Report on

Retail banking of Bank Alfalah Islamic

By

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An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of Master of Business Administration

Brac Business School

Brac University

December, 2024

Declaration

It is hereby announce that

1. The internship report which I turned in is the result of my own diligent effort toward my degree at Brac University.
2. No previously published or written content by a third party is included in the report, with the exception of When complete and exact referencing is used to properly cite this.
3. I have given credit to all major sources of advice

Student's Full Name & Signature:

____

Sadia Afrin
21264077

Supervisor's Full Name & Initials:

____

Dr. Syed Mahbubur Rahman

Associate Professor, Brac Business School

Brac University

Letter of Transmittal

May 2024

Dr. Syed Mahbubur Rahman

Assistant Professor Director

Brac Business School

Brac University, Dhaka.

Subject: Submission of internship report on “Retail banking of Bank Alfalah Islamic”.

Dear Sir,

I would like to express my gratitude for all of your guidance and assistance over the course of this report. It would be challenging for me to do this. I would like to express my sincere gratitude to Sayed Mehmood Mustafa, the operation manager, and Ashraq Jahan Chowdhury, the senior officer in charge of the general banking department's customer service department, for providing me with helpful supervision throughout my internship. I will be able to use this practical knowledge and expertise I have gathered via report preparation to my fullest advantage in the future.

I really appreciate the opportunity to learn from your thoughtful analysis and viewpoint on the report. In addition, to any questions you may have about any specific section of my report. Once again, I really appreciate your assistance and patience.

Finally, I want express my gratitude to all of my friends, family, and coworkers who assisted me in creating this report by offering advice and sufficient information.

Your Sincerely,

Sadia Afrin

ID: 21264077

Dept: MBA Marketing

Non-Disclosure Agreement

The Bank Alfalah PLC and the undersigned Sadia Afrin, a student at Brac University, have made and signed to this agreement, whereas Sadia swears to preserve all bank information private.

………………………………..

The Bank Alfalah PLC

………………………………..

Sadia Afrin

Acknowledgment

I would first want to express my gratitude to Allah Ta'ala for enabling me to carry out my regular responsibilities at work during the duration of my internship program. I would also like to sincerely thank and appreciate my adviser, Dr. Syed Mahbubur Rahman, Assistant Professor Director of the Brac Business School at BRAC University. She was happy to provide me with the appropriate strategy, direction, and assistance, all of which were very helpful to me in producing this report. I am appreciative of his unwavering support, guidance, suggestions, and provision of crucial information that was particularly needed to complete this study.

Completing the report on "Retail banking" proved to be a challenging endeavor, as it required meticulous collection, analysis, and descriptive representation of all the necessary information. Numerous people have assisted and motivated me to successfully finish the report.

Then, I would like to sincerely thank Sayed Mehmood Mustafa, the operation manager at Alfalah Islamic Bank, and Ashraq Jahan Chowdhury, the senior officer in charge of the customer service department in general banking, for supervising me throughout my internship in the account services department.

Finally, I would like to express my gratitude to all of my friends, family, and coworkers who assisted me in creating this report by offering advice and sufficient information.

Executive Summary

This report serves as an internship report for an MBA program, detailing the author's work experience at Bank Bank Alfalah Islamic, a private commercial bank. In Bangladesh, Bank Alfalah Islamic aims to lead the market and establish benchmarks. Bank Alfalah Islamic demonstrates how a locally owned business may profitably provide full-service banking that is contemporary, courteous, and efficient. The major goals of the research are to learn more about Bank Alfalah Islamic's retail banking services as well as to apply theoretical knowledge to real-world business experiences and corporate life. Over the course of the program, several experiences have been gained via working in various departments within Bank Alfalah Islamic. This internship report provides information about the organization's background, history, products, and services offered by the bank, along with the finest recommendations based on the experiences acquired. Various approaches that the bank used to evaluate its staff and market its goods and services are covered in this study. This study also includes a short discussion of Bank Alfalah Islamic's management, vision, and objectives. However, retail banking is the report's primary emphasis. In this paper, many retail product kinds and their fundamental characteristics are covered in detail.

Finally, some good and negative conclusions from my entire Bank Alfalah Islamic internship experience are included in this report. The bank's divisions all collaborate with one another to create new business concepts and grow the bank's operations. Thus, the bank constantly makes an attempt to provide the client high-quality services.

Keyword: Retail Banking, Bank Alfalah, Islamic Banking, Financial Services, Customer Experience, Product Offerings, Shariah Compliance, Market Strategy, Digital Banking, Innovation, Growth Opportunities, Operational Efficiency, Risk Management, Customer Segmentation, Competitive Advantage.

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List of Acronyms

RB – Retail Banking
BA – Bank Alfalah
IB – Islamic Banking
FS – Financial Services
CX – Customer Experience
PO – Product Offerings
SC – Shariah Compliance
MS – Market Strategy
DB – Digital Banking
INN – Innovation
GO – Growth Opportunities
OE – Operational Efficiency
RM – Risk Management
CS – Customer Segmentation
CA – Competitive Advantage
RB – Retail Banking
BA – Bank Alfalah
IB – Islamic Banking
FS – Financial Services
CX – Customer Experience
PO – Product Offerings

SC – Shariah Compliance
MS – Market Strategy
DB – Digital Banking
INN – Innovation

Chapter 1 (Internship Overview)

Overview of Internship

Student Information:

Name: Sadia Afrin

BRAC ID: 21264077

Degree: Master of Business Administration (MBA)

Major: Marketing

BRAC Business School: Fall 2023

Internship Information

Period, Company Name, Department, Address:

Company Name: Bank Alfalah Islamic

Period: 17th September 2023 - 17th December 2023

Department: Retail Banking

Address: 136, Gulshan Avenue branch, Gulshan 2, Dhaka-1212.

I started my internship at Bank Alfalah Islamic on the 7th of February 2024, and the duration was 3 months. I completed my internship on the 17^{th} May2024. I was assigned to the retail banking division, situated at 136 Gulshan Avenue, Gulshan 2, Dhaka.

Supervisor's Information:

Supervisor's Name: Dr. Syed Mahbubur Rahman

Position: Associate Professor, BRAC Business School, BRAC University

My initial supervisor was Dr. Syed Mahbubur Rahman . He is known for his punctuality and structured approach, arriving early to conduct morning meetings and addressing branch issues effectively.

Job Scope – Job Description/Duties/Responsibilities

During my internship at Bank Alfalah Islamic, I was referred to as a "Service Ambassador" rather than an intern. This title reflects the bank's culture of emphasizing the role of their interns in representing the bank's commitment to customer satisfaction. As a Service Ambassador, my responsibilities included:

Greeting customers upon arrival, identifying their needs, and directing them to the appropriate counter.

Providing account opening forms and instructions for individual and company accounts, including guidance on required signatures and documents.

Handling various forms and documents like Sanchayapatra, FDR forms, and Cash Dollar endorsement forms, and recording entries in the FDR register.

Managing documentation for BEFTN, Pay Orders, RTGS, salary sheets, account openings, and other transactions for verification by the branch operations manager and supervisor.

Printing and scanning cards such as Amex and City Alo, and various verification forms from the Finacle software.

Recording locker service details, including customer names, signatures, and locker duration in the locker book.

Delivering a presentation on service efficiency and customer handling at a branch meeting.

Internship Outcomes

Student's Contribution to the Company

My time at Bank Alfalah Islamic was both rewarding and eventful. I followed Dr. Syed Mahbubur Rahman's guidance and contributed to the bank's operations by ensuring customers were satisfied and efficiently served. I assisted in minimizing customer wait times and provided clear information to help them avoid delays. I also reported daily on customer and employee interactions, which helped Dr. Rahman gauge service quality and address any issues.

Benefits to the Student

The internship offered me several benefits:

Gained first-hand experience of the corporate environment and the functioning of a retail banking sector.

Learned about corporate culture, especially in the banking sector.

Developed an understanding of corporate etiquette and strategic thinking.

Experienced teamwork and collaboration within a diverse team.

Improved communication skills and ability to handle various customer interactions.

Acquired knowledge of retail banking processes and customer service techniques.

Difficulties Faced

Some challenges during the internship included:

Difficulty in initially approaching busy colleagues due to my introverted nature.

High work pressure and a crowded work environment left little time for breaks.

Limited opportunities to gather data due to the fast-paced environment.

Challenges in understanding banking terminology and processes as a marketing student.

Recommendations

To enhance future internship programs, I recommend:

Rotating interns across different branches to broaden their experience and insights.

Providing a dedicated workspace for interns.

Establishing a clear work schedule to allow for a manageable work-life balance.

Chapter 2 (Introduction)

2.1 Background

This is a platform where people works in a general employe to meet qualification criteria, get job experience, and obtain practical understanding of the workplace. This program done in a reputable banking organization called "Bank Alfalah Islamic" as a condition to graduate. This three-month internship program offers a wonderful chance to get practical understanding about banking systems and operations throughout the program. A formal appointment was made to work in the bank's retail business. This study, which is based on "Retail banking of Bank Alfalah Islamic," will outline the company's history, as well as its many goods and services, account kinds, loans, conclusions, and suggestions derived from the experiences amassed.

2.2Brief Introduction of the Organization

One of Pakistan's top private banks, Bank Alfalah, has an Islamic banking section called Bank Alfalah Islamic. Founded with the goal of providing financial solutions that align with Shariah, Bank Alfalah Islamic operates under the guidelines of Islamic money, ensuring that all of its products and services adhere to Shariah. Bank Alfalah Islamic places a strong emphasis on ethical financial practices, excluding income (riba) and concentrating on elements of benefit-and-misfortune sharing. Utilizing the extensive branch network and infrastructure of its parent bank, Bank Alfalah, it provides transparent and beneficial financial services across Pakistan. The bank is a major participant in Pakistan's Islamic financial sector because of its ongoing efforts to enhance item donations and administration quality, which demonstrate its commitment to growth and customer loyalty.(Tushra, 2021)

2.3Objective of the Report

Gaining practical experience in the banking sector and understanding the relationship between financial system theory and realities are the primary objectives of the placement program. The following are the objectives of the report

Broad Objectives:

A) To complete the degree requirements

B) to get real-world job experience

C) using academic information in a practical way

D) To learn about the operations of Bank Alfalah Islamic's internal control department

Specific Objective:

a) To truly comprehend Bank Alfalah Islamic's control structure

b) To get knowledge about Bank Alfalah Islamic's retail banking division

c) To learn about Bangladesh Bank's regulations and internal control policies

d) to understand the general client connection in banking

e) Probably a suggestion to deal with such issues

2.4Rationale of the study

As mandated Masters of Business Administration to conduct , I started writing this report on "Retail banking of Bank Alfalah Islamic." In order to meet this criterion, I completed a three-month internship at Bank Alfalah Islamic's head office, located at House No. 168, Gulshan North Ave., Dhaka 1212. Every student will benefit greatly from this internship program in terms of understanding the business world and gaining practical experience. The theoretical and practical knowledge gaps are filled in part by this curriculum.(Ahsan, 2016)

2.5Scope of the Study

This report's purview was restricted to the management policies, organizational structure overview, and further analysis. This internship report focuses on Bank Alfalah Islamic's retail banking division. In order to prepare this research, the data and pertinent information were gathered from a variety of sources, including conversations with consumers and bank workers.

Here is all details –

1. Obtaining a thorough understanding of Bank Alfalah Islamic and its three primary divisions—Retail, Corporate, and SME.

2. To efficiently compile the necessary data.

3. My coworkers' superiors are very supportive.

4. In any situation when information was found to be supported.

2.6 Limitation of the Study

I'm just interning for three months at Bank Alfalah Islamic. Working for one of the top banks in the nation was an amazing experience. During my internship, I made every effort to get a comprehensive grasp of the banking process. Regretfully, there were several restrictions that prevented me from fully learning and comprehending the banking procedure. Below is a description of these limitations:

Information that is classified: Banks operate in complete secrecy. It was crucial for me to know the precise number of accounts that open annually and the proportion of men and women among them for my report. I could have shown the pattern of rising female loan recipients over the course of the year. However, since this material is regarded as secret, I was unable to get it.

Time constraint: Conducting quality research requires both money and time. I was working for the last three months, therefore I did not have time for thorough study. If I had had more time to interview customers and staff at the bank, this report would have been more educational.(*Internship Report On Retail Banking Model of National Bank Limited " A Bank for Performance with Potential " Retail Banking Model of National Bank Limited*, n.d.)

Uncooperative clients: Customers thought it odd that they were questioned about their banking details since it was difficult to receive a suitable answer from them because these are private details. They had no reason to respond to my inquiries, and some of them decided it was a waste of time. It would have been really beneficial if they had been paid to respond to my inquiries.

2.7 Methodology

Study design

A methodology is a way to collect information and data. For the research to be reported, a technique is needed. Data and information are gathered and sorted into many categories. All information is gathered from linked sources and the bank. Getting a general understanding of the bank's operations was the primary goal.(Lutfa, n.d.)

Numerous magazines and pamphlets were among the connected sources from which statistical data and other information were gathered.

Data collection system

Primary and secondary sources have been acclimated collect data.

1) Primary origin

a. Speaking with bank employees and executives face-to-face
b. informal discussion with the staff members of the other divisions.
c. Reasonable administrative tasks
d. Talk with Rubel Kanti Barua, associate manager, Mehruba Reza, and senior product manager Sarah Anam
e. involvement directly in the retail banking division's operations.

2) Secondary origin

a. Report for the year by Bank Alfalah Islamic.

b. The official Bank Alfalah Islamic website and Facebook page.

c. Unreleased information obtained from the department.

d. Related to the subjects are several publications, bank instructions, yearly reports, etc.

e. reports from prior internships.

f. circulars from Bangladesh Bank.

Data Analysis:

The analysis of data is done with Microsoft Word. Despite the fact that information from various sources was used to compile this research, information from real-world experiences was given priority. This report was more useful because of all the facts.(Study et al., n.d.)

Survey

I'm going to use Bank Alfalah Islamic's "Retail Banking" to determine the client connection level. I compute frequencies, averages, and other statistical measures using this data. This survey addresses the who, where, what, when, and how of descriptive research.

Chapter 3 (Details Overview of Retail Banking)

3.1 Banking Industry Scenario in Bangladesh

One of the main drivers of the Bangladesh economy is the banking industry, and the commercial sector is essential to the financial sector. Bangladesh's banking industry saw a relatively slow period of expansion following independence. Since 1971, the country's banking sector . The Bangladesh Bank (BB) began implementing steps to steer financial institutions in the proper direction when the banks were starting to take on more of a burden due to some anomalies in their central bank function. By their contributions, commercial banks have a significant impact on Bangladesh's economy. Up until now, the money market and the economy have suffered from the predominance of public sector control of banks. However, the situation has now evolved. By implementing wise strategies and judgments to lower the amount of problematic loans and investing in more secure locations, banks are also contributing to the economy. A bank's main purpose is to borrow money from individuals and non-individuals, pay them interest on their savings, and then use that money to create higher interest loans. The economy of Bangladesh benefits from these initiatives as well as the banks as investors are making better business judgments and creating more creative company concepts.(Khurram Jehanzeb, 2010)

3.2 Objectives of a Bank

This bank is a type of commercial institution where lending and borrowing of money are its main operations. Customers make deposits with banks, and the banks provide them interest in exchange. Following that, the bank lends money to other clients using these deposits. A bank's profit margin is the contrast among the two interest rates. The banking industry essentially controls Bangladesh's economic sector. Private banks are now attempting to expand the banking sectors by imitating the industrialized countries, although the banking sector in Bangladesh is still undeveloped, particularly when it comes to government banks. Some banking industry types include:

1) Commercial banks, such as Bank Asia, DBank Alfalah Islamic, and Bank Alfalah Islamic
2) Banks that are not for profit (IDLC, IPDC, Langka Bangla, etc.)

These days, contemporary banking offers a plethora of other financial services, such as international money transfers, utility bill payments, school tuition reimbursement, and more. The emergence of commercial banks led to the development of modern banking. (Nuzulia, 1967)

a) money from the public at a higher interest rate and collect public funds.

b) Save more increase capital.

c) To carry out general commercial operations and to maximize profit.

d) To support social economic growth as directed by the government.

e) Boost people's inclination to save money.

3.3. Overview of Al Bank Alfalah Islamic.

One of Pakistan's top private banks, Bank Alfalah, has an Islamic banking section called Bank Alfalah Islamic. Founded with the goal of providing financial solutions that align with Shariah, Bank Alfalah Islamic operates under the guidelines of Islamic money, ensuring that all of its products and services adhere to Shariah. The bank has, financing options, and options for speculation, to meet the needs of both individual and corporate customers. Bank Alfalah Islamic places a strong emphasis on ethical financial practices, excluding income (riba) and concentrating on elements of benefit-and-misfortune sharing. Utilizing the extensive branch network and infrastructure of its parent bank, Bank Alfalah, it provides transparent and beneficial financial services throughout Pakistan. The bank is a major player in Pakistan's Islamic financial sector because of its ongoing efforts to enhance item donations and administration quality, which demonstrate its commitment to growth and customer loyalty. (Report et al., 2022)

Table 3.1.

Type	Public Limited
Industry	Financial Services Banking
Founded	2005
Headquarters	House No. 168, Gulshan North Ave, Dhaka 1212
Key people	Atif Bajwa - President and CEO of Bank Alfalah Limited, which includes oversight of its international operations, including Bangladesh. Anjum Hai - Chief Financial Officer. Khalid Qurashi - Director. Ayesha Khan - Director.
Revenue	Bank Alfalah Islamic in Bangladesh
Number of employees	12,000
Parent	Bank Alfalah Islamic operates under the umbrella of Bank Alfalah Limited, which is one of Pakistan's largest private banks, owned primarily by the Abu Dhabi Group
Website	https://www.bankalfalah.com/bd/about-bank-alfalah-bangladesh/

Profile of Bank Alfalah Islamic.

It lay out these reasons

a) Commercial Banking
b) Consumer Banking (Retail Banking)
c) Foreign & Internal Remittances,
d) Mobile Banking
e) Commercial Services

Bank Alfalah Islamic's consumer loan, savings mobilization, and remittance activities are rapidly expanding in the small company sector. A larger network of SME unit offices, retail branches, and ATMs has been added by Bank Alfalah Islamic in recent years, along with many additional services and products. As the industry leader in SME business, Bank Alfalah Islamic has shifted its emphasis over time to focus more on customer direct businesses in order to attract a wider range of customers and diversify its holdings. The bank provides a wide range of financial options to approximately 1,400,000 individual customers, and it employs over 12,000 people. (Bank & Card, n.d.)

Part of pioneers of internet banking services in Bangladesh is Bank Alfalah Islamic. Among other things, the business offers cash transfers, bill payment, and statement processing. Al Bank Alfalah Islamic consistently participates in a range of social events, which has improved its standing and accelerated its expansion over time. They received several accolades on a national and international level for their generous contributions to Bangladesh's development.(Khatun, 2021)

Table 3.2

Shareholding Structure of Al Bank Alfalah Islamic

S.No.	Shareholder's Category	Number of Shareholders	Number of Shares	Percentage
1	Directors, Chief Executive Officer their Spouse(s) & Minor Children.	8	217,670,783	13.65
2	Associated Companies, Undertakings & Related Parties.	11	106,316,386	6.66
3	NIT & ICP	1	613,409	0.04
4	Banks DFI & NBFI.	11	22,123,595	1.39
5	Insurance Companies	12	23,143,538	1.45
6	Modarabas & Mutual Funds	32	64,313,025	4.03
7	Public Sector Companies & Corporations	10	39,648,749	2.49
8	General Public - Local	12,284	207,787,313	13.03
9	General Public - Foreign	22	458,511,656	28.74
10	Foreign Companies	44	428,534,531	26.86
11	Joint Stock Companies	106	21,414,616	1.34
12	Others	38	5,129,953	0.32
		12,579	**1,595,207,554**	**100.00**

Mission Statement

1. steady expansion of the Small and Medium-Sized Enterprise (SME) market.
2. constant, deposit growth combined with managed retained asset growth.
3. Corporate assets will be financed by investments in faster-growing industries through self-liability mobilization.
4. keeps up the attempt to raise unfunded revenue.
5. Maintain a 2% debt charge in order to sustain consistent, profitable growth.
6. Create effective synergies between the services and products offered by the bank's branches.
7. Oversee many business models within stringent guidelines, never sacrificing the caliber of your services.
8. Maintain a skilled, diversified staff that is passionate about bringing the banks' mission to life. (Ahmed, 2022)

Vision Assertion

"Creating a profitable and socially responsible financial institution focused on market and business with growth potential, thereby assisting Bank Alfalah Islamic and its stakeholders build a just, enlightened, healthy, democratic, and poverty-free Bangladesh" is the mission assertion of Bank Alfalah Islamic.

Core Objective

The goal is focused and precise. Bank Alfalah Islamic pledged to meet the needs of its clients.

The following are Bank Alfalah's Islamic basic objectives:

1. Create a strong customer relationship.
2. Create best banking domain.
3. Respect their customers decisions based on their talent.
4. To strive for profit & sound growth.
5. finance the international trade both in import and export.
6. Bulding team player.

Board of Directors

The Board of Directors for Bank Alfalah comprises individuals with extensive experience in finance, corporate governance, and global business. Some notable members include:

Board of directors

- Adil Islam - Country Head
- Eiman Sarfraz - Country Operations Head
- Ijaz Muhammad Chauhdry - Chief Risk Officer, Bangladesh
- Mohammad Alamgir Hossain - Head of Retail Banking
- Momtazul Karim N Ahmed - Head of Corporate Banking
- Sadiquzzaman Khan - Head of Treasury
- Abu Noyem Md. Khasru - Head of Finance & Admin
- Farhana Amin - Head of Compliance
- Md. Ashraful Alam Bhuiyan - Head of Information Technology
- Md. Towhidu-Zzaman Fuad - Head of Operations

3.4. Products and Services of Bank Alfalah Islamic

Bank Alfalah operates Islamic banking services under the Shariah-compliant system. Below is a general overview of its products and services, which may apply to its operations in Bangladesh (if available there):

Products

Deposit Products

1. Current Account (based on Qard or Wadiah principles)
2. Savings Account (based on Mudarabah principle)
3. Term Deposits (Islamic Fixed Deposits using Mudarabah)

Financing Products

1. Home Financing (based on Diminishing Musharakah)
2. Car Financing (using Ijarah principles)
3. Personal Financing (Islamic solutions for personal needs)
4. Business Financing (Murabaha, Musharakah, or Ijarah for businesses)

Investment Products

1. Shariah-compliant mutual funds or investment accounts.
2. Sukuk (Islamic bonds) for investors.

Specialized Products

1. Hajj and Umrah Financing
2. Education Financing

3.5. Retail Banking

Retail banking, also known as consumer banking, provides financial services to individual customers rather than businesses. Bank Alfalah, a prominent player in the South Asian banking industry, offers retail banking services in Bangladesh tailored to meet diverse customer needs. This essay explores the features, services, and impact of Bank Alfalah's retail banking in Bangladesh.

3.6. Retail Products

1. Deposits and Accounts

- Savings Accounts: For individuals looking to save while earning interest.
- Current Accounts: Designed for individuals needing frequent transactions with no interest earned.
- Foreign Currency Accounts: Designed for NRBs (Non-Resident Bangladeshis) and individuals with foreign currency income or needs.

2. Loans and Advances

Personal Loans: Unsecured loans for personal expenses, such as education, weddings, or emergencies.

Home Loans: Loans for purchasing, constructing, or renovating homes.

3. Cards

Credit Cards: Offers credit limits, reward programs, and flexible payment options.

Debit Cards: Linked to savings or current accounts for easy withdrawals and payments.

4. Remittance Services

Facilitates inward remittances for Non-Resident Bangladeshis (NRBs) through strategic partnerships.

5. Digital Banking

Alfa App: A mobile app offering 24/7 access to banking services, such as funds transfer, bill payment, and account management.

Internet Banking: Online access for managing accounts, checking balances, and making payments.

6. Wealth Management and Investment Products

7. Locker Services

Secure locker facilities for storing valuables and documents.

3.7. Retail Banking System

Bank Alfalah is one of the most prominent financial institutions in South Asia, renowned for its customer-centric approach and innovative banking solutions. Its Islamic banking division adheres to Shariah principles, offering services that comply with Islamic law while catering to the modern financial needs of customers. In Bangladesh, Bank Alfalah Islamic has established itself as a trusted name in retail banking, blending traditional values with cutting-edge technology to deliver an exceptional banking experience.

3.8. Segment of Retail Banking

Retail banking at Bank Alfalah, like at most financial institutions, focuses on providing financial services and products to individual customers. It typically includes the following key segments:

Deposit Products

- Savings Accounts: Options with competitive interest rates and accessibility for individuals seeking to grow their savings.
- Current Accounts: Non-interest-bearing accounts for easy access to funds, tailored for daily banking needs.
- Fixed Deposits: Time-bound deposits with higher returns for customers looking for secure, long-term savings.

Cards

- Credit Cards: A variety of credit card options offering rewards, discounts, and privileges tailored for shopping, travel, and dining.
- Debit Cards: Linked to customer accounts, offering easy access to funds and payment solutions.
- Prepaid Cards: Convenient cards for controlled spending, often used as gifts or travel cards.

Digital Banking

- Mobile Banking App: A user-friendly app for account management, bill payments, and fund transfers.
- Internet Banking: Online access to account information and transaction

Islamic Banking

Shariah-compliant banking products, including accounts, financing, and investment opportunities.

Bank Alfalah's retail banking segment is designed to meet the diverse needs of individuals, providing seamless, secure, and convenient banking experiences. Let me know if you'd like to explore any of these in more detail!

Process:

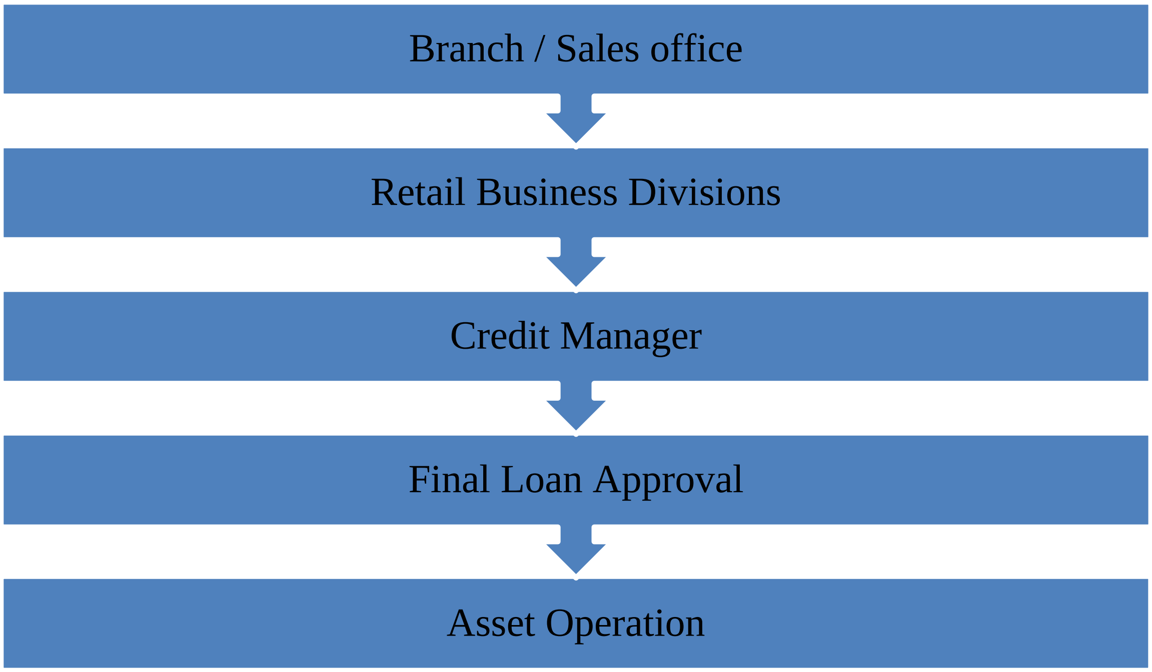


Figure: 3.1 Process

3.9. Retail banking Products:

Bank Alfalah Islamic has three types of products in retail banking

1. Loan Products

- Personal Loans: Unsecured loans for personal expenses like education, travel, or medical needs.
- Home Financing: Flexible plans for purchasing, building, or renovating homes.
- Car Financing: Competitive auto loans for new or used vehicles with easy repayment terms.

2. Credit Cards

- Wide Variety: Cards such as Gold, Platinum, and Titanium for different spending needs.
- Features: Rewards programs, cashback offers, and installment plans.
- Convenience: Accepted globally with secure online and in-store transactions.

3. Deposit Products

- Savings Accounts: Options with attractive profit rates and easy access.

- Fixed Deposits: High returns with flexible tenures for secure investment.
- Current Accounts: Ideal for businesses and individuals with no minimum balance requirements.

Table 3.4

Loan products

Home Loan

Starting from 8.75%
Maximum loan amount is BDT 1 crore but not exceed up to 70% of the property value.

Personal Loan

Starting from 11%
Loan amount BDT 1 lac to 10 lac.

Auto Loan

Starting from 11.50%
Maximum up to 70 lac.

Personal loan for doctors

Starting from 12.50%
Maximum loan up to 10 lac.

There are an extensive variety of loan products that are featured in order to fulfill the consumer demands. The product specifications are as follow -

Loan products

Salary Loans

Eligibility			Maximun Amount	Features		
Regular Employee	Minimum age of 25 years	Income of monthly gross salary of 10000.	Maximum of BDT 10 lac.	No securities required	Loan processed within 24 hours	Flexible repayment installment period 12-48 months

Now Loan

Eligibility	Maximum Amount	Features
Salaried employee with min monthly amount of BDT 10000. Employee of BBL for 2 years.	15 times of gross monthly income.	No securities 48 hours processing Small monthly installments.

Car Loan

Eligibility			**Maximum Amount**		**Features**		
Both Salaried executives and business person.	Minimum monthly income BDT 25000.	Minimum age of business 2 years.	100% of the vehicles price	Maximum BDT 5 lac.	100% car value financing.	Both brand new / reconditio n car finance.	Long term 12 - 60 months installments.

Teachers Loan

Eligibility		Maximum Amount	Features		
Minimum length period of least 2 years	Minimum net salary of BDT 5000.	Loan amount ceiling from 50000 to 300000.	No security	Small monthly installment	Minimum loan documentation.

Study Loan

Features

Small Monthly installment
Repayment scheme up to maximum of 4 years
No security

Eligibility

Loan issuer of the student pursuing education locally or abroad
Earning of 25000 per month

Maximum Amount

15 times the grossly monthly income

Travel Loan

Eligible		Maximum Amount	Feature	
Individual with monthly income of BDT 15000.	Aged between 25 to 53 years	8 to 10 times of gross salary	50% off foreign currency	For salaried and self-employed individuals.

Credit Card Loan

Eligible

One year old card from any institution
Minimum of 12 months of satisfactory credit card relationship.

Maximum Amount

5 times of credit card limit with a maximim of 1,000,000.

Feature

Flexible repayable plan in equal monthly installment.
Processed in 24 hours.

Top-up Loan

Eligible

An existing retail borrower of a good financial

Maximum Amount

Taka 10 lac

Feature

No cash securities required
Loan processed in 24 hour

Figure: 3.2 Loan Products

Deposit products

Bank Alfalah is a leading bank in Pakistan that offers various deposit options to its customers. These include savings accounts, current accounts, and fixed deposits. Customers can deposit their money to earn interest or safely store their funds. The bank provides easy online and branch services for opening accounts and managing deposits. Depositing money is simple: customers visit the nearest branch, fill out a deposit slip, and hand over the cash or check to the teller.
Bank Alfalah ensures that deposits are secure and accessible, making it a trusted choice for financial services.

Savings Account:

Bank Alfalah Islamic Saving Account offers Shariah-compliant profit-sharing, monthly or quarterly profit payouts, no minimum balance requirement, and free online banking services. Profit rates vary based on the account balance.

Current Account:

A Current Account at Bank Alfalah is a type of deposit account designed to facilitate frequent transactions without restrictions on the number of withdrawals or deposits. It is ideal for businesses, professionals, or individuals who require high liquidity and access to their funds. Here's an overview of its features and benefits:

Features of Bank Alfalah Current Account:

No Minimum Balance Requirement: Certain types of current accounts may waive the minimum balance requirement.

- Unlimited Transactions: Conduct unlimited deposits and withdrawals without fees for each transaction.
- Chequebook Facility: Access to personalized chequebooks for easy transactions.
- Debit/ATM Card: Get a Visa or Mastercard debit card for convenient withdrawals and online payments.
- Online Banking: Access to Bank Alfalah’s internet and mobile banking platforms for fund transfers, bill payments, and account monitoring.

Term Deposits:

Bank Alfalah offers several term deposit options to help customers grow their savings securely. These deposits are available in different tenures and offer competitive returns. Here’s an overview of the typical details for a term deposit account at Bank Alfalah:

Key Features:

- Flexible Tenure: Available for periods ranging from 1 month to 5 years.
- Profit Payment Options: Monthly, quarterly, or on maturity, depending on the product.
- Competitive Profit Rates: Rates vary based on the tenure and amount invested.
- Minimum Deposit Requirement: Minimum deposit usually starts from PKR 50,000 (may vary by product type).
- Currency Options: Available in PKR as well as foreign currencies like USD, GBP, and EUR

Cards products:

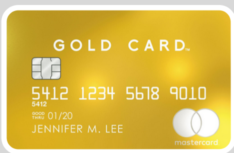
Bank Alfalah offers a variety of card products, each tailored for specific needs. Here's a summary of the main options and benefits available:

Signature Card

The customer can get all the facilities internationallywhile staying in a hotel or doing shopping.
15% VAT applicable on all fees & charges.

Platinum Card

Can get access to supplementary cards.
Maximum credit limit of 500000.
Annual charge BDT 4500+ VAT



Gold Card

Credit limit of the card ranges from BDT 75000 to 500000.
Fast rewards program
Annual charge BDT 2500+ VAT.

Classic Card

Ranging from BDT 10000 to 75000.
Credit shield facility
Annual charge BDT 1300+VAT

Figure 3.3 Card Products

Debit Cards

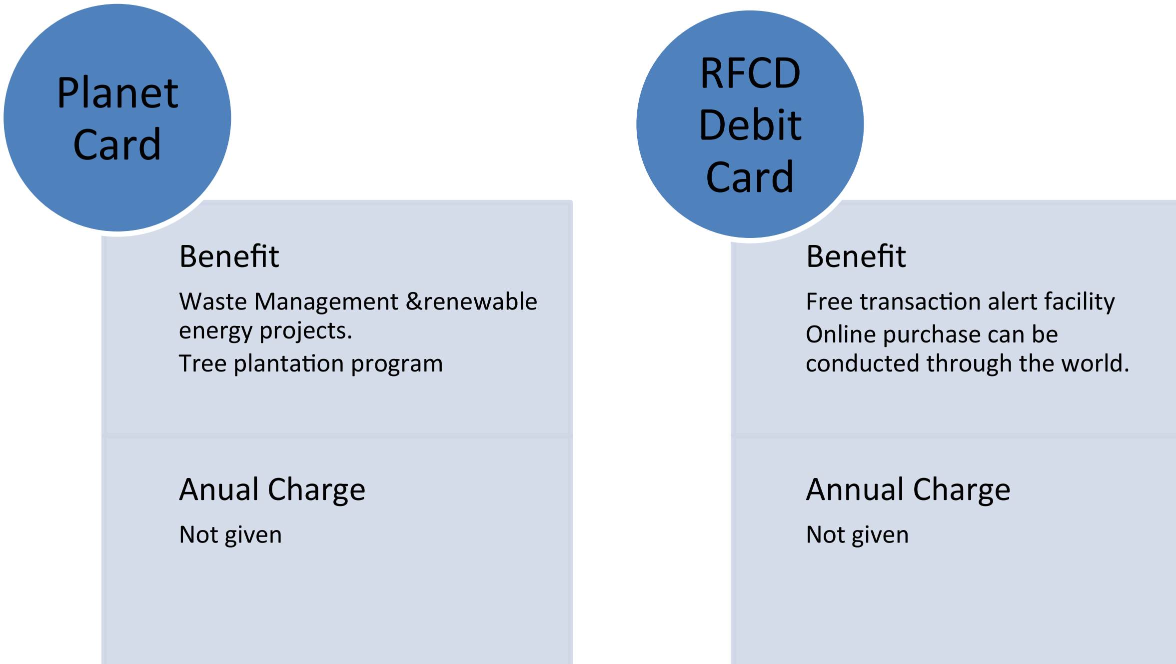


Figure 4.4 Debit Cards

3.10. SWOT Analysis

An organization's strengths and weaknesses are shown by a SWOT analysis, which also shows the business environment and quantifies the dangers and possibilities. SWOT is an acronym for Threats, Opportunities, Weaknesses, and Strengths. In order to help the firm navigate the choppy sea of competition, It helps to boost opportunities and prevent dangers while allowing the firm to assess its success. (Patowary, no date)

SWOT analysis of Bank Alfalah Islamic is described below

Strength:

- Strong Parent Company Support: Bank Alfalah is backed by the Abu Dhabi Group, providing financial stability and credibility in the international market.
- Wide Range of Services: Offers diverse banking solutions, including corporate banking, SME financing, Islamic banking, and retail banking, catering to various customer needs.
- Technology Adoption: Implements advanced banking technologies like mobile apps and internet banking to enhance customer experience.
- Experienced Workforce: Skilled professionals and a customer-oriented approach ensure quality service delivery.

- Reputation for Islamic Banking: Known for Shariah-compliant banking solutions, attracting customers seeking ethical finance options.

Weaknesses

- Limited Market Share in Bangladesh: Compared to local banks like BRAC Bank or Dutch-Bangla Bank, Bank Alfalah has a smaller footprint and limited branch network.
- Dependence on Urban Areas: Focused more on urban regions, neglecting untapped rural markets.
- Brand Awareness: Lesser-known compared to dominant local competitors, affecting customer acquisition.
- Operational Challenges: High dependency on expatriate remittances and corporate banking, making it less diversified.
- **Opportunities:**
- Growing Digital Banking Demand: Opportunity to expand its digital and mobile banking services in a rapidly digitizing economy.
- SME Sector Growth: With increasing government support for SMEs, the bank can offer tailored financial solutions to capture this market.
- Rising Middle Class: Expansion of retail banking services to cater to the growing middle-class population.
- Partnerships and Alliances: Collaborations with fintech companies and global institutions can enhance innovation and service delivery.
- Islamic Banking Expansion: Growing demand for Islamic finance provides a chance to lead in this niche market.

- **Threats:**
- Intense Competition: Strong competition from established local and multinational banks like Standard Chartered, HSBC, and Islami Bank Bangladesh.

- Regulatory Challenges: Adapting to stringent banking regulations and compliance requirements in Bangladesh.
- Economic Uncertainty: Macroeconomic instability, inflation, or currency fluctuations can impact operations and profitability.
- Cybersecurity Risks: Increased digitalization makes the bank vulnerable to cyber threats and fraud.
- Global Economic Trends: Dependence on remittances and foreign trade links makes it susceptible to global financial market fluctuations

Table 3.5

Summary of SWOT analysis

Strength	Weaknesses
1) Company image and kindness. 2) Provide great services to people 3) Facilities and tools 4) Available ATM booth services. 5) Interactive business culture.	1) Low pay package 2) Internet services need to be better. 3) Low interest rate on DPS and FDR.
Opportunities	**Threats**
1) Expand stores in rural places. 2) Introduce more saving plans. 3) International operation	1) Multinational Banks. 2) Poor economic situation. 3) Main foes are new banks.

Chapter 4 (Findings)

4.1. Finding and Analysis

Bank Alfalah's retail banking division significantly provides financial services to individual customers and small businesses. Based on the analysis, the following findings were observed:

Product Diversity: Bank Alfalah offers a wide range of retail products, including savings and current accounts, debit and credit cards, personal loans, and mortgage facilities.

Customer Focus: The bank emphasizes customer satisfaction by introducing digital solutions like mobile and internet banking. These platforms make banking more convenient, enabling customers to perform transactions, pay bills, and manage accounts effortlessly.

Technological Integration: Bank Alfalah has adopted modern technology, such as mobile applications and biometric ATMs, to enhance the customer experience. This integration demonstrates the bank's commitment to staying competitive in a rapidly evolving industry.

Challenges Identified: Despite its strengths, the retail banking section faces challenges such as increasing competition from fintech companies, the need for enhanced cybersecurity, and managing customer expectations in a digital era.

Focus on Financial Inclusion: The bank is actively working on initiatives to promote financial inclusion by targeting underserved areas and introducing products tailored to lower-income groups, contributing to broader economic development.

In conclusion, Bank Alfalah's retail banking section demonstrates strong customer-centric strategies, leveraging technology and product diversity to maintain its market position.

4.2. Comparison with the banking industry

Comparison with the overall business with Bank Alfalah Islamic is given below:

Table 4.1

Products and Services		Bank Alfalah Islamic	Banking Industry	Comment
Loan Product	Home Loan	Interest rate 8% & for taking over it would be 11%.	Other banks' interest rates are high. Starts at 11% & maximum rate is more than 14%.	Bank Alfalah Islamic has fairly low interest rates on loans than other banks in Bangladesh.
	Car Loan	The interest rate is 10.75%	Most of the bank's interest rate is 12% & largest 15%.	
	Personal Loan	Interest rate starts from 9.75% - 12.75% based on different customer segments.	The interest rate is high on other banks. Maximum banks charged interest more than 13%.	
Other	Individual Account & Non-Individual Account	Saving account, Current account, student account, pay accounts etc.	Different types of accounts offered by other banks like Triple Benefits savings account, Young stars savings account etc.	Bank Alfalah Islamic has fewer items for savings than other business banks. Annual fees, service charges are very high and interest on saves is low.
	Fees & Charges	Annual fees & charges are high.	Annual fees vary from bank to bank. Many of them have comparatively low annual fees.	

Products	Annual Interest	Interest given on savings is low.	Many banks provide high returns on savings.	
	DPS & FDR	The interest rate is 5%.	Current industry interest rate is around 4% - 9%.	Bank Alfalah Islamic interest rate is low on DPS & FDR.
Services	Internet Banking, Mobile Banking	Internet banking cash transfer through 2FA. Bank Alfalah Islamic apps services etc. SMS alert, Bkash payment.	Current banking business offers fast internet services. City Bank, DBank Alfalah Islamic, SCB is in the top 5 to provide mobile apps services.	Bank Alfalah Islamic online and mobile banking is a little behind other banking businesses.
	ATM Booth	Available ATM booths facilities.	ATM boxes are not enough. Banks have not yet expanded their buildings outside stores.	Bank Alfalah Islamic is the introducer of ATM booths in Bangladesh.s

4.3. Finding (Positive and Negative)

Positive findings:

Bank Alfalah's retail banking services have gained positive recognition for several reasons, including

Comprehensive Product Range

Diverse Account Options: Offers a variety of accounts, such as savings, current, and premium banking, tailored to customer needs.

Loan Facilities: Attractive personal loans, auto loans, and home financing options with competitive interest rates and flexible terms. Wide selection of credit cards with reward points, cashback offers, and installment plans.

Digital Innovation

Alfa App: A user-friendly mobile banking app offering seamless access to account management, bill payments, and funds transfers.

Online Banking Services: Robust Internet banking platform for hassle-free transactions and account monitoring.

Commitment to Innovation

Regularly updates its services to incorporate the latest technologies, ensuring customer convenience and security.

Negative findings

Here are some potential negative findings you might include in your internship report for Bank Alfalah Islamic (these are hypothetical and may not necessarily reflect the actual situation at the bank):

Limited Exposure to Core Banking Operations: During the internship, there may have been limited exposure to core banking processes or Islamic banking operations. Interns might be assigned to routine administrative tasks without much opportunity to engage with critical decision-making or financial analysis activities.

Inadequate Training and Onboarding: Some interns might feel that the training provided at the beginning of their internship was insufficient. Without proper onboarding, understanding the specific workings of Bank Alfalah Islamic.

Limited Interaction with Senior Management: Interns may have limited opportunities to interact with senior management or other key professionals within the organization. This lack of mentorship could hinder the ability to network and learn from experienced industry professionals.

Lack of Feedback and Performance Reviews: Interns may not receive timely or constructive feedback on their work, which could affect their development.

Chapter 5 (Conclusion)

5.1. Recommendations

Based on my internship experience at Bank Alfalah Retail Banking Bangladesh Branch, I have identified several areas that could be improved for enhanced efficiency, customer satisfaction, and growth. Below are some key recommendations:

Enhance Digital Banking Services: Invest in upgrading mobile banking applications and online banking platforms. Many customers are now more inclined toward digital banking due to convenience, especially younger clients. A user-friendly interface, faster transaction processing, and improved security features could increase customer satisfaction and engagement. This will not only streamline transactions but also reduce the pressure on physical branches, allowing the bank to better serve its clients remotely.

Customer Service Training for Staff: While the staff is knowledgeable, additional training in customer relationship management (CRM) could enhance their interpersonal skills, making customers feel more valued. By offering continuous training programs focused on communication and problem-solving, the bank can increase customer loyalty and retention.

Promote Financial Literacy: Organize workshops or webinars to educate customers about financial products, investment options, and banking services offered by the bank.

Streamline the Account Opening Process: Simplify the account opening procedures, especially for new customers, to make the process faster and more efficient. This could include online account opening options with digital KYC (Know Your Customer) verification. Reducing the time and paperwork involved in opening an account could attract more customers.

Improve ATM and Branch Availability: Increase the number of ATMs in high-traffic areas and ensure that existing ones are well-maintained to avoid service disruptions.

Justification: With an increasing number of customers relying on ATMs for cash withdrawals and other services, it is crucial to ensure that ATMs are always functional and easily accessible.

5.2. Conclusion

In conclusion, my internship at Bank Alfalah, specifically in the Retail Banking division in Bangladesh, has been an invaluable learning experience. Throughout my time at the bank, I gained practical knowledge of the banking industry, particularly in retail banking operations, customer service, and the management of various financial products. By observing the day-to-day operations, interacting with clients, and supporting the team with various tasks, I was able to understand the importance of customer-centric services and the role of technology in modern banking practices.

The internship helped me develop key skills such as communication, problem-solving, and time management. Additionally, I gained insight into the bank's strategies for maintaining customer satisfaction and ensuring smooth operations. The exposure to different banking products and services, such as savings accounts, loans, and credit facilities, deepened my understanding of how banks cater to the needs of their clients while ensuring financial stability.

Overall, this internship has reinforced my interest in retail banking and has equipped me with the skills and knowledge necessary for a successful future in the financial industry. I am grateful for the opportunity to intern with such a reputable institution and look forward to applying the lessons learned in my future endeavors.

Chapter 6

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