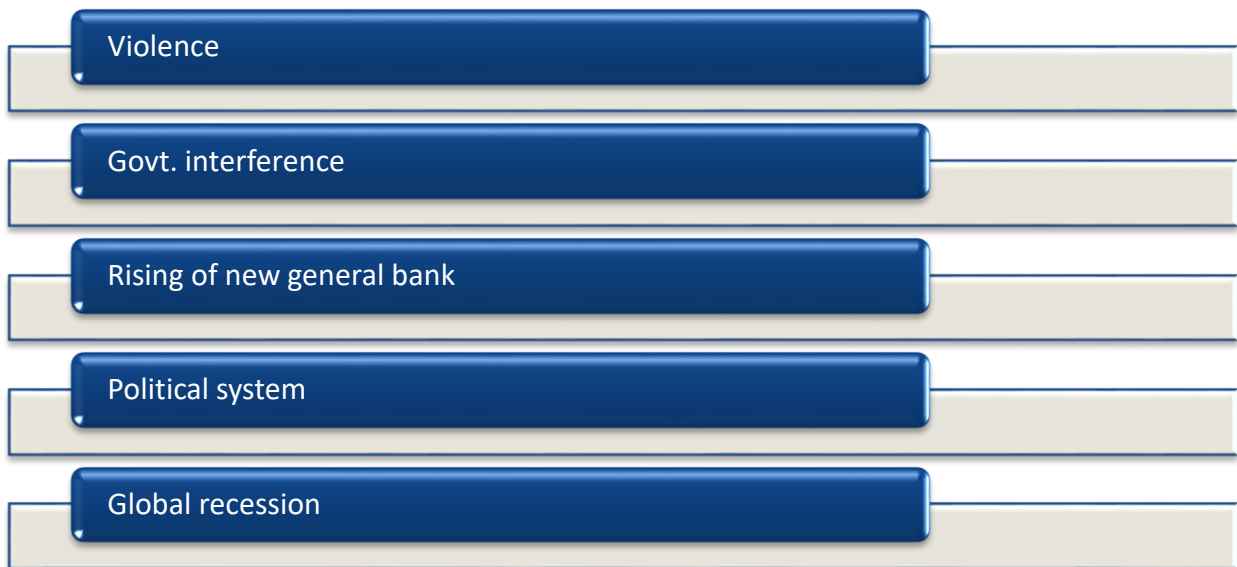
2.10.3. Opportunity:



IFIC BANK LIMITED has a big network to capture the whole items of customer by its aggressive product.

2.10.4. Threat:

Bangladesh is a third world country & practicing a democracy policy by this policy Bank are affected some hassles ,which is a big threat for a Bank .on the other hand Global recession & Rising of new generation Bank ,New generation bank are provide highest facilities for their customer which is a lack of the IFIC bank limited.



2.11 IFIC BANK LTD, NAYA PALTAN BRANCH

IFIC Bank Limited Naya Paltan Branch started on 5th December, 1993. The First Branch Manager of Naya Paltan was Mr. Delwar Hossain. It was originally situated in 71, Naya Paltan (1st Floor), Dhaka but later moved to a more strategic location in Orchard Faruque Tower 72, Naya Paltan (2nd Floor) VIP road, Dhaka which was very visible to people entering Naya Paltan and also it had a lot of potential customers surrounding that area. Any other information about history was unobtainable as all the employees have changed since then.

IFIC Bank Ltd. is the preferred choice in banking for friendly and personalized services, cutting edge technology, tailored solutions for business needs, global reach in trade and commerce and high yield on investments.

2.12. DEPARTMENT OF NAYA PALTAN BRANCH

IFIC Bank offers their services in few departments:

- 1 General Banking
- 2 Loans & Advance
- 3 Foreign Exchange

2.13. INTERNSHIP DUTIES & RESPONSIBILITIES

My placement of internship was in the Naya Paltan branch IFIC Bank Ltd., Dhaka. The tenure of my internship was three months. I started my internship from 01/10/2016.

The Naya Paltan branch, IFIC Bank Ltd. was a Non-AD branch. Which means it doesn't directly deal with the foreign exchange transactions.

At the branch, I was appointed only for general banking but also the bank's management allows me to learn the basic about loans & advance section.

My day to day assignment was to receive cheques of customers, filing-up the cheques, filling the pay order forms and filling & verifying the accounts opening forms.

Besides this, I spend a certain time in each of the general banking desks accept cash counters.

A table is representing the desks of general banking activities done by me along with its related numbers of day at following:

Desk/ Section	Time of existence
Account Opening	4 Weeks
Cheque Issue	1 Week
Cheque Receiving & Clearing	4 Weeks
Pay Order	2 Weeks
Loan department	1 Week



CHAPTER – 3 GENERAL BANKING ACTIVITIES AT NAYA PALTAN BRANCH

3.1 INTRODUCTION OF GENERAL BANKING

3.2 CASH SECTION

3.3 ACCOUNT OPENING SECTION

3.4 CHEQUE CLEARING SECTION

3.5 REMITTANCE SECTION

3.1 INTRODUCTION OF GENERAL BANKING

Financial institution/ intermediary that mediates or stands between ultimate borrows and ultimate lenders is known as banking financial institution. Banks perform this function in two ways- taking deposits from various areas in different forms and lending that accumulated amount of money to the potential investors in other different forms. General banking department aids in taking deposits and simultaneously provides some ancillary services.

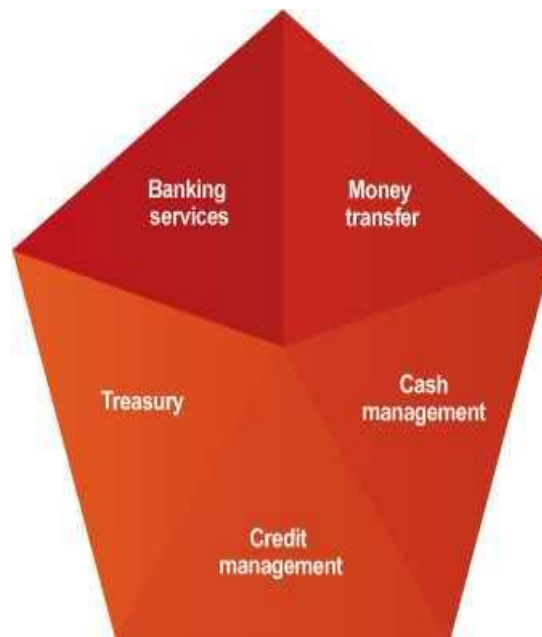


General banking is the front-side banking service department. It provides those customers who come frequently and those customers who come one time in banking for enjoying ancillary services. In some general banking activities, there is no relation between banker and customers who will take only one service from bank. On the other hand, there are some customers with whom banks are doing its business frequently. It is an important department for all banks because it provides day-to-day service to the customers.

Front Desk is the important for general banking. Customers give their deposits and meet their demand for cash by honoring cheques. Besides this a customer opens new accounts, remit funds, issues bank drafts and pay orders etc.

There are various sections in this department, which are as follows: -

1. Cash Section
2. Accounts Opening Section
3. Cheque Clearing Section
4. Remittance Section



3.2 CASH SECTION:



The most vital and important section of the branch is Cash Department. It deals with all kinds of cash transactions. This department starts the day with cash in vault. Each day some cash that is opening cash balance are transferred to the cash officers from the cash vault. Opening cash balance is adjusted by cash receipts and payments. This figure is called closing balance. This balance is then added to the vault. This is the final cash balance figure for the bank at the end of any particular day. There is an important clause and duty practiced by the branch is to refund the principal amount that exceeds more than Tk. 1 crore at the principle branch of the bank.

3.2.1. Books Maintained By This Section-

- **Vault Register:** It keeps account of cash balance in vault in the bank.
- **Cash Receipt Register:** Cash receipt in whole of the day is recorded here.
- **Cash Payment Register:** Cash payments are made in a day are entered here.
- **Rough Vault Register:** Cash calculation for final entry in vault register is done here as any error and correction here is not acceptable.
- **Cash Balance Book:** Balance here is compared with vault register. If no difference is found, indicates no error.

3.2.2. Functions of Cash Department-

1. Cash payment is made only against cheque
2. This is the unique function of the banking system, which is known as “payment on demand”
3. It makes payment only against its printed valid cheque
4. It receives deposits in form of cash
5. It collects money only its receipts forms

3.2.3. Cheque Cancellation or Cash Payment Process-

Step 1

- 1 Receiving Cheque by the employee in the cash counter
- 2 Verification of the followings by the cash Officer in the computer section

Step 2

- 1 Date of the Cheque (present within 6 months from issue date)
- 2 Issued from this branch (online also)
- 3 Amounts in figure and sentence written does not differ
- 4 Signature of the A/c holder does not differ
- 5 Cheque is not torn or mutilated

Step 3

- 1 Gives pay cash seal and sends to the payment counter

Step 4

- 1 Payment officers make payment

3.3 ACCOUNT OPENING SECTION



Account opening section is an important factor for banks because customer is the main source of bank. Selection of customer is another important factor. Bank's success and failure largely depends on their customers. If customer is not good then may create fraud and other problems by their account with bank and thus destroy goodwill of banks. Therefore, bank must be conscious in selecting its customer. For this reason IFIC Bank Ltd. keep key information system.

3.3.1. Accounts Opening Process-

Recently, Bangladesh Bank has been declared, designed and enforced a unique format of form for every banks. This format should hold the important document in a same manner and process respectively for different kind of accounts. IFIC Bank Ltd. is not different from this practice. Accounts opening process can be as follows':

Step 1

1. Receiving filled up application in bank's prescribed form mentioning what type of account is desired to be opened.
2. The form is filled up by the applicant himself/ herself
3. Two copies of passport size photographs from individual are taken and in case of firms photographs of all partners are taken
4. Officer are taken information from customer by key information system

Step 2

- 1 Applications must submit required documents
- 2 Applications must sign specimen signature sheet and give mandate
- 3 Introducer's signature and accounts number-verified by legal officer

Step 3

- 1 Filling & signing up KYC or Know Your Customer Profile
- 2 Filling & signing up Owner Information Form

Step 4

1. Authorized Officer accepts the application

Step 5

1. Minimum balance is deposited-only cash is accepted

Step 6

1. Account is opened and a cheque book and pay-in-slip book is given

3.3.2. Information Collected to Open Account-

Accounts opening information that is collected by the IFIC Bank Ltd. varies for each type of account-

1 Individual

- Name
- Present and Permanent Address
- Date of birth and age
- Nationality
- Tax Information Number (TIN- if available)
- Passport or certificate provided by the employer
- Photograph of the account holder
- One photograph of the nominee duly attested by the account holder.
- Nominee declaration form
- Money laundering leaflet

2. Partnership Firm

- All the required information mentioned for Individual Accounts; along with,
- Copy of Partnership Deed
- Mandate from the partners is essential – indicating who will operate the account

3. Limited Company

- All the required information mentioned for Individual Accounts; along with,
- Certificate of Incorporation
- Copy of Memorandum and Article of Association
- Certificate of Commencement
- Copy of Resolution of the Board of Directors

3.3.3. Dormant Account

If any account is inoperative for more than one year is called dormant account. To operate these accounts manager permission is necessary.

3.3.4 Transfer of Account

An account can be transferred from branch to branch and only from the same bank. Following steps are considered for this purpose:

- 1 Application in written to the Manager of the account maintaining branch.
- 2 Manager sends a request to the manager of the desired branch of depositors.
- 3 Sends original Account opening application and specimen signature sheet with the balance remained in the account at he sent Manager's request.
- 4 New account is opened at desired branch.

3.3.5. Different Types of Account

1) CD A/C in IFIC Bank Ltd.

This is very popular type of account among the business people. The Main feature of this account is that the A/C holder can draw money from the account as many times as he needs. No interest is allowed on this type of account. But the depositors in this account generally get other customer service such as overdraft facility, collection of cheques, transfer of money, providing agency facility, and general ancillary services. This minimum amount of balance required to open account and to be maintained varies accordingly. In general IFIC Bank, Naya Paltan Branch asks for as least Tk. 5000 minimum balance to be maintained. The account opening form current A/C has to be filled up by the applicant of the account. There require identification information is collected. Any new holder has to be introduced by a customer who has as current account in the bank branch. The introducer can be an officer of the branch also. For applicants with passports don't need any introducer as because for passport holder Government himself is the introducer. A set of specimen signature is collected for later verification in the cheque.

Practical orientation in IFIC Bank – Naya Paltan Branch

2) Savings (SB) A/C in IFIC Bank Ltd.

All the features of current a/c's are available for savings deposit accounts except, a customer can draw money from this type of account only a limited number of times. The minimum amount of balance to be maintained with this type of account is Tk. 5000. The forms for opening this type of A/C is almost like CD A/C except little exception.

3) Super Savings Plus (SSP) In IFIC Bank Ltd.

The SSP account is very important account in this branch. . The minimum amount of balance to be maintained with this type of account is Tk. 10,000. Account holder gets interest 7% if his/her available balance is below Tk 100,000 and 8.5% if available balance is Tk more than Tk 100,000 in a month. Account holder gets interest in monthly.

4) STD A/C in IFIC Bank Ltd.

The STD account is a very important class of account in this branch. The minimum amount of balance has to be maintained with STD A/C is Tk. 200,000.

5) Fixed Deposit Receipt (FDR) Account in IFIC Bank Ltd.

During opening of these sorts of account, along with other conventional procedure, the A/C holder is given the receipt of his deposited amount and date to maturity of his deposit. An interest rate 12.5% is offered.

3.4 CHEQUE CLEARING SECTION



In Bangladesh Bank; there is a very large room, which contains fifty (50) or more tables for each Bank which known as the Clearing House. Clearing is a system by which a Bank can collect customers fund from one Bank to another through the Clearing House. It's a place, where the representatives of different banks get together to receive and deliver cheque with one another. Normally, Bangladesh Bank performs the Clearing House in Dhaka, Chittagong, Rajshahi, Khulna and Bogura. Where there is no branch of Bangladesh Bank, Sonali bank arranges this function. Here, only the regular customers, i.e. who have- Savings A/C, Current A/C, STD & Loan A/C can deposit cheques for collection of fund through the Clearing House. Natures of clearing house are: (i) 1st clearing house and (ii) return clearing house. In clearing, there are two types of cheque comes for clearing, they are: outward and inward cheques. Return house means the 2nd house where the representative of the Bank meets after 3 p.m. to receive and deliver dishonored cheque, which was placed in to the 1st clearing house.

3.4.1. Clearing Process in IFIC Bank Ltd

Like other banks, IFIC Bank also has a representative in Bangladesh Bank, where they work as like delivering the cheque to those banks from which IFIC Bank do expect to collect money on behalf of their customer and receiving the cheque which ABL customers have drawn for other bank's customer. Both receiving and delivering of cheques are done within the local clearing zone. After the above process, about the cheques which are honored and dishonored at first that information comes to the Zonal Office of IFIC Bank and then the Head office inform to different branches about their particular clearing cheques. The customers whose cheques are honored, their money will be transferred in to their account. But the cheques which are dishonored those cheque's customer will get informed by the Bank. So, they can take necessary step to make it honored by consulting with the drawn Bank's customer.

3.4.2. Clearing Department:

This department has three main jobs:

- Outward cheque clearing
- Inward cheque clearing
- Attending house

3.4.2.1. Outward cheque clearing:

Outward cheques are those cheques which come from another bank to the name of IFIC Bank account holder. To collect money for the ordered person, the cheque of different Bank comes, which is known as Outward Cheque Clearing. As the account holder wants to claim the cheque's amount through its Bank. The whole procedure of claiming is done by the Clearing House of Bangladesh Bank.

3.4.2.1. (a) Procedure For Receiving & Recording:

Clearing officer check all the cheques and deposit slip very carefully before receiving from its customer. Then the Bank at first gives 3 important seal- Crossing, Clearing & Endorsement. Then these cheques go for entry in to the computer software and in Registry Book. When both work of entry in computer and in registry book are done a posted seal is given on the cheque by authorized initial.

3.4.2.1. (b) Descriptions of the Three Important Seals Are:

(i) Crossing

In Crossing, Bank's name and branch name are given. Crossing seal is mainly given to show that the cheque now belongs to IFIC Bank. For example the seal is like:

IFIC Bank Limited Naya Paltan Branch

(ii) Clearing

In Clearing, the next banking day's date are indicated with month, as the cheque will at first go to Bangladesh Bank's Clearing House and then after passing at their the amount will get by the account holder. The above process takes at least two days after getting any outward cheque. In clearing seal the next days of banking is given to show that when those outward cheque will go for clearing to the Bangladesh Bank. So that customer could understand that when they will be going to get their claimed money in to their account. For example, suppose today is 24 of June and next banking day is 25 of June, so the seal is like:

25 July '12 CLEARING

(iii) Endorsement

Here, three different types of endorse seal are being used by the Bank depending on the face of the outward cheque. Same thing is not always written on the 'PAY TO' part of the cheque. That is why some example has been given, as below–

When on the cheque only person's name/institution names are indicated then the seal is like:

Payee's A/C Credited For IFIC Bank Limited Naya Paltan Branch, Dhaka
--

When on the cheque only cash/self/Bank's names are indicated then the seal is like:

<i>Received Payment</i> For IFIC Bank Ltd
--

When on the cheque Bank's name, account title and account number all together are given then the seal is like:

Received Payment Payee's A/C Credited For IFIC Bank

3.4.2.1. (c) How to Maintain Outward Registry Book

Here, the total information of a cheque need to give- by a serial number: name of the bank, name of the branch, cheque number, depositor's name, account number and at last the amount need to be written. Also at the day end, the total amounts in figure need to mention with the amount in words. All these are done to keep record that to the

Bangladesh Bank's Clearing House which cheques have gone for clearance and on which date. As on top of every page in registry book clearing dates are mentioned

3.4.2.1. (d) Transactions, Which Are Done in Terms of Outward Cheque's Clearing

After receiving any outward cheque the debit and credit procedure is done like: when the cheque go for entry in to the computer then the transaction will be as follows:

Sundry Asset	Debit	
Deposit Slip		Credit

As the money has not yet came to the customer's account that is why customer account will be debited with a title of sundry asset. This sundry asset is look like a fund from where Bank takes the cheques amount until the real cash comes to that customer account and the cheque's deposit slip will be credited as bank will keep the deposit slip to them by sending the cheques to the Clearing House.

After getting honored from Bangladesh Bank's Clearing House, the transaction will be as follows:

IBTA	Debit	
Sundry Asset		Credit

As now the real cash comes to those customers' account that is why sundry asset will be credited by debiting IBTA (Inter Branch Transaction Account). This IBTA will be debited

because the honored cheque information at first comes to the Head Office for which customer's claimed money also comes to them, as then they keep those money in IBTA from where every branch of IFIC Bank takes and keep it on their owns customer account.

If any outward cheques are dishonored then the transaction will be as follows:

Customer Account	Debit
------------------	-------

As the Bank does not get their customer's claimed money that is why customer account will be debited and as clearing house is returning the cheque that is why clearing house adjustment will be credited.

3.4.2.1. (e) Procedure of Sending the Outward Cheques

The posted cheque's print out is made, which is known as Top Sheets, where it shows that from each and every bank how many cheques have been received by IFIC Bank Purana Paltan Branch. These top sheets are stapled with each bank's cheque. For example, suppose from FSIBL (First Security Islami Bank Ltd.) 3 cheques have been received by IFIC Bank Purana Paltan Branch. So on the top sheet that 3 different cheque's amount with their cheques number will be indicated and as a whole also will be indicated with total number of cheque, as like these way, for every bank's cheque a top sheet has been made. Then it will be send to the Zonal Office. It is done, so that Zonal Office may find out easily the whole information of outward cheques from their every branch of IFIC Bank.

3.4.2.1. (f) Precaution in Terms of Receiving Any Outward Cheque from the Customer:

- Name of the account holder need to be same on the cheque and on the deposit slip
- Amount on the cheque and on the deposit slip need to be same in word and in figure.

- Date on the cheque may be current or before (but not more than 6 months back) clearing house date.
- Bank and Branch name of the cheque need to be written on the deposit slip with cheque number/ with warrant number.
- Cheque must be signed.
- Account number on the deposit slip need to be clear
- Depositor's signature on the deposit slip

3.4.2.1. (g) Responsibilities of Clearing Officer for outward cheque clearing:

- Must be checked whether on the outward cheque crossing seal has been given with clearing seal and with proper endorsement seal
- Computer posting of the cheques
- Examine with the computer's posting that the total number and total amount of outward cheque matches with the registry book.
- Separation of cheque from the deposit slip.
- Posted cheque's print out
- Copy of computer's posted cheque in to the floppy disk.

3.4.2.1. (h) Cost of Clearing:

The collection cost normally varies with the distance and IFIC Bank does not charge for the collection within the Dhaka City or within the district. But when anyone issue cheque of IFIC Bank without having enough money in the account then the clearing department fine TK 100 for it.

Above, the whole processes are done for outward cheques clearing, in IFIC Bank. After which the outward cheques go to the Bangladesh Bank's Clearing House for further process, from where IFIC Bank comes to know that which are the cheques are honored and which are dishonored.

3.4.2.2. Inward Cheque Clearing:

It is the opposite flow of outward cheque clearing; here IFIC Bank's customers draw cheque for the other Bank's account holder. That Bank will do the same thing to claim money from IFIC Bank with the same procedure. At the time of inward cheque for clearing, the initial things must have to be checked like- whether the Banks have given: the clearing seal, endorsement seal and the branch seal.

Sometime, when some valued customer's drawn cheque comes in IFIC Bank, Naya Paltan Branch, that time, if for any reason the Bank employees find out any difficulty in passing their drawn cheque, then they inform their valued customer about the problem. The difficulty may be like- signing problem, insufficient fund, etc., reason may occur. So, then their valued customer may try to sought out the problem about their drawn cheque. It is informed because if any valued customer is having insufficient fund for his drawn cheque then often those customer comes to the Bank to deposit the money which they have drawn for their party.

As informing the valued customer about their cheque's problem, helps the Bank to less their return cheques quantity as much as possible which is important for any Bank to improve their Bank image in to the society and also it helps to improve a good relation, especially with their valued customer.

3.4.2.2. (a) Transaction for Inward Clearing Cheques:

Customer's A/C	Debit
IFIC General A/C	Credit

3.4.2.2. (b) Procedure of Keeping Record

(i) In Inward Registry Book

Here, also the total information of a cheque needs to give only without the name of the depositor. As for these inward cheques, IFIC Bank money will go to the other Bank that is why depositor name does not come in this case. Inward cheques are written in register book by giving current date and the headings are like- with the serial number: name of the bank, name of the branch, cheque number and account number and at last the amount. It is done to keep record, that which inward cheques have come to IFIC Bank for each date and also in registry book it is marked down with red pen that which cheque has gone for return. At last

from the total amount in figure the return cheques are deducted and then the final amount in figure and in word is written.

(ii) Entry in to the Computer

Like outward cheque, inward cheque is also entered in computer database. As for this, the Bank can verify their customer signature with the inward cheque and also can find out that do the customer has sufficient fund for the cheque's payment. After the verification, the posted seal is given on every inward cheque with authorized initial. But after verification if anything wrong appears then that inward cheque is returned by attaching a return memo. Then IFIC Bank's clearing officer copy (applicable in both cases for outward & inward cheques) all the documents from their computer to the floppy disk as per Bangladesh Bank's requirement. Because when the cheques go to the Bangladesh Bank's Clearing House, IFIC Bank representative's first job is to deliver the floppy to the Bangladesh Bank Computer Department.

3.4.2.2. (c) Responsibilities of Clearing Officer for Inward Cheque Clearing:

- Need to match the Bank's customer signature with the inward cheque signature.
- Do the customers are having sufficient fund for their cheques payment.
- Date (advance date cheque will not be passed)
- Amount in figure & in word need to be same
- Computer posting of the cheque
- Examine with the computer's posting that the total number and total amount of inward cheque matches with the registry book.
- At last, Officer also needs to be aware that do any of their customers have announced any 'stop payment' or not.

3.4.2.2. (d) Return cheques penalty

The cheques which will go return for not having sufficient fund in that particular customer's account. IFIC Bank charges Tk 25/= as penalty from that customer account's money. But if this Tk 25/= is also not available in to that customer bank account then this penalty would not be charged, this penalty will be dismiss.

3.4.2.2. (e) Example of a Return Memo:

Suppose a cheque will be return back for not having sufficient fund on the date of 7th of October, if the cheque number is cq- 368876 and amount is Tk 1,00,000/=. So for it, on the return memo the procedure will be like as follows: (on the next page)

Cheque Return Memo

Memorandum

Date 07-07-12

IFIC Bank Limited

Naya Paltan Branch

Draft/ Cheque (s) No.004837.....for Tk ...1,00,000/=...

Is/are returned unpaid for reason No(4).....

1. Not arranged for
2. Effects not cleared May be Presented again
3. Exceeds arrangements
4. Full cover not received/ Balance insufficient
5. Payment stopped by drawer
6. Payee's endorsement Irregular/ illegible/ required.
7. Payee's endorsement Irregular, required Bank's confirmation.
8. Drawer's signature differs/ required
9. Alterations in date/ figures/ words require drawer's full Signature
10. Cheque in postdated/ out of date/ mutilated
11. Amount in words and figure differs
12. Crossed cheque must be presented through a Bank
13. Clearing stamp required/ requires cancellation
14. Addition to Bank discharge should be authenticated
15. Cheque crossed "Account, Payee Only"
16. Collecting Bank's Discharge irregular/ required
17. Cheque not drawn on us
18.
19.
20.

xxxxxx

Authorized Officer

The 17 reasons are given in a cheque return memo, if any one of them occurs then the inward cheques will be return back. But if the return reason does not fall on none of the

above 17 mentioned reason then there is a blank space in 18, 19 and 20 to mention the reason.

Above are the processes which are done for inward cheque clearing. After which the inward cheque goes to the Bangladesh Bank's Clearing House, from where the claimed bank get to know that whether their cheques are honored or dishonored.

Above are the processes which are done for inward cheque clearing. After which the inward cheque goes to the Bangladesh Bank's Clearing House, from where the claimed bank get to know that whether their cheques are honored or dishonored.

At the Day End

In *Outward & Inward Cheque Clearing* when all the work is done. The Bank gives a special posting in to the computer from where they could find out that whether the Bank for the day is in a profit (favorable) position or in a loss (disfavor able) position. As for the outward cheques, the Bank gets fund for their customer account, which may be refer as input and for the inward cheques the Bank has to draw fund for other Bank's customer which may be refer as output. So, if input becomes greater than the output then it will be known as *Favorable* for this Bank. But if input becomes less than output then it will be known as *Disfavor able* for this Bank.

3.4.3. Attending House:

3.4.3. (a) LBC (Local Bills for Collection)

Here, the transactions took place within the local zone. Like in Dhaka City - suppose, a customer has account in Gulshan Branch but that customer has presented a cheque in Motijheel Branch. For the online facility, the customer can withdraw the money from Motijheel Branch but the transaction will be as follows:

IBTA	Debit
------	-------

As IBTA means inter branch transaction account that is why from this IBTA the Motijheel Branch will draw the cheque for that Gulshan Branch's customer and will make that customer account credit by making IBTA debit.

3.4.3. (b) OBC (Outward Bills for Collection)

If any cheque from other district comes to the Dhaka Branch then this OBC take place. Suppose, from Sonali Bank's Chittagong Branch a cheque has come to the IFIC Bank, Naya Paltan Branch then in this case OBC will take place.

3.4.3. (c) OBC Are Normally Two Types:

- OBC with different branches of the same bank
- OBC with different branches of other banks

Actually Bank wants to save their customer's money as much as possible. That is why Bank prefers to send the OBC to those districts where they are already having their branches. As sending that outward cheques through their district branch to the original branch (from where the cheques belong to) their customers can avoid the OBC charges. But in other districts, where IFIC Bank has not any of their branches, there they send the cheque directly to the original Bank's branch. Then for commission and for VAT that Bank charge from the customer's claimed money.

For the OBC, the other Banks will charge 15% for three things. They are:

- (a) Commission- In commission, the rule is *20 or above 20*. Like after deducting 15% commission from the cheque's amount, if in calculation the commission comes less than Tk 20. Then they will still charge Tk20. But if comes more than Tk20 or exact Tk20 then the commission will be same as like as the calculated amount.
- (b) Postage Charge- Here the process is same as like as commission.
- (c) VAT- In VAT, whatever the amount comes after calculation. That amount will be exactly being applied for charges.

If OBC is send to those districts, where IFIC Bank is already having a branch then from there the cheque will be return as *CA (Credit Advice)*. But if OBC is send to those districts where ABL is not having any branch then from there the cheque will be return as *DD (Demand Draft)* to the IFIC Bank, Naya Paltan Branch.

3.4.3. (d) OBC Procedures Are Also Two Types:

- Record keeping procedure
- After getting return procedure

So suppose, a cheque of Bangladesh Krishi Bank (BKB) from Chittagong Branch about TK 28000/= is presented on the date of 22nd of September by the Inner Vision who is the customer of IFIC Bank , Purana Paltan Branch. Then the processes are like as follow

IFIC/ Nayapaltan /Outward no./2012			
<u>Nayapaltan Branch</u>			
OBC Forwarding Schedule			
To			
The Manager.....		Date: 17.07.2012	
Sonali Bank			
Chittagong Branch			
We enclose the following Bills/ Cheque(s) for collection and request you for remittance proceeds by first class Bank.			
Draft of your			
Please acknowledge receipt			
Our no.	Bank	Place	Amount
OBC 62/12	Sonali Bank Chq: 4084723 Dt: 08/07/12	Sonali Bank Chittagong Branch	23 400/=
Total Tk.			23 400/=
Total (in words) Taka: Twenty Three Thousand Four Hundred Taka Only.			
_____		_____	
Checked by		Authorized Officer	

After getting any outward cheque, the Bank will at first give entry in to the OBC's registry book. Where the headings are like- date, Bank's number, customer's name, drawn number, and amount on the left side of the registry book.

Entry will be as follows:

(Left Side of the Book)

<u>Date</u>	<u>Our no.</u>	<u>Customer</u>	<u>Drawn on</u>	<u>Amount</u>
17.07.17	62/12	Illusion	Sonali Bank Chittagong	23,400/=

After it, the Bank will put OBC number and Crossing Seal on that outward cheque with 'Payee's A/C will be credited on Realization' seal of endorse on the back of the cheque with the signature of authorized officer. Then that cheque will be attached with that OBC form and then IFIC Bank, Naya Paltan Branch will send it by postal to the Chittagong as this cheque belongs to Sonali Bank's Chittagong Branch. By reserving a photocopy of the cheque, carbon copy of the forwarding and deposit slip of the cheque, in the OBC file.

As in Chittagong, IFIC Bank is already having their branches that are why this Sonali Bank's outward cheque with an OBC form will be sends through any of their Chittagong Branches to that Sonali Bank's Branch of Chittagong. For which after passing of this Sonali Bank's cheque it will be send back as CA (Credit Advice) to the IFIC Bank, Naya Paltan Branch by not taking any charges.

After getting return of that outward cheques the entry will be on the right side of the registry book, where the headings are like- particulars of instrument, collecting agent, initial, date paid, commission, postage, advice no and remarks. Like as:

Entry will be as follows:

(Right side of the Book)

<u>Particulars of Instrument</u>	<u>Collecting Agent</u>	<u>Initial</u>	<u>Date Paid</u>	<u>Comm</u>	<u>Postage no.</u>	<u>Advice</u>	<u>Remarks</u>
CQ: 4084723	CA # 62/16	xxx	06/08/16	225	20	04/ 08/16	Chq

When IFIC Bank will get inform by the Bangladesh Bank’s Clearing House that the Sonali Bank’s cheque is honored. Then they will collect this fund through IBTA and will send it to the Inner Vision’s account after taking their charges (commission, postage charge and VAT) from that cheques amount.

3.5 REMITTANCE SECTION



Carrying cash from one place to another is troublesome and risky too. That is why money can be transferred through banking channel, which is known as remittance. The most important aspects of the Commercial Bank in terms of presenting services to its customer are these remittances of fund.

The Main Instruments Used by IFIC Bank in Local Remittance Department are Follows:

- DD (Demand Draft)
- TT (Telegraphic Transfer)
- PO (Pay Order)
- PS (Pay Slip)

Register for FDR (Fixed Deposit Rate) is also done in local remittance department of IFIC Bank. Nayapaltan Branch.

3.5.1. FDR (Fixed Deposit Rate) 7.50%

This is like the deposits; it is also known as time deposits which are made with the bank for a fixed period, specified in advance. The Bank need not to maintain cash reserves against these deposits and therefore, the bank offers higher of interest on such deposits.

3.5.1. (a) Procedure For Registration of FDR

The depositor has to fill-up an FDR form, where it mentions about the period of time for which the deposit has to be made, the amount for deposit and for whom the FDR will be issued that person's name is mentioned with a nominee.

If the customer presents any other Bank's cheque in terms of making a FDR then they will give that cheque with a deposit slip to IFIC Bank which will be kept in 'Sundry Deposit & Sundry Creditor A/C'. After passing of that cheque, then only that customer can fill- up the FDR form. Otherwise if the customer can be able to give their FDR's mentioned money in CASH to the cash counter then they will directly be able to fill- up the FDR form.

Then in local remittance section, they issue a fixed deposit account with the depositor acknowledging receipt where the sum of money is mentioned. It also contains the rate of interest and the date on which the depositor can be willing to get back his/her principle money with interest.

The Bank uses a file where for each FDR's time limit some account numbers are given from the Head Office which IFIC Bank uses for their already existing customer and for their upcoming customer

FDR's time limit account number starts with like:

Time Limit	Account Number
3-6 month	171.....
6-12 month	172.....
12-24 month	173.....
24-36 month	174.....

After the above process Bank gives a FDR's term deposit receipt to their customer which the customer has to keep with them until their FDR is being matured. Because this term deposit receipt works as a token from the sides of FDR's customer.

3.5.1. (b) Term Deposit Receipt's Format

Suppose, Md. Sukkur Ali is a customer who comes to know that the IFIC Bank is giving 12.5% interest in FDR. By getting convinced with this interest rate he wants to make an FDR of TK 1, 00,000 for 1year (12months) on the date of 4th of October, 2010. Then his receipt will be look like as follows:

Format of a Term Deposit Receipt

Term Deposit Receipt	Date: 09.06.17
Received from = ...Md=Sukkur=Ali.....	
Taka =...One=Lac=Taka=Only=.....	TK 1,00,000/=
as a deposit for12 (twelve) months.....	
bearing int. at @ 12.5%	
Due on and int. ceases from 09-06-17	
IFIC – TD 0066951/ 1720001959-9	XXXXXXXXXXXX
	Authorized Signature

This Term Deposit Receipt is a page from the FDR's receipt Book. The receipt has a remaining part on back of which the customer has to give their sign which will work as a witness for the Bank. Then the receipt part will be given to Md. Sukkur Ali as a token for making an FDR by keeping that remaining part with the Bank. As after the maturity date, by only showing this receipt the customer can draw his/her money (principle + interest) from the Bank.

3.5.1. (c) Term Deposit Receipt:

Term deposit's interest rate is not negotiable. For which, as FDR's time limits are like- 1month, 3month, 6month and 12month that is why with these time limits what the interest rate will occur with the range of money, in a table, it is shown:

FDR: 1 (one) month

SL no.	Range of amount	Rate of Interest
01	TK10,000 to TK 10lac & above	7.5%

FDR: 3 (three) month

SL no.	Range of amount	Rate of Interest
01	Below TK 10lac to TK 50lac & above	7.5%

FDR: 6 (six) month

SL no.	Range of amount	Rate of Interest
01	Below TK 10lac to TK 50lac & above	7.5%

FDR: 12 (twelve) month

SL no.	Range of amount	Rate of Interest
01	Below TK 10lac to TK 50lac & above	7.5%

3.5.1. (d) Payment of Interest

It is usually paid on the maturity date of FDR. For which IFIC Bank calculates interest at each FDR's maturity date and provision is made as like debiting "miscellaneous creditor expenditure payable account" for the accrued interest.

3.5.1. (e) Renewal of FDR

If someone does not come to withdraw their FDR amount after the maturity date, then his/her FDR will get auto-renew. If 1 (one) month from the date of maturity that customer does not give any kind of instruction then their FDR will be automatically renewed there the period will be same with the same interest rate.

3.5.1. (f) Charges in FDR

After maturity date of any FDR, two kinds of charges will be applied by the Bank. They are- (i) Tax (10%) and (ii) Excise Duty. This 10% tax will be charge for the government on the profit (interest) part of FDR and the excise duty is for the Bank's profit which will be charge on the principle amount of the FDR.

3.5.1. (g) Lost of FDR receipt

If any FDR's customer losses his/her receipt then the customer is asked to record a GD (General Diary) in to the nearest police station. The customer has to furnish an Indemnity Bond to IFIC Bank, after it only a duplicate FDR receipt is issued to the customer by the Bank.

3.5.1. (h) Withdrawal of the FDR interest

There are two system uses for withdrawal of FDR interest. They are: (i) Through Cash Voucher the customer can draw their FDR's interest or (ii) If the customer already have a savings account in this Bank then their FDR's interest money can be transferred to his/her account only if the customer has mentioned about it on the FDR form. Otherwise they can also withdraw their interest money through the Cash Voucher.

3.5.1. (i) Precaution For Customers in Terms of Making Any FDR

At the time of making any FDR, the customer should make up their mind that the money by which they wants to make an FDR that money should be untouched by them. As because if any customer suddenly wants to withdraw their money in the middle of their FDR time limit. Then that customer will not get a single penny of interest as he/she did not able to keep their FDR deal with the Bank. Suppose a customer has made an FDR for 1year (12 months) with 12% interest. But after passing only 6months, if the customer suddenly wants to draw their money then they will not only loose the remaining 6month interest but also they will lose the interest which was occurred for passing the 6month of their FDR.

That is why most of the time Bank suggest their customer to make FDR at least for 3month. So that customer does not find much difficulty in passing their FDR time limit. By doing it customer get the facility of drawing their interest after every 3months. After each maturity date, customer's FDR is automatically renewed until the customer does not close their FDR. If customers make only 3months of FDR then their FDR will be renew in a very short time which will become much easier for customer to keep their FDR in to this Bank and Bank will also be beneficial for it.

3.5.2. Four Types of Instruments in Remittance Department Are Discussed Below:

3.5.2. (a) Demand Draft (DD):

DD is an order of issuing Bank to another branch of the same bank to pay specified sum of money to payee on demand. Actually it is the payment from the ordered branch which another branch of the same Bank is performing. DD is generally used to remit fund outside the clearing house area of issuing branch. For many reasons this DD may be issued, one of the main reason may be that if the payee is a supplier. So, suppose Mr. X lives in Sylhet and he is a supplier whose buyer Mr. Y lives in Dhaka for which Mr. Y can order his IFIC Bank Nayapaltan Branch to issue a DD to Mr. X for his payment. Then Mr. X can get his payment through IFIC Bank Sylhet Branch by only showing that DD. As here IFIC Bank Nayapaltan Branch is issuing a DD and giving order to their IFIC Bank Sylhet branch for this payment.

(i) The Payment Processes of The Paying Bank Are Like As Follows:

- Confirm that the DD is not forged one
- Confirm with sent advice
- Check the 'Test Code'
- Make payment

(ii) Charges for DD Process = Commission + Telex (message sending) Charge

3.5.2. (b) Telegraphic Transfer (TT):

Issuing branch requests another branch to pay specified money to the specific payee on demand by Telegraph/ Telephone. Suppose, a IFIC Bank customer has presented their Chittagong Branch cheque in to the Motijheel Branch or a cheque of Gulshan Branch has presented in the Motijheel branch then the customer will certainly get their claimed money from the Motijheel Branch. But before the payment of the cheque, IFIC Bank Motijheel Branch will make sure about the customer whole account information through telephone / telegraph from where the customer account belongs to. Generally TT used to remit fund anywhere in the country.

But when the online banking facility of IFIC Bank has been launched, from that time this TT process is not been used anymore. As for having the online process, IFIC Bank can do everything through this online, what they used to do in TT. For having the online facility their work has become much easier than TT. Now only with the click of the mouse, they can see every IFIC Bank's customer account details in to their computer. As for this, the Bank can make payment of the other branch issuing cheques within a short time and customers also does need to wait much long for it.

(i) Payment Process of the Paying Bank:

- Confirm issuing branch
- Confirm Payee A/C
- Confirm amount
- Make payment
- Receive advice

(ii) Charges for TT Process = Commission + Telegraph/ Telephone Charge

3.5.2. (c) Pay Order (PO):

Pay order gives the payee the right to claim payment from the issuing Bank. This payment will be from the issuing branch only. It is generally used to remit fund within the clearing house area of issuing branch and the payment process of the paying Bank is only through

the clearing. When Bank issues any PO, they cut some charges from the amount which will be Pay Ordered. The receiver of the PO must have an account in any Bank and who will come to make any PO he/she has to purchase it.

(i) Process in PO

For PO, at first the party will fill-up the pay order application form (POAF) and then with that form they will deposit their indicated money in to the cash counter. When, cash counter will give the seal of cash received on that pay order application form only then the pay order instrument (POI) will be given to that party by the local remittance department.

Party or his client will then give that POI instrument to their Bank where the party or his client is already having an account than their Bank will send that POI instrument to Bangladesh Bank’s clearing house. After it that POI will again come to IFIC Bank, Nayapaltan Branch for clearance. Then that party or his client will get the PO money in to their account when their own Bank will get informed through Bangladesh Bank that the PO has been honored.

All the above process takes at least 2days for the party or their client to get the pay order money in to the account from the date of filling-up the POAF from any Bank.

(ii) Charges for PO Process = Commission + VAT.

Pay Order			
<u>SL.no.</u>	<u>Amount</u>	<u>Commission</u>	<u>VAT</u>
1	1 to 1000	20	3
2	1000 to 100,000	50	8
3	100,000 to 500,000	100	15
4	500,000 to above 100, 00,000	150	23

(iii) 'Pay Order' can be done in 2 ways. They are:

Through cash:

Here, outsider may also do the pay order for their own client. For those clients, who are having account in this IFIC Bank, Nayapaltan Branch. They has to fill- up the pay order application form in IFIC Bank , Nayapaltan Branch and after depositing the cash the PO instrument will be given to their own Bank. Then their own Bank will send it to Bangladesh Bank's clearing house. After getting cleared that PO instrument will again come to IFIC Bank, Nayapaltan Branch from where that party's client will get the money.

Through cheque:

Here, only the IFIC Bank customer can do it. Only they need to draw their IFIC Bank cheque for their client and then they need to fill- up the pay order application form. After it, IFIC Bank will send PO instrument through Bangladesh Bank to the customer's client Bank. From where that client account will get the desired money.

3.5.2. (d) Pay Slip (PS)

It is applied for internal factors or for use of any branch. In a branch some expense occurs, they are like: entertainment expense, telephone or other bills expense, plantation expense, repair expense, etc. So to meet up these expenses the Bank issue a Pay Slip which is used to pay these kind of branch expense. Actually Pay slip is done only to pay a branch expenses; pay slip money is normally given by cash.

Sometime it is seen that the people for whom this PS is being issued that people are already having MSS (monthly saving scheme) account in this Bank. So if they want, then their PS money will be directly go to their mss account.

So, suppose a repairer whose name is Md. Haque has repaired IFIC Bank's AC (air condition) and he has an mss which account number is like- 3810001772-1 in IFIC Bank, Nayapaltan Branch.



CHAPTER 4: CUSTOMERS AND SERVICES OF IFIC BANK

4.1 TYPES OF CUSTOMERS IN IFIC BANK LTD

4.2 CUSTOMER TOUCH POINTS

4.3 MULTIPLE CONTACT CHANNELS OFFERED BY BANKS

4.1 TYPES OF CUSTOMERS IN IFIC BANK LTD

Four different types of customers in IFIC bank ltd as described below:

Loyal Customers: They perceive the company's product as much superior to a competitor's product.

Competitive Customers: Perceive the company's product as slightly superior to a competitor's product.

Switchable Customers: Perceive a competitor's product as slightly superior to the company's product.

Competitor Loyal Customers: Perceive a competitor's product as much superior to the company's product.

Similarly, IFIC Bank Ltd customers are usually segmented into different groups based on the number of products they use and also based on their account balances. Day in his work described two different types of customers that are involved with the banks. The customers with a low number of products and low balances in the banks are having a different relationship with the banks which is known as transactional exchange relationship. With these customers, the focus of a bank is to provide cost effective services.

On the other hand, customers which are holding many products and high potential balances may fall into the value-adding or collaborative relationship with the banks. The author further discussed that the transactional exchange relationship may be transformed into value adding relationship when customers taken up staff's recommendations for additional products such as investment or higher savings accounts perhaps with the automatic funds transfer to optimize interest. From the IFIC Bank's perspective, the account becomes value-adding because the number of products and services used by the customer increases and fees earned by the bank also increase.

In general, IFIC Bank Ltd is dealing with these two types of customers. These customers most often approach the bank through its branch or a call center (also referred as customer contact center). To manage such relationships with customers, Naya Paltan branch and a call center staff must be responsible and having awareness of both bank products information and customers' information.

4.2 CUSTOMER TOUCH POINTS

A customer interacts with IFIC bank through various touch points such as visiting the branch, phone banking, e-mail, internet, fax, etc. However, these days, visiting the local branch and phone banking are the most commonly used touch points from the customer's perspective. Similarly, using these channels, IFIC Bank Ltd also interacts with their customers to inform them about their latest products and services. According to Bergeron, sometimes only one or two touch points are actually supported, and in other cases there are more potential touch points than customers can or want to access. The author further argued that every touch point is critical in providing service and potentially increasing customer satisfaction. Several touch points of customer with the IFIC Bank Ltd. Some of these commonly used touch points are:

Telephone: Direct conversation with the customer service representatives about the account information, different account transactions, credit cards, etc.

E-mail: Sending and receiving emails for any queries related to the different accounts.

Branch Visit: It is a most commonly used method for account queries and balance information.

Ordinary Mail: Information over the traditional mails, flyers, etc.

Media: TV advertisements about the bank's new products etc.

4.3 MULTIPLE CONTACT CHANNELS OFFERED BY BANKS

This section presents some discussions about the multiple contact channels that are mostly offered by IFIC Bank Ltd to their customers. In the past, IFIC bank Ltd used to offer branch banking as the only channel to their customers where most of the customers' queries were

dealt by the bank employees during the opening hours of the branch. The technological advancement of IFIC Bank Ltd has led to the development of several e-Commerce related channels such as:

phone banking, automated teller machines (ATMs), and internet banking etc. By having variety of available contact channels, each customer nowadays can contact the bank according to his/her own preference. Similarly, several CRM components are used by banks at these contact channels to acquire and then analyze the valuable information of their customers. An overview of these contact channels is presented in the following sections.

Branch Banking

Branch banking is seen as the traditional and renowned contact channel offered by almost every bank. Branch banking evolved to attract relatively cheap retail deposits through the convenience of branch locations and branch-based payment systems. Similarly, discussed that IFIC Bank's branch serves three main purposes i.e. firstly, it provides major bank services to the customers through its physical presence; secondly, it also provides convenience to the customers in terms of their financial transactions such as money in and out etc. Thirdly, the branch banking also provides a platform for banks in order to maintain relationships with their customers by providing better services.

Phone Banking

Phone banking is another contact channel offered by IFIC Bank Ltd nowadays which allows the customers to perform their transactions while talking to the call center agent over the telephone. The development of telephone based banking is considered as an initial step towards home banking system. In phone banking, calls are usually answered by call center advisors, or operators working at the branch level; they provide all types of services including: account balance enquiries, transfer of funds between different accounts, bill payments, and problems related with different accounts.

Automated Teller Machine (ATM)

An automated teller machine (ATM), also known as a cash machine is a computerized telecommunication device that provides the customers with access to their financial transactions such as balance enquiries, withdraw cash, purchase cell phone credit etc., in a public place without visiting the local branch of IFIC Bank Ltd. On most modern ATMs, customer is identified by inserting a plastic ATM card with a magnetic stripe or a plastic

smart card with a chip which contains a unique card number and some security information. Authentication is provided when the customer enters his/her personal identification number (PIN). ATMs have increased customers' convenience not only in terms of cash withdrawals from different locations, but also in terms of 24/7 banking facility.

Internet Banking

These days, with the advancement in technologies, internet based banking is seen as a new way of banking which is becoming popular among several customers. Internet and wireless technologies are dramatically changing the structure and nature of financial services. IFIC Bank Ltd is more than just new contact channels; they are simply a different way of providing financial services. For instance, internet banking helps customers to check their financial activities at home or at the workplace by using an internet account. On the other hand, it helps banks to easily obtain their customers' information; and using several data mining techniques, they further design and offer products to their customers based on each customer's preferences. Therefore, internet banking has not only facilitated customers but it has also facilitated banks by lowering the costs for servicing their customers.



CHAPTER -5 CONCLUDING

5.1 FINDINGS OF THE REPORT

5.2 MAJOR STRENGTH AND WEAKNESS FACTOR

5.3 RECOMMENDATION

5.4 CONCLUSION

5.1 FINDINGS OF THE REPORT

From this report I have found various things. International Finance Investment and Commerce (IFIC) Bank Ltd. is a growing bank in the banking sector. Their position is in top ten within the entire banks in Bangladesh. It can't be said that they are following lead policy. One of their strength is they are financially very strong than other bank. They have 100 + in branches in all over the Bangladesh and very soon they are going to launce 5 more branches. I have seen something about what is corporate culture. What is the condition of banking industry in our country, now I know something about what is the difference between banking sector and others sector. I know about client's requirement, what they want and what they don't. How external environment is influencing their bank. Only in banking sector every month turnover rate is very low. This bank is providing their key employees training facility for better performance, so this is a great opportunity for the employees.



They have expert managers in different branches, who are very experienced. I have found some problem, like why people are not interested to work in bank sector; this is because of huge working pressure and deposit collection issues. The key employees who are working there, in some case they are dissatisfied. If the employees are motivated by the top management then this type of problem can be solved.

5.2 MAJOR STRENGTH AND WEAKNESS FACTORS

Not surprisingly, in the competitive arena of marketing area it is must to analyze the major strength and weakness factors based on product, price, place and promotion of a financial institute like private bank.

Strength and weakness includes the internal factors which are prevailing inside the concern/organization.

Strength:

- 1 Good banker-customer relationship.
- 2 Online banking system.
- 3 Energetic as well as smart work force.
- 4 Competitive interest provider comparing with other bank.
- 5 Strong financial position.
- 6 Efficient administration

Weakness:

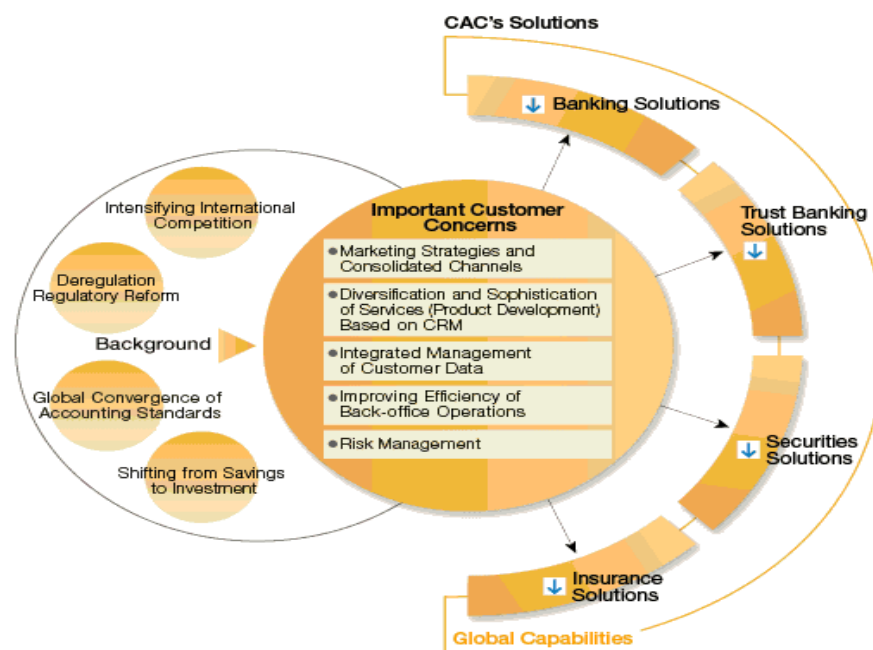
- 1 Reluctance to ad campaign.
- 2 Existing manual vouchers.
- 3 Lack of consumer credit scheme.
- 4 Manpower is not sufficient.
- 5 The Bank has very few ATM Booth
- 6 Insufficient number of deposit scheme and loan.

5.3 RECOMMENDATION

Through my work experience at the Naya Paltan branch, IFIC Bank Ltd. I came across a few operational drawbacks – for which the following suggestions can be put forward. I divide the recommendation part in two ways-

5.3.1. Specific recommendations:

- 1 More employees should be appointed to manage the increasing customer pressure.
- 2 Leaflets containing IFIC's product description should be made available at the branches. This will help the prospective customers to be informed about existing and new products, and reduce the hassle of counter staffs to describe new products. This will eventually result in increased employee productivity.
- 3 Upgrade Online Banking.
- 4 Ensure high level customer service.
- 5 Bank should available ATM system.
- 6 They should appoint more employees at their account opening section which will help them to provide a good quality of services to their future customers.



5.3.2. General recommendations:

Furthermore, the customers also provided their own suggestions:

- 1 Customer services must be made dynamic and prompt. Now a days, people especially business people have very little time to waste.
- 2 More social involvement by IFIC Bank Ltd such as providing student scholarship, creating more employment opportunities, rehabilitating the poor.
- 3 They may make a database or search for other solution to prepare their debit and credit voucher. As by adopting a better solution will make their work easier.
- 4 Prompt attention should be given to the FDR customers if the bank does not want to lose new customers.
- 5 Provision of car loans.

If the stated recommendations are carried out and the government pays attention to the policy framework of the entire system, then that day would not be far when Bangladesh can proudly focus more on the banking system.

5.4 CONCLUSION

The last 3 months was quite intriguing to do my internship at IFIC Bank Limited, Naya Paltan Branch. I found out about the nature of actually working in a professional environment. I have truly enjoyed my internship from the side of learning to the side of experiences viewpoint. I am confident that three month internship program in IFIC Bank will definitely help me to realize career in the job market. But during my internee it was not much possible for me to go to the depth of branches' sections thoroughly because of the time limitations. However highest effort has been given to achieve the objectives the internship program.

During the internship nit is found that the branch provides all the conventional banking services as well as some specialized financing activities to the economy. General banking is the largest department of the branch in terms of profit earned. The department is providing front side banking service and those customers who come frequently and those customers who come one time in banking for appreciating additional services. In some general banking activities, there is no relation between banker and customers who will take only one service form bank. On the other hand, there are some customers with who bank are doing its business frequently. It is an important department for all banks because it provides day-to-day service to the customers. CRM is misunderstood as a fancy sales strategy, and even a new method of data collection. CRM is a philosophy that places the customers at the heart of banks' business processes, activities, and culture to improve customers' satisfaction of service and, in turn, it maximizes the profits for the banks. A successful CRM strategy aims at understanding the needs of customers and integrating them with the IFIC Bank's strategy, people, technology, and business process. Therefore, one of the best ways of launching a CRM initiative in IFIC Bank Ltd is to start with what banks are doing now and working out what should be done to improve its relationship with its customers. Thus by providing various services Naya Paltan branch IFIC bank ltd that playing an important role in the banking system. Now due to electronic banking except cash customers are no longer require coming at the bank. It has not only benefited the customers but also IFIC Bank Ltd as well. From the banks point of view this has helped prevent customers queuing up at the bank counters thus helping to minimizing the cost as well as the workload for the employees.

So in conclusion it can be said that every organization has its positive as well as negative and in case of IFIC Bank Ltd existence of the later one is less than the earlier one and as the management is determine to reach the pick of success it seems that in near future the negatives will be eliminated. It can be expected that IFIC Bank Ltd will reach the highest level of success very shortly. I wish the Bank all success and prosperity in their field.

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