

Marketing Procedure of MTB

INTERNSHIP REPORT

APRIL 16

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Report On
Marketing Procedure of MTB

Submitted To
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Letter of Transmittal

Dr. Md. Mamun Habib
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Subject: Submission of the Internship Report

Dear Sir,

It is a great pleasure for me to submit the internship report as a part of my MBA program to you that I am assigned to prepare under your direct supervision of the topic entitled “Marketing Procedure of MTB”. I am fortunate enough that I have got an experience and efficient professional team in the Bank. I have got an opportunity to work with them at different Departments to learn their way of marketing effectively.

I tried my best to show my skills and go in-depth analysis. I would like to assure that I will remain standby for any clarification and explanation when required.

Thank you in advance for your kind assistance. In enjoyed working on the report and hope you will consider all my mistakes generously.

Sincerely Yours,

.....

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Acknowledgement

My acknowledgement begins with thanking my academic supervisor Dr. Md. Mamun Habib, who has provided me suggestions for making this Final Internship Report and also provided me with format for making and preparing the whole report. I would like to thank him for his generous cooperation and regular supervision that made me really confident about the desired outcome of my internship project.

I would like to show my warm hearted gratitude to the Communication Department of MTB which has provided me with great deal of information, adequate data and finally cooperated me for the accomplishment of the report successfully. I would like to thank each staffs of the different Department. I am especially grateful to Ms. Samia Chowdhury (Deputy Head, MTB Communications Department) for her invaluable support and direction that lead me to the successful completion of my internship report. I have done my whole internship period under her and really grateful to her for a big time for helping me in my each and every step of work at office.

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I am very much thankful to MTB, its management specially the employees of the entire Department for their cordial support to prepare this difficult study with important information and data.

Finally, my sincerest gratitude to my family, whom were always with me during this period and continuously inspire me and this thrive me to achieve my goal.

Executive Summary

Mutual Trust Bank Limited has acquired commendable reputation by providing sincere personalized service to its customers in a technology based environment since its inception. The Bank has set up a new standard in financing in the Industrial, Trade and Foreign exchange business. Its various deposit & credit products have also attracted the clients-both corporate and individuals who feel comfort in doing business with the Bank.

The bank has earned a satisfactory result recent years by achieving the DHL-Daily Star Bangladesh Business Award as the Best Financial Institution, which contributed in continuing its steady growth in respect of all major indicators, namely Deposit, Advance and Profit, etc. During the year the bank has concentrated its focus to a number of income increasing sectors such as SME Financing, Inward Foreign Remittance, etc. The Bank has separate Credit Administration Department, Recovery Department and also a Task Force for continuous monitoring of difficult loans and advances of the Bank and to propose ways of recovery of Bank's dues.

This process will continue in next years also. Over the last few years remittance business contributed remarkably in increasing fee based income of the Bank. In order to motivate and inspire the Bangladeshis residing abroad to send their hard earned money through legal Banking channel, the bank has taken a number of steps like making remittance arrangements with different money exchange companies all over the world, participating in fairs and meetings with remitters and exchange companies, etc. which brought result beyond expectation.

Table of Content

Topic	Page No.
Letter of Transmittal	i
Acknowledgement	ii
Executive Summary	iii
Chapter 1	1-3
1.1 Origin of the Report	2
1.2 Background of the Report	2
1.3 Objective of the Report	2
1.4 Scope of the study	2-3
1.5 Methodology	3
1.6 Limitation of the study	3
Chapter 2	4-10
2.1 Background of Mutual Trust Bank Limited	5
2.2 Introduction	5-8
2.3 Management Information System	9
2.4 Correspondent Relationship	9
2.5 Departments of MTB	9-10
Chapter 3	11-21
3.1 Our Customers	12
3.2 Products and Services of MTB • 3.2.1 Deposit Products • 3.2.2 Loan Products • 3.2.3 Wholesale Banking Products • 3.2.4 SME Products • 3.2.5 NRB Products • 3.2.6 Treasury Products • 3.2.7 Privilege Banking Services • 3.2.8 Card Services • 3.2.9 Others	13-15
3.3. Products and Services of MTB: General Banking Department • 3.3.1 Introduction • 3.3.2 Functions of General Banking Department ○ 3.3.2.1 Account Opening ○ 3.3.2.2 Account opening process • 3.3.3 Current Deposit (CD) • 3.3.4 Saving Deposit (SD) • 3.3.5 Fixed Deposit Receipt (FDR)	16-19
3.4 Wholesale	19

Topic	Page No.
3.5 SME	20
3.6 Treasury	20-21
Chapter 4	22-50
4.1 Marketing strategies of MTB and other banks	23
4.2 TV Commercials • 4.2.1 Comparison" and "Unique Personality Property • 4.2.2 Show the Need/Problem" and "Symbol, Analogy, Exaggerated Graphic/Problem • 4.2.3 "Demo" and "Exemplary" Formats • 4.2.4 "Testimonial" and "Parody or Borrowed" Formats • 4.2.5 "Benefit Causes Story" and the "Symbol, Analogy Exaggerated FX/Benefit" • 4.2.6 "Characters and Celebrity" and "Associated User Imagery"	23-26
4.3 Newspaper ads • 4.3.1 Classified Ads • 4.3.2 Business Card Ad • 4.3.3 Coupon Ad • 4.3.4 Circulars • 4.3.5 Display Ads • 4.3.6 Spadeas • 4.3.7 Legal Advertising	26-30
4.4 Leaflet • 4.4.1 Survey leaflets • 4.4.2 Information leaflets • 4.4.3 Promotion leaflets	31-32
4.5 SMS Marketing • 4.5.1 Auto Response Campaigns • 4.5.2 Scheduled Campaigns • 4.5.3 Staggered Campaigns • 4.5.4 Voting Campaigns • 4.5.5 Contest Campaigns	32-35
4.6 Relationship marketing • 4.6.1 Basic Marketing • 4.6.2 Reactive Marketing • 4.6.3 Accountable Marketing • 4.6.4 Proactive marketing • 4.6.5 Partnership Marketing	35-37

Topic	Page No.
4.7 Brochure • 4.7.1 Leave Behinds • 4.7.2 Point of Sale (POS) • 4.7.3 Respond to Inquiries • 4.7.4 Direct Mail • 4.7.5 Sales Support Tool	37-38
4.8 Souvenir • 4.8.1 Everyday Items • 4.8.2 Collectibles • 4.8.3 Regional Interest • 4.8.4 Unsouvenirs	39-40
4.9 Corporate Social responsibility • 4.9.1 Economic Responsibilities • 4.9.2 Legal Responsibilities • 4.9.3 Ethical Responsibilities • 4.9.4 Philanthropic Responsibilities • 4.9.5 CSR that MTB has done	40-44
4.10 Sponsorship • 4.10.1 Event Sponsorship • 4.10.2 Title Sponsorship • 4.10.3 Strategic Location • 4.10.4 Media Sponsorship	44-46
4.11 SWOT analysis • 4.11.1 Strength • 4.11.2 Weakness • 4.11.3 Opportunity • 4.11.4 Threat	46-50
Chapter 5	51-57
5.1 Industry Investigation & analysis	52-55
5.2 Strategic Issues Faced by MTB	55
5.3 Operational Issues Faced by MTB	56
5.4 Legal Issues Faced by MTB	56
5.5 Upcoming Trends	56-57
Chapter 6	58-59
6.1 Findings	59
6.2 Recommendations	59
Reference	60

Chapter-1

1.1 Origin of the Report

Master of Business Administration (MBA) course requires 3 months attachment with an organization followed by a report assigned by the supervisor in the organization and endorsed by the faculty advisor. I took the opportunity to do my internship in Mutual Trust Bank Limited (MTB). My topic of internship is authorized from the head office of MTB. My faculty supervisor Dr. Mamun Habib, Professor of BRAC Business School, BRAC University, also approved the topic and authorized me to prepare this report as part of the fulfillment of internship requirement.

1.2 Background of the Report

I have worked in Communications Department of MTB, which is in the MTB Centre, Gulshan 1, Dhaka. In this report, I will try to make an overall analysis on all activities of MTB and put special focus on Marketing of Bank and its products/services.

1.3 Objective of the Report

The study has been undertaken with the following objectives:

- To analysis the pros and cons of the conventional ideas about Marketing of Bank Products.
- To have better orientation on Product management activities financing in various sector and recovery, loan classification method and practices of Mutual Trust Bank Limited.
- To get an overall idea about the performance of MTB.
- To fulfill the requirement of the internship program under MBA program.

1.4 Scope of the study

Banks have been playing an important role in economic development and contributing immensely to build the country. Banking sector is fast expanding in our country because of globalization and reform of private sector. To survive as a key player in this highly competitive

and complex business environment a bank should develop its business focusing the customer's satisfaction.

1.5 Methodology

The primary data had been collected in various ways. The different sources were:

- i. Questionnaire survey.
 - Face to face conversations with the employees and opportunities were given by the management to work in relevant fields.
 - By interviewing and interacting customers at MTB (Gulshan Branch).
 - Observing various organizational procedures.
- ii. Secondary data were collected
 - From prior research report
 - From any information regarding the Banking sector
 - From different books and periodicals related to the banking sector
 - From Newspapers and Internet.

- iii. Data collecting instruments

In-depth interviews were conducted with various managers, employees of MTB & customers of MTB. A structured questionnaire was designed which has been considered as the major tool of preparing the report.

1.6 Limitation of the study

- Large-scale research was not possible due to time constraints.
- The research was conducted only within the customers of Gulshan Branch.
- The survey was limited to the customers of Personal banking division and does not cover the organizational or corporate customers of MTB due to the time constraints.
- Relevant data and document collection were difficult due to the organization confidentiality.

Chapter-2

2.1 Background of Mutual Trust Bank Limited

The Company was incorporated as a Public Limited Company in 1999, under the Companies Act 1994, with an Authorized Share Capital of BDT 1,000,000,000 divided into 10,000,000 ordinary shares of BDT 100 each. At present, the Authorized Share Capital of the company is BDT 10,000,000,000 divided into 1,000,000,000 ordinary shares of BDT 10 each.

The Company was also issued Certificate for Commencement of Business on the same day and was granted license on October 05, 1999 by Bangladesh Bank under the Banking Companies Act 1991 and started its banking operation on October 24, 1999. As envisaged in the Memorandum of Association and as licensed by Bangladesh Bank under the provisions of the Banking Companies Act 1991, the Company started its banking operation and entitled to carry out the following types of banking business:

- Wholesale Banking
- Retail Banking
- International Trade Financing
- Small and Medium Enterprises (SME) Banking
- NRB Banking
- Privilege Banking
- Card Services
- Treasury Operations

The Company (Bank) operates through its Head Office at Dhaka and 112 branches. The Company/ Bank carries out international business through a Global Network of Foreign Correspondent Banks.

2.2 Introduction

Successful companies today are fully aware that they need to be able to rely on the services of a bank that can handle international trade with a good hand. Ever since it's emerge in 1999, MTB has been an accomplished “Compliant” bank. With a highly professional team experienced and

competent professionals we are able to provide a wide range of services to companies engaged in international trade.

MTB has also positioned itself as an established Correspondent Bank. Through a worldwide network of 260 correspondent banks MTB is present in all key areas of the globe. Our ambit of correspondents includes top ranking international banks with a global reach.

Since its inception MTB has acquired commendable reputation by providing sincere personalized service to its customers in a technology based environment. The Bank has set up a new standard in financing in the Industrial, Trade and Foreign exchange business. Its various deposit & credit products have also attracted the clients-both corporate and individuals who feel comfort in doing business with the Bank.

2.3 Vision of NCC Bank Limited-

To become the Bank of choice in serving the Nation as a progressive and Socially Responsible financial institution by bringing credit & commerce together for profit and sustainable growth.

Mutual Trust Bank's vision is based on a philosophy known as MTB3V. We envision MTB to be:

- One of the best performing banks in Bangladesh
- The bank of choice
- A truly world-class bank

Mission

We aspire to be the most admired financial institution in the country, recognized as a dynamic, innovative and client focused company that offers an array of products and services in the search for excellence and to create an impressive economic value.

MTB Objective & Core Values:

Commitment:

Shareholders – Create sustainable economic value for our shareholders by utilizing an honest and efficient business methodology.

Community – Committed to serve the society through employment creation, support community projects and events and be a responsible corporate citizen.

Customers – Render state-of-the-art service to our customers by offering diversified products and by aspiring to fulfill their banking needs to the best of our abilities.

Employees – We rely on the inherent merits of the employee and honor our relation as a part of this renowned financial institution. We work together to celebrate and reward unique backgrounds, viewpoints, skills and talents of everyone at the work place, no matter what their job is.

Accountability:

As a bank, we are judged solely by the successful execution of our commitments; we expect and embrace this form of judgment. We are accountable for providing the highest level of service along with meeting the strict requirements of regulatory standards and ethical business practices.

Agility:

We can see things from different perspectives; we are open to change and not bound by how we have done things in the past. We can respond rapidly and adjust our mode of operation to meet stakeholder needs and achieve our goals.

Trust:

We value mutual trust, which encompasses transparent and candid communications among all parties.

Branches:

Branches are the terminals through which services offered by the Bank reach to the clients. Each branch is headed by a Branch Manager (BM) who in turn gets the assistance of the Deputy Manager (DM) in dealing with several day to day activities of commercial banking. At present, the Bank has 112 branches.

Placement of branches is most important part of customer services. As banking business is based on customer services the place or distribution channel is a most significant here. A bank should design the distribution channel by analyzing customer's needs. As for example, Head office or any bank should place in an area from which other branches can easily obtain and send the information as well as transaction. On the other hand a branch needs to be opened in that area where business and sources are available. Keeping all these in mind the management has opened 112 branches throughout the important places of the country and many more branches are yet to be opened.

Board of Directors:

At present the Board of directors consists of 13 members including the Chairman and Vice Chairman of the Bank. Most of the members are reputed industrialist and businesspersons of our country. The Chairman heads the Board. Each of the directors is the member of the Board. The members are obliged to maintain the annual general meeting and declare the dividend pay-out schedule on due time. Moreover, the committee selected by the shareholders represents individual body that then looks after the periodic issue with the management and tries to solve the problems. The Board has appointed the management, which is responsible for the welfare of the banks directors. Some members of the Board have formed the Executive Committee, which organizes a meeting in every week to deal with the issues like promotion of cadre change of a confirmed employee. Conversely at least one meeting of the Board is held in every month to deal with issues such as modification of the existing policy or major policy reforms

2.3 Management Information System

Since its journey as commercial Bank in 1999 MTB has been laying great emphasis on the use of improved technology. It has gone to online operation system since 2003. And the new Banking Software Flexible is under process of installation. As a result the bank will be able to give the services of international standards.

2.4 Correspondent Relationship

The Bank established correspondent relationships with a number of foreign banks, namely American Express Bank, Bank of Tokyo, Standard Chartered bank, Mashreq Bank, Hong Kong Shanghai Banking Corporation, CITI Bank NA-New York and AB Bank Ltd. The Bank is maintaining foreign exchange accounts in New York, Tokyo, Calcutta, and London. The bank has set up letter of credit on behalf of its valued customers using its correspondents as advising and reimbursing Banks. The Bank maintains a need based correspondent relationship policy, which is gradually expanding.

2.5 Departments of MTB

If the jobs are not organized considering their interrelationship and are not allocated in a particular department it would be very difficult to control the system effectively. If the department is not fitted for the particular works there would be haphazard situation and the performance of a particular department would not be measured. MTB has done this work very well. Different departments of MTB are as follows:

- Human Resources Division
- Personal Banking Division
- Treasury Division
- Operations Division
- Computer and Information Technology Division
- Credit Division
- Finance & Accounts Division

- Audit & Risk Management Division
- Research & Development Dept.
- Group Communication
- MTB International Trade Services
- Wholesale Banking Division
- Card Division
- Agent Banking Department
- NRB Division
- SME Banking Division

Human Resources Management of MTB

MTB recognizes that a productive and motivated work force is a prerequisite to leadership with its customers, its shareholders and in the market it serves. MTB treats every employee with dignity and respect in a supportive environment of trust and openness where people of different backgrounds can reach their full potential.

The bank's human resources policy emphasize on providing job satisfaction, growth opportunities, and due recognition of superior performance. A good working environment reflects and promotes a high level of loyalty and commitment from the employees. Realizing this MTB has placed the utmost importance on continuous development of its human resources, identify the strength and weakness of the employee to assess the individual training needs, they are sent for training for self-development. To orient, enhance the banking knowledge of the employees MTB Training Institute (MTBTI) organizes both in-house and external training. The remuneration is very competitive in comparison with industry average. Beside these the recruitment procedure is comprehensive.

Chapter-3

3.1 Our Customers

Lord Dunedin said, “A person whose money has been accepted by the bank on the footing that the bank undertakes to honor cheques up to the amount standing to his credit, is a customer of the bank irrespective of whether his connection is long or short term standing”.

Also, “A customer is a person who has entered into a contract with the bank for opening an account on his/her name”.

We can classify customers into 3 broad categories:

- Deposit customers
- Borrowing Customers
- Deposit customers & Borrowing Customers

There is another group of customers who are called ‘Walk-in Customers’ who come to bank to take various banking services.

Customer satisfaction is the level of a person’s felt state resulting from comparing a product’s perceived performance or outcome in relation to the person’s expectations. We have to provide services to our customers in such a way that their expectations are satisfied in the best possible way.

3.2 Products and Services of MTB

3.2.1 Deposit Products

- Regular Savings Account
- MTB Senior
- MTB Inspire
- MTB Ruby
- MTB Graduate

- MTB Junior
- MTB Shanchay
- MTB Care
- Current Account
- Fixed Deposit
- MTB Double Saver
- Monthly Benefit Plan
- Brick by Birck
- MTB Children Education Deposit Scheme
- MTB Education Plan
- MTB Millionaire Plan
- MTB Kotipati
- MTB Gift Cheque

3.2.2 Loan Products

- MTB Personal Loan
- MTB Auto Loan
- MTB Home Loan
- MTB Home Equity Loan
- MTB Professional's Loan

3.2.3 Wholesale Banking Products

- Term Finance
- Working Capital Finance
- Trade Finance
- Syndication & Structured Finance
- Off-Shore Banking

3.2.4 SME Products

- MTB Small Business Loan (SBL)
- MTB Digoon
- MTB Bhagyobati
- MTB Microfinance
- MTB Krishi
- MTB Mousumi
- MTB Green Energy Loan
- MTB Revolving Loan
- MTB Gunabati
- MTB Krishijat
- MTB Light Engineering
- MTB IT Genius
- MTB Youth Line

3.2.5 NRB Products

- NRB Savings A/C
- NRB DPS A/C
- NRB FDR

3.2.6 Treasury Products

- Money Market
- DIBOR
- Foreign Exchange
- Primary Dealers' Business

3.2.7 Privilege Banking Services

- Complimentary Access to Airport Lounge
- Complimentary Airport Limousine Service
- Complimentary Airport Meet & Greet from terminal to immigration or vice versa
- Customized Health care privileges at top hospitals of Bangladesh and abroad
- Celebrating special days with personalized wishes and gifts
- Invitation to exclusive Privilege Banking events and seminars
- Greetings on festivals
- Special Discounts at exclusive partner outlets

3.2.8 Card Services

- Credit Card
- Debit Card
- FlexiPay
- MTB Protection Plan
- Discount Partners
- Promotional Offers
- Payment Channels of Credit Card

3.2.9 Others

- Air Lounge
- Internet Banking
- SMS Banking
- Agent Banking

3.3. Products and Services of MTB: General Banking Department

3.3.1 Introduction

General banking creates a vital link between customers and bank. It's really a classic as crucial department for the bank. It is the introductory department of the bank to its customers. MTB has all the required sections of general banking. Every day it receives deposits from customers and meets their demands for cash by honoring instruments. General banking department is that department which is mostly exposed to the maximum number of bank customer.

3.3.2 Functions of General Banking Department

- Account opening.
- Account closing.
- Cheque book issuing.
- Telephone receiving
- Account enquiry.
- Providing accounts statement
- Solvency certificate issuing
- Account transfer.

3.3.2.1 Account Opening

A person is treated as a customer when he/she opens an account on that bank. Then it becomes a contractual banker customer relationship. The account opening section of any MTB Branch is a very important section. This section takes care of all the relevant duties related to the opening of an account.

3.3.2.2 Account opening process

Step-1	Receiving filled up application in bank's prescribed form mentioning what type of account is desired to be opened.
Step-2	1. The form is filled up by the applicant himself/herself. 2. Two copies of passport size photographs from individual are taken; in case of firms, photographs of all partners are taken. 3. Applicants must submit required documents. 4. Applicant must sign specimen signature sheet and give mandate. 5. Introducer's signature and account number-verified by legal officer.
Step-3	Authorized officer accepts the application.
Step-4	Minimum balance is deposited; only cash is accepted.
Step-5	Account is opened and pay-in-slip book is given.
Step-6	A cheque book is issued based on the requisition slip or acknowledgement letter

There are different types of account facilities provided by this branch. These are:

3.3.3 Current Deposit (CD)

A Current account is ideal for carrying out day-to-day business transactions. With the MTB Regular Current Account, you can access your account anytime, anywhere, pay using payable at par cheques or deposit cheque at any MTB bank branch.

Features and Benefits:

- Wide network of branches
- Access to largest ATM fleet of the country

- Bank conveniently with facilities like Internet Banking and SMS Banking
- Cheque-book facility
- Opportunity to apply for safe deposit locker facility
- Collect foreign remittance in both T.C. & Taka draft.
- Transfer of fund from one branch to another by Demand Draft /Telegraphic Transfer
- Online banking service

3.3.4 Saving Deposit (SD)

Saving for the arrival of your baby, a new car, a well-deserved holiday, or simply for emergencies? Let our Savings Account meet all your saving needs through monthly and flexible savings. An easy-to-operate savings account that allows you to issue cheques, draw Demand Drafts and withdraw cash. Check up on your balances from the comfort of your home or office through Internet Banking and SMS banking.

Features and Benefits:

- Wide network of branches
- Access to largest ATM fleet of the country
- Bank conveniently with facilities like Internet Banking and SMS Banking
- Cheque-book facility
- Opportunity to apply for safe deposit locker facility
- Collect foreign remittance in both T.C. & Taka draft.
- Transfer of fund from one branch to another by Demand Draft /Telegraphic Transfer
- Online banking service

3.3.5 Fixed Deposit Receipt (FDR)

If you believe in long-term investments and wish to earn higher interests on your savings, NOW is the time to invest your money in our Fixed Deposit.

Automatic renewals: Upon maturity, your deposit will be automatically renewed for the same tenor at the prevailing interest rate unless you instruct otherwise.

Overdraft facility: You can use your Fixed Deposit as collateral to apply for an overdraft facility at a competitive rate.

Remittance Department: Bank has a wide network of branches all over the country and offers various types of remittance facilities to the public. They serve as best media for remittance of funds from one place to another. This service is available to both customers as well as non-customers of the bank. The followings are some of the important modes of transferring funds from one to another bank.

3.4 Wholesale

The promise of world class Wholesale Banking has created a new panorama of opportunity to leverage on our excellent image created over the years. MTB Wholesale Banking services are a blend of the Corporate, Off-Shore Banking, and Syndication & Structured Finance, that focuses on offering a wide range of services to large corporates, multinationals and institutional clients.

Wholesale Banking understands the needs of our valued customers. We always respect banking ethics, long term customer relationship, trustworthy bonding partnership, and growing together. Therefore, we put highest priority to assist our customers fund requirements with our diversified financial products and services. We deliver services by creating exceptional value to our customers while offering market competitive relationship loan pricing and conditions.

We offer flexibility of options to afford you the right financial products and services, designed particularly to meet your immediate needs, individually conceived and professionally realized. Our diversified and exciting array of wholesale loan services tailored in the form of various funded and non-funded facilities to assist manufactures, traders and service industries which includes but not limited to the followings.

3.5 SME

MTB has started SME banking in 2007. Since then, it has become one of the leading SME Banks in Bangladesh. Within a span of 7 years, MTB has secured two highly prestigious awards: Women Entrepreneur Friendly Bank of the Year 2014 and SME Bank of the Year 2014 at the SME Financing Fair-2014 organized for the first time by Bangladesh Bank and SME Foundation jointly. MTB won the award for its outstanding contribution to development of SMEs in Bangladesh.

SMEs have already become the most powerful and sustainable pillars of Bangladesh economy, covering both non-traditional manufacturing and service sector. Bangladesh Bank is also relentlessly working towards the development of the sector to achieve higher GDP growth, financial inclusion and overall a resilient and dynamic financial system of the country.

With a diversified array of products, MTB SME Banking has catered to the needs of every type of SME business. While meeting the targets set by Bangladesh Bank, MTB has also contributed to woman empowerment, job creation, and rural development by making its mark in the SME Sector.

MTB SME Banking has secured 44.34% business growth in 2014. In 2015, MTB is going to introduce more innovative products and surprising opportunities in SME banking. Currently, MTB is the only bank that offers 9% interest rate to the Women Entrepreneur, which is a unique opportunity for them. Extending its financing to Agricultural sector, MTB has become a one-stop financing facility provider to agro-enterprises, offering trainings and workshops for business skill development, financial counseling and advisory services to its clients. Furthermore, MTB extended its financing to Green Energy and IT, two of the most thriving sectors in the country.

3.6 Treasury

MTB has a dedicated Treasury team. Our aim to deliver the widest range of services customized to our client requirement. Our focus is to be the risk solution provider of choice and the premier market maker in the country.

MTB treasury offers sophisticated solutions supported by a large sales force and a state of the art dealing room in Bangladesh.

Currently our team covers Foreign Exchange, Fixed Income, Money Market, Corporate Sales and Primary Dealers Business.

Chapter 4

4.1 Marketing strategies of MTB and other banks

As Bangladesh is a developing country it has to face a lot of shifts or reforms in its socio economic sector. At present, Bangladesh seems to be not an underdeveloped country but a developing country. To be a part of developing economy Bangladesh has to have some criterion. One of the crucial factors among the criterion is the investment in the production and service sector. In addition to this, other aspects are like self-sufficiency in food sector, improvement of standard of living of people etc. Regarding all of these aspects, private commercial banks of Bangladesh are playing very important and efficient role.

In the same way, MTB. works hard to make a significant dent in this industry. The bank thinks forward to make the necessary decisions as soon as possible. More and more banking institutions are emerging in this industry and it is going to be quite saturated. So, especial undertaking for this concern is applicable for MTB. and to let people know about its steps taken to go ahead, it must concentrate on the marketing first and foremost.

4.2 TV Commercials

An ad or commercial advertisement of television refers to a span of television programming produced and paid by any organization which conveys a message to a market about the product or service. It is a very good and effective way of communication though it is a one way communication.

At present banks are also going for TV commercials to attract their target customers and make them know about their services. TV ads are more effective in a sense that people can visualize the whole situation. Moreover, it can cover a vast amount of people in few seconds if the channel is chosen properly. From this perspective it's a cost effective mode of marketing also.

TV commercials have various intentions behind every ad. It is proven to have 12 different types of advertisements on television. Here is a brief overview of those types.

4.2.1 Comparison" and "Unique Personality Property

The Comparison commercial format informs the viewer of why the product or service is superior to similar products or services. It focuses on differences with competitors as opposed to the consumer's need for the product. A small business doing car or van rentals, for example, can use this format to focus on the benefits that a small business can offer over larger franchises. The Unique Personality Property format focuses on a unique selling point that makes that product different from the rest of the pack. It can be anything from features to unique design, inventor, product name or brand. This type of ad also tends to demonstrate the need for the product. A popular format for electronics, small companies can also use it to showcase the uniqueness of their services or products. For example we can state that of “charles schwab posterized” ad as comparison and “dyson vaccums” as unique personality property ad.

4.2.2 Show the Need/Problem" and "Symbol, Analogy, Exaggerated Graphic/Problem

These two types of television commercials show the need for the product but in two very different ways. Showing the need or problem and then providing the solution is one of the simplest types of ad. A need or a desire is presented that the advertised product can fix. For example, an organic cosmetic company can use this to show how its product can solve the viewer's complexion problem. The commercials that use a symbol, analogy or exaggerated graphic also show a need, but that need is introduced through symbolism or extreme exaggeration. For example, a pizza shop could show how its pizza delivery man will scale a mountain to reach an isolated customer.

4.2.3 "Demo" and "Exemplary" Formats

If we think of almost any detergent television commercial we'll have an example of the Demo format. It presents the before and after image, outlining the product's features and how it will work. A smaller company with a small budget should consider showing a segment of a demo of their product, using real people instead of actors. The Exemplary television commercial focuses more on the after effects. It shows how the consumer has benefited from his use of the product.

For example, a commercial for a retirement plan can focus on happy, stress-free people vacationing somewhere warm.

4.2.4 "Testimonial" and "Parody or Borrowed" Formats

Testimonial ads are widely used in television and in direct mail advertising. In the ad, an actor or a real person will share his positive experience with the viewer. Take advantage of satisfied customers and offer them an incentive to share their experiences in a commercial. The Parody or Borrowed format borrows its central premise from a popular film or TV show. Spots like this spoof reality shows or copy news reports. A small business could spoof a news report, showing a crowd of people outside of a store entrance and talking to a pseudo reporter about an exciting new product or store opening.

4.2.5 "Benefit Causes Story" and the "Symbol, Analogy Exaggerated FX/Benefit"

The Benefit Causes Story format shows how using the product or service will cause something interesting or wonderful to occur. For example, perfume or deodorant television ads often show how using the product could cause members of the opposite sex to lose their inhibitions. A cafe or coffee shop could focus on romantic connections and positive dates. The Exaggerated FX/Benefit format takes the benefit a step further, showing results that the viewer knows are improbable. For example, using a certain type of cologne will not cause mobs of women to chase the user down the street. A designer clothing company could use the format to show men dropping everything to follow a woman wearing the company's newest creation.

4.2.6 "Characters and Celebrity" and "Associated User Imagery"

Television commercials that use characters and celebrity are hoping to cash in on that individual's popularity. By hiring a popular and well-liked entertainer, the company is hoping to woo viewers who'd like to be more like that celebrity. If a well-known celebrity is out of a business's budget, newscasters, leads actors from plays, and other familiar local faces may be a reasonable substitute. Associated User Imagery uses unknown characters or common stereotypes that the advertiser wants associated with the product. For example, a local clothing company may

set the scene for a commercial by having young people on a yacht or out playing basketball. Both of these formats appeal to aspiration viewers who would like to be more like the celebrity or stereotype represented.

From our survey we can see that out of all 10 chosen banks, only six banks including MTB use this mode of marketing. It is mainly done for sharing the information of new products and services of the bank with the customers. However, each bank has their own style of communication through advertisements.

Mostly banks use the “show the need/problem” or “benefit causes story” to express the usefulness of their products. But the way how it is told is different for each bank. Each bank adapts a unique style to get the attention of its customer and leave a specific image of the bank on the customers mind.

MTB follow such a strategy where it shows the problem more realistically. They want to show the usefulness of their product and services in such a way which is very close to life. They rely more on the emotional aspect of human nature. The emotions such as- love, marriage, family get more concentration in the ads. The focus is more on the relationships and dreams of general people, their expectations and lifestyle.

4.3 Newspaper ads

Newspaper ad is a form where the advertisement appears alongside regular editorial content. Display ads are generally used by businesses and corporations towards promotion of their goods and services and are generally for larger budget clients. It can be of any products or services or notice. Banks typically use this segment for their recruitment notice.

Different types of newspaper ad are given below

4.3.1 Classified Ads

Newspaper classified ads are probably the most cost-effective of all newspaper ads. Businesses are usually charged a higher rate than consumers, who typically market their wares or used items in newspapers. Newspapers charge a certain rate per line for classified ads. A standard classified ad may consist of three or four lines of copy at a standard rate. The rate increases with additional lines. Classified ads tend to be more effective if they are run consistently for a certain period of time. Repetitive classified advertising can increase a company's credibility as the consumer will often equate consistency with stability.

4.3.2 Business Card Ad

A business-card ad is a small rectangular newspaper ad that usually has a relatively thick outside border. The ad is about the size of a typical business card or slightly larger. Business card ads usually contain the name of a company, a little about the company's offer and products and a blurb that may differentiate a company from competitors: "Serving the great Cincinnati area since 1969." These ads may be placed near the classified section or in whatever space the newspaper publisher designates for them. They are frequently grouped together.

4.3.3 Coupon Ad

A coupon ad can be highly effective because the consumer can save money on a company's product or service. They are geared toward services or products that people use frequently. Coupon ads can be any size, but publishers usually keep the size fairly uniform throughout the newspaper.

4.3.4 Circulars

Circulars are the glossy inserts that come tucked inside a newspaper. They are frequently printed by a third party and shipped to a newspaper's printing center, where they are inserted into the

paper. Because of their expense, circulars are most commonly used by national chains who can advertise in a variety of markets.

4.3.5 Display Ads

Newspapers usually offer either quarter-page, half-page or full-page display ads. Small display ads may be available, but the size of display ads stays consistent because newspapers usually advertise their rates in their media packets. Display ads are used to build awareness of a particular product or service. They may also inform people where to call or write for more information. Sometimes, full page ads contain order forms, which is considered a direct-response ad.

4.3.6 Spadeas

Spadeas are another type of newspaper ad. A spadea is a separately printed yet shorter sheet of paper that wraps around the left spine of a newspaper. Spadeas are also folded in half with the newspaper and can be easily removed for viewing. Companies can print on one or both sides of a spadea. The primary benefit of a spadea is that it gets the reader's attention because it covers part of the front page. This little annoyance is what helps draw attention to the spadea.

4.3.7 Legal Advertising

Legal advertising generally appears in or near the classified ads. Legal ads contain information that is required by law to be made available to the public. The information is usually of a specific and professional nature. Notices to creditors, name changes and information about public hearings are typical of this type of advertising. Any individual placing legal advertising will generally do so with the advice of an attorney.

From our survey we can see that out of all 10 chosen banks, all of them use this mode of marketing. Because it is the most popular way to reach the target customer. Newspaper advert is more sophisticated and it stays for a long timeline. It helps to create positive relationships with members of the community to build a loyal customer base. As a publisher's reputation grows,

community members begin to trust the company for providing timely and accurate information and often begin to believe that a trusted local publisher won't do business with companies that are untrustworthy.

Mostly banks use the Classified Ads to express the usefulness of their products. Each bank uses this method in different manner through different sensory ways.

In news paper ad, Bank tries to relate the TVC with the newspaper ad. It is a very popular way to advertise in newspaper. All the design, word, models are similar to the TVC, so that the customers can relate the Newspaper ad with the TVC and there is no confusion with the message.

Now, if we compare the trend of newspaper ad of every bank we will get some interesting findings. Banks mostly use some specific newspapers in Bangladesh including Financial Express, Daily Star, Daily Sun and the other popular Bengali newspapers.

From the survey, we see that Basic Bank doesn't really publish newspaper ads, but it has been in discussions in the Daily Sun and Daily Star for the bad loans pile up in aggressive lending.

NCC bank, on the other hand, is very much active in this mode of communication. The recent ad they have published was about a new branch opening in Sylhet. It was published in Daily Sun. However, most of their ads are seen on Financial Express. They use this newspaper to let their stakeholders know about their current situations and ups and downs of the company.

Next comes the Standard Chartered Bank. It is mostly dependent on the online news and its ads are mostly shown on online news websites. BD 24*7 is the main news web they use. However, in terms of news sharing Financial Express is also in their preference list. Here they don't actually use the advertisement section. They are more concerned about sharing the news of their banks with their stakeholders and thus maintain the communication with them.

HSBC uses newspapers very wisely. They use it as a mirror of their company but they only shows what is beneficial for them. They use it to let their customer know about every single new

and innovative step taken by them. For example- Financial Express released their news on celebrating Universal Children's day and organizing Business case competition. So it shows the CSR activities done by HSBC to its customers. But they mostly used the newspaper for their circular of job vacancy. The Daily Star and the Daily Sun are also in their preference list. HSBC also tried to reach the customers regarding any event using the newspapers. For example The Climate Awards 2012, Water Program.

The promotional methods used by Bank AL Falah could not have been more different to HSBC. Any event, any promotion, or any notification sent to the customers is done through their online news portal, seldom newspapers.

DBBL uses newspaper for sharing information with its customers but in terms of ad the circular of job vacancy are mostly given on newspaper. They don't have certain preferences of newspapers but they try to select the popular ones with most coverage.

DBBL rarely publish any ad on the newspapers. It uses websites like bdjobs.com to publish its job vacancies. However, Shahjalal Islami Bank uses newspapers for various ads. Like HSBC, SIBL uses Financial Express, Daily sun as its preferred newspapers. The company profile or information is shared through these newspapers. AB bank recently published some news updates on Financial Express but no ads took place in newspapers other than the job vacancy ads.

Lastly if we compare MTB, with all these banks, we will see that MTB is also using the newspaper very intelligently and tactfully. They rely more on informative ads, for example- sharing the HR vision. It almost publishes all its new achievements or events to communicate with the customers and keep on knocking to customers mind. Unlike other banks MTB used to release news on their business conferences. However, the preference list of newspapers is almost the same as other banks. In terms of ads, MTB is also shown to publish circulation of job vacancies. Actually MTB is using this mode of marketing very effectively. Their newspaper exposure is pretty higher than other local banks, as being the 2nd position holder in the entire Bank Industry.

4.4 Leaflet

There are many types of leaflets, some examples are given below:

4.4.1 Survey leaflets

Survey leaflets are every common type of leaflets that are used for taking any information from customers.

4.4.2 Information leaflets

Information leaflets contain specific information about the service, the terms, and cost of the services.

4.4.3 Promotion leaflets

All the promotional information's are provided in the promotional leaflets that are needed by customers. In promotional leaflets info related to specific services are mentioned only.

Leaflet, is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place or through the mail. In the context of Bank's marketing strategy leaflet are often distributed inside the bank premises. It is very important for a bank to emphasize on the foundation, look and feel, size and distribution system of leaflet as it represents all the services of a specific bank.

In a banks leaflet mainly contains their specific services, the interest rates, maturity time and the conditions.

Among 10 surveyed banks only NCC bank, HSBC, Dutch Bangla Bank doesn't use leaflets.

Basic Bank mostly uses the informational leaflets. Those leaflets contain the new services or the most popular services. SCB, Bank Al Falah and UCBL are using same kind of leaflets but they are using it as a promotional tool as well.

On the other hand, AB bank and Shahajalal Islami Bank are using leaflets in a different manner. They are using to motivate people by using the survey leaflets containing the data of appreciation of each product. It helps to convince their customers regarding the benefits of their products and services and how useful they have proven to be over time. They are also providing informational and promotional leaflets long with the survey ones.

MTB provides leaflets to its customer so that they know the new services and the latest news. Leaflets are sorted beside the service booths in almost every branch. The leaflets contain information in such a way so that customers can easily relate with the TV and newspaper ads. They intentionally make the design of the leaflet as such so that it can leave a permanent image on the mind of the customers and create a unique position. Sometimes the seminars, the conferences and various meetings are also communicated through leaflets. MTB mostly uses informational and promotional leaflets.

4.5 SMS Marketing

Short Message Service (SMS), or text messaging as it is also known, is the most widely used data application on earth. In Western Europe, almost 80 percent of all mobile users actively use SMS on a regular basis. Compared to other marketing channels, mobile marketing is cheap per marketed individual. Its other advantages include being time- and location-specific, instantaneous, discrete and spam-free.

Types of SMS marketing is given below:

4.5.1 Auto Response Campaigns

The Auto Response campaign type is the easiest way for customers to engage with your brand through text messaging. When a customer texts a keyword to this campaign they will instantly receive your defined text messages back on their phone. Offer them discounts, coupons and exclusive offers directly on their phone to encourage high participation.

4.5.2 Scheduled Campaigns

With a Scheduled campaign you set the predefined times your subscribers will receive a message on their mobile phones after opting in to your campaign. Text board allows you to use multiple keywords that are active on other campaigns so you can make sure all your subscribers receive exactly the right message at exactly the right time.

4.5.3 Staggered Campaigns

A staggered campaign is exclusive to Text board. This campaign type allows the organization to target its customers based on when they subscribed. Unlike a scheduled campaign that sends the message at defined dates and times, staggered campaigns will send messages at predetermined intervals after an individual joins the mobile subscriber list. Staggered campaigns are great for tourist locations or for businesses that want to reach customers frequently over a small period of time.

4.5.4 Voting Campaigns

Customers can text in and vote on their favorite items. The bank only needs to specify the voting options which can be changed at any point in the future. Voting results are displayed in real time in the Text board campaign dashboard. Because the subscriber lists are so well-segmented bank can even follow up with just the people who voted for a specific option.

4.5.5 Contest Campaigns

Run a live contest to encourage customer loyalty. One can control frequency of entries, how winners are selected and what messages they get back. Successful entries are saved to the subscriber list that can then be marketed to in the future. Contest campaigns get passed around quickly and can grow rapidly.

However, now a days some new dimensions have been added with the sms marketing like sending sms to the valued subscriber on their birthday, anniversary or any special occasion

including EID, new year and so on. It makes the customers feel that the organization or sms sender is personally related to the person which makes them feel really special and overtime helps them to become more and more loyal.

For banking sector it can be a very good mode of marketing. Almost all the banks are using this strategy now a days. The overview of all 10 surveyed banks is given below.

Among the different banks, only MTB and NCC bank doesn't use this promotional strategy. It is mainly done for sharing the information of new products and services of the bank with the customers.

Most Banks use Scheduled Campaigns and Auto Response Campaigns as SMS Marketing strategy. For SMS marketing a company needs a strong database of potential customers. Often third-party vendor provides the information about them. Each bank adapts a unique style to get the attention of its customer and leave a specific image of the bank on the customers mind.

But three things are to be kept on mind while using SMS Marketing: 1. Give customers the option to STOP, 2. Watch the frequency 3. Less is more. However, in sms banking one thing needs to be kept in mind that the frequency of sms should not be irritating for any customer.

Otherwise it will have a negative impact on the business. UCBL, SCB and HSBC are very much efficient in this sector. They have a very strong database of their customer which they have managed to keep really confidential. Along with the database they possess a very strong IT dept from where the sms transfers can be monitored almost perfectly. All of these three banks are using scheduled campaigns and auto response campaigns. Apart from these two types UCBL is using the greetings sms as a very effective promotional tool. SCB is using the contest campaigns beside its traditional sms. It has noticed to become more popular day by day.

Rests of the banks are using almost all the types of sms marketing. Basic Bank, Shahajalal Islami Bank, AB bank, DBBL are some of these banks.

MTB is also focusing on this area. It has the notification sms service already. MTB is also introducing sms banking. It uses SMS marketing in a mannered way, after every new services launched in the market they try to inform the potential and current customers about the new services.

4.6 Relationship marketing

Marketing tool that is aimed at managing and trusting long term relationships with larger customers are called Relationship Marketing. In relationship marketing, customer profile, buying profiles, and history of contacts are maintained in a sales database, and an account executive is assigned to one or more major customers to fulfill their needs and maintain the relationship.

There are 5 types of Relationship marketing, these are described below:

4.6.1 Basic Marketing

The salesperson sells to the final customers. This is also known as direct sales. In Basic Marketing the Salesperson tries to communicate with the customer so that they can form a better relationship.

4.6.2 Reactive Marketing

The sales person sells the product and encourages the customer to call for any comments or enquiries.

4.6.3 Accountable Marketing

The sales person calls the customers to ensure whether the product is working as per satisfaction and if there is any problem in the product. Furthermore he also asks the customer for any suggestions / feedback to improve the service / product. Thus he is taking responsibility for the sale.

4.6.4 Proactive marketing

The company works continuously with its large customers to help improve performance. This is especially seen in financial companies wherein the movement in the financial market induces the company to make changes regularly. However at the same time, these financial companies have to take care of their customers as well. Thus they take regular feedback from their large customers thereby developing their products accordingly.

4.6.5 Partnership Marketing

The company works continuously with its large customers to improve its performance. An example would include General Electric which has stationed Engineers to its third party service centers to improve overall performance. Thus even in partnerships GE is ensuring optimal relationship development with the parent brand.

Among the 10 surveyed Banks, All of them practices relationship marketing. Because of having a long term benefit of Relationship Marketing Banks emphasize on this marketing strategy.

Retaining customers for the long-term offers many benefits. The aim is for the company to obtain life time custom. Some of the benefits of relationship marketing include:

- Loyal customers will recommend one business to others, thus expanding the business for you.
- Loyal customers are willing to try some of the new products offered by the organization, because they trust it.
- Customers will be willing to pay more for the services/products if there are adjustments in pricing because they are loyal to the company and trust the services/products.
- Loyal customers will help to identify the problems with the products/services enabling to improve them. The ultimate benefit will be an increase sales, market share and dominance.

All the 10 Surveyed banks use this strategy for having the life-time customer base. Relationship marketing helps to understand customers better. As any Bank can segregate their customers into groups based on their characteristics like purchasing power, frequency and volume of sale transactions it is very popular in Bangladesh. It also helps to get valuable feedback from customers and understand their needs and expectations. This subsequently helps in value addition to products and services based on these demands and leads to happier customers as they get involved into the value creation process.

MTB has a division named Relationship Marketing so that they can fulfill their Relationship marketing strategies. Moreover the managers of each branch are responsible for maintaining such relationship with their valued clients. It is one of their job responsibilities.

4.7 Brochure

Brochures are advertising pieces mainly used to introduce a company or organization, and inform about products and/or services to a target audience. Brochures are distributed by mail, handed personally or placed in brochure racks.

There are 5 types of Brochure:

4.7.1 Leave Behinds

This type of brochure is named for the brochures the organization leaves behind after meeting a potential customer. Write this type of brochure with a complete description of the product and its benefits. Summarize the sales pitch to echo the one you just gave. Keep the words forever in their brain - or at least long enough to get them to buy the product.

4.7.2 Point of Sale (POS)

These are best described as the type one might encounter while standing in line at the bank. One notices a rack of brochures and it just so happens they're conveniently located right there for him to enjoy.

For example- one didn't know he could get free checking if he bought a Certificate of Deposit. He takes a brochure. He'll read about it later. Organization needs to write a catchy headline and make sure that it has a nice visual to work with the headline. The goal is to get potential customers to see the brochure, be curious enough to pick it up and, even more important, keep it.

4.7.3 Respond to Inquiries

When people ask about the product, they're obviously interested. Sending this type of brochure is for a qualified buyer. They're qualified because they're much more likely to buy than someone who hasn't contacted before. Since they've already expressed interest, the company needs to write this brochure to take the prospect to the next step: the buying process. Hammer home all of the sales points and pack the brochure with facts to convince them they can't live without the product.

4.7.4 Direct Mail

This is the type of brochure one includes with the direct mail package. The sales letter sells only but a brochure used with direct mail contains photos, the sales points of products and even technical features.

4.7.5 Sales Support Tool

Sales support is very similar to leave-behinds. The difference is this type of brochure can be used as a selling aid. Salesperson uses them to guide them through their sales pitch. They have larger pages, larger photos and larger headlines.

Leave behinds and Point of sale is the most popular among the 10 Banks we have surveyed.

4.8 Souvenir

A souvenir is an object a person acquires for the memories the owner associates with it. The term souvenir brings to mind the mass-produced kitsch that is the main commodity of souvenir and gift shops in many tourist attractions around the world.

But a souvenir can be any object that can be collected or purchased and transported home by the traveler. The object itself has no real significance other than the psychological connection the possessor has with the object as a symbol of past experience.

Types of Souvenir:

4.8.1 Everyday Items

Souvenirs can have a practical use as well. Popular everyday items include coffee mugs, coasters and beer mugs with images of local landmarks on them. If your business is located in cooler climates, you could sell souvenir hoodies or sweatshirts. If you're located in a warm-weather city, you might find success selling souvenir T-shirts, coolers and shorts.

4.8.2 Collectibles

Souvenir collectibles can fall into any number of product categories, including post cards, pendants, teaspoons, and small plates, shot glasses, refrigerator magnets and bumper stickers. These are particularly effective business generators because customers will actively seek them out.

4.8.3 Regional Interest

Souvenirs that reflect your area's culture, lifestyle and geography are usually successful with tourists and other consumers. If you're in a beach area, for instance, you can sell shells, shell jewelry, porcelain figures and garments that feature images of the ocean, turtles or seagulls. Most cities also have their own landmarks and sports teams that can be featured on souvenirs. For

instance, London shops can do well selling double-decker bus models, while Los Angeles shops would have more success with mini Oscars.

4.8.4 Unsouvenirs

"Unsouvenirs" are items that recall a particular place simply because they came from there, not because they have images or slogans on them. These items will be based solely on the region your small business is located. For example, stores in Hawaii might sell regular old lava rocks, while a business in Florida might sell shark teeth. The key to unsouvenirs is to find an item used by locals in your area that might not be used elsewhere. For instance, Travel and Leisure Magazine recommends that tourists buy an onion container from Rome or a woven mat from Sweden. These are objects that are made locally and used locally.

Without NCC Bank all the other 9 Banks use souvenir as their marketing strategy. Bank Al Falah, DBBL and Shahajalal Islami Bank uses key rings and pens mostly as souvenirs. UCBL focuses on the color and logo of the bank along with their brand name and slogan written on the souvenir. So it creates a different value to the bank's souvenir. SCB is also very focused on the color combination so that a different image of SCB can be visualized from the souvenir.

MTB provides everyday used items like pen, writing pad as souvenir to customers so that they remember the Bank's name each time use the souvenir. It also includes calendar, diary, mugs, lather products (moneybag/cardholder/cheque book holder) and so on. Calendar and diary are given yearly. These are also given to the employees and their family so that they can distribute them among their friends and relatives and the bank gets a better exposure.

4.9 Corporate Social responsibility

The concept of Corporate Social Responsibility (CSR) was considered in the early part of the 20th century but it received enormous impetus in the early 1950s. Primarily CSR starts with the consideration of social implications by anybody corporate which is ultimately reflected through its initiatives towards betterment of the disadvantaged peoples of a society. As a stakeholder of the society, the Bank is keen to augment CSR activities gradually in the days to come. As such in

broadly defining, CSR refers to the voluntary role of business towards building a better society and cleaner environment beyond its financial commitments and regulatory obligations. Considering importance of CSR, Bangladesh Bank since June 2008 officially started encouraging towards mainstreaming CSR in banks and financial institutions of Bangladesh.

CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders. Corporate social responsibility is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms.

There are four types of CSR activities practiced by organizations.

4.9.1 Economic Responsibilities

A company's first responsibility is its economic responsibility -- that is to say, a company needs to be primarily concerned with turning a profit. This is for the simple fact that if a company does not make money, it won't last, employees will lose jobs and the company won't even be able to think about taking care of its social responsibilities. Before a company thinks about being a good corporate citizen, it first needs to make sure that it can be profitable.

4.9.2 Legal Responsibilities

A company's legal responsibilities are the requirements that are placed on it by the law. Next to ensuring that company is profitable, ensuring that it obeys all laws is the most important responsibility, according to the theory of corporate social responsibility. Legal responsibilities can range from securities regulations to labor law, environmental law and even criminal law.

4.9.3 Ethical Responsibilities

Economic and legal responsibilities are the two big obligations of a company. After a company has met these basic requirements, a company can concern itself with ethical responsibilities. Ethical responsibilities are responsibilities that a company puts on itself because its owners believe it's the right thing to do -- not because they have an obligation to do so. Ethical responsibilities could include being environmentally friendly, paying fair wages or refusing to do business with oppressive countries, for example.

4.9.4 Philanthropic Responsibilities

If a company is able to meet all of its other responsibilities, it can begin meeting philanthropic responsibilities. Philanthropic responsibilities are responsibilities that go above and beyond what is simply required or what the company believes is right. They involve making an effort to benefit society-for example, by donating services to community organizations, engaging in projects to aid the environment or donating money to charitable causes.

Every bank does its CSR activity as banks use it a very effective promotional tool and it has also proven to be a very effective mode of marketing because it can easily capture a wide range of customer at a time.

If we compare the banks we will see that every bank does the CSR activity mostly on the health sector and the education is the immediate choice. MTB has always focused on eyes mostly. It has always contributed to different eye hospitals but it was not the only focus for sure. On the other hand, AB bank has contributed for the Mosabbir Cancer Centre.

On the other hand, Basic bank is one step ahead from every other bank. They have done CSR in various fields including entrepreneurship, health management, education, disaster relief, sports and cultural activities, environment, women empowerment and so on. They have followed a number of variations and even received some prestigious awards for it. It shows that how many sectors the other banks have left untouched.

The CSR activities of UCBL cover education, health, environment, humanity and so on. NCC bank on the other hand is more focused on rural developments. They work almost in the same sectors as UCBL but the focus area is rural people. They have another addition of providing the poor people with necessary trainings.

Shahjalal Islami Bank is more focused on the Islamic side of any activity but they have their CSR activities in education, health and rural development. DBBL serves in the similar sectors but it has record of donating the largest amount of money to any hospital in Bangladesh.

Some of the CSR that MTB has done are shown below:

Education Support Program

Believing education as a tool for social change, MTB Foundation is proud to have another year of success of its Education Support Program. It is a long term, renewable scholarship program for underprivileged but meritorious students from across the country. In 2009 reporting year, 198 underprivileged but meritorious students, the highest in one year since its inception, have been included to provide with financial support in the form of monthly stipends for the persuasion of their graduation/post-graduation level studies in the country's public sector universities and colleges. With the inclusion of these students, the total number of poor but meritorious students who are the recipients of MTB Foundation stipends stood at 490.

Work with handicapped people

Investment in eradicating and preventing different disabilities such as drug addicts, blindness etc; setting up vocational training centers; undertake mass awareness raising campaigns etc.

Health care

Support setting up state-of-the-art Health Support to the people in remote areas such as Char Patila and Char Kukri Miukri in Bhola; more preventive activities; infant, child feeding and breastfeeding; support to facilities providing treatment and care of non-communicable disease

such as heart, and diabetes; activities related to prevention of maternal mortality and morbidities etc.

Environment

Activities related to the prevention of environment degradation and promotion of environment; support people living in the coastal and ‘char’ areas; carbon trading etc. Another important undertaking by the bank also merits mentioning, which involves financing of a geo-textiles manufacturing project. Geo-textiles products are being used in ample quantity in construction of bridge and approach road, and building protection for riverbank, coastal, and embankment. Bangladesh being a riverine country is always in need of geo-textiles products, and implementation of such an import-substitute product manufacturing facility would definitely help the country to save drainage of foreign exchanges.

Support to martyrs family

The loss of lives in the BDR carnage shocked the entire nation. MTB came forward to support the Martyr families and donated Tk 2.5 million to Prime Minister’s Relief Fund. MTB also took responsibility to support two such families @ 4.8 million per year for ten years starting from 2009.

4.10 Sponsorship

To sponsor something is to support an event, activity, person, or organization financially or through the provision of products or services. A sponsor is the individual or group that provides the support, similar to a benefactor.

Sponsorship can be of several types. It mainly depends on the organisation that what type of sponsorship they will go for. Some types of sponsorships are given below:

4.10.1 Event Sponsorship

Event sponsors receive an impressive set of perks that no other presenters or exhibitor receives. While some sponsors are not involved in the event

4.10.2 Title Sponsorship

The difference between event sponsors and title sponsors is a matter of scope and flexibility. Event sponsors receive high profile opportunities on the day of the event, but title sponsors are involved often from the very beginning of the marketing campaign.

Event sponsors are entitled to participate in sponsorship activities related to the event day itself, including hosting almost any aspect of the event itself. Title sponsors have access to our attendees before the event and can actually piggy-back on our extensive enrollment marketing campaign.

Most importantly, whereas event sponsorship is limited only by space available, title sponsors enjoy some industry exclusivity in their positions. We endeavor to place title sponsors in different categories, avoiding, where possible, direct competition in the primary business focus of two title sponsors.

4.10.3 Strategic Location

At most events, the event manager decides where individual presenters and exhibitors are placed. Sometimes, if the exhibits are around the edge of one room, we simply allow exhibitors to select a spot as they arrive. Where possible and practical, we will work with title sponsors to insure priority placement, a good corner, near the entrance, etc. As far as meeting rooms go, we allocate them based upon anticipated traffic patterns. Larger rooms are for labs and higher attended briefings. However, once a sponsor is placed into a room category, we insure that they get a strategic room placement near the center of the action.

4.10.4 Media Sponsorship

Media sponsors play the role of independent voice at our events. At this point, the term “media” may be a misnomer, because Connect has already involved several different non-media organizations in this role at past events.

The following is a list of likely players:

- Local Daily Newspaper
- Regional Business Journal
- Technology Magazines
- National Business or Technology Publications
- Technology e-Zine
- Technology Radio or TV programs
- Public or Private Universities & Colleges
- Government Technology Offices (ECRC)
- Government Business Organizations (SBA)
- Technology Industry Association

4.11 SWOT analysis



SWOT analysis is one of the cornerstone analytic tools to develop a preferred future. It is one of the time tested tools that have the capacity to enable an organization to understand itself, to respond effectively to changes in the environment. The purpose of the SWOT analysis is to

provide information that is helpful in matching the firm's resources and capabilities to the competitive environment in which it operates. Effective and efficient planning process for Human Resource Management requires the perfect and specific information from the internal and external environment. The benefits of a SWOT analysis are that it provides learning and knowledge vital to the organization's survival and prosperity. So SWOT is very important part for any company to be successful in the long run. Thus, the assessment of strengths, weakness, as well as opportunities, and threats become an essential task for management.

For moving forward a bank needs to identify its weakness, strengths and areas to improve so that proper measures can be taken. There are many ways of doing this analysis. From a strategic perspective the SWOT analysis of MTB is given below:

4.11.1 Strength

- The reputation and goodwill of the bank is working as the strongest strength.
- Image of the bank is also working here as people think of MTB as a trustworthy organization and they prefer it over other banks.
- MTB is very well known bank and is in operation for over 18 years of time. So it requires less effort for marketing.
- It has a clear vision of working with a combination of trust, integrity and ethics.
- MTB has a user friendly website where people can get information about each and every product.
- MTB has a diversified product line.
- MTB has a very strong customer base and higher level of customer retention.
- Risk management of the bank is approved, monitored and mitigated at various stages of the bank with a combination of board, its committees, management committees, and internet control and management units.
- MTB has always managed to maintain a very good relationship with its customers in a one to one basis. It has always dealt person to person so that no intermediary or confusion can take place.
- MTB covers a huge area of sponsorships in rural and urban area that helps it to attract even more customers.

- A very large market of SME has been captured.
- MTB has a trend of sending gifts to their highly valued clients in various occasions to ensure the closeness the bank shares with them.
- Focuses on rural areas also, so rural people are also familiar with the bank.

4.11.2 Weakness

- In the marketing process of MTB some fields of marketing are totally untouched. For example they don't go for sms marketing up to the mark. So the bank is missing a number of customers by avoiding this side.
- MTB is still so much dependent on paper works, online communication or transaction has not developed to the expected level yet.
- Not having a strong database of its valued customers.
- Not having a strong IT network that can maintain a huge customer database and their daily transactions along with the basic data.
- The programs and events arranged by MTB is not enough to build a community of their clients.
- Sales target of individual employees is missing in MTB It creates a drawback as individual target makes the employee crave about meeting the target and motivate them towards aggressive marketing.
- The task of marketing and sales is not divided between the sales force and the marketing dept.
- MTB doesn't really have any marketing strategy which is tough to imitate by the rests of the banks.

4.11.3 Opportunity

- MTB can go for Micro credit. It will be beneficial as in our day to day operation we come across a lot of such customers who can be really benefited by this service and it can work as a marketing tool for the bank as well.

- Bank can use their branches for local marketing. Local branches can cover most local people if they follow.
- Online transaction should be developed more.
- MTB can merge with various organisations such as- NGOs to develop people's knowledge about banking.
- MTB can go for contest campaign, voting campaigns, staggered campaigns to motivate more people and thus increase the customer base via sms marketing.
- MTB can arrange such events that help to involve customers even more.
- Such as arranging concerts or free movie show for valued clients.
- Customer community can be built by MTB.
- MTB can introduce an Islamic section or branch so that clients who are more concerned about Islamic views also gets the desired service from the bank.
- If both the dept of sales force and marketing works simultaneously it would be easier to come up with new ideas and combine both the efforts to come up with some new outcomes.
- MTB can bring more variations in their newspaper ad by using spadeas or coupon ads.
- MTB can create a new dimension of banking by combining it with the coupon system. It may not be of any financial advantage. It can be of preference setting on getting the service basis also. The coupon holders may get the service quicker.

4.11.4 Threat

- All the upcoming new banks are considered to be a threat for MTB
- Bank as they can easily come up with new ideas which can prove to be hard to follow or copy by MTB. So the bank has a chance to lag behind in terms of service and products.
- The mind-blowing variations of CSR activities done by other banks needed to be considered as if not considered properly there is a chance of MTB to lag behind.
- Receiving awards and getting the limelight of media and general people of EBL, The City bank can be a very big threat to MTB It can silently drive the customers away from the bank.

- Via corporate marketing other banks can make a huge customer base of corporate people, so the huge segment can be in treble.
- Now days we can see a boom of people who are very concerned about the Islamic point of view in every sector. Thus as typical banking doesn't really follow the Islamic rule MTB can lose a huge amount of clients.
- Sometimes banks don't have any control over the news published on the newspaper. So it can work to hamper the banks image in the eye of customers.

Chapter 5

5.1 Industry Investigation & analysis

It is extremely crucial to analyze the competitive forces in the industry environment to identify opportunities and threats. Michael E. Porter's well-known framework, known as the five forces model helps with this sort of analysis. The model focuses on five forces that shape competition within an industry. The stronger the five forces, the more limited is the ability of established companies to raise prices and earn greater profits. Therefore, we can conclude that a strong competitive force can be considered as a threat because it depresses profit, whereas, a weak competitive force can be viewed as an opportunity as it facilitates the companies to earn higher profit. The situation of the industry changes overtime. The influence of the five forces in the banking industry is discussed below:

- Competitive pressures coming from the attempts of companies outside the industry.
- Competitive pressures stemming from the suppliers' bargaining power.
- Competitive pressures approaching from the buyers' bargaining power.
- Competitive pressures impending from the threat of entry of new rivals in the market.

Threat of potential entrants – Potential competitors are companies that are not currently competing in an industry but have the capability to get into the industry. The banking sector of Bangladesh seriously faces the threat of new entrants. However the threat comes from two directions. The first threat comes with the arrival of the multinational banks and their branch expansion particularly due to the booming energy sector. Secondly, the continuous entries of local banks with lower cost structure also possess a severe threat to this industry.

Government policies for banking industry are not so strong in this country. We do not have strong rules and regulations from Bangladesh Bank for regulating the private banking sectors. If government does not regulate the banking sector strongly than lots of new banks will come and will make the competition more intense.

Rivalry among established companies - In the banking sector, the market size is measured in terms of total deposits and total advances. Banking industry in Bangladesh is highly fragmented with categories like: Standardized Commercial Banks (NCBs), Development Financial

Institutions (DFI) or Specialized Banks (SBs), Private Commercial Banks (PCBs) and Foreign Commercial Banks (FCBs). The banking sector is at the growth phase as different types of businesses are mushrooming all over the places in Bangladesh, the need for banks has emerged, resulting in lots of banks operating in the market making the present situation quite intense. There are more than 50 commercial banks in the market, which are constantly fighting for the share in the market and possessing a severe threat among the banks in the banking sector of Bangladesh.

Threat of substitutes - There are substitute financial institutions that do many of the activities and transactions of a bank in the leasing field but these financial and leasing institutions are too small in size. These institutions can shrink the profit margin of commercial banks. Industrial Leasing and Development Company Ltd. (IDLC), Industrial Promotion and Development Corporation (IPDC), United Leasing Company are the key players. They provide industrial leasing to many companies in the country. Vanik Bangladesh Ltd., a merchant bank, provides investment counseling and credit services among its other financial activities. But some of the operations of the banks like exporting/importing have no substitutes.

In banking industry substitute products are very easy to find. We need to consider all types of substitute products for the banks. Different private and standardized banks are offering similar products, which are close substitutes. On the other hand some non-bank banks like insurance companies and leasing companies are also competing indirectly with the commercial bank's product.

All the products of the commercial banks perform the similar functions. Taking the money from the depositor and sanctioning loan to investors are the main functions. They all do it in a same manner. MTB is not different from them. Since functional similarity is high in banking industry so competition is also high because customer can switch at any time they want.

Product offered in banking industry is very identical. All the banks offer virtually the same products with same characteristics. Only few large multinational banks of our country are offering some differentiated products but the ratio is very low. MTB. offers products that are highly identical with other banks products. So, we can say that product identity is high in

banking industry which means competition is also high. Moreover the various consumer credit schemes offered by various local banks with lower interest rates and cost also poses a strong threat on the MTB personal banking products. So these are some of the threats posed by substitute products in the market place.

Bargaining supremacy of the buyers - Bargaining power of the buyer can be viewed as a competitive threat when they are in a position to demand lower prices from the company or when they are in a position to demand better service that can increase operating costs. On the other hand, when buyers are weak, a company can raise its prices and earn greater profits. For the banking industry buyer means customers who take loan from the banks and enjoy other services of the banks.

Switching cost is very low in the banking industry. Every bank is giving the similar types of loan at similar interest rate. So, an individual who wants to take loan from banks can switch easily to other banks if he or she does not like the terms and conditions. Customers of MTB are switching to other banks because of low interest rate and lots of other reasons. Lower switching cost makes the industry more competitive.

In banking industry, there is always a chance for threat of backward integrations. Big multi companies or corporations can give threats to the commercial banks that they will arrange their funds by forming another bank where the cost of fund is low compare to other banks. For this reason, giant customers of this industry always possess more power than their banks.

Creditors are considered to be the buyers of the banks. There are thousands of creditors from all walks of life. Mainly businessmen are the major buyer of bank's credit. Big amount creditors have strong powers in determining interest rate of their credit amounts. Banks distinguish their prime customers from others by setting a prime interest rate for them.

Bargaining influence of the suppliers - Bargaining power of suppliers can be viewed as a threat when they are able to force up the price that a company must pay for its inputs or reduce the quality of the inputs they supply, thereby depressing the company's profitability. On the other hand, if suppliers are weak, this gives the company the opportunity to force down prices and

demand higher input quality. For the bank the main supplier of fund is depositor. Bank also gets its funds from the directors. Bargaining power of the fund suppliers is low in banking industry because there are lots of individual savings in the economy but banks do not have opportunities for investment.

Sometimes suppliers of funds can give threat to the bank as well. Corporations or big multinational companies can give threat to the private banks that they will form another bank for depositing their money. They will not supply any fund to other banks. We all know that bank makes money by investing others money. So, this can lead to a higher competition in the procurement of fund.

Depositors are considered to be the suppliers of the banks. There are thousands of depositors from all walks of life. There are businessmen, service holders, farmers, students and people from virtually any other profession who are depositors of the banks. Big amount depositors have strong powers in determining interest rate of their deposits.

5.2 Strategic Issues Faced by MTB

One of the main strategic issues of MTB. is to capture majority of market share. Currently there are more than 50 banks in the country. Hence, MTB needs to strengthen its footprint by increasing the market share. MTB is also facing intense competition in the market as there are so many foreign and local banks in our country.

Increasing the sales is also a major issue of MTB. Without increasing the sales, the bank cannot generate money and cannot survive in the market. Product and service feasibility is also a major issue of MTB. Different banks provides different products and services to the customers which are highly potential. For this reason MTB. also needs to provide products that are highly potential and feasible.

5.3 Operational Issues Faced by MTB

As the customers need to be pursued to purchase the products and services of MTB, the officers of bank who are responsible for this function need to make the customers loyal to MTB. High level of customer service is a critical issue for customers. So, MTB has to set a very high level of customer service.

Providing different promotional offers that provide benefit to both organization and customers are very critical for MTB. Different banks are taking various promotional activities that may take away some customers from MTB. So it is important for MTB to build strong relationship with media, government and general people through public relations. MTB also has to undertake marketing research to explore its market and to improve its products, services and performance.

5.4 Legal Issues Faced by MTB

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5.5 Upcoming Trends

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Chapter 6

6.1 Findings

MTB is a very well established bank which is running its operation very efficiently for the last 18 years and it is successful so far to keep the position.

However, MTB is yet to start using new marketing strategies as we have seen from the analysis that many of the segments are left untouched. As marketing strategies adopted by MTB is also being followed by other Bank, MTB should emphasize more on reshaping their existing marketing strategies. E.g. MTB should design their TVC's so that they can capture the market of students like UCB, for new marketing strategies, its needed to design new offers for the target market like Banks having a progressive growth; UCB has already adopted such initiatives to capture this market. On the viewpoint of TVC, a good and influential TVC is best way to capture the market share for Banks, it can be influential if the TVC has emotions and clearly indicates that the bank actually care to solve those sort of issues. For Newspaper Advertisement it should have the similar message offered by the TVC, When MTB launched internet banking app, their TVC and Newspaper Advertisement both created a huge promotional benefits.

6.2 Recommendations

According to SWOT analysis I recommendations for MTB is to make some changes e.g. to go for micro credit loan, as it can create a new customer base and that may also work as a new marketing tool. As MTB lacing behind in IS, services related to IS e.g. online communication or transaction, maintaining the huge customer database, strong ATM network are also dreadful. MTB should be emphasizing on these issues to be in the competition or else Dutch Bangla Bank Ltd. is growing because they are adapting these fairly.

As MTB is the 2nd position in the most progressive banks of Bangladesh after Islami Bank Bangladesh Ltd, they should be more careful before doing any experiments in their services, they should rely on Marketers to design new package of services or to design a new promotional tool.

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