



Inspiring Excellence

**Internship**

**Report On**

**Customer Satisfaction on General Banking  
Of Prime Bank**

# AN INTERNSHIP REPORT

ON

## Customer Satisfaction on General Banking Of Prime Bank



### Submitted by:

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### Submitted To:

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## Letter of Transmittal

December 06, 2017

ADIBA NAOSHIN

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66 Mohakhali,

Dhaka.

Subject: Submission of Internship report on “**Customer Satisfaction on General Banking**”

Dear Miss,

Here is the report that you asked me to prepare as a part of course work for my internship course (BUS400). The title of the report is “**Customer Satisfaction on General Banking of Prime Bank Limited**”. The full report is based on my realistic experience in Prime Bank, Mohakhali branch. I have found the experience quite interesting which has provided me a scope to increase my understanding about General Banking. Under the guidance of my supervisors and with the assistance of all the officials of all the departments I have tried utmost to prepare feasible report.

Hopefully, you will discover the informative approach of the report as a hallmark of my hard work. In case of any further clarification or elaboration regarding this report I would welcome the opportunity to consult with you to explore how my findings could best meet your needs.

Sincerely Yours

Jannatul

Maria

ID-13104135

BRAC Business School

## ACKNOWLEDGEMENT

At first, I would like to express my heartiest reverence and gratitude to Almighty Allah who has given me the opportunity to go through the total process of Internship and to write a report in this regard. I would like to take the opportunity to deliberate my gratitude to my internship advisor Mrs. Adiba Noashin, Lecturer, Faculty of BRAC Business School, BRAC University; whose direction, guidance and support helped me a lot in writing this report.

It was a great pleasure for me to work in Prime Bank Limited (Mohakhali Branch) as an intern. I thank all the employees for being friendly and Cooperative was taught lots of important things throughout my Internship career because of their proper attention and cooperation.

My deepest appreciation and special thanks goes to Md. Amanullah, the Head of Branch, and Md. Monirul Haque Bhuiyan, the manager operation of the branch for extending their support in compiling this report. I would specially like to thank Kazi Siddique Rahman, First Assistant Vice President; Md. Arifur Rahman, Junior Officer; Tamanna Ashrafi Tanny, Junior Officer; Mohammad Ullah, Senior Officer of Prime Bank Ltd Mohakhali Branch who helped me a lot during my internship days with valuable advices, guidance and necessary information.

At last I must mention the fabulous working environment and group engagement of this bank that has enabled me a lot deal to do and observe the banking activities during my Internship period of three months.

## Executive Summary:

I have studied numerous theoretical concepts and courses during my BBA program at BRAC University, Bangladesh. Practical applications are the next stage in this learning process which is performed through an internship program, an essential part of my BBA program. That's why I have performed 90 days or three months internship which has certainly assisted me to enhance my potentiality and effectiveness in the practical field. I got the chance to prove the aptitude, which has been given by the Prime Bank Ltd. to implement my internship in the Mohakhali Branch. I have to prepare a report on the Prime Bank Limited with a specific topic to meet up the demand of my BBA program. I was ascribed in the "General Banking Division" so I have chosen "Customer Satisfaction on General Banking of PBL" as my Project topic. Banks in Bangladesh now integrates major part of the country's organized financial system. Prime Bank Limited which is a well reputed bank in Bangladesh was created and inauguration of its business dated on 17th April 1995 with the objective of bringing about a qualitative change in of banking field and financial management. Today The Prime Bank Limited serves its customers at home and abroad with 148 branches ranged over the country and about three hundred oversea correspondences. For the last five years they have hold the number one position in the Bangladesh Banks CAMEL's rating and hopes to be on top this year as well. Customer satisfaction is a measure of progress and expansion for any service institution. To keep the customers satisfied, PBL provides various types of services to its customers. Three departments of PBL, Mohakhali Branch are: General Banking Department, Credit Department and Foreign Exchange Department. They serve their customers through these three departments. Preliminary tasks of the bank are completed by the General banking three departments. Preliminary tasks of the bank are completed by the General banking their customers through these three departments. Preliminary tasks of the bank are completed by the General banking department which includes account opening, offering different types of schemes to the customers, internet banking, providing master credit card, different types of bills and fees collection etc.

Prime Bank Limited is serving efficiently with its available products and services. The services which PBL provides to their consumers are very precise and quality one compared to other private banks. The bank made satisfactory progress in all sectors of business operation.

## List of ACRONYMS

AC	Account
BB	Bangladesh Bank
BCD	Bareer Certificate of Deposit
CCS	Consumer Credit Scheme
CD	Current Deposit
CIB	Credit Information Bureau
CL	Classified Loan
DD	Demand Draft
DPS	Deposit Pension Scheme
FDR	Fixed Deposit Receipt
FTT	Foreign Telegraphic Transfer
GB	General Banking
HBL	House Building Loan
IBC	Inward Bills for Collection
LC	Letter of Credit
OBC	Outward Bills for Collection
OD	Over Draft
PBL	Prime Bank Limited
PO	Pay Order
POS	Point of Scale
SD	Savings Deposit
STD	Short Term Deposit
SOD	Secured Over Draft
SB Account	Savings Bank Account
SWIFT	Society for World Wide Inter Bank Financial
TT	Telegraphic Transfer
VAT	Value Added Tax

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## Part 1

### Introduction of the report

#### Introduction:

The banking system plays a very significant as well as critical role in our economic development as Bangladesh's financial sector is dominated by the banking sector. The modern economic system of our country cannot function without banks. The banking system has facilitated us for doing personal transaction such as deposit, lending, borrowing, remittance of money etc. Agriculture, trade, industry are developed easily because of banking industry. And at the same time banking sector has helped to accelerate the pace of economic development.

Since our country's independence Bangladesh Bank (BB) has been working as the central bank of Bangladesh and the chief regulatory authority in the banking sector. The prominent job of Bangladesh Bank includes providing transaction facilities to all public monetary matters, issuing of currency, maintain foreign exchange reserve. Bangladesh Bank also decides the government's monetary policy as well as implementing it. The modern central bank is an institution which actually maintains our economic stability as well as performs various promotional and developmental functions of our country's economy. So we can say that from the very beginning of emergence and inspection of modern civilization, banks plays the vital role in the overall socio-economic and financial development of any modern country.

Recently private banking sector has also been contributing a lot in our total economic growth of Bangladesh. Private banking sector has proven itself as a profitable venture along with its customer services and superior products. Among all the private banks of Bangladesh, Prime Bank is one of the leading bank and has resulted in great success in all areas of operation with a view to improve the socio-economic development of the country. Prime Bank has established itself as one of the strong local bank of this country. The bank is growing day by day. The changes in banking sector of the country are very remarkable after the introduction of Financial Sector Reform Policy and Banking Company Act 1991.

## Origin of the Report:

As a student of Bachelor of Business Administration (BBA), every student has to conduct practical orientation in any organization for completing the requirements of 90 days Internship program and this report is done as a partial requirement of this program for BBA students.

To fulfill the requirement I chose Prime Bank Limited. The Human Resource Division of PBL has placed me to its Mohakhali Branch. The topic of my report is “**Customer Satisfaction on General Banking of Prime Bank Limited**”. Here in Prime Bank during the internship period I have always tried to observe the theoretical concept and practical process of customer service.

## Objective of the Report:

The primary objective of the report is to provide a clear overview of the “General Banking Activities of Prime Bank Limited”- a study on Mohakhali Branch with fulfilling the requirement of BBA program.

However, the objective behind this study is something extensive. Objectives of the report are-

- To know the features of the PBL, Mohakhali Branch.
- To know deeply about the general banking activities.
- To observe the performance in general banking activities of PBL at Mohakhali branch.
- To know how they reduce the risks in general banking.
- To be accustomed with account opening activities of the PBL at Mohakhali branch.
- To know the activities of cash section of the bank.
- To know the activities of bills and clearing section of the bank.
- To know the early withdrawal of FDR of the PBL at Mohakhali branch.
- To know about different types of local remittance and its transaction procedure of the bank.
- To identify problems related to general banking activities of PBL.
- To reveal some recommendations for better performance in general banking of PBL at Mohakhali branch.

## Scope of the Study:

I am very glad that this internship program gives me an opportunity and scope of gather knowledge and experience in several areas of banking by which I can actually evaluate myself. The scope of this report is limited to this organization as it is based on the practical observations. I was assigned at the Mohakhali branch of PBL. Have worked in the General Banking department as a service intern and I had to handle and deal with the customers. I always tried to solve the problems of the customers. Basically I have worked in the GB department as the credit and foreign trade department of Prime Bank has been centralized so I have learnt most of the tasks done in the General Banking department

## Methodology of the study:

For my research paper I have collected primary and secondary data.

- **Primary Sources:** I have collected the primary data by interviewing the clients and the employees of PBL as well. I have made a questionnaire for the customers of Prime Bank Limited. I have also collected data by face to face conversation with the officers. Thus I have collected the primary data by survey method.
  
- **Secondary Sources:** The secondary data of my research paper has been collected from-
  - Annual reports of PBL
  - Website of the bank
  - Bank records.
  - Other books, manuals, Internship reports related to this topic.

## Research Timeline:

Date	Particular Parts
11 October 2017	Problem Statement
25 October 2017	Literature Review
07 November 2017	Data Collection
15 November 2017	Development and conceptual framework
22 November 2017	Data Analysis
03 December 2017	Final draft submission
06 December 2017	Submission of research paper

## Limitations of the Study:

The major limitations I faced while preparing the report are listed below:

- Prime Bank Ltd. maintains strict confidentiality about disclosing their financial information. So, it was pretty challenging for me to obtain all the necessary data that was required to fulfill the report. That's why in some cases assumption had to be made for some particular figures.
- Major part of this report is based on the face to face conversation, which consists of view and opinion of those people. In some cases some of them were not able to provide solid information or figures. In these cases as well some assumption had to be made.
- Officers and employees of the bank always stay busy with their work so they could not help me that much by providing information.
- Twelve week is a very short period to analyze all the activities of all department of a leading banking company like PBL. So due to lack of time many of the aspects could not be discussed in the present report.
- All required information is not available in one branch and there is also limited scope to visit more than one branch.
- Secondary sources of data relating to the banking industry in Bangladesh are very limited as sufficient books, publications and journals were not available.

## Literature Review:

Offering customers with suitable services with a view to earn profit along with customer's satisfaction is known as customer service. Providing the best service is one of the main targets of the commercial banks. With the customer's belief in addition to delight, the replicate picture of service quality in private commercial banks can be acquired. The achievement of the customer's satisfaction can be marked as the key feedback to enhance the service quality for any company or organization.

Prime Bank is a fast growing commercial bank in our bank industry and the bank is already at the top position in phrases of excellent carrier and value addition to the clients. The bank made captivating development in all areas of its business operation. Prime Bank Limited is very much concerned about customer satisfaction from the beginning of its operation. They are handling customer's satisfaction very successfully and time to time they are advancing themselves and upgrading their service quality to satisfy their customers from the very beginning. As customer satisfaction is a very much important issue to them so that I have chosen this topic for my report.

## Part 2

### An overview of Prime Bank Limited

#### Background of PBL:

The process of creating new and dynamic financial institutions started with the declaration of the Government's far sighted decision to permit banks in the private sectors to play its due part in the economy of Bangladesh. Simultaneously, in the scenery of monetary progression and financial sector reforms, a group of highly successful local entrepreneurs came up with a notion of floating a commercial bank with different outlook. For them, it was competence, magnificence and consistent delivery of reliable service and dependable administration with superior value products. As a result, Prime Bank was established and commencement of business dated on 17th April 1995 with a branch at Motijheel under the Companies Act of 1994. Renowned personalities in the sector of trade and commerce and their stake ranges from shipping to textile and finance to energy etc. sponsored this.

Prime Bank Ltd. has a large and well distributed network of branches all over the country. It has 148 branches and 18 SME branches covering strategic financial centers. It has 3 foreign banking units at various EPZs in Bangladesh. It has fully owned exchange houses at Singapore and UK facilitating to serve non-resident Bangladeshi customers living in Singapore and United Kingdom. It has a fully owned finance company in Hong Kong which provides foreign trade financing services to its client. It has lively presence in the country's capital market through Prime Bank Investment Limited and Prime Bank Securities Limited.

Prime Bank provides vast range of financial products and services to the customers of all strata in the society which include commercial banking through conventional banking and Islamic banking mode, merchant and investment banking, SME & retail banking, credit card and Off-shore banking. It performs leading function in Syndicated & Structured Financing as well. It has expertise in corporate credit and trade finance and has effectively committed extensive market penetration with continuous growth in corporate, commercial and trade finance sectors. Besides investment in trade and commerce, the bank participates in the socioeconomic improvement via the participation in priority sectors kind of agriculture, industry, housing and self-employment.

The bank has been rated by the country's two most significant rating agencies – CRISL and CRAB.

Prime Bank Ltd. is one of the few banks permitted by the Bangladesh in the early 90's. These banks are recognized as like the second-generation banks and lucky to remain immune from the defective mortgage culture. With the passage of time, as a fully licensed commercial bank it has already turned out to be an industry pioneer in the sense of imparting newer products, better service quality, having a strong ethical governance and professional corporate culture. In view of the above, within a duration regarding 22 years of its operation, the PBL has won a notable advancement and always met up capital adequacy requirement set by Bangladesh Bank.

Head Office	Adamjee Court Annexe - 2, 119-120, Motijheel C/A, Dhaka.
Industry	Banking & Financial Services
Year of Incorporation	1995
Legal Status	Public Limited Company
Listing Information	Dhaka & Chittagong Stock Exchange
Network Size	148 Branches

### **Vision:**

Every Company has their personal vision which identifies what the company would like to acquire or accomplish for the midterm or long term future. By determining a vision, they can target to their future growth. Prime Bank Ltd. has its own vision to be pioneer in the banking industry which states that-

“To be the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management & profitability having strong liquidity”

### **Mission:**

- To build Prime Bank Ltd. in to an efficient, market driven, customer focused institution with good corporate governance structure.
- Continuous improvement in business policies, procedure & efficiency through integration of technology at all levels.



## Slogan:

Slogan of Prime Bank Ltd. is stated below –

*“A bank with a difference”*

## Logo:

Logo of Prime Bank Ltd. is stated below -



## Achievements & Awards:

- ✓ 12<sup>th</sup> Bangladesh Award DHL – The Daily Star
- ✓ The BIZZ 2012 Inspirational Company Award.
- ✓ ICMAB Best Corporate Award 2010
- ✓ SAFA Award 2010
- ✓ Best Published Accounts & Corporate Disclosures in Banking Sector.
- ✓ Prime Bank wins 1<sup>st</sup> Prize in 11<sup>th</sup> ICAB National Awards.

## Corporate Philosophy:

### For Customers:

- To provide the most decent and efficient service in every aspect of its business. To be creative in the development of new banking products and services.

### For Employees:

- By promoting their nicely-being via appealing remuneration and fringe blessings.

- By means of promoting good staff morale through proper staff training and improvement, and provision of opportunities for the betterment of career.

**For Shareholders:**

- By forging ahead and consolidating its role as a strong and advanced financial institution.
- By yielding profits and favorable return on their investment.

**For Community:**

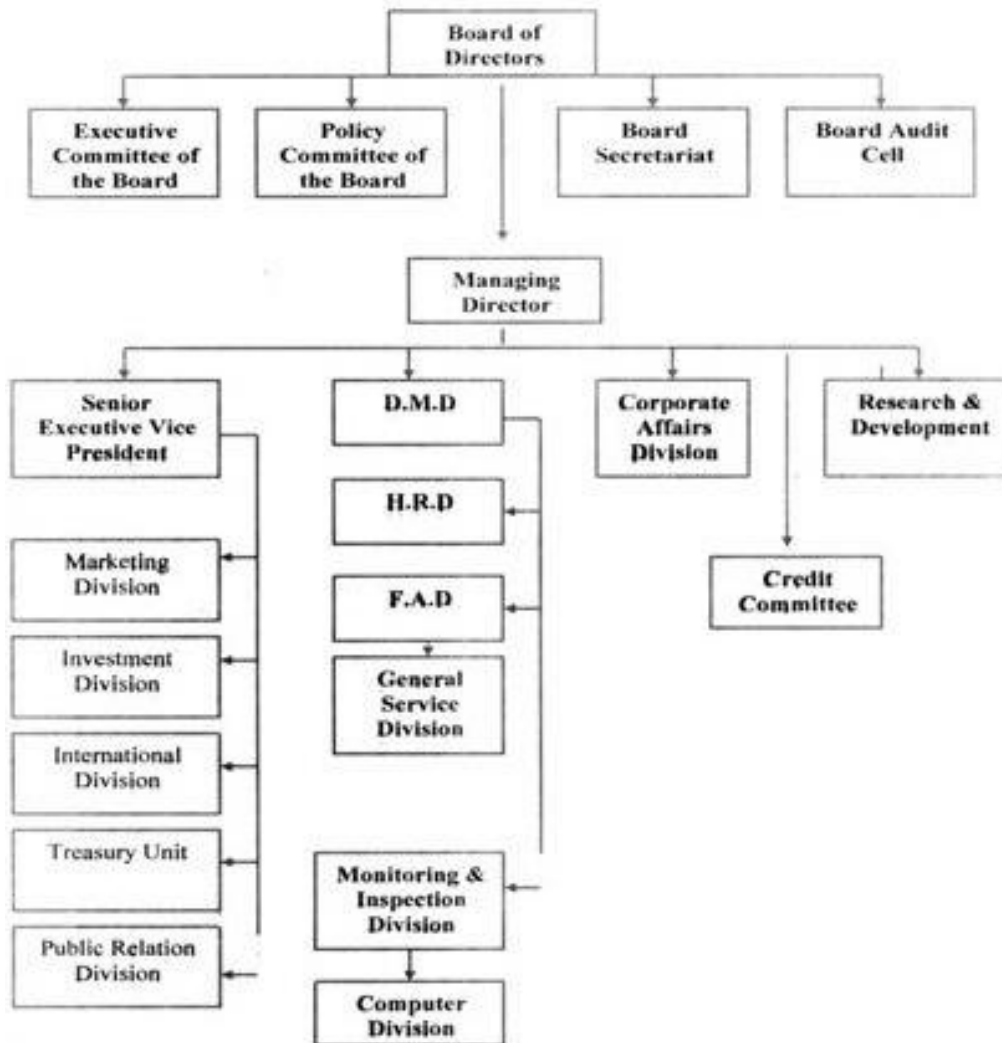
- By assuming the position of PBL as a socially sensible corporate citizen in a tangible manner.
- By sticking closely with national policies and goals thereby contributing towards the progress of the nation.
- With the aid of upholding ethical values and quality practices.
- Constantly seeking to betterment of performance by aligning PBL's goals with stakeholders' expectations because PBL can value them.

## Goals and objectives of Prime Bank:

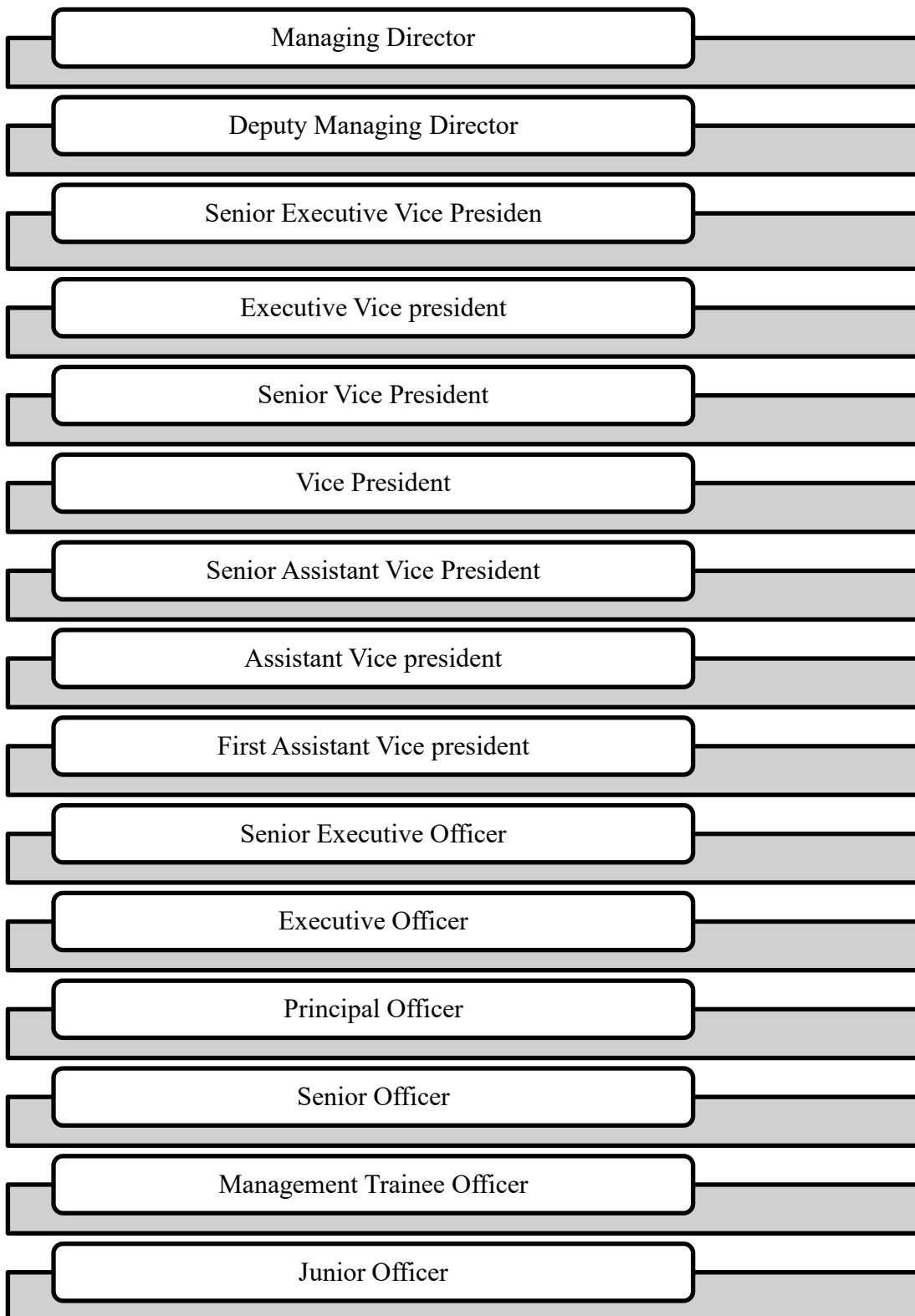
Prime objective of PBL is to maximize the profit through customer satisfaction. Besides, PBL has following goals and objectives:

- To be the pioneer in high quality banking products and services.
- To acquire customer focus strongly & to build a relationship with them based on integrity superior services & mutual benefit.
- To fortify and strengthen the young entrepreneurs to come up with innovative ideas and demonstrate their creativity by providing them credit facilities and thereby accelerate national development.
- To develop saving attitude and making acquaintance with digital and modern banking facilities.
- To serve as a team to serve the pleasant interest of the group.
- To participate and play a vital role in the industrial and economic sector of the country.
- To earn sustained growth, elevated & extensive spectrum of products & service.

## Organ-gram of Prime Bank Limited:



## Hierarchy of Prime Bank Limited:



## Part 3

### Overall General Banking activities of PBL, Mohakhali branch

General banking is the heart of all banking activities. It is the beginning stage of all the banking operations. It the core department which provides day to day services. General banking mainly manages the accompanying section:

- ✓ Account opening section
- ✓ FDR section
- ✓ Clearing section
- ✓ Remittance section
- ✓ Bills Collection
- ✓ Cash section
- ✓ Accounts section

#### Account opening section:

The connection amongst banker and customer starts with the opening of an account by the customers. Opening an account binds the banker and customer into contractual deposit account relationship. Truth be told, fraud and forgery of all kinds begin by opening account. So bank should take extreme alert in selection customers.

Nature of accounts is -

- ✓ Personal
- ✓ Non-personal

The procedure for opening a general account is provided below -

**Step1:** Bank provides account opening form to the prospective customer or applicant.

**Step 2:** Applicant fills up the form.

**Step 3:** Application submits the form dully signed by an introducer and along with 2 passport size photo signed by the introducer.

**Step 4:** The authorized officer scrutinizes the application form.

**Step 5:** If they are satisfied, they will open the account.

**Step 6:** They issue deposit slip and deposit must be made it.

**Step 7:** After deposition one checkbook is issued Signature card to verify the signature of the client.

**Step 8:** Bank preserves the specimen.

**Step 9:** Account is opened.

### **Savings Bank Account:**

A saving account is implied for the individual of the lower and middle classes who wishes to spare a piece of their pay to meet their future needs and plan to acquire a salary from their saving. This account paid interest at the rate 6.00% yearly.

Savings Account form (Structure):

- ✓ Account opening form (Personal)
- ✓ White signature card
- ✓ Depositors information slip
- ✓ Cheque Requisition slip
- ✓ Master Debit Card Requisition Form

Procedures of Opening Savings Account:

- ✓ Name of applicant
- ✓ Name of parents and spouse (if married)
- ✓ Mandate in writing
- ✓ Special instruction regarding operation of account
- ✓ Declaration of nominee
- ✓ Birth certificate
- ✓ National ID card photocopy (account holder and nominee)
- ✓ Specimen signature
- ✓ Passport size photograph (account holder)
- ✓ Passport size Photograph of Nominee(s) attested by account holder.
- ✓ Present and permanent address
- ✓ TIN (if any)
- ✓ Documents of Income Source.

- ✓ Copies of Utility Bills, viz. Electricity Bill / Land Phone bill /Cell Phone Bill / Gas Bill / WASA Bill, etc. in the name of applicants.

### **Current account:**

A current deposit account may be operated in several times during a working day. Prime bank constrained offers customers current deposit facility for day to day everyday business exchange and there is no limitation the quantity of pulls back from a current account. The banker does not permit any enthusiasm on current account.

### **Documents required:**

- ✓ Title of the account
- ✓ Type of the organization
- ✓ Address of the organization
- ✓ Trade license no
- ✓ Registration authority and country
- ✓ Registration no
- ✓ Tax ID no
- ✓ Vat registration certificate
- ✓ Introducers" particulars
- ✓ Initial deposit
- ✓ Source of fund
- ✓ Signature instruction
- ✓ Personal information
- ✓ Transaction profile
- ✓ KYC form
  
- ✓ Expected number of monthly transaction & volume
- ✓ Expected number of cash transaction
- ✓ Information letter on money laundering prevention
- ✓ Letter of thanks
- ✓ Letter of welcome
- ✓ Caution letter against money laundering
- ✓ Others paper of document is damn necessary

## Types of Current Deposit Account:

- ✓ Joint account
- ✓ Sole Proprietorship
- ✓ Partnership Firms
- ✓ Limited Companies (Both Public and Private)
- ✓ Societies / Clubs / Associations / Local Bodies Banks

### • **Join account opening:**

In case of opening a current account of joint stock companies“ association clubs etc the following requirements are said to fulfill:

#### **Documents required:**

- ✓ KYC form
- ✓ Introducer of CD A/C holder in this bank.
- ✓ Photocopy of National ID card
- ✓ Photocopy of Passport.
- ✓ Signature form/card.
- ✓ If it is used for the purpose for business, it must require trade license.
- ✓ Transaction Profile
- ✓ Recent two-copies of passport size photograph of account holder(s) & Declaration certificate
- ✓ Operational instruction.
- ✓ Caution letter against money laundering
- ✓ Photocopy of passport.
- ✓ Letter of Thanks and Letter of Welcome.

### • **Current Deposit Account for Private firm (Proprietorship concern)**

#### **Documents required:**

- ✓ KYC form
- ✓ Transaction Profile
- ✓ Recent two-copies of passport size photograph of account holder(s) & Declaration certificate



- ✓ Introduction
- ✓ Signature form/card.
- ✓ Certified copy of trade license
- ✓ Sole proprietorship declaration.
- ✓ Introduction.
- ✓ Trade seal
- ✓ Photocopy of National ID card
- ✓ Photocopy of character certificate or photocopy of passport.
- ✓ Letter of Thanks and Letter of Welcome.
- ✓ Caution letter against money laundering

- **CD for partnership A/C**

**Documents required:**

- ✓ KYC form
- ✓ Transaction Profile
- ✓ Recent two-copies of passport size photograph of account holder(s)
- ✓ Introduction
- ✓ List of partners with their address.
- ✓ Signature form/card.
- ✓ Photocopy of National ID card
- ✓ Photocopy of passport.
- ✓ Certified copy of partnership deed duly notarized registered and signed by all the partners.
- ✓ Letter of Thanks and Letter of Welcome.
- ✓ Caution letter against money laundering
- ✓ Separate nomination form duly signed by the nominee & the account holders and
- ✓ Photograph of the nominee duly signed by the account holders.

- **CD for clubs/society/ School**

**Documents required:**

- ✓ Recent two-copies of passport size photograph of account holder(s)
- ✓ Photocopy of National ID card

- ✓ Photocopy of passport
- ✓ Caution letter against money laundering
- ✓ Certified copy of Bye Laws & Regulation /Constitution.
- ✓ Certified copy of Resolution for opening & operation of A/C
- ✓ Update list of Officers / Bearers
- ✓ Introduction
- ✓ KYC form
- ✓ Seal (Designation wise) who will operate the A/C
- ✓ Caution against money laundering
- ✓ Transaction Profile
- ✓ Letter of Thanks and Letter of Welcome.

- **Limited company (Private& Public)**

**Documents required:**

- ✓ Recent two-copies of passport size photograph of account holder(s)
- ✓ Certified copy of Memorandum of Association & Article of Association.
- ✓ Certificate of Incorporation
- ✓ Certified copy of Board Resolution for opening & operation of A/C
- ✓ List of directors with signature (up to date)
- ✓ Introduction
- ✓ KYC form
- ✓ Official seal (Designation wise) that will operate the A/C
- ✓ Form-XII ( If old company) to know the up to date position of directors
- ✓ Form 117 (If takes over another company)
- ✓ Certified copy of the certificate of commencement of business (In case of public limited company)
- ✓ Transaction Profile
- ✓ Caution against money laundering
- ✓ Letter of Thanks and Letter of Welcome

- **Trust:**

**Documents required:**

- ✓ Introduction
- ✓ KYC form
- ✓ Recent two-copies of passport size photograph of account holder(s)
- ✓ Seal (Designation wise) who will operate the A/C
- ✓ Update list of member of the trustee board
- ✓ Certified copy of deed of trust
- ✓ Certified copy of resolution of the trustee board for opening & operation of the A/C
- ✓ Transaction Profile
- ✓ Photocopy of National ID card
- ✓ Photocopy of passport
- ✓ Caution against money laundering
- ✓ Letter of Thanks and Letter of Welcome

- **Minor Account:**

**Documents required:**

- ✓ Transaction Profile
- ✓ Introduction
- ✓ KYC form
- ✓ Recent two-copies of passport size photograph of account operator (guardian) who will operate the A/C
- ✓ Copy of National ID card of account operator (guardian) who will operate the A/C
- ✓ Minor's birth certificate
- ✓ Minor's date of birth & photograph duly certified by the guardian
- ✓ Caution against money laundering
- ✓ Photocopy of passport
- ✓ Letter of Thanks and Letter of Welcome

**ACCOUNT CLOSING SECTION:**

A account holder can close his/her record whenever he needs keeping in mind the end goal to end investor client relationship. In any case, additionally it has a few formalities. Account holder who needs to close their accounts they need to application for closing the account. At that point they are given an application form and they need to fill the form. In the form they need to say the motivation behind why they close the account and he/she e/she should also deposit the unused leaves of the cheque book An approved officer look through his record and identify if there any installment on this account. All expenses and charges are cut off. The person needs to apply to the manager of the particular branch mentioning the reason for the account closing and additionally the date when he would like to close his/her account. In the wake of confirming the validity of the application, bank closes the account however Tk. 50/ - for investment funds and Tk. 100 for current account is charged as closing fees.

The operation of the account might be ceased by the bank side also due to the following reasons:

- ✓ Notice given the customer himself.
- ✓ Death of customer.
- ✓ Customer insanity or insolvency.
- ✓ Order of the court / Injunction of the court.

### **Special Noticed Deposit Account:**

Prime Bank Limited offers interest on customer's special notice deposit account and gives facility to withdraw money any time. VIP person are offered to open this type of account. Customer has to notify 7 days before withdrawing money. Account closing fee is maximum BDT 300.00 Only.

### **Cheque Books Issue and Delivery:**

In the wake of opening an account, the account holder may require cheque books for their transaction purposes. There are a few stages needed to take after to issue and delivery a cheque book to customer.

- **Process of Issue of cheque book:**

- ✓ Customer needed to fill up the check requisition slip appropriately
- ✓ Respectable officer must verify the signature.
- ✓ Subsequent to checking the order must posted in programming.
- ✓ After that the Manager Operation approves and the procedure is finished.

- **Delivery of cheque book:**

- ✓ Received cheque books (sent from Head Office)
- ✓ Sort out with requisition slip
- ✓ Entry into the register along with requisition date, cheque series number
- ✓ Account title and account number.
- ✓ Customer receive cheque book with a signature along date

It has been watched that a customer that is owner of the account has needed to draw a cheque book by someone else from the bank then the approval letter of the owner to draw this cheque book must have submitted by the bearer. In the approval letter the bearer's signature must be checked by the owner of the account.

- **When the cheque book is lost:**

It has been watched that when a cheque book has been lost by an account holder, the holder of the account more likely have filled a reimbursement bond which have been approved by a guarantor. The guarantor must need to keep up an account in the Prime Bank Limited and the signature of the guarantor must need to show up on the reimbursement bond.

## **Master Debit Card:**

Prime Bank Ltd. likewise gives Master Debit Card to its customer. General banking department of PBL issue master debit card. This card has considerably more advantages then

ATM cards. Withdrawal of cash or shopping was no simpler and helpful ever some time recently, however now through the new offer of Prime Bank Master Debit Card it has turned out to be exceptionally less demanding. The SD/CD/SND account holder of Prime Bank can enjoy this debit card facility

### **Requirements for Master Debit Card**

- ✓ Must have an account in the Bank
- ✓ Fill up the application form
- ✓ One copy of photograph attested by A/C holder

### **Problems arising by using Master Debit Card:**

- ✓ Card capture – any one might need to utilize his/her card in ATM booth and the machine may not return the card. It might be occur for network fault, wrong password entry and so on.
- ✓ Transaction Dispute - customer need to withdraw his/her cash from ATM corner or may goes to purchase something from POS machine, in this time the customer may not finish his/her activity or may not get the cash but rather his/her account has debited.

### **Solution of the problems arising by Master Debit Card:**

#### **Service request form:**

- ✓ For card reissue
- ✓ For PIN reissue
- ✓ Card activation
- ✓ Cancel/ Block card

#### **Transaction Dispute Form:**

- For credit the account which amount already debited from this account by using Master Debit Cardoon ATM booth or POS machine.

## Fixed Deposit Receipt (FDR):

As a matter of fact Fixed Deposit Receipt (FDR) is not an account. It simply deposits receipt. It is popularly known as “Time Deposit”. Since these deposits are not repayable on demand but they are withdraw able subject to a time of notice. The prospective fixed deposit holder is required to fill up an application form recommended for the purpose stating the amount and the period of deposit. The application itself contains the guidelines and directions of the deposits including the space for specimen signature. A fixed deposit is repayable after the expiry of a predetermined period fixed by the customer himself. The period varies from one month, three months, six months, one year, two years, three years, four years and five years. If any one does not close his/her FDR it will be automatically renew. Interest on FDR shall be paid at the rates depending on the period of maturity which are fixed by the head office from time to time.

### Fixed Deposit Account Form (Structure):

- ✓ Fixed deposit form
- ✓ KYC profile form
- ✓ Anti-money laundering act slip
- ✓ National ID card photocopy
- ✓ Introducer is not needed in this ca se.
- ✓ Two copies of deposit receipt holder and nominees photograph are needed.
- ✓ Loan may be sanctioned against FDR

## Encashment of FDR:

If the customer wants to encasement his/her FDR before maturity it will be treated as pre matured encashment. It may be premature after completion of one term but before completion of the next term or no term yet completed both the cases it will be treated as premature. Bank may in special consideration allow premature encashment on application of the depositor subject to under the noted consideration. For FDR which are 3 months or 6 months maturity no interest will be payable only the principal amount will be refund. When it is allowed of and FDR with tenure of over 6 months; no interest will be paid if incased before

expiry of 6 months. For FDR having maturity of 12 months and above only interest for the period up to the proceeding day of encashment less amount for month, shall only paid. It may be noticed that the rate of interest shall be the same as originally contracted.

## Closing of FDR:

If a FDR wants to take interest after maturity, banker should consider the following rates:

- ✓ Interest Rate
- ✓ Excise Duty
- ✓ Tax Rate

Process to know interest rate of any matured FDR:

For example: Fixed deposited amount = X

Calculate interest= (principal amount\* interest rate)

Calculation of any matured FDR:

$$=(X+INTEREST) - (PRINCIPAL + INTEREST) * 10\% \text{ TAX- ACCESS DUTY}$$



## Deposit Schemes:

Prime Bank Limited offers different types of deposit schemes to their customers. They are mentioned below:

- ✓ Double Benefit Deposit Scheme (DBDS)
- ✓ Monthly Benefit Deposit Scheme (General and Senior Citizen)
- ✓ House Building Deposit Scheme
- ✓ Lakhopati Deposit Scheme
- ✓ Laksmapuron Deposit Scheme (General and Senior)
- ✓ Account 150%
- ✓ Brighter Tomorrow Deposit Scheme
- ✓ Nobagoto Deposit Scheme

These deposit schemes are described briefly here:

### Double Benefit Deposit Scheme (DBDS):

This offer is very lucrative for the person who has additional money in hand. By this account people can deposit their money for a period of ten years and after ten years he/she will receive double money back. By this scheme people can utilize their idle money i.e. the money from which they can't earn or are not able to invest on business or don't feel secured to invest on any business. Under this scheme his/her money can be fully secured with some benefit after few years.

Main features of this scheme are:

- Deposit becomes double in ten years.
- Interest rate is 7.23%.
- Installment is 10,000 Multiple & No maximum limit.
- Help in meeting specific needs like education, marriage etc.

## Monthly Benefit Deposit Scheme (General and Senior Citizen):

Monthly Benefit Deposit Scheme (MBDS) is one major part of Prime Bank Ltd. This is a Deposit Scheme where the depositor gets a fixed amount of profit every month without disturbance of the principal. This is beneficial for the person who needs to meet the monthly budget of their family from the income out of their deposit. This scheme is also competent for trusts, club and foundations or other associations, which award monthly scholarships to the scholars etc. So this deposit scheme has high demand among people for big savings with small installment per month. We know the bank is the most secured place to deposit money. Prime Bank Limited offers monthly savings scheme for its retail customers.

Main features of this deposit scheme are:

- Attract small savers.
- Build up habit of savings.
- Saving for lean season.

A table explaining the features of this scheme is given below:

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

## House Building Deposit Scheme:

This scheme is eye attractive scheme for interested people who are eager to invest money for different periods for future use. It is normally suitable for the retired person. Besides minor can open the scheme complying all formalities associated with opening of minor's account. For house building loan convenience it is the most perfect scheme because the depositor will be able to take loan from the bank against it. In Prime Bank Ltd the tenor of the House Building Deposit Scheme will be 5/7/10 years. A chart in this regard is mentioned below:

Name of Scheme	No. of Year	Instalment	Interest Rate %	Terminal Benefit
House Building Deposit Scheme	5	13,920	7.00	10.00 Lac
	7	8,885	8.00	10.00 Lac
	10	5,445	8.00	10.00 Lac

### Lakhopati Deposit Scheme:

The scheme is compatible for the person who intends to deposit money for next use. Normally, by this account people can deposit their money for different period. The benefits categories are mentioned in the following table:

Name of Scheme	No. of Year	Installment	Interest Rate %	Terminal Benefit
Lakhopoti Savings Scheme	3	2,500.00	7.00	Tk. 1.00 Lac
	5	1,400.00	7.00	Tk. 1.00 Lac
	10	530.00	8.50	Tk. 1.00 Lac
	15	275.00	8.50	Tk. 1.00 Lac

### LaksumaPuron Deposit Scheme (General and Senior):

The benefits categories are mentioned in the following table:

Sl No.	Desired Amount	3 Years @7.0%	4 Years @7.0%	5 Years @7.0%
1	Tk.50,000.00	1,255.00	905.00	700.00
2	Tk.100,000.00	2,510.00	1,810.00	1,400.00
3	Tk.200,000.00	5,020.00	3,620.00	2,800.00
4	Tk.300,000.00	7,530.00	5,430.00	4,200.00
5	Tk.400,000.00	10,040.00	7,240.00	5,600.00
6	Tk.500,000.00	12,550.00	9,050.00	7,000.00
7	Tk.600,000.00	15,060.00	10,860.00	8,400.00
8	Tk.700,000.00	17,570.00	12,670.00	9,800.00
9	Tk.800,000.00	20,080.00	14,480.00	11,200.00
10	Tk.900,000.00	22,590.00	16,290.00	12,600.00
11	Tk.1,000,000.00	25,100.00	18,100.00	14,000.00

### Account 150%:

- Deposit will be estimated 1.5 times of the initial deposit.
- The tenure of the investment period will be 6 years.
- Minimum deposit amount BDT. 10,000/-

A chart in this regard is mentioned below:

Name of Scheme	No. of Year	of Installment	Interest Rate %	Terminal Benefit
Account 150%	6 years	10,000 & multiple thereof	7.10%	1.5 times of the initial deposit

### Brighter Tomorrow Deposit Scheme:

Detail information about this scheme is mentioned in a chart below:

Brighter Tomorrow	12 (The deposit account can be renewed for next cycle/s if the HOB admit)	25,000 Multiple & maximum 10 Crore	5.50%	Same as Regular FDR process
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### Nobagoto Deposit Scheme:

Detail information about this scheme is mentioned in a chart below:

	5 Years	7 Years	10 Years	15 Years	20 Years
Size of Monthly Deposit	@8.0%	@8.0%	@8.0%	@8.50%	@8.50%
	Terminal Value	Terminal Value	Terminal Value	Terminal Value	Terminal Value
500	36,900.00	56,300.00	91,900.00	181,800.00	315,100.00
1000	73,800.00	112,600.00	183,800.00	363,600.00	630,200.00
2000	147,600.00	225,200.00	367,600.00	727,200.00	1,260,400.00

### Cheque:

A check is a bill of Exchange drawn of a predefined investor and not communicated to be payable generally than on request. To encourage withdrawals and installments to outsiders by the customer, bank gives a cheque book to the customer cheque book contains 10 leaves for saving account while for current account there are 20 or 50 leaves.

### Security of a cheque:

We know that a cheque is the account holder's to the bank to pay money his account. Therefore when a bank makes payment of a cheque it has made sure that the same has been issued by the account holder. In other words the bank has to make sure the cheque is genuine.

The following are the points to be taken into consideration by a banker while scrutinizing a cheque before payment

- ✓ Date stale or post dated
- ✓ Place name of the branch and cheque series accordingly
- ✓ Crossed or open cheque
- ✓ Posted seal & tracer number
- ✓ Pay cash seal
- ✓ Singed by passing officer
- ✓ Material alteration/ mutilation

### **Dishonor of cheque:**

If the cheque is dishonored, the branch sends a memorandum (cheque return memo) to the customer stating one of the following reasons:

- ✓ Refer to drawer
- ✓ Not arranged for
- ✓ Effects not cleared. May be presented again
- ✓ Exceeds arrangements
- ✓ Full cover not received
- ✓ Payment stopped by drawer
- ✓ Payee's endorsement irregular/ illegible/required
- ✓ Payee's endorsement irregular, require bank's confirmation
- ✓ Drawer's signature differs/ required
- ✓ Alterations in date/ figures/ words require drawer's full signature
- ✓ Cheque is postdated / out of date/ mutilate

## Clearing Cheque

Clearing has mainly two parts –

- ✓ Inward clearing cheque
- ✓ Outward clearing cheque

### Inward clearing cheque

This is the contrary stream of the Inward check clearance. At the point when PBL's check sends to other individual of other Bank, that Bank will do a similar thing to assert cash from Prime Bank Ltd. with a similar procedure like inward clearing of that Bank. At the season of inward Check for clearing, the things must be checked

- ✓ The Clearing Seal,
- ✓ The check must be crossed.
- ✓ The check should not carry a date older then the receiving date for more than 6 months.
- ✓ The collecting bank must check whether endorsement is done properly or not.
- ✓ The amount both in words and figures in deposit slip should be same and also it should be in conformity with the amount mentioned in words and figures in the checks.

### Outward Cheque Clearing

At the point when the Branches of our Bank get checks from its customers drawn on other Banks inside the nearby clearing zone for collection through Clearing House, it is Outward Clearing. The methodologies of Outward Clearing are taken after:

- ✓ The instruments are received appropriately marked vouchers.

- ✓ The clearing stamps are affixed on the instrument and it is supported with the checking of in control.
- ✓ The particulars of the instruments and the vouchers are entered in the outward clearing register.
- ✓ The instruments with schedule got from branches and sent to the clearing house to convey them to the individual bank.
- ✓ These sorts of things are submitted in the principal houses or delivery house of Bangladesh Bank.

### **Local Remittance Section:**

The word „Remittance“ implies sending of money starting with one place to the next place through post and telegraph. Commercial banks open this office to its customers by methods for getting money from one branch of the bank and making a simpler course of action for payment to another branch inside the nation.

Prime remittances are protected, quick, cheap and basic. This office is encourages the bank to residential transaction for the customers. The aforesaid method of remittance while it s outside Bangladesh the same is called foreign remittance. Basically international transactions / foreign remittance are done by foreign exchange department.

Different types of local remittances remitted by Prime Bank are:

- 1) Pay Order (PO)
- 2) Demand Draft (DD)
- 3) Telegraphic Transfer (TT)



## Pay order:

A pay order is a written order, issued by a bank, to pay a certain sum of money to a specified person or bank. It may be said to be a banker's cheque as it is issued by a bank drawn upon and payable by itself. A pay order is issued and paid by the same branch of a bank and such, the drawer and drawee are the same. The person or the organization in whose favor it is issued is known as payee or beneficiary.

### Pay arrange (Issue)

Following technique is kept up for the issuance of PO:

- ✓ Customer is provided with PO form.
- ✓ After filling the form the customer pays the cash in real money or with check.
- ✓ The concerned officer at that point issues PO on its particular block. This block has three sections, one for bank and other two for the client. A/C Payee crossing is fixed on all compensation orders issued by the bank.
- ✓ The officer at that point records the number of the PO block on the PO form.
- ✓ Two approved officers sign the block.
- ✓ At the end client is provided with the two sections of the block in the wake of marking on the back of the bank's part.

## Demand Draft

A demand draft is a written order of one branch upon another branch of the same bank to pay a certain sum of money to or to the order of a specified person. Draft is not issued payable to the bearer. In practice draft is not to be drawn between branches within the same city. The legal provision as to crossing endorsement collection and payment in due course are the same as for cheques.

## **Demand draft issue**

- ✓ Customer top off the form which incorporates the name of the drawer, name of the payee, measure of cash to be sent, trade, name of the drawer branch, mark and address of the drawer.
- ✓ The customer may pay in real money or by exchanging the amount from his/her record (assuming any).
- ✓ After the money is paid and the form is sealed and marked as needs be it is given to the DD issuing work area.
- ✓ Upon getting the form concerned officer issue a DD on a specific block.
- ✓ DD block has two sections, one for bank and another for customer.
- ✓ Draft number written in the voucher
- ✓ Bank's part contains issuing date, drawer's name, payee's name, total of the money and name of the drawee branch. Customer's part contains issuing date, name of the payee, aggregate of the cash and name of the drawee branch.
- ✓ After outfitting all the required data section of the DD is given in the DD issues enlist and at same time bank issue a DD affirmation slip tending to the drawee branch. This affirmation slip is gone into the DD exhortation issue register and a number is entered on the affirmation slip from a similar register. Later on the bank sends this slip to the drawee branch.

## **Telegraphic Transfer (TT)**

At customer's demand branch exchanges fund to another branch through telex and it is known as the Telegraphic Transfer. In short it is called TT. TT facility is accessible just in that branch having telex facility. If there should arise an occurrence of TT the issuing branch sends a telegram to another branch to pay a specific some of money to a named payee account. Test code is outfitted on the TT message for the protection of it. Generally for such sort of exchange, payee ought to have account with the paying bank; else it is extremely troublesome for the paying bank to recognize the correct payee.

### **Telegraphic Transfer (TT) issue:**

- ✓ Customer fills up the TT form and pays the amount alongside commission in cash or by cheque.
- ✓ The respected officer issues a cost memo in the wake of getting the TT form with payment seal, at that point signs it and finally gives it to the customer.
- ✓ Next a TT confirmation slip is issued and its entrance is given in the TT issues register.
- ✓ A test number is likewise put on the substance of the slip. Two approved officer signs this slip.
- ✓ Telex operator at that point exchanges the message to the drawee branch specifying the amount, name of the payee, and name of the issuing branch, date and test number.
- ✓ The confirmation slip is send by post.

### **Bills Collection:**

Nowadays smooth transaction and safety is given importance in banking which has turned banking into a complex system. As a result of transaction customers pay and receive bill from their counterpart. Collecting bills on behalf of their customer is the duty of a Commercial bank.

#### **Types of Bills Collection:**

1. Outward Bills for Collection (OBC)
2. Inward Bills for Collection (IBC)

## Outward Bills for Collection (OBC):

Outward Bills for Collection (OBC) is the handling of domestic sales and export documents, which are presented to the Bank by the seller to collect payment from the buyer through the buyer's bank. OBC prevails with different branches of various banks outside the local clearing house. OBC can be divided into two categories:

1. OBC with different branches of other banks
2. OBC with different branches of same bank

### Procedure of OBC:

- Entry in the OBC register is the first step of OBC.
- Then OBC number is put on the cheque.
- There will be a “Crossing seal” on the left corner of the cheque and “payees account will be credited on realization” seal on the back of the cheque with signature of the appointed officer.

## Inward Bills for Collection (IBC):

If the bank collects the bill as an agent of collecting branch, the system is known as IBC . A forwarding letter and the bill will be received by the branch.

### Procedure of IBC:

- Entrance in the IBC register to receive the OBC cheque is the first step of this procedure. The IBC number should be put on the forwarding of the OBC containing the date.
- OBC cheque amount is put into the prepared debit and credit vouch of it. If the OBC cheque is honored, credit advice (IBCA) is sent with signature and advice of the concerned branch for the OBC amount.

If the OBC cheque is dishonored, the concerned branch is informed about it. Again it is kept in the clearing house or the OBC cheque is sent with return memo to the issuing branch according to their information

## **Cash:**

Cash management in a bank is crucial to ensure smooth customer service. This is one of the most important parts of total banking as well as general banking

### **CASH RECEIVE SECTION:**

One of the most important functions of cash department is to receive cash from the customer

Procedure:

- ✓ Writing of denomination on the overleaf of the voucher
- ✓ Counting of money
- ✓ Amount to be written in word and figures with red ink on the face of the voucher
- ✓ Signature of receiving officer
- ✓ Duly stamped by cash receipt seal
- ✓ Entry to be passed in the receipt register\release of the receipt by the signatory

### **CASH DISBURSING SECTION:**

The PBL got different financial related instruments for encasement. The basic instrument is taken care of by the branch is check, request draft, pay requests, and charge money vouchers and so on. This instrument is hacked for apartment tenor. In the event that the instrument is okay it is sent for posting by computer. In the wake of posting, mark is confirmed by the head.

At that point the check is sent for cancellation. Subsequent to checking the A/C number, payee direction and date the cancellation, officer crosses out the check. At that point the installment is finished. The procedure is same for other monetary instrument alongside the clearing step.

### **ACCOUNTS SECTION:**

- ✓ Collection of clearing cheque from client and send to the main branch to present clearing house for collection without any charge.
- ✓ Computers entry of clearing cheque and credit posting
- ✓ Voucher sorting reconciliation with supplementary summary.
- ✓ Voucher arrangement and preparation of voucher cover.
- ✓ Preserve daily cash position trial balance.
- ✓ To prepare salary sheet and record all the stationary cost.
- ✓ To provide solvency certificates.

### **SWOT Analysis of PBL Mohakhali Branch:**

SWOT analysis is an acronym for strengths, weaknesses, opportunities, and threats and is a structured method that evaluates those four elements of an organization. SWOT analysis helps an organization to have a complete insight about position in the industry compared to its competitors. So to judge the performance of PBL from the aspects of Strength, Weakness, Opportunity and Threat an assessment is required. This four factors work under-

- Internal environment
- External environment

## **Internal Environment:**

The internal environment is specified by all the factors within the bank, which impart strengths or cause weaknesses of a strategic nature.

### **Strength:**

- Prime Bank Ltd. has a very good understanding with its customers. Not only creating long term relationship with the consumers but also creating value for them is one major target of Prime Bank Limited. As a result of such strong customer service, the bank currently has more than 0.2 millions of customers.
- Prime Bank Ltd. has a very effective and dedicated management. The chain of command is maintained very strictly. The employees have a very close relation with the management. As a result there exists a very good balance between the administration and the employees
- PBL has very high quality assets. The major portion of this asset is loan and advances. The default rate is less than 2% where the average default rate in Bangladesh is 30%. This proves that PBL has very low risk of credit.
- PBL has well reputation in the market. It is never engaged in any unfair business practice. Besides it has highly educated officers, qualified and experienced executives, attractive deposit schemes etc. which has imparted PBL a strong position in the market.

### **Weakness:**

- One of the major weaknesses of Prime Bank Ltd. is the technology used by the bank. Recently PBL has introduced a new software for collaborating with the head office but this is more time consuming and complicated. Besides, there is scarcity of computers, telephones or fax machines in the branches which often slow down the speed of work. PBL was the pioneer in “Online Banking” but the online facility which the bank is providing currently is not up to the standard.

- The pay scale of employees in PBL is not up to standard compared to other private banks of the country. It is found that employees of PBL get salary of around 60% of what other private banks, for example, Dhaka Bank, Bank Asia, Mercantile Bank, Southeast Bank etc. offer to their employees. This arise dissatisfaction among the employees which can increase the rate of employee turnover.
- When an employee gets a promotion to the next level, he/she gets more compensation. Though PBL is regular in giving promotion, but the employees get late effect of this promotion. Often there is a long gap, for example a six month gap in getting the effect.
- Prime Bank Ltd. has its own training Institute PBTI (Prime Bank Training Institute) to increase the efficiency of human resources. But PBL fails to provide training thoroughly. Especially, there is a lack of specific training for specific jobs. So, the employee has to learn different things from the job by doing it practically.
- PBL, Mohakhali branch has shortage of employee in Cash Section. There is also lack of adjustment is GB.
- Long term credit of Prime Bank Limited is not sufficient.

### **External Environment:**

The external environment includes all the factors outside of the bank which provide opportunities or probable threats to the bank.

### **Opportunities:**

- Prime Bank Ltd. is spreading very fast all over the country. PBL can the number of branches not only in urban areas but also in suburban areas. It will serve the people of those areas and enhance the rural economy.
- PBL can setup more ATM booths in attractive and busy places.
- PBL can increase their advertisement and publishing activities more to reach more people to know about PBL.
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- As the bank has its own training institute to increase the capability of their human resources, PBL can use this opportunity to train their employees in specific areas and create efficient and expert people for the bank.

### **Threat:**

- Competition is always a major threat for any organization. The number of private commercial banks are increasing day by day as a result PBL is facing a pose of threat with new product line, innovative technology, quality services etc.
- Though the employees of PBL gets fair financial and other benefits, the base pay is not sufficient compared to other private banks which poses a threat of switching banks.
- The political unrest as well as the law and order situation of Bangladesh is always a threat for banking industry.
- Government is trying to impose tax and VAT of profit and giving pressure to reducing interest rate which is a matter of threat for PBL.
- PBL is still mostly dependent on manual work rather than technology. With time, the advancement of technology is posing a threat for the bank.

### **Pest Analysis:**

PEST is an acronym for Political, Economic, Social and Technological. This analysis is used to assess these four external factors in relation to a particular organization or business situation.

Basically, a PEST analysis helps to determine how these factors will affect the performance and activities of an organization in the long-term.

PEST analysis for Prime Bank Limited is described below briefly:

**Political:**

According to the Prime Bank Limited they have no influence of any political party on them. They are not associated with any politician and it is not biased toward any particular party. But any political unrest in the country affects adversely in the transactions of PBL. Due to hiccups or non-cooperation movements transactions level falls and so the bank is unable to operate smoothly.

**Economical:**

Prime Bank Limited believes that they are in a stronger position than any other private bank in the country. According to them their position has made them capable of facing the present inflation rate of the country. Recently Bangladesh Bank decided to lower the interest rate to inspire more investors. For this reason PBL had to face some problems initially to adjust their deposit rate but unlike other banks PBL quickly adjusted themselves to the new banking regulation as they have residue of deposit funds. Thus, any economical change or pressure do not seem to create any kind of threat for the bank.

**Social:**

Employers enjoy equal opportunity in all sectors in PBL, Mohakhali branch. No discrimination is made while recruiting employees for any position in the bank. PBL believes that they are capable of serving the nation by undertaking mass banking policy. They do not differentiate customers and provide superior service to all the customers in every part of the country.

**Technological:**

Prime Bank Limited is the pioneer of online banking in Bangladesh. They first introduced the online banking system in Bangladesh before any other private bank. PBL was the first to introduce credit card service and to serve as an agent of Master Card. However, At present PBL needs to upgrade their technological systems to adapt them to this fast advancing world.

## Part 4

### Job Responsibilities

#### Introduction:

I felt myself very privileged to get a chance to work as an Intern in Prime Bank Limited (Mohakhali Branch). Prime Bank Limited, Mohakhali branch is one of the best branches among 148 branches with overall the performance of year 2017. The duration of my internship was from 5<sup>th</sup> October to 2<sup>nd</sup> January. The internship program has provided me a great scope to learn and get the insights of realistic banking which will help me in developing my future career. I have enjoyed my working over there a lot because the environment was friendly indeed and all of the employees are very much co-operative with each other. As an intern I had to report to the Operation Manager of the branch and he also supervised me all throughout my whole internship duration in the Prime Bank Limited.

#### Overview of Prime Bank Mohakhali Branch:

##### Location and Contacts:

Prime Bank Limited  
Mohakhali Branch  
The Civil Engineers Tower (1<sup>st</sup> Floor)  
69, Mohakhali  
Telephone: 01711628189

## **Prime Bank Limited Mohakhali branch has three departments:**

1. General Banking Department (GB)
2. Credit Department
3. Foreign Trade Department

Total number of Employees: 30

## **Specific Responsibilities of the Job:**

I was assigned to carry out my internship on General Banking department during my internship period. Before explaining the description of my working experience I must say the working environment of Prime Bank is very pleasant and all the employees are very much friendly and helpful. When I first went there I was very much nervous as I did not have any concept about what to do. But all the people over there helped me a lot to cope up with the environment. Slowly I adjusted myself with the corporate culture.

During these three months of my internship I have performed several types of work in the General Banking department. In general banking department I have worked under Afroza Khanom (Senior Executive Officer in GB). In prime bank limited I have performed a number of tasks. I tried my level best to perform that complete task very well.

## **Receiving Cheques from Customers:**

The General Banking (GB) officers have to receive two types of cheques from the customers. They are transfer cheques and clearing cheques. Transfer cheques are basically those cheques of Prime Bank which are transferred from one account to another account of Prime Bank. And clearing cheques are the prime bank's very own customers' cheques from other banks clients'

account. So after receiving the cheques firstly I ought to give the crossing seal of Prime Bank Mohakhali branch on the top of the cheque and received for collection seal on the deposit slip. After getting the sign from the officer in the slip, the customer copy is given to the customer. So after starting my work in GB I had to receive cheques from the very beginning.

## **Sorting Outward Cheque Clearing:**

I have also worked for cheque clearing. Outward clearing cheque means collection of Prime Bank's own customers' cheques from other banks customers' account. In Prime Bank Limited, Mohakhali Branch the clearing in-charge is Rezwan Kabir who described me the whole outward clearing procedure very specifically. Though I understood the whole procedure, I was not that much confident until I did this by myself. The whole clearing process is performed through Prime Bank's own clearing software named "Automated Cheque Clearing Solution" software. I have to do some manual tasks for example putting 3 types of seals on the cheques before doing the clearing tasks through the software. First I have to mark those cheques with the crossing seal "Prime Bank Limited, Mohakhali Branch". Then I put the date and afterwards the authorized signature seal where the authorized person had to scan those in the computer, enter the account number and amount of money and send those data to Bangladesh Bank via internet. After one day the cheques are there in the clearing house. The next day it is transferred to the specified account.

## **Update the Entry of Clearing Cheques, in the Register:**

After receiving all the clearing cheques, I have to maintain a Clearing Cheque Register. I have to update the information of cheques for example, the deposit date, the name of the bank, information of the beneficiary account holder, the date and instrument number of the cheques. It is basically maintained for storing all the record of outward clearing cheques.

## **Record the Number of Pay-Order issued Everyday:**

A good number of pay orders are issued everyday in Prime Bank Limited. Pay order is another type of transaction tool or instrument of a bank which is safer than a cheque. A cheque can bounce if there is no money in the payer's account but when a payer issues a pay orders to the payee then he must credit his account with the amount of money that is written in the pay order. The Prime Bank Limited debited the payer's account and credited the payee's account.

These transactions also need to be recorded in a specific register copy. After finishing all the transactions of bank, the transactions are recorded in the register book after 4 P.M. every day.

In Prime Bank it was my responsibility to record every day's number of pay orders issued. Every day after 4 pm I used to write the payer's name, payees name, amount of the pay order serially considering the pay order block of the bank.

### **Arranging Cheque Books:**

The clients of Prime Bank give requisition for cheque books through the requisition paper throughout the whole week. All the cheque books are prepared 3-5 days after the client give requisition for cheque books. Then all the cheque books needed to be arranged properly in order to supply the cheque books to the customer when they come to receive their cheque books.

My responsibility was to figure out all the cheque books after receiving these. I used to organize these cheque books on regular basis. First of all I have to attach every requisition paper with the last page of every cheque books. Then I organize the books in different lot according to the requisition date and mark the date on the top of the cheque books. Ultimately I ought to update all the data of cheque books in the cheque book register. To inform about the arrival of the cheque books of the customers I needed to make phone calls to them.

### **Arranging Master Card:**

I have to arrange all the master debit cards after giving requisition for the cards. There are basically two types of cards. One is Issue card and another is re-issuing card. Issue card means card for the new account holders who have opened their account with PBL. And the re-issue cards are for those who have lost their card or for migration or if their cards are being captured from other banks' booth for example DBBL. So after getting the cards I have to sort out and keep the form and the card in an envelope. And then give the serial number and update the data in the card register.

## **Learn to Open an Account:**

Besides the whole activity I have mentioned above I have also learnt how to open an account. Basically there are two types of account. They are savings account and current account. For opening personal savings account the necessary documents are mentioned here: Two copies of passport size photograph of the account holder duly attested by the introducer, income source copy of account holder, one copy passport size photograph of nominee duly attested by the account holder, photocopy of birth certificate/NID/passport of both the account holder and the nominee. On the other hand for opening current account or corporate account for various types of firm such as partnership firm, proprietorship firm, limited company club/society/school/college and. For these types of account the required documents are mentioned here: Two copies of passport size photographs of the account holder(s) who will operate the account duly attested by the introducer, account introduces by current account holder, certified copy of valid trade license, trade seal, TIN certificate, NID/passport/birth certificate of the account holder and the nominee as well, one copy passport size of the nominee duly attested by account holder.

## **Maintaining the Local Register:**

We had to receive a good number of documents throughout the whole day. For this reason there is a register in which the all records of received documents are saved. At first I had to open the document and put the seal of Operation Manager for marking and the Received seal where I had to give a dispatch number according to the serial. And then keep a record about the documents in the register and give the register to the Operation Manager for marking and then the documents are transferred to the marked employees of our branch and they had to sign in the register as they received the documents.

## Part 5

### Hypothesis Part

#### Introduction:

The business organizations should always focus on listening to customers' expectations, requirements, complaints and needs to create healthy customer relationships. Making polite suggestions, delivering guarantees and taking extra effort such as constructing an effective customer service team are the right practices to keep them for a protracted length. Satisfied customers mean a long term profitable business since they stay loyal to the business.

Customer service is the highest priority in any service based industry. Customer service can be provided by well-trained person in deliberate systematic way or can be furnished by means of well planned self-service. In banking industry customers are more directly connected to the banks' personnel for any kind of services or products. For this reason banks should always focus on training its front desk staffs to provide quality service understanding their expectations and wants. Theoretical framework of this research is targeted to service quality created by satisfied employee to meet up customers' expectations. The study employs Gap Model of Customer Satisfaction to find out the gap between customers' perception and expectation. The researcher aims to find out distinctive motivational and hygienic factors that keep employees always motivated to create quality service. The customers are glad if their expectations meet notion.



## Objectives of the research:

The study was accomplished to serve the following objectives:

- To discover the reason of customer satisfaction on bank.
- To know the principle factors that impact customer satisfaction and make them loyal customer.
- To identify the factors creating the satisfaction barrier of banking site.

## Scope of research:

This study descriptive and quantitative is in nature and based on positive philosophy. Deductive strategy and the data include facts which are aware by research respondents. Primary and secondary resources were used in order to gather data.

Customer satisfaction is independent variable and corporate image, problem solving skill, new software application is dependent variables.

Samples of 50 chose respondents. In my survey question I have total 13 questions. And by these 13 questions I can able to get appropriate result for our report.

## Limitation of the research:

This exploration paper has a few restrictions. I was physically present while surveying but because of the time limitation it was very difficult for me to make respondents comprehend what I was really attempting to discover. Another limitation was, couple of respondents had not any account on primebank yet; they also took part in the survey. Once more, our sample size estimate was just 40 respondents, which is not that much large. I have done this research paper on the point of “customer satisfaction on general banking on prime bank.”

## Research question:

1. Is there any significant relationship between corporate image and customer satisfaction in the context of Prime Bank in Bangladesh?
2. Is there any significant relationship between problem solving skill and customer satisfaction in the context of prime bank in Bangladesh?
3. Is there any significant relationship between new software application and customer satisfaction in the context of prime bank in Bangladesh?
4. Is there any special reason of customer satisfaction?

### List of variables:

#### **Corporate image:**

Corporate image, or reputation, describes the way in which an organization, its activities, and its products or services are seen by outsiders. In a focused business atmosphere, numerous organizations effectively work to make and convey a positive picture to their clients, investors, the monetary group, and the overall population. In businesses of all sizes, it is vital that managers recognize the importance of creating and maintaining a strong image, and that they also make employees aware of it. Corporate image begins within the offices of a company's managers. In organizations of all sizes, it is imperative that directors perceive the significance of making and keeping up a solid picture, and that they likewise make representatives mindful of it.

Corporate picture starts inside the workplaces of an organization's directors. Corporate image is the reputation of the firm with the different groups of onlookers that are important to it. These gatherings that have a stake in the organization are known as partners. Both employees and the

overall populations have an enthusiasm for the general reputation of the firm and the reputation of its products. A social activity gathering's feedback, regardless of whether financially viable or not, will undoubtedly impact a few clients and influence the organization's open reputation. Entrepreneur requires exact data on how they and their organization are seen on the off chance that they are to settle on steady choices. Preferably, input ought to be persistent. As a reasonable issue, consistent criticism can be elicited from sales representatives, customers, workers, and other neighborhood entrepreneurs.

Trust and customer loyalty plays an important role here. If customers have strong trust on the bank, then definitely a good relationship will build up among the employees and the customer. And day by day the customer will be more dependent on the bank and the bank also should maintain some strategy so that they can be able to maintain customer's trust.

If the bank proves itself trust worthy then the customer will automatically turn into loyal customer. No matter what other banks offer them they will not switch to other banks. Moreover their friends and family will also be interested to be a customer of the same organization. If the customer loyalty is high that means customer satisfaction is also high. It will prove that the organization is maintaining its corporate image in a very good manner.

### **H1: Great corporate image has a large impact on customer satisfaction**

#### **Problem solving Skill:**

Problem Successful critical thinking abilities empower workers to break down issues, recognize issue seriousness and survey the effect of option arrangements. Work environment preparing intended to create problem solving skills causes representatives to work all the more proficiently with collaborators, customers, partners and vendors. Problem-solving aptitudes are essential in each industry. There's no business that is invulnerable to the normal attack of issues. Business managers and office directors may find that about each part of their day by day routine bases on some sort of Problem-solving. When you're in a management position, a standout amongst the most vital things manager do is basically handle the everyday issues that emerge for employees. As employees investigate potential answers for the issue, they should show determination.

Finding the correct way to deal with the issue won't come effectively. Imaginative thinking will work well for customers. Employees who know how to use their creative thinking facilities will exceed expectations in the second and third phases of problem solving, as they're ready to concoct approaches that others have disregarded. Through this they can likewise ready to give quality administrations and ensure that the customers do require not holding up long to get their required services.

Service business operators regularly survey the service quality gave to their clients keeping in mind the end goal to enhance their services, to rapidly recognize issues, and to better evaluate customer fulfillment and Time management is the way toward arranging and exercising conscious control over the measure of time spent on particular exercises, particularly to expand viability, effectiveness or efficiency. Nobody would prefer not to hold up long to get administrations. Both are essential for consumer loyalty.

When the employee is well skilled they render quality service to the customers. Customers are not likely to change their bank if they get proper service in maximum time which is the most important part of a bank service. Ensuring service in short time is possible when the employees of the bank are highly trained and bank can help the employee being so. These two qualities of a bank first one quality service second in short time attract customers. Now a day's people are not interested to spend a lot of time in bank work as there is a lot of option for the customers. Bank should work on the employee's problem solving skills. Skilled employees are asset of a bank as they can render proper service without wasting much time of the customers. So bank should work on making their employee more trained and skilled as it is the demand of the modern world.

**H2: Customers are more satisfied with the bank when their employees are good at problem solving.**

**New software application:**

Application programming is a program or gathering of projects intended for end clients. These projects are separated into two classes: framework programming and application programming. Application programming might be gathered alongside framework programming or distributed alone. Application programming may just be alluded to as an application. An application program (application or application for short) is a computer program intended to play out a gathering of composed capacities, errands, or exercises for the advantage of the workers. Cases of an application incorporate a word processor, a spreadsheet, a bookkeeping application, a web program, a media player, an aeronautical pilot test program, a comfort diversion or a photograph proofreader. The aggregate thing application programming alludes to all applications on the whole. This appears differently in relation to framework programming, which is primarily required with running the computer. In data innovation, an application is a computer program intended to enable individuals to play out an action.

An application hence contrasts from a working framework, a utility (which performs upkeep or broadly useful tasks), and a programming instrument (with which computer programs are made) Depending on the action for which it was planned, an application can control content, numbers, illustrations, or a blend of these components. User composed programming tailors“ frameworks to meet the user's particular needs. Indeed, even email channels are a sort of user programming.

Banks are very much sensitive about their software system. They do not allow any site which is harmful for their software. Now a day’s most of the bank operates their system in software base. But it is essential for them to use high browsing speed software to finish their work most of the time because of the software both employees and customers need to wait long. In those circumstances employee become unable to give service and on the other hand the customer needs to wait for a long time. It makes customers impatient and as a result they become too much disappointed so they do not pleased with bank services. If the banks develop their software system then they will be able to render proper service toward the customers. Make sure that the new software is working fast rather than the old one. Proper service in short spare of time makes customers highly satisfied. As the most important purpose of a bank is to serve their customers, it can be done if they mordancies the internal work processing of the bank. Make sure that the new software is working fast rather than the old one. If it’s not then, new progressed software system

is ready to replace the older one and as most of the work of a bank depends on their software so it is high time to recover it and ensure customer satisfaction.

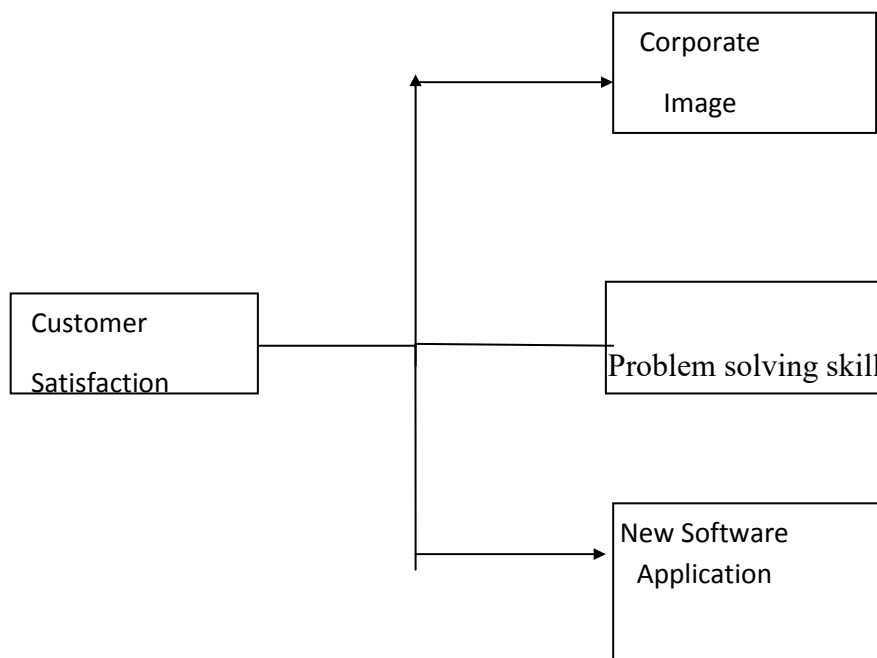
**H3: Customers satisfaction moves towards those banks that provide updated version of software that works fast.**

## Research Framework:

### Theoretical Framework:

It is where I talk about the framework under which the research is conducted and the different variables involved. this research data has been pulled from the questionnaire survey which I conducted and other data was collected from different researchers(Secondary sources).In questionnaire I have try to find out the reasons for which a customer is satisfied on prime bank.

### Development of conceptual framework:



Independent variables: Corporate Image, Problem Solving skill, New Software Application

Dependent Variable: Customer satisfaction.

### **Methods of research used:**

The research I have carried out is a descriptive research. These types of researches help us to describe the characteristics of the population under study. Following the completion of this research I am able to identify the reasons behind the satisfaction of our population on prime bank.

There are two types of research methods available, Survey and Secondary Data, but for the purpose of this research paper we have used a combination of both survey and secondary data. From the Survey I have used the Questionnaire technique which helped us collect primary data. We also collected necessary secondary data from sources such as, prior research papers on similar/related topics.

### **Sample collection:**

The study conducted in Mohakhali branch in Dhaka city. The population for this research is customer of prime bank; Mohakhali branch But due to some obvious constraints such as the population being very large and time constraints I have selected a sample size of 40 people. Most of the respondents were service holder (45%), business men were (22.50%), students were (15%) and housewives were (17.50%). The survey was conducted in non probability sampling through convenience sampling procedure.

### **Research Instruments/Questionnaire:**

Most of the questions used in our survey questionnaire used the Likert scale which means that the respondents were given the option to answer in the degree of agreeing or disagreeing to a series of statement. However there were also some simple attitude tests where the respondents got to answer in yes or no.

### **Collection of Data:**

To collect data from primary sources I used questionnaire method. This method is commonly used in customer survey to collect primary data. The survey was circulated to the customer of prime bank.

### **Analysis and Results:**

Both confirmatory factor analysis (CFA) and structural equation modeling were applied using software SPSS 17.

I have done a Linear Regression analysis to find the relation between our hypothesis and customer satisfaction. The R Square value determines the overall strength of the Regression model. As it is seen in the table 1, the R Square value is above (0.8) which means that the model is nearly perfectly positive.

### **Table NO. 1.**

#### **Model Summary**



Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925 <sup>a</sup>	.856	.844	.28539

a. Predictors: (Constant), PROB\_SOLV, NEW\_SOFT\_APP, CROP\_IMG

As shown in Table 2, we will see that two of our hypotheses have met a confidence level of 95%. These variables being Corporate Image, Problem Solving Skill and new software application have a somewhat significant relationship with Customer Satisfaction. These will be discussed below.

**Table NO. 2.**

**Coefficients**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B
-------	-----------------------------	---------------------------	---	------	---------------------------------

	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.543	.348		1.561	.127	-.162	1.249
NEW_SOFT_APP	-.511	.254	-.285	3.980	.010	.496	1.526
CROP_IMG	.903	.336	.823	2.683	.023	.220	1.585
PROB_SOLV	.632	.312	.587	-2.027	.050	-1.264	.000

a. Dependent Variable: CUS\_SAT

We have seen that corporate image has direct relationship to Customer Satisfaction with a coefficient of 0.823 meaning that the better the Corporate Image of the bank the greater chance of customer satisfaction.

We have seen that the problem solving skill has a direct relation to customer satisfaction with a coefficient of 0.587 meaning that the better problem solving skill of the bank's employees the greater chance of customer satisfaction.

We have seen that the new application software has inverse relation with customer satisfaction with a coefficient of 0.285 meaning that new software application do not able to meet customer satisfaction.

### Decision and Further Research:

Customer satisfaction has significant and positive relationship with corporate image. Prime bank limited are able to provide quality of service to their customer that's the reason their corporate image is good and customer are satisfied. Customer satisfaction has significant and positive relationship with problem solving skills. Prime bank gives proper training to their employees, so that they can able to improve their skill and they can handle any kind of customer's problem. As a result, customers are also satisfied with their performance. Customer satisfaction has significant

and negative relationship with new software application. Prime bank limited updated their software system so that they can able to give service to their customers very early. But their new software application's browsing system is very slow. Customers are not satisfied with new software application and so it has a negative relationship with customer satisfaction.

Consistent research is recommendable as customers' wishes and expectations constantly varies over time and new technological inventions and products continue on changing. The research form can take the identical method as this research or modified to fit the personal standards more specifically. The additional research should be conducted continuously being based on both employee and customer satisfaction and then the data should be saved carefully in their in-house system over time in order to investigate the changes. Different customers have different perceptions and expectations towards service quality, products, price, value and atmosphere. Therefore, implementation of this study to the banking industry might yield different results, which might be beneficial to the industry

## Part 6

### Findings

#### Findings:

During my three months of internship in Prime Bank Limited, Mohakhali Branch I had the opportunity to conduct directly with customers and I had every opportunity to observe the working environment of the bank. From this experience I found something really very impressive about Prime Bank. On the contrary from my observation of last three months I would like to point out some findings that can give them another thought.

- The activities of the marketing department of Prime Bank Limited can't take any effective role in Bank's Business. They are just maintaining the relationship with the existing customer rather than to attract and create new customers. This department

lacks of professional enough employees. The public relationship under the network of marketing department is just of publishing different news and photos of various events of PBL. Both HR & Marketing department have only a few officers and executives.

- The increasing rate of new account holder in PBL is not quite satisfactory. Lack of advertisement, promotional activities on its marketable products are vividly seen in PBL.
- PBL has a training institute for its employee but it can't use this properly. As a result till now PBL doesn't have any effective training policy. The officers are not properly groomed and trained in any sector of the bank.
- It is said that the customer is always right, no matter how wrong they are. Employees of PBL are always concerned about their problems and mistakes but in few cases I have seen that certain misunderstandings occur. But even in these situations employees need to be cool and diplomatic.
- A huge number of customers come to general banking dept. of PBL, Mohakhali branch and most of the will make an impression about the bank by seeing this department which is not that much well organized. Talking over phone loudly has become a major problem here. So as the inter employee communication.
- Delivery of different facilities like providing cheque book or master debit card is sometimes delayed beyond the deadline sometimes is quite unexpected. The employees who are accountable for requisition and forwarding those are accountable for this latency period. This problem is also existing is activation of SMS banking and online banking. Usually master debit card is supposed to be delivered within 3 weeks, SMS and online banking is supposed to be activated by 2 weeks.
- There are insufficient numbers of computers in this branch. Moreover, all of them do not have direct internet connection. They are interconnected with the same server and as a result the server goes down almost every day. So employees have to share the same pc at each department which is quite disturbing. There are also some unusable computers in the office but nobody even pay any attention to repair them.

- Another important finding is that internees are not given any specific task here. They have to go to here and there in the office for various kinds of work. They are not provided any particular desk to sit on while working during their day long duty.
- The new software application has made the working procedure a little more complicated. The employees are not well acquainted with it. This software has made the system more time consuming for this reason employees have to stay in the office quite a long time after the official time which has become a major problem for the female employees.

## PART 7

### RECOMANDATIO AND CONCLUSION

#### Recommendation:

After completing my survey and casual interview with the customers of General Banking Department of Prime bank Ltd, I sighted a few problems that are faced by the customers. To increase the productivity and effectiveness in customer service the Prime Bank Limited can try to develop few processes of providing services. As I am a fresh Graduate so this will be my courage to suggest on the performance and actions of the Bank and on the experienced professional bankers. Some of my observations and recommendations based on my education prevailing circumstances comparing to the others Banks and sometimes the customer's point of view are listed below:

- Banking is service-oriented marketing as profit depends on its service quality. That is why the authority always should be aware about their service quality. Employees must provide individual attention to the customer. For that, they can recruit more

employees, increase number of cash counting machine& ATM booth, which will also reduce pressure of work.

- One important recommendation is that, PBL has to increase their interest rate on different schemes so that more customers will be attracted to open new bank accounts in the bank.
- The working environment is needed to be improved for employees.
- To increase the efficiency of the employees division of labor, job specialization should be given importance. As a result the customers“ waiting time for the desired services will reduce.
- Job rotation, entertainment arrangements can be incorporated to remove the stress and monotony of work which will help to increase their efficiency also.
- More staffs should be appointed in the cash counter of GB department and the account opening department for smooth working.
- The filing system of the bank is needed to be improved which is really important for a bank.
- Prime Bank Ltd. should focus on their promotional activities on its marketable products so that customers can know about the products and offering service charges.
- HRD should train their employees with computer knowledge and their human resource department should arrange training program regularly.
- PBL should provide behavioral training to the employees to deal with the consumers more efficiently and more smartly.
- Prime Bank Limited needs more reception corner providing all types of information so that customers will get the correct information.
- Cleanliness services should do properly and regularly.
- Prime Bank Limited has a provision for internship program, but it is not well organized. The officials are very concerned and helpful with the intern but the authority should be more structured. If they can groom them properly it will be very easy to recruit them. Because they learn overall banking in the internship period, so they wouldn’t need any more training sessions and start working as experienced employees. Besides, though Prime Bank Limited is a far better place for interns

compared to other banks but still a more specific job responsibility and a little place to sit and write would inspire them more to learn and provide motivation to work.

- Being a well reputed bank, Prime Bank Ltd. denies conduct smaller L/C request coming from SMEs“. As a result, they are disregarding the number of potential customers. The bank now pays more importance to big customers and if their attitude toward smaller business does not change soon, they might fall far behind its competitor.

## Conclusion:

Prime Bank Limited has arisen itself as one of the most structured and auspicious banks in the commercial banking sector in Bangladesh. The Bank is operating effectively with its existing products and services. The emergence of tremendous competition and arrival of modern technological infrastructure has bound PBL not only to compete with other private commercial banks but also with the public banks. PBL has been able to place itself in more positive position by contributing to the high rise of G.D.P. of the country through provocative trade & commerce, accelerating the pace of industrialization, gearing up export, creating employment opportunity for the educated youth, raising standard of living of limited income group and overall feasible socio-economic development of the country. PBL invests comparatively more funds in export and import businesses and PBL considered to be specialized in Foreign Exchange Operation. That is why Prime Bank Ltd. has positioned itself as one of the leading bank in Bangladesh within a very span p of time.

It has been a great pleasure for me to have an opportunity to work as an intern in a bank like Prime Bank Limited, Mohakhali Branch. This bank always has provided me a wide range of liberty to observe different functions of the bank through cordial collaboration of the employees and seniors. All the employees of different departments have been trying their level best to serve their customer though they have some limitations. If this limitations turn positively by the management the branch may gain the ultimate goal. I have visited and observed almost desk during my three (3) months internship program in PBL, Mohkhali branch. This three months internship collaboration with Prime

Bank Ltd. undoubtedly will help me a lot to understand and cope with any future typical corporate culture.

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## Appendix

Please put a tick in your desired answer:

1. Gender:

a. Male b. Female

2. Age:

a. 18-27 b. 28-37 c. 38-47 d. 48-57 e. 57 and above

3. Occupation:

a. Student b. Service holder c. Business d. Housewife

4. Do you know about new software application?

a. Yes b. No

5. If yes, are you satisfied with the new software application?

a. Yes b. No

	Strongly	Disagree	Neutral	Agree	Strongly
	Disagree				agree

6. Prime bank is reliable because it is mainly

concerned with the customer's interest.	1	2	3	4	5
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7. Prime Bank is stable, innovate and

has a positive image.	1	2	3	4	5
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8. As a customer, you would recommend

Prime Bank to others	1	2	3	4	5
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9. Employees are capable of solving any problem

and also providing service to customers	1	2	3	4	5
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10. Customers do not need to wait long to

be attended.	1	2	3	4	5
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11. Customers are quite satisfied with

New satisfied application	1	2	3	4	5
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12. Previous software system was smooth enough	1	2	3	4	5
--	---	---	---	---	---

13. As a customer your overall experience with

Prime Bank is good	1	2	3	4	5
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