The Impact of Digital and Automated Banking Systems on Financial Profitability– A case study from Prime Bank PLC

By

Ummay Maymoona Binte Noor

20104135

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

Bachelor of Business Administration
BRAC University
September 2025

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

Student's Full Name :

Ummay Maymoona Binte Noor

20104135

BRAC Business School BRAC University

Supervisor's Full Name :

Md. Hasan Maksud Chowdhury

Assistant Professor

Brac Business School , BRAC University

Letter of Transmittal

Md. Hasan Maksud Chowdhury

Assistant Professor

Brac Business School

BRAC University

Subject: Submission of internship Report on “Impact of Digitalization and Automation on Financial Inclusion and Profitability: A Case study on Prime Bank PLC.”

Dear Sir,

I am honored for the opportunity to submit this internship report complying with all the requirements of the Bachelor of Business Administration degree at BRAC Business School, BRAC University. I am also grateful for the opportunity to complete my 3 month internship program in general banking operations at Prime Bank PLC. I tried to complete my report by getting the most effective data from credible sources, and I strongly believe that the report will meet all the requirements.

Sincerely ,

Ummay Maymoona Binte Noor

20104135

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made to testify that this report does not contain any confidential or sensitive information from the organization and entered into an agreement between Prime Bank PLC and the undersigned student at BRAC University, Ummay Maymoona Binte Noor.

Ummay Maymoona Binte Noor

ID: 20104135

BRAC Business School

BRAC University

Acknowledgement

Acknowledging the blessings and support that have paved the way for the completion of this report fills my heart with gratitude.

To begin with, we express our gratitude and admiration to Allah, the Most Gracious and Merciful, for His guidance and blessings that have enabled the success of this project. Without His help, this work would never have happened.

I am very grateful to my family, especially my parents, for always being there for me with their love, support, and encouragement. Their support and trust in me have always made me stronger on this journey. I am thankful for my siblings, who have been kind and patient. They make my life better and bring a much-needed balance.

I'd like to express my heartfelt gratitude to my teachers for their invaluable guidance, constructive criticism, and continuous encouragement. Their knowledge and hard work have been very important in my studies and growth. I am really thankful to my supervisor sir also my co-supervisor for being patient with me and helping me in every step.

Finally, I recognize the hard work I put into finishing this report. The trip has been tough, but it has been a good experience, and I am happy with what I have done.

Executive Summary

I did my internship at Prime Bank Plc because I always wanted to work with banking services. During this 3-month journey, PBL has given me the opportunity to meet with the banking sector directly & indirectly.

I have been employed in the general banking operations department. My primary responsibility was customer service. However, I did handle some major changing operations over there. My primary responsibility involved working on different banking tasks, like helping customers, managing accounts, and processing transactions. This internship helped me to learn basic banking ideas and services while improving my communication, problem-solving, and attention to detail skills. However, I was also involved in tasks related to data management. Overall, my journey was overwhelming, and I learned so many things from my internship. Therefore, I have made several recommendations for PBL to enhance the experience of interns.

To explain more, I looked into how PBL is organized. In my research, I found out that PBL focuses on making their workplace more diverse which includes their workers in important choices. But their marketing plan seems to be very stable. They use all online platforms for their advertising. If I had to say something about them, Financial performance shows good growth. They slowed down in 2022. They left for a while, but they returned in 2023. PBL's main strength is that they are creative and come up with new ideas. concentrated on all parts.

This report highlighted that the bank started using digital technology and automation from 2021. In 2023, it made more money and helped more people get financial services especially in countryside places ,The report now shows a clear positive results explaining how new technology affects how much money banks make, going into detail. money-related performance measures, earnings from digital investments, and the overall spread of online banking services.

This internship let me use what I've learned in books, in real-life situations. Experience The biggest advantage was experiencing a workplace culture that will help me in the future. I am very grateful for my part in banking because it has helped me creating with useful skills.

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Chapter 1

Overview of Internship

Prime Bank Limited

1.1 Student Information:

Student Name: Ummay Maymoona Binte Noor

ID: 20104135

Program: Bachelor of Business Administration

Major: HR & Marketing

1.2 Internship Information

1.2.1 Company Information

Company Name: Prime Bank PLC Asadgate Branch

Department: General Banking Division

Address: Family World Tower, 2/6, Sir Syed Rd, Dhaka 1207.

1.2.2 Internship Company Supervisor's Information: Name and Position

Name: Salma Arefin

Designation: Assistant Director Asadgate Branch

Email: sa040103@primebank.com.bd

1.2.3 Job Scope – Job Description/Duties/Responsibilities

I have worked in the general banking division, and I have experience working with several departments as well. For data collection, I have worked with loan department and other departments too. Other than that, I am expected to perform daily tasks. There is the list of work that I was assigned to do:

Job Responsibilities:

Customer Service:

- Helping customers with simple banking tasks is a basic job in the banking department. This means helping customers with daily money tasks like putting money in their accounts, taking money out, and checking how much money they have. Interns make sure that these transactions are done correctly and quickly, following the bank's rules. For deposits, this means checking the account information and counting the money or checks given. When you take out money, we check your ID and information to keep your money safe. For checking account balances, interns can either give the information directly or help customers find it using ATMs or mobile banking apps. This job needs careful

attention to detail, good communication skills, and a focus on helping customers to make sure banking runs smoothly.

- A big part of the general banking department's job is to help customers with questions about bank products and services. This helps make customers happy and builds their trust in the bank. This means giving clear and correct details about different products, like savings accounts, fixed deposits, loans, credit cards, and online banking services. Interns or staff need to pay close attention to what customers ask, understand what they need, and suggest products or services that can help them reach their financial goals. This task involves explaining interest rates, describing account features, and helping customers use online banking. It needs good communication skills, knowledge about the products, and patience. When the bank answers customers' questions well, it builds better relationships and makes customers want to stay loyal.
- Giving information about bank rules and procedures means teaching customers about the guidelines that banks follow. This helps make everything clear and ensures that the bank is following the law. When customers have questions, it's important to explain things clearly and simply so they understand why we have certain rules. This job needs you to know the bank's rules, be good at talking to people, and focus on helping customers.

Administrative Tasks:

- Keeping customer records means arranging and updating information about customers to make sure it is correct and follows the rules. This involves taking care of papers for opening accounts, making transactions, and verifying identities, as well as keeping them safe and getting them back when necessary. Keeping good records helps banks run smoothly, makes audits easier, and ensures the bank follows legal rules like knowing their customers (KYC) and preventing money laundering (AML). Paying close attention to details and keeping things private are very important to do this job well.
- Handling paperwork, like loan applications and account opening forms, means checking and confirming that the documents submitted by customers are correct and complete. This job involves checking IDs, making sure rules are followed, like Know Your Customer (KYC), and typing information into the bank's computer system. Interns or staff can help with organizing, sorting, and sending paperwork to the right departments for more work. Paying close attention to details and working quickly are important to make sure that all documents follow the bank's rules and help the customer get approved easily.
- Helping with branch operations means supporting the team to make sure the branch is prepared for the day and safely closed at the end. This could involve tasks like getting workspaces ready, making sure cash registers and systems are working, checking there is enough cash, and arranging important documents. During closing, we check the transactions, make sure the cash is safe, turn off systems, and confirm that all records are updated and secure. These tasks need careful attention, being on time, and following security rules to keep things running well and safely.

Learning and Development:

- Watching and learning from experienced bankers helps interns understand the banking world better. They get to see how the pros manage complicated jobs, make choices, and talk to customers. This hands-on learning method helps interns grasp the details of how banking works, ways to help customers, and what rules they need to follow. By following and learning from experienced workers, interns can gain important skills, get better at solving problems, and create a solid base for a successful career in finance.
- Conducting research on banking topics involves gathering and analyzing information to support the bank's operations, decision-making, or customer services. This may include studying market trends, regulatory updates, or customer behavior to identify opportunities for new products or process improvements. Interns may also explore topics like financial technology advancements, risk management strategies, or competitive analysis to provide insights that help the bank stay ahead in the industry. This task enhances analytical skills and deepens understanding of the banking sector's evolving landscape.

Specific Skills and Qualities:

- Excellent communication and interpersonal skills are essential for effectively interacting with customers and colleagues in the banking sector. These skills enable clear, professional, and empathetic exchanges, ensuring customers feel valued and understood while resolving their inquiries or issues efficiently. Strong communication aids in explaining complex banking products and procedures in a simple manner, while interpersonal skills foster trust and rapport, enhancing customer satisfaction and loyalty. Together, they are critical for delivering high-quality service and building lasting relationships in a customer-centric environment.
- Understanding banking rules and processes is important to make sure we follow the law and the banks' own standards while providing banking services. This means knowing about rules like Know Your Customer (KYC), anti-money laundering (AML) laws, and data protection rules. It also involves understanding how the bank handles transactions, manages accounts, and provides customer support. This knowledge helps staff do their jobs correctly, lower risks, and keep the bank trustworthy. It helps make sure customers get good support, which builds trust and follows ethical standards in money dealings.
- Being able to work on your own and in a group is very important in banking, where jobs often need both independence and teamwork. Working independently means showing initiative, managing your time well, and finishing your tasks on your own with little help, showing that you are responsible and trustworthy. On the other hand, working together as a team is important for organizing tasks with coworkers, sharing information, and helping customers quickly. Having both skills helps people work better and creates a friendly workplace, which helps the bank do well overall.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

A business student can be a big help to a bank as an intern by offering new ideas and useful skills in different areas. They can help with studying the market and looking at competitors, which helps the bank find new chances and enhance its current plans. They know about money matters, which helps them with things like analyzing data, preparing reports, and doing simple financial modeling. Additionally, knowing how businesses work and how to help customers can be useful in making things run more smoothly, enhancing customer experiences, and supporting marketing efforts. Business interns can help out in real situations while using what they learned in school, and this also helps them gain hands-on experience in the banking field.

As the intern in Business process reengineering department, some of my important contributions to the bank are given below:

As an intern in a bank I helped by assisting with daily banking tasks and bringing new ideas and energy to the team. My desire to learn can make things easier with account management, paperwork, and helping customers. By helping customers with their questions and transactions, I made services faster and better for them. The ability to pay attention to details and stay organized can help keep accurate records, follow rules, and assist with audits. Also, my understanding of new technology and online tools can help promote and explain the bank's digital services, making it easier for customers to use online platforms. Working together with your coworkers helps create a good team atmosphere and allowed me to handle tasks that give senior staff more time to focus on their more complicated work. In the end, an active attitude and new ideas can help the bank and give useful experience and knowledge about the industry.

1.3.2 Benefits to the student:

An internship in the banking sector gives students many chances to learn by connecting what they study in school with real-world experience. Interns learn important things about how a bank works every day. They see how to help customers, handle transactions, manage loans, and plan investments. They learn about different money products and services, how to manage risks, and the rules they need to follow. RephraseInternships give you the opportunity to build important skills like talking with others, working in a team, solving problems, and managing your time, all in a real job setting. This experience helps them learn more about the banking industry, make professional connections, and figure out their career goals. SurePlease provide the text you want me to rewrite in simple words.

It's been a wonderful experience for me to work at Prime Bank PLC. However, throughout my internship journey, what I have gained that can be added to my career later is:

- **Gaining Practical Experience:** Internships help students use what they learn in class in real-life situations. This hands-on experience helps you understand better and supports what you learn in school. Internships give students a chance to see how a certain industry or company works. This helps them learn about job options and what is happening in that field. Internships help you build important work skills like talking to others, working in groups, solving problems, managing your time, and thinking carefully.

- **Career Exploration and Decision-Making:** Internships allow students to try out different jobs and find out what they enjoy and care about. This personal experience can help you understand or

change your career goals, allowing you to make better choices. Internships help students meet and connect with professionals in their field. This allows them to make friends and learn more about how to move ahead in their careers. Internships can show students jobs they might not have thought about before, helping them learn more about different career options and making it easier for them to find jobs in the future.

- **Building a Strong Resume and Increasing Employability:** Internships give practical proof of real work experience, making resumes stronger and more appealing to employers. The skills you learn during an internship, like talking to others, working in a team, and using tools, are very important to employers and can help you get better job opportunities. Internships can help students stand out when looking for jobs because employers usually prefer candidates who have related work experience.
- **Personal Growth and Development:** Internships help build self-confidence by giving people chances to face challenges, learn from their mistakes, and reach their career goals. Internships help students learn how to act professionally. They show students the value of being on time, working hard, and behaving properly at work. Internships help people make professional connections, which can be really important for getting ahead in their careers and meeting new people in their field.

In summary, internships are very helpful for students. They give real job experience, help build skills, allow students to explore different careers, and make them more competitive when looking for jobs. By getting involved in internships, students can improve their education, learn important things, and build a good start for their future job.

1.3.3 Problems/Difficulties (faced during the internship period):

I am really thankful for the chance to be an intern at the bank. I've always wanted to have a job in a A bank or any money-related organization. But until now, my journey has been Easy and without major issues. Since I work at the branch, most of my My coworkers are older or have more experience. Maybe you can help me quickly whenever I need it. On the other hand, during my internship, I encountered a few small issues. The challenges I have encountered are as follows:

- There are important rules about security that are causing me problems. The bank does not allow sharing any private documents or files with anyone any unknown Gmail account so I had to deal with some issues for this protocol. To obtain the file, I have to deal with those limitations.
- At the office, there isn't a perfect desk for interns. Every other day I had to sit here and there. Once there is an empty space I had to sit there and my everyday works. It was an issue for me because I had to go here and there for work purpose. For the whole day it’s very tiring to go and there for work.
- Interns do not have specific ID cards. Sometimes when I don't have my ID card, which makes me have difficulty getting into the office. Also every time I have to scan any documents I had to ask for someone else’s ID card to do things , that’s a big problem for me.

These are some minor issues that I have faced during my internship.

1.3.4 Recommendations (to the company on future internships):

Prime Bank PLC has a great place to work. The office has many services for all the workers. But after working for the last four months, I have had a good experience. I suggest Prime Bank PLC for an easier and more enjoyable experience. Though there are some recommondations and those will be:

- To keep the security system in check, they can arrange a perfect setup for interns. They can function effectively without any technological restrictions.
- To overcome the identity issue, they can arrange dedicated ID cards for the interns. The first obstacle I encounter is the entry system.
- After receiving the placement, I found myself lost for a day due to the lack of proper instructions. So, I think if they can send a proper office code and instructions for interns, it will be more convenient. They can attach an HR agreement to the placement later.

Chapter 2:

Organization Part

2.1 Introduction

2.1.1 Objective

Prime Bank Ltd. is a fast growing private bank in Bangladesh. This Bank is already at the top slot in teams of financial stability, quality of the services offered to the customers, and its dynamic banking operations. Prime Bank Ltd has been operating in the banking industry since 1995 and belongs to the second generation of private banks to be incorporated since the independence of Bangladesh.

Prime Bank Ltd. has already made significant progress within a very short period of its existence. The bank has already occupied an enviable position among its competitors after achieving success in all area of business operation. The bank offers all kind of Commercial corporate and Personal banking service covering all segment of society within the framework of Banking Company Act, rules and regulation laid down by our central bank

The main goal is to see how PBL is changing the banking industry , What are the keys , How can we become the top leader in time. We all know that PBL is important and helps the economy to grow. In this part of the organization, the main goal are to learn how PBL runs its operations and more importantly to create a strong online system for its digital banking services. PBL has used different ways to successfully compete against its rivals in the market. PBL's main goal is to find the tasks that need to be done and to follow the rules needed to keep everything in good shape.

There are also several secondary objectives to consider:

1. Look at how the organization is set up and how it makes decisions about leadership.

2. Examine our sales methods and the items we offer.

3. Explore PBL's financial status and the methods it uses to track its monetary records.

4. The importance of different departments and what they do in a company.

5. A study of the market looks at how PBL, City Bank, and Jamuna Bank compete and the strategies they use to succeed in this market.

In conclusion, the report can provide a detailed explanation of these fundamental objectives.

2.1.2.Background of Prime Bank Ltd:

In the year 1995, Prime Bank Ltd. started its business with an ambition of excellence in customer services with a different way. Its goal is to be the best private commercial bank in Bangladesh in the way of efficiency, adequate capital, good asset quality, profitability along with strong liquidity.

PBL formally launched its business in April, 1995 with just one branch at Motijheel Commercial Area in Dhaka. It started its Islamic banking operations in December of the same year. It opened its first fully owned subsidiary "Prime Exchange Co. Pte. Ltd." in Singapore and started their operation from July 2006 to offer remittance services to Bangladeshi Nationals living in Singapore. This is the first ever fully owned Exchange Company of a Private Sector Bank of Bangladesh established in Singapore with the approval of the Bangladesh Bank and the Monetary Authority of Singapore.

2.1.3 Methodology

The internship report is a mix of both qualitative and quantitative analysis. However, the organizational part primarily collects qualitative data, while the financial part collects quantitative data.

Source of data:

1.Primary Data: During my internship, I got to work with many different people , sections, like agent banking, operations, and the loans and cards section. From this experience, I have collected a lot of information. Based on what I learned during my internship and what I noticed, I gathered information on PBL and compared the information with two other banks and talking one-on-one with a bank worker.

2.Secondary source: Most of the information I gathered was from PBL's yearly report. I collected the leftover information from the PBL website taken from news stories and articles. There are several early reports saying that Prime Bank is going offline. So, I am gathering information also from their own experiences.

- BRAC Bank PLC annual report (2021 to 2023) and their online website.
- Recent news articles, columns and journals.
- Preliminary reports, Financial statements available online.

2.1.4 Scope

PBL is one of the strongest banks in Bangladesh and helps the country's economy a lot. This report and its analysis have helped us understand PBL better. Things you are good at and things you need to work on. However, this report provides an opportunity to observe some indicators of the internal work, which are as follows:

- We are looking into the PBL policy, how it works, its marketing methods, and its organization as the role that PBL has.
- Examining Prime Bank’s policies, operations, and hierarchy.
- Learning about the operational workflow and challenges of the Export Department through specific observations.

- Discussing TLCSs as a financial product and their role in facilitating trade of buying houses (RMG).
- Analyzing the opportunities and challenges BRAC Bank faces in TLCS operations and the strategies used to overcome them.
- Find out what we learned from the PBL and a specific observation.
- We will talk about the products, services, loans, and production in banking part, along with the PBL findings from City Bank and Jamuna Bank.
- What chances and difficulties does PBL face, and how do they Get past them.
- We should compare how digital banking is doing now with the other two banks. Give PBL a chance to know their role.

These are some of the scopes of the report that will cover the organization part. Mostly we can get the department policy and operation of PBL.

2.1.5 Limitations

There are some limitations which I faced during the work period and these are:

- One of the big problems I had was not being able to get enough information. At first, I wanted to make a detailed report using data. However, I can't do that because most of the data is confidential and is kept private by the institutions in Bangladesh. to use information from another source.
- Most of the information I gather is detailed and gives a good summary of the subjects I'm studying. I've said in my main source of information that I try to talk to my seniors one-on-one. However, I usually can't schedule meetings with them because they have busy days filled with meetings, so it's tough for me to meet with them.
- Busy schedules of the team members and leadership managers. Also due to limited time constraints and busy work schedules getting data in time was very difficult. However, the data I collected is comprehensive and provides an overview of the objectives mentioned.

Despite having limited access, I made an effort to gather and manage the information.

2.1.6 Significance

After working at PBL for three months, I have learned a lot of their activities. This report helps us see how well things are working and their quality of service that makes PBL different in the banking industry. In simple words, we will get a complete look at the summary of the report. In this section, I have looked at marketing activities also management activities, banking performance, record-keeping activities, work methods, and Finally, we will look at how PBL compares to others. Working in Prime Bank's general banking department has taught me a lot about how the bank works. This report will help us understand how well Prime Bank does in terms of performance, quality, and service compared to others in the industry. This study looks at different ways the organization works, including how it operates, manages money, follows rules, and keeps customers happy. By doing a thorough study, the results hope to show

how the Bank can improve its role by making its operations better and using new strategies. The analysis helps Prime Bank by showing how students see things, and it also helps everyone understand foreign trade solutions in Bangladesh's expanding export economy. By going through this process, I have learned about the bank's current situation. I examined everything, pointing out the good parts and the areas that need improvement. to make things better. PBL is doing well in the banking industry right now, but it can vary too. Make its management and technology better for improved performance. After finishing the analysis During this phase, PBL can learn from the student's point of view from here too.

2.2 Overview of Prime Bank PLC

Prime Bank maintains a strong ranking in the banking sector of Bangladesh. It is considered an A-class commercial bank. It maintains its position by consistently holding capital and sustainable growth, even if there are economic crises for COVID-19 and Bangladesh's recent economic instability during "student movement"-2024.

Prime Bank PLC, is a top-tier second generation local commercial bank in Bangladesh established in 1995. Headquartered in the heart of Dhaka's bustling financial hub Motijheel, the Bank's operational footprint is spread all over the country with 146 branches and 153 ATMs at 140 locations of Bangladesh. It was incorporated under the Companies Act of 1994.Applying important policies and establishing a good joint organization has been successful.

2.2.1. History of Prime Bank PLC

Prime Bank PLC is a well-known local bank in Bangladesh that was started in 1995. The bank is located in the busy area of Gulshan Avenue in Dhaka. It has 146 branches and 153 ATMs at 140 places across Bangladesh. It was set up under the Companies Act of 1994.

Prime Bank PLC is a bank. is well-known for its skills in Corporate and Institutional Banking and its new Digital Banking services. Global Finance, a top financial magazine in North America, has acknowledged Prime Bank PLC. as the top bank in Bangladesh in 2020. Prime Bank PLC. In 2020, Asiamoney, a global financial magazine, named it the Best Digital Bank in Bangladesh. In 2014, Prime Bank PLC. Started a project to reorganize and centralize its business model in order to make banking practices more consistent and improve how it uses resources.

2.2.2 Branches & Subsidiaries:

1. Total No of Branches: …………………………….146

2. a. No of Foreign branches: ………………………….0

b. No of Local branches:....................................... 146

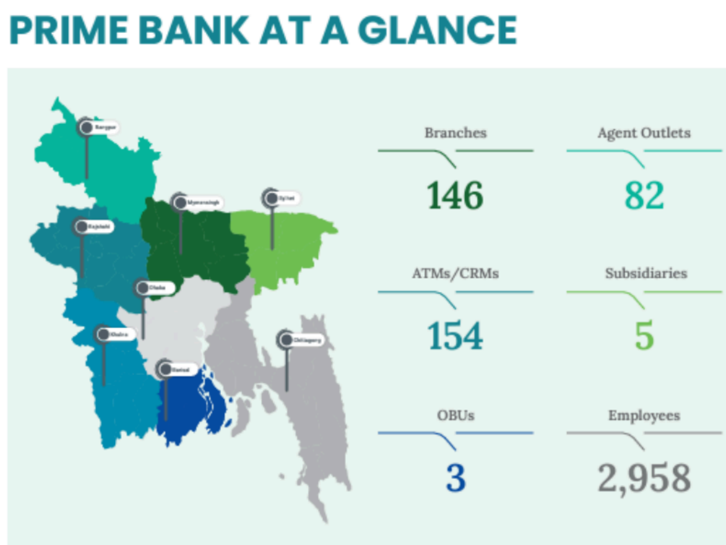
i) No of Rural Branches: …………………………...36

ii) No of Urban Branches: ………………………...110

3. No of Regional Offices:.. 6

4. No of Principal Offices:...2

5. No of G.M. Offices: ………………………………….6



Source: Prime Bank Annual report 2023

Subsidiaries :

- Prime Exchange Co. Pte Ltd (Singapore): Provides remittance services for expatriate Bangladeshis in Singapore.
- Prime Bank Investment Limited (PBIL): Offers merchant banking services.
- Prime Bank Securities Limited (PBSL): A brokerage house providing trading services in the capital market.

Prime Bank has no direct associates but maintains representative offices in Singapore, facilitating international banking and remittance services.

2.2.3 Corporate Profile at a Glance

● Name of the Company : Prime Bank PLC

● Chairman : Mr. Tanjil Chowdhury

● CEO & Managing Director : Mr. Hassan O. Rashid

● Company Secretary : Mr. Md. Touhidul Islam

● Legal Status : Public Limited Company

● Genesis:

○Established as a commercial bank under the Banking Companies Act, 1991.

● Date of Incorporation : April 17, 1995

● Registered Office : Sena Kalyan Bhaban, 195 Motijheel Commercial Area, Dhaka, Bangladesh

● Authorized Capital : Taka 2,500.00 Crore

● Paid-up Capital : Taka 1,263.00 Crore

● Number of Employees : 2,900+

● Number of Branches : 146

● Phone-PABX : +880-2-9567265, 9570747

● FAX : +880-2-9560977

● SWIFT : PRBLBDDH

● Website : www.primebank.com.bd

● E-mail : info@primebank.com.bd

2.2.4 Prime Bank logo and Tagline:

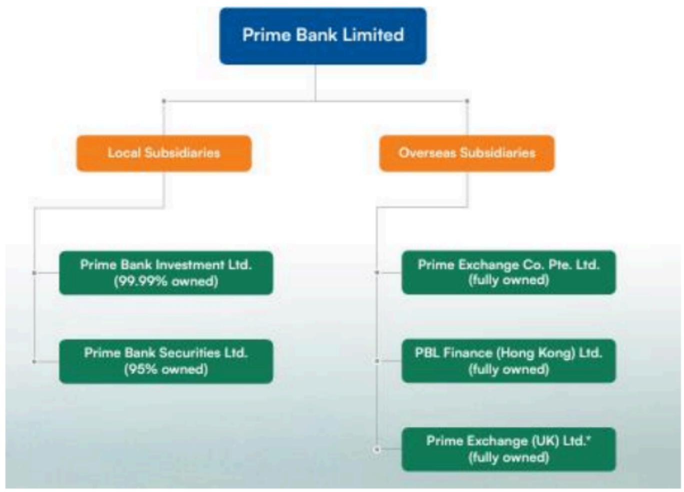
Prime Bank Limited

a bank with a difference

Source: Prime Bank PLC

In its tag line 'A bank with the difference' Prime Bank's mission and vision statement portrays more vantage than the traditional methods of banking services, customer satisfaction, technological inferences and qualitative or quantitative excellence in banking services.

2.2.5 Group of corporate structure of Prime Bank PLC



Source: Prime Bank PLC

Analysis: The large stake ownership in the local subsidiary companies such as Prime Bank Investment and Securities indicate strategic expansion and a maturity of the corporate structure of Prime Bank Limited, while the fully owned overseas subsidiary companies such as Prime Exchange highlights its strong portfolio on investment and securities services.

2.2.6 Mission, Vision, Corporate Philosophy of Prime Bank:

Vision: To be the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability having strong liquidity. A company vision refers to an organization's long term guideline which lays down a road map indicating what the organization wants to become in the future. Setting a proper corporate vision is an important part of a company's growth potential. The vision of Prime Bank Ltd. is as follows:

"To be the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management & profitability having strong liquidity." (Prime Bank Limited, n.d.)

Mission: To build Prime Bank PLC into an efficient, market-driven, customer focused institution with good corporate governance structure. Continuous improvement of our business policies, procedure and efficiency through integration of technology at all levels. A company mission refers to a statement about the business goals and philosophies. It defines what an organization is, what it does, and why it exists. Every company has a mission statement of its own. The corporate mission of Prime Bank Ltd. is as follows:

- To build Prime Bank Ltd. into an efficient, market driven, customer focused institution with good corporate governance structure.
- Continuous improvement in business policies, procedure and efficiency through integration of technology at all levels. (Prime Bank Limited, n.d.)

Continuous improvement of our business policies, procedure and efficiency through integration of technology at all levels.

Corporate Philosophy:

- **For our customers**
    - To deliver the highest level of courteous and efficient service in all facets of its operations.
    - To foster innovation in creating new banking products and services.
- **For our Employees**
    - By enhancing their well-being through appealing compensation and additional benefits.
    - By fostering positive employee morale through adequate training and development, as well as offering opportunities for career advancement.
- **For our Shareholders**
    - By advancing and solidifying its status as a reliable and forward-thinking financial entity.
    - By producing profits and equitable returns on their investments.
- **For our community**
    - By taking on the responsibility of a socially accountable corporate entity in a concrete way, we commit to closely following national policies and objectives, thus aiding in the advancement of the nation.
    - By maintaining ethical standards and implementing best practices. We are consistently striving to enhance our performance by aligning our objectives with the expectations of our stakeholders, as we hold them in high regard.On delivery of quality services in all areas of banking activities with the aim to add increased value to shareholders investment and offer highest possible benefits to our customers.

2.2.7 Achievements of Prime Bank-2023 & 2024 (AWARDS & ACCOLADES):

- Fintech Innovation of the Year (Banks) 2023 - Honorable Mention 2nd Fintech Innovation Award (Bangladesh Brand Forum) August 2023
- Asian Technology Excellence Awards 2023 - Fintech (Banking) The Asian Business Review Awards 2023 August 2023

- Best Loan Adviser - Bangladesh the Asset Triple an Awards 2024 January 2024
- Best Syndicated Loan – Energy Efficiency the Asset Triple an Awards 2024 January 2024
- Best Syndicated Loan – Microfinance & Agribusiness the Asset Triple an Awards 2024 January 2024

- Top Tax Payer National Board of Revenue (NBR) January 2024

According to the list, Prime Bank has achieved several notable accomplishments that have solidified its position in the Bangladeshi banking industry. However, the highlight of 2024 was Prime Bank's award for the best syndicate loan in microfinance and Agri loan, indicating the growth of financial inclusion.

2.2.8 CORPORATE VALUES

- **Innovation** : Prime has been a leader in helping people in need find ways to escape poverty. It focuses a lot on being creative in planning programs and aims to show strong leadership in new development projects around the world. (Prime Bank Limited Condensed Interim Financial Statements 2023)
- **Integrity :** The Bank cares about honesty and taking responsibility in everything it does. PBL's rules and actions are clear, and it promises to always operate honestly. The Bank thinks these are the key parts of its working values. (Prime Bank Limited Condensed Interim Financial Statements 2022)
- **Inclusiveness :** BBL values everyone in society, no matter their race, gender, nationality, religion, age, abilities, financial situation, or where they live. They work hard to involve, help, and appreciate what everyone does. (Prime Bank Limited Condensed Interim Financial Statements 2022)
- **Effectiveness** : Prime Bank focuses on doing things well and being the best in everything it does. It works hard to go beyond what people expect, reach its goals, and make its projects have a bigger and better effect. (Prime Bank Limited Annual Report 2021)

2.2.9 : Corporate Objectives

Prime Bank Ltd. has some general objectives, which are as follows:

- To be customer-oriented in every aspect of their banking activities and to build customer relationship through offering superior values.
- To work as a team following their "one bank, one team" philosophy.
- To work for continuous improvements in their banking services and following a dynamic pattern.
- To achieve positive economic value each year.
- To become one of the top three banking institutions in Bangladesh in terms of cost efficiency.

2.3 Core values of Prime Bank PLC

- ❖ **Value Deliver:** Prime Bank Ltd. upholds exceptional standards for its customers, clients, and shareholders. The staff here are dedicated to fulfilling the financial requirements of individuals, businesses, and institutional investors.
- ❖ **Commitment** : PBL is entirely dedicated to ensuring success for its customers, its teams, and itself by adhering to regulatory guidelines.

❖ **Trust** : PBL places its trust in its teams. The employees collaborate to provide their complete capabilities to all stakeholders. They aim to maintain consistency and clarity in their communications.

❖ **Succeed** : The staff at PBL understand that the bank can only thrive when its customers, communities, and environment also prosper. The bank conducts its operations in a transparent, straightforward, and sustainable manner.

2.3.1 :SWOT Analysis:

"SWOT analysis is an overall evaluation of the company's strengths (S), weaknesses (W), opportunities (O), and threats (T)." (Kotler & Armstrong, 2016, P.79). The internal and external strengths, weaknesses, opportunities and threats of Prime Bank Ltd. are as follows:

Figure 1: SWOT Analysis (Kotler & Armstrong, 2016)

Strengths :

✔ **Capital Adequacy:** Prime Bank Ltd. has a strong capital base with high capital adequacy ratio. It is one of the strongest banks in terms of their overall financial assets.

✔ **Customer Service:** Prime Bank Ltd. has good reputation for maintaining good relationship with its customers. The bank values long term customer relationship through interact more closely with the clients.

✔ **Liquidity Position:** Liquidity is an important criteria to judge a bank's financial stability. Prime Bank Ltd. has lower liquidity risk than most other banks in Bangladesh, which puts the bank in a strong position.

- ✔ **Efficient Administration:** Prime Bank Ltd. has an efficient corporate management, which administrates the whole banking activities in timely and systematic manner. The employee performances are constantly monitored to improve the overall performance of the bank.

Weaknesses :

- ✔ **Technology**: One of the prime weaknesses of Prime Bank Ltd. at the moment is their inability to cope up in technological advancements with their major competitors. For example: the debit card and ATM facilities in PBL is very backdated and insufficient. Also, the kiosk banking services in PBL is not well practiced.
- ✔ **Insufficient Loans**: Prime Bank has a huge amount of deposit money sitting idle in the bank. But the number of loans provided are very insufficient. The employees aren't focused enough to sell loans to the clients as much as they are focused in bringing fresh accounts and selling schemes.
- ✔ **Low Interest Rates on Schemes:** One of the major concerns of Prime Bank is that the interest rates of their fixed deposit schemes, and other deposit schemes are very low compared to the other banks. Therefore, the clients having accounts in multiple banks don't prefer opening any schemes in Prime bank.

Opportunities :

- ✔ **Branch Expansion:** Prime Bank Ltd. is one of the fastest growing private banks in our country. Aside from expanding in urban areas, the bank can also focus on expanding in the suburban areas to capture clients in those places.
- ✔ **Increasing ATM Booths:** Clients now-a-days prefer to use ATM booths for easy transactions, such as- money withdrawals, checking bank statements and balance. Prime Bank Ltd. should focus on expanding the number of their ATM boots in order to make the transactions easy for their client.
- ✔ **Training Facilities:** Prime Bank Ltd. has its own training facility named Prime Bank Training Institute (PBTI), which helps the bank by providing in-house training courses, workshops, and seminars. The bank can use this facility to enhance the capabilities of their human resources.
- ✔ **Banking Software:** Prime Bank Ltd. is lagging behind in upgrading their banking software. To cope up with the latest technology, they have decided to upgrade their current software, R-6, to R-16. Upgrading the banking software can mobilize the banking services and make their performance fast and smooth.
- ✔ **Introducing Islamic Schemes:** As banking schemes are prohibited in Islamic Shari'ah, the Islamic-minded clients don't care about the banking schemes at all. So PBL can try to introduce Islamic products following the Islamic Shari'ah, and try to attract Islamic-minded customers in their bank.

Threats :

- ✔ **Huge Competition:** Competition is a major threat for any organization. Prime Bank Ltd. is also exposed to a huge level of competition, since the number of banks our country is increasing day by day. These banks pose a threat to PBL by coming up with new technology, innovative products and schemes, better interest rates, and quality services.

- ✔ **Compensation Package:** The compensation package of PBL is not as attractive as other private banks in our country. Although the employees get fair financial and other benefits, the base salary is not sufficient. This can cause the threat of employee turnover.

- ✔ **Corruption:** Corruption is a major threat for all banks in an economy. In the recent years, banks have been criticized for money-laundering and other issues. These causes uncertainty among general people and they become distrustful of the overall banking service, including Prime Bank.

2.3.2

The AIDA marketing model serves as a methodology for marketing, advertising, and sales, aimed at offering insights into the customer's mindset and outlining the necessary steps to nurture leads and drive sales. ("WhatIs.com", n.d., AIDA Marketing Model section, para. 1) The acronym AIDA represents Attention, Interest, Desire (or decision), and Action, and it constitutes one of the fundamental principles of contemporary marketing and advertising. (Paul Suggett, 16 Feb, 2017).

Prime Bank Ltd, does their CRM and marketing activities based on this AIDA model, where the steps, Attention, Interest, Desire, and Action, are followed one by one in order to market and sell their services to the customers and maintain a lasting relationship with them. How PBL uses the AIDA model to perform their marketing activities will be discussed in this section.

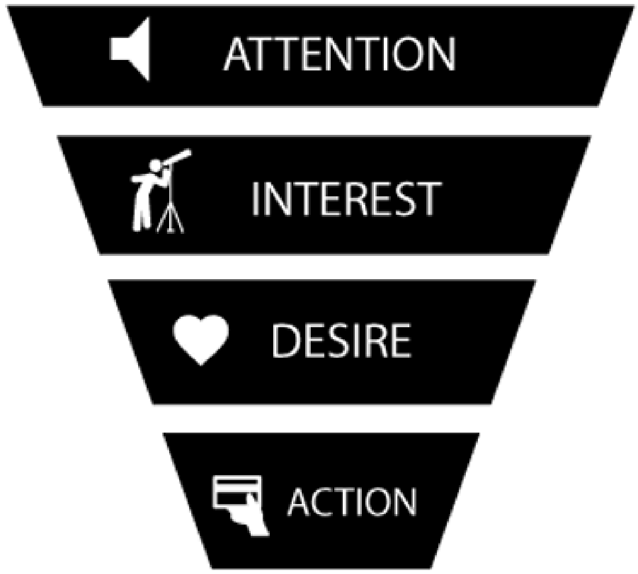


Figure 2: The AIDA model (Bajracharya, 2018)

Attention :

"Attention" is the first step of the AIDA model. This is a very important step, which is often overlooked by the marketers. Capturing attention is just as important in banking industry. Now-a-days, customers have a wide number of alternative private banks to choose from, and failing to draw their attention to the products and services to their own bank will result in customers not even considering the bank.

Therefore, PBL tries really hard to capture the attentions of the customers. It invests a hefty amount in advertisement and sponsorship. By doing so, PBL has managed to get the attention of establish a strong position in the minds of the people. PBL also draws the attention of the customers by promoting their new interest rates. Also, the employees in PBL continuously tries the best to get the attention of their potential customers, by going on field-working. And to get the attention of the current but inactive customers, PBL employees make phone calls to remind the customers of their existence and their service offerings. This is how PBL, at first, tries to draw the attention of the customers by making them aware of the services offered by them.

Interest :

After getting the attention of the customers, marketers must try to hold their interest and keep them intrigued. This task is especially challenging for the bankers, as banking services are not inhere interesting. Failing to hold the interests of the bank customers will not only lose them, but also there is a possibility of not getting their attention in the future.

Therefore, PBL is careful when they handle this stage. PBL doesn't go the lengths to attracts customers by marketing activities unless the bank offers services which are superior in the market. For example, the employees of Prime Bank tries to get the attention of the customers through marketing their new interest rates when the interest rate has recently improved and has the capabilities of interesting the customers. Also the employees of PBL are well-trained in the way they should approach the customers and make the services more lucrative to the customers. By presenting the offers in a more appealing manner, PBL employees can hold the interests of their customers.

Desire :

After grabbing the attention and keeping them, next the marketer's job is to create desire for the product or services. It is the stage, where a bank portrays the superiority of its services features over the services offered by other banks and forces the customers to make the decision of taking their services. This stage is very crucial for the service providers, as the service features and the way they are presented decide whether the customers would stay with the bank or not. Therefore, banks recruit well-trained employees on customer service division, so that they can manage to transform customer interest into desire and makes closing the sell easier.

All the employees in Prime Bank Ltd. are experts in turning interest into desire. For example, while selling schemes or credit card facilities to the customers, PBL employees skillfully demonstrates the features and value proposition of the services offered by them and compares their services against that of the competitors. They illustrate the strengths and benefit of using their service, and cover for the lacking. By doing so, PBL employees induces the customers to make a purchase decision and go in a service relationship with the bank.

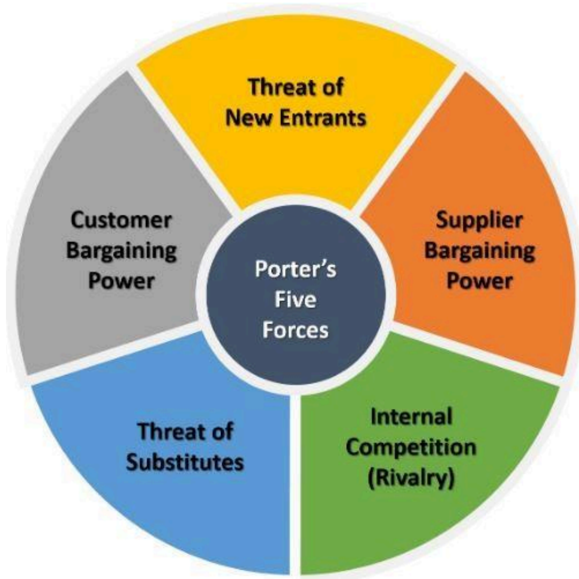
Action :

If the consumers are still with the marketers at this point, they have only one job left. The final step is "action", which is closing the sale and convincing the customer to act on interest, which may involve overcoming objections and making a call to action.

In this stage, the employees of PBL sell the service they have to offer to the customers and get bound in a relationship with them. Even if, for some reason, they can't sell the service to the customers after coming at this stage, it is all good since the customers leave with a positive impression about the bank and saves the purchase for later date.

This is the basic model of CRM that is being practiced Prime Bank Ltd. to build and sustain a profitable relationship with their clients.

2.3.3 Porter’s 5 forces analysis :



Competitive Rivalry (High): The banking sector in Bangladesh exhibits a significant degree of fragmentation, characterized by a multitude of large and medium-sized institutions, including Dutch-Bangla Bank, Islami Bank, and Standard Chartered Bank. This environment fosters intense competition regarding pricing strategies, product offerings, and customer acquisition efforts, thereby exerting considerable pressure on the profit margins of Prime Bank.

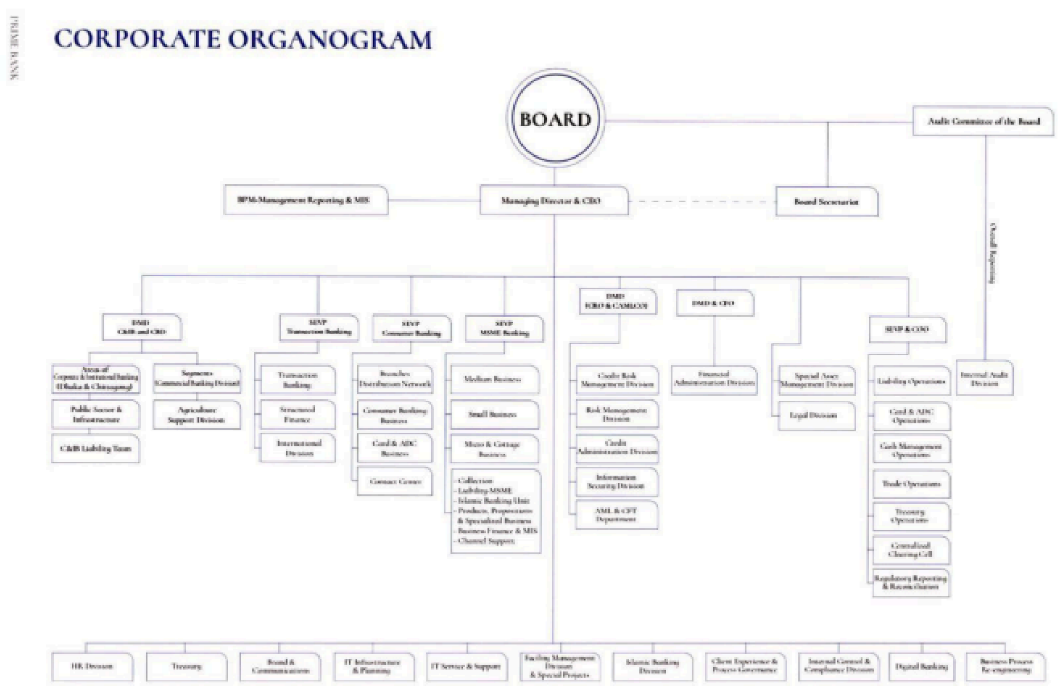
Threat of New Entrants (Moderate): Entering the banking sector necessitates substantial financial investment and adherence to regulatory standards. The licensing procedure established by the Bangladesh Bank is often rigorous, which can serve as an obstacle for prospective new entrants. Nevertheless, the emergence of new digital banks or fintech firms in the market may still represent a significant challenge.

Bargaining Power of Buyers (Moderate): Customers possess a moderate level of bargaining power, attributed to the wide array of banking alternatives available to them. This diversity enables customers to change their banking institutions in response to variations in interest rates, fees, and the quality of services provided.

Bargaining Power of Suppliers (Low): Suppliers, particularly depositors, possess limited bargaining power due to Prime Bank's ability to tap into a wide array of customers, enabling the institution to readily draw in new deposits.

Threat of Substitutes (Moderate-High): The increasing prevalence of mobile wallets, digital payment systems, and alternative financial entities such as microfinance institutions may serve as alternatives to conventional banking services, thereby presenting a potential risk to Prime Bank's market share.

2.4 Corporate organogram:



Source: PBL Annual Report 2019

Analysis: Here, we can see the management strategizing with the top level, who actually did the planning and controlling. The CEO, human resources, board secretariat, and company affairs make up the top-level management team. Moving to the next in middle management, there are middle managers such as DMD & CBO (Consumer Banking), CFO, Head of MSME Banking and Agriculture Support, and their duties are to allocate the resources and distribute the work to the first-line managers who are doing coordination activities, supervise employees, and report the middle managers, and they are VP, AVP, SAVP, officers, and senior officers.

2.4.1 Important management practice of PBL

To reach its goals, Prime Bank PLC has a skilled team of workers by managing them well. Hiring, teaching, and growth programs. Main management tasks include Finding, teaching, and figuring out what is needed. This commitment ensures the Helping employees grow to support the bank's future goals and plans next to good service and being competitive.

2.4.2 Board of Directors in Prime Bank PLC:

Chairman	Director	Independent Director
• Tanjil Chowdhury,Chairman • Md. Shahadat Hossain,Vice Chairman	• Azam J Chowdhury,Director • Mohammed Nader Khan,Director • Mafiz Ahmed Bhuiyan,Director • Nasim Anwar Hossain,Director • Salma Huq,Director • Nazma Haque,Director • Nafis Sikder,Director • Imran Khan,Director • Mohammad Mushtaque Ahmed Tanvir,Director • S.M Tamjid,Director • Tanveer A Chowdhury,Director • Md. Mukul Hossain,Director	• C Q K Mustaq Ahmed,Independent Director • Khan Ahmed Sayeed Murshid, PhD,Independent Director

2.4.3 Leadership Style Summary at Prime Bank:

Prime Bank wants both the management and the employees to take parts that include plans, actions, and mainly strategies, also talking about choices , Creating, fixing problems, managing ideas, and organizing.

- **Employee Empowerment:** Prime Bank encourages its employees to get involved. In management decisions led by the top bank managers who are willing to help the workers with their jobs.
-

- **Strategic Vision:** Decision makers at Prime Bank often try to improve or grow planning for the future will only happen if we make good choices and work together with workers who help with the process.
- **Participative Decision-Making:** From the boss of the company to the workers below them , People are working to create a good environment and to involve everyone in sharing their ideas. Employees should be involved in making decisions to help keep the company safe and successful. Choices.

In brief, based on the leadership style in PBL, analysis indicates more employees will take charge in self-assessment. I have spent time as an intern in which I have required the degree of order and the degree of employee participation in decision making.

2.4.4 The human resource planning process of the organization:

Recruitment in Prime Bank consists of the following: job analysis and description, and the recruitment method includes internal references, direct campus recruitment and others. The process includes examination of the candidates in terms of their previous experiences, meeting them face to face as well as conducting assessments to assure only deserving candidates get the offer.

Recruitment and Selection Process for Freshers includes:
• ➔ Requesting Applications • ➔ Resume Evaluation • ➔ Written Assessment • ➔ In-Person Interview (2/3) • ➔ Selection and Offer Letter • ➔ Health Examination • ➔ Onboarding

Recruitment and Selection Process for Lateral Entrants includes
• ➔ Soliciting Applications • ➔ Resume Evaluation • ➔ In-Person Interview (2/3) • ➔ Candidate Selection and Offer Letter • ➔ Health Assessment • ➔ Onboarding

Prime Bank employs various recruitment methods, including job analysis, job descriptions, internal referrals, campus recruitment, initial screening, and assessment. In 2023, the bank's HR Training and Development Centre organized training for 14900 participants.

- Withdrawal of encashment
- Employee provident fund
- Gratuity entitlement
- Retirement benefits

- Benefits for partial and total disability
- Death benefits for family members, among others.

It is mandatory for every employee of Prime Bank PLC. to abide by the ‘Employee Code of Ethics and Business Conduct’ and also comply with any other orders or directions provided by the Management or Board of Directors from time to time.

Training Statistics:

Prime Bank provides 200 hours of managerial training annually, while staff customize shopfloor training operations for over 300,000 hours to enhance employee knowledge and function.

2.4.5 Compensation & Benefits:

To keep the market competitive, we regularly check and adjust salaries , advantages compared to similar banks and looking at the market. Payment or reward for work done or for a loss. The program helps the organization find, involve, and keep people. Board of Directors: Group of people who make important decisions for a company. Get paid for going to meetings, while workers get fair pay for their work. services for everyone, regardless of gender. It also gives a monthly salary and allowance has nice benefits programs that are different from what's common in the market.

● Car payment for all Executive level workers.

1. Financial assistance for travel
2. Compensation for medical care
3. Benefits for maternity
4. Vehicle loan options
5. Home loan options
6. Employee loans at a lower interest rate
7. Allowance for home furnishings
8. Mobile device allowance
9. Travel reimbursement
10. Technical support allowance
11. Bonus for festivals
12. Support for employees with exceptional students
13. Yearly vacation
14. Leave for maternity
15. Educational leave, etc.

The Bank also provides long-term as well as retirement benefits to employees:

- Withdrawal of encashment
- Employee provident fund
- Gratuity entitlement
- Retirement benefits
- Benefits for partial and total disability
- Death benefits for family members, among others.

Ensuring equal opportunity All the people related issues in the Prime Bank are governed by the well-defined policies and procedures which are duly reviewed by the Management from time to time.

2.4.6 Prime Bank Manpower Summary:

Employees by age group and gender:

Age group	No. of Emp.	Percentage
Less than 30 years	144	4.87%
30 to 50 years	2,581	87.25%
Over 50 years	233	7.88%
Grand Total	**2,958**	**100.00%**

Employees by religion:

Religion	No. of Emp.	Percentage
Islam	2,685	90.77%
Hindu	255	8.62%
Buddhist	15	0.51%
Christian	03	0.10%
Total	**2,958**	**100%**

Gender diversity among employees:

Gender	No. of Employees	Percentage
Male	2,256	76.69%
Female	702	23.73%
Total	**2,958**	**100.00%**

Percentage of female employee over the years:

Year	% of Female Employees
2019	21.83%
2020	22.04%
2021	22.39%
2022	23.31%
2023	23.73%

Gender diversity among Board members:

Gender	No. of Members	Percentage (%)
Male	17	85.00%
Female	03	15.00%
Total	**20**	**100%**

New recruitment by gender and age:

By Gender:

Gender	No. of Emp.	%
Male	175	76.09%
Female	55	23.91%
Total	**230**	**100%**

By Age:

Age group	No. of Emp.	%
Below 30 years	71	30.87%
30 to 50 years	152	66.09%
Over 50 years	07	03.04%
Grand Total	**230**	**100%**

Employee turnover by gender and age:

By Gender:

Gender	No. of Emp.	%
Male	149	83.24%
Female	30	16.76%
Total	**179**	**100%**

By Age:

Age group	No. of Emp.	%
Below 30 years	06	3.35%
30 to 50 years	152	84.92%
Over 50 years	21	11.73%
Grand Total	**179**	**100%**

Analysis: Here, we can observe that the majority of employees are between the ages of 30 and 50, with the oldest employees being less than 50, and the lowest age group being under 30. However, from a religious perspective, employees at PBL come from a variety of backgrounds.

2.4.7 Analysis on Management Practice:

The work environment at PBL is friendly and encourages participation, and it offers good benefits. The PBL needs more young leaders who can handle new ideas and changes , difficulties City Bank wants to encourage its management to be more organized and official. A plan for making important decisions that leaders follow, with a strong focus on being efficient. great performance .On the other hand, Jamuna Bank is more old-fashioned and not as focused on Employee relations that mainly focus on steady growth and following the rules. The participative means getting people involved in making decisions or doing things together. The PBL method will definitely help City Bank work better and run more smoothly , The strength of Jamuna Bank for better management methods.

2.5 Marketing Practices

Bank marketing helps create a brand that connects with what customers need and care about making the bank look better and improving its reputation. Product promotion helps banks sell their products describes the advantages of project-based learning. Prime Bank aims to use online marketing methods to work better service.

2.5.1 Targeted customer and the marketing channels:

Prime Bank PLC offers banking services to different customers, including people from other countries. Bangladeshi, businesses, local groups, and people from the area. Savings and loan options. Digital banking services and products, as well as wealth management products and services, are the services offered that the bank offers to regular customers. It also provides tailored loans and trade options. Help and advice for small and medium businesses and companies in different areas. Sure Please provide the text you would like me to simplify. To talk to these customers, Prime Bank uses many ways to get in touch, including in-person locations Bank branches - ATMs (machines to get cash) - Relationship managers (people who help customers) - Online banking - Mobile banking apps social media sites and the Bank's website. Also, it focuses on positioning carefully created small ads, organized company events, and worked together with different people customer groups to increase the bank's overall visibility.

2.5.2 Prime Bank PLC's 4 Ps of Marketing:

General List of Products and Services Offered by Prime Bank:

Products	Services
Conventional Banking	● Save ● Borrow ● Debit Card ● Student File ● Priority Banking: Monarch ● Neera
Islamic Banking	● Save ● Invest ● Credit
NRB Banking	● Foreign Remittance Services ● Account Facilities for NRBs
Digital Banking	● MyPrime ● PrimePlus ● Prime Assist ● RemitPrime

Analysis: Range of products and services include accounts services which are saving, current, fixed deposit and foreign currency account, loan and credit services, home loan personal, credit card sale and recovery. This also includes; Transaction and payment services, internet and mobile banking or transactions, corporate and SME banking, trade finance, payroll services and wealth management. Islamic Banking services are also available in Prime Bank alongside NRB Banking for Non-Resident Bangladeshi. Other services include /Customer Service – Lockers – Forex – Government and cash withdrawal without a card.

Price: Prime Bank charges their customers a fee for their services, including interest rates, transaction costs, and processing fees. First step to deposits for savings accounts range from BDT 500-1,000, while Fixed Deposit Receipts offer ups down rates. Loan products that have processing fees, while the issuance of cheques, debit cards, and remittance services have transaction fees from BDT 50 to 300.

Place: The correct location plays an important role in the banking sector. It helps to involve the customer because they need to have PBL service. Prime Bank has a significant advantage in this sector due to its exclusive coverage across all the districts in Bangladesh, which will importantly enhance their position.

BRANCHES

Region	No. of Branch
Dhaka	61
Chattogram	22
Rajshahi	16
Cumilla	10
Khulna	14
Sylhet	23
Total	146

AGENT OUTLETS

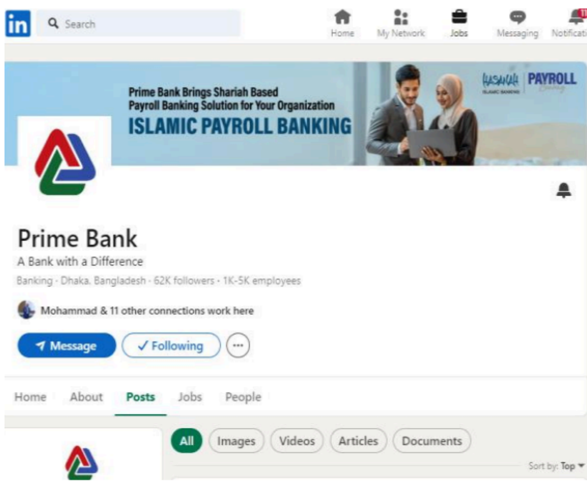
Region	No. of Branch
Dhaka	39
Chattogram	18
Rajshahi	4
Khulna	6
Barishal	6
Sylhet	5
Rangpur	1
Mymensingh	3
Total	82

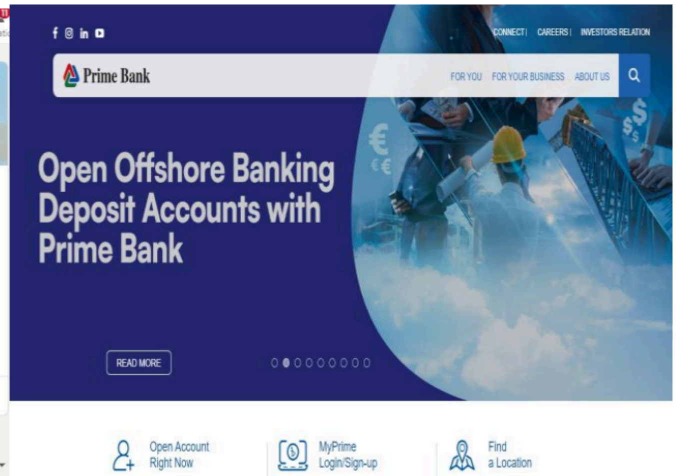
ATM/CRM

Division	No. of ATM/CRM
Dhaka	83
Chattagong	27
Rajshahi	12
Khulna	8
Barisal	1
Sylhet	19
Rangpur	3
Mymensingh	1
Total	154

Source: Prime Bank Annual Report 2023

Promotions :





2.5.3 Product development and competitive practice

Prime Bank is a trusted name in the sector of banking and with its focus on innovative products and services it has brought revolution for its consumers. Besides offering the standard services, traveling in a digital space, partnerships, and bespoke business support they maintain their competitive advantage through Islamic banking, SME financing, and corporate solutions of products.

2.5.4 Analysis on Marketing Practice:

In the area of marketing, Prime Bank (PBL) seems to be exceptionally outstanding in market analysis thereby embarking on product differentiation, something that its competitors lack. This unique targeting approach makes it possible for PBL to reach out to its customers as explained earlier.

2.5.5 Financial Performance and Accounting Practices

Taking the financial statement from (2021-2023) to analyze the financial performance in terms of liquidity and solvency, efficiency, profitability etc.

2.6. Quality management, scheduling, resource allocation:

PBL's quality management is computer-based, focusing on customer data. They use Microsoft Azure Cloud Services, Microsoft 365, and Temenos T24 for various departments. Their database provides customer background information and plans for business expansion. PBL invests in technology areas like AI, machine learning, IoT, blockchain, and cloud-based ERP, among others, to ensure relevance and relevance in their respective fields.

2.6.1 The operational processing work:

The operations management team manages data management in the back office, overseeing projects, IT work, quality management, and problem-solving. They oversee the expansion of ATM and Caroperations, operate True Banks, a cashless banking system, and launch "NEO Bank," a fully digital platform.

2.6.2 Information System Practices:

Prime Bank, a prominent private banking organization, has a wealth of experience in the industry, having been responsible for the introduction of the First Business World MasterCard Credit Card, SMS Banking, Internet, and ATMs. Asia money awarded Prime Bank as the Best Digital Bank in 2020. Right now, they are working on a cashless digital project. It is the abscess of the conventional banks, the core digital-NEO Banking without the security perils and fraud related to them. It is then advantageous to both the MSME consumers and the business expertise since this responsibility is profitable. Prime Bank is one of the modern private banking sectors in Bangladesh, which has been involved in the growth of experience in the industry, such as the First Business World MasterCard Credit Card, SMS Banking, Internet and ATMs.

2.6.3 Analysis of Operations Management and Information System Practices

In my opinion, after discussing the software they use and their recent work, they are launching the maximum amount of operational work that has been digitized. However, there are numerous areas where PBL can make improvements over time to significantly reduce operational risk. Prime Bank is one of the prominent digital banking sectors which uses efficient software systems and other modern technologies for operation and customer satisfaction.

2.7 Industry and Competitive Analysis

Prime Bank PLC consistently ranks among the top commercial banks in Bangladesh. However, the primary reason for their success is their consistent and sustainable capital gain performance. Below, we will delve deeper into the competitive analysis.

2.7.1 Porter's Five Forces analysis:

Factor	Power
Threat of New Entrants	Moderate
Bargaining Power of Suppliers	Low to Moderate
Bargaining Power of Buyers	High
Threat of Substitutes	Moderate to High
Rivalry Among Existing Competitors	High

2.8 Summary and Conclusions

The report on Prime Bank PLC underlines its leading performance in the banking sector inBangladesh for its good management practice, wide array of financial products offered, and focus on digital transformation. To this effect, PBL has discharged the responsibilities of market leadership through proposed decision-making premised on strong financial performance and innovation commitment. Its further points to some areas of further improvement: enhancing cybersecurity, international operation scaling, and young leadership development. In the most competitive environment brought by fintech companies, the bank should focus more on enhancing digital banking, operational efficiency, and marketing activities for sustainability of growth and competitiveness. In this organization part I observe the behavior of PBL. And also, I have compared with two other banks these are City Bank and Jamuna Bank. In the banking industry City Bank holds some of the platforms better than PBL whereas Jamuna

Bank is little less strong Bank in compare to both. So, after the analysis City Bank is a clear competitor of PBL. So, after the analysis and observe the insights of PBL, we can conclude that though PBL holds the top position in banking industry but there are some competitors that can be threat for PBL. The following chart sums up the strengths and weaknesses of Prime Bank PLC based on your analysis.

2.9 Recommendations

● **Growth of Digital Banking Efforts:** There are huge opportunity to grow in Fin-tech. However, we lived in a generation where people are exploring new digital techniques such as Block chai, AI, Personal AI service. That can lead the bank industry in the future, So, PBL should focus on the part of Fin-tech more.

● **Increasing International Exposure:** PBL has to expand internationally in order to reduce dependence on the local economy. More representative offices and joint-venture agreements will create an opportunity to diversify sources of income.

● **Improve cybersecurity measures**: Digital transactions will further encourage PBL to invest hugely in the best cybersecurity infrastructure that will protect customer data, hence maintaining trust in the company. This will include regular audits and security protocols updated to minimize vulnerability.

● **Young Leadership Development:** the PBL needs to focus on building young leadership, grooming their fresh outlook to drive innovations-pretty focused recruitment and leadership development programs.

● **Marketing Strategies:** PBL should develop effective marketing strategies to gain the attention of customers more effectively within global banking systems and fintech companies. Data analytics will help provide focused campaigns that improve customer acquisition and retention.

● **Operational Efficiency Enhancement:** Although PBL has done a lot with regard to digitization, much can still be achieved. This could involve continuous evaluation of operational processes, integrating emerging technologies, and further cost reduction in enhancing the delivery of services.

Chapter 3

Impact of Digitalization and Automation on Financial Inclusion and Profitability: A Case study Prime Bank PLC.

3.1 Introduction:

Digital technology and automation have greatly changed the finance industry, making it easier for more people to access financial services and helping companies earn more money. Using digital banking, artificial intelligence (AI), blockchain, and automated systems has changed how financial services are provided, especially in developing countries. The rising use of technology and automation in financial services is greatly affecting access to financial services for everyone and how much money companies in this sector are making.

In today's rapidly evolving technological landscape, the financial sector is undergoing a profound transformation driven by digitalization and automation. This study delves into the multifaceted impact of these forces on financial inclusion and profitability, focusing on a case study of Prime Bank PLC. Digital technology can greatly improve financial inclusion by making banking services available to people who often don't have access, like those living in faraway places or who have trouble getting around. This can be done using new digital ways like mobile banking, online banking, and agent banking networks. Using automation and digital tools can make operations smoother, lower costs, and boost efficiency, which helps financial institutions make more money. But putting money into technology at the beginning and the risk from fintech companies can make it hard to make a profit. This study will look at how Prime Bank PLC, a top bank in Bangladesh, has used digital tools and automation to make its services better, reach more customers, and boost its financial results. It will look at what the bank is doing, the problems it faces, and what it has achieved in this area.

Bangladesh Bank helps meet the money needs of everyone in Bangladesh that makes sure that other poor and needy people can also access important money services. The idea of financial exclusion has been connected to this topic for a long time. because the socially disadvantaged groups may not get enough help from old organizations. It's important to point out that in 2023, 18.7% of people in Bangladesh are living in poverty. Even though a lot of people, especially from the countryside, aren't using regular banking services (World Bank, 2023). This problem shows why we need to improve access to financial services is one of the main goals of the Bangladesh Bank.

Prime Bank is working on big plans that follow the country's goals, topics related to financial inclusion, especially by using digital banking. Online banking lets you manage your bank account using the internet that has became a good way to provide cheap, easy-to-get, and safe financial products to communities that are left out. This service extension not only meets the money requirement of the help those in need and also helps Prime Bank make more money. Prime Bank has was able to lower operation costs, improve service quality, and open up new opportunities that weren't used before. This helps more people access financial services and also makes the business more profitable. This is because, as more people access digital banking, More people use banking services, which makes the process easier and faster, and this attracts more customers , increase in income. It continues to be an important helper for digital technology and automation that increases the National programs for including everyone in banking while also improving the bank's finances , Making bigger or higher , More financial inclusion is connected to higher profits at Prime Bank showing that digital banking can be good for society.

3.1.1 Background :

Digitalization refers to the integration of technology within financial services, facilitating online banking, mobile payments, and innovative financial technology concepts. Automation involves the application of technologies such as artificial intelligence (AI), machine learning (ML), and robotic process automation (RPA) to enhance work efficiency and ease. The rise of online banking, mobile payment applications, and intelligent financial technologies has significantly improved access to banking services for a larger population, particularly in underprivileged regions. With the increasing use of the internet and smartphones, individuals who previously lacked access to traditional banking can now conveniently manage their finances online. Digital banking, mobile money, and decentralized finance (DeFi) are empowering more individuals to handle their finances more effectively. These innovations simplify the processes of saving, investing, and conducting transactions. Digital financial services can broaden access to banking for various demographics, including those in remote locations, low-income individuals, and small enterprises. This advancement facilitates the utilization of financial services by a wider audience. Digital platforms streamline account creation, ensure secure transactions, and provide affordable financial products, thereby motivating more individuals to engage with the formal financial system. Automation technologies such as artificial intelligence (AI) and robotic process automation (RPA) enhance the efficiency of banking operations, reduce costs, and improve overall effectiveness. These innovations can save time by automating repetitive tasks, enhance fraud detection, and personalize customer interactions. Prime Bank PLC, a prominent banking institution in Bangladesh, is leveraging digital technology to enhance its service offerings and improve customer experiences. The bank has initiated various online services, including internet banking, mobile banking, and digital payment solutions. This study examines the impact of digital technology and automation on Prime Bank PLC's capacity to expand financial service accessibility and its profitability. It will analyze how the bank has implemented these technologies to attract more customers, enhance service quality, and improve its financial performance.To understand financial inclusion better, it is seen as an important way to gain benefits. Fair financial growth for everyone. Many studies show that including more people in the economy is beneficial. Economic growth lowers the gap between rich and poor and helps to improve the economy. Bangladesh's A growing economy has led to more businesses and countries working together financially. Bangladesh has kept a The economy has grown steadily over the last few decades, with a rise of about 6% in GDP since the 1990s. Money earned or received. Inequality, shown by the Gini coefficient, went up a little in the 2000s (Vasnani, 2023). Even though the spread of benefits increased and there were changes in farming and people moving to different places. helped create fair growth when new chances appeared in the export industry, like Ready-made clothes grew as people sent money back home from other countries and during colonial times. The number of people living in poverty in the country has gone down. The percentage dropped from 49% in 2000 to around 24% in 2016 (Vasnani, 2023). After looking at the research that is already out there, we have found that Bangladesh is growing economically at a moderate pace. The main job of Banks need to improve technology and offer better services.

3.1.2 Objectives :

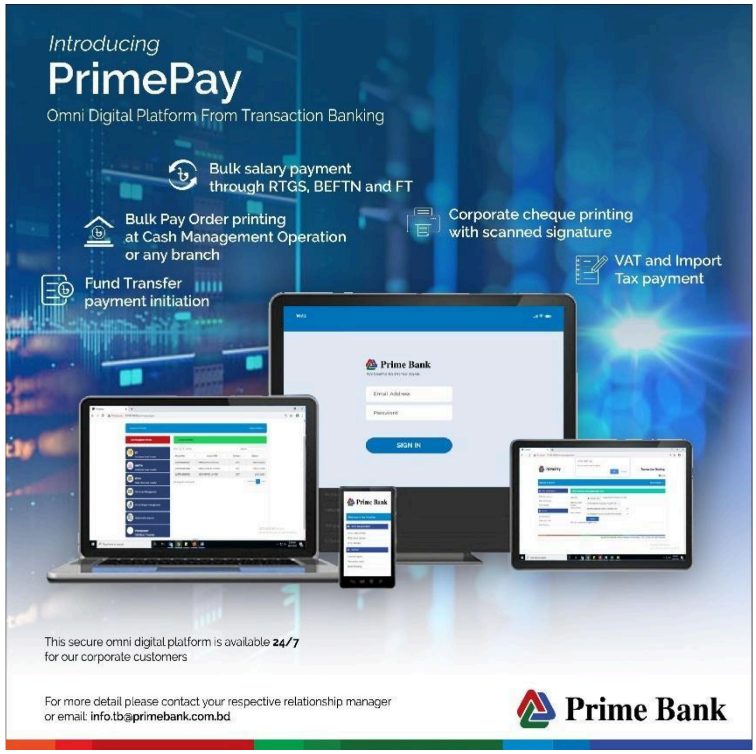
"To investigate the impact of digitization and automation on the financial inclusion and profitability of Prime Bank PLC, assessing how these technological advancements contribute to improved operational efficiency and financial outcomes."

Specific Objective:

- ✔ **Examine the Role of Automation in Enhancing Financial Processes :** Examining the impact of automation on financial tasks reveals that emerging technologies such as artificial intelligence (AI), robotic process automation (RPA), and machine learning (ML) are transforming the landscape of financial operations. They make things faster, lower costs, reduce mistakes made by people, and help make better decisions in banking, investing, and managing money.

  Prime Bank PLC has strategically embraced automation to enhance its financial processes, leading to significant improvements in operational efficiency and service delivery. A notable initiative is the deployment of PrimePay, an omni-digital platform that streamlines transactional banking services. This platform enables real-time fund transfers, bulk disbursements, and automated reconciliation through API integration, thereby reducing manual errors and processing times . In collaboration with Prime Bank Securities Limited, PrimePay has facilitated automated transaction banking solutions, allowing for instant fund transfers and real-time notifications, which enhance transparency and client satisfaction .

  Also, Prime Bank's mobile banking app, MyPrime, has played a big role in changing the bank into a more digital one. In just 18 months after it started, MyPrime completed more than 1. 5 million transactions, with a total of over Tk2,500 crore. This platform is made for young people who are good with technology. It provides services like paying bills, settling payments with cards, and investing, which match their liking for online solutions. Prime Bank has made deals with companies like OPUS Technology Limited to offer automatic salary payment services using PrimePay. This program makes sure that employees are paid on time and correctly, which makes things easier for the administration and makes employees happier. Also, the bank's AI-powered digital financing platform, PrimeAgrim, has been praised for helping more people access financial services. This platform checks if customers are eligible for credit and handles payments online, removing the need for paperwork and speeding up the loan process. Together, these automation projects have improved Prime Bank's financial processes and made it a leader in digital banking innovation in Bangladesh



(https://www.scribd.com/document/763277151/Prime-Bank-Annual-Report-2023?) (https://www.primebank.com.bd/annual-reports)

✔ **Propose Recommendations for Optimizing Digital and Automated Financial Solutions.:** In order to enhance digital and automated financial solutions, a well-defined strategy is essential. The strategy must incorporate cutting-edge AI and ML technologies to enhance security, safeguard sensitive financial data, simplify the use of digital resources, educate individuals on financial literacy, and adhere to regulations that foster trust and transparency within the financial system.

Recommendation	Description	Supporting Data
Expand Blockchain-Based Trade Finance	Leverage the successful proof-of-concept (POC) of the "Green LC" to fully implement blockchain in trade finance operations, enhancing transparency and efficiency.	Prime Bank completed Bangladesh's first inland LC on a locally developed blockchain-based digital trade platform.
	Expedite the launch of the approved MFS subsidiary to capture the growing mobile banking market and enhance financial inclusion.	The bank received primary consent from Bangladesh Bank to set up a subsidiary for MFS under the 2022 regulations

	Upgrade and promote platforms like MyPrime to cater to the digital preferences of younger demographics, ensuring user-friendly interfaces and comprehensive services.	MyPrime has achieved over 170,000 downloads and facilitated transactions exceeding Tk2,500 crore within 18 months.

- ✔ **Evaluate Profitability Gains through Digitalization and Automation :** An in-depth examination of the potential for increased profits through digital tools and automation explores the application of advanced technologies such as artificial intelligence (AI), big data, robotic process automation (RPA), and blockchain by banks and financial institutions. These tools help them work more efficiently, lower costs, improve customer interactions, manage risks better, and increase revenue. This can give them a strong advantage over their competitors and help them succeed financially over time.

Based on Prime Bank PLC's recent financial disclosures, there is a clear upward trajectory in profitability, which aligns with the bank's strategic investments in digitalization and automation. The following chart summarizes key financial indicators over recent periods, reflecting the bank's performance improvements:

Period	Net Profit After Tax (NPAT)	Earnings Per Share (EPS)	Net Asset Value (NAV) per Share	Net Operating Cash Flow per Share (NOCFPS)
Full Year 2022	Tk 399.7 crore	Tk 3.53	Tk 28.41	Tk -0.28
Full Year 2023	Tk 480 crore	Tk 4.24	Tk 30.76	Tk 10.09
H1 2023	Tk 221 crore	Tk 1.95	Tk 28.69	Tk -0.86
H1 2024	Tk 329 crore	Tk 2.91	Tk 32.05	Tk 8.71
Q3 2023	Tk 351 crore	Tk 3.10	Tk 29.91	Tk 4.27
Q3 2024	Tk 510 crore	Tk 4.51	Tk 33.68	Tk 2.30

These numbers show a big increase in NPAT and EPS over time, which means the company is making more money. The rise in NAV per share shows that shareholders are getting more value. The changes in NOCFPS indicate that the bank's cash flow from operations is varying, likely due to its digital projects.

(https://bangladeshpost.net/posts/prime-bank-npat-jumps-45pc-in-q3-2024-148542)

- ✔ **Analyze the Impact of Digitalization on Financial Inclusion :** A detailed study looks at how technology affects access to financial services. Tools like mobile banking, digital payment apps, blockchain, and new financial tech have helped more people, especially those who were previously excluded, get financial services. This change allows more people to participate in the economy, gives them more control over their money, and supports overall economic growth worldwide.

While specific year-by-year data on Prime Bank PLC's digitalization impact on financial inclusion isn't publicly available, we can present a chart summarizing key initiatives and their outcomes based on available information:

Initiative	Description	Impact on Financial Inclusion
MyPrime App	Mobile banking platform launched over 18 months ago.	Over 170,000 downloads and 1.5 million transactions totaling Tk2,500 crore, enhancing access to banking services.
Nano Loans	Digital microloans offered via MyPrime.	Disbursed over 1,000 loans amounting to Tk64 lakh, supporting underserved communities.
PrimePay	Digital salary and tax disbursement platform.	Addresses the needs of Generation Z, with over 60% expecting digital salary options, promoting financial inclusion.
Braille Financial Literacy Books	Published books on Consumer & SME Banking basics in braille.	First of its kind in Bangladesh, ensuring equal access to banking information for the visually impaired.
RemitPrime	Real-time remittance service for expatriates.	Facilitates instant transfers to Prime Bank accounts and bKash wallets, supporting financial inclusion for remittance recipients.

(https://businesspostbd.com/lander?utm_source.com)

These initiatives collectively demonstrate Prime Bank PLC's commitment to leveraging digital solutions to enhance financial inclusion in Bangladesh.

This means looking at how the bank is using digital technology in different areas, like getting new customers, processing loans, making payments, and helping customers. This goal is to find out how these technologies have helped people who don't have easy access to financial services, like low-income individuals and those living in faraway places. Important things to look at are how many new accounts are created, how many loans are given to people who didn't have bank accounts before, and how digital banking services are getting to rural areas. This goal is about measuring the money saved or earned from changing to digital processes. Key signs to look at include how much it costs to make money, how much profit the company makes from its assets, how much profit it makes for its owners, and improvements from using machines or technology. This goal is to find out the possible challenges and opportunities that Prime Bank PLC might face as it works on improving its digital services. This involves looking at what

other businesses are doing, understanding the rules, and figuring out what customers want. The goal is to use the research results to suggest practical ideas that can help use technology and automation to include more people in financial services and make more profit. This could include ideas for new products, ways to make things better, and partnerships with other companies.

3.1.4 Limitations :

As mentioned previously, Prime Bank Ltd. puts lots of efforts in building and maintaining relationship with their customers. But over the course of doing so, there lies a number of problems and difficulties that hinders the overall customer relationship practice. The challenges faced by PBL in maintain the activities will be discussed in this section.

Limited Scope: The results of the study are only related to Prime Bank's special situation, plans, and position in the market. It might not show what other banks go through, especially if they are different in size, serve different customers, or spend differently on technology. Case studies show a certain time period. Fast changes in technology and new rules can make discoveries quickly become old or no longer useful.

Potential for Bias: Picking Prime Bank could lead to a bias if it's very different from others in things like how well it uses digital tools, its size in the market, or other factors. Relying only on the bank's own data or talking to certain people in the bank can create one-sided views or missing information.

Difficulty in Establishing Causation: The study may see connections between using technology and having more access to finance or making more money, but it's hard to clearly show that one caused the other. Other factors might be affecting the situation. It's hard to understand the exact effects of these changes without another bank that hasn't changed in the same way.

Generalizability Challenges: Prime Bank works within a certain economic and rule-setting environment in Bangladesh. Using results from one country or area in others that have different market systems, shopping habits, and technology setups could lead to mistakes. Global events, new rules, or sudden tech changes can greatly affect how a bank does and might not be completely considered in the case study

Data Limitations: Getting complete and trustworthy information about digital technology, automation, financial inclusion, and profit may not always be easy. Different ways of collecting data or defining terms can change how accurate and trustworthy the analysis is.

Bangladesh Bank helps meet the money needs of everyone in Bangladesh. Make sure that other poor and needy people can also access important financial services. This idea about financial exclusion has been connected for a long time. They believe that the socially disadvantaged groups do not get enough help. old organizations or systems It's important to note that in the. Recently, the government and banks have tried to. Fix this issue. It's important to point out that in 2023, 18. 7% of people in Bangladesh live in poverty. Even though a large number of people, especially from the countryside, are not used regular banking services (World Bank, 2023). This problem highlights the need for. Improving access to financial services is one of the main goals of the Bangladesh Bank. the money-related part of the economy.

Prime Bank has come up with big plans to support the country's goals. Topics about making sure everyone has access to banking services, especially through the use of digital banking. Online banking is a way to manage your money using the internet became a powerful way to provide low-cost, easy-to-

reach, and safe financial products to communities that are left out This new service helps meet the money. It helps people in need and also makes Prime Bank more profitable. This document says that by using digital technology and combining processes, Prime Bank has managed to lower operating costs, improve service delivery, and access new opportunities that were previously unused. This helps people access financial services and also makes the business more profitable. The connection or bond between people. There is a clear link between helping more people use financial services and Prime Bank making money. This is because as digital tools get used more. More people use banking services, making the process smoother and bringing in more customers. Increase in income. It is still an important part of making things digital and automated, which helps improve efficiency. National programs to help people access banking services while also improving the bank's money management. Bigger or more. Higher levels of financial inclusion are linked to better profits at Prime Bank showing that digital banking can help society, and putting it into practice might, in Improve financial results.

3.2 Literature Review:

This literature review examines the impact of digitalization and automation on financial inclusion and profitability, focusing on a case study of Prime Bank PLC. It explores existing research on the broader implications of these technologies within the banking sector, highlighting key findings and areas of ongoing debate**.**

The financial services sector is undergoing a profound transformation, driven by rapid advancements in digital and automation technologies. These developments have fundamentally reshaped banking operations, expanded access to financial services, and altered the competitive landscape globally. This literature review synthesizes contemporary research on digitalization and automation in banking, with a particular focus on their dual impact on financial inclusion and profitability. By contextualizing these dynamics within the operational framework of Prime Bank PLC in Bangladesh, the review lays a conceptual foundation for evaluating the bank's strategic initiatives and outcomes.

Digitalization refers to the adoption of technologies such as artificial intelligence (AI), blockchain, big data, cloud computing, and mobile platforms to optimize banking functions and enhance customer experiences (Barua & Barua, 2020). It enables a shift from traditional branch- centric banking to omnichannel, paperless systems offering services in real time. Customers benefit from 24/7 access, mobile banking apps, and personalized financial tools, while banks gain operational agility and cost-efficiency (Mishra & Singh, 2021). Vasnani (2023) emphasizes digitalization's transformative effect in emerging markets, noting its role in democratizing access to financial services and empowering users previously excluded from the formal economy. Financial inclusion, the accessibility and affordability of useful financial products and services, has emerged as a critical metric for development. Studies show that digital financial services significantly reduce barriers to inclusion by leveraging mobile networks, agent banking, and app- based platforms (Barua & Barua, 2020). In low-income and rural areas, mobile technology facilitates the extension of basic financial services, reducing reliance on physical bank branches and lowering transaction costs. For Bangladesh, where Prime Bank PLC operates, digitalization

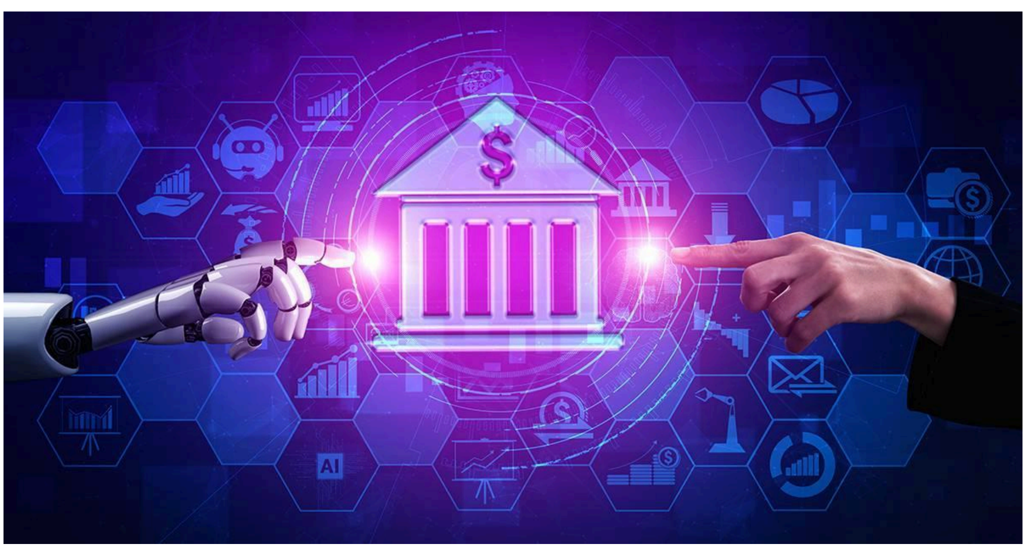
has enabled greater participation of marginalized groups in the financial system, driven by innovative mobile platforms and agent-based delivery models.

Automation in banking involves deploying AI, robotic process automation (RPA), and machine learning (ML) to streamline routine tasks such as transaction processing, compliance, customer service, and credit assessment (Kumar & Sharma, 2022). Automation enhances accuracy, minimizes human error, and ensures consistency in regulatory reporting. Mishra and Singh (2021) find that automation not only improves back-office efficiency but also strengthens front- end service delivery via chatbots and virtual assistants. Prime Bank PLC’s use of automated systems for credit scoring, real-time analytics, and digital onboarding exemplifies this shift, enabling faster service delivery and risk-based pricing strategies.

Digitalization and automation are not merely operational upgrades; they are strategic levers for profitability. Research highlights a strong positive correlation between digital adoption and key financial performance indicators such as Return on Assets (ROA), Net Interest Margin (NIM), and Return on Equity (ROE) (Mishra & Singh, 2021). Barua and Barua (2020) argue that cost- efficiency, scalability, and new product development facilitated by digital tools drive profitability, particularly in competitive markets. For Prime Bank PLC, digital platforms such as PrimePay have enabled fee-based income, customer acquisition, and reduced cost-to-income ratios, thereby enhancing shareholder value.

While the benefits are substantial, the literature also underscores several risks. These include cybersecurity threats, digital fraud, regulatory gaps, and high capital expenditures associated with technology infrastructure (Mishra & Singh, 2021). Furthermore, workforce displacement due to automation poses socio-economic risks, particularly in developing economies. Vasnani (2023) cautions that uneven digital literacy and rural-urban technology divides can exacerbate inequality if not addressed through inclusive policy and capacity-building measures. Prime Bank PLC serves as an illustrative example of digital adaptation within an emerging market. The bank has deployed internet banking, mobile apps, and digital payment platforms to expand its reach and improve service efficiency. Its digital transformation strategy aligns with national financial inclusion goals and leverages automation to reduce operational inefficiencies. As part of its response to the COVID-19 pandemic, Prime Bank enhanced its digital onboarding process and introduced self-service tools, contributing to both customer retention and increased transaction volumes (Vasnani, 2023). However, empirical evaluation is needed to quantify these impacts on profitability and inclusion metrics.

The literature strongly supports the premise that digitalization and automation foster financial inclusion and profitability. However, most studies emphasize generalized outcomes, often overlooking bank-specific case studies, especially in the context of Bangladesh. There is a clear research gap in measuring how these technologies, when applied by a specific institution like Prime Bank PLC, translate into quantifiable financial and social outcomes. This study seeks to fill that gap by critically analyzing the bank’s digital initiatives, examining performance indicators, and evaluating its contribution to inclusive financial growth.



Digitalization in banking means using new technology, like artificial intelligence (AI), machine learning (ML), blockchain, cloud computing, and big data, to change how banks work. It helps make banking easier for customers and makes banks run more efficiently. This change from traditional paper banking to digital banking allows banks to provide smooth online and mobile services. Customers can make real-time transactions, get loans quickly through automation, use AI chatbots for help, and receive personalized financial advice. Digital technology has made it easier for more people to access banking services. Now, even those in faraway or less-served places can use mobile banking apps, digital wallets, and manage their accounts online. It has improved security by using fingerprint scans, secure transactions, and fraud detection systems, making financial activities safer. Also, digital banking helps banks save money by needing fewer physical branches, making processes easier with automation, and allowing them to make decisions based on data. As technology keeps advancing, it is changing the way we handle money. It is encouraging new ideas and making banking easier and safer for everyone.

The banking industry is going through a big change with technology. This study will show how Prime Bank PLC is adjusting to this change. This information is important for other banks and financial institutions to understand. It would look at the specific technologies used by Prime Bank PLC, like AI, machine learning, blockchain, and cloud computing, and how these are helping the bank work better and serve more people. Digital technology can overcome distance and offer financial services to people who often don't have access, like those living in rural areas or far from bank branches. This study will look at how Prime Bank PLC's digital efforts are helping more people access financial services. Digital banking services help people manage their money better, make smarter choices, and get more involved in the economy. Automation can make tasks easier, lower costs, and help use resources better. The study will look at how these improvements lead to more profit for Prime Bank PLC. Digitalization can create new ways to make money, like offering customized financial products, providing data analysis services, and teaming up with fintech companies. This topic will be looked at in relation to Prime Bank PLC's business model. The study could help lawmakers understand the rules and possibilities related to digital banking. It could help create rules that promote new ideas while keeping consumers safe and maintaining a stable economy. The results might show the importance of strong digital systems, like dependable internet and security measures, to help digital finance grow. This study will give important proof of how digital tools and machines affect banks in a certain situation. The research might help create simple ideas that show how technology, access to money, and making profits are connected.

The growth of digital and automated banking systems has greatly changed how banks work and handle money around the world, including at Prime Bank PLC in Bangladesh. More and more studies show that using digital banking tools, like mobile apps, online banking, automated banking systems, ATM networks, and AI chat services, has improved how banks connect with customers, lowered costs, and opened up new ways for banks to earn money. Researchers like Barua and Barua (2020) have pointed out that technology is crucial for making the Bangladeshi banking sector more efficient, as older manual systems often slowed things down and made it hard to grow. Mishra and Singh (2021) found that using technology in banking, like robotic process automation (RPA) and real-time data analysis, helps banks make decisions quicker, lowers mistakes made by people, and makes it easier to follow the rules. All of this helps banks earn more money. Prime Bank PLC has used digital tools, like PrimePay and better online banking, to attract younger customers who like technology. This change has also made their work processes more efficient and sped up their service. Research shows that using these systems is linked to better financial outcomes, such as Return on Assets (ROA) and Net Interest Margin (NIM). Also, the COVID-19 pandemic made banks like Prime move faster to digital services. They added more self-service options and improved their mobile apps, which helped keep customers and increase the number of transactions. However, the writing also points out some problems, such as risks to computer security, high startup costs, and the need to keep training employees regularly to keep up with new technology. However, many people agree that using digital and automated banking systems in smart ways, with strong support, can greatly help banks like Prime Bank PLC make more money and stay competitive in a world that is becoming more digital.

Automation in banking means using new technologies like artificial intelligence (AI), robotic process automation (RPA), machine learning (ML), and blockchain to make financial processes easier and better. This reduces the need for people to be involved, making things faster, more accurate, and safer. By using automation, banks and financial institutions can improve tasks such as handling transactions, helping customers, spotting fraud, managing risks, checking for compliance, and approving loans. Automated chatbots and virtual helpers improve how companies interact with customers by offering help right away. At the same time, smart analytics tools help banks check if people can get loans and spot any suspicious behavior better. Also, automation helps cut down mistakes, lowers costs, speeds up service, and makes the overall experience better for customers by providing tailored banking solutions. By using automation, banks can make more money and offer financial services to people who usually don't have access, helping more people join the financial system. While automation has its advantages, it also brings some problems like cyber threats, legal issues, and job losses. This means banks need to find a way to balance the efficiency of technology with the need for human supervision.

Digital technology and automation have changed banking in many ways. They make things faster and easier for customers, lower costs for banks, and help more people get access to financial services. Digitalization means using online banking, mobile apps, digital wallets, and AI for customer service. This lets customers easily handle transactions, apply for loans, and manage their accounts from anywhere. Automation uses technologies like robots, artificial intelligence (AI), and machine learning (ML) to make repetitive tasks easier. This includes things like handling transactions, spotting fraud, checking rules, and assessing risks. It helps cut down on mistakes and makes operations more efficient. Chatbots and virtual assistants are available all day, every day to help customers, making responses faster and the service better. Automated credit scoring methods speed up loan approvals and make it easier for more people to get loans, even those who don't have regular credit histories. Also, blockchain technology makes transactions safer and clearer, lowering the chances of fraud and keeping data accurate. These improvements help banks make more money and work better. They also help people who usually have a hard time accessing banking services, especially in faraway places. Banks need to deal with issues like online security risks, gaps in people's understanding of digital tools, and following rules to make the most of digital technology and automation.

The rise of digital and automated banking systems has greatly changed the financial industry, and many studies have looked at how they affect profits in different ways. Many studies show that using technologies like online banking, mobile apps, ATMs, and advanced back-office systems usually leads to more profits for banks and financial companies. The reasons for this positive connection include lower operational costs because there's less need for physical buildings and manual work, a broader reach to customers through easy online services, better efficiency in handling transactions and providing services, and the chance to earn new money from creative digital products and services. Also, happier customers who keep coming back, thanks to easy-to-use digital platforms, can help a business make more money over time. However, some research warns that there may be high initial costs, the need for strong cybersecurity to protect data, and the importance of making sure these new technologies fit well with the current systems in the organization to get all the financial benefits. Looking closely at Prime Bank PLC in Bangladesh means we need to study the bank's digital changes, how much they use automated systems, and carefully look at their financial results (like Return on Assets, Return on Equity, Net Interest Margin, and Cost-to-Income Ratio) during the time they adopted these new technologies. This will help us understand how these changes affected their profits in the specific setting of banking in Bangladesh.

Digital technology can greatly improve access to financial services, especially in areas that are remote or lack services. Mobile banking, internet banking, and agent banking can help people who have never used traditional banks before. Digitalization can reduce the cost of offering financial services, making them cheaper for banks and customers. This can help banks make more money and make it easier for people and businesses to get what they need. Digital tools can help customers take charge of their money. They can see their transactions right away, pay bills easily, and get advice that fits their needs. Automation tools like artificial intelligence (AI) and robotic process automation (RPA) can make banking work easier by cutting down on manual tasks and helping things run smoother. This can help save money and make more profit. AI chatbots and virtual helpers can give customer support all day, every day, which helps make service better and keeps customers happy. Automation can help banks find and reduce risks better, like fraud and money laundering, which helps make the financial system safer.

You can find information about the impact of digital and automated banking systems on financial profitability of Prime Bank from several good sources:

- **Prime Bank's Official Website :** Check their Annual Reports, Investor Relations section, and Press Releases. They often discuss the impact of digital initiatives on their profits. A good place to get accurate information about how digital and automated banking affects Prime Bank's profits is their official website. You can learn important information about how Prime Bank's digital changes are affecting their business by looking at areas like Annual Reports, Investor Relations, and Press Releases. The Annual Reports give a thorough view of the bank's financial situation, current plans, and insights from management. They often focus on how digital tools like mobile banking apps, online banking, automated loan processing, and customer relationship management (CRM) systems help improve efficiency and make more money. These reports usually have key numbers like the rise in online transactions, how many customers are using online services, savings from automation, and how much more money is made from digital banking. In the Investor Relations section, Prime Bank shares financial reports every three months and important information. These reports show changes in earnings, operating costs, and profits, helping you see how new digital ideas are impacting profits over time. Press releases and news updates give current information about new digital products, partnerships in finance, or awards for technology achievements. They usually include comments from company leaders discussing the advantages of these actions. This information, straight from the bank's official messages, gives a clear and current view of how digitalization is affecting Prime Bank's finances. Their website is a key resource for anyone looking into this topic.
- **Bangladesh Bank Website :** The Bangladesh Bank website (https://www.bb.org.bd/en/index.php) is an important place to find reliable information about how digital and automated banking systems affect the profits of banks, such as Prime Bank. Bangladesh Bank is the main organization that oversees all banks in Bangladesh. It regularly shares many reports, such as Financial Stability Reports, Bank Statistics, Annual Reports, Policy Guidelines, and Sector Reviews. These reports provide important information about how moving towards digital banking has changed things like efficiency, profits, and managing risks in the

banking sector. These documents usually look at banking trends in the whole country, but they also show how well individual banks are doing. They often focus on how many people are using new technologies like mobile banking, online banking, agent banking, and automatic payment systems. Even if they don't only look at Prime Bank, the information and analysis they provide can help us see how the digital changes are affecting profits in the whole banking industry. We can then use that information to look at how Prime Bank is doing in that situation. Also, Bangladesh Bank occasionally sends out special notices or papers that encourage new technology, online safety, and automated processes. These documents affect how commercial banks, like Prime Bank, operate and plan to make more money.

- **Newspaper Articles and Business News :** You can find good information about Prime Bank's digital and automated banking systems and how they affect profits in newspaper articles and business news websites like The Daily Star, The Financial Express, Dhaka Tribune, and New Age. These newspapers frequently print stories, interviews, and opinion pieces that show how banks in Bangladesh, like Prime Bank, are changing to keep up with new technology. You can learn about Prime Bank's new digital products, their mobile banking services, how they are making banking easier, improvements in customer service, and how these changes are helping them grow and stay competitive. Financial reporters usually look at how Prime Bank is doing every three months or each year. They talk about how much money the bank makes from online services compared to regular ones. When Prime Bank launches new things like mobile apps, AI support for customers, or automated bank branches, newspapers often talk about these news and include expert opinions on how these changes could impact the bank's market share, costs, and profits. These news articles are helpful because they mix facts with current market feelings. This gives you information and explanations to better see how digitalization affects financial performance. Look for headlines like "Prime Bank digital changes," "Prime Bank making money," or "Prime Bank automation projects" in these newspapers' online archives. This will help you find a lot of useful information for your study or project.
- **Research Papers and Journals :** You can learn important information about how digital and automated banking affects money-making by looking at research papers and journals online. Websites like Google Scholar, ResearchGate, and SSRN have many academic articles, case studies, and working papers where researchers have looked at how digital changes are affecting banks, including in Bangladesh. There may not be a lot of papers about Prime Bank specifically, but you can find studies about banks in Bangladesh in general. You can connect those findings to how Prime Bank is doing. These papers usually have information, examples, and models that show how using automation and digital banking can help businesses make more money by working better, keeping customers happy, and saving money. Using these academic sources will make your research more trustworthy and thorough.
- **Banking and Fintech Reports :** Reports from big global consulting companies like KPMG, PwC, Deloitte, and McKinsey provide important information on how digital and automated systems affect money-making in banks. These reports are not only about Prime Bank, but they show worldwide and local trends. For example, they explain how using machines helps lower costs, makes customers happier, boosts sales through online methods, and strengthens financial security. You can use the important points from these reports to look at what Prime Bank is doing. This can help you see how similar digital strategies may have affected Prime Bank's profit. These reports are usually well-researched, trustworthy, and often available for free on the companies' official websites.

Challenges and Considerations : The advantages of using technology and machines may not be shared equally, which could make existing inequalities worse. It is important to make sure everyone can use technology and understand digital tools. Using more digital technology makes people worried about keeping their data safe and private. Strong security and rules to protect data are very important to keep customer information safe. Automation might lead to some people losing their jobs in banks. It's important to provide training and skill improvement for employees to get ready for the changing job market.

Studies on how digital technology and automation affect access to financial services and profits usually highlight three main things: more people can use financial services, costs are lower, and things run more smoothly. Research has found that digital technology can help more people use banking services, especially those who don't have easy access to them. Automation can make tasks easier, lower costs, and improve accuracy, which can help financial institutions earn more money. However, there are problems like online security threats, worries about data privacy, and the need for customers and workers to understand digital tools that need to be fixed in order to get all the advantages of using technology and automation in the finance industry.

In order to better understand financial inclusion is considered a primary strategy used to reap inclusive financial growth. Many empirical findings show that economic inclusion helps economic increase, reduces income inequality, and fosters economic improvement. Bangladesh's expanding economy has stimulated greater financial integration. Bangladesh has maintained a steady growth rate in recent decades, increasing GDP by about 6% since the 1990s. Income inequality, as measured by the Gini coefficient, increased slightly in the 2000s, (Vasnani, 2023) although the distribution of benefits widened and migration and agricultural modernization contributed to equitable growth when opportunity forms emerged in the export sector, such as pre-made garments Growth and with colonial and international remittances as a result of this growth, the number of people living below the poverty line of the country has decreased from 49% in 2000 to about 24% in 2016 (Vasnani,2023).After reviewing existing research, we have concluded that Bangladesh is experiencing moderate economic growth. The primary role of banks is to advance technology and provide adequate services.

If we consider the history of Prime Bank Limited in Bangladesh started its operations in 1995 with only a few branches. Over the years, it has significantly expanded its network. Prime Bank currently has 146 branches and 170 ATM locations across the country. To meet the population's financial inclusion needs, Prime Bank in Bangladesh has developed a physical distribution network without opening a branch through the Prime Bank Agent Banking program. Prime Bank initiated its Agent Banking software to provide banking services to all unbanked people in Bangladesh, mainly the ones residing in rural and semi-urban regions. Prime Bank Agent Banking ensures credit score to millions of holders in structures which might be currently inaccessible to the monetary quarter. An inclusive banking device opens up funding opportunities, creates jobs, and energizes the economy in far off communities wherein the brickand-mortar department gadget is not economically feasible.

3.3 Significance:

This report examines the digitalization and automation from the lens of financial inclusion and profitability of PBL. As for Prime Bank PLC, it reveals factors that may help the bank improve its performance besides increasing customers' satisfaction. The internship report analyses the performance and enmity of me and adds to the theoretical knowledge regarding digitalization, monetary inclusion as well as the financial development. It also provides policy advice to the regulators and the policymakers to foster digitalization. This report examines the impact of digital technology and automation on the accessibility of financial services for all individuals. Making money from PBL. Prime Bank PLC shows things that could help the bank get better. Its performance also boosts customer satisfaction. The internship report looks at the how I perform and my feelings of hostility contribute to understanding digitalization better. money access and financial growth. It also gives advice on policies to the People in charge and decision-makers to promote the use of digital technology. This part explains some possibilities and limits of using machines and digital technology. This report is very helpful for Prime Bank because it shows how the mobile money platform has impacted the bank's ability to include more people financially and make a profit. The results will help the bank understand what their clients need, make it easier to use their online services, and improve how they do banking. It explains the chances related to clear issues the bank faces, like agent banking, basic digital tools, ways to automate things, and finding more efficient processes. This will help Prime Bank save money and improve customer satisfaction. Also, this advice can help the bank use the right plans as regulations change and get ready for the future with the rise of digital banking.

3.3 Methodology

This report encompasses data from both primary sources and additional collected sources. The secondary data pertains to the products and details regarding the plans and their features sourced from the PBIL website. Individuals interested in gaining further insights about the products and plans are encouraged to visit the website, which contains valuable information. The financial data is primarily obtained from the financial statements of PBIL and other associated organizations, and it is also gathered through secondary research. The core information is derived from my internship within the Research and Business Development Department, complemented by discussions I had with senior personnel, particularly those in the research team and the department head. Their insights and quotations were utilized to evaluate certain companies that aligned with PBIL's investment criteria. The formula used for the calculation are:

- ✔ **Data from primary sources**: Set in one-to-one conversations with bank's officers, for collected data by working in several departments, and I did communicate via phone calls and inperson visits to other head offices.
- **Data from secondary sources:**

➢ Financial Inclusion Data: Access to financial services, credit penetration growth in terms of urban rural data from Bangladesh Bank and Prime Bank's internal reports that is NFIS reports of PBL.

➢ Digitalization Data: Digital transaction volumes, mobile money accounts from Prime Bank and national financial inclusion reports.

➢ Annual Reports: Prime Bank's annual reports for financial performance and digital service.

➢ Research Papers and Reports: Relevant academic and industry research on financial inclusion and economic growth.

3.4 Findings and Analysis:

3.4.1 Present Status of Financial Inclusion in Prime Bank Through Fintech

:

Financial inclusion is a big area. Financial inclusion means making sure that people and businesses can access the financial services they need, like bank accounts, loans, and insurance can easily and cheaply get financial help. The goal is to make it easier for people to access. Banking services for people living in cities and the countryside, including those who are poor. Bangladesh As I said before, finance covers many different areas. For instance, Here’s the simplified the text: "person, bank customer using agents, money transfers, internet service, borrowing and saving money. " The service offers help with depositing money and borrowing money for businesses. But we take care of the basic account's part

An assessment of the accessibility and efficiency of the automated and digital services of Prime Bank Plc.

Table 1: Online Based accounts number & percentages:

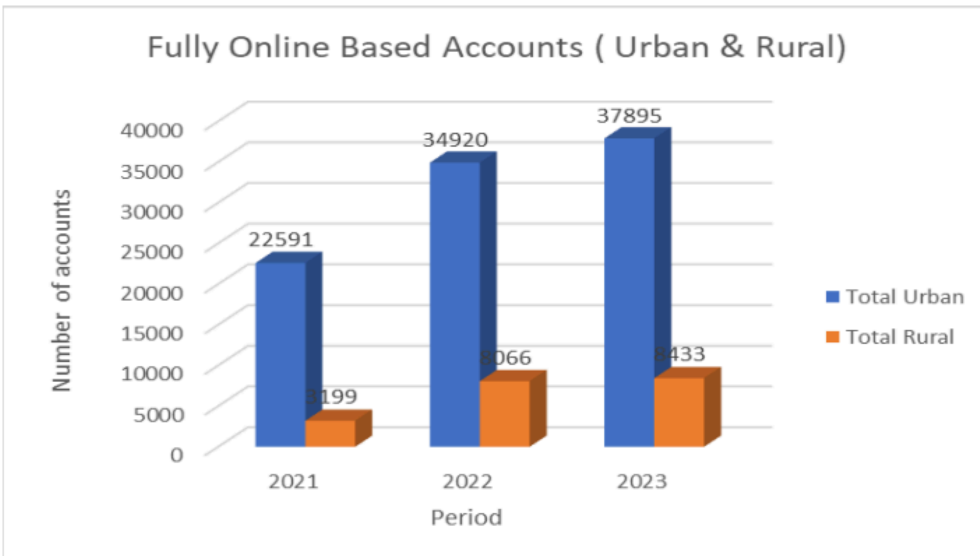
Period	Total Urban	Urban (% of total)	Rural Total	Rural (% of total)	Total
2021	22591	88	3200	12.1	25799
2022	34919	81.22	8067	18.72	42988
2023	37895.5	82	8433	18.20	46330

Table 1: Online Based account’s volume & percentages:

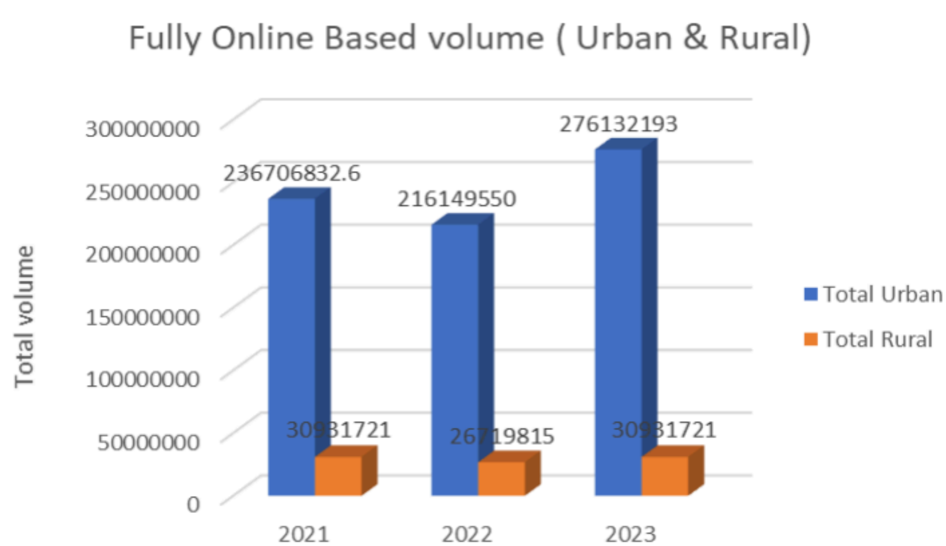
Period	Total Urban	Urban (% of total)	Rural Total	Rural (% of total)	Total
2021	236706832.06	90	30931721.5	10.08	307063915
2022	216149551	89	26719816	11	242869366
2023	276132197	90	30931722	10.08	307063915

Source: NFIS Report 2021-2024 Of PBL.

(A)This is a graph that showed Urban & Rural numbers of growth over the time:



B) This is a graph that showed Urban & Rural total volume of growth over the time:



Tables 1 and 2 show the number and amount of "Fully Online Based Accounts" and "Fully Online. " "Volume based on areas in the city and countryside for the years 2021, 2022, and 2023. " a clear image of a city environment makes up just one percent, down slightly from 88 percent last year. Reusing tests The

rate went up to 82% in the school year 2021 or 2022 from 62% in 2021. 81% in 2023. More rural accounts have opened, but they still make up a small part of the total. This shows that , Online banking is more common among people who live in cities.

3. Number of bank branches and ATMs

Table 2:	Branches,ATM,POS statics in PBL.								
	Number of Branches			Number of ATM			Number of POS		
Period	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
2021	36	110	146	28	122	150	76	413	489
2022	36	110	146	29	122	151	76	413	489
2023	36	110	146	31	122	153	82	417	499

Source: NFIS Report 2021-2024 Of PBL.

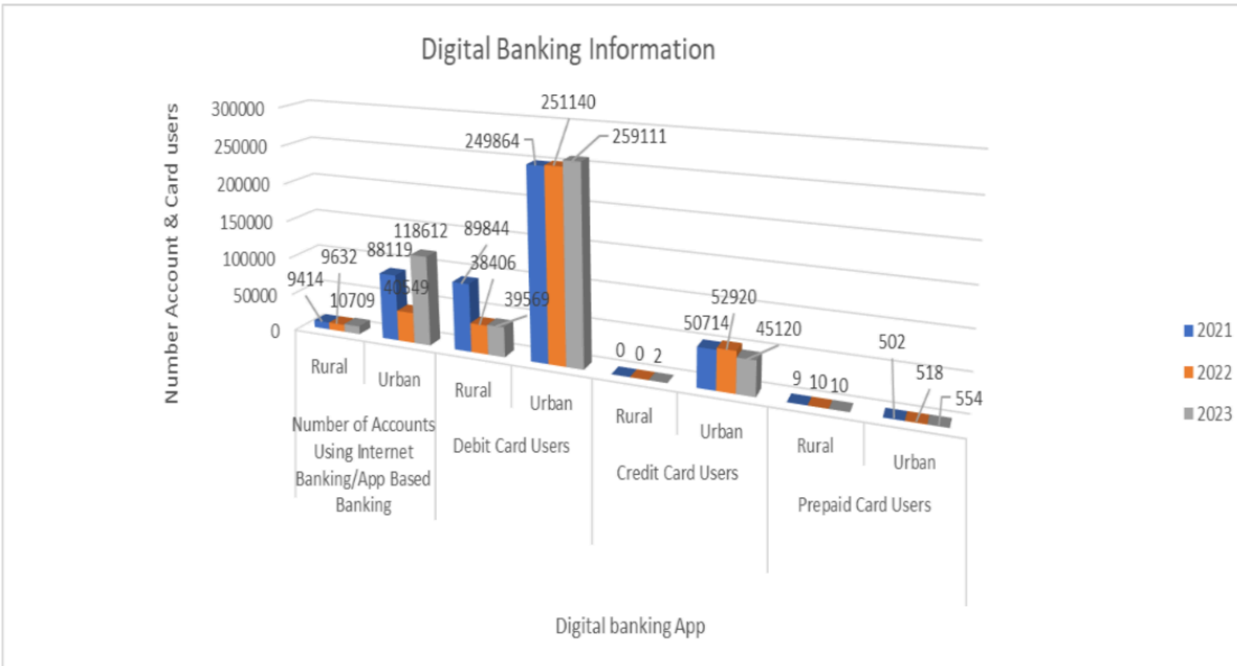
From 2021 to 2023, Prime Bank Limited (PBL) kept the same number of branches. There are 146 branches in total. There was a small rise in ATMs, especially in rural areas. Areas are seeing a small increase in POS terminals, indicating that there is an effort to grow digital banking. Infrastructure means the basic structures and systems needed for a country or organization to function, like roads, bridges, and buildings.

3.Digital Transactions:

Table:4 Accounts number of digital bank users								
	Number of Accounts Using Internet Banking/App Based Banking		Debit Card Users		Credit Card Users		Prepaid Card Users	
Period	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban
2021	9414	88119	89844	249864	0	50714	9	502
2022	9632	40549	38406	251140	0	52920	10	518
2023	10709	118612	39569	259111	2	45120	10	554

Source: NFIS Report 2021-2024 Of PBL.

This graph has showed that the whole digital banking growth of PBL over the time:



Here is the amount and worth of digital payments for PBL. In Online Banking/App Banking In Prime Bank, city accounts went up by 34% in the years 2021, 2022, and 2023 , 5% Rural accounts grew by 13% because of the increase. Clients taking part in setting up their business and personal activities, 7% increase So, the use of debit cards didn't change much, but more people in rural areas started using them. made a little smaller. The number of people using the organization's credit card in the city went down by 14 to 15. 8 percent of city users are using it, but it's starting to show that rural users are beginning to use it too.The use of prepaid cards went up to 11 percent by the end of December 31, 2013, compared to before. Last 1% and 10% 4% more than last year, which shows a strong trend. Using online payment methods.

While specific year-by-year data on Prime Bank PLCs digitalization impact on financial inclusion isnt publicly available, we can present a chart summarizing key initiatives and their outcomes based on available information:

Initiative	Description	Impact on Financial Inclusion
MyPrime App	Mobile banking platform launched over 18 months ago.	Over 170,000 downloads and 1.5 million transactions totaling Tk2,500 crore, enhancing access to banking services.
Nano Loans	Digital microloans offered via MyPrime.	Disbursed over 1,000 loans amounting to Tk64 lakh, supporting underserved

		communities.
PrimePay	Digital salary and tax disbursement platform.	Addresses the needs of Generation Z, with over 60% expecting digital salary options, promoting financial inclusion.
Braille Financial Literacy Books	Published books on Consumer & SME Banking basics in braille.	First of its kind in Bangladesh, ensuring equal access to banking information for the visually impaired.
RemitPrime	Real-time remittance service for expatriates.	Facilitates instant transfers to Prime Bank accounts and bKash wallets, supporting financial inclusion for remittance recipients.

(https://businesspostbd.com/lander?utm_source.com)

These initiatives collectively demonstrate Prime Bank PLCs commitment to leveraging digital solutions to enhance financial inclusion in Bangladesh.

This means looking at how the bank is using digital technology in different areas, like getting new customers, processing loans, making payments, and helping customers. This goal is to find

out how these technologies have helped people who don't have easy access to financial services, like low-income individuals and those living in faraway places. Important things to look at are how many new accounts are created, how many loans are given to people who didn’t have bank accounts before, and how digital banking services are getting to rural areas. This goal is about measuring the money saved or earned from changing to digital processes. Key signs to look at include how much it costs to make money, how much profit the company makes from its assets, how much profit it makes for its owners, and improvements from using machines or technology. This goal is to find out the possible challenges and opportunities that Prime Bank PLC might face as it works on improving its digital services. This involves looking at what other businesses are doing, understanding the rules, and figuring out what customers want. The goal is to use the research results to suggest practical ideas that can help use technology and automation to include more people in financial services and make more profit. This could include ideas for new products, ways to make things better, and partnerships with other companies.

3.4.2 Investigating Prime Bank Financial Growth

Prime Bank PLC reported a 26% increase in profit in the (Mahmud, 2024) January-March 2024 quarter, with consolidated earnings per share (EPS) at Tk 1.16 in Q1 2023-24 compared to Tk 0.92 in FY23(“Palli Sanchay Bank Officials Demand Removal of Managing Director,” 2024). The banks net operating cash flow per share also increased. Established in 1995, Prime Bank is a second-generation commercial bank with 146 branches and 153 ATMs across Bangladesh. Despite its strong position, the Prime Bank prioritizes economic growth and upholds the value of the countrys economy.

Prime Bank Financial Growth (2021-2023) (BDT million)					
Metric	**2021**	**2022**	**2023**	**% Change (2021-2022)**	**% Change (2022-2023)**
Total Assets (BDT million)	389,878	433,410	458,734	0.1116	0.0584
Net Profit After Tax (BDT million)	3,111	4,022	4,821	0.2926	0.1987
Net Interest Margin (NIM)	3.18%	2.93%	3.50%	-7.86%	0.1945
Return on Assets (ROA)	0.84%	0.98%	1.06%	0.1667	0.0816
Return on Equity (ROE)	10.61%	12.93%	14.33%	0.2188	0.1083
Cost-to-Income Ratio	45.24%	46.99%	47.21%	0.0387	0.0047
Operating Profit (BDT million)	8,241	8,748	9,143	0.0615	0.0451
Total Revenue (BDT million)	41,431	43,765	45,922	0.0564	0.0493
Gross Profit Margin	68.91%	62.66%	54.40%	-9.06%	-13.16%
Net Profit Margin	20.68%	24.35%	27.13%	0.1776	0.1142

Table: Collected from PBL Annual Report (2021-2023)

Analysis:

- The total assets grew by 11.16% from 2021 to 2022 and by another 5.84% from 2022 to 2023.
- Its net profit greatly increased by 29.26% in 2022 and another 19.87% in 2023.
- ROA and ROE increased gradually, hence raising profitability concerning assets and equity of the bank.
- While the gross profit margin and NIM did fall in 2022, both rebounded once more by 2023.

This is steady financial growth, reflected in improving profitability metrics between 2021 and 2023.

3.4.3 Prime Bank as a Digital Banking Growth:

Here is the dataset showing Prime Bank's digital banking investment, revenue, and growth from 2021 to 2023:				
Year	**Digital Investment (BDT Billion)**	**Investment Growth (%)**	**Digital Revenue (BDT Billion)**	**Revenue Growth (%)**
2021	2.3	N/A	1.5	N/A
2022	3.5	52.17%	2.12	40%
2023	4.2	20%	2.65	25%

Analysis :

- **Digital Investment:** The bank has invested BDT 2.3 billion in the year 2021, which increased to BDT 3.5 billion in 2022, reflecting growth of 52.17%, and BDT 4.2 billion in 2023, up 20%.
- **Digital Revenue:** Revenue from digital banking increased from BDT 1.5 billion in the year 2021 to BDT 2.12 billion in 2022, reflecting a growth of 40% and further to BDT 2.65 billion in 2023, showing a growth of 25%.

Improvement Suggestion in Digital Banking of Prime Bank:

1. **Introduce Blockchain Technology:** Start projects that use blockchain technology to improve security to places where buying and selling happens, knowing your customer (KYC), and spotting fraud. These, besides the decrease in the related risks will give Prime Bank an advantage over other banks.
2. **More E-Wallet and Third-Party Integrations:** Start projects that use blockchain technology to improve security. Places where buying and selling happens, knowing your customer (KYC), and spotting fraud. These, besides the decrease in The related risks will give Prime Bank an advantage over other banks.
3. **Inclusion of AI-Powered Services:** AI will help Prime Bank by using AI chatbots. and automatic customer help available anytime for tailored services better experience for customers.
4. **Mobile Application Development:** The bank should focus on creating a user-friendly mobile banking app and add fingerprint or face recognition for better security.
5. **Smoothen Digital Onboarding:** The bank will let customers open accounts online quickly and easily, without any problems. The process is finished, allowing us to begin the onboarding.
6. **Improve the Online Banking Platform:** Change the design of the online banking website and app to make it better and easier for users. meet the level and competition seen in better platforms, including that of City Bank.

3.5.4 Challenges and Opportunities

3.5.4.1 Challenges in Fin-tech Based Financial Inclusion in Prime Bank

The emergence of financial technology in Bangladesh presents promising solutions for enhancing financial inclusion. Nevertheless, despite these potential advantages, numerous challenges persist that hinder the widespread adoption of fintech-driven financial inclusion within the nation. So Prime Bank has same potential to grow and also face some challenges:

- **Illiteracy in Digital Platform** : PBL has shifted its emphasis towards utilizing electronic platforms to enhance customer service, offering precise and secure account management through services like E-KYC, Mobile Banking, and ATMs. However, when examining no-frills accounts, it becomes evident that a significant portion consists of school accounts, accounts for farmers, and those belonging to individuals in extreme poverty. Consequently, many of these accounts are not equipped with advanced technological features and have faced challenges in accessing financial services.
- **Trust Issue :** Individuals with literacy skills, who may be more familiar with traditional, non-digital approaches, often find it challenging to place their trust in financial technology products. Consequently, these trust-related concerns represent significant obstacles to the adoption of a digital service culture within this demographic. As a result, the process of guiding a customer toward a digital platform tends to be lengthy and complex.
- **Regulatory challenges :** Bangladesh Bank establishes comprehensive guidelines and implements stringent policies prior to the development of any new systems or platforms. Nevertheless, Fintech products are associated with heightened cyber risks and potential financial crimes. The Bangladesh Financial Intelligence Unit (BFIU) has delineated specific regulations that PBL is required to follow. Consequently, regulatory challenges remain a persistent issue. PBL's responsibilities encompass more than merely creating products for consumers; they must also ensure the security standards mandated by Bangladesh Bank are upheld.

These are some of the challenges that PBL must overcome as it develops digital banking and automation to support the growth of financial inclusion.

3.5.4.2 Assessment of potential opportunities for future innovation and development:

- **Increased Agent Banking and Mobile Financial Services** : Prime Bank stands out as the most strategically positioned financial institution to significantly advance financial inclusion through its extensive network of agent banking and mobile financial services. By establishing agent banking outlets in rural and underserved regions, the bank has the potential to reach millions of individuals who are either unbanked or underbanked. Furthermore, the provision of fundamental deposit, withdrawal, and payment services via mobile applications can enhance banking accessibility.
- **Digital Payments and Remittances :** The increasing demand for rapid and cost-effective digital payment methods presents an opportunity to enhance the efficiency and affordability of personal and small business transactions. Integrating remittance services within the digital banking platforms of financial institutions can significantly improve the processes of sending and

receiving funds internationally. Such solutions, accessible via mobile applications or agent locations, could enable Prime Bank to reduce the expenses associated with remittance transfers, thereby broadening financial access for migrant families and small enterprises.

- **Pioneer Credit Solutions for Underserved Populations :** The implementation of innovative digital lending solutions, including nano loans and AI-driven credit scoring models, will enhance financial inclusion at Prime Bank. By utilizing alternative data sources via mobile banking platforms, the bank can evaluate the creditworthiness of individuals and small business owners without the need for conventional documentation of their financial history. These digitally extended loans will facilitate rapid access to capital for those at the lower end of the economic spectrum, thereby promoting entrepreneurship and stimulating economic growth in their communities. This initiative not only represents a significant advancement in social development but also paves the way for new revenue streams for Prime Bank.

3.6 Summary and Conclusions:

In conclusion, the processes of digitalization and automation play a crucial role in fostering economic development. The digital offerings provided by Prime Bank PLC not only improve customer satisfaction but are also readily accessible. However, there remains a necessity for enhancements in accessibility. Additionally, a greater emphasis on digitization is likely to yield a competitive edge and facilitate sustainable growth for Prime Bank PLC.

3.7 Implication:

In recent years, Prime Bank has made significant strides in providing innovative solutions within the financial services sector. Nevertheless, the government has advocated for the continued use of physical branches as part of its macroeconomic objectives. This approach serves as a policy instrument capable of mitigating inequality while fostering sustained economic growth. This paper aims to enrich the existing body of literature by evaluating recent achievements, identifying challenges faced by fintech, and exploring the potential for enhancing financial literacy among the population. The study seeks to equip policymakers, financial institutions, and technology-oriented stakeholders—including producers, consumers, and researchers—with insights into the transformative impact of fintech on financial inclusion and the importance of developing more robust and sustainable financial systems in today's digital landscape. National policy coordinators may draw lessons from these findings to refine current healthcare delivery models. Addressing the contemporary challenges posed by the rapid digitization of the financial services sector is essential, particularly concerning the benefits of inclusive finance and the associated risks of digital inclusion. These insights underscore the critical importance of financial inclusion and suggest that the potential policy implications for promoting inclusive economic development have influenced the terminology used in this discourse.

Recommendations :

- PBIL should increase its efforts in marketing to reach more customers and create stronger brand value.

- PBIL should recruit more people to the research and business development team to maintain a larger portfolio.

Conclusion:

The implementation of innovative digital lending solutions, including nano loans and AI-driven credit scoring models, will enhance financial inclusion at Prime Bank. By utilizing alternative data sources via mobile banking platforms, the bank can evaluate the creditworthiness of individuals and small business owners without the need for conventional documentation of their financial history. These digitally extended loans will facilitate rapid access to capital for those at the lower end of the economic spectrum, thereby promoting entrepreneurship and stimulating economic growth in their communities. This initiative not only represents a significant advancement in social development but also paves the way for new revenue streams for Prime Bank.

The results reveal a high positive relationship between digitalization, both independent variables, and cost-to-income efficiency with the (ROA and ROE) of the banks. This implies that the investment made on digital banking and automation such as Prime Bank came out with improved profitability and operations. To summarize, digitalization and automation are significant factors that contribute to economic growth. Prime Bank PLC's digital services enhance customer satisfaction and are easy to attain. In summary, there is a need for improvements in accessibility. Furthermore, increased digitization will lead to a competitive advantage and help Prime Bank PLC grow sustainably.

In recent years, there have been new and better ways to solve problems in finance. Services at Prime Bank have been supported by the government, which has encouraged people to use in-person banking. Big economic aim for a specific area. Actually, it can help reduce inequality as it works to keep steady growth in the economy. This paper adds to the knowledge on. There's an increasing amount of writing about the finance technology (fintech) industry that looks at recent achievements and challenges and the possible ways to improve people's understanding of money matters in the future. This study aims to give important information to decision-makers and banks and technology helped people involved in this kind of lending, including both borrowers and lenders and researchers about how fintech can help include more people in the financial system and its importance. To make financial systems better and more sustainable the modern world, especially because of digital technology. the organizers of National policies can use ideas from the earlier investigations to make things better current ways of providing health care A lot of effort to improve today. Problems related to the quick move to digital technology in the finance industry. That means: Open to everyone The advantages of finance and the dangers of using digital methods for inclusion. These are hints about the topic of the text, which is the importance of including everyone in the financial system. It can be thought that the specific Possible effects on policies that support fair economic growth were also influenced the selection of this word.

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