Report On
General Banking Practices of Islami Bank Bangladesh

PLC (Ramna Branch)

By

Mazharul Islam Shuvo
Student ID: 19104111

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

Brac Business School
Brac University
November 21, 2024

Declaration

It is hereby declared that:

1. The internship report submitted is my own original work while completing my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Mazharul Islam Shuvo

ID: 19104111

BRAC Business School

BRAC University

Supervisor's Full Name & Signature:

Tanzin Khan

Senior Lecturer, BRAC Business School

BRAC University

LETTER OF TRANSMITTAL

Tanzin Khan
Senior Lecturer,
Brac Business School
Brac University

Subject: Submission of Internship Report.

Dear Mam,
With due respect, I beg most respectfully to state that l am very glad to submit my Internship report on "General Banking Practices of Ialami Bank Bangladesh Limited (Ramna Branch)". I have tried to the best of my sincerity to prepare the report covering of the aspects of the topics as per your suggestions and also tried to reflect the report.

I sincerely hope your gracious consideration to accept my internship report for evaluation and oblige thereby. I am always available for any clarification of any part of this report at your convenience.

Sincerely,
Mazharul Islam Shuvo
ID: 19104111
Brac Business School
Brac University
12TH November, 2024

Non-Disclosure Agreement

As an intern at Islami Bank Bangladesh PLC (Ramna Branch), I acknowledge that all the information I have accumulated during my tenure as an intern in the General Banking department is disclosed in this report per the policies set by Islami Bank Bangladesh PLC. I declare that I will maintain the confidentiality of the sensitive information that I have collected as an intern and will not disclose it to anyone.

Student's Full Name & Signature:

Mazharul Islam Shuvo

ID: 19104111

BRAC Business School

BRAC University

Organization Supervisor's Full Name & Signature:

Abul Farah Md. Anwarul Azim

Senior Assistant Vice President, Investment In-charge

Islami Bank Bangladesh PLC, Ramna Branch

ACKNOWLEDGEMENT

First of all, I wish to acknowledge the immeasurable grace and propound kindness of the Almighty ALLAH, who has given me strength to complete this Internship report successfully. I would like to express my gratitude to my supervisor Tanzin Khan, Senior Lecturer, Bracf Business School, Brac Business School, whose valuable guidance and encouraging attitude have motivated me to prepare the report. I consider myself fortunate to have worked under her guidance. I thank to her for her support, belief, patience, fairness and constructive feedback.

I would like to express my sincere appreciation to all the faculty members of Brac Business School whose teaching, care and affection inspire me a lot in each and every step of my life.

Mazharul Islam Shuvo

ID: 19104111

Brac Business School

Executive Summary

The sole purpose of the report is to understand the general banking practices performed by IBBl, Ramna Branch. Through islamic banking facilities and customer-oriented schemes, IBBL has achieved the trust of the customers and has captured the economic market, and became one of the leading banks in Bangladesh. At the initial stage of this report, I have provided a background that narrates the overall content of the report. Following that, I have briefly narrated the overview of IBBL. Here in this part, I have tried to cover the historical background, branch number, vision, mission, etc. of this bank. Following that the project part comes into account. Here, the general banking activities of IBBL are described maintaining elaborate discussion for every section of general banking. Apart from that, I have briefly related the terms and guidelines of almost every scheme of general banking provided by the IBBL, Ramna Branch authority. IBBL Ramna Branch has three key departments. These are the General banking department, Investment department, and Foreign exchange department. These three departments provide all kinds of services to the customers.

The general banking department provides service to the customers by doing the fundamental tasks of the bank. In the general banking department, there are five sections which include- account opening, bills, and clearing, remittance, cash, the closing of an account. These elementary departments include tasks- account opening, providing master credit cards, internet banking, offering different types of schemes to the customers, different types of bills and fees collection, etc. The Investment department has also three sections- general investment, industrial investment, and investment recovery. Further more the foreign exchange department also plays an emergent role by providing service to the customers. This department includes three sections - export, import, and foreign remittance section. Keeping in mind that excellence in customer service helps an organization build a respectable position in the market and retain more people as faithful customers. Thus to keep the customers satisfied, IBBL provides a variety of services to them through these departments.

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(INTRODUCTION)

Chapter 1: Overview of Internship

1.1 Student Information

- **Name**: Mazharul Islam Shuvo
- **ID**: 19104111
- **Program**: BBA
- **Major/Specialization**: Finance

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

- **Internship Period**: [Start Date] to [End Date]
- **Company Name**: Islami Bank Bangladesh PLC (IBBPLC)
- **Department/Division**: General Banking Department
- **Address**: 9 Bangabadhu Avenue, Dawn Plaza, 2nd, 3rd & 4th Floor, Dhaka 1000

1.2.2 Internship Company Supervisor's Information

- **Name**: Abul Farah Md. Anwarul Azim
- **Position**: Senior Assistant Vice President, Investment In-charge
- **Phone**: 01753261666, 01973261666
- **Email**: inv.ramna@islamibankbd.org

1.2.3 Job Scope – Job Description/Duties/Responsibilities

During my internship at Islami Bank Bangladesh PLC, I found myself primarily immersed in the General Banking Department. This experience (although challenging) provided me with a comprehensive understanding of the diverse range of banking activities undertaken by the institution. My responsibilities within the department were multifaceted**:**

Account Management. I actively assisted in the process of opening and closing bank accounts, ensuring adherence to the bank's standard operating procedures and compliance with regulatory requirements.

Customer Service: Customer Service was another area of involvement; I supported operations by handling inquiries from customers and providing essential information about the bank's various products and services. This role allowed me to develop strong interpersonal skills and cultivate a positive customer experience.

Remittance Services: I had the opportunity to learn about and assist in Remittance Services, particularly regarding international money transfers. This experience exposed me to the complexities of cross-border transactions and highlighted the importance of compliance with international regulations. However, I also encountered some challenges that enhanced my problem-solving abilities, making the experience even more valuable.

Risk Management: During my time at the bank, I observed the risk management processes, which provided me with insights into their strategies for mitigating risks. This exposure was instrumental in helping me grasp the crucial role that risk management plays in sustaining the bank's financial stability and safeguarding its customers' interests.

Documentation and Reporting: I took on the responsibility of preparing a variety of reports and documents related to daily banking operations (such as account statements and transaction reports), which improved my organizational skills and sharpened my attention to detail.
Administrative Support: Additionally, I managed general administrative tasks within the department; thus, I contributed to the overall efficiency and seamless functioning of the team.

This internship experience was invaluable because it offered me a comprehensive understanding of the daily operations within a Shariah-compliant banking institution. I developed a profound appreciation for the necessity of adhering to Islamic financial principles in all facets of banking activities, although it often posed challenges.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

I was able to make a number of contributions when I worked at IBBPLC. I actively participated in the General Banking Department's efforts to streamline everyday operations. I participated in a variety of customer service activities, including account administration and remittance processing. By helping employees with client questions, my work with foreign remittance services—which make up a sizable component of IBBPLC's operations—improved transaction processing times. I also organized records and contributed to a number of departmental reports that made banking operations run more smoothly.

1.3.2 Benefits to the Student

My academic and professional lives were completely changed by my internship at IBBPLC. It gave me:

Practical Knowledge: I gained personal knowledge of how Islamic banking concepts, such interest-free banking and profit-sharing arrangements, are implemented in actual banking environments.

Improved Skills: Working closely with clients and employees helped me greatly enhance my communication, collaboration, and customer service abilities. Additionally, I gained a better grasp of risk management and its use in systems that adhere to Shariah.

Industry insight: I gained knowledge about how a top financial organization operates and responds to market difficulties after being exposed to the operational and financial facets of a big bank, including remittance procedures.

Networking: I was able to communicate with banking experts, which has increased my professional network, potentially benefiting my career in the future

1.3.3 Problems/Difficulties Faced During the Internship Period

If it is one thing that for sure stood out as far as my learning experience in my internship with IBBPLC was concerned I were to state without a doubt that it was not easy. Some of the key difficulties I encountered included:

- **Adapting to New Systems:** It cost time to learn how the Shariah-compliant banking system works because it is different from the conventional one. Some of the concepts such as Mudarabah (profit-sharing) and Murabaha (cost-plus financing) took a bit of a time to read and understand since they are not very common financial concepts.

- **Limited Hands-On Experience:** Depending on the type of financial operations it was possible only to participate in some tasks, such as account management and large payments, which are due to the confidentiality of financial operations.

- **Heavy Workload:** From experience General Banking Department most often had many customers crowding something that might get very cramped at times. Managing several administrative tasks at once such as documentation process, main customer support, and administrative roles needed good time management.

- **Language Barrier:** While Bangla was the official language of communication I found myself in positions where customers had different dialects as such there was sometimes a slight barrier to communication.

1.3.4 Recommendations to the Company on Future Internships

Based on my experience, I would like to offer the following recommendations to IBBPLC to further enhance the internship program for future students:

- **Comprehensive Orientation:** Provide for intern orientation which seeks to familiarize interns with IBBPLC, its culture, organizational ethos and prevailing Islamic banking ideas.

- **Skill-Building Workshops:** Organize seminars or awareness programs to impart such basic knowledge to interns such as Balanced Score Card preparation, Risk Management, and Customer Services.

- **Mentorship Program:** Match interns with professional who they can guide and share information with based on their work and expertise.

- **Departmental Rotation:** Let interns to work among different sections (Accounts, Foreign Exchange, Risk Management, Shariah Compliance) to allow to enjoy a broad perspective of Islamic banking.

- **Project-Based Learning:** Assign interns to real activities that would fit their passions and at the same time achieve the objectives of the bank.

- **Industry Events and Conferences:** Offer interns a chance to accompany representatives of the company to certain events, meetings or congresses to network and learn what is new in the industry.

- **Hands-On Experience:** Exposes the learners to the functions of the IBBPLC website, the Internet banking, the mobile applications and other applications such as financial software.

- **Digital Skills Development:** Concentrate on those areas of digital competence that will be in great demand over the coming years within the banking sector, including data analytics, coding, and digital marketing among interns.

- **Innovation Challenges:** Promote the intern to engage in innovation call or hackathons in order to promote creativity among the Interns.

Feedback and Evaluation

- **Regular Feedback:** That way the interns will be able to know their strength, weaknesses, and what they will need to do, or avoid doing when they are being trained so there should be a standard procedure of reviewing interns' performance after intervals, a performance appraisal system.

- **Exit Interviews:** In order to obtain information about the program from interns, they should be interviewed before they leave.

With the actualization of these recommendations, IBBPLC will be in a position of proactively shaping an environment that provides students with a more productive internship experience; thus, improving the chance of the organization attracting better talents.

CHAPTER 02

(COMPANY PROFILE)

Chapter 2: Organization Part

2.1 Introduction

IBBPLC is a well-known Islamic Bank within the market of Bangladesh that has been passionate concerning following the rules of Shariah law thoroughly. The bank started its operations in 1983 and now has become the biggest private banking network for the country that also focuses on providing the required financial support for the requirements of large number of populations.

This chapter explores the complex Operation of IBBPLC through an Organizational review of the structure, management, financial, and other segments. Through these components, one can understand the ways and operation of the bank; its roles in the Islamic banking business, and in the enhancement of Bangladeshi economy.2.2 Overview of the Company.

2.2.1 Company Profile

Islami Bank Bangladesh PLC (IBBPLC) is one of the oldest Islamic banks in South East Asia set up on March 13, 1983 with a major share-holding participation's from Saudi Arabia and Kuwait. Based and established under this country's legislation, the bank exclusively complies with the requirements of Islamic Shariah and provides its customers with Shariah-compliant products and services. The organization has experienced exceptional growth right from its establishment and as currently positioned today, IBBPLC has been able to open its branches to a number of 394, sub-branches to 229 and it also has an agent outlet of 2706 throughout Bangladesh. This extensive network helps the bank to provide services for different population groups, and cover both the concentrated population and those people who live in remote areas. Among various corporate organizations in the Bangladeshi economy, IBBPLC has a significant responsibility in remittance mobilisation. It helps in the repatriation of foreign exchange from the

Bangladeshi workers that is a life support to millions of families. Other than remittance services, the company provides deposit products and services, financing, investment and wealth management products and services. Due to its strong and sincere dedication to Shariah banking and fiduciary investment for the aim of banking on the entire populace in the area, IBBPLC group has crowned itself as one of the foremost providers of Islamic banking in Bangladesh as well as in the South-East Asia region.

2.2.2 Vision and Mission

Only for the purpose of restoring equity, social justice and transparency, Islami Bank Bangladesh PLC (IBBPLC) is a dedicated financial firm that is involved in the offering of excellent quality of the shariah compliant banking and financial services. Its goal is welfare-oriented banking, need based development, balanced economic development with emphasis to un banked and un served region. At IBBPLC, the organization's objective is to be a positive force for social change through its provision of Shariah-compliant products and services that satisfy customers' needs. As a sharia compliant bank, the organization follows strict sharia laws on issues regarding ethical conduct, social responsible and prohibition of riba or charges for the use of money. As such, by adopting welfare-oriented banking, IBBPLC has the vision of improving welfare of the buyers and the entire society. The implementation of the bank's policy on sustainable development guarantees that services it offers are readily available to persons of all classes and standards eradicating poverty. In addition, IBBPLC has a significant function in sustainable and balanced economic development especially for the growth-deficient areas of Bangladesh. This occurred through funding those sectors of the economy which assist in job creation, growth and development of both regional and national economies and general welfare of the population. Thus, the mission of the IBBPLC is to deliver enhanced financial services with high ethical compliance in line with Islamic standards, establishing welfare-oriented banking services, and fair and sustainable development and economic progress of the society while targeting the unserved areas.

2.3 Management Practices

2.3.1 Leadership Style

Islami Bank Bangladesh PLC (IBBPLC) is working under the participation of leadership and it organized a joint management for decision making and responsibilities are assigned in different levels of management. This approach fosters free flowing regular, successful and collaborative communications as well as sense of ownership among the employees at the bank.

The bank also has a Shariah Supervisory Board through which all decisions as well as activities should be judged according to Islamic laws. This enlighten and control independent body of Shariah scholars direct that IBBPLC functions in accordance to Islamic law.

Thus, this paper established that both participative leadership and strong Shariah oversight have significantly played a role in the success of IBBPLC and indeed the establishment of the company's reputation as a leading Islamic bank in Bangladesh.

2.3.2 Human Resource Planning

It may be mentioned that IBBPLC attaches importance to its human resources and devotes a good amount of money in training and development of its employees. The bank appreciates the fact that most of its strength lies in the staff and it will support as well as empower them.

The selection by IBBPLC involves hiring people with adequate understanding of Islamic banking systems and cultivate human resource that will assist the bank. The compensation package of the bank is standardized to give the right talent the motivation required to work for the bank.

By empowering its employees, as well as by steering the company towards building the culture of commitment to the idea of excellence, as well as innovations within the sphere of services, IBBPLC will be able to gain the competitive edge. The advantages of this approach can be measured in regard to its benefits for the employees and achieve the organizational goals of the bank for serving its clients.

2.3.3 Performance Appraisal System

At IBBPLC, a comprehensive performance appraisal tool assesses the staff productivity and accomplishments and their compliance with Islamic values. This system is intended to give the company an accurate comprehension of their workers' performance, both in terms of awards and effort put forth by the company as well as expectations their subordinates have of them.

Like most organizations, the IBBPLC's performance appraisal system incorporates numeric figures as well as other factors. Such performance measure may involve certain figures that are expected to be achieved in terms of number in relation to sales, productivity or customers' satisfaction. Even though this bank has several boards, teamwork, communication and other interpersonal skills and ability to adhere to the specified measures of ethical standard are also assessed.

Thus, the IBBPLC has the advantage of utilizing both quantitative and qualitative approaches to assess the people aspect and enhance its criteria used for evaluating the performance. That way, employees stand to be rewarded fairly for their efforts, all the while, being expected to perform to the best of their expectations as per the set bank standard.

2.4 Marketing Practices

2.4.1 Marketing Strategy

Islami Bank Bangladesh PLC (IBBPLC) has built a marketing strategy focusing on its identity of being an Islamic bank which is the biggest financial services provider in Bangladesh. The bank aims at reaching the customers who want to obtain Halal financial solutions and who expect that a bank they use will work according to Shariah standards.

IBBPLC has adopted a corporate image of a credible and reliable institution that is interested in welfare Banking. The bank talks about Islamic banking and finance, social sensitive, and the provision of excellent services.

Thus, making sure that the viewers know what's in it for them if they will conduct business with IBBPLC en-route to realizing the importance of Islamic banking, the company drives home its points in ending a perfectly good advertisement.

2.4.2 Target Customers, Targeting, and Positioning Strategy

It solely targets consumers and companies who seek authentic non-linear and non-ribba, interest-free banking services. This strategy has seen IBBPLC target SMEs, women in business, and the rural players thus winning the institution a way of a microfinance institution. As such, the above demography caters for empowering the responsible markets of the bank to help in the attainment of economic growth.

2.4.3 Marketing Channels

In delivering the services and products of IBBPLC to its customers, the company utilizes a wide variety of channel to achieve that goal of servicing its customer conveniently. Credited for its wide branch network and well-situated ATM terminals, this aspect gives physical addresses to client who would prefer face-to-face dealings. Further, the contemplated contemporary technological and communication advancements are also well embraced in the bank through providing very secure online banking systems where one can easily operate all accounts and other services without physically visiting the bank.

To the same extents that IBBPLC offers those traditional and digital banking products and services, the company implements digital marketing strategies. Through various social networks and other modern means, the bank enhances its offerings' recognition as well as strengthens the relations with the existing and potential customers. Therefore, the planned and multipronged approach does not only increase customer communication and engagement but also helps the bank maintain and expand its Internet brand presence.

2.4.4 Advertising and Promotion Strategies

The current advertisement messages at IBBPLC include a clear message about the Islamic principles and the Bank's role in enhancing social and economic development. These are good campaigns in the sense that they explain the mission of the bank with regards to ethical banking that the media coalition stands for.

Other than conventional promotion, the bank sponsors some social programs showing commitment to help in the development of the area. Thus, by sponsoring the call for projects based on Islamic ethics, IBBPLC strengthen the company's brand values as well as contributes to the society's improvement. Besides, it is a strategy that not only appeals to similar values as the company, but also fosters good relations within the communities served, reinforcing its position as a socially responsible financial institution; An aspect that has attracted and maintained loyal customers within the communities served.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance Analysis

The graphical representation of IBBPLC showing last five years is as below and it clearly indicating that it has good financial management and strategic planning is in proper place. The banks records of steady compound growth in assets, liabilities especially deposits and profits reflects is ability to build clientele base and make reasonable returns in the long run.

Financial ratios of ROA and ROE have been maintained healthy, which is an evidence that risk taking has been well managed and organizational efficiency is up to the mark. These ratios illustrate the efficiency of the IBBPLC in producing profits as against its assets and equity and reflect its solvency and level of operation.

Arising from this, the capital adequacy ratio is well maintained by the bank to pave way for it long term sustenance. Capital measures are important because it provides institutions a buffer to absorb losses and to ensure its investors and depositors confidence.

In general, IBBPLC financial position is relatively good and these socially responsible financial ratios depicts its ability to remain stable in the context of Islamic banking industry finance and operation.

2.5.2 Ratio and Trend Analysis

The liquidity ratios, solvency ratios and the profitability ratios make it easier to deduce a detailed picture of the financial health of the organization in consideration here, – IBBPLC. For example, such measures as the CAR and QR demonstrate the ability to meet short-term liabilities, and DE demonstrate reasonable use of borrowed funds.

2.5.3 Accounting Practices

IBBPLC follows the international accounting standards that provide clarity, reliability and relevancy of numbers in its financial statement. The bank uses accrual accounting where revenues and expenses are taken when they are earned or when they are spent, even if no cash was received or has been used.

Following the Shariah law in Islamic business, IBBPLC does not engage in activities that charge interest but only earns its revenues through profit sharing. This ensures that the bank's operations are sharia compliant to under the IslamicPublic Law.

The bank offers relevant reports on the accounting reports as it concerns the financial aspects such as profit sharing, zakat, and others. This transparency gives the stakeholder the ability to see the overall performance of IBBPLC and how the company is aligning with the principals of Islamic accounting.

It means that IBBPLC respects international accounting standards and avoidAmerican style accounting methods while keeping in mind Islamic legislation. This transparency cultivates the confidence of investors and depositors, and other members in the general public enhancing the credibility of the company, IBBPLC as an Islamic banking institution.

2.6 Operations Management and Information Systems

2.6.1 Use of Information Systems

They used new information systems to support their main business areas of operation, management of risk and customer relations management at IBBPLC. These highly elaborated systems allow the bank to promptly and efficiently address the customers' needs of any transaction. It not only adds more efficiency to the banking activities but also revamp the customer's experience in a remarkable manner.

In addition, these information systems enable the management of accounts for the customers to be provided their personalized services depending on the accounts. These reasons justify the automated collection of data through increased and efficient use of analytics software and powerful reporting devices with the capability of tracing all potential risks that may pose threats to the interests of IBBPLC as well as banking clients. The incorporation of such technology in its banks' activities is therefore evidence of its quest to offer innovative services whose operational efficiencies are hard to match.

2.6.2 Quality Management and Resource Allocation

IBBPLC especially focuses on the managerial role of quality where the delivery of its services is subject to a competent quality standard as desired by the customers. These arrangements optimise the bank's allocation of resources more specifically for the growth of its retail banking segment and improving SME financing solutions. This strategic focus also enhance the competitive advantage of the bank and supports economic development in the identified market feasibly.

To enhance on the flow of work in IBBPLC, the organization has adopted sophisticated scheduling and project management systems. These technologies assist in managing processes, improving communication between groups; and, ensuring compliance with schedule for project execution. In addition to considering quality and efficiency of its operations the bank reaffirms its dedication to provide high level of service along with the enhancement of client relations. All of these strategies are aligned to the common goal of creating a roadmap for IBBPLC to fulfil it vision and mission of being a viable and dependable banking companion.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

- **Competitive Rivalry**:
    - **Current Analysis:** The potential competition that has been identified exist in the form of competition from IBBPLC's similar competitors such as conventional banks and the other Islamic banks.
    - **Improvement:** Elaborate on the nature of competition, moreover, explain a deeper's approach on how offering's from competitors (for instance, provisions for digital banking from conventional banks) would impact IBBPLC's client demographics. Explain how IBBPLC's services to be Shariah complaint makes it different and provide a value proposition that may attract the right sort of customers. With this competitive advantage, IBBPLC can sustain loyalty ; provided the bank does not relent in invention.
- **Threat of New Entrants**:
    - **Current Analysis**: The issue of regulatory barriers, its need of the expertise in Shariah insulates the industry against threats of new entrant.
    - **Improvement**: Describe the legal factors in the selection of entry mode in the Islamic banking sector and the specific expertise to provide a Shariah compliant financial product. Furthermore, explain how IBBPLC further discourages new entrants due to its long business standing, and a large number of branches which it holds over other competitors in the market especially the rural ones.
- **Bargaining Power of Suppliers**:

- **Current Analysis**: Limited because as seen from the IBBPLC case, the company has actually been able to seek funds from a variety of places.
- **Improvement**: Elaborate on the identity of suppliers in this context and should include depositors and the institutional investors. Explain how the Shi'ite Islamic principles in the management of IBBPLC attracts suppliers of capitals who are embracing Islamic policies that consider ethical slaughtering a key facet in a great banking policy. However, the economic conditions may at times change, or the investors may have different priorities hence funding sources may vary forcing IBBPLC to be ready.

- **Bargaining Power of Customers**:
  - **Current Analysis**: Moderate, since customers can always turn to that competitor, but they have a preference for those conforming to Shariah law.
  - **Improvement**: Explain the role of customer loyalty in the Islamic bank as the customer may not be drawn to a better rate but by the product's ethical stance. However, the young customers may require convenient services and possibility to turn to the digital platforms therefore IBBPLC needs to combine the conventional services and advanced technologies.

- **Threat of Substitutes**:
  - **Current Analysis**: Low because there are few matching value products from the financial market with which non-Islamic banking institutions can compete directly.

- **Improvement**: The importance of a limited number of IFIs in Bangladesh and how this is beneficial to IBBPLC will now be discussed. But point out the threats arising from he fintech and microfinance institutions that have developed other methods of lending and payment services in a bid to make the global environment convenient for its customers rather than following the conventional bank settings.

2.7.2 SWOT Analysis

I. Strengths

- **Current Analysis:** A sure stock, large presence, and compliance with shariah rules.
- **Improvement:** Explain how qualified brand image and reputation of ethical IBBPLC building up customer loyalty particularly among conservative society's segments. On this front one has to note that owing to the large branch network especially extending into rural regions it holds a geographical distribution edge. Doing Shariah compliant business can also be also used to attract foreign investors and stakeholders as many of them have embraced ethical banking.

II. Weaknesses

- **Current Analysis:** Relatively low service development.
- **Improvement:** Analyze how few products that IBBPLC offers might not necessarily be an advantage as they can lose customers especially the young ones who are always in touch with technology and therefore expect good number of digital services. Explain how this limitation may decrease the bank competitiveness over the rivals who offer the full range of digital services. Might recommend that product diversification is an antidote to these effects and that digital and mobile banking will expand its customer base.

III. **Opportunities**

- **Current Analysis:** Higher essential demand for Islamic banking, opportunities for digital banking development.
- **Improvement:** Discuss how growing need for, demand in, and popularity of Islamic banking is in line with the mission of IBBPLC not least because of the increasing awareness of ethical finance. Emphasize the increased possibilities for the development of digital banking as a means of gaining young Clients and urban population who prefers digital access. Focus on how developments in mobile banking and the take-up of IBBPLC investment may improve the level of access in harder to reach rural regions and thus growing generally the customer base.

IV. **Threats**

- **Current Analysis:** Market fluctuations, such as shift in legislation**.**
- **Improvement:** Reasons for Change – Analyze how the changes in regulations can impact IBBPLC – here the argument can be made to the effect that higher measures of regulation would lead to change in product mix or high compliance costs. It also means economic risk factor, especially in the periods of recession, might harm the basic indicators of bank, such as the level of loan repayments. Additionally, show competition from Islamic and traditional banks as well as the increased market for online business solutions, which could cut into the company's market share if IBBPLC does not adapt.

2.8 Summary and Conclusions

Islami Bank Bangladesh PLC (IBBPLC), is one of the distinguished Islamic banks in Bangladesh with prominent role in the global Islamic banking industry. The above principles reflect the fact that the bank has focused on sustaining Shariah compliance, customer satisfaction and CSR in the course of achieving market domination and customer loyalty.

The best practice of IBBPLC is that management practices reflect market changes and flexibility at the same time as they remain loyal to organizational values. The bank has actually managed to adopt new approaches into its operating model, adopt the use of technology, and cultivate a culture of efficiency within its staffing.

Financial condition of the bank has remained healthy and performing well well due to proper policies in place, concerning risk taking capacity, cost control and policies aimed at achieving sustainable income generation. They have also increased customer satisfaction which has helped IBBPLC improve their standings and overall corporate social responsibility has further solidified their place in the market.

To sum up, it is far from a secret that IBBPLC is one of the most successful Islamic consumer banks achievable due to strong adherence to Islamic principles, customer-oriented focus, and changes adapting approach. The success achieved from the bank's financial reports, efficient management strategies, and commitment toward corporate social responsibilities make it as one of the competitive banks in Bangladeshi market as a significant player toward the development of Islamic banking industry.

2.9 Recommendations and Implications

In the same vein, IBBPLC should consider its additional market niche in digital banking especially in the rural areas which is a neglected region. The bank could also probably improve its product portfolio that targets the general population of the society. At the same time, further capital spending on employee training and development will help to consolidate the bank's position on the market.

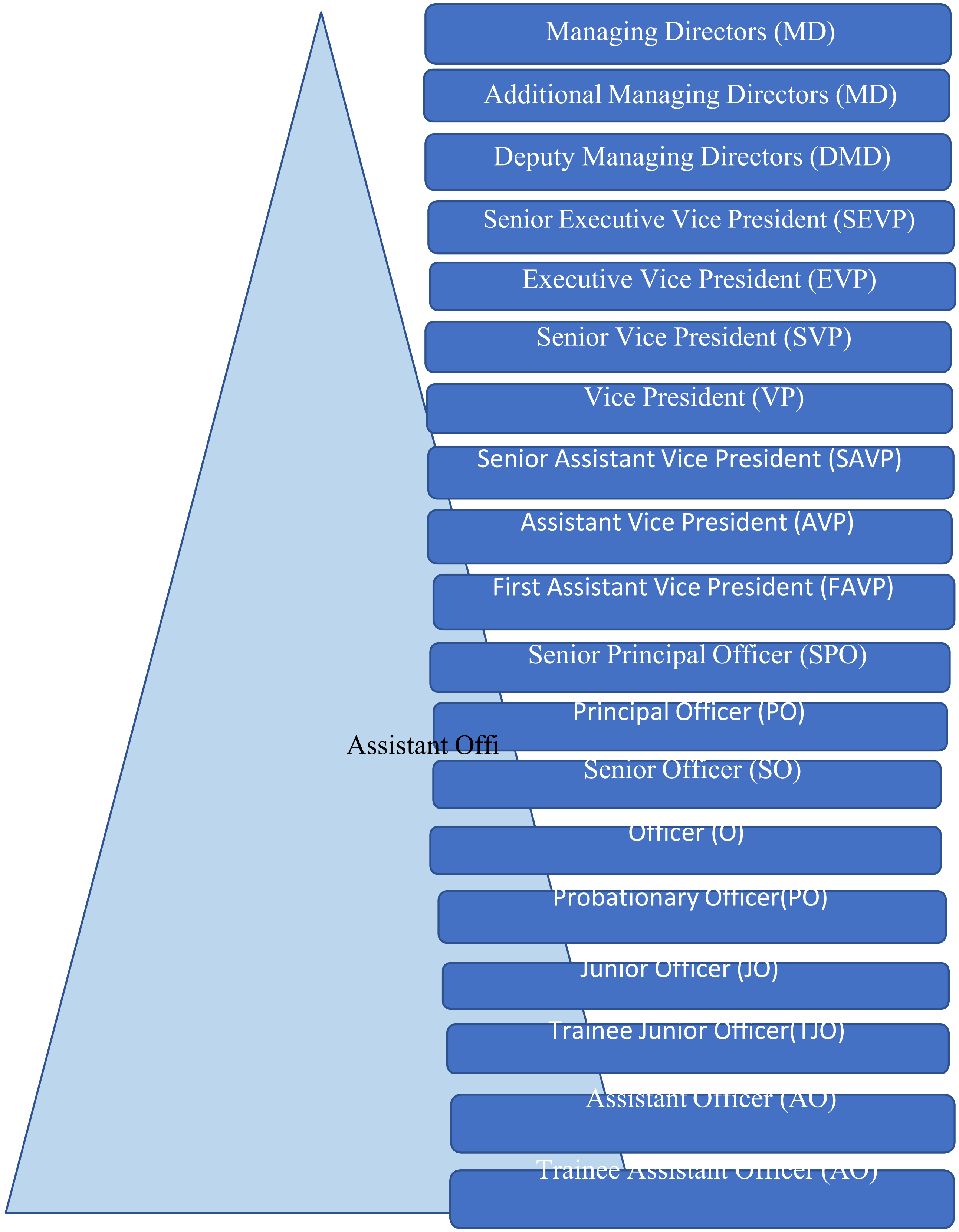
IBBPLC AT A GLANCE

Name	**Islami Bank Bangladesh PLC**
Status	Private Limited Company
Date of Incorporation	13th March,1983
Head Office	*Islami Bank* Tower 40, Dilkusha C/A Dhaka - 1000. Bangladesh
Chairman	Mohammed Monirul Moula
Number of Employee	14000
Number of Branches	394 Branches, 228 Sub-Branches & 2706 Agent Outlets
Authorized Capital	20,000 million ($250.47 million)
Paid-up Capital	12,509.64 million ($156.66 million)
SWIFT	IBBPLCBDDH110
Service Provided	Deposit Scheme, Investment Facility and Foreign Exchange Services
Website	https://www.islamibankbd.com/

ABOUT RAMNA BRANCH

Branch Address	Dawn plaza, 2nd 3rd floor, Gulistan, Dhaka
Branch Manager & EVP	Md. Bashir Ahammed
Total Employees	70
Working section	• **General Banking** ✓ Accounts Section ✓ Cash ✓ BACH ✓ Remittence • **Investment** ✓ SME ✓ Corporate Section ✓ Women Entreprenure ✓ Agriculture Section • **Foreign Exchange** ✓ Import Section ✓ Export Section
E-mail	ramna@islamibankbd.com
Phone	02-9563417
SWIFT Code	IBBPLCBDDH157
Routing No	125275686

ORGANIZATIONAL STRUCTURE OF IBBPLC:



DEPARTMENT

Three main departments in IBBPLC are given below

I. **Foreign Exchange**: The market determines the value, also known as an exchangerate, of the majority of currencies. Foreign exchange can be as simple as changing one currency for another at a local bank. It can also involve trading currency on the foreign exchange market. For example, a trader is betting a central bank will ease or tighten monetary policy and that one currency will strengthen versus the other.

II. **Investment**: The special feature of the Investment Policy of the Bank is to invest on the basis of profit-loss sharing system in accordance with the tenets and principles of Islamic Shari'ah. Earning of profit is not the only motive and objective of the Bank's Investment Policy rather emphasis is given in attaining social goal and objective in creating employment opportunities.

III. **General banking**: General Banking consists of the management of deposit, cash,clearing house, bills, account opening, security instruments handling, customer services, locker facilities, and other ancillary services of the bank besides Advance and Foreign Trade.

CHAPTER: 3

THEORETICAL ASPECT OF IBBPLC

Chapter 3: Project Part

3.1 Introduction

3.1.1 Background/Literature Review

The general banking sector is the most important sector of banking services that are essential in terms of all economic operations that take place in the most common, or any given day. In the context of the specific banking industry, there is the General Banking Department that provides the range of services starting from account maintenance and ending by fund transfer and customer contacts.

Islami Bank Bangladesh PLC (IBBPLC) has started its journey on 1983 is the first Islamic bank in Bangladesh. It follows the Islamic law of Shariah to make sure that all the operations performed in the banking sector are Shariah compliant. Its general banking department serves the need of financial products for the customers as well as tries to promote the ethical use of money.

General banking services may refer to the full service functions that a commercial bank performs in connection with the opening and maintenance of accounts, remittances, cash management and other allied services. The effectiveness of these operations therefore depends on the extent to which customers are satisfied, thereby receiving fast, efficient and well coordinated services.

In Bangladesh, the banking sectors have been emerged, and greater attention in Islamic banking. IBBPLC has been at a vanguard leading this general change, it has been providing various differing products to needed clientele. This study is a general banking practice of IBBPLC and its activities are examined to discover its strengths and weaknesses.

3.1.2 Objective(s)

The objectives of this project are as follows:

Objective 1: To evaluate customers perceptions of general banking services offered by IBBPLC.

Literature Support: Discuss service quality using customer satisfaction data available in reference studies for Islamic banking, for instance the role of Shariah principles in developing customer confidence (Rahman & Hossain, 2021). This can give a basis for the necessity to measure satisfaction levels.

Objective 2: To assess the effectiveness of the present day banking activities and determine possible possibilities for improvement.

Literature Support: Refer to papers on the effectiveness of Islamic banking operation, noting that various sectors have encouraged the adoption of efficient, customer-drive processes to enhance efficiency within the new economy (Islam & Islam, 2020).

Objective 3: To investigate extent of the automation of the general banking services offered by IBBPLC.

Literature Support: We need to include the sources on the digital transformation in banking to support the agenda of automation in the improvement of efficacy and customers' satisfaction goals in Islamic banking (Khatun, 2019).

It also indicates the three primary research questions on which this revision homes in with literature supporting their importance.

3.1.3 Significance

This study is significant for several reasons:

- **Contribution to Knowledge**: It contributes to the existing cumulative of knowledge of Islamic banking practices especially in respect of the context of Bangladesh.

- **Practical Implications**: Recommendations based on from this research can be useful to IBBPLC to expand its services to better satisfy and retain customers.
- **Strategic Insights**: By identifying the operational factors, IBBPLC currently faces and exists within this environment it is possible to reflect upon the changing dynamics more so given the expansion of the digital banking.

3.2 Methodology

The method used in this study is an explorative and descriptive one using both the qualitative and quantitative methods. This method of research ensures that the study comprehensively covers the research topic since qualitative and quality data are well suited to the study of different topic areas.

This data was collected through day-to-day experiences from observing and communicating with the different employees of IBBPLC during the internship program. It made it possible to gain better understanding of the works of the bank, its management and the attitudes of its workers.

Official documentations and policies, as well as other past research works regarding to Islamic banking practices, were collected from secondary data sources. These sources helped supply much needed background information to the study and also supplement secondary data analysis.

Therefore integrating the qualitative and quantitative data of this research provides a better understanding of the topic under study yields a better analysis of the different issues and conclusions made.

1. **Sample Population and Size**: For this study, the sample population consisted of IBBPLC customers and employees from the General Banking Department at the Ramna Branch. A purposive sampling method was used to select participants who interact frequently with the bank's services and have direct experience with the processes under review.

- **Sample Size:** A total of 50 customers and 10 employees participated in the interviews and surveys. This sample size aimed to capture a diverse range of perspectives on customer satisfaction, operational efficiency, and automation within IBBPLC.

2. **Data Collection**:
    - **Primary Data**: Customer satisfaction levels and service quality questionnaires/inter-views were used in the organisation to get information directly from the customers. Self-generated questions were used to investigate internal practices to decide what routines could be automated and were answered through interviews with employees.
    - **Secondary Data**: Customer satisfaction levels and service quality questionnaires/inter-views were used in the organisation to get information directly from the customers. Self-generated questions were used to investigate internal practices to decide what routines could be automated and were answered through interviews with employees.

3. **Analysis Framework**:
    - The findings were organized according to key operational areas, including account opening procedures, remittance services, cash management, bills and clearing processes, and account closures.

- SWOT analysis was conducted to evaluate the strengths, weaknesses, opportunities, and threats faced by IBBPLC in its general banking operations.

3.3 Findings and Analysis

3.3.1 Account Opening Procedures

The account opening process at IBBPLC is designed to establish a formal relationship between the bank and its customers. The bank offers various types of accounts, including:

- **Al-Wadeah Current Accounts**: These accounts operate on the principle of Al- Wadeah, where the bank commits to reimbursing deposits on demand while taking authorization to use the deposited finances for functional purposes. In this arrangement, the bank acts as a custodian of the deposited finances, securing them and returning them to the depositor upon request. No profit is expended to regard holders in these accounts. rather, the bank uses the deposited finances for its operations, earning gains from its colorful conditioning. still, the Al- Wadeah principle ensures that the depositor's finances remain secure and are readily available for pullout.

- **Mudaraba Accounts**: IBBPLC offers several types of Mudaraba accounts where the bank acts as the Mudarib(director) and the guests are the Shahib Al- Mal(capital providers). In this arrangement, the bank invests the deposited finances in Shariah- biddable gambles, similar as trade, manufacturing, or real estate. The bank distributes a minimum of 65 of the gains generated back to the depositors, reflecting the depositors' share of the investment. The remaining portion of the gains is retained by the bank for its functional charges and to strengthen its capital base. Mudaraba accounts offer depositors the eventuality for advanced returns compared to other deposit accounts, as the gains are linked to the performance of the bank's investment conditioning. still, it's important to note that these accounts also carry a advanced threat as the returns aren't guaranteed and may change grounded on the success of the bank's investments.

The account opening process involves several steps and requires various documentation, which can differ based on the type of account:

Documentary Requirements:

- **Identity Proof:** NID number with passport or driving license
- **For Partnership Accounts :** Deed of partnership, IDs, Board Resolution, NID Copies of the Directors and other necessary papers.
- **Working:** Account Opening at IBBPLC though the process of account opening is overall well-structured, it might be time-effective because there are many documents required. This may disadvantage the consumer, especially new customers or people who are not familiar with how to jump through these hoops.

Automation Option:

To help make account opening more efficient, an ideal approach is digitization. THE APPLICATION PROCESS CAN BE DRAMATICALLY REDUCED BY IBBPLC THROUGH THE USE OF E-FORMS AND ONLINE DOCUMENT VERIFICATION. This would enhance the customer service and draw in more customers.

Benefits of Automation:

- **Decrease time to process:** Less wait-period for customers.
- **Bettered client Experience:** Enhance client satisfaction by furnishing a more accessible and effective process.
- **Increased Effectiveness:** Streamline internal processes and reduce functional costs.
- **Reduced crimes:** Minimize mortal crimes associated with homemade processing.
- **Enhanced security:** Utensil robust security measures to cover client data.

By automating the account opening process, IBBPLC can separate itself from challengers, attract new guests, and ameliorate overall functional effectiveness.

3.3.2 Remittance Services

Remittance services are a critical component of IBBPLC’s general banking operations, providing customers with the ability to send and receive funds both domestically and internationally.

- **Types of Remittance Services**: The remittance instruments are provided by the agency to serve all segments of customers. Such instruments from the remittance side are; Payment Orders (PO) for domestic transfer, Demand Drafts (DD) both local and in foreign currency for credit to international beneficiaries Telegraphic Transfers (TT) others. All these ways have its perks and they are apt for the different nature of transactions at large so that people can opt it as per their specifics.

- **Efficiency**: The remittance process at IBBPLC is generally effective, particularly for domestic transfers, which are reused snappily. This allows guests to shoot plutocrat within Bangladesh in a timely manner. still, transnational remittances may witness detainments due to colorful factors, including nonsupervisory checks, currency exchange processes, and the time taken by pressman banks. These factors can impact the speed of transnational transfers, and guests should be apprehensive of implicit detainments when transferring plutocrat abroad. Overall, IBBPLC strives to give effective remittance services, but transnational transfers may bear fresh time compared to domestic deals.

- **Customer Satisfaction**: Feedback from guests indicates a high position of satisfaction with the remittance services, especially regarding the translucency of freights and the trustability of deals. nevertheless, there's room for enhancement in reducing processing times for transnational transfers.

- **Automation Opportunities**: Using technology to enhance remittance services, similar as mobile apps for real- time shadowing and updates, could
significantly ameliorate client experience and reduce functional detainments. By furnishing guests with

the capability to track the status of their remittances in real time, IBBPLC can enhance translucency and reduce anxiety. also, mobile apps can streamline the remittance process by allowing guests to initiate and manage transfers directly from their smartphones, barring the need for physical visits to branches. enforcing these technological advancements would not only ameliorate client satisfaction but also increase functional effectiveness and reduce costs associated with homemade processes.

3.3.3 Bills and Clearing Section

The Bills and Clearing section is responsible for managing cheques and other payment instruments, facilitating the transfer of funds between banks.

- **Inward and Outward Cheques**: IBBPLC processes both inward cheques(drawn from its branches) and outward cheques(drawn from other banks). The effective running of these cheques is essential for maintaining cash inflow and client trust. Inward cheques are drawn on IBBPLC's branches, while outward cheques are drawn on other banks. The bank's capability to reuse these cheques instantly and directly is pivotal for icing that businesses and individualities can pierce their finances in a timely manner. Detainments in cheque concurrence can have a negative impact on fiscal planning and operations, as it can affect cash inflow and disrupt business conditioning.

- **Challenges in Clearing Processes**: While the clearing process at IBBPLC is generally effective, there can be detainments due to homemade running and verification procedures. These detainments can do when cheques are reused manually, taking mortal intervention for verification and confirmation. guests have reported cases where cheque concurrence took longer than anticipated, causing vexation and potentially affecting their fiscal planning. These detainments can be frustrating for guests, especially when they need to pierce their finances instantly.

  To address these challenges and ameliorate the effectiveness of the clearing process, IBBPLC could explore the use of electronic cheque clearing systems, which can automate numerous of the homemade way and reduce processing time.

- **Opportunities for Improvement**: The preface of electronic cheque clearing systems could enhance the effectiveness of the clearing process, reducing homemade crimes and speeding up agreement times. By automating numerous of the homemade way involved in cheque processing, electronic clearing systems can significantly reduce the time it takes for cheques to clear. This can profit both businesses and individualities by furnishing briskly access to their finances. also, electronic clearing systems can help to reduce the threat of crimes that can do during homemade running. These systems can corroborate the authenticity of cheques, descry fraudulent exertion, and insure that finances are transferred directly. Overall, the relinquishment of electronic cheque clearing systems can lead to a more effective, dependable, and secure clearing process, serving both IBBPLC and its guests.

3.3.4 Cash Management

- **Cash Handling Procedures:** This section is assigned with managing a variety of essential cash running procedures, which include processing deposits, recessions, and cash payments against cheques and other fiscal instruments. To uphold the integrity of these deals, IBBPLC has enforced rigorous controls designed to insure both the delicacy and security of cash deals. These procedures are critical in maintaining trust with guests and securing the bank's means.

- **Effectiveness:** The cash operation processes at IBBPLC are generally honored for their effectiveness. still, it's important to note that during peak hours similar as weekends or paydays guests may witness detainments due to high sale volumes. While the systems are designed to handle large quantities of cash efficiently, the affluence of guests during these times can lead to longer stay times. IBBPLC is apprehensive of these challenges and continually seeks ways to optimize operations to more serve its clientele.

- **Security Measures:** To cover against implicit pitfalls associated with cash running, IBBPLC has established a robust frame of security measures. These include regular checkups to insure compliance with established procedures, state- of- the- art surveillance systems to cover cash running areas, and comprehensive staff training programs concentrated on stylish practices for cash operation. These enterprise work inclusively to minimize pitfalls and enhance the safety of both staff and guests during cash deals.

- **Implicit for enhancement:** Looking forward, there exists considerable eventuality for enhancement in the cash operation operations at IBBPLC. One promising avenue is the robotization of cash operation processes through the integration of digital channels. By embracing technological advancements, IBBPLC could palliate pressure during busy ages, streamline sale processes, and significantly enhance the overall client experience. similar advancements not only profit guests but also place the bank as a forward- allowing institution in an decreasingly digital banking geography.

3.3.5 Closing of Accounts

The process for closing accounts is straightforward but varies depending on whether the closure is initiated by the customer or the bank.

- **Client- Initiated Closures:** For guests wishing to close their accounts, IBBPLC has established a formal process that requires the submission of a check operation. Once the operation is entered, the bank undertakes a thorough verification process, checking the account balance and any outstanding deals. This scrupulous approach ensures that all fiscal scores are settled before the account is officially closed, thereby securing both the bank's and the client's interests.

- **Bank- Initiated Closures:** IBBPLC also reserves the right to close accounts under certain conditions. Accounts may be closed by the bank if there has been no sale exertion for a nonstop period of six times or if the account balance falls below the established minimum demand. These programs are in place to maintain functional effectiveness and reduce the executive cargo associated with inactive accounts.

- **Effectiveness and client Experience:** Although the account check process is generally effective, client feedback indicates a desire for further streamlined procedures. numerous guests have expressed enterprises about the quantum of attestation needed for account check, which they feel could be simplified. By addressing these enterprises, IBBPLC can enhance the overall client experience, making the process less clumsy and more stoner-friendly.

- **Recommendations for enhancement:** To further ameliorate the account check process, it's largely recommended that IBBPLC consider enforcing online account check options. By allowing guests to initiate and complete the check process digitally, the bank could significantly enhance client satisfaction while contemporaneously reducing the executive burden on staff. This shift towards digital results aligns with ultramodern banking trends and could lead to a more effective, client-centric approach to account operation.

3.4 Recommendations/Implications

IBBPLC should prioritize investing in the digital metamorphosis of its account opening and remittance services. By developing robust online platforms for account operation and remittance shadowing, the bank can significantly enhance functional effectiveness while also perfecting client satisfaction. This shift toward digital services not only streamlines processes but also meets the growing prospects of guests who seek convenience and availability in their banking gests .

Enhanced client Service: To produce a more positive banking experience, IBBPLC must concentrate on enhancing client service. By furnishing staff with comprehensive training to ameliorate communication chops and client commerce ways, the bank can more address client enterprises and inquiries. This visionary approach will foster stronger connections with guests and contribute to an overall enhancement in service quality. Farther Development of Indispensable Delivery Channels(ADC) Expanding the bank's Indispensable Delivery Channels is pivotal for feeding to a broader client base. This includes enhancing mobile banking and online services to give easier access to banking products and services. By diversifying delivery channels, IBBPLC can more serve its guests, particularly those who prefer digital relations, thereby adding engagement and satisfaction.

Regular Staff Training: To maintain high service norms and functional effectiveness, IBBPLC should apply nonstop training programs for its workers. These programs should concentrate on the rearmost banking technologies and client service stylish practices. By keeping staff well- informed and professed, the bank can insure that they're equipped to meet the evolving requirements of guests and acclimatize to changes in the banking geography.

Robust threat operation Framework: Establishing a comprehensive threat operation frame is essential for IBBPLC to identify and alleviate implicit pitfalls within its operations. By proactively addressing pitfalls, the bank can cover its means, insure compliance with nonsupervisory conditions, and enhance overall functional adaptability. This strategic approach will contribute to the long- term stability and success of the bank.

Client Feedback Mechanisms: Enforcing structured client feedback mechanisms, similar as checks and suggestion boxes, is vital for gathering precious perceptivity into client satisfaction. By laboriously seeking client opinions, IBBPLC can identify areas for enhancement and make informed opinions that enhance service delivery. This engagement not only demonstrates the bank's commitment to its guests but also fosters a culture of nonstop enhancement.

CHAPTER 4

FINDINGS AND DISCUSSION

OF IBBPLC

(RAMNA BRANCH)

CHAPTER 4: FINDINGS AND DISCUSSION OF IBBPLC (RAMNA BRANCH)

SPECIAL ACCOUNT TARGET & ACHIEVEMENT,2020 (RAMNA BRANCH)

Particular	Target	Achievement
Debit Card	5500	950
IBanking	5700	1010
Cellfin	4000	600
SMS Banking	5100	1200
Particular	**Target**	**Achievement**
MSSA	1000	1500
MSSSA	850	340
MHSA	110	125
MMSA	15	15
MBSA	100	40
MWCDA	50	80
MFSA	5	1

YEARLY COMPARATIVE POSITION OF RAMNA BRANCH,2020

Particular	Amount (million)
Mudaraba Savings Deposit	768.6
Mudaraba Special Notice Deposit	43.87
Mudaraba Waqf Deposit	2.10
Other Mudaraba Deposits	856.12
Total Mudaraba Deposits	1010.5
Total Deposits	23121.12
Total Investment	5512.2
Net Investment Income	1926.59
Operating Profit	505.45
Import	10500
Export	4312
Remittance	189
Total Foreign Exchange Business	15110

Source: Annual report 2020

SPECIAL ACCOUNT TARGET & ACHIEVEMENT,2021 (RAMNA BRANCH)

Particular	Target	Achievement
MSSA	1200	2217
MSSSA	960	268
MHSA	120	131
MMSA	20	20
MBSA	120	0
MWCDA	48	148
MFSA	0	1

ADC PRODUCT TARGET & ACHIEVEMENT,2021 (RAMNA BRANCH)

Particular	Target	Achievement
Debit Card	6961	955
IBanking	5792	1053
Cellfin	4196	674
SMS Banking	5386	1408

YEARLY COMPARATIVE POSITION OF RAMNA BRANCH,2021

Particular	Amount (million)
Mudaraba Savings Deposit	968.36
Mudaraba Special Notice Deposit	53.93
Mudaraba Waqf Deposit	4.12
Other Mudaraba Deposits	1186.34
Total Mudaraba Deposits	2212.75
Total Deposits	5759.11
Total Investment	26173.79
Net Investment Income	1926.59
Operating Profit	782.07
Import	12228
Export	5617
Remittance	271
Total Foreign Exchange Business	18116

Source: Annual report 2021

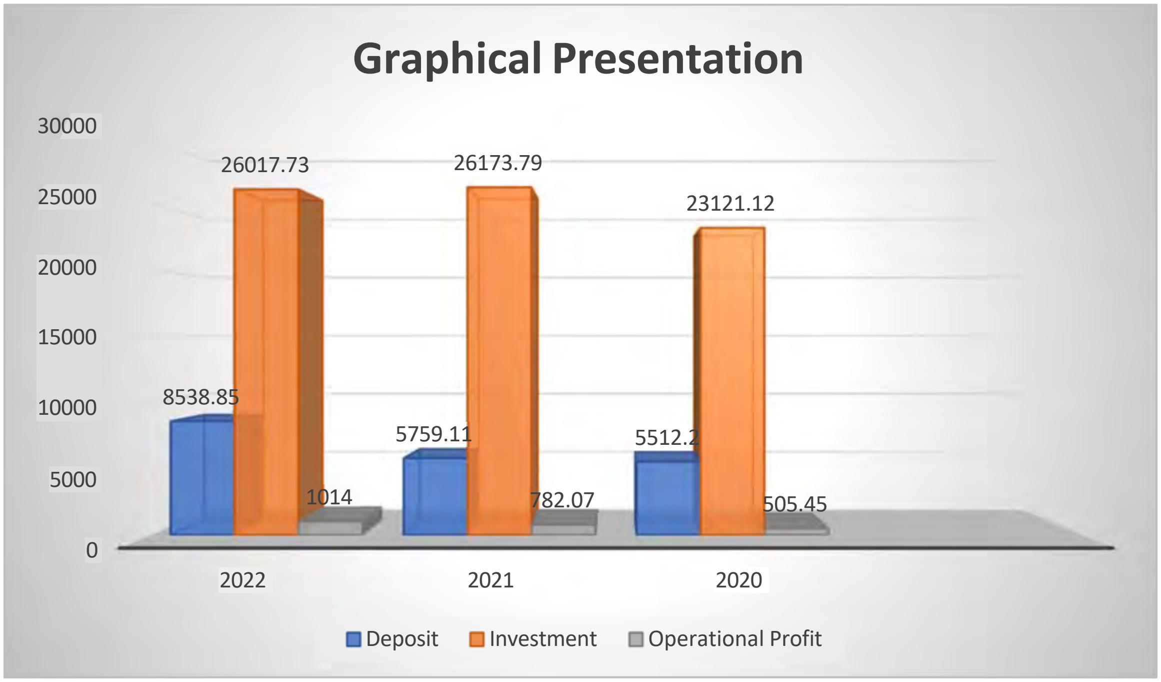
YEARLY TARGET & ACHIEVEMENT OF 2022 (RAMNA BRANCH)

Particular	Target (Tk in million)	Achievement
Deposit	10200	8538.85
Investment	31000	26017.73
Net Investment Income	410	1712.88
Operating Profit	1250	1014
Import	25500	22155
Export	12100	8967
Remittance	250	215
Debit Card	12173	10500
Particular	**Amount in Number**	**Achievement**
Khidmah Card	60	45
Prepaid Card	84	50
Cellfin	9682	5600
iBanking	5131	4500
AWCA/MSND	2400	1800
MSA	4800	1084.22
MHSA/MMSA/MWSA	300	180

YEARLY COMPARATIVE POSITION OF RAMNA BRANCH,2022

Particular	Amount(million)
Mudaraba Savings Deposit	1084.22
Mudaraba Special Notice Deposit	52.20
Mudaraba Waqf Deposit	5.51
Other Mudaraba Deposits	4880.41
Total Mudaraba Deposits	6022.34
Total Deposits	8538.85
Total Investment	26017.73
Net Investment Income	1712.88
Operating Profit	1014
Import	22155
Export	8967
Remittance	215
Total Foreign Exchange Business	31337

Source: Annual report 2022



Analysis:

The above graph shows that the Deposit, Investment and Operational Profit of three years. Here we see that, the highest amount of the Deposit of IBBPLC is 8538.85 million in the year of 2022 and the lowest is 5512.2 million in 2020, the highest amount of the Investment of IBBPLC is 26173.79 in the year of 2021 and the lowest is 23121.12 in 2020 and the highest amount of the Operational Profit of IBBPLC is 1014 million in the year of 2022 and the lowest is 505.45 million in 2020. The trend of growth fluctuating year by year. The graph also shows that the deposit and operational profit amount of the IBBPLC have increased from 2020 to 2022.

2022 Awards

I. Recognized as ‘The South Asian strongest Islamic Retail Bank’ by Cambridge IFA of UK.

II. Recognized as ‘The strongest Bank of Bangladesh’ by The Asian Banker of Singapore.

III. Awarded with ‘Best Corporate Award’ by ICMB.

IV. Awarded with Tax Card Award as a highest tax-payer by NRB.

2023 Awards:

I. International Finance Award-2023: Islami Bank was awarded the "Most Innovative Private Commercial Bank in Bangladesh" by the UK-based International Finance Magazine.

II. Strongest Islamic Retail Banking Award: The bank was recognized as "The Strongest Islamic Retail Bank in Bangladesh 2023" by the UK-based Cambridge IFA.

2024 Awards:

GIFA Awards 2024: Islami Bank won the "Most Outstanding Islamic Bank 2024" award conferred by the UK-based Global Islamic Finance Awards (GIFA).

These awards highlight Islami Bank's commitment to providing innovative Islamic banking solutions, its strong retail banking operations, and its overall excellence in the industry.

CHAPTER 5

SWOT ANALYSIS OF IBBPLC

CHAPTER 5: SWOT ANALYSIS OF IBBPLC

SWOT analysis is a technique for assessing the performance, competition, risk, and potential of a bank, as well as part of a business such as a product line or division, an industry, or other entity.

Using internal and external data, the technique can guide businesses toward strategies more likely to be successful, and away from those in which they have been, or are likely to be, less successful. Independent SWOT analysts, investors, or competitors can also guide them on whether a company, product line, or industry might be strong or weak andwhy.

INTERNAL

What occurs within the company serves as a great source of information for the strengths and weaknesses categories of the SWOT analysis. Examples of internal factors include financial and human resources, tangible and intangible (brand name) assets, and operational efficiencies.

Potential questions to list internal factors are:

- (Strength) What are we doing well?
- (Strength) What is our strongest asset?
- (Weakness) What are our detractors?
- (Weakness) What are our lowest-performing product lines?

EXTERNAL

What happens outside of the company is equally as important to the success of a company as internal factors. External influences, such as monetary policies, marketchanges, and access to suppliers, are categories to pull from to create a list of opportunities and weaknesses.

Potential questions to list external factors are:

- (Opportunity) What trends are evident in the marketplace?

- (Opportunity) What demographics are we not targeting?
- (Threat) How many competitors exist, and what is their market share?
- (Threat) Are there new regulations that potentially could harm our operations or product

SWOT ANALYSIS OF IBBPLC

The four analysis strengths, weaknesses, opportunities, threats of IBBPLC are given below:

STRENGTH

High Commitments for Customers: IBBPLC are committed to customers to serve and keep track of the investment payments done to the bank by the customers.

Qualified and Experienced Personnel: Bangladesh bank does the recruitments and the examination process is very standard. No unfair means and lobbying in this area are tolerated.

Honest and Reliable Employees: All of the personnel of Islami Bank are sincere and reliable.

Trust: The bank is the most trustworthy bank to all the customers and do safe transactions. Rural people as well as urban people find this bank dependable and believe that this bank will never be involved in anyfraud activities.

WEAKNESS

Somewhat Manual Based: The opening of accounts is done with manual basis.

Lack of Motivation of Workers: Lack of motivation may lead the workers in low productivity in workplace. New challenges can motivate the workers and they may find this interesting which will encourage them to bring new ideas or make them innovative.

Lack of Adequate Employees: Number of employees is fewer than the amount of works which creates problem for set off service.

OPPORTUNITY

High Demand for Remittance Facility: As the demand of increasing remittance, the bank should offer them some lucrative facilities to lure them away from others banks.

High Demand for Investment by Depositing: There are a high demands for in fixed depositions investment which is a big opportunity for them.

Religious Minded People: Most of the people of our country are religious minded. So they accept the concept "Interest free banking system" and going to Islami Bank.

Special Image: IBBPLC has created special image to the people as a more reliable bank. People believe that if they keep their money in Islami Bank it will be more secured than other banks

THREAT

Rules and Regulation: Islami Bank maintains lots of rules and regulations to operate their activities according to Islami Shariah.

More Competitors: There are a lot of competitors in banking sector of Bangladesh. So it's a great threat for them. There are not only the conventional banks but also some other Islami Banks in the market as their competitors. Conventional banks are always trying to understand people that interest and dividend are the same through various advertisement and publicity.

CHAPTER 6

PROBLEMS, RECOMMENDATIONS & CONCLUSION

FINDINGS

- The officers in the general banking department produce voucher manually and send them to posting officer to post them in the computer. The usually do not get involved themselves in generating voucher by computer.
- In general banking department IBBPLC follow the traditional banking system. The entire general banking procedure is not fully computerized.
- According to the opinion of some client's introducer is one of the problems to open account if a person who isn't new as a client wants to open an account it is a problem for him /her to manage an introducer for a regular account.
- They have no evening banking services for their client.
- Having less number of employees and some general banking officers are not trained properly, which may become the cause of losing customers.
- Islami Banks Investment in agriculture and rural sector is low compare of other sectors.

Challenges and Opportunities

- IBBPLC has faced several challenges in its operations, including:
    - **Competition from other banks:** IBBPLC competes with both conventional and Islamic banks, which can intensify competition and pressure margins.
    - **Regulatory changes:** The banking industry is subject to frequent regulatory changes, which can impact IBBPLC's operations and profitability.

- **Economic fluctuations:** Economic downturns can affect customer demand for banking services and impact IBBPLC's financial performance.
- **Technological advancements:** The rapid pace of technological change can create challenges for IBBPLC in terms of keeping up with industry trends and ensuring security.

However, IBBPLC has also identified several opportunities for growth and development, such as:

- **Expanding customer base:** IBBPLC can target new customer segments, such as small and medium-sized enterprises (SMEs) and retail customers.
- **Product innovation:** The bank can develop new and innovative products to meet the evolving needs of customers, such as digital banking solutions, Islamic wealth management products, and specialized financing options.
- **Geographic expansion:** IBBPLC can consider expanding its operations to new geographic regions, both domestically and internationally.
- **Synergies with other Islamic financial institutions:** IBBPLC can explore opportunities for collaboration and partnerships with other Islamic financial institutions to leverage synergies and create new business opportunities.

Recommendations

Based on the findings and analysis in this report, IBBPLC can consider the following recommendations to further strengthen its operations and position itself for growth:

- **Digital Transformation:** Keep spending money on technology to save expenses, increase operational effectiveness, and improve customer experience. This entails putting in place cutting-edge digital banking technologies, smartphone apps, and process automation.
- **Product Innovation:** Create fresh, cutting-edge goods to meet the changing demands of consumers. Examples of these include digital payment solutions, Islamic wealth management products, and customized financing choices for small and medium-sized businesses.
- **Risk Management:** To effectively identify and reduce possible hazards, strengthen risk management frameworks. This entails carrying out frequent risk analyses, putting in place strong controls, and making sure that legal requirements are met.

- **Human Capital Development:** To improve skills and knowledge, invest in staff training and development. This involves offering instruction on cutting-edge technology, market trends, and best practices for customer service.

- **Customer Satisfaction:** To keep current clients and draw in new ones, concentrate on offering outstanding customer service. This entails paying attention to what customers have to say, attending to their requirements right away, and consistently raising the bar on service excellence.

- **Sustainability:** Promote social and environmental well-being by integrating sustainability concepts into company operations. This entails putting into effect sustainable procedures, encouraging moral business conduct, and lending assistance to community development projects.

- **Regulatory Compliance:** Keep abreast of advancements in the sector and strictly comply to regulatory standards. This entails carrying out routine compliance audits and making certain that IBBPLC's activities comply with all relevant rules and laws.

- Full computerization of all activities of IBBPLC should be introduced.
- They should develop their online banking facilities for the client.
- It should be justified the customer by KYC and should make easy for the customer to open account.
- Bank should start evening banking for the segment of customers. They should start 24-hour customer service. It may satisfy the customer
- A training session or workshop could be organized to let the officers know about changes and ins and outs of different account opening and deposit forms. Long- term training is very much required for the employees.
- Bank should give emphasize to promote agro-based industry.

CONCLUSION

Banking sector of Bangladesh has a huge opportunity to become a major part of the economy. Particularly the government of Bangladesh has huge control over banking sector. Recently govt. banking sector of Bangladesh is trying to imitate the banking structure of the most developed countries. Through the investigation and practical experience about banking sector of Bangladesh, many relevant sites are discussed regarding general banking practices of Islami Bank Bangladesh Ltd. In this report by above discussion on thing is clear that the general banking practices are satisfactory.

But day by day the world is going faster and the people are looking for better services. IBBPLC should focus on their deposit section because it plays a vital role for banks investment in many profitable projects and will have a great impact on our economy. Islami Bank Bangladesh Ltd. has a focused and sensible lending rate. The bank offers home loan, car loan and personal loan. People are benefited by car and home with a great extend. So, day to day general banking practices of IBBPLC has kept a role in profit making, creating corporate bank value and reputation. IBBPLC has shown better performance in every aspect, they are not doing business but also contributing to the society through its services.

It is expected that if the company follow the recommendations made by study, the company will be benefited in the long run and also if the government implements nominal policy, then IBBPLC will achieve their expected goals and will be able to contribute a vital role in the society as well as the whole economy of the country.

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