

MAY 8, 2019

JAMUNABANK

OVERVIEW OF FOREIGN EXCHANGE  
DEPARTMENT OF JAMUNA BANK LIMITED  
(MIRPUR-10) BRANCH

JAMUNA BANK LIMITED



Inspiring Excellence

## **Internship Report**

**On**

### **“Overview of Foreign Exchange Department of Jamuna Bank Limited (Mirpur-10) Branch”**

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**Submitted to:**

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Submission Date

8<sup>th</sup> May,2019

## Letter of transmittal

8<sup>th</sup> May,2019

Mr. Ariful Ghani

Lecturer

BRAC business school

BRAC university

**Subject: submission of internship report**

Dear sir,

With due regard, it gives me enormous pleasure to inform you that I have completed my internship report on the topic of “Overview of foreign exchange department of Jamuna Bank Limited”. I have completed internship program in Jamuna bank (Mirpur-10 branch). This report contains a comprehensive study about the whole foreign exchange transaction process and how much satisfied the customers are about their process, and also a comparison of performance of bank with another bank in whole banking industry. I have tried to incorporate the experience, observation and learning in this report during the internship period to prepare the report on the foreign exchange management of the whole bank and also this particular branch.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report and I will be obligated if you accept the report.

Thank you

Sincerely yours

Sazzad Rahman Ridoy

Major: Marketing & HR

BBA

BRAC Business School

## Letter of Endorsements

This is to ensure that Sazzad Rahman Ridoy, ID: 14304077, BBA Program, BRAC Business School, BRAC University has done this report on “Overview of foreign exchange department of Jamuna Bank Limited (Mirpur-10) branch” to complete BBA internship program. I acknowledge this report as a final internship report.

I wish all achievement and prosperity for his career and life.

-----

Mr. Ariful Ghani

Lecturer

BRAC Business School

BRAC University

## Acknowledgment

At the very beginning I would like to thank to almighty Allah for giving me the opportunity to complete the internship report.

In every step of study, the invaluable help and suggestions from many individuals and institutional experts has supported me a lot. Now it gives me enormous pleasure to acknowledge them with my gratitude.

I would like to express my gratitude and indebtedness to my respected supervisor MD. Ariful Ghani senior Lecturer BRAC Business School, BRAC University from the core of my heart for kind support, guidance, supervision, instructions and advice that motivated me to do this report. His sincere guidance, co-operation and valuable advice enabled me to overcome all the problems that I faced.

I am thankful to all officials and staffs of Jamuna Bank Ltd, Mirpur Branch for their huge cooperation. And also indebted to the persons whose books, working papers, journals and related materials give me continuous support to write this report.

## Executive summary

Foreign Exchange Operations is one of the most important activities of Commercial Banks. Foreign exchange department performs in some basic functions which This report focuses on and also it will focus on the customer satisfaction of the foreign exchange Operations of Jamuna Bank Limited. Besides this report will also have a closer look on the customer satisfaction of the foreign exchange department of Jamuna Bank (Mirpur-10) branch.

This report will focus on the learning which I have learnt during my internship period, where I worked in the foreign exchange department. This report will contain overview of the Jamuna bank and some activities and responsibilities related to foreign exchange transactions.

Finally, the data analysis, the customer satisfaction of foreign exchange transaction department of Mirpur branch Jamuna bank has been done with help from the answers of the questionnaire. This report will interpret the data presented their effectiveness and importance for Jamuna bank ltd. Besides the answers will also have a graphical presentation which has been done through SPSS software.

Lastly the analysis has been used to identify major findings and some recommendation to it. A tactful conclusion has been brought up to summarize.

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## Organizational overview

### **Background of Jamuna Bank Limited:**

Jamuna Bank Limited (JBL) provides business banking services within the East Pakistan. The bank primarily engages in company banking, trade finance, project finance, retail banking, small enterprise finance, shopper finance, and syndication. Its vary of service offerings embody money management services, payments and clearings, safe deposit locker services, worker edges, assortment services, treasury services, quality management, services and SWIFT for foreign trade. Jamuna Bank has an investment of 390 million Bangladeshi monetary unit in its business.

Jamuna Bank Limited (JBL) is known as a banking company which was registered under the business Act, 1994 with its head office at Chini Shilpa Bhaban, 3, Dilkusha c/a Dhaka-1000. The bank started its whole operation from 3<sup>rd</sup> June, 2001.

Jamuna Bank Limited may be an extremely capitalized new generation Bank with a licensed Capital and paid Capital of Tk.10000 million and Tk.4488 million severally. The Paid- up Capital has been raised to 840 million and therefore the total equity of the bank stands at 8325 million as on New Year's Eve, 2012. The Bank undertakes every kind of banking transactions to support the event of trade and commerce of the country. JBL's services are obtainable for the entrepreneurs to line up new ventures and BMRE (Balancing, Modernization, Rehabilitation & Expansion) of business units. Jamuna Bank LTD. The sole Bengali named new generation private commercial bank was established by a group of expert entrepreneurs figuring out a plan of making a model banking institution with completely different outlook to supply the valued customers, a comprehensive vary of economic services and innovative merchandise for property mutual growth and prosperity. The sponsors are famous personalities within the field of trade, commerce and industries.

The Bank is being managed and operated by a group of extremely educated and skilled team with varied expertise in finance and banking. The Management of the bank perpetually focuses on understanding and anticipating customers' wants. The situation of banking business is dynamical day by day, that the bank's responsibility is to device strategy and new merchandise to deal with

the dynamical atmosphere. The bank has already graded at high of the standard service suppliers for its name.

Jamuna Bank Ltd. offers differing types of corporate and private Banking Services involving all segments of the society within the region of rules and rules arranged down by the financial organization and alternative restrictive authorities. As per the provisions of Bangladesh Bank license, the Bank has offered at the start its shares to public by Pre – initial offering and later oversubscribed shares to the general public through initial offering within the year 2004. The shares of the Bank are listed with both Dhaka capital stock market Ltd. and Chittagong stock market Ltd.

### **Vision**

Jamuna bank desires to become the number one banking establishment and to play a major role within the development of the country.

### **Mission**

The Bank is committed for satisfying numerous desires of its customers through associate degree array of merchandise at a competitive worth by victimization applicable technology and providing timely service so a sustainable growth, reasonable return and contribution to the event of the country is ensured with a intended and skilled work-force.

### **Products and services**

Products of Jamuna Bank Ltd. is divided into 2 elements. they're quality product and liability product. usually liability product means that deposits of the many types that square measure due to parties. On the opposite hand, quality product is the product which clients are liable to pay to the bank. different types of endeavor by the bank to the purchasers or on behalf of the purchasers are a kind of liability to bank. On the opposite hand a unique style of guarantees makes by the purchasers to bank is taken into account as bank's quality. The different types of products and services of Jamuna Bank LTD are given below:

**Depository product:**

- Current account
- Savings account
- STD (short term deposit)
- Fixed deposit
- saving scheme products
- monthly savings scheme
- marriage deposit scheme
- education savings scheme
- monthly benefit scheme

**loan product:**

- overdraft
- cash credit
- loan
- term loan
- letter of credit (L/C)
- local bill purchase
- foreign bill purchase

**service**

- remittance, export & import business

**objectives of Jamuna Bank Limited**

- To stay one in all the most effective banks in Asian nation in terms of profit and assets quality.
- To introduce totally machine-controlled systems through integration of knowledge technology.
- To guarantee associate adequate rate of come back on investment.
- To keep risk position at an appropriate range.
- To maintain adequate liquidity to satisfy maturing obligations and commitments.

- To establish relationship banking and improve service quality through development of Strategic Promotion Plans
- To pursue a good system of management by making certain compliance to moral norms, clearance and answerability in any respect levels.

### **Management of Jamuna Bank Limited**

The responsibility of making policies and operational guidelines is vested with the Board of Directors. The Government holds 100% possession of the bank and the Government of Bangladesh appoints all the administrators of the Board. The Board consists of 13 members who are reported business executives and leading industrialists of the country.

The Managing Director is the Chief Executive of the Bank who is an ex member of the Board. Four General Managers acting under him and nine Divisional Heads are performing daily operational activities of the Bank. The Managers of different Branches have responsible functionally to the Head of department of the Head Office and report direct to the Managing Director.

JBL is managed by highly professional people. The current Managing Director of Jamuna Bank is a senior banker having a plenty of expertise, multi discipline and information to his credit both at home and abroad. He is supported by a good educated and skilled professional team with a lot of experience in finance and banking. Jamuna Bank Limited has already achieved a lot of success within a short period of time.

### **SWOT analysis**

It is not really easy to seek out and analyze the foreign exchange performance concerning this mechanism at a short period of time. Despite of this, a comprehensive approach has been taken to seek out about foreign exchange department of Jamuna Bank Ltd during this paper. SWOT analysis could be a straightforward framework for generating strategic alternatives from a scenario analysis. The whole elaboration of SWOT analysis is S= Strength. W= Weakness. T= Threat O=

Opportunities. When watching closely and dealing proactively within the foreign exchange Department of Jamuna Bank Ltd. (Mirpur-10) Branch, Dhaka this are the Strength, Weakness, Threat, and Weakness has been found.

### **Strengths**

- The bank has a huge reputation in the market.
- Has a good bonding with the importer and exporters.
- Every branch follows the rules and regulation of foreign exchange very strictly.
- In recent times Jamuna Bank has gone through an agreement with different exchange houses to provide more quick and authentic remittance service.

### **Weakness**

- Here in this branch the foreign exchange department still uses a lot of register for maintain its foreign exchange transactions. Everything should be computerized from now on which will led to easier way to register the transactions.
- JBL does not conduct small company L/C request which will result in missing out on a huge number of potential customers.

### **Opportunities**

- As it is one of the leading private bank nowadays both importer and exporter has faith on this bank.
- The percentage of classified loan is below 2% which far better than international standard.
- Jamuna bank has already 74 branches all over the country and now looking forward to open some more branches to some new areas.

### **Threats**

- Margin of opening L/C is different for different customers. For new customers is high and for the reputed and famous customers its very low.
- Government continuing their pressure to decrease interest rate.

- Rapid increase of private bank in number and size all over the country.

## Report part

### **Rationale of the study**

Foreign exchange is the largest globally localized market that is concerned in trading of currencies. In every bank foreign exchange department is very important. Every employee needs to be expert in this sector so that they can deal with foreign currency issues and also cope up if any hectic situation arrives in front of them. Moreover, they also need to know every information about their customer, what they like, what they don't how to deal with the customers because different customer different aspects. In order to deal with them customer satisfaction is required. With that they can identify what are things they are expert in and what are the things they are lacking in.

However, to complete graduation program internship program is a must, and we also have to write a report based on the knowledge we have learned from the place where we have done the program. So after a consultation with my advisor and supervisor I decide to choose the topic “overview of the foreign exchange department of Jamuna Bank Limited”, where I will be describing about the foreign exchange department of Jamuna Bank and how they work in that department and also I will be analyzing about the customer satisfaction of the foreign exchange department, and find out which area makes the customer satisfied and which doesn't. Therefore, I have prepared this report.

### **Background of the report**

In modern days in the economic system a banking organization is crucial each for domestic and international perspective. During a country's economy banks play a significant role by providing

means that of payment and in mobilizing the resources. Individuals are now measured currently directly or indirectly within the field of banking. In every bank there is foreign exchange department which deals with foreign currencies. Foreign Exchange Department is an international department of any Bank. It deals globally. It facilitates international trade through its varied modes of services. It bridges between importers and exporters. If the branch is the authorized dealer in exchange market, it will decrease foreign exchange from native country to foreign country. That's why this department is named foreign exchange department. Bangladesh bank being the central bank of our country monitored how all the banks are working. However, Jamuna Bank Limited being a private bank needs to have a great knowledge about their customers and what they want and also how to deal with it. If the customers are satisfied, then bank will earn more profit in every sector.

### **Scope of the report**

This report is about the whole foreign exchange process of Jamuna Bank Limited, and also the customer satisfaction of Jamuna Bank Limited (Mirpur-10) branch. As the branches are smaller than the head office so the number of customers are here a very few. But all the problems which have been recognized through this report are all really the same in every branches foreign exchange department. Besides the organization can also use this report to their advantage to know what they are lacking in and how they can improve.

### **Objectives of the report**

- To know the overall activities of foreign exchange operation of Jamuna Bank Limited
- To satisfy the customers
- To build a better relationship between customers and employees
- To know the what the customer wants
- If there any lacking in satisfying the customers, then making some recommendations to it.

## **Research Questions**

- What are the steps foreign exchange department of jamuna bank limited(mirpu-10) branch should take to satisfy the customer?

- How can foreign exchange department of jamuna bank can improve themselves while delivering services?

## Literature review

The main idea of the report is to give a brief description about the foreign exchange department of Jamuna Bank Limited (Mirpur-10) branch and also to know if the customers are satisfied or not with their services. Over the years many journals, reports, assignments have been written on this topic. Normally customer satisfaction means finding out how much the customer are satisfied with the particular services. It is stated that satisfaction of customers is not merely introducing innovative products and services rather it is much more than that (Ameme, B., & Wireko, J. 2016). Besides adding the value which the customers were looking for can bring a lot of profit for the organization. So customer satisfaction is necessary for every banking organization. Research stated that in comparison with dissatisfied customers, satisfied customers were significantly more like by to recommend their bank to their friends and to consider using their current bank in the future, and they are more resistant to offers from other banks (Chochol'áková, A., Gabcová, L., Belás, J., & Sipko, J. 2015). When the needs of customers meet they become loyal to the particular organization which is also beneficial to that organization. Loyal customers are more interested in the services of their own banks when considering investments in all the aspects such as in the financial market, deposit their own savings to their own bank, take out a mortgage from their own bank and use other banking products and services from their current bank. Research findings show customers are more loyal towards those banks who are facilitating internet banking services (Rahi, S. 2015). So this quote shows customers are loyal to them who listens to them and also brings innovation in the banking organization.

### Methodology of the study

In this report the methods that were used are,

- Primary sources

- Secondary sources

Primary source was used for the report part and for the organizational part secondary source was used.

I have done the primary method in order to collect data for my survey. I made a questionnaire for the survey and fill it out by the customers who came to the bank. I only manage to get 40 samples for this survey. Also I get to discuss with my supervisor and advisor over the topic and how to make the questionnaire. Moreover, to do the organizational overview of the Jamuna Bank I have used secondary source to name a few are google and Jamuna Bank's page. Besides I have observed daily activities of the interaction of the customer with the employees and which helped me to do my survey.

After the survey with 30 samples I entered the data in SPSS software, and found out what the frequencies are. Moreover, communalities, KMO and BARTLETT'S test, rotated component matrix, reliability, significance of the model and coefficients were also found out.

### **Limitation of the study**

There was some limitation which was faced to prepare this report which are –

- As, I am a student, I have limitations of knowledge to cover the vast area of the study of foreign exchange operation.
- Employees of JBL were not interested to share enough information about their foreign trade information.
- There were not huge guidelines about foreign exchange operation.
- Limited time to conduct the survey
- Customers not knowing everything was a limitation to get more information.
- Limited accessibility for gathering some data.

# Foreign exchange operations of Jamuna Bank

## Foreign exchange business

Foreign exchange is the largest globally organized market that is concerned in commercialism of currencies. Foreign exchange market supports international trade through currency conversion. Direct speculation and evacuation are helped by it to the worth of currencies and carry trade speculation that is reckoning on completely different rate between 2 country's currencies.

## Foreign exchange department

Foreign Exchange Department is an international department of any Bank. It deals globally. If the branch is the permitted dealer in the foreign exchange market, it will remit foreign exchange from native country to foreign country. This department is termed foreign currency department.

## Section of foreign exchange

Under foreign exchange there are 3 sections which are-

- Import section
- Export section
- Foreign remittance section

## Import section

Import means bringing goods or services from abroad by consumer, firms and government of that country. JBL provides different services to the importers.

## Import procedures

- Importer obtains IRC (import registration certificate) from the chief operator of import and export.

The importer will get IRC by submitting the necessary papers and the recognized fee to chief operator of import and export to start the proceedings.

- Pro forma invoice received by the importer.

The importer then accepts pro forma invoice and makes a contact with the exporter to decide the terms and condition of import.

- Apply to the bank for opening L/C with submission of necessary document.

Exporter and importer doesn't know each other so a guarantee is a requirement. Here JBL comes forward with a guarantee to the exporter if the importer fails to import the product or service then the bank will pay the loss and this is known as letter of credit or L/C. the importer then collect the form and then open an L/C.

- L/C application form.

Jamuna Bank provides a printed form of a L/C to the importer and these things are included in the L/C-

full name and address of the importer

full name and address of the exporter

draft amount

brief specification of price, quantity etc.

Bangladesh bank registration number

Import license LCAF number

IRC number

Documents number

Last date of shipment

- Examination of L/C application.

After the importer filling the L/C form the employee examines the application for further procedure.

- Bank opens L/C and transmits the exporter through the advising bank.

JBL prepares the draft and forward to advising bank by airmail. JBL gives direction as per the customer's direction. Advising bank then forward the L/C to the exporter. If the exporter agrees to it then JBL gets to know through the advising bank, then let know the importer.

- Amendment of L/C

When importer and exporter get involved and the exporter wants to change anything related to L/C because of some reasons then it should be amended. JBL transmit the amendment through swift to the advising bank.

- Presentation and examination of shipping document.

The exporter prepared the documents and give it to the advising bank. The advising bank then gives it to JBL after checking.

## **Export section**

No person in Bangladesh cannot export anything unless he gets valid orders from the export policy of Bangladesh. Export registration certificate is required from the chief controller of import and export. The ERC is required to renew every year and only then anyone from our country can export.

## **Export procedures**

- Exporter obtains ERC (export registration certificate) from chief controller of import and export.

The exporter will get ERC by submitting the necessary papers and the recognized fee to chief operator of import and export to start the proceedings.

- Purchase contract made between importer and exporter.

After getting ERC the exporter makes a pro forma invoice and sends the invoice to the importer. Then the importer opens L/C and sends it to the exporter through advising bank. Here Jamuna Bank plays the role of advising bank.

- L/C which is received by exporter from the issuing bank through the advising bank.

Exporter receives L/C and organize everything according to terms and conditions.

- Endorsement on export.

The exporter needs to confirm every document by JBL before making it to customs or postal authorities. This is called endorsement.

- Goods shipped and documents are submitted to the bank.

After making the shipment according to the terms and conditions the exporter goes to JBL for negotiation. If the bank finds every document perfect, they send it to L/C issuing bank and the exporter gets the bill value.

- Examination of documents.

Here JBL negotiate before the exported things proceed to other place so every documents need to be examined very carefully.

- Negotiation of export documents.

JBL negotiates the documents on the basis of banker-customer relationship which is known as FDBP (foreign documentary bill purchase), and if not satisfied and sends it to L/C opening bank then it called FDBC (foreign documentary bill collection).

## **Remittance**

A remittance is a transfer of money by a foreign employee to an individual in their home country. Money which is sent home by migrants mainly competes with international aid known as one of the largest financial inflows to developing countries. So a foreign remittance is a transfer of money from a foreign worker to their family or other individuals in their home countries. There are 2 different types of foreign remittance which are –

- **Foreign inward remittance**

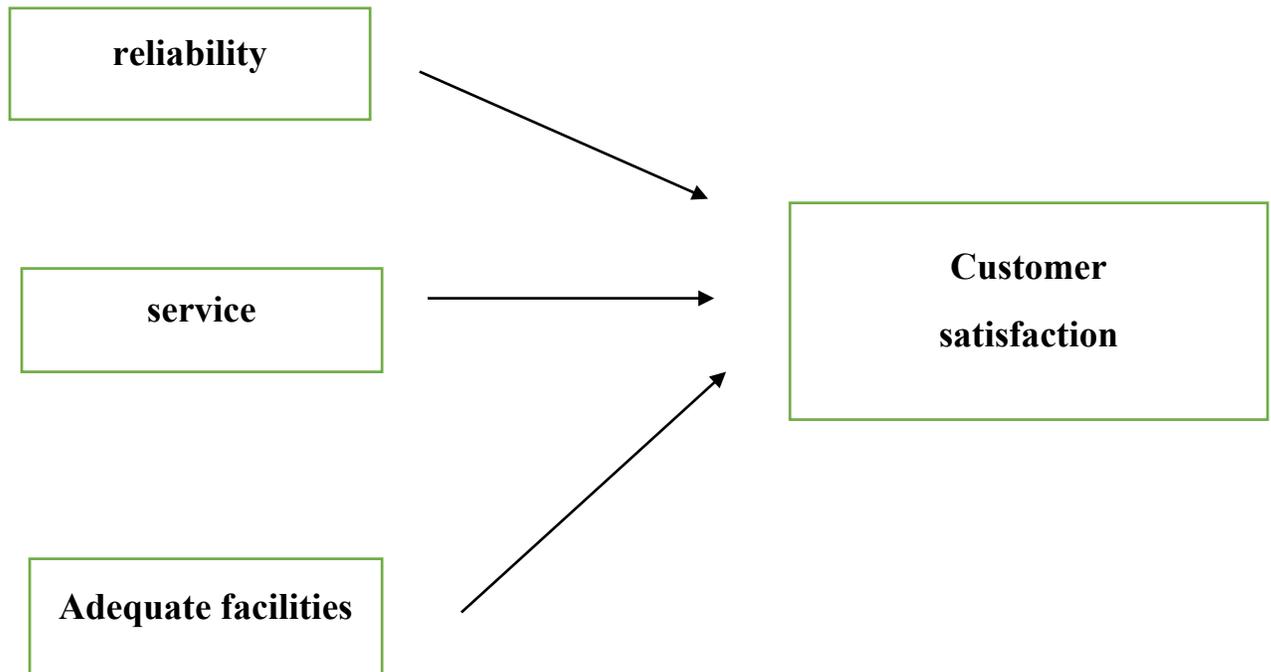
Inward remittance means that purchase of foreign currency by approved dealers. Generally, inward remittances are received by draft, mail transfer, purchase of foreign bills & travelers Cheque, export bills.

- **Foreign outward remittance**

Remittance from our country to foreign country is known as outward remittance. Outward remittance includes travel expenses, medical expenses, educational expenses, membership fees, dividend of foreign investment.

## Data analysis

Variables: customer satisfaction of foreign exchange department of Jamuna bank mirpur-10 branch



### Conceptual framework and hypothesis:

**Reliability:** Reliability is a criterion which every customer looks for in every organization while doing business or any transaction. In my research reliability is an independent variable and also an important one. Therefore, I hypothesize it –

**H1: The more the reliability is given, the worthier the level of customer satisfaction.**

**Service:** It is also an important variable as in every organization how the employees are given services to the customers is differentiated by the customers. According to the reviews from my survey mostly customer in Mirpur area prefers Jamuna Bank. Therefore, I hypothesize it-

**H2: The higher the level of service is given the more remarkable the level of customer satisfaction.**

**Adequate facilities:** The customers always differentiate one company or bank with another. It can be anything like service facilities employee behavior etc. what are extra facilities are Jamuna Bank is giving is reviewed here through this research. Therefore, I hypothesize it-

**H3: The more facilities are given the more will be the customer satisfaction.**

- **Accessibility of Foreign Exchange Department:**

Accessibility of Foreign Exchange Department is more important because it signify the relative ease with which foreign exchange services can be accessed. If foreign exchange services involve complex procedures, organizations will be dissatisfied. Accessibility involve how quickly and easily with a minimum requirements Foreign Exchange Department can be accessed. Out of the sample, 50% are neutral about the accessibility of Foreign Exchange Department, 47.5% are satisfied, and about 2.5% are highly satisfied. Therefore, most of the organizations are either satisfied or neutral about accessibility of Foreign Exchange Department. There are no dissatisfied organizations regarding the accessibility of Foreign Exchange Department.

**how do you find your ease of accessibility in the foreign exchange department?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very satisfactory	1	2.5	2.5	2.5
Satisfactory	19	47.5	47.5	50.0
Neutral	20	50.0	50.0	100.0
Total	40	100.0	100.0	

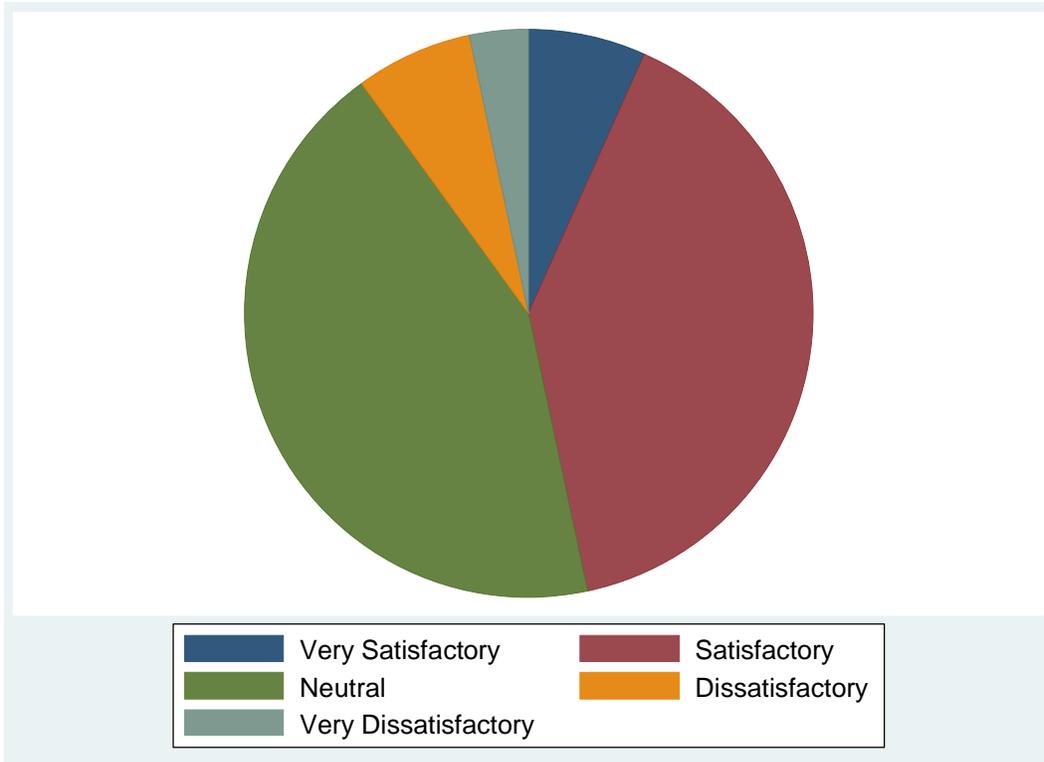


- **Efficiency of employee:**

Whenever one individual does a business with an organization they look how efficiently they are doing their job. Are they trustworthy or not can be determined according to their work? In banking division when a customer opens an L/C and does business with a foreign company they do rely on their bank. Here in this case jamuna bank does export import and remittance for their customers. So if they don't do these activities perfectly or efficiently they might lose some of its customer. Due to my report I asked the customers about efficiency level of jamuna bank's foreign exchange department employees. 50% were neutral, 35% were satisfied, 7.5% were very satisfied and only 7.5% were dissatisfied. It shows that customers are very happy with jamuna bank's foreign exchange department's work.

**how is the efficiency level of the employee?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very satisfactory	3	7.5	7.5	7.5
Satisfactory	14	35.0	35.0	42.5
Neutral	20	50.0	50.0	92.5
Dissatisfactory	2	5.0	5.0	97.5
very dissatisfactory	1	2.5	2.5	100.0
Total	40	100.0	100.0	



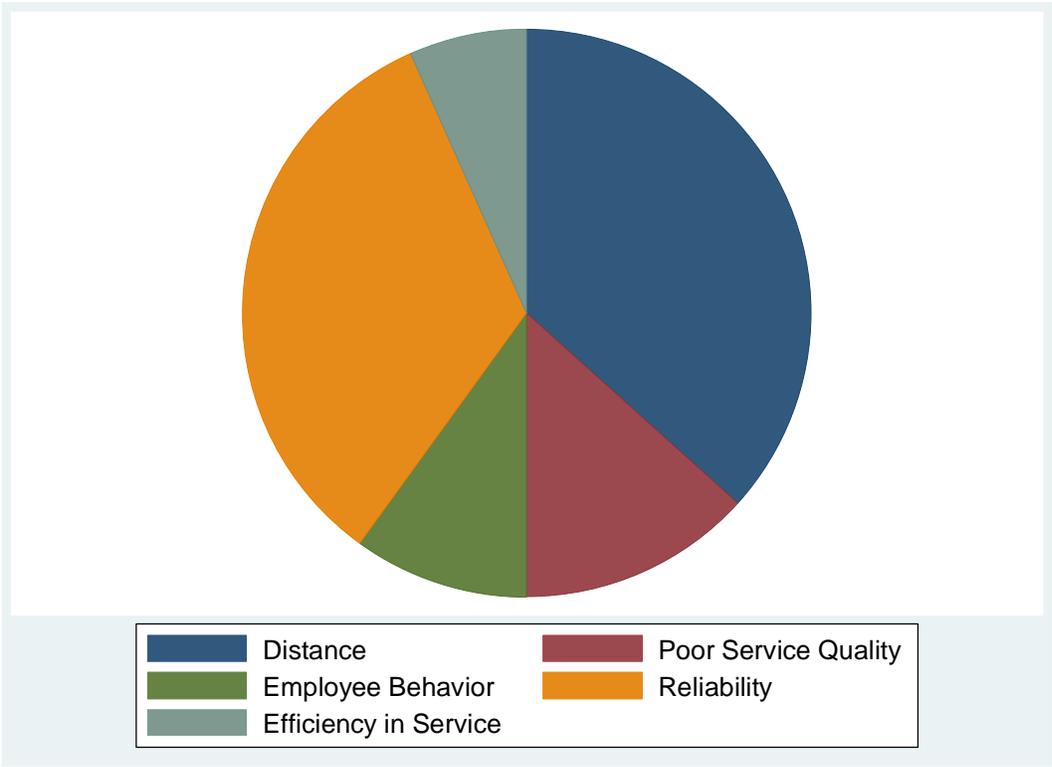
- **Reasons Behind not taking services from other banks:**

When a customer takes services from a particular organization regularly then it means they are getting satisfied with the organization. Later on those customers become loyal to that organization. There are a lot of reasons which make the customers not choose other organizations over the particular one. Here I also asked the customers what is the reason they only choose Jamuna Bank Mirpu-10 branch for foreign exchange activities. Most of them said it is because of the distance and the reliability which was 32.5% & 37.5%, and the service quality, employee behavior, efficiency in service was not the main issue.

**What is the reason behind not taking services from other banks?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Distance	13	32.5	32.5	32.5

poor service quality	4	10.0	10.0	42.5
employee behavior	5	12.5	12.5	55.0
Reliability	15	37.5	37.5	92.5
efficiency in service	3	7.5	7.5	100.0
Total	40	100.0	100.0	



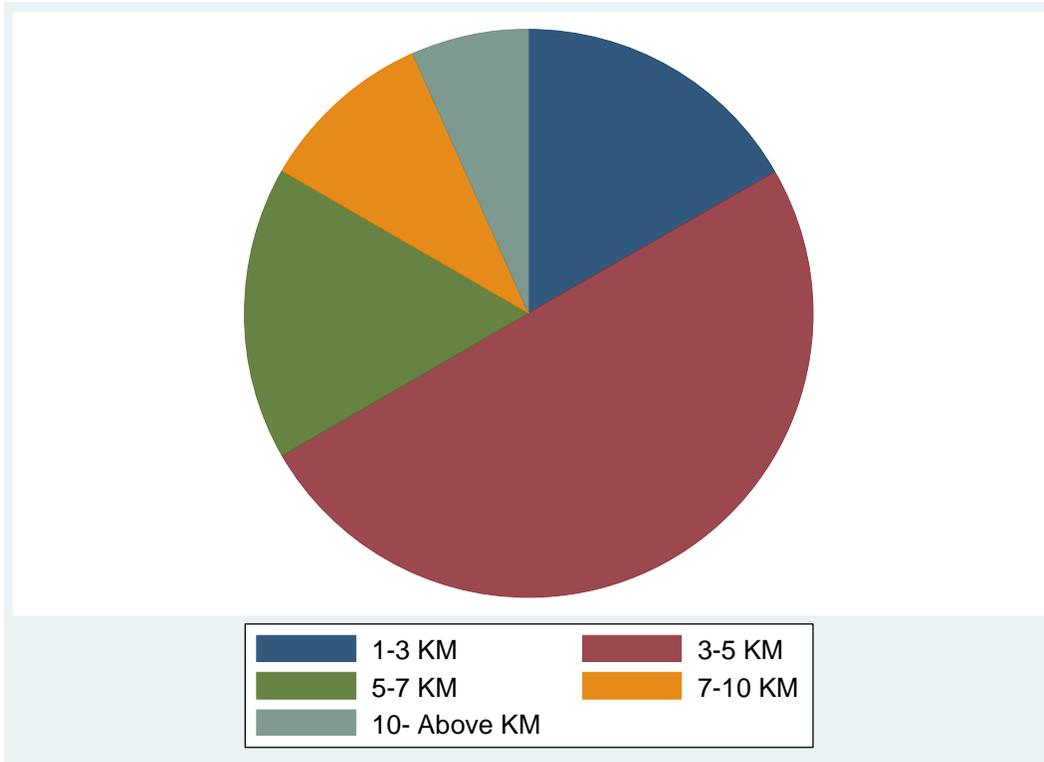
- Distance of organizations from the location of Jamuna Bank Mirpur-10 Branch:**

Distance of a particular organizations from the location of a particular branch influences many factors such cost of completing a transaction, convenience of completing a transaction. The

average distance of organizations from Mirpur-10 branch of Jamuna Bank Limited is 3-5 Kilometers. Out of sampled data, 12.5% is located with 1-3 kilometers range, 47.5% is located within 3-5 kilometers range, 16.67% is located within 5-7 kilometers range, 27.5% is located within 7-10 kilometers range, and 7.5% is within above the 10 kilometers range. So, it can be seen from the pie chart that Foreign Exchange Department lies within a close range of 1-5 kilometers.

**how far is your organization from jamuna bank?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-3km	5	12.5	12.5	12.5
3-5km	19	47.5	47.5	60.0
5-7km	11	27.5	27.5	87.5
7-10km	3	7.5	7.5	95.0
10-above	2	5.0	5.0	100.0
Total	40	100.0	100.0	

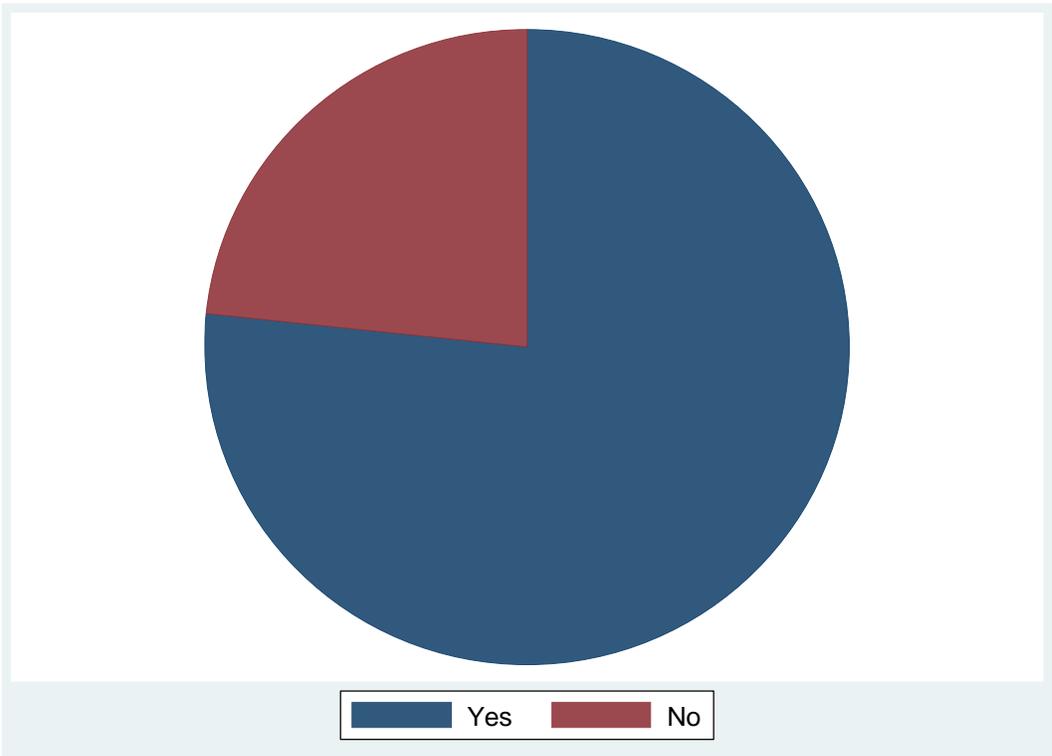


- **Opening L/C because of good relationship with L/C authority:**

Maintaining long-term and good relationship with organizations is an essential marketing goals. Foreign Exchange Department is responsible for opening L/C. So, Foreign Exchange Department should maintain a long-term relationship with organizations. Out of the survey, 72.5% open L/C with Mirpur-10 branch of Jamuna Bank Due to good relationship with Foreign Exchange Department. This indicates that Foreign Exchange Department is particularly good at maintaining long-term business relationship with organizations or customers. Remaining portion of organizations may open L/C due to several reasons including better reputation of Foreign Exchange Department, quick execution of foreign transaction, etc.

**do you open L/C in jamuna bank because of good relationship with L/C authority?**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid yes	29	72.5	72.5	72.5
no	11	27.5	27.5	100.0
Total	40	100.0	100.0	



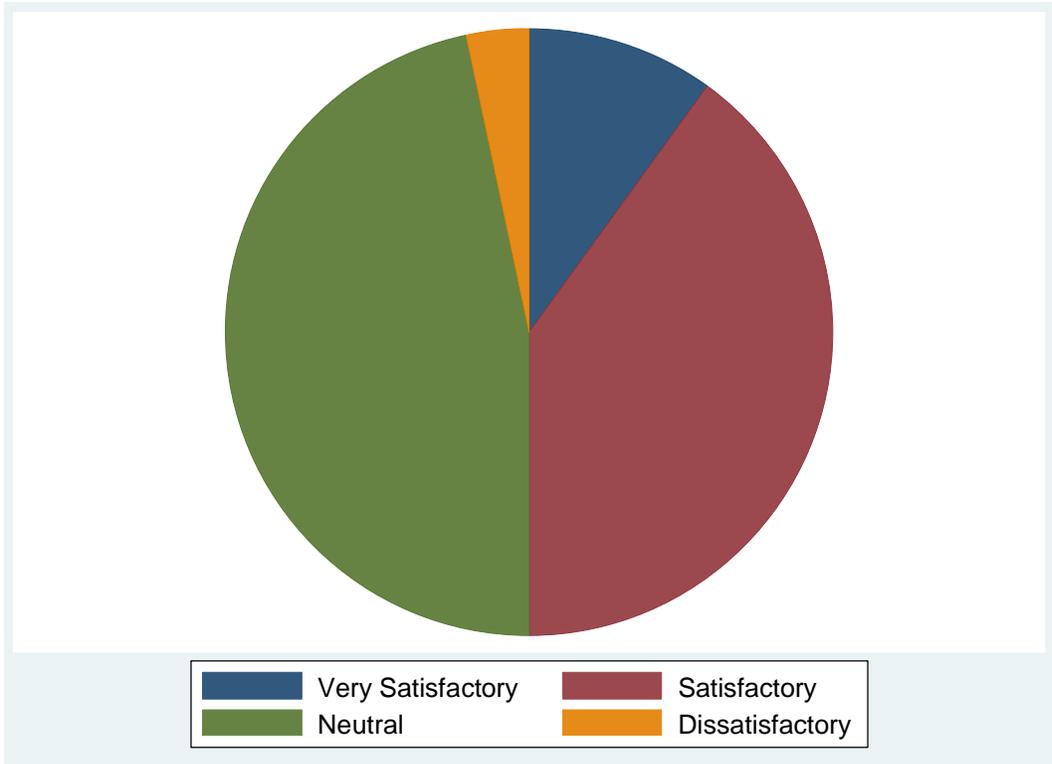
- **Satisfaction with service:**

When a customer looks to get a service from a particular organization they seek for satisfaction. If they don't get the satisfaction or not get profit as they wanted, then they switch companies. Here I asked the customers are they happy with the overall service or not. 57.5% said neutral and 32.5%

said satisfied which shows the customers are satisfied with the work of jamuna bank's foreign exchange department. Only 2.5% disagree to it.

**are you happy with the overall service?**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid very satisfactory	3	7.5	7.5	7.5
satisfactory	13	32.5	32.5	40.0
neutral	23	57.5	57.5	97.5
dissatisfactory	1	2.5	2.5	100.0
Total	40	100.0	100.0	



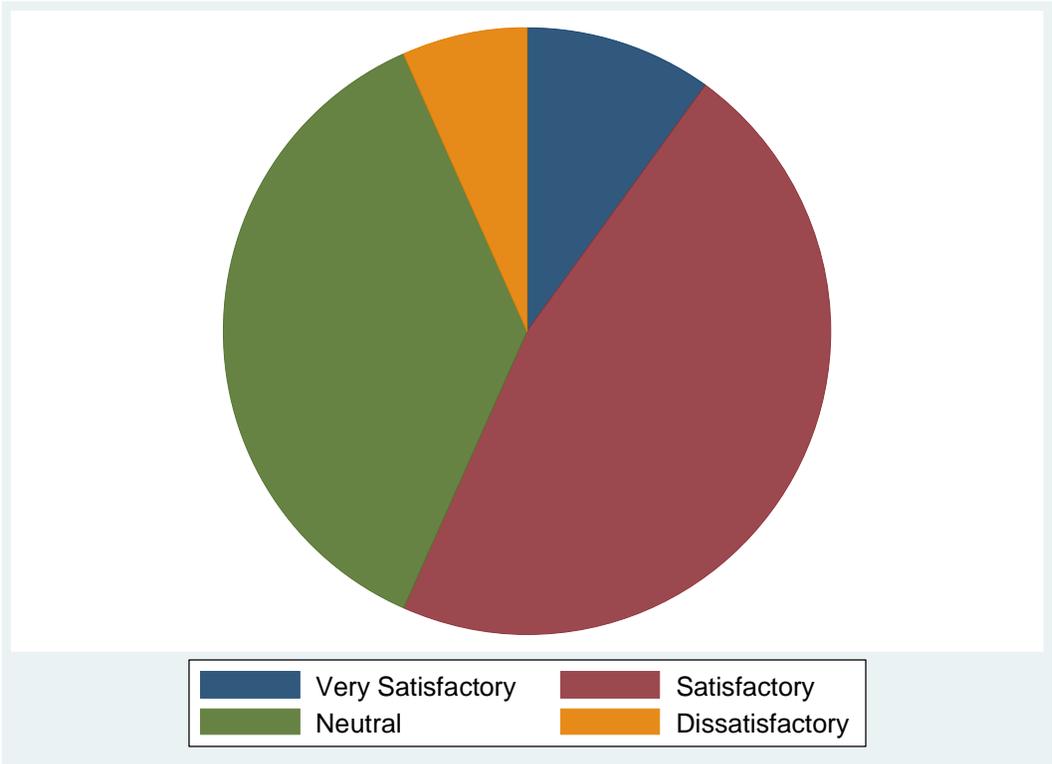
- **Behavior of employee:**

If an employee behaves well with his customers while doing business or transaction or any other activities, it creates a good impression in the customer’s mind for both the employee and also the organization. Here in the frequency table we can see that 50% are satisfied 37.5% are neutral and only 5% are dissatisfied which means the customers are very happy with the employee’s behavior of jamuna bank’s foreign exchange department.

**how is the behavior of the employees?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very satisfactory	3	7.5	7.5	7.5

satisfactory	20	50.0	50.0	57.5
neutral	15	37.5	37.5	95.0
dissatisfactory	2	5.0	5.0	100.0
Total	40	100.0	100.0	



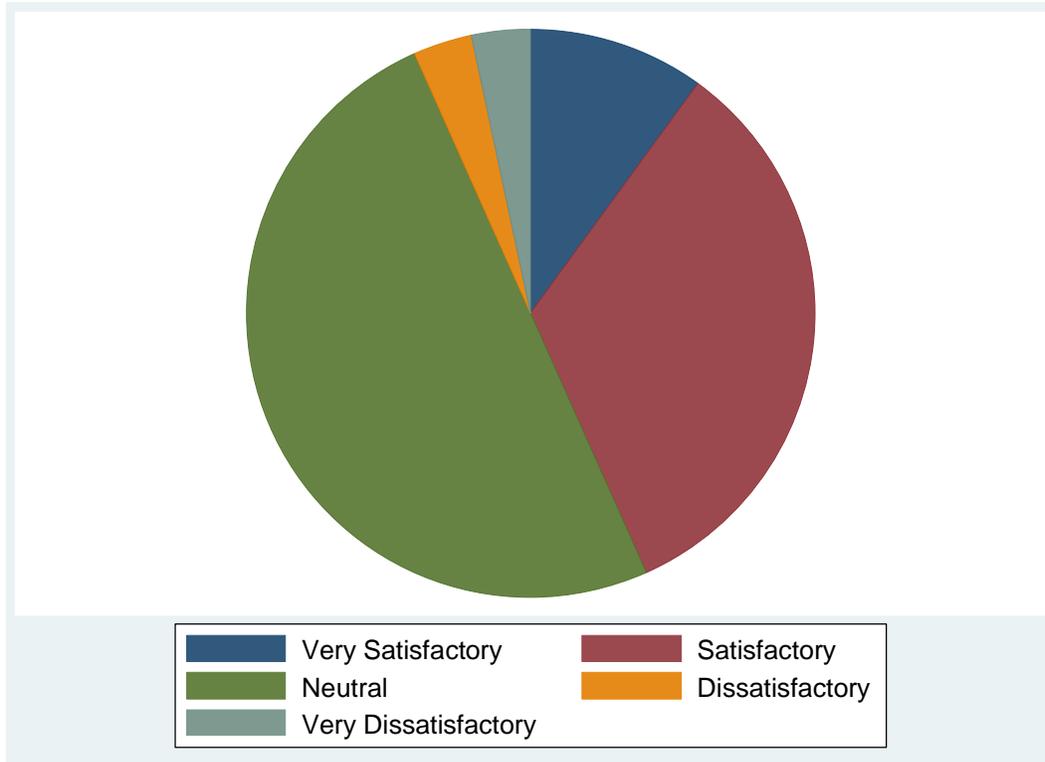
- Punctuality of employee:**

Here this table represents the punctuality of the employees. Whether they work in a slow manner or they are able to do the works in a perfect time. 45% of the respondents have said that they are neutral with the punctuality of the employees of the foreign exchange department of jamuna bank Mirpur-10 Branch. 42.5% of the respondents have gone for satisfactory, 7.5% were very satisfied

and only 5% were dissatisfied. It shows that the employees are working in a satisfactory manner and doing every job in time and most of the clients are happy with their work.

**what do you think about the punctuality of the employees?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very satisfactory	3	7.5	7.5	7.5
satisfactory	17	42.5	42.5	50.0
neutral	18	45.0	45.0	95.0
dissatisfactory	1	2.5	2.5	97.5
very dissatisfactory	1	2.5	2.5	100.0
Total	40	100.0	100.0	



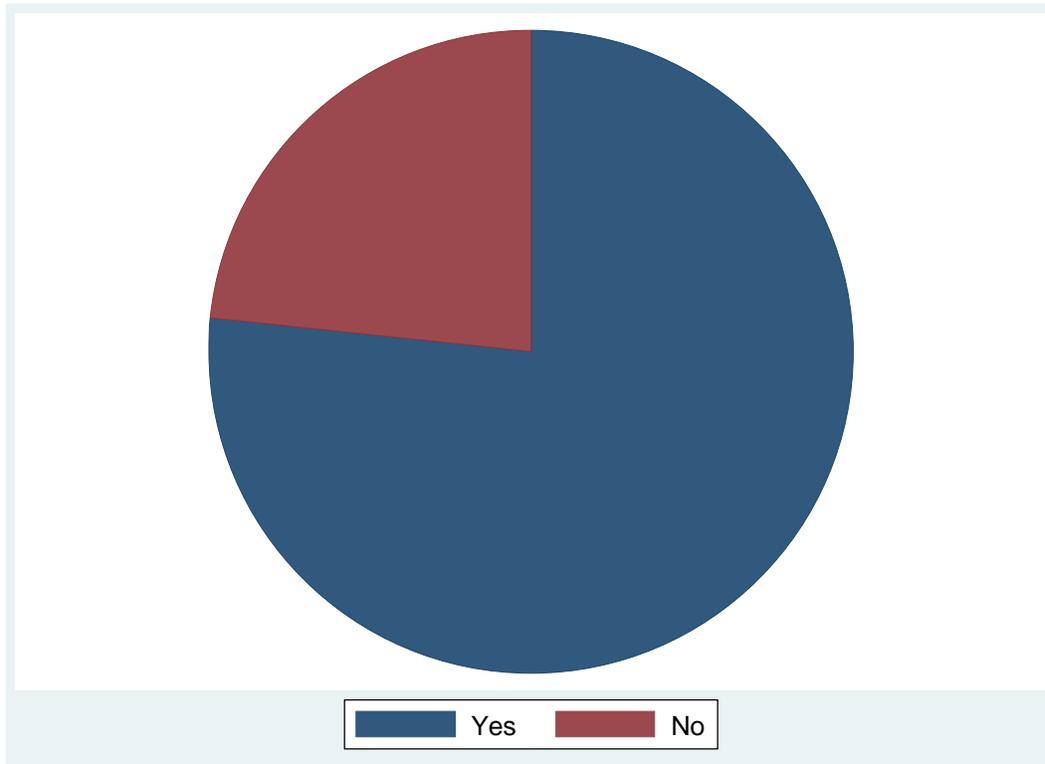
- **Proper handling of customers' complaints:**

Proper handling of customers' complaints is necessary to achieve a long-term and satisfying relationship with organizations or customers. Customers' complaint may arise for a variety of reasons. Whatever the basis of customers' complaints, proper authority should address the problems quickly and responsively. Proper handling of customers' complaints also provides a basis for maintaining a good and long-term relationship with Foreign Exchange Department. Out of the survey, 75% of said that Foreign Exchange Department successfully handled any complaints they told about foreign exchange related services. This represents one of the good aspects of Foreign Exchange Department of Mirpur-10 branch of Jamuna Bank Limited.

**has the organization taken proper steps of your complaint?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	30	75.0	75.0	75.0
no	10	25.0	25.0	100.0

Total	40	100.0	100.0	
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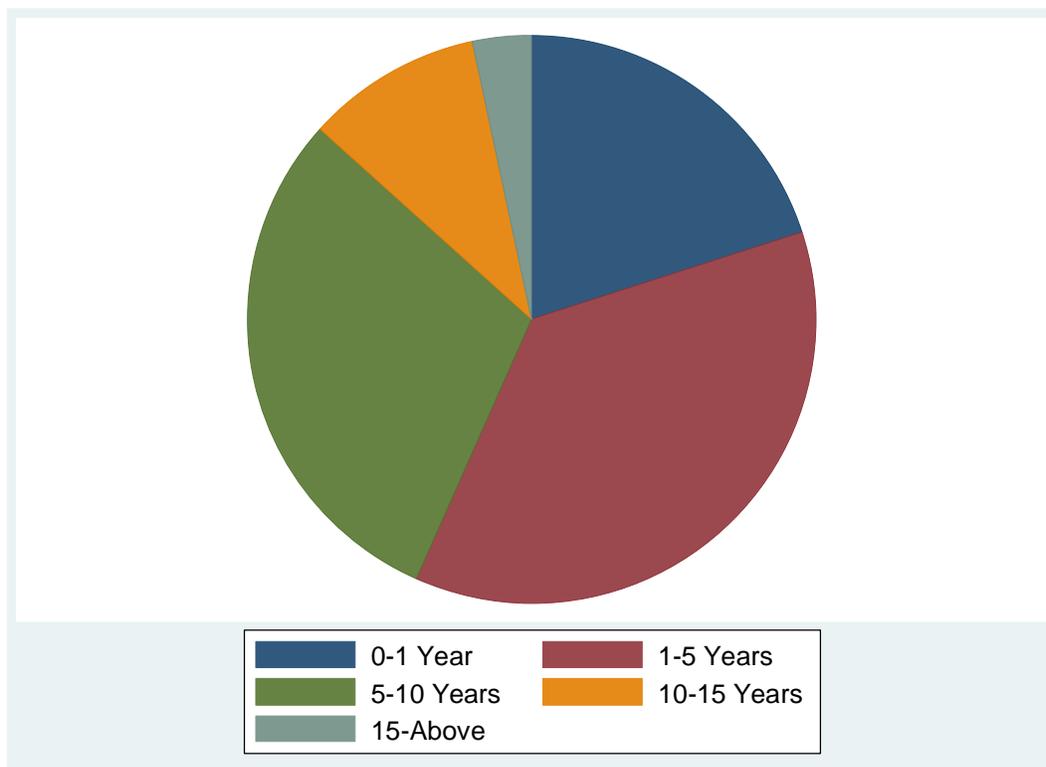


- **Years of relationship with Mirpur-10 branch:**

The years of relationship customers have with mirpur-10 branch of Jamuna Bank Limited provides indication of the composition of customers. It is expected that a majority of customers should be long-term customers with years of relationship with a healthy composition of relatively new customers. Graph shows that customer composition of Mirpur-10 branch who access foreign exchange services is satisfactory. 47.5% have said that they have relationship with foreign exchange department for more than 5 years, 27.5% of them have relationship with foreign exchange department in excess of ten years, and only 17.5% of them have relationship with foreign exchange department less than a year and only 7.5% have relationship of 10-15 years.

**for how many years have you been taking services from mirpur-10 branch of jamuna bank?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-1year	7	17.5	17.5	17.5
1-5years	19	47.5	47.5	65.0
5-10 years	11	27.5	27.5	92.5
10-15 years	3	7.5	7.5	100.0
Total	40	100.0	100.0	

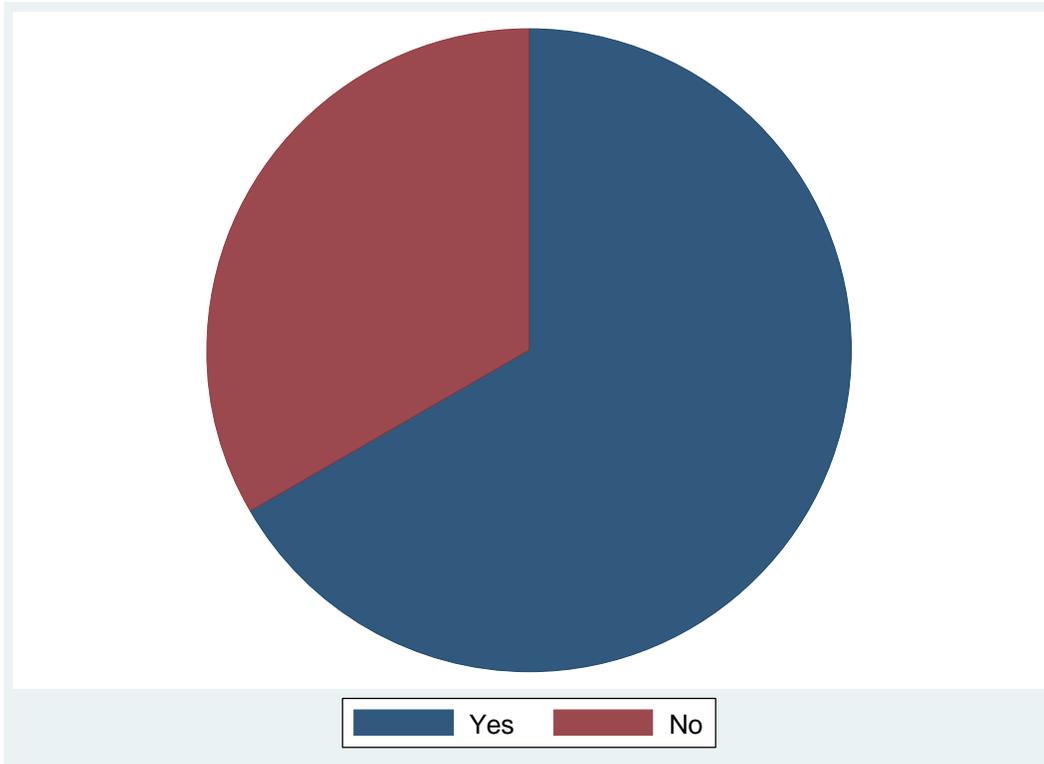


- **Simultaneous L/C Accounts with other banks:**

Customers or organizations may have simultaneous L/C accounts with other banks. This represents the financial characteristics of organizations or customers. Organizations or customers may open simultaneous L/C accounts for a variety of reasons including the financial needs of organizations are better served by having simultaneous L/C accounts with other banks. Out of the survey, 72.5% have simultaneous L/C account with other banks. This may indicate both negative and positive aspects of Foreign Exchange Department. For example, organizations may want to have simultaneous L/C accounts for security purpose which is good thing representing cautiousness of organizations. This may also represent that financial needs of customers are unable to be provided by Foreign Exchange Department of Mirpur-10 branch of Jamuna Bank Limited.

**do you have simultaneous L/C accounts in other banks?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	29	72.5	72.5	72.5
No	11	27.5	27.5	100.0
Total	40	100.0	100.0	



- **Reliability of Data storing:**

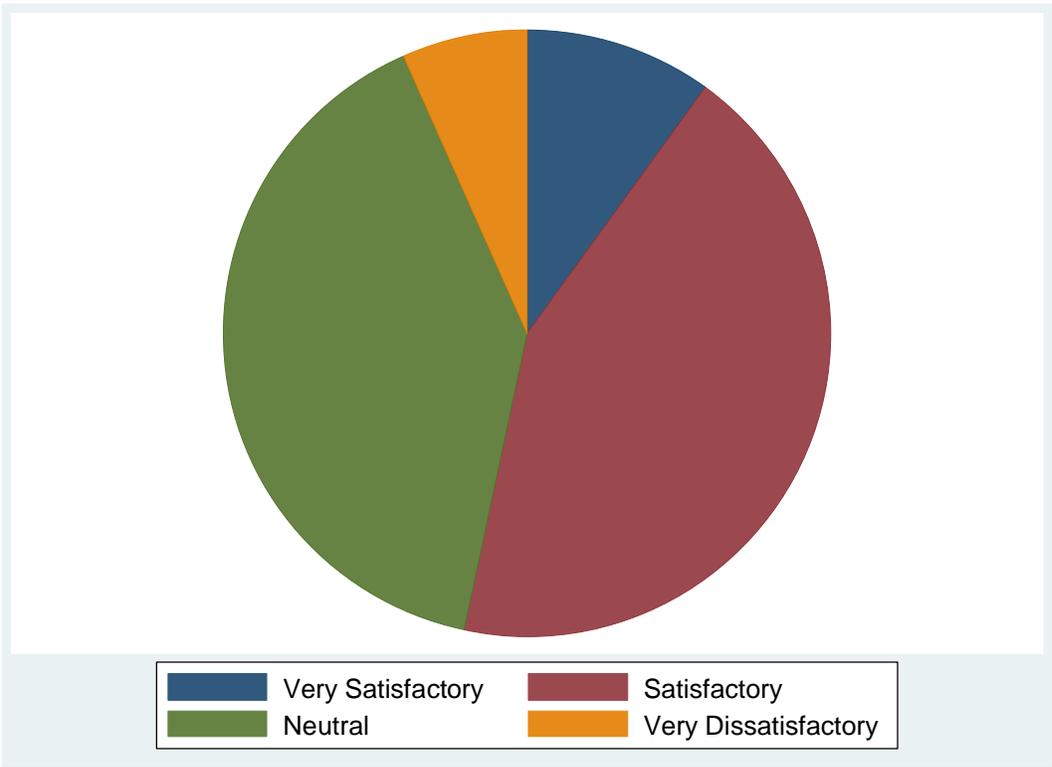
Nowadays, computers are taking over manual systems in most of the banks. Therefore, safety as well as storing reliability of data is one of the major issues. Cyber-crimes and hackings make data stored on computers and servers particularly venerable. Since financial transactions related data including data about foreign exchange are sensitive in nature, organizations or customers want reliability of data. Out of the survey, 52.5% of were overall satisfied about reliability of data storing, 35% of them are neutral but only 7.5% of them are not satisfied with reliability of data storing.

**what do you think about the reliability of data storing?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very satisfactory	2	5.0	5.0	5.0

satisfactory	21	52.5	52.5	57.5
neutral	14	35.0	35.0	92.5
very dissatisfactory	3	7.5	7.5	100.0
Total	40	100.0	100.0	

:



### Factor analysis

As there is no missing value in my research so now I can conduct factor analysis. Factor analysis is a process in which the values of observed data are expressed as functions. Here in the factor

analysis four variables were used which are reliability, service, adequate facilities and customer satisfaction.

At first I ran the KMO and Bartlette's test which's result is being shown-

#### **KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.407
Bartlett's Test of Approx. Chi-Square	55.347
Sphericity df	36
Sig.	.021

This table shows two tests that demonstrate the appropriateness of our information for structure recognition. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a measurement that shows the extent of fluctuation in our factors that may be caused by fundamental variables. High values (near 1.0) generally indicate that a factor analysis might be valuable with our information. Moreover, if the value is under 0.50, the consequences of the factor examination presumably won't be extremely valuable. Bartlett's test is done to tests the hypothesis and the give the result of significance level. Small values (less than 0.05) of the significance level indicate that a factor analysis may be useful with our data.

Here I got .407 form KMO which is less than 0.5 and from bartlett's test found out that the significance level of .021 is less than .05 which is accurate.

## Communalities

Communalities shows the change is every factor. Extraction communalities are evaluation of the change of every factor which were represented. The communalities in the table are mostly moderate because I tried to maintain it to 0.5 or close to that.

### Communalities

	Initial	Extractio n
AF1	1.000	.624
R1	1.000	.535
R3	1.000	.842
AF2	1.000	.819
S3	1.000	.608
AF3	1.000	.536
S2	1.000	.731
CS1	1.000	.588
CS3	1.000	.735

Extraction Method:  
Principal Component  
Analysis.

Rotated component matrix

It has the estimation of correlation between each of the variables.

### Rotated Component Matrix<sup>a</sup>

	Component			
	1	2	3	4
AF1	.733			

R1	.635			
R3	-.816			
AF2		.885		
S3		.720		
AF3			.663	
S2			.853	
CS1				-.673
CS3				.811

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

## Reliability analysis

Here I run the reliability test by determining the value of Cronbach Alpha. Cronbach Alpha is a reliability test directed inside SPSS to quantify the inner consistency. For instance, reliability of the Questionnaire. It is most ordinarily utilized when the poll is created utilizing different Likert scale questions and in this manner to decide whether the scale is dependable or not. Reliability analysis allowed us to know to whether the data which is being used is totally reliable or not.

Throughout the analysis, we've been thinking of our questionnaire, if it measures customer satisfaction in a useful way or not. Here, using reliability analysis, we've determined the reliability statistics of 4 variables (1 dependent, 3 independent) which are given below-

Customer satisfaction: reliability of the customer satisfaction came out well which is .712 as it is higher than (.5) and less than (.10).

**Reliability Statistics**

Cronbach's Alpha <sup>a</sup>	N of Items
.712	2

**Reliability:** reliability of the variable reliability also came out good which is .774 as it is also higher than (.5) and less than (.10).

**Reliability Statistics**

Cronbach's Alpha <sup>a</sup>	N of Items
.774	3

**Service:** reliability of the variable service also came out good which is .734 as it is also higher than (.5) and less than (.10).

**Reliability Statistics**

Cronbach's Alpha <sup>a</sup>	N of Items
.734	2

**Adequate facilities:** reliability of the variable adequate facilities also came out good which is .787 as it is also higher than (.5) and less than (.10).

### Reliability Statistics

Cronbach's Alpha <sup>a</sup>	N of Items
.787	2

## Regression analysis

At the end of the analysis, we have run regression and found out the summary of full model, the significance of the model and coefficients of the hypothesis.

The model summary shows that the values of R and R square. The r value here is .227 which is very low. Again the R value in the R square section shows the amount of total variance in the dependent variable.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.227 <sup>a</sup>	.051	-.028	1.48328

a. Predictors: (Constant), adequate, service, reliability

### Significance of the model

The significance of the model is shown by ANOVA table which shows the F statistics. This ANOVA table shows that whether the whole model is significant or not. From the table we get to know that, the significance of F statistics is .651 for our outcome. To get a statistically significant outcome model, the significance of F statistics should be less than or equal to 0.05. As in this research, the F statistics is a lot more than 0.05, the regression equation does not fit properly with the data. In other words, this model is not statistically perfectly significant.

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.296	3	1.432	.651	.588 <sup>b</sup>
	Residual	79.204	36	2.200		
	Total	83.500	39			

a. Dependent Variable: customersatisfaction

b. Predictors: (Constant), adequate, service, reliability

### Coefficients

The coefficient table provides us necessary information which is Beta to determine whether there is any strong relation between the dependent and independent variable. The significance of “t” statistics shows whether the hypothesis is accepted or rejected. To show the relationship between dependent and independent variable, the significance of “t” statistics should be less than or equal to 0.05. One of the variable in this research is reliability. The significance of this variable is .501 which clearly defines that H1 is rejected as there is no relationship between reliability and customer satisfaction. Again, the significance of the variable service is .402 which shows that H2 is also not accepted. In other words, there is a no relationship between reliability and customer satisfaction. Lastly, the third variable adequate facilities have the significance of .772 which is very high and defines that H3 is rejected as there is no relation between adequate facilities and customer satisfaction.

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.935	1.772		1.657	.106
	reliability	.157	.231	.137	.680	.501
	service	.176	.207	.141	.848	.402
	adequate	.115	.395	.059	.292	.772

a. Dependent Variable: customersatisfaction

## Findings of the study

- Lack of update merchandise could be a disadvantage of the final banking space of the JAMUNA Bank. New merchandise like student loan, medical loan, wedding loan don't seem to be out there in JBL.
- They face troubles with those purchaser's agency who doesn't have any knowledge in banking transactions and banking rules.
- JBL has not recruited anyone for filling its lower and middle level position they recruit just one occasion a year. this can be very tough to recruit high skilled staff.
- Lack of correct training arrangement of staff.
- As a results of technological modification like use of recent code There are few staffs who have lacking in laptop data don't seem to be economical enough to complete each task forthwith thus before utilizing new technology correct coaching ought to be prepare.
- one drawback is that bank perpetually follows the policy of risk averse where on the other hand within the world these days all the organization are acquiring approach of risk taking. As a result, it's facing some issues and facing competition from different bank.
- JBL doesn't promote itself for line of work its services to the general public or the enterprise.
- Customers reviewed that their access to Jamuna Bank foreign exchange department is well up to the mark.
- L/C authority keeps up the good relation with the companies in the area to get more customers.
- Customers are not fully satisfied with their services and also the behavior of the employees.
- Whenever there is a complaint from the customer's foreign department is up to the task.
- Loyalty is what the customer's provide to the foreign department of Jamuna Bank by sticking to it, and Jamuna Bank also ensures customer's loyalty by assuring that the data is stored perfectly.

## Duties of an intern

During my internship period I was assigned in foreign exchange department as an intern. The duties that I had to perform during this period are-

- Registering LDBC (local documentary bill for collection) numbers and the When the documentary of beneficiary is collected the bank put an entry to LDBC register.
- After putting the LDBC numbers I also had to put an outward number with it. However, FDBC numbers, account holders name, different certificate numbers are also recorded on the outward file.
- Record keeping of the vouchers. I kept record of the vouchers of my superiors and after organizing them I deliver them to them according to the codes.
- Moreover, I also adjusted files according to the LDBC numbers.

## Recommendation

- Real price of business will come back from creating regular visits to the customer's place of business instead of holding all conferences within the Bank.
- The bank uses variant registers to record interchange transactions which is extremely time consuming and also the reason of occurring errors.
- The bank ought to maintain complete computerized system as shortly as attainable.
- Number of cashiers each in cash and remittance ought to be inflated.
- The branch ought to increase the amount of workers within the foreign exchange Department to cut back their stress and conjointly for delivery speed in service delivery The bank as well as the mentioned branch ought to introduce new services time to time as there are large competitions with different banks.

- The bank ought to increase the costs associated with the Foreign Trade. as a result of the bank charges solely one thousand taka SWIFT charges for per L/C, wherever as different banks charges 2000-2800 Bangladeshi taka for per L/C.
- A client needs paying the bank a particular margin of the entire L/C price before opening the L/C, that is known as L/C margin. If Jamuna Bank charges lesser quantity, then other banks then it will attract the shoppers.
- They should arrange well organized desk for different employees and also should have separated and well organized office for the interns too.
- Increase branch wise promotional activities.
- Expand the facilities of on line banking everywhere in the branches.
- Try to quicker the service.
- Increase the facilities for the staff for both cash and environmental.
- Jamuna Bank Ltd. ought to recruit additional workers on the branch.

## Conclusion

The foreign exchange department is in an exceedingly one amongst the foremost necessary departments in a bank. A bank's performance and profit for the most part depends on this division. These foreign exchange activities have an equal vital role to the economic process as the other departments have. Therefore, through this division bank unit contributes to the economic management of the country.

I have observed the foreign exchange activities for 3 months in my internship period. It may be a premium bank of the country but Jamuna Bank Ltd. encompasses a sensible name and religion among the exporters and importers of Asian nation. The bank additionally as Mirpur-10 Branch possesses a bunch of gifted and excellent officers in this department. These staff area units have a lot capable of handling purchasers and enormous scale of export-import activities. it's one among

the foremost most well-liked banks among the company customers for export import activities and therefore the driving reasons like worker behavior, helpfulness, timeliness, efficiency, simple access is mentioned before. Although this branch has showed glorious performance continually however has some limitations. Every bank tries to address the newer trends of foreign exchange as shortly as attainable. Jamuna Bank Ltd. Should organize seminars, trainings, and workshops to acknowledge its workforce concerning the newer trends to create them a lot of economical and to urge a lot of competitive benefits over the opposite banks. My report has described some recommendation to enhance the present performance of Jamuna Bank Ltd. (Mirpur-10 Branch). I powerfully believe that it's unimaginable to evaluate and recommend a banks / departments performance precisely solely in 3 months, however it will be same that if Jamuna Bank Ltd. (Mirpur-10 Branch) takes initiatives to implement those recommendations for banks performance and do better for the customers and change their techniques and strategies according to the market.

## Reference

- <https://jamunabankbd.com/>
- <https://www.bb.org.bd/aboutus/regulationguideline/foreignexchange/fegv1cont.php>
- <http://www.assignmentpoint.com/business/finance/annual-report-2016-jamuna-bank-limited.html>
- **Annual reports of jamuna bank limited 2015-2016**

## Appendix

Customer job satisfaction of Jamuna bank (Mirpur-10) branch

1. How far is your organization from jamuna bank limited?

I. 1-3 km

II. 3-5km

III. 5-7km

IV. 7-10km

V. 10-above

2. How do you find your ease of accessibility in the foreign exchange department of jamuna bank limited?

I. Very satisfactory

II. Satisfactory

III. Neutral

IV. Dissatisfactory

V. Very dissatisfactory

3. Do you open L/C in jamuna bank limited because of good relationship with L/C authority?

I. Yes

II. No

4. Are you happy with the overall service?

I. Very satisfactory

II. Satisfactory

III. Neutral

IV. Dissatisfactory

V. Very dissatisfactory

5. How is the behavior of the employees?

I. Very satisfactory

II. Satisfactory

III. Neutral

IV. Dissatisfactory

V. Very dissatisfactory

6. What do you think about the punctuality about the employees?

I. Very satisfactory

II. Satisfactory

III. Neutral

IV. Dissatisfactory

V. Very dissatisfactory

7. How is the efficiency level of the employees?

I. Very satisfactory

II. Satisfactory

III. Neutral

IV. Dissatisfactory

V. Very dissatisfactory

8. Has the organization taken proper steps of your complaint?

I. Yes

II. No

9. For how many years have you been taking services from mirpur-10 branch of Jamuna bank limited?

I. 0-1 year

II. 1-5 years

III. 5-10 years

IV. 10-15 years

V. 15-above years

10. What is the reason behind for not taking services from other banks?

I. distance

II. poor service quality

III. employee behavior

IV. reliability

V. efficiency in service

11. Do you have simultaneous L/C accounts in other banks?

I. Yes

II. No

12. What do you think about the reliability of data storing?

I. Very satisfactory

II. Satisfactory

III. Neutral

IV. Dissatisfactory

V. Very dissatisfactory