

Report On
Women Banking engaging women for economic empowerment

By

Nuzhat Binte Saleheen
17204056

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

BRAC Business School
Brac University
[February] [2022]

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Nuzhat Binte Saleheen
17204056

Supervisor's Full Name & Signature:

Tanzin Khan
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Tanzin Khan

Lecturer

BRAC Business School

BRAC University, 66 Mohakhali, Dhaka 1212

Subject: Internship report submission on “Women Banking engaging women in Economic Empowerment “

Dear Madam,

With great pleasure, I would like to present my internship report on “Women banking engaging women in economic empowerment”. This internship report is made for the successful completion of Bachelors in Business administration. This report is made from the experience I got from completing my internship program in The City Bank limited. I have conducted my internship successfully under your guidance. I have done my internship program in the city Bank Gulshan 2 head office. I was in the retail department.

I have given my best to complete this report as per your guidance. It was a great pleasure working under your supervision. Hoping you would be kind enough to accept my internship report.

Sincerely yours,

Nuzhat Binte Saleheen

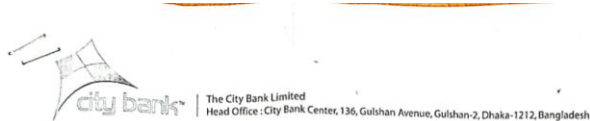
17204056

BRAC Business School

BRAC University

4th February, 2022

Offer letter from The City Bank Limited



Date: October 06, 2021

Ms. Nuzhat Binte Saleheen
 Student ID: 17204056
 BRAC University
 S/D of Mr. Nazmus Saleheen
 Ka 4, South Badda, South View, Titash Road, Dhaka.

Offer Letter for Internship

Dear Ms. Saleheen,

With reference to your application and subsequent interview you had with us, we are pleased to offer you the following position in our Bank subject to your acceptance and due compliance of the following terms and conditions:

Position	Intern
Assignment	Flexible and shall be assigned to any Job assignment and/or job description as the Bank may deem fit and necessary from time to time.
Reporting to	You will be reporting Mr. Md. Ibrahim Khali, Cluster Manager & Branch Manager, Cluster 1, Region Dhaka 1, Branches, Retail Banking Division or any other person as may be assigned by the Bank from time to time.
Place of Posting	Your place of posting will be in Gulshan Avenue Branch, City Bank Center, 136 Gulshan Avenue, Gulshan-2, Dhaka - 1212, and/or any other place as may be required/ assigned by the Bank from time to time.
Tenure of Employment	Your employment will be for a specific period with effect from 05-Oct-2021 to 04-Jan-2022. After the expiry of this period, this agreement will stand automatically terminated, unless it is renewed for further period in writing by the Bank before expiry of this Agreement. However, the Internship may be terminated prior to the expiry period as mentioned herein at the sole discretion of the Bank. You will not for any purpose become an employee of the Bank as a result of performing the Internship. Upon termination, you should return all content, material, documents, work products to the Bank immediately upon such termination.
Allowance	In consideration of your services during internship, you will be paid a Jump sum of Tk. 5,000/- per Month on pro-rata basis.
Rules and Regulations	You shall abide by all rules and regulations of the Bank.
Obligations	While performing the Internship, as an Intern, you shall agree and acknowledge your obligation to: <ol style="list-style-type: none"> i. Perform all work allocated to the Intern to the best of the Intern's ability; ii. Exercise all due care and skill; iii. Comply with all lawful and reasonable directions and instructions given to the Intern by officers or employees of the Bank during the course of the Internship; iv. Any intellectual property rights developed by the Intern while the Intern is performing the Internship under the Internship Agreement are hereby assigned to and vest in the Bank immediately as created;

Phone: 58813483, 58814375, 58813126
 Fax: 880-2-9884446; G.P.O. Box No. 3381, Dhaka
 E-mail: info@thecitybank.com; Web: www.thecitybank.com; SWIFT: CIBLBDDH

Nuzhat



Accountability	During the internship, you shall not engage directly or indirectly with any other Company or Financial Institution or organization without prior written approval of the authorized person of the Bank.
Amendments	The terms and conditions herein contained may be amended according to changes in the Bank's HR policy or the Bank's general rules on employment at any time at the discretion of the Bank.
Confidentiality	You shall not divulge matters relating to the Bank's any and all information in written, representational, electronic, verbal or any other form relating directly or indirectly to the present or potential business, finance, practice, market strategy, operations, business processes, plans and proposals, budgets and projections, trade secrets, accounting data, personal information, promotion and pricing strategies, or financial condition of or relating to the Bank in any respect, which you may come to know/learn during the course of your internship in the Bank. The Bank has the right to seek damages from a competent court for any breach of this provision. All communications between the company's clients or any of them and all information supplied to or received by or sent by you from/to the Company, or any information concerning, the business transaction coming to the knowledge of the Intern, you shall maintain strict confidentiality unless it is deemed and expedient for you to disclose them to the third parties and in that case you shall have to obtain prior permission from the Company. This provision shall be binding even after termination or expiry of this Agreement.
Copies of this Agreement	This Agreement is being executed in two identical originals, one to be retained by you and the other by the Bank.
Indemnity	You shall be responsible to indemnify and hold the Bank indemnified and harmless against any or all losses, damages, claims, demands, injuries suffered or would be suffered by the Bank directly or indirectly due to any act, omission, negligence and/or failure to perform the terms and conditions of this Agreement.

If you accept the internship subject to the terms and conditions set out hereinabove and in consideration of the remuneration stated herein, please sign this offer letter on each of the pages and send/give us the same as taken of your acceptance within 07 (seven) days from the date of this letter, failing which the offer shall automatically lapse upon expiry of 07 (seven) days from the date of this letter. You have to report within 30(thirty) days from the date of acceptance for joining to Head Office, Human Resource Division (4th Floor), City Bank Center, 136, Gulshan Avenue, Gulshan-2, Dhaka-1212

Thanking you
 Yours Sincerely,

Nishat Anwar
 Nishat Anwar
 Head of Human Resources

Nuzhat
 Signature of the Intern
 Name: Nuzhat Binte Saleheen
 Date:

Phone: 58813483, 58814375, 58813126
 Fax: 880-2-9884446; G.P.O. Box No. 3381, Dhaka
 E-mail: info@thecitybank.com; Web: www.thecitybank.com; SWIFT: CIBLBDDH

Non-Disclosure agreement

The agreement is made and entered into by both parties involved; The City bank limited and the under signed student of BRAC university Nuzhat Binte Saleheen ID 17204056.

Executive Summary

This report is based on the experience I had from my internship program in City Bank Limited. The report explores the knowledge I got from my internship experience. I have tried to implement the knowledge I got from my internship and connected them with my academic knowledge.

In this report I have tried to explain the reason why economic empowerment is important women and how women banking concept can help female to achieve economic empowerment. I have tried to implement the consumer behavior I have seen in my internship programs. I have reflected the idea of branding and marketing strategies how banking sectors can promote women banking to economically empowering women.

I have tried to interpreted the data and finding and given solutions how to effectively promote women banking ideas through financial sectors. This report will give the idea of the core concept of women banking and how it can be a factor of making women more aware of their financial opportunities.

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Chapter 1

Overview of Internship

1.1 Student Information

Name: Nuzhat Binte Saleheen

ID: 17204056

Program: Bachelors of Business Administration

Major: Marketing and Human Resource Management

1.2 Internship Information

Period: 3 months period (From 05th October 2021 to 04th January 2022)

Company Name: The City Bank Limited

Department: Retail Banking Division

Address: THE CITY Centre, City Bank Head office, 136 Gulshan Avenue

Company Supervisors Name: Tanjila Haque, Assistant Manager, Recruitment and MIS Human Resources Division

1.2.3 Job Scope

My internship was in retail banking division so it is mainly consumer banking. The retail banking department mainly manages finances of customers and provides them service regarding their banking solutions. Retail banking is a part of customer service banking. As I was in the retail department my main duties were associated with the customer service but I also had to provide service in corporate banking and foreign trading. Retail banking is the one stop solution for the customers for their necessary services. Retail banking has many other operations like American

Express card system, Digital banking, foreign trading, Cash, cheque clearing, corporate banking services, foreign currency exchanging, bond investments, pay orders etc. The main scope retail banking is to provide service to the customers. Customers are the main factors for any banking institutions. The way of talking to customers, handling them, handling their complains, maintaining a good communication to them. Retail banking also gives the opportunity to know about the core functions of any banking service. Retail banking is one of the strategic divisions of bank. The way to maintain and create more customers is part of retail banking division. So, my internship job scope was to maintain a good relation with the customers. Communicating with new customers everyday and giving them effortless banking service. Another scope was to know about how to bring more customers and giving them the knowledge to make them city bank customers. I also worked with foreign trading. This gave the opportunity to know how big companies are working with banks. City Bank is working with many popular international brands. Knowing about the operation of foreign trading how it is giving benefit to the bank and also contributing in the national economy. I have assisted in corporate banking. Corporate banking needs also customer services. There are big companies which are direct consumers of City Bank. City bank is giving them effortless easy banking services.

1.2.3 Job Duties

Internship is a great opportunity for knowing one's potential and it also helps to explore career path. Choosing banking sector for career can be a tough decision for many individuals. City Bank gives young students to unleash the potential and gives internship opportunities to build career in banking Sector. Internship gives the opportunity to know about the specific job duties and to do them efficiently. As I worked in the retail department so most of the duties were customer service related. I joined in City bank from October 5th to January 5th. As the internship was a requirement to fulfill my bachelor's degree, I successfully completed the 3-month internship and have done my best to do the job tasks. I had to attend office 5 days (Sunday to Thursday). Some key duties are described below:

Attending SBM

I had to attend the branch meeting everyday so had to reach office by 9:30 every day. Branch meeting is an important thing in banks. The Branch manager and operation manager talks with

everyone. They talk about upcoming budgets, team performances, yearly and annual targets of performance. Branch meeting is a necessary step to maintain co worker relation. City Bank has a great corporate culture. they very day has branch meeting to communicate with coworkers and also to know about their views. Congratulating someone on their good performance and also telling someone to improve their low performance.

Signing the attendance form

As I was an intern so I had to sign my intern attendance form every day. Later after month ending, I had to submit the whole month attendance to my HR supervisor.

Taking token for customers

I had to get the customers token when they didn't have one. Because without token they could not get service in the retail department.

Calling customers for confirming cheques

I had to help my supervisor for calling the customers. When account holder was not present and someone behalf him came so for confirming the cash or cheque the account holder was called for confirmation. So, talking with the customer in a way so he does not get disturbed and maintaining a good rapport with him was tough duty, because many customers didn't like phone calls from bank services.

Cheque book delivering

City bank gives instant cheque book when a person opens a new account. So here the dusty was to fulfill the requirements of the accountholder and to take his signature properly tracking his sign and giving them instant pack. Another duty was when a customer requested cheque books, I had to collect the requisition and give it to my supervisor. Also, for cheque book delivering I had to take the customers signature and get verification from the branch operation manager. without signature verification and call confirmation the cheque book could not be delivered. There were sometimes when the customers did not come so when someone came in their behalf the call confirmation was necessary to deliver the cheque book.

Account Information

Giving the customer's account opening information. I had to give the customer account opening form and also give the necessary information about the papers required to open account. My duty was to communicate with the customers what type of account they wanted to open.

Giving American Express credit card information

When any customer wanted to take credit card, they need necessary information about the process. So, I had to talk to them about the required papers and how they could get credit card.

DPS opening closing system

Many customers had fixed deposit for which they needed necessary information I gave them the information and gave them necessary forms to fill.

Cheque writing

There were many customers who needed help to write their cheques. Many times, I had to write their cheques and make the arrangements to submit their cheques in the cash department.

Sanchaypatra system

Many customers came to open or close Sanchaypatra. I have to give them the forms and fill it up for them. I also helped my supervisor making Sanchaypatra advices.

Loan information

There were many customers who came regarding the loan information. So before taking loans they needed information so I had to assist my supervisor for giving them the necessary information.

1.2.3 Job responsibilities

As a retail bank intern, it was a challenge to maintain a good relation with customers. Because I not only worked with the customers I also had to work in corporate banking and foreign trade. In retail the customers are very hard to maintain because they did not want to wait. so, it was very hard to explain the. So, one of the main responsibilities as a retail worker was to give fast customer

service. There were times when customers complained about services it was a challenge to always giving a efficient customer service. Main job responsibilities are described below:

Convincing customers to open account

This was a major responsibility. Always targeting customer's and bringing more new customers to create more bank account. I learned to convincing customers to open account. For women customers it was City Alo account. So, I had to convince more women about City Alo account how it will give them advantage. Also, when I was working city bank relaunched city Islamic banking. So, I saw how relaunching works and how to convince customers to get a new product. So, the tactics to convince customers for opening new product was a responsibility.

Bringing more Credit card customers

Credit card is one of the most important products in banking sector. So as an intern I had to convince the customers how credit card can be useful and how it helps purchasing power.

Form filling

This was an important part of my job because I had to fill up the customer's account opening form, Sanchaypatra form, loan forms, account maintenance forms, credit card forms. Sometimes I also filled the statement forms. So, taking the necessary documents matching the information and writing the forms properly and also helping my supervisor in the account opening process.

RFCD Account opening

People who didn't live in Bangladesh but citizens of Bangladesh could not open conventional account so they needed RFCD account my job was to take the documents from the customers and helping my supervisor to open RFCD account.

Giving Instant packs

Customers who opened new accounts they were given instant packs. So, it was my responsibility to take their signature and verify it from the branch operation manager. I have also helped in account tracking updating customers information.

Delivering Instant Debit card

City bank gives instant debit cards for which I have seen many people were attracted to open accounts. In other banks I have seen it takes a lot of time to get debit cards. My responsibility was to help my supervisor giving instant debit card. Taking the customer's signature and verifying the debit card from branch operation manager. Also helping to print the instant debit card.

Giving Bank statement

When customers came to get their bank statement, I helped to fill up the form and also helped my supervisor to give the bank statements to the customers.

Giving DPS, Tax certificate

I helped my supervisor to give the customer's tax advice copies and also verified it from the branch manager to give the customer their advice copies.

Corporate banking accounts

Corporate banking accounts are different from saving account so whenever customer came to open corporate account I told them about the necessary process and also collected the documents from them. I have actively filled up corporate account forms and helped my supervisor to deliver the instant pack and card to the corporate accounts.

Pay orders

For pay orders I have helped the customer fill up the form and take their signature updating the necessary changes and giving it to the officer so they can clear pay orders. I have also worked with the pay order vouchers. How they were verified at the end of the day. And also clearing pay orders from the officer who was in charge for it.

LC filing

LC filing was a part of foreign trading so had to arrange the LC files and also sort the papers. I had to stick the stamps and give necessary seal in the paper and made different files to get verified. I have also sorted the files and named them and given the officer to work with this file.

FDD Encashment certificates

I have helped the officer to make FDD encashment certificates and putting them in the tracker.

Locker Facilities

I have helped my supervisor for giving locker service to the customers. Taking their signature and arranging their locker facility. Also worked in closing and opening locker facility.

Staff account opening

I have actively worked in opening staff account opening. taking the documents and filling several documents for the account and also giving them instant cards. And filling their credit card forms.

Updating KYC Forms

KYC (Know your customer) form is a necessary form for account opening, credit card, loan systems. I have participated in making KYC forms.

Pay cheque orders

I have helped to make salary orders, wrote the cheques for salary cheques and also matched it with the registers.

Helping customers in digital banking

City bank has digital banking system City touch. so many customers did not access the digital banking system I have actively helped them using digital banking.

1.3 Internship outcomes

Internship helps students to actually work in the real-life work place. With internship students get the experience of working in workplace and it is the beginning getting paid for professional work. So, choosing internship is a very tough thing to do. Because there might be many confusions for a student whether to work in for banking industry or companies, startups etc. Internship also gives students the opportunity to get mentors from big organizations. With training by internships students gets the real-life skill for doing any job.

1.3.1 My internship contribution in the company

City bank is one of the most fastest growing commercial banks in Bangladesh. They give opportunity to young students in their bank every year for doing internship program. I have done my internship in their retail banking department. Internship not only benefits the students it goes both ways. The companies also get valuable talent from their internship programs.

Helping in work productivity

Retail banking is an extremely busy department as it deals with consumers. So, the officers had a lot of work to do and had a lot of customers to handle. In my internship period I tried to work with every customer service officers. For example, I wrote pay cheques, submitted them to cash department and also worked with account opening tasks. So, I had to multitask. In here the customers were getting quick services so I helped in increasing work productivity. Also, I helped in the foreign trade department by sorting their LC files. I labeled them and sorted the papers and made corrections for verifying so the foreign trade officer could work with that file. So here their work load reduced and they could work more wfficiently (Acquisition international, n.d.).

Quick services to customers

As I worked directly with the customer related problems so it was easy for the officers to communicate with them. Whenever the officers gave me customer related task for example, writing the forms, arranging the documents, sorting up the necessary forms, taking documents to make the service quick. For locker facility whenever customers came, I gave them the register and took their signature and submitted them to the locker in charge helped theme to go in the locker room. With my task si helped every customer for getting a quick bank service.

Giving fresh perspectives

I always tried to solve customer related problems and also helped to give new ideas regarding solving them. Communicating with a wide range of people and explain them with new perspectives. for example, many customers did not bring necessary documents for account opening so I convinced them to bring documents and open the account next day. Also, I gave my

perspective to the officers while they have any problems. Their knowledge is much more than me but still whenever we got any customer related problems, I tried to give my ideas regarding solving them.

Refining mentorship activities

Internship gives the employers to redefine their mentorship. Whenever my supervisor or any other officer gave me work, they tried to teach me the work activities. They helped me learning the customer activities. They taught me how to adapt in retail workplace. They taught me very banking services which were daily needed. whenever I asked them questions, they answer it and also cleared my confusion. By guiding me and mentoring me their leadership skills increased this can be one of the contributions.

Extra help in work activities

Customer service were really busy with their work so they needed extra help organizing their work. so, I helped them to reduce their work pressure and managing time properly I helped them to finish their extra work tasks.

1.3.2 Internship Benefits

Work experience is mandatory for every entry level jobs. so, internship is the beginning of gaining real life work experience. As an intern I learned valuable knowledge and also gained many skills. This internship gave me the opportunity to enhance my communication skills. As I worked in the retail sector so I had to communicate with different people everyday also explaining them convincing them. Retail also works directly with selling the product. I had to convince customers for account opening, using new service so this was a part of selling behavior. Retail is mainly the marketing of product and services. This internship helped my marketing skills. Talking about the brand, why to bank with city bank, why this bank is good this was a part of job. I had to deal with customer queries so this enhanced my service marketing. Service marketing deals with providing services in organizations. As I worked in financial institution so I had a lot of rules and regulation to follow. So, this helped to shape my work ethics.

Time management was an important thing to maintain. So, this internship enhanced my soft skills like punctuality, communication, work pressure handling. Also, I applied the skills which I learnt from my academic courses. Main benefit was that I have got real life work experience which will help me in my future career path. This internship has given me new scopes to explore I know how to work in a real-life work setting. It enhanced my professional skills. I have worked with banking software like Finacle I know how banking software works. I have also worked in relaunching brand activities like when I was there, I have seen City Bank relaunched their Islamic banking service which was named City Manarah. This internship also gave me confidence to work. Working with a big bank gave me the confidence that I can explore new jobs and the networks that I got from City Bank. This internship gave me the chance of increasing my professional network. Lastly, this internship helped to enhance my skills for which I can work more efficiently now and the compensation from the internship program also was way to encourage a people to work.

1.3.3 Problems faced during the internship

Every job has its own pressure and comes with some set of challenges. Working in the head office was a bit challenging because in head office most of the customers came. If any services were not up to the mark so the customers would give complains. So, getting customer complaints was bit challenging. Another problem was multitasking, customer pressure was huge so sometimes working for every officer was a bit challenging. Handling documents, filling them correctly in a short time was very tough. Working in a very less time and also serving customers quickly was a challenge. there were many times when customers had problems in their documents still, they did not listen and I had to explain them but they ended up complaining. Some customers did not maintain the rule they use to break the serials so this was a major problem. Sorting many files in a less time was a very big challenge for me. I had a little time but the paper works were huge so maintaining the filing system was a problem for me.

1.3.4 Recommendations for future internship programs

Internships is a great way to train future workforce so the organizations should try some updated techniques to internship programs. From my point of view, I am sharing some recommendations for the bank's new internships scopes:

- They can use social media networks more to increase more attraction to their internship program.
- Their internship circulars were very less so they should have more publicity for their internship programs.
- Their Circulars for internship should be clearer.
- They could use Linked in as young generation is more attached to find internships through digital platforms.
- I had to apply through their website so it was a bit difficult process. So, the applying process should be more clear and clear instructions should be given in their curriculums.
- Assessment process should be more difficult. Like they could use written exams or short digital games or case studies to assess the interns.

1.3.5 Critical Points Observation during the internship

Instant debit card system attracting more customers to open bank account

Most of the banks in Bangladesh does not provide the system of Instant debit card system. But City Bank Bangladesh is providing the service of instant debit card. When a customer opens a new account, they get an instant pack and an instant Card. This instant debit card is for all their products like Citymax debit card, City Islamic debit card and City ALO visa and City Alo CITYMAXX card. So, this service is attracting many new customers. Even young generations are getting attracted to open their own personal accounts. Credit card has a lot of formalities. But debit card

is really easy to get. In the era of digital transactions City Bank is proving effortless service and their cards get instant printed. So, it takes a less time in delivering the instant cards.

City Alo Creating more women customers in banking

City Alo is the women banking segment. it is a product segment only designed for women. City Alo has a great branding and when women are told that they get different account which is only designed for them it makes them feel special. It gives them the thought that they are special customers. So, during my internship period I have seen that City Alo the name has brought many customers. When women were told that their product name is City Alo they wanted to know more about it. So here segmenting the product in gender wise criteria worked.

Chapter 2

Organization Overview

Chapter 2 Organization Part

2.1 Overview of The City Bank Limited

2.1.1 Company Profile

City bank is one of the largest private commercial banks in Bangladesh. It started its journey in 1983 with the sharp visionary of 12 entrepreneurs. Their ambition, sharp leadership and the quest of achieving something great have the idea of the nations first private commercial bank. City bank opened their first official branch in B.B avenue in Dhaka city. The board of directors only started the business with initial 3.4 crore taka. And today the revenue of city banks stands \$203.05 million. City banks net income growth is 65.61 %. They have 5,000 employees over all sites (dun and bradstreet, n.d.). City bank believes in modernizing banking system. They focus on customer relationships, corporate social responsibility and contributing in nations welfare.

City bank does not follow decentralized banking systems. Most of the Local banks in Bangladesh follows the traditional decentralized system. City Bank mainly focuses on online based banking platforms. Their corporate structure is based on different marketing segments and they have a very strong branding communication. Mother office is situated in Motijheel and the head office is at Gulshan 2. So, their business model is following a profit model in where the bank follows in each target quarter how their business is doing. They have quarter targets in profit. They have many departments but the main departments which actively take part in the online business platform is corporate investment banking, Retail department, SME treasury banking, Employee banking, priority banking, agent banking, digital banking, city Alo banking.

City bank is the only bank in Bangladesh who provides dual currency in card, they have more than 130 branches all over Bangladesh. Their ATM booths are all over Bangladesh they do not only cover urban areas but also giving services all over Bangladesh.

City bank always follows culture branding their product segments are based on cultural offerings. One of the best examples is the City Islamic banking product segment. By this product they are

promoting the idea of Islamic Shariyah banking system so their customers can trust them. They always focus on customers interest and what customers want from the.

2.1.2 Main Departments of City Bank

- Finance department
- Product department
- Audit department
- Priority department
- Loan department
- SME small business banking
- Retail department and customer service
- Cash department
- Card division
- IT department
- Corporate department
- Human resources department

2.2 Business Divisions of City bank

As City bank follows a centralized system so the business mainly focusses on corporate and investment banking, SME banking, retail banking and treasury.

Corporate banking

This sector directly involves with business with finance. Like cash management, handling any business account, investing in business.

SME banking

SME banking works with small business and also works with LC. foreign trading and also issuing money to business for financial transactions.

Retail banking

This department directly works with consumers. Retail banking offers products like American Express credit card, visa, Citymax, Mastercard debit card, loan sanctioning, account maintenance, digital banking, foreign currency, cash management services.

Treasury banking

This department deals with foreign currency exchange, local currency and term deposit.

2.2.1 Products offered by City bank

City bank offers a wide range of products. These products are designed for each customer segment. Mainly they focus on cultural branding. They focus on selling more credit cards. Credit card is one of the biggest products for them. They have a dual currency system.

- City bank offers AMEX credit card. This credit card has dual currency. The card holders can purchase through this card and also can get airport lounge services.
- City Islamic is Islamic shariyah banking. This is for people who want their banking transaction based on their religious views.
- City Alo is women banking only for women account holders. City also has City Alo Visa and Mastercard.
- Priority banking is for VIP customers. There are priority lounges for priority banking customers.
- Citymax is debit card only for City Bank users.
- City Touch is digital banking system of City Bank. Online account opening, loan, pay orders and other bank services are available through City Touch.

2.2.2 Corporate Mission, vision and values of BCL

Vision

According to (City Bank , 2020) the Vision of City bank is

“The financial supermarket with a winning Culture offering Enjoyable Experience”

Mission

- Offer wide array of products and services that differentiate and excite all customer segments
- Be the "Employer of choice" by offering an environment where people excel and leaders are created
- Continuously challenge processes and platforms to enhance effectiveness and efficiency
- Promote innovation and automation with a view to guaranteeing and enhancing excellence in service
- Ensure respect for community, good governance and compliance in everything we do

According to (City Bank , 2020).

Values

- Result Driven
- Accountable & Transparent
- Courageous & Respectful
- Engaged & Inspired
- Focused on Customer Delight

According to (City Bank , 2020)

2.3 Management Practices

City bank follows participative management style. From my internship period I have noticed that they have a unique corporate culture of sharing ideas with their managers. They hold a branch meeting everyday where the employees share their ideas what problems they are facing in their business. This management style helps them to flourish in the business because they can get to share different business perspectives.

Most of the time the manager and branch operation manager lead the meeting. In business meetings they talk about business goals and maintaining corporate environment. Their corporate culture is very diversifying.

2.3.1 Human resource planning

Human resource is the planning of organizations human resources to meetup with the further human resources expectations. City bank follows the traditional human resource planning concept. With my observation I have seen that the HR managers plans the human resource forecasts and they recruit people all over Bangladesh. HR department makes the decision to select people in their workforce. Hr department is only in the head office which also has corporate office. The HR department manages the workforce.

2.3.2 Selection Process

Selection process depends on the criteria of the job. Before selecting manpower, they give circulars in every cites. Their job circulars are in traditional process. BD jobs takes part in it. As people all over Bangladesh can opportunity to work with CBL. The selection process is given below

- Applying through job circulars
- Getting initial text for attending written exam
- Getting selected for viva
- After clearing viva getting selected for the final interview
- Background examination

- Medical test
- Conditional or permanent job offer

2.3.3 Compensation process

CBL follows the compensation system according Bangladesh bank. But the ranges vary. For corporate officers the compensation is much higher than the officers. The job ranges also gives the idea of compensation process. Field jobs have less compensation but their achieving target goals gives bonus compensation. CBL has a great compensation process. They host award shows to recognize the best employees. They have special award for women employees who have outstanding process. Another noticeable thing they give host many campaigns to increase work productivity. In achieving the target goals, the employees get a good compensation.

City Alo campaign

This campaign was hosted by CBL. The employees who make the most City Alo account will get bonus. These campaigns are a way of creating more business and connecting it with business productivity.

City Islamic campaign

After relaunching City Islamic banking there was campaign for the employees. The more city Islamic accounts will be created by the employees they will get a compensation for the numbers of city Islamic accounts.

Amex card campaigns

This campaign is for all the retail officers. Amex card is a great source of business for CBL. So, selling more Amex cards is a business. It brings profit for the organization. There are performance criteria set by the Manager. Employees who sell more credit card get a good compensation.

Non-Monetary perks

CBL also provide non-monetary perks for their employees. Company paid cars, house allowances, maternity pay this are non-monetary perks.

2.3.4 Implementing successful compensation process

Monetary compensations are vital part for CBL. they compensate their employees to enhance their work performance. They also have Eid bonuses for their employees. Successful compensation process brings more work productivity. CBL employees are highly productive and they really take actively part in doing the profit of the business.

2.3.5 Training and Development process of CBL

This is one of the most important parts of creating a successful workforce. Employees who have the set of knowledge and skills they can refine their skills by going through training and development programs.

Firstly, they check on the employee performances. They identify which employees need training programs.

Training programs for new employees are different. They get training from the existing officers. Also, when some officer is resigning the job, they need to train the new officer. The new employees get trained from real experience. During the first days of works they need to work with every officer and have to learn the work from their own.

Training programs for employees,

- Excel training programs for employees
- Work behavior training for employees
- Work ethics training for employees
- Work regulations trainings
- Work process training

CBL takes monthly exams for the employees to see if the employees need training. Doing good in the exam gives the employees a good recognition they get number. This number is important for their work performance. Doing bad in the exam sends them to training. Their training and development programs are designed to increase the performance of the employees.

CBL designs their training and development programs to create a successful workforce. their employees are trained on every month. Training programs helps the employees to work more efficiently. It also helps to reduce the turnover rate in the institution.

2.3.6 Performance appraisal systems in CBL

Appraisal systems are given to employees to recognize their performances. A successful implementation of appraisal system gives the employees more inspiration to work harder. Appraisal systems in CBL is for the employees to get recognized for their good performance in the job performance.

A good appraisal system creates a competition to work harder and achieve the organization goals. In financial institutions profit is an important factor. For reaching profit goals employees need to be very dedicated achieving the target goals. So, by creating targets in each quarter the performance is measured for the employees. Target goals means in each quarter for the officers the performance is set that they need to surpass their performance. It is also a way to increase employee motivation. Monetary compensations are really important to make the employees to be more productive. CBL gives monetary appraisal to the employees who does a good business. There are also promotions for employees for employees. A relation officer can get a promotion if he or she can bring more business in the organization. a officer can be promoted in senior officer as an appraisal if he or she has a good work performance. On basis of the work performance temporary employees can be permanent officer as an appraisal system.

2.4 Marketing practices

Marketing is really important for creating new customers. And customers are the top priority in any financial institutions. The marketing strategies of banking sectors has changed from the past. In past times banking sectors were not highly engaged in marketing activities. But with more modernized marketing practices baking sectors are getting more customers. The example of Indian banking sectors they rely on advertising. Indians' banks use celebrity ambassadors to promote their organizations.

In Bangladesh the picture is still different. Bangladeshi banks rely on traditional methods of marketing. Most of the banks like BRAC BANK, SOUTHEAST BANK, TRUST BANK, CITY BANK etc. gives promotional activities in newspapers, emails, social media.

2.4.1 Marketing strategies of CBL

CBL mainly focuses on traditional marketing they give advertisements in magazines, billboards, newspapers. Also, they use telephone marketing and email marketing. Email marketing is really important for banking institutions. With emails they can reach to the boomers and millennials customer.

Social media marketing

CBL has a great social media marketing technique. They are highly active in social media so by creating posts, videos they are promoting their brand. Whenever any new product is launched they use social media to create the buzz they also communicate their branding with social medias.

Blogging technique

CBL uses this technique to create customers. Blogging technique is really efficient for a clear communication with the customers. CBL has their Blogs on website so the potential customers can also get the message of their institution through their bloggings.

This technique is not widely used. But it is associated with content marketing. Content marketing helps to promote the brand story of the organization.

Positive word Marketing

As CBL is a renowned brand in banking so positive moth marketing helps in their marketing strategy. They have a huge customer base so the positive mouth marketing of the existing customers creates more potential customers for the organization.

Content marketing

Content marketing is telling the story of the brand. CBL has brand story to successfully managing money. their story tells people to invest money and to manage the finances, they have created their

City Alo for women to engage more women customers so here they are promoting social message to empower women. They are designing their brand to create more modernized banking techniques. For their branding customers get attracted to bank with CBL.

2.4.2 Targeting strategy market

Target customers are the main key to reach the financial goals of banking sector. For identifying the right group of target market any organization needs to understand the core service of the organization. CBL has different product team for reaching the target markets. Target markets are different in banking institutions. CBL targets their market in mass marketing. Because their potential customers are chosen widely. They introduce a product like City Islamic and they target customers widely no bias in gender or religion. It is a wide marketing tools to reach to a mass group of people in less time.

CBL also targets the market in terms of the buyers needs and choices, selling habits, B2B communications and purchasing patterns. Targeting the market is not an easy task. before targeting the market, organizations should research the market what type of services, they want in banking institutions. For example, in the pandemic when the whole world was under shutdown digital banking solution comforted the situation. CBL has city touch digital banking system which gives digital banking solution. Here they implemented the solution by researching that what type of banking solutions their customers need in their banking service. So defining clear target market helps to reach the customers solution in a quick time.

2.4.3 Segmentation market

As banking sectors have to reach a huge customer base so segmenting the market is really essential for doing business in banking sectors. For identifying the right segment of market is necessary to reach the target market. CBL segments the market in terms of geography, buying needs, purchasing patterns, age, gender, religion.

Culture plays an important role in segmenting the market. They always try to reach to their customers through culture. They are a private commercial bank but still tries to uphold the cultural offering. We can see their campaign in Bijoy dibosh, pohela Baisakhi their content marketing sells the idea. They give wedding loans, house loans, student loans.

AS they segmented the market, they identified which segments need exact product for age basis they have senior savings account. For student they have student accounts. They have City Islamic account for Islamic banking segment, for women they have City Alo accounts.

2.4.4 Effective market positioning of CBL

Market positioning is very important to reach consumer minds. To create and unique positioning in customers mind brands need to be very unique. When the customers can just remember the brand by seeing the name in that time the positioning technique works.

CBL has a great positioning in consumer's mind. They try to reach their customers through their customer services. they have a very good customer relationship. So, whenever the consumers listen about CBL they immediately remember about the customer service, priority service. Many of the consumers say that they bank with CBL because of their extraordinary customer service. Positioning strategy creates a strong branding. City bank offers a lot of unique services like Their digital banking system City Touch. Many customers want to bank with CBL because of their digital banking service. here they have created a position is the consumer's mind. So, when consumers think about CBL they associated with digital banking system. This makes the brand different from their competitors.

2.4.5 Branding Activities

CBL follows the conceptual branding technique. Branding is the main consumer perception. Without branding the organization cannot create a strong position in the customer's mind. Brand communicates with customers. Many customers choose CBL for their successful branding. For

people who are very dogmatic minded they clearly think about branding. Branding is the story which organizations tell to the customers. CBL has a strong brand image. Whenever customer hear about City Bank, they think about City Alo, AMEX CARD and more importantly their customer service.

City bank comes with priority banking services as a bank where there are many international banks in Bangladesh many customers want to bank with City Bank. They give priority banking services they have VIP lounges for priority customers. They also give a very good customers communication for which customers wants their service from CBL.

Branding means consumers perception. So CBL gives instant debit cards. Here branding plays an important role. There are many customers who banks with CBL for their successful branding activities.

Brand Logo



The logo of the CBL is a kite. It gives the idea of flying higher. It means achieving new goals and attaining new goals. their tagline is ‘‘making sense of money ‘’. The tagline gives the idea of managing money and building trust with customers.

Brand Color palette

Brand color pallet helps to create identity in consumer mind. Whenever someone hears about CBL they initially remember the color of red and white. Red color indicates boldness and white indicates pure. So, their color gives the idea of standing for bold branding with clean services.

2.4.6 Product development strategy of CBL

Sustaining in the market depends on redesigning the products and shifting them to modern trends.



CBL offers a wide range of products. there City Alo is one of the best women banking services in Bangladesh. it gives many opportunities to women they can get easy transactions and they also have City Alo Mastercard, visa card which gives vouchers, discounts to fashion accessories, shopping, dining vouchers.

City Islamic is for Islamic banking. People who want Shariyah based Islamic banking service can get City Islamic. It does not follow the concept of interest systems. It is based on profit mode in savings account.

Citymaxx is the American Express debit card of CBL. It gives the service if debit transaction. It is an instant debit card. City bank also have city pay system. With Citymaxx card people can pay.

City touch gives online banking it is a mobile application where people can easily get the banking solutions with just one tap in the mobile.

Their product development has shifted to consumer preferences. They are targeting consumers wants and needs to redevelop their new products. City touch is an example of redefining product development according to shifting needs and wants of consumers.

2.5 Financial and Accounting practices in CBL

Financial and account practices of Banks are really confidential. But I tried to collect the annual report of CBL through (City bank, n.d.) . I collected the annual report of CBL through their official website <https://www.thecitybank.com/report/annualreports> .

Pandemic made a great impact on the banking sectors. the Banks gave the most services in the lockdown times. The Covid impact was much shown in the annual income of CBL. Where the whole country was in shutdown but the banks still have to operate for giving their customers service. Increase in the remittance rate gave the banks hope to do business.

Figure 1.1

CONSOLIDATED LIQUIDITY STATEMENT

(Analysis of maturity of assets and liabilities)

Annexure-A

As at 31 December 2020

Particulars	Up to 1 month	1-3 months	3-12 months	1-5 years	More than 5 years	Total
	Taka	Taka	Taka	Taka	Taka	Taka
Assets						
Cash in hand	10,615,100,051	-	-	-	11,790,346,740	22,405,446,791
Balance with other banks and financial institutions	17,871,747,123	7,150,000,000	2,085,518,761	89,379,167	-	27,196,645,051
Money at call and short notice	-	-	-	-	-	-
Investments	3,302,714,750	16,238,881,220	4,820,323,970	21,866,641,844	5,632,634,463	51,861,196,247
Loans and advances/investments	44,190,450,250	38,500,256,756	67,160,839,710	87,448,009,408	31,968,023,932	269,267,580,056
Fixed assets including premises, furniture and fixtures	-	-	-	-	6,611,300,802	6,611,300,802
Other assets	985,195,662	2,765,850,456	4,795,719,303	1,526,679,606	95,812,040	10,169,257,067
Non banking assets	-	-	-	-	1,082,478,752	1,082,478,752
Total assets (A)	76,965,207,836	64,654,988,432	78,862,401,744	110,930,710,025	57,180,596,729	388,593,904,766
Liabilities						
Bond	-	-	1,510,000,000	7,610,000,000	2,480,000,000	11,600,000,000
Borrowings from other banks, financial institutions and agents	9,930,880,082	15,226,258,010	26,678,233,535	6,347,961,471	1,545,781,746	59,729,114,844
Deposits	29,690,986,867	37,324,235,729	99,585,820,138	69,548,838,622	3,201,609,014	239,351,480,370
Other accounts	3,691,362,431	7,390,671,822	4,062,785,054	-	-	15,144,819,307
Provision and other liabilities	2,772,439,190	6,856,547,090	2,941,084,578	9,471,397,753	11,223,925,347	33,265,393,958
Total liabilities (B)	46,085,668,570	66,797,712,651	134,777,923,305	92,978,197,846	18,451,316,107	359,090,818,479
Net liquidity gap (A - B)	30,879,539,266	(2,142,724,219)	(55,915,521,561)	17,952,512,179	38,729,280,622	29,503,086,287

Figure 1.2

As at 31 December 2019						
Particulars	Up to 1 month	1-3 months	3-12 months	1-5 years	More than 5 years	Total
	Taka	Taka	Taka	Taka	Taka	Taka
Assets						
Cash in hand	11,395,368,441	-	-	-	14,517,286,080	25,912,654,521
Balance with other banks and financial institutions	9,157,644,647	9,134,309,268	5,072,286,509	143,538,394	27,079,614	23,534,858,432
Money at call and short notice	-	-	-	-	-	-
Investments	3,390,961,454	3,102,503,666	13,151,527,772	20,100,366,467	3,903,289,113	43,648,648,472
Loans and advances/investments	14,071,055,337	64,814,938,701	58,557,097,388	84,015,530,984	26,319,111,842	247,777,734,252
Fixed assets including premises, furniture and fixtures	-	-	-	-	6,299,251,389	6,299,251,389
Other assets	3,427,435,528	1,994,805,645	2,190,400,750	1,014,866,057	400,000	8,627,907,980
Non banking assets	-	-	56,549,688	1,095,789,303	-	1,152,338,991
Total assets (A)	41,442,465,407	79,046,557,280	79,027,662,107	106,370,091,205	51,066,418,038	356,953,394,037
Liabilities						
Bond	-	-	-	8,280,000,000	920,000,000	9,200,000,000
Borrowings from other banks, financial institutions and agents	13,722,421,380	10,983,325,383	12,322,556,210	7,679,247,569	439,946,282	45,147,496,824
Deposits	28,937,825,743	43,377,343,460	98,952,834,670	47,564,025,268	15,622,137,615	234,454,166,756
Other accounts	3,199,937,075	6,404,533,563	2,382,067,677	-	-	11,986,538,315
Provision and other liabilities	4,910,505,044	3,552,041,376	3,695,207,244	6,269,976,700	13,198,121,705	31,625,852,069
Total liabilities (B)	50,770,689,242	64,317,243,782	117,352,665,801	69,793,249,537	30,180,205,602	332,414,053,964
Net liquidity gap (A - B)	(9,328,223,835)	14,729,313,498	(38,324,803,694)	36,576,841,668	20,886,212,436	24,539,340,073

By comparing the increase in Total liabilities, we can see there is an increase from 2019 to 2020. It is clearly seen that the liabilities have increased so there is a cash inflow which indicates that CBL has purchased good in credits and its conserving cash has increased. So as the cash inflows so there is positive cash impact.

Figure 1.3

Annexure-J (2)

PROFIT AND LOSS ACCOUNT OF OFF-SHORE BANKING UNIT
For the year ended 31 December 2020

Notes	2020		2019	
	USD	Taka	Taka	
Interest income	5	17,067,686	1,447,358,548	2,087,546,496
Interest paid on borrowings		(14,127,328)	(1,198,012,954)	(1,901,614,621)
Net interest income		2,940,358	249,345,594	185,931,875
Commission and exchange	6	750,297	63,626,011	67,308,362
Other operating income		7,460	632,616	187,602
Total operating income		3,698,115	313,604,221	253,427,839
Rent, taxes, insurance, electricity, etc.		-	-	-
Legal expenses		-	-	-
Other operating expenses		301,425	25,561,172	11,533,156
Total operating expenses		301,425	25,561,172	11,533,156
Net operating profit		3,396,690	288,043,049	241,894,683
Provision for loans and advances/investments		(1,020,774)	(86,562,732)	106,411,861
Provision for Off-Balance sheet exposures		-	-	(44,794,639)
Provision for diminution in value of investments		-	-	-
Other provision		-	-	-
Total provision		(1,020,774)	(86,562,732)	61,617,222
Total profit before taxes		2,375,916	201,480,317	303,511,905

From the offshore banking unit there is an increase in the net operating profit in 2020. Offshore banking is a great way to increase the foreign earning so it also contributes in the nation's economy.

Figure 1.4

STATEMENT OF PROFIT OR LOSS AND OTHER
COMPREHENSIVE INCOME (PROFIT AND LOSS STATEMENT)

For the year ended 31 December 2020

	Notes	2020	2019
Figures in Taka			
Operating income			
Brokerage commission	25	343,223,327	131,268,594
Interest income	26	96,141,704	100,497,969
Capital gains/(losses)	27	39,267,869	45,505,314
Dividend income		103,182,761	91,076,854
Other operating income	28	531,270	570,550
Total operating income		582,346,931	368,919,281
Non-operating income	29	6,347,861	12,959,870
Total income		588,694,792	381,879,151
Expenses			
Direct cost	30	20,130,369	14,468,645
Operating expenses	31	195,030,061	159,422,429
Interest expenses	32	102,380,526	105,806,625
Bad Debt Expenses		-	2,758,913
Total expenses		317,540,955	282,456,612
Profit before provision and taxation		271,153,837	99,422,539
Provision for loan loss-margin loan	22	11,744,760	12,102,412
Provision/ (write back of provision) for diminution in value of investment	23	(25,630,424)	25,630,424
Profit before tax		285,039,501	61,889,703
Income tax expense			
Current tax	24	(109,829,524)	(53,499,787)
Deferred tax (expenses)/ income	17	(21,417,597)	-
		(131,247,122)	(53,499,787)
Profit for the year		153,792,379	8,189,916
Other comprehensive income		-	-
Total comprehensive income for the year		153,792,379	8,189,916

From the figure we can see that there is an increase in the comprehensive income in 2020. It reflects that the company's actual income increases at the specific period of time. It gives the idea of investments that increased at the specific time period. It means that CBL's investments increased from 2019 to 2020 (freshbooks, 2020).

From analyzing the financial figures, we can see they have seen increase in their earnings and CBL is going for more foreign investments. So, when financial institutes contribute in more foreign incomes it sees more profit in their business.

2.6 Operation management and information systems in CBL

CBL does not follow a decentralized system. The main work process is connected through digital systems. Their main mother branch Motijheel process the main documents. All other branches are connected through it. They have regional managers and branch managers. All branches are categorized in clusters. Clusters are connected in operation process. Customers can open account in any branch and can take service from any nearest branches they want. CBL has more than 78 atm booths operating all over Dhaka.

All the paper works are done by the officers but verified by the branch operations manager. The BOM then forward and tracks it and gives it to the Branch manager. Upon clearing all the steps, the task is put on the information system.

2.6.1 Information's Systems

CBL uses Microsoft office. They use word for every type of document related work. Tax certificates, pay orders these formats are done in Microsoft word but letter head is important for nay type of official document.

Excel is used for maintaining customer database, locker facility, attendance. For checking locker facilities, they maintain excel files audit also checks it. CBL has their own software finale. This is a third eye software where all the customer information is stored. It is easy way to process information of the customers. Here all the signatures are updated without updated signature no work can be done.

Anti-money laundering service of CBL

City bank has its own anti money laundering service unit. This department checks on the corporate customers. This unit makes the customers information tracking, knowing customers and creating anti-terrorist policies.

So, this unit mainly makes the rules according to the government rules and regulations and gow to process the operations in the bank.

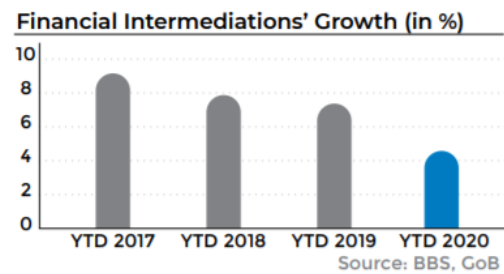
2.7 Industry and Competitive analysis

2.7.1 Overview of banking industry

Banking industries has a huge contribution in making Bangladesh an developing countries. Bangladesh has seen a huge change in the evolving of financial sectors. Now banks are going for digital marketing systems. It is getting more modern. Banks are introducing more products which is updating consumers mindsets. People in today's time to bank with private commercial banks because of the services.

With shift of consumer purchasing pattern the needs and customer behavior is changing. Private banks are more customer oriented. There is a huge challenge for the banking industry to sustain in the future market. As the world is changing and people are becoming more aware to digital transactions without modern banking techniques local banks cannot survive in the future market place.

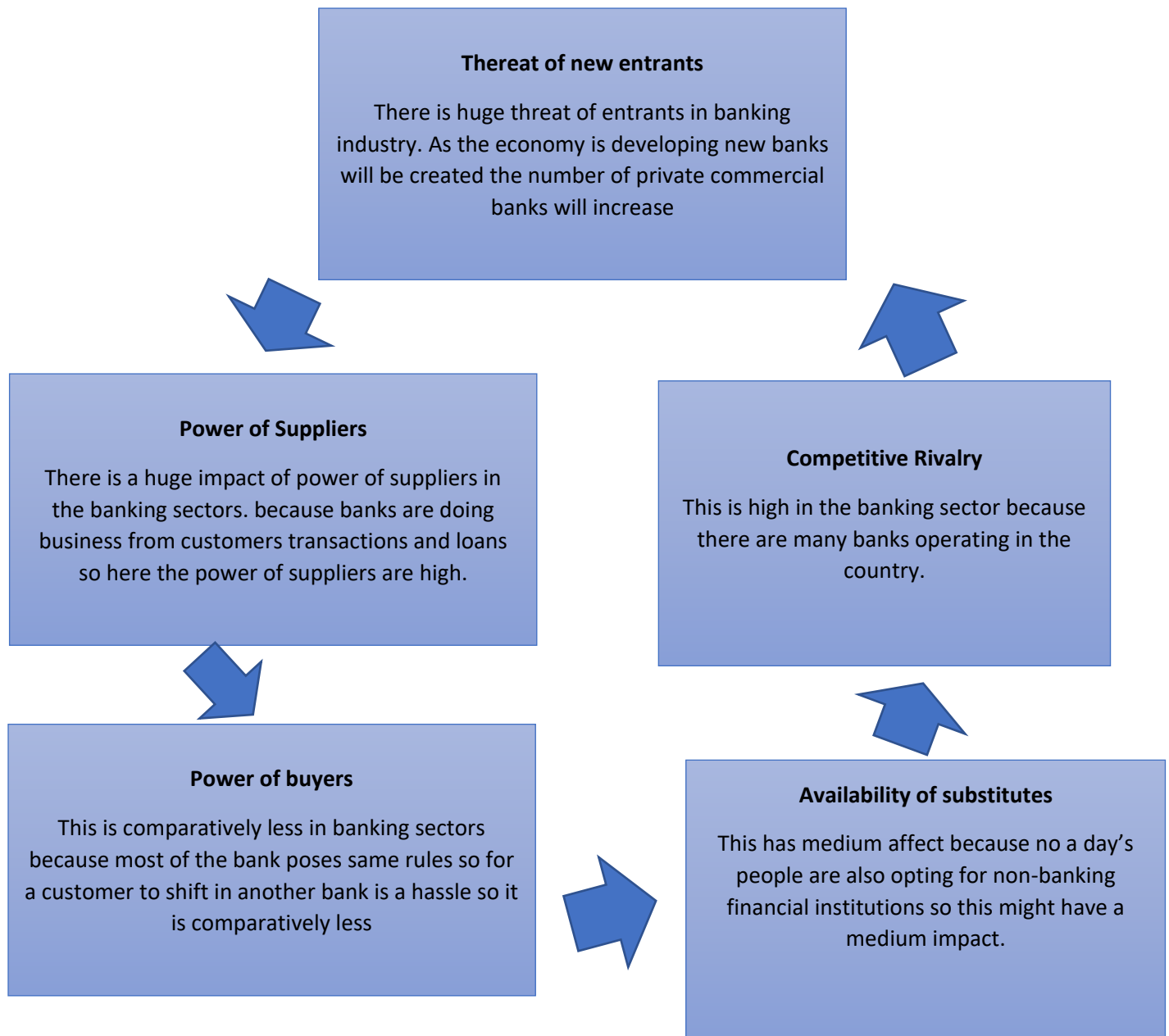
Covid 19 situation had a severe impact on the financial sectors of nations economy. This is the reason Bangladesh bank implemented some new fiscal monetary policies to stabilize the banking sectors (AHMED, 2021).



According to Bangladesh Bureau of Statistics it is seen that from 2017 to 2020 there is a downward shift in the financial growth of banks. Bangladesh bank reported that 27,237 commercial bankers were affected by the Covid 19 situation (paul).

2.7.2 Porters Fives forces

Porters five forces helps organization to know their competitors and how to win over them by making more profitability.



2.7.3 SWOT Analysis of City Bank

Strengths

- Great brand image
- Outstanding customer service
- Corporate social responsibility
- Digital banking solutions
- Dual currency credit cards
- Good financial service all over country
- Contributing in the nation's economic development
- Have an outstanding market presence
- Targeting business market to be potential customers

Weakness

- Less amount of staff
- No modern banking techniques
- Updated software to improve banking
- Poor call center services
- Less equipped it solutions

Opportunities

- Increasing more customer services
- Introducing more modern digital banking services
- Innovative ideas of product offering
- Updating loan systems
- Making new modern banking services

Threats

- Increasing competitors
- Purchase pattern changes in consumer behavior
- Modern banking solutions

- Updated branding activities
- Poor political condition
- Threats of government rules and regulations.

2.7.4 Competitive advantage

CBL is offering their product and services with updated marketing strategies . they are redeveloping their product segments to consumers needs and wants so this will help them to win over their competitors.

They have a strong corporate culture and they have work ethics for which they have good CSR . Which makes them responsible corporate citizens. they are also using digital banking systems to get ahead in the time so here they are digitalizing their services.

2.8 Summary

So, it is evident that by the strategies CBL is using they are going to be one of the best private commercial banks in the upcoming years. Their business ideas, product offering, cultural offering is helping them to survive in the market.

They can retain in the banking industry with their good branding image. People like to be associated with good banking brands. So CBL has created their own name by maintain and giving outstanding customer services.

2.9 Recommendation

Still there needs some recommendation for this organization to boom in the future market place .

- They need to update their banking service by offering international offers
- Customer services should be very efficient
- Good brand responsibility should be maintaining
- More promotional tools should be used
- They should also try to capture rural areas
- They should go fore introducing more digital banking services

Chapter 3

Research part

Topic: Women Banking engaging women in economic empowerment

3.1 Introduction

Women banking is the concept of offering a specific product line only designed for women. It is seen that women are less active in taking financial decisions. It might be the reason that women are still not highly economically empowered. Nowadays women are actively taking part in financial decision making. As days are changing with the help of changing in mindsets and literacy power the society is changing their behaviors. Banking industry of Bangladesh is highly participating in this social cause.

Banks are targeting women customer base and designing product lines only for them. Women banking is the idea of changing in consumer's mind. When women will know that banking services are designing their product offering for empowering them making them special more women will decide to be part in banking services.

Women banking is a part of marketing technic to be more aware for making a social change. In our country still women are not fully economically empowered. Yes, times has changes but still many women rely on male counterparts or male members of family to manage the finances. Women banking is the concept of a social cause that women should make their financial decisions. Bank services are providing necessary services to make women more aware of managing their financial decisions.

Women banking is also a part of content marketing to be more active in telling story to the consumers. A brand successfully tells the story to the customers when they have a strong cause to promote. Today banking sectors are designing their product lines to make more women customers.

City Alo women banking

CBL had a product line for women which is named City ALO for its women customers. They have designed their product to promote the idea of making women more economically empowered. City Alo is part of their Branding the name City alo gives the idea of having light in women.



City Alo Products

City Alo is only for the women customers. It for the women to have their own personal bank accounts. they can get credit cards, debit cards, loans.

City Alo gives various discounts to women in fashion, clothing, dining's. This for women to make them feel special that banks are making them feel special offering products only for women. There are loans for women, credit borrowing systems.

Literature Review

Women economic empowerment defines how much a women can access financial resources. Affordable and easy financial services can help women to make them more aware of their economic rights. With the help of literacy women are now taking part in financial decision making. Women faces many discriminations in terms of making financial decisions which is one of the main reasons for women being less economically empowered (care, 2020).

Women are still ignored in financial sectors. There are less opportunities for women in banking sectors. Societal mindset has a huge impact on making women ignored in financial decision making. Times are changing now women are getting educated they are getting jobs for which they are getting aware of their economic opportunities (oliverwyman, 2020).

3.1.2 Objectives

The main objective of this research report is to find out the gap that makes women less involved in making their financial decisions own. These reports will give an analysis of making easily accessible banking product segments to make women more aware to make their banking decisions so that they can make their own financial decisions. What sort of marketing strategies can help the message to give women so that they should participate in financial decisions to be more empowered? How the banking systems can create more opportunities for women to make women banking easy. Digital systems can help banking systems more easily accessible for women to make their own banking decisions.

Problem Statement

- What marketing strategies can create more customer attraction for women to make their own financial decisions to make them more empowered?

Specific objectives

- To know about people's perception about women banking
- Knowing about the reason what makes women less involved in financial decision making
- Knowing the factors which influence people to know about women banking
- Creating more strategies to empower women economically
- Coming up with solutions to make women banking more publicized
- Creating solution for women banking awareness

3.1.3 Significance

Firms are adjusting their ways to strengthen their connection with the client in a competitive environment and the era of the experience economy. Gender is an important factor in increasing customer segmentation, which is influenced by a variety of factors. Banking sectors need to understand the women customer approaches how they want their banking services. Only giving discounts in shopping malls and luxury items won't satisfy the female segments of Bank. Banks need to actually redesign the marketing strategies so that more women will be attracted to make their own banking accounts. Digital banking can be a great option for banks to create more Women customers. So, this report will give the idea how banks can create strategies to create more women customers in banks.

In recent times banks and financial firms are creating ways to influence female to make their own financial decisions. According to the modern time literacy rate among women and increasing female employments are changing the narration that women should rely on men for making financial decisions. Banks and financial firms are creating more opportunities to create female engagement in making own banking decisions. Women make most of the buying decisions in households. So, understanding their preferences how they manage their finances may seem to be simple but it is not. There are some factors which influences women's financial decision making. Banks are trying to understand what sort of indicators influences women's choice of handling their own financial decisions. Women are actively taking part in their financial choices in their households today. To make women more aware about banking policies made for them banking sectors needs to reshape their marketing strategies. Most of the banks of Bangladesh is introducing a whole new product segment of Women Banking. Most of the financial services always ignores the main indicators which will be specially made for women to create new product segments. Women banking is mainly a customer segmentation for bank. This segmentation mainly focuses on gender. Women are the most ignored customers in the financial sectors. Serving women customers in financial sectors are not fully explored. So, in this report the main focus will be creating strategies to engage women in making their own financial decisions and how banking

service will help them. women banking customer segmentation is creating more female customers in the banking sectors.

3.2 Methodology

Overview

This report is mainly based on determining what are the main opportunities for women to make their own financial decisions and how to engage women to be financial decision maker of their households. This report will give the idea of creating banking solutions to create age based female banking solutions for minimizing the barriers women face in making their financial decisions. This report will also create banking ideas about how women can influence other women to empower them through handling their own finances (insights, n.d.).

Sampling technique

The main sampling technique will be non-probability sampling technique used in this report. Main techniques will be convenience and judgmental sampling technique. The sampling size would 50-60 people based on their age and generation to know about the generation perspective of the topic.

Questionnaire design

The questionnaire is designed on 16 open ended question on the basis of knowing the cause and solution of problem. The question was designed to know about the perception of people knowing about the problem and what do they think about the topic.

Statistical methods

For the analysis the actual data is observed for knowing about the problem and the solutions. Pie charts and graphs are used to see the responses of the respondents.

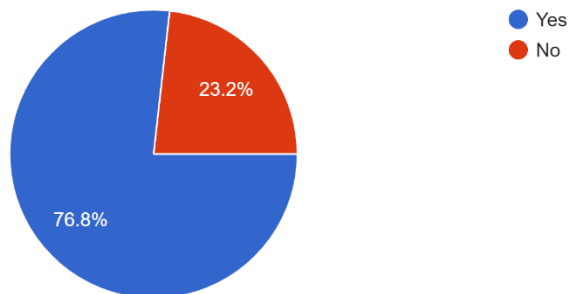
3.3 Finding and Analysis

Data analysis and Interpretations

The answers of the questions will help to know about the perception and the solution of the research problem what people think about female economic decisions.

1. Do you have a personal bank account ?

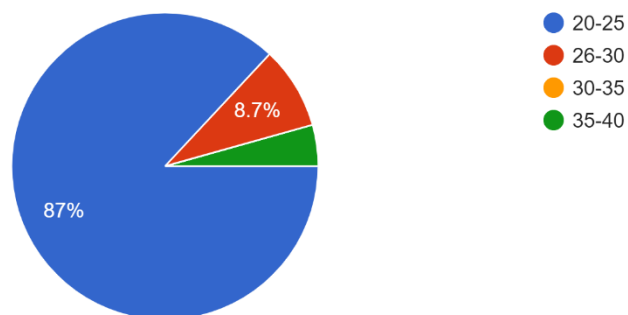
56 responses



From the data here it is shown that people have personal accounts so they are participating in the banking sectors. People who do not have personal accounts their number is less but they still have the knowledge of the topic women banking.

2. Age

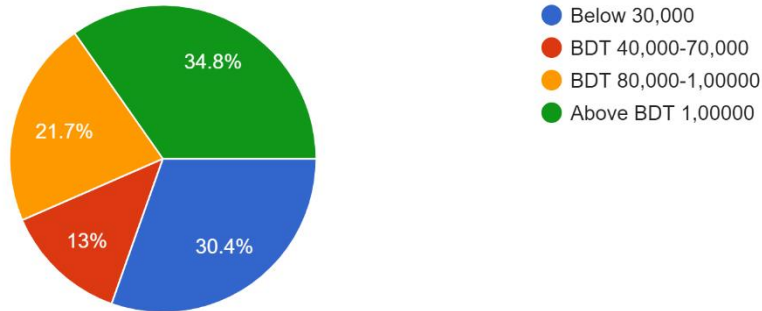
23 responses



The age mainly focuses on the millennials and gen z customer segmentation. Young generation is more likely to become digitally aware of banking systems. Their fresh perspective is need to make more changes in the banking services.

3. Household Income ?

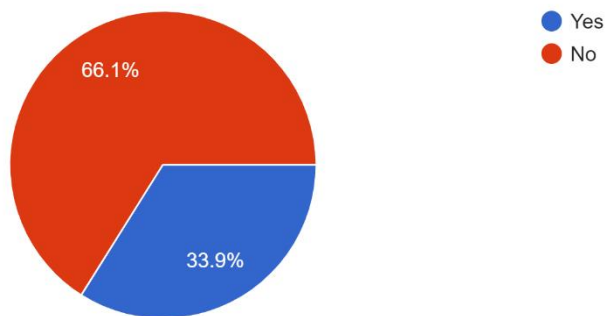
23 responses



This chart shows that the household income is below 30,000 mostly. So, this segmentation is for the middle-class people. How they perceive women banking in economic empowerment.

4. Have you heard about "City Alo " women banking ?

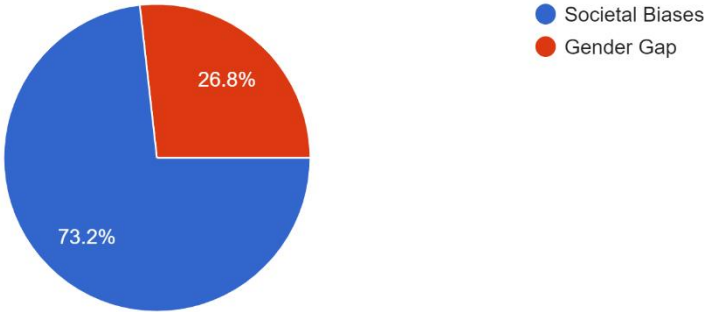
56 responses



City also needs more awareness in marketing so that people would like to get associated with women banking. Still many people aren't aware of the product city Alo.

5. Which makes women's less access to financial services ?

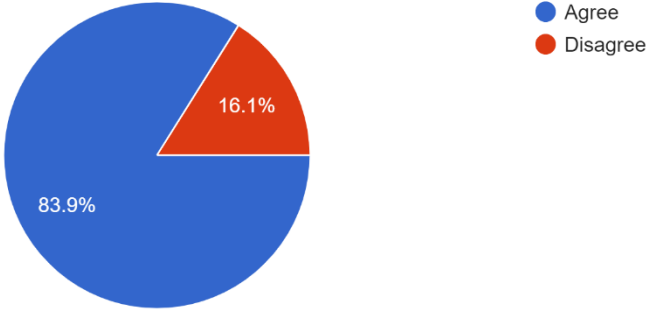
56 responses



It is evident that most of the people think that gender discrimination is the main reason to women's less access to financial services. Gender discrimination is the reason women are ignored in financial sectors. They often get less access to services for their gender.

6. Do you think female financial decisions are different from their male counterparts ?

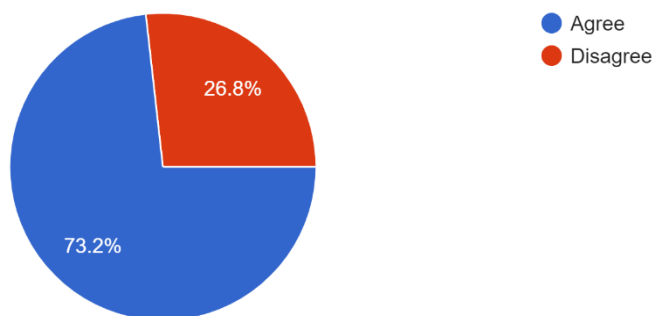
56 responses



83.9% people think that female financial decisions are different from their male counterparts. Although most of the women manages financial factors in households but still they depends on their male counterparts for making financial decisions.

7. Do you think Big financial firms treat females differently ?

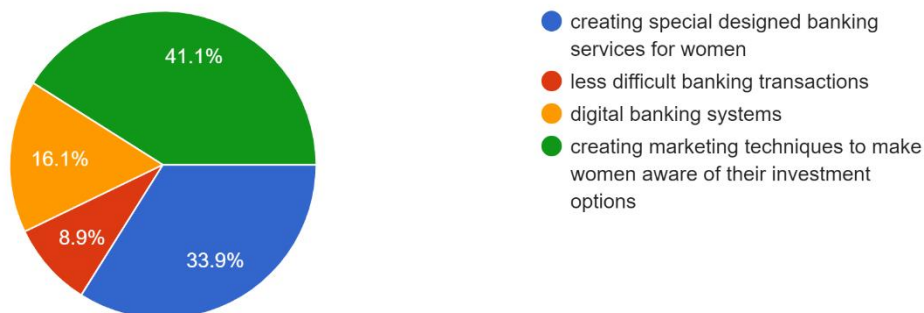
56 responses



While it comes to serving female customers, financial sectors treat them differently. Most of the people here agreed that its true. So, when it comes to serve women customers, the societal mindset influences financial sectors to serve their customers in the basis of their gender.

8.How can banks engage females for financial decision making ?

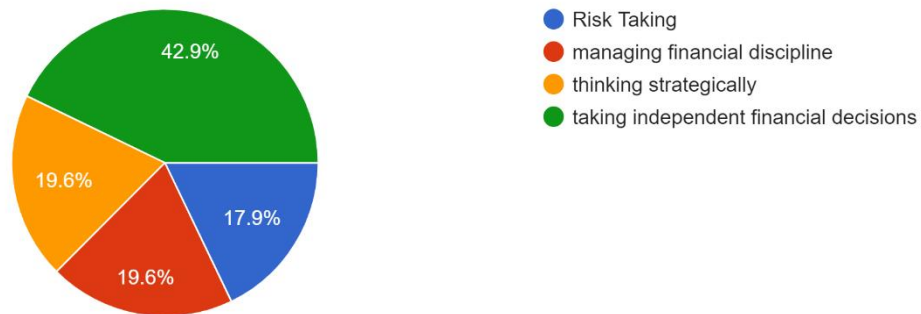
56 responses



Many people thinks that special product offering can increase women customers. So, women banking can be an effective solution to create more economically empowered women. But most of the people thinks that women need to be more aware of their investment options and banks can help them. Creating marketing strategies to attract more women customers and awarding them for having their own financial plans can make more economically empowered so that they know about their financial decisions.

9. According to you which is the most important factor for females in financial planning ?

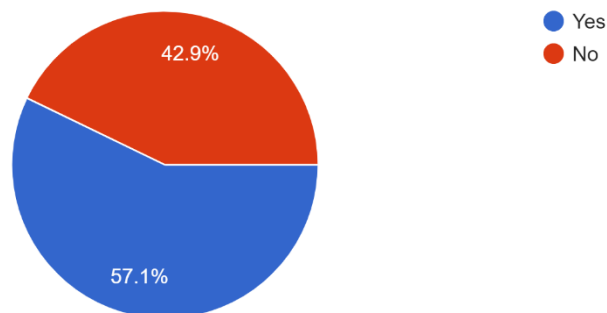
56 responses



Female financial planning is an important factor when it comes in women economic empowerment. Females should be aware of their economic rights and they should have the chance of making their financial decisions independently.

10. Do you think women shows low self confidence about their financial decision expertise ?

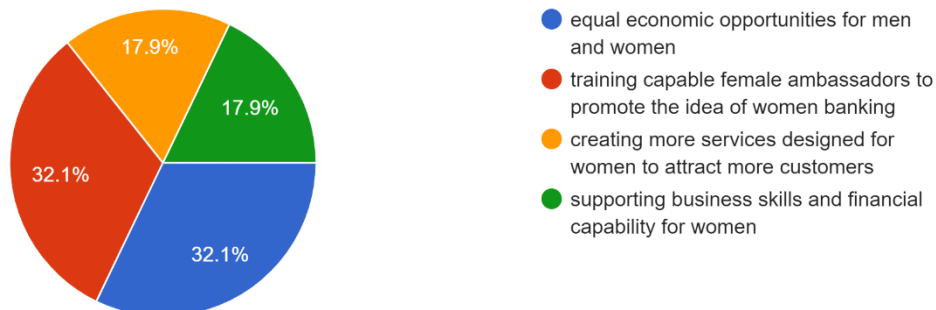
56 responses



According to most of the respondents it is seen to be believed that women show less confidence in financial decisions. the reason can be the societal bias, gender discrimination, family mindsets. So, if women are more confident about their financial decisions, they can be more aware of their economic rights.

11.How can banks reduce gender gaps to make women more aware of their financial opportunities ?

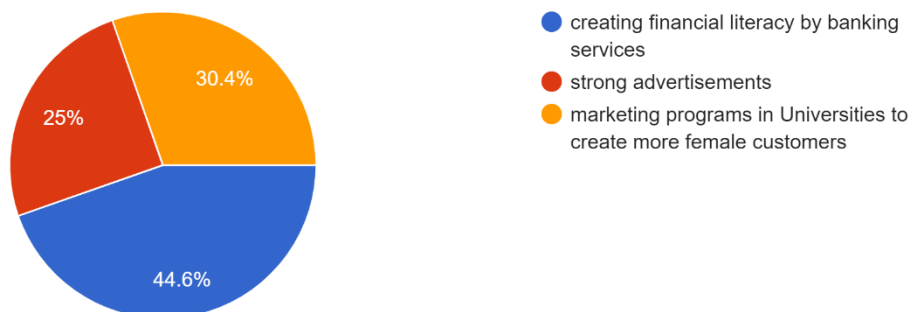
56 responses



Women banking is a fresh concept so the banks should create strong female ambassadors to speak about women banking. A message can be reached easily where there is someone who promotes the idea. Many respondents also believe that there should be equal economic opportunities which is true. For this woman need to be more aware and they should actively take part in financial plans and decisions.

12.How can banks create more female customers ?

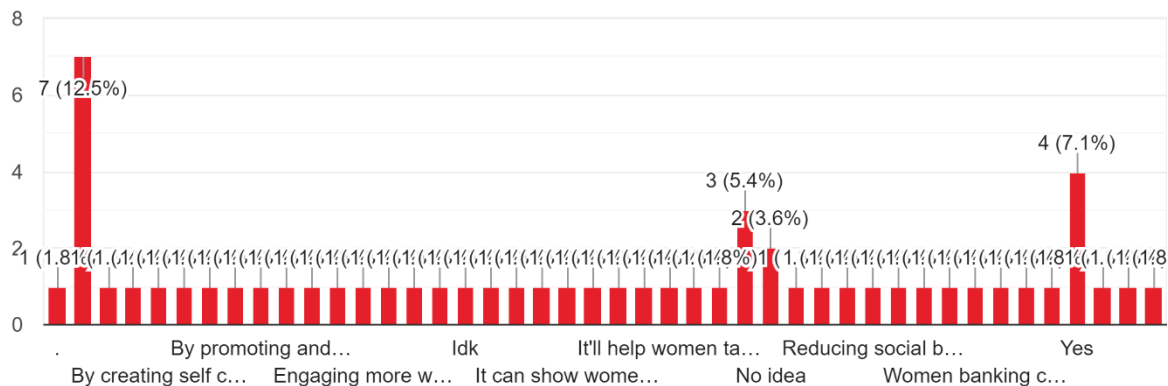
56 responses



Most of the respondents believes that creating financial literacy will increase female customers. Without financial literacy women will have less confidence in making financial decisions.

13. How do you think Women Banking can help reduce gender gap in financial sectors and create women empowerment ?

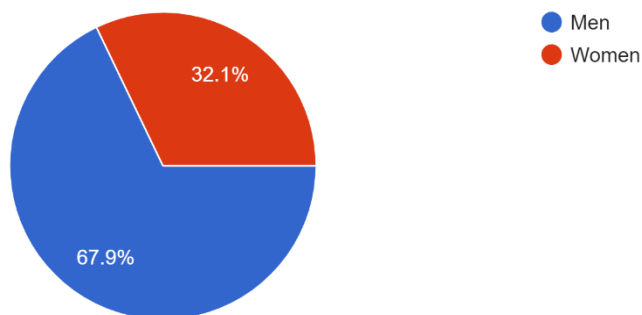
56 responses



To reduce gender gap in financial sectors it is necessary to promote the idea about women banking. Reducing social biasness will help the situation to change but the change will come from family. The family members should make female more confident teach them about managing own finances.

14. In your household who makes the financial decisions ?

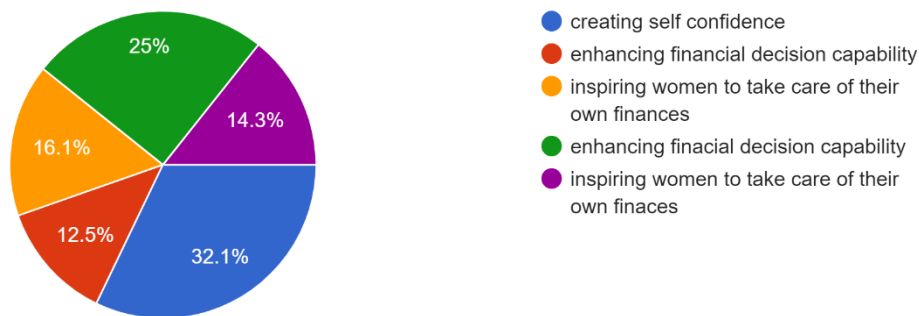
56 responses



It is a common scenario of our country that Men takes the financial decisions of household. So here they can help their partners to make them participate in making household financial decisions.

15. How can Women Banking help females in banking service ?

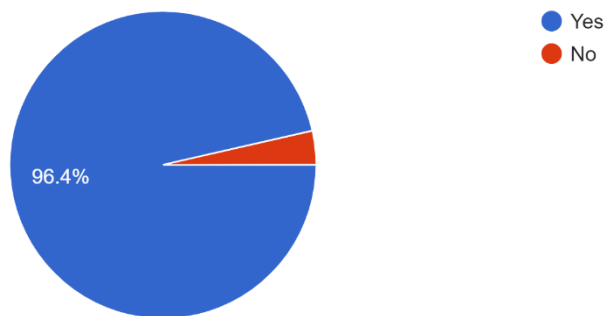
56 responses



Women banking can help women to be more aware about economic opportunities. By associating with women banking women will know about their economic opportunities.

16. Can Digital banking systems create more female customers ?

56 responses



In today's time female literacy is increasing. So digital banking solutions can create more women customers. By digital banking system women can access banking solutions anywhere where they would get the knowledge of women banking, they would get assistance from banks about financial literacy.

3.4 Conclusion

Women banking is the tool to reach future female customer segments. Female customers are very important for banking sectors. In today's time the societal mindsets are changing. More women are taking jobs they are financially independent. Being financially independent will help women to know about their economic opportunities.

Women economic empowerment is necessary for having women empowerment. Females should not be discriminated getting financial service on the basis of their genders.

From my point of view I think the change is needed in family mindsets and also societal mindsets. Our family and educational institutes should guide us being more financially aware. Creating literacy in financial decisions women would get more opportunities to be empowered.

3.5 Recommendations

- Women banking should be more easily accessible
- The idea of women banking should be promoted
- Educational institutions should help female to be aware of financial literacy
- Equal economic opportunities should be created
- Financial firms should create more women ambassadors to promote women banking
- Marketing techniques with strong brand message for women banking should be promoted.

Appendix

Questionnaire on perception of Women Banking engaging women in economic empowerment

1. Do you have a personal bank account? *

- Yes
- No

2. Age *

- 20-25
- 26-30
- 30-35
- 35-40

3. Household Income? *

- Below 30,000
- BDT 40,000-70,000
- BDT 80,000-1,00000
- Above BDT 1,00000

4. Have you heard about "City Alo " women banking? *

- Yes
- No

5. which make women's less access to financial services? *

- Societal Biases
- Gender Gap

6. Do you think female financial decisions are different from their male counterparts? *

- Agree
- Disagree

7. Do you think Big financial firms treat females differently? *

- Agree
- Disagree

8.How can banks engage females for financial decision making? *

- creating special designed banking services for women
- less difficult banking transactions
- digital banking systems
- creating marketing techniques to make women aware of their investment options

9. According to you which is the most important factor for females in financial planning? *

- Risk Taking
- managing financial discipline
- thinking strategically
- taking independent financial decisions

10.Do you think women shows low self-confidence about their financial decision expertise? *

- Yes
- No

11.How can banks reduce gender gaps to make women more aware of their financial opportunities? *

- equal economic opportunities for men and women
- training capable female ambassadors to promote the idea of women banking
- creating more services designed for women to attract more customers
- supporting business skills and financial capability for women

12.How can banks create more female customers? *

- creating financial literacy by banking services
- strong advertisements
- marketing programs in universities to create more female customers

13.How do you think Women Banking can help reduce gender gap in financial sectors and create women empowerment? *

Your answer

14. In your household who makes the financial decisions? *

- Men
- Women

15. How can Women Banking help females in banking service? *

- creating self confidence
- enhancing financial decision capability
- inspiring women to take care of their own finances

16. Can Digital banking systems create more female customers? *

- Yes
- No

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