

Report On
“Marketing of Bank’s Products; Innovative suggestions for NCCBL”

By
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ID:18104285

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

BRAC Business School
BRAC University
8th January 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:

Nafisa Ahmed

Nafisa Ahmed

18104285

Supervisor's Full Name & Signature:

Raisa Tasneem Zaman

Lecturer, BRAC Business School

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Letter of Transmittal

Raisa Tasneem Zaman

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

With all due respect, I consider this as my pleasure to submit my internship report on “Marketing of Bank’s Products; Innovative suggestions for NCCBL” as partial fulfillment of the requirements for the degree of Bachelor of Business Administration.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Nafisa Ahmed

18104285

BRAC Business School

BRAC University

Date: 8th January 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between National Credit and Commerce Bank Limited and the undersigned student at BRAC University Student

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Acknowledgement

To begin with, my heartiest thankfulness to the Almighty Allah for giving me the ability and strength to complete my internship at National Credit and Commerce Bank Limited.

It is with immense pleasure that I acknowledge the unconditional support and guidance of my advisor, Raisa Tasneem Zaman Lecturer, BRAC Business School. It would not have been possible to complete this report without her valuable suggestion and feedback.

My heartfelt gratitude goes to National Credit and Commerce Bank Limited for giving me the opportunity to work as an intern. I would like to thank my supervisor Mohammad Tofiqul Islam, Executive Officer, General Banking, NCCBL, for guiding and motivating me throughout my internship period.

Executive Summary

National Credit and Commerce Bank limited is a financial institution operating in Bangladesh since 1985. After gaining license from the central bank in 1993, it became a scheduled commercial bank with a paid-up capital of Tk. 39 crore. The goal of the organization was to gather resources from inside and direct them in such a way as to strengthen the nation's industrial and trade sectors while also playing a key role in the capital market's setup. This bank offers varieties of customer friendly products which are designed to fulfill the needs of their target customers. The interest rates and related charges of the products are also adjusted in a way that satisfies the customers demand. The products and services this bank offers is really excellent. The employees of this bank are friendly and cooperative with their customers. However, the bank does not use efficient marketing to promote their products and services to its target customers. They need better marketing strategies to attract and retain their customers. The bank needs to use modern as well as regular marketing methods otherwise it might fall behind its competitors. The people of Bangladesh are very much interested to know about the products and services which NCCBL is offering. The customers think that through promotional activities the bank should let their target customers know about the detailed information of their products and services which will be helpful for them to decide which product is more suitable for them.

Keywords: NCC Bank Limited, Marketing strategy, Modern Marketing, Inefficient

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Chapter 1

1.1 Student Information

Name: Nafisa Ahmed

ID: 18104285

Program: Bachelors in Business Administration

Major: Marketing & Human Resource Management

1.2 Internship Information:

1.2.1 Period: 24th Oct 2021 – 24th Jan 2022 (3 months)

Company Name: National Credit and Commerce Bank Limited.

Department/ Division:

Address:

1.2.2 internship company Supervisor's Information:

Name: Mohammad Tofiqul Islam

Position: Executive officer

1.2.3 Job Scope

Job Description/Duties/ Responsibilities: I was given the responsibility of handling the clients who were interest in opening new accounts. I helped the clients to fill up the forms and gave them all the relevant information related to opening an account and the fee that are charged. I was also responsible to register the information of the clients in the website of the bank's

where all the information is saved digitally. I was also responsible for taking the cheque book requisitions and submitting those through the NCCB website as well as to record the numbers with names in cheque book. I had to make sure that whenever a client is taking their checkbook there is confirmation information written in the files and the client's signature was also taken there. I also worked and learned about the clearing department and also learned to write pay-order cheques. The clearing department also handles the RTGS which I helped sending through the NCCBL website. At times I also worked in the advance department which handles the loan and recovery of the loan. I helped in report correction by making sure that all the clients information is written there properly in all the account opening forms. I was also responsible for ATM cards distribution and registering them in the files.

1.3 Internship Outcomes:

1.3.1 Students Contribution to the company: During my internship I was given to the different tasks such as handling clients and collecting their information and storing that information in the files as well as in the website and so on which I completed within the given deadline. I also contributed in other departments work such as receiving the checks for clearings and giving receive seal on them and also making sure that the charges related to transferring the money of the clearing department are also have been deducted from the clients account, I also helped the clearing department in sending RTGS of the clients through the website of NCCBL. I also helped the clients to take their debit or credit card requisition and submitting those requisition through the website of the bank so the head office can send those according to the requisitions. I also helped clients with different information they needed to know before opening an account. I have also provided my advice many times to my supervisor in some difficult cases.

1.3.2 Benefits to the student: I was very much benefited by working in NCCB because I was able to learn many things regarding banking and gained experience. This three-month internship program has provided me with a wide range of opportunities to study and gain actual knowledge in banking, which I can apply to my academic studies. I was not aware about the banking system before working here. I had very little idea regarding the procedures of

opening an account to handling clients and so on. Furthermore, it provided me with practical experience prior to joining the real world of employment. Banking is a vast area which is very complicated and my supervisor Mohammad Tofiqul Islam guided me in every step at work. He shared his knowledge and experience related to the banking. By working in this bank I was able to learn about different types of services that bank provides such as varieties of accounts which customers open according to their need, varieties of loans that customers can take, all the charges that are related to it. I have also learned about how to register the information of the clients in the website of the bank, how every department like clearings, transfer, foreign exchange and so on works differently. There are many different ways of transferring or collecting money like RTGS, checks and so on. I was also able to learn about what are the necessary information's that are required to open an account for a single client or company.

1.3.3 Problems/ Difficulties: The difficulties that I faced during my internship was learning all the methods of banking. Banking is a very complicated procedure and a small mistake can cause a huge problem which is why I had to be very careful while doing any work. For example, if I wrote the amount that a client wants to transfer wrong or the name to whom the money needs to be transferred then it would cause a huge problem. I also faced difficulties handling few customers as well because there were many customers who were illiterate and did not understand the banking system so they would get impatient or angry if it took some time to transfer their money. There were also different situations which were difficult to handle such as a client of NNCB who had a savings account and FDR died suddenly and there was no nominee for his account when suddenly a man came and claimed to be the nominee without any proof.

1.3.4 Recommendations: my recommendation for the future internship would be:

- The bank needs to give some written scripts describing how to do the each and every work and all the policies such as the loan, account opening and so on.
- The bank can also give their annual reports and magazines which will help the interns to understand more about the bank.
- The bank can also give some incentives to encourage their interns more.
- The bank also can organize orientation for the interns so that the interns can get to know everyone and be more familiar.
- The bank should also make sure that someone is always helping the interns while they are handling a client or doing any work so that if the interns make any mistake the that can be rectify immediately by rechecking everything.
- The bank should also create challenging and innovative programs in which the interns will participate and there will be special certificate given to those interns based on their performance to motivate them.

Chapter 2

2.1 Introduction:

Objective: The main objective of this chapter is to provide an overview of National credit and commerce bank limited, it's functional areas and strategic analysis. As a result, it will assist me in understanding how practices in various functional areas are carried out, and I will be able to apply the findings to my major project accordingly.

Methodology: To compile this chapter, both primary and secondary data were gathered. Primary data was gathered through interviews with employees and personal observations. To acquire crucial and relevant information, secondary data was extracted from the NCCBL official website, as well as different internet news stories and reports.

Scope: The goal is to gather as much information as possible regarding the overview of NCCBL and represent it in the next chapter. The information for this chapter was largely gathered from numerous internet sources, such as official websites, annual reports, and other NCCBL reports. many of the information were collected through personal observation as well.

Limitations: I was unable to acquire sufficient data due to a lack of time and opportunity, and had to rely heavily on the internet. The NCCBL is pretty particular about their data, so I couldn't get much support from online sources. Finally, NCCBL maintains a high level of secrecy when it comes to its confidential information.

Significance: This chapter is helpful and contains all of the possible general insights into NCCBL's overall evaluation. It covers the NCCBL's several departments and how they contribute to the organization's growth and development. In addition, the strategies that NCCBL utilization have been investigated. As a result, the chapter will be quite valuable in a variety of ways.

2.2 Overview of NCCBL:

2.2.1 Company profile: Banks, like all other businesses, are profit-driven, with profit serving as the pivot around which the entire enterprise revolves. A bank earns money by investing its cash in a variety of ways. The majority of its revenue comes from investments. Because credit accounts for a large portion of a bank's revenue, and the money credited by the bank is the customer's money, banks should exercise caution and follow to ethical lending practices when it comes to lending.

NCCBL focuses on integrity and professionalism. The bank wants to serve its clients with good banking service with dedication and dignity. This bank has made a great amount of contribution to the country's economy as well. they want to build strong customer relationship by providing excellent financial service and providing friendly environment. By bringing credit and commerce together for greater shareholder value and sustainable expansion, as a progressive and socially responsible financial organization, the NCC Bank wants to become one of the most desirable commercial banks in serving the countries. To attract more customers, the bank offers different deposit, loan and credit products according to the need of the customers. This bank has been serving for 27 years. There are 123 branches and they have 143 ATM booths. They also have 6 upa shakha.

2.2.2 NCCBL History: National credit and commerce bank is a well-known bank of Bangladesh among many other banks. This bank possesses a unique history. In 1985, the company began its adventure in the country's financial industry as an investment company. The company's goal was to mobilize resources from within the country and invest them in a way that would grow the country's industrial and trade sectors while also acting as a catalyst in the establishment of a capital market. The company benefited greatly from its participation in the browse in this regard. The company operated with 16 branches until 1992, when it was converted into a full-fledged private commercial bank with a paid-up capital of Tk. 39.00 crore with approval from the Central Bank to better serve the nation. NCC Bank Ltd. has built a strong reputation for offering genuine personalized service to its customers in a technology-based environment since its foundation. The Bank has established a new standard in industrial, trade, and foreign

exchange finance. The Bank's diverse deposit and credit products have also attracted clients, both corporate and individual, who feel at ease doing business with it.

2.2.3 Products and Services:

1. NCCBL offers a variety of account types to its customers, who can choose from any of them:
 - **Current Account:** During the course of a working day, a current deposit account may be accessed numerous times. Withdrawals from a current account can be made at any time and for any sum. During regular banking hour but the bank does not allow any interest on the current account. The initial deposit amount for current account is TK.5000 only.
 - **Savings Bank Account:** A savings account is meant for those person who wishes to save a part of their income and intend to earn an income from their saving the bank provides a competitive interest rate. of 2%. There is a limit to the amount of withdrawals that can be made over time.
 - **Short Term Deposit Account:** This account, also known as a special notice account or a short term deposit account, will be stored in the short term deposit ledger. The customer should duly sign account opening form and specimen signature card to open account. The bank gives an interest of 5.6% against STD Accounts. Account openers have to keep a ceiling of taka 50 thousand to get the interest.
 - **Special Saving Scheme Account:** this scheme begins from 1998. Here, the installment payment is to be made to the bank within the first 10 days of each month. It can be opened for maturity of 5 years or 10 years. An interest of 6% is currently being paid on this account after deducting source tax of 15% on interest. If the account opener provides TIN, then the tax deduction rate will be 10%. Account opener can make pre-payment of installments and he can also link his special saving scheme account to his any previously opened current deposit or savings bank account.
 - **RFCD Account:** Permanent residents of the country have the option of saving money in many currencies. A RFCD account is a foreign currency account. Persons who are

habitually residing in Bangladesh can open an RFCD account with foreign currency they brought back from a trip abroad. The interest rate of RFCD is changeable which depends on the daily rate of USD.

- **NFCD Account:** Non Resident Bangladeshis can open an NFCD (Non Resident Foreign Currency Deposit) account using foreign exchange for a term of 1/3/6/12 months. The interest rate of NFCD is changeable which depends on the daily rate of USD.
- **Youngster Account:** Youngster Banking is a product of NCC Bank's School Banking program. School banking is all about developing the value of saving and smart financial management in students. The feel that learning how to manage money is just as important as knowing English, Math, Science, or the Arts when it comes to your education. The School Banking program teaches children money management skills that they may use for the rest of your life in a simple, entertaining, and engaging way. If someone wants to open a youngster account, the person's age needs to be within 18 and to open an account, one must have the account opening Application Form signed by both parents or legal guardians, as well as a passport-sized image certified by the school authority. The to start an account, the person must deposit at least Taka 100. The interest rate for this account is 3.5%.
- **Youngster Money Plant Scheme Account:** You may have heard the English saying "Little drops of water make the mighty ocean" from your elders. Small but regular investments, according to this saying, can build to a considerable sum in maturity. The Youngster Moneyplant strategies are based on this basic investment idea. They can use this money for their future study. An NCCB Youngster Account is required for the application. The interest rate of this account is 6.5%.
- **Youngster Maximus Account:** Maximus, the youngster, will assist a person in amassing a huge sum of money. Youngster Maximus is a fantastic investment opportunity for the individual if he/ she have the funds to take advantage of it. The Youngster Maximus can give a person a better rate of return than a typical fixed deposit account or a regular transactional account. The rate of return is fixed for the duration of the term chosen, so one can know precisely how much money he/she will get when the term ends. Unlike

traditional similar accounts, the Youngster Maximus is a risk-free investment. To get started, the person only need a tiny amount. This is the best solution for achieving one's savings objectives. Finally, if the person keeps rolling his/her Youngster Maximus account over a longer length of time, he/she can obtain a compound return on his/her investment. An NCCB Youngster Account is required for the application. The interest rate of this account is 5.5%.

2. NCC Bank gives the benefit of different cards and cheque which decrease the risk of carrying liquid cash.
 - **Debit Card:** When making a purchase, the cardholder can electronically transfer money from their bank account. The cardholder can also get cash using debit card in an ATM machine. There is a fixed amount that is charged from the clients for their debit card which is TK500 per year + 5% vat.
 - **Credit Card:** when making a purchase, the cardholder can electronically transfer money from their bank account on credit. The card issuer (typically a bank or credit union) opens a revolving account for the cardholder and extends a line of credit from which the cardholder can borrow money for merchant payments or cash advances. There is a limit of amount the cardholder can use from a credit card. The bank also takes interest from those who uses credit cards. Bank charges 70 paisa per 1000 taka use of the credit card holder. Card holders have to pay back 5% of usage monthly.
 - **Cheque Book:** A cheque is a document that instructs a bank to transfer a certain amount of money from a person's account to the person named on the check. The drawer, or individual who writes the check, has a transaction banking account where the funds are kept.

3. Remittance and clearing:

Cheque Clearing: Cheque clearing is a crucial part of the financial system's daily operations. Clearing is the process of transferring a check from one bank to another for deposit. This department accomplishes their task through Bangladesh Bank Clearing.

The net amount, whether payable or receivable, is settled through a bank account with the governing bank. There are two type of clearing;

- **Inward Clearing:** A cheque drawn by a drawer or customer from a drawee bank in behalf of a client of another bank, the presenting bank, is known as inward clearing. Cheques received in clearing for debiting to the drawer's account are known as Inward clearing cheques. Through the clearing house, cheques will be received from various banks.
- **Outward clearing:** When cheques drawn by other bank customers are handed for clearing by the presenting bank on favor of their customer to the drawee bank for clear funds, this is known as outward clearing.

Remittance: It becomes very risky sometimes to move large sums of money from one place to another. Therefore, bank remits funds on behalf of the customers to save them from any unpleasant situation through its branch network. A remittance is a monetary payment transferred to a different person or organization. In general, A remittance is any payment made in response to an invoice or bill. There are different types of remittance such as;

- **Pay Order (PO):** A PO is an instrument to remit fund within a clearing zone. A pay order is an instruction to the issuing bank to make payment to the identified payee or in accordance with his instructions for the amount specified in the pay order. Pay orders are only issues for local payments and the payment cannot be stopped or countermanded. The bank charges the customers for PO accordingly; Taka 1-1000 > 23+3(vat)= 23tk, Taka 1001- 1 lac >50+8 (vat)= 58tk and over 1 lac to unlimited > 100+15 (vat)=115tk.

4. Foreign Remittance: The transfer of foreign currency from one country to another is known as remittance. Foreign remittance, in other words, refers to remittances in foreign currency that are received and made out of a foreign country. Foreign remittance is the purchase and sale of freely convertible foreign currency as permitted

exchange control regulations in place in the country. Foreign remittance is crucial for the country since it involves the transfer of precious foreign currency.

5. **Fixed Deposit Receipt (FDR):** A fixed deposit account is repaid once a predefined period set by the customer has expired. The time span varies between three months and five years. The bank offers a rate of interest on FDR accounts. The rate of interest varies depending on the deposit terms. A FDR is a long-term deposit account that consumers can open for a set amount of time.

6. **Loan and Advance:** The loan is a critical component of a bank's profit. All of the deposits that the bank receives from its customers are invested in loans that other customers request. The profit is the difference between these two interest rates.

Typically, banks operate by collecting savings or deposits from local residents. As a result, banks must ensure not just the loan's security but also that it is repaid while the loan is being settled. NCC Bank offers a variety of loans to meet the demands of its customers.

- **General Loan:** A general loan is a lump sum loan that can be repaid in predetermined monthly installments or in one single sum. Except for interest and incidental costs, no further debits are generally permitted in this situation. The debtor will only be reimbursed once the total loan amount has been paid. This type of loan is available from NCC Bank in three different categories. Short-term loans are for one year or less, mid-term loans are for three years or more, and long-term loans are for five years or more.
- **House Building Finance:** NCC Bank Ltd. offers a house-building loan to help middle-class customers overcome their housing problems. This loan can be used for the acquisition of a flat, the construction of a building, or the enlargement of a building. The loan term ranges from 5 to 15 years. It is contingent on the customer-banker relationship. This loan has a monthly interest rate of 15.5 percent compounded. The loan amount varies depending on the customer and banker connection.

- **House Improvement Loans:** NCC Bank also offers a house improvement loan in addition to house construction financing. This loan can be used for further renovations or modifications for a period of 24 to 180 months. The most significant point is that the interest rate is determined by the relationship between the consumer and the lender; nonetheless, it is often around 15%.
- **Car Loan:** In today's world, an automobile is a necessity for people of all socioeconomic classes. The middle class has the least ability to acquire a car and pay for it all at once, so they borrow money from a bank. After assessing the customer's financial potential, NCC Bank offers a three-year car loan.
- **Professional Loan:** A term loan arrangement is provided to help fund the cost of starting a new business or upgrading an existing one. Professionals who are now practicing or wish to begin practicing their profession are the target market for NCC Bank Professional Loan. Doctors, Dentists, Chartered Accountants, Civil Engineers, Architects, Financial Analysts, Consultants, Information Technology Specialists, Diploma Engineers, and other professionals are included. The Age Restrictions Minimum age is 21 years, and the applicant's maximum age at the time of loan adjustment must be 65 years or less.
- **Education Loan:** NCC Bank provides education loans to those who need them in order to make each and every person of our country worthy of fighting for their own and gaining the ability to work for them.
Generally, they provide loans to students who wish to pursue higher education abroad, but in rare exceptional circumstances, NCC Bank provides loans to disadvantaged students who have a passion for learning.
- **Marriage Loan:** Only personal, child, and sibling marriage expenses are eligible for a term loan. There are many middle-class families who cannot afford the expenses of a wedding ceremony or other expenses related to a marriage which is why they can take a loan and repay the amount later when they can. The Minimum age is 21 years old, while the maximum age is 60 years old to take a loan.

- **Health Loan:** Medical expenses for self and family members (spouse, children, and parents) are covered by a term loan. If the loan is for personal medical needs, there must be a co-applicant who is an income earner (enough income to cover the loan amount alone) blood family; otherwise, the application must be 100 percent cash supported. The Minimum age is 21 years, and the applicant's maximum age at the time of loan adjustment must be 65 years or less.

2.3 Management Practices: Human resource planning, staffing, training, performance evaluation is all part of NCCBL management processes. These are the procedures that ensure the company's work systems are efficient.

Human Resource Planning: At first the Human resource department does planning in determining how many staff NCCBL will require and which departments they will work in. After determining this, NCCBL advertises job openings on their website, bdjobs, Ejobresult, and other sites with detailed job descriptions and specifications in order to attract the best candidates.

Staffing: This is a procedure that involves evaluating individuals' abilities and knowledge before assigning them to specific job responsibilities. It assists the organization in recruiting the appropriate personnel, who will contribute to the future growth of NCCBL. If the organizations like bank fails to assign the right person for the job, then they can face huge monetary and other losses.

Training: Training is provided time to time for any individual employee on rotation basis throughout the year. Training is directly monitored by the NNCBL training Institute. Sometimes workshop and training are directly operated by BIBM & Supervised by the NCCBL training institution. IF any employee fails to be promoted for consecutively 3 times, he/ she will require special training and sent to BIBM for special training.

Performance Evaluation: Performance evaluation is a disciplined and effective process of measuring an employee's progress and results based on their job responsibilities. The goal of performance evaluation is to improve an employee's development. NCCBL takes the performance evaluation very seriously. They do performance evaluation based on job

performance which includes desk wise performance and depending on that they give marks to the employee. They have two sections of performance appraisal which are;

- **Section A:** This is based on Business Target/ Business KPI contribution during the year, Audit rating, Training/ Monitoring, Environment cleanliness and so on. The employees are evaluated depending on their performance related to these factors.
- **Section B:** this evaluation is based on Individual competencies and core competencies which includes;
 - ❖ **Individual Competencies:** Appearance and dress up, Attendance/ Punctuality, personality, leadership skill, ability to adapt in changing circumstances, Maturity in discharging duties, Creativity and Innovation, Effectiveness, Skill for setting strategy, level of ethics and so on.
 - ❖ **Core Competencies:** Sense of responsibility of assigned jobs & commitment to work, Resourcefulness and analytical ability to complete the job, judgement in decision making, Quality clarity of the job and ability for setting priorities, Planning/ organizing ability/ coordination/ team work ability, Ability to work under pressure and independently and so on.

2.4 Marketing Practice:

Defining Target market: At first the bank sets their target market. The target market of NCCBL is middle-class, lower-middle class, higher class and according to their target market they have designed their different types of products. The bank also targets younger generation as well by offering youngster account and facilities related to it.

Creating Brand elements: The correct brand elements aid in the creation of a strong brand identity. NCCBL has always been successful in developing strong brand aspects such as logos, colors, and slogans, among other things. The NCCBL logo consists of four oblong segments in red and blue vignettes, with red representing vitality, passion, and enthusiasm and blue representing trust, honesty, transparency, efficiency, security, reliability, and dependability, all of which contribute to client loyalty. The logo also represents the letter “N”, where the letter is slightly italic including dynamism in creating positivity, doing or thinking anything free of

negative influence, overcoming unwanted mayhem, the incapacity to fail, proving their great integrity and resistance to risk exposure, and eventually defeating all. Their slogan is also very powerful and meaningful.

Promotion: NCCBL use different promotional activities to attract their customers.

- **Advertisement:** advertisement refers to a public notice or statement marketing a product or service to the general public. Advertising is the most useful approach to reach out to customers. Customers are more aware of the brands available on the market and the diversity of products available to them as a result of advertising. Advertising affects everyone, even children, young and old. NCC bank mostly use their website for advertising their products and services. There is many news related to NCC bank can be found in different newspapers like Dhaka Tribune, The Business Standard and so on. NCCBL intends to take into account the general public's and business people's need for their transactions, which have been released as of now, through "The Daily Prothom Alo" and "The Daily Financial Express." We can also find some YouTube videos of NCC Bank youngster account details and job circulation. Despite the fact that every bank must promote themselves as needed in the market for their products and services, NCCBL has failed to accomplish this capability. Every year at the start of the year, NCCBL delivered a well-organized schedule, date-book, and work-area date-book, as well as a journal to customers and administration holders.
- **Personal selling:** the personal selling of NCC bank is very strong. The employees are very good at explaining all the banks products and every information related to it in details. The way the employees present that information's make the customers feel interested and comfortable in purchasing them. Banking is very complicated and personal selling plays an important role in explaining this information's about the bank products clearly to the customers.
- **Sales promotion:** Sales promotion is a set of marketing technologies aimed at increasing brand awareness and stimulating demand for specific products. Organizations offers a short-term inducement to stimulate the purchase of experiences, goods, or services.

The bank may diminish credit enthusiasm while increasing store enthusiasm in order to keep the consumer.

- **Sponsorship:** The NCCBL views sponsorship as one of their most effective advertising tools. The bank has recently financed a number of social welfare initiatives to demonstrate its commitment to corporate social responsibility. In addition, the bank constructed a number of beautiful monuments in Dhaka City, such as the one at the Science Research Facility.

2.6 Operation management and Information System Practice:

Flora Bank web version software: the flora Bank web version is the software which NCC bank use for their office management, money transaction and so on. Flora Bank is an online, real-time, centralized core banking software that offers solutions for corporate banking, retail banking, and Islamic banking. Flora Bank offers a fully integrated, highly secure, and scalable database, as well as data warehousing, data mining, and data encryption. Fb can handle a large amount of transactions, including both manual and system-generated transactions. Flora Bank has the ability to develop novel products such as deposit and loan products, as well as SME credit products, if needed. The default modules of FB's core banking solution are Customer Information System, Customer Deposit, Loans and Advance, Islamic banking product, Bills and Remittance, Treasury, Trade finance, General Ledger, KYC for anti-money laundering, and credit monitoring system. NCC bank depends mostly on this flora bank software. Right now the NCC bank is using its web version for their various work.

Flora + BB Software: This is another version of Flora Bank software which is used in NCC Bank in clearing department. The BACH department of NCC Bank handle this software.

2.7 Industry and Competitive Analysis:

2.7.1 Porter's Five Forces: Porter's Five Forces Framework is a way for analyzing a business's competitive operating environment. It uses industrial organization economics to extract five dynamics that affect the competitive intensity of an industry and, as a result, its profitability appeal.

- **Threat of New Entrants:** The banking business is heavily regulated, with the Bangladesh Bank imposing numerous laws and regulations. the least amount of capital is Tk 400 crore in and reserve funds is required, with Tk 200 crore in paid up capital. Despite the fact that the entry barrier has been raised, banks continue to enter the business. There have been 57 banks in the banking business since 1972. The amount of banks in Bangladesh has increased in the recent years and at present there are 61 scheduled banks. Another huge challenge, much more so than the expansion of traditional banks, is the emergence and proliferation of mobile financial services (MFS). At present people of Bangladesh are becoming more and more depend on mobile banking. The COVID-19 pandemic increased the amount of usage of mobile banking even more in these recent years. There are many mobile banking companies in Bangladesh such as Bkash, Nagad, Upay, M-cash and so on. The majority of mobile banking transactions peaked in the middle of 2020. During the COVID-19 pandemic, person-to-person transactions climbed to BDT 19146.25 crore in July 2020, making it the largest mobile banking transaction in Bangladesh. In December 2020 the total registered mobile banking customers are 99.34 million. A smartphone may now be used to save, withdraw, and transfer money. Utility bills, as well as payments for commodities, are handled by several mobile banking services. This mobile financial service can also be used to send and receive remittances. Banking channels' prominence in the money transfer mechanism, which is one of the supplementary services of banking, has reduced as a result of such technology. NCC Bank must be careful in this regard. They need to make sure that they come up with better technology and system to keep their customers happy and attract more customers in the future.
- **Bargaining Power of Suppliers:** If depositors/stockholders are viewed as capital suppliers, it might be claimed that no single client can pose such a threat to a bank that it will feel unsustainable. In truth, the banking business has a large amount of idle cash. The amount of idle money in banks is growing by the day. In November of last year, the banks' idle money totaled Tk 1.83 lakh crore. Bangladesh Bank sources told the Daily Observer that the amount could reach Tk 2 lakh crore by the end of February 2021.

When the economy is active, banks do not have idle money, according to economic theory. Even though because of COVID-19 the liquidity of banks increased a lot but as the situation is getting in control and Exports are increasing, as is demand for domestic goods. Therefore, the economy is getting better and the banks do not need to face crisis anymore and the risk is getting low. NCC Bank is also getting more depositors/ stakeholders in present time which lessens the bargaining power of suppliers.

- **Bargaining Power of Buyers:** In Bangladesh's financial sector, the number of buyers is enormous. Only in the banking industry, the number of agent outlets climbed from 3,224 to 5,351 between June 2017 and June 2018, and the number of account holders increased from 0.87 million to 1.78 million. In June 2018, the total balance of these accounts climbed to Tk 20.12 billion from Tk 6.51 billion in June 2017. The products of the banks in Bangladesh are almost same and the interest of them are also very similar as there is a parameter which Bangladesh bank impose on all the other banks. The majority of clients are concerned about interest rates. As there are so many banks which indicates that customers have many alternatives. Customers can easily switch to alternative products or another bank according to their needs. The buyer's bargaining power is high due to the large volume and non-differentiated products. NCC bank is also facing the same threat in this case.
- **Threat of Substitutes:** the total amount of bank branches in Bangladesh is 10,114, total NGO branches are 26,000, In Bangladesh, there are approximately 1000 registered microfinance institutions (MFIs) and Bangladesh has 190 360 cooperatives, according to the most recent report for 164.7 million population of Bangladesh where economically active people in Bangladesh is 62.1 million producing one financial service point for every 270 persons. Banks primarily provide deposit collecting and lending services, and supplementary activities such as deposit collection are being substituted by mobile banking financial services, as discussed in the threat of new entrants. Utility and remittance services are also being phased out in favor of mobile-based financial services. Substitutes such as bKash and internet banking are putting a lot of pressure on the card sector and alternative distribution methods. In Bangladesh, the virtual payment mechanism is also present. All of these procedures are unquestionably a threat in terms of deposit transfer and collection. It is difficult for banks to abandon the model and develop comparable strategies of mobile-based financial services due to the large investment costs spent by banks in running branches and

ATMs. Non-Bank Financial Institutions (NBFIs) are increasingly becoming important in lending services. Large projects are frequently financed by NBFIs at rates that are nearly similar to those offered by commercial banks. NBFIs provide lending services for a variety of purposes, including house loans, car loans, and other personal loans. NBFIs provide leasing services, insurance services, various deposit plans, mutual funds, and other services, making entrance into the banking business more competitive. Given all of this, the dynamics driving the threat of substitution are high.

- **Competitive Rivalry:** The number of enterprises, market growth, switching expense, product diversification, and exit obstacles all influence the high competition of rivalry. As we already know that Bangladesh has 61 banks and the total branches are 10,114, which might increase even more in the future. There are also MFI's, NBFIs and many other corporative that are replacing the banks and giving similar yet better services to the customers are the indicator that the rivalry is very intense in this case for NCC bank. It is also not easy for any bank including NCC to exit the market easily and the diversification of the bank products are not very high which increase the rivalry even more.

Analysis: The market isn't extremely profitable for NCC Bank, according to Porter's 5 forces study. Competitors are still a threat, and suppliers and buyers have a lot of bargaining power.

2.7.3 SWOT Analysis: SWOT analysis is a method for evaluating and characterizing the strengths, weaknesses, opportunities, and threats that face a company. Situational analysis or situational evaluation are other labels for it. SWOT analysis is essential for any firm to make long-term decisions.

Strength:

- The Bank provides excellent customer service in compared to its current competitors.
- NCC Bank offers a wide range of deposit options that are both profitable and dependable for its customers.
- The Bank's management, which specifies business strategies, has been framed by experienced investors and corporate employees.

- NCCBL has built its system from scratch with new equipment and facilities. The bank has installed money counting equipment in the cash counter for quick service.
- NCC Bank's environment is substantially more interactive than those of other local businesses. These collaborative workplaces motivate employees to work diligently. NCC Bank offers a very friendly and collaborative atmosphere.
- NCCBL's strength is its excellent customer service. They've introduced a service called ONE-Stop. If a consumer requires assistance with any aspect of NCCBL banking, it is readily available.

Weakness:

- The bank is not active in advertising their products or if the bank launches a new deal or opens a new branch or ATM booth, it does not promote it by sending automated messages, placing advertisements on billboards, advertising on television, and so on. NCC Bank is just lacks these promos and advertisements.
- There aren't enough sponsors for the NCCBL. As a result, it is unable to host a variety of activities in order to gain media attention.
- NCC Bank has a small number of offices. There are already 123 branches functioning across the country, however the bank should open branches in key locations. They need to focus on a profitable region where they can generate more revenue.
- The Bank's structure is not overly extended due to the fact that it adjusts the actual part of its store on government securities.
- The bank sometimes accepts employees based on reference. As a result, many people are able to obtain work quickly, even if they are not qualified or suited for the position. Furthermore, their contribution to the organization is little, but they continue to be paid at the end of the month.

Opportunity:

- The bank can offer Special products and services that are favorable to customers such as they could establish an FDR program for youngsters that no bank has yet implemented or provide customers with a low-interest personal loan.

- The NCC BANK may establish a specific corporate plan for corporate customers or officers with a greater income level than the service holder. They can also create a scheme or a loan for numerous service providers at the same time. In addition, the system should be divided by occupation, such as engineers, attorneys, and doctors.
- NCC Bank can improve their security in order to reassure their customers. NCCBL could offer finger print possibilities to the ATM booth to gain more assurance regarding real consumers. When a consumer attempts to withdraw money from an ATM using a card they should give the customer information about the withdrawal through SMS to their phone.
- Telebanking is a phone-based banking service. So far, only six banks offer tele banking services such as detailed account information, balance inquiries, product or service information, ATM card activation, cheque book related service, bill payment, credit card service, and so on. Tele banking in Bangladesh is still unavailable for transfers between current, savings, and credit card accounts, as well as stock exchange transactions. NCC Bank should also start tele banking to attract more customers.

Threats:

- Its primary competitors are BRAC Bank, Dhaka Bank, Southeast Bank, and Islamic Bank. These banks are running aggressive marketing operations to attract new customers. They're also running campaigns to attract more investors and long-term depositors.
- Multinational banks' rapid growth poses a challenge to the NCC Bank. Multinational banks may be able to abolish the practice of attracting customers with their variety of appealing techniques for providing business banking services.
- The Public Relations department at NCCBL was unable to create a strong image for the bank in the eyes of the public, as other top banks have done. That is something the NCCBL should focus on.
- Local competitors can take a huge portion of the total industry by supplying similar goods and services to those provided by the Bank.

2.8 Summery and Conclusion: National credit and commerce bank is a well-known bank in Bangladesh among many other banks. This bank was able to continue its journey with success from the beginning till present time. The bank is succeeding by pursuing an explicit traditional strategy to advancement. Consumers benefit greatly from this promotion tactic, which has a beneficial impact on their profit drift. In any case, the bank's promotion process could be strengthened given its advanced age. If it improves its advertisement, it will be able to attract more clients to this bank, resulting in a long-term positive effect. There are other areas which they can improve themselves to attract more clients and satisfy their present clients.

2.9 Recommendation:

- Improve their customer service more and should provide customer services in the evening as well.
- To keep up with competition, increase their investment in innovation.
- Increase their marketing attempts to achieve a larger audience by doing more advertisement and other promotional activities.
- the bank should make sure of Attract and retain talented employees to become more successful in the future.
- NCC Bank must always be conscious of current trends and what its competitors are up to with their tactics.

- They should make the most of every opportunity in every way possible and be prepared for future challenges ahead of time by developing and implementing effective tactics.

Chapter 3

3.1 Introduction:

3.1.1 Literature Review: Consumer engagement should be a priority for banks, which should be achieved through proactive technological development and the use of creative marketing strategies. (Mogaji, E., et al, 2021) Given the current economic scenario, financial institutions are encouraged to employ efficient corporate marketing strategies in order to gain a competitive advantage. For a better competitive edge, financial institutions must examine the rate of success and failure of marketing strategies to be implemented for better competitive advantage. (Oluwakemi O. Oyefesobi, Abiodun E. Alao, 2017) Based on the results of the research, it is apparent that NCC Bank's promotional activities and marketing strategies are insufficient. NCC Bank has failed to match client expectations and does not provide new products, according to the findings. The research also revealed that the bank rarely organizes advertising activities to promote its products. The NCC Bank should place a greater emphasis on product and service promotion campaigns and marketing activities. (Hasan, Nazmul, 2019) In today's financial environment, each bank is up against strong competition. As a result, they must consider marketing their products in a variety of ways and using diverse strategies. successful marketing strategy can give an organization the chance to achieve extraordinary things. NCC Bank has a traditional marketing strategy, but it needs to improve in this modern day. It can attract more consumers to this bank and have a greater beneficial impact on its profitability if it improves its marketing strategy. (Prome, Sumiya Aziz, 2019) Advertising and promotion are two of National Credit & Commerce (NCC) Bank

Limited's shortcomings. NCCBL does not engage in any efficient marketing activity. Other banking institutions have a more effective marketing strategy. (Rahman, Md. Rezaur, 2014)

3.1.2 Objective: The broad objective of this report is to propose new ways of marketing to improve customer attraction and retention of NCC Bank Limited. The main focus of this report is to provide new method of marketing which will help NCC Bank Limited to attract new customers and retain their present customers. Along with the broad objective there are some specific objective which are:

1. To understand the overall marketing strategy of NCCBL.
2. To understand consumer behavior and appeal towards the marketing approach of NCCBL.
3. To understand the efficiency of the present marketing approach of NCCBL
4. To find out the importance of marketing the products of NCCBL
5. To identify the challenges faced by the bank while marketing the products and make innovative suggestions for improvement.
- 7.To identify the resources of the marketing of the products.

Significance: This report is concentrated on the significance of the new ways of marketing to improve customer retention, which future researchers who want to learn more about this topic and students who want to learn more will find it especially highly useful. It is also helpful for the other banks as well as the NCC bank to understand the importance of marketing their products and achieving more profitability because of it. It will be helpful for the customers also because the customers will be able to know what products are available for them in different banks and will be very beneficial for them. Therefore, it will assist in the development of a suitable solution for the betterment of society.

3.2 Methodology: The descriptive research technique, which is the most generally utilized research technique, was used in this work. This study was developed using both primary and secondary data.

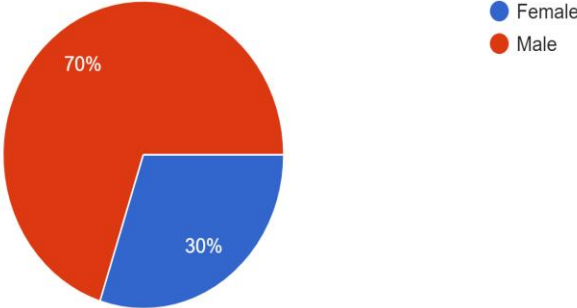
Primary Data: An online survey was done to obtain qualitative data in order to make the project more effective. I have used the Google Docs to conducted an online survey.

Secondary Data: To get relevant information, I extracted secondary data from the NCCBL official website, numerous online articles, and reports, and applied it to the survey findings.

3.3 Findings and Analysis: I did an online survey on people of various ages and groups of people within two days for the goal of my project and to gain a better understanding of the marketing of NCCBL. There are 15 questions and 30 responders in this survey.

Survey Result:

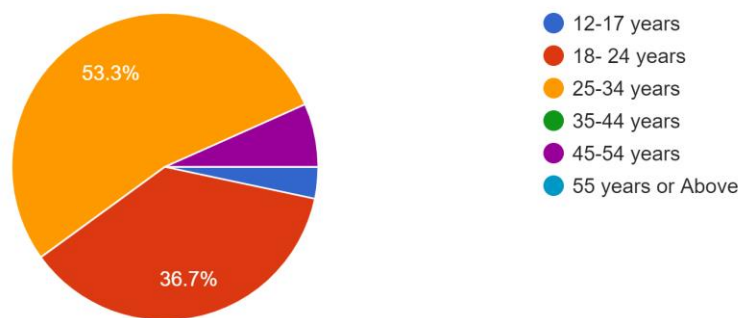
1. What is your Gender?
30 responses



Analysis: In this survey 70% male and 30% female took part. I tried to make sure that male and female equally participate in this survey because through the study of survey responses and the inclusion of gender as a parameter, a researcher will be able to determine how gender influences the respondent's choices and establish a pattern.

2. What is your age?

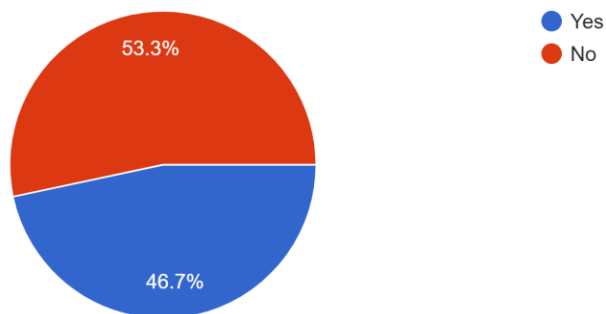
30 responses



Analysis: among the respondents, 53.3% of the respondents are between the age group 25-34 years. Meanwhile, 36.7% are from the age group 18-24 and 6.7% are from the age group 45-54 years also 3.3% are from 55 years or above. a researcher will be able to determine how age influences the respondent's choices and establish a pattern.

3. Are you familiar with National Credit and Commerce Bank Limited of Bangladesh?

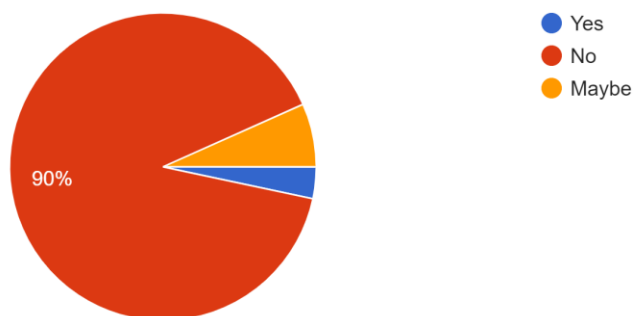
30 responses



Analysis: among the respondents, 53.3% people say that they are familiar with the National credit and commerec bank limited but 46.7% people are not familiar of this bank. This bank have been operating in Bnahlagesh for a very long time and there are still so many people who are unaware of this bank’s existance. This shows that the bank is not very famous among the people of Bangladesh which is not a positive affair for the bank.

4. Have you ever seen any Promotional activities of National Credit and Commerce Bank Limited?

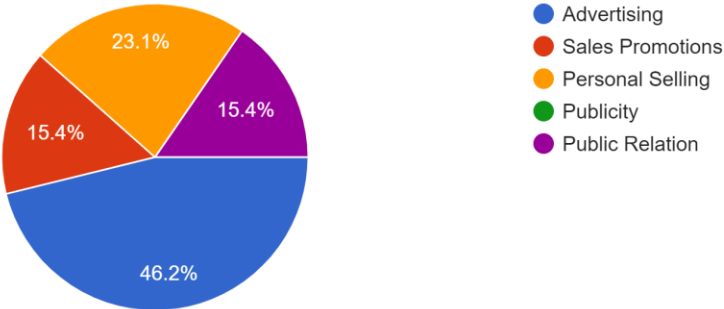
30 responses



Analysis: Majority people as in, 90 % respondents say that they have never seen any promotional activities of NCCBL and 6.7% are not sure if they have ever seen any promotional activity of NCCBL and 3.3% says they have seen promotional activities of Nnational Credit and Commerece Bank Limited. Promotional activities plays an important role for any organization to let the customers know about their products and itself. This question can also be related to the response of the previous question that many people are unaware of the bank’s existence because they never saw any promotional activities of the bank. Therefore, if the bank conduct any promotional activites, it will help them to let people know about itslef as well as the products of this bank.

5. If you have seen any promotional activities, what kind of promotional activity was it?

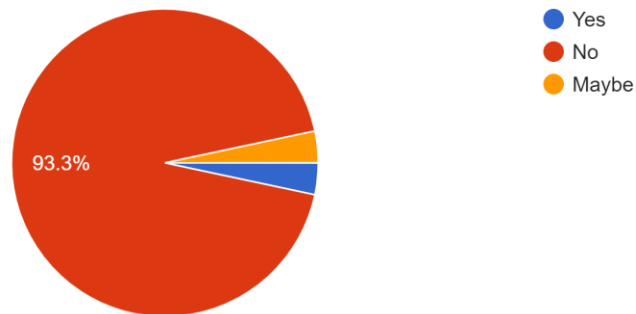
13 responses



Analysis: The respondants were asked about the promotional activities of NCCBL and what type was it so the response was, 46.2% says they saw advertisement, 23.1% says they noticed personal selling, 15.4% says they noticed Sales promotion and public relation.

6. Are you aware of the products that National Credit and Commerce Bank Limited is offering?

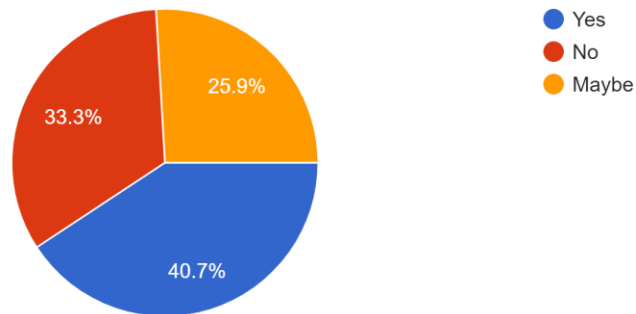
30 responses



Analysis: In the survey, 93.3 % respondents says that they are not aware of the products which NCCBL offers however, 3.3% says no and maybe. This response can be related to the previous response of the respondents where majority people say that they have never seen any promotional activities of NCCBL and 6.7% are not sure if they have ever seen any promotional activity of NCCBL. We can see that these responses are related because NCCBL did not conduct any promotional activity to let people know about their products.

7. If no, would you like to know about their verities of customer friendly product ?

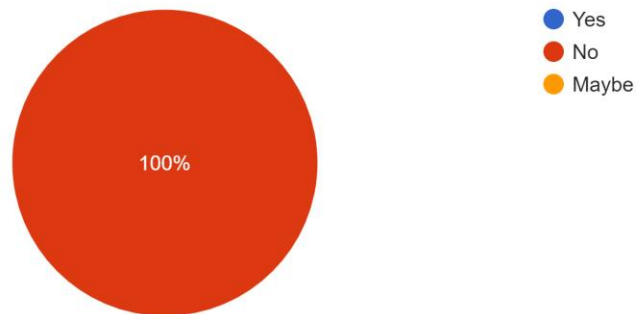
27 responses



Analysis: Among the surveyors, 40.7% says that they would like to know about the varieties of customer friendly products which NCCBL offers to their customers and 25.9% says maybe they would like to know about the products which NCCBL is offering but 33.3% are not interested in knowing about the products of NCCBL. This question is also related to the previous question where the respondents were asked about whether they are aware of the products which this bank is offering. As NCCBL does not conduct promotional activities very much, people are not unaware about their products but they would like to know about the bank's varieties of products.

8. Do you have any account in NCCBL?

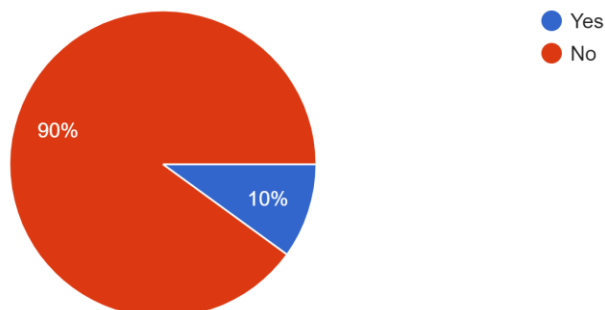
30 responses



Analysis: In this survey 100% of the respondents said that they do not have any account in National Credit and Commerce Bank Limited. This is a very negative revelation for NCCBL. This shows that they are not able to attract new customers which is also because of not conducting promotional activities and the people of Bangladesh not being aware of the products and services this bank is offering. As we have seen above that people are interested in knowing about the verities of products which the bank is offering, through promotional activities they can let people know and attract more customers.

9. If you do have any account in NCCBL, are you aware of all of their products with the interest rate and charges that are related to those products?

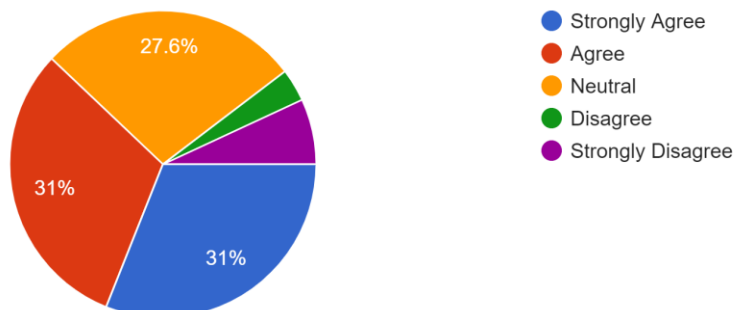
20 responses



Analysis: This question is related to the previous question in which I asked to the respondents if they have any account in NCCBL and this question asked if they have any account are they aware of all of their products interest rate and charges related to those products. As in the previous response 100% respondents gave a negative answer, it definitely led to this response of 90% people giving negative answer about being aware of all the products that NCCBL offers and the related charges or interest of those products however, 10% said they are aware of this information. As majority people said that they have never seen any promotional activity of NCCBL which indicates that they are also unaware of the related charges and interest of the products this bank is offering.

10. Do you think they should share all their detailed information of products and related charges through marketing activities?

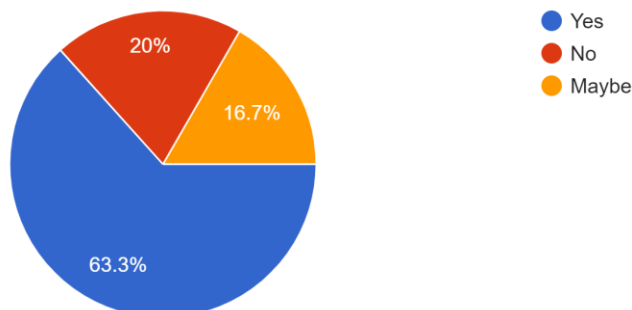
29 responses



Analysis: in this survey previously we noticed that many people said that they are unaware about the products and the related charges or interest rate of those products but those respondents would like to know about those products and 31% respondents said they strongly agree that National Credit and Commerce Bank Limited should share the detailed information about the products and related charges through their marketing activities which 31% people also agree but 27.6% people responded neutral in this matter and 6.9% says they strongly disagree also 3.4% says they disagree.

11. Do you think the promotional activities with detailed information will help you to select the most suitable bank product for you?

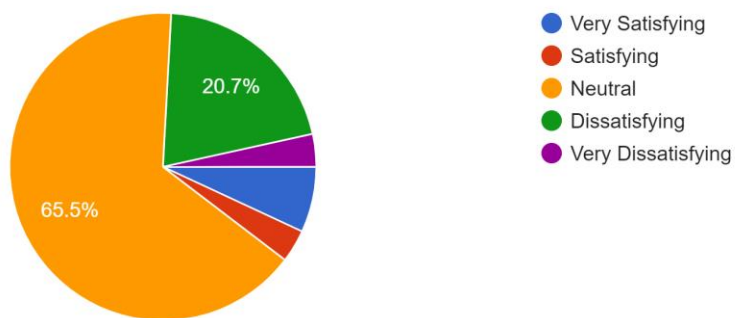
30 responses



Analysis: Almost 63.3% says that the promotional activities with detailed information will help the people to select the most suitable bank product for them and 16.7% says they are not sure about this but 20% says that it won't help them select the most suitable product of this bank. In the previous question's response we noticed that many people strongly agreed and many people agreed that National Credit and Commerce Bank Limited should share the detailed information about the products and related charges through their marketing activities and the respondents also said they are unaware of the products which led to this result that majority people wants the bank to use promotional activity to inform their customers about the details of the products and related charges or interest rates.

12. what is your opinion regarding the marketing of NCCBL?

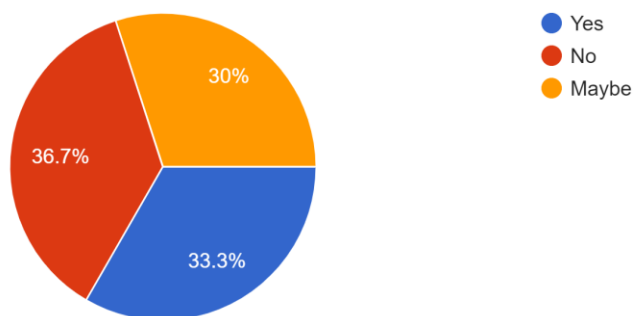
29 responses



Analysis: The 65.5% respondents say that they have a neutral feeling regarding the marketing of NCCBL. On the other hand, 20.7% says that it is dissatisfying for them, 3.4% says that it is very dissatisfying and 6.9% says it is very satisfying. As the respondents have very little idea about the bank and its products they feel that the marketing of NCCBL bank is not very satisfying which led to this response of this survey question.

13. Do you think word of mouth and campaign will help NCCBL to attract more customers?

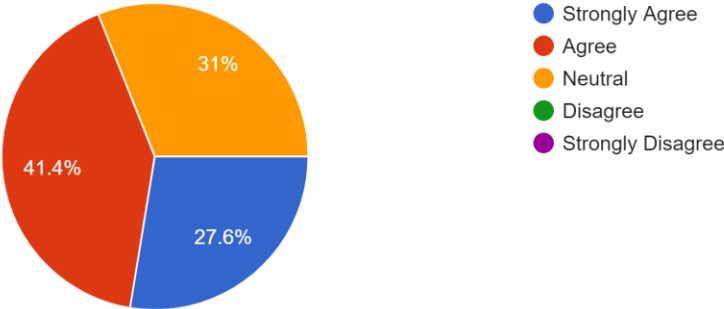
30 responses



Analysis: The repondants were also asked about their opinion regarding if they think that word of mouth and campaign will help NCCBL to attarct more customers which 36.7% says no but 33.3% says yes and 30% is not sure if it will be helpful or not for NCCBL. The word of mouth and campaign are some effective marketing methods which many organizations use to attract customers. We noticed from the resposense of the above question, that respondents think NCCBL’s marketing is not very satissfying which led to the response of this survey question.

14. Do you think that NCCBL should use modern advertising method to attract or retain more customers?

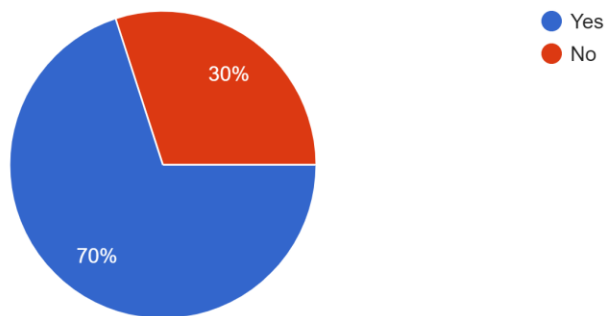
29 responses



Analysis: In this survey, 41.4% respondants says that they agree about NCCBL should use modern advertising method to attract or retain more customers, 27.6% says they strongly agree with this and 31% says they have nuetral feeling about this but no one disagreed with this. This response is also related to the response in which the respondents says that they are not satisfy with the marketing of NCCBL.

15. Would you recommend NCCBL to change their marketing strategy ?

30 responses



Analysis: Lastly, when respondents were asked if they recommend that NCCBL should change their marketing strategy, 70% which means majority said yes and 30% respondent gave a negative response. This response is directly related to the question above related to the marketing of NCCBL as well as in the question where the respondents were asked if they have seen any promotional activities of NCCBL where their response was negative. The respondents would like to know about the products and other informations related to those products through the marketing activity of NCCBL. All these responses indicate that the respondents want NCCBL to change their marketing strategy and apply better as well as modern marketing strategy to attract and retain their customers.

3.4 Summary and Conclusion: The survey clearly demonstrates that National Credit and Commerce Bank Limited's marketing is unsatisfactory. Many people are not even familiar with this bank which has been operating in Bangladesh since 1985. Compared to other banks in Bangladesh this bank is not very much popular among the people of this country. Most of the people do not have any account in this bank and because of the weak marketing of NCCBL, many people are not aware of the different products such as verities of customer friendly accounts, verities of loans which are designed to fulfill the needs of the customers and so on. The customers are not even aware of the charges and interest rates of the products which this bank offers. In this situation NCCBL will not be able to attract new customers with their current marketing method and they might even lose their present customers as well because other competitors like BRAC Bank, Standard Chartered Bank are using intense marketing to attract and retain more customers. From the survey we got to know that many people are interested in knowing about the products and the detailed information of the charges or interest related those products. The customers think that NCCBL needs to change their marketing strategy and start using modern marketing methods to attract more customers. Furthermore, the customers think that the marketing methods such as, word of mouth and different type of campaign can also help NCCBL to increase their customer retention as well as attract more customers. Therefore, if the National Credit and Commerce Bank Limited wants their customers to know more about their products and the bank itself, then they need to come up with better marketing strategies and implement them.

Advertisement and marketing have a huge impact on the people of Bangladesh. We are influenced by what we see and read. Promotional activities can assist NCCBL in gaining client confidence, which is essential when dealing with financial transactions. The marketing strategy for any organization plays an important role in communicating with the target customers. The survey shows that customers are eager to learn about special offers and services through advertisement, campaign, sponsorship and other marketing methods. Customers also want NCCBL to use modern marketing methods such as using social media or other online platforms. Therefore, National Credit and Commerce Bank Limited should improve their marketing strategy and use new marketing methods to attract and retain their customers.

3.5 Recommendation: There are some recommendation which I would like to mention in this report which can be helpful for NCCBL.

- NCCBL should use social media for advertising their products and services because in this pandemic most of the people became more active on social media then before. They can make YouTube channel and upload videos regarding how to open and account or how to use digital media for banking purpose. They can also give advertisements on Facebook, Instagram twitter and so on.
- NCCBL should also use TV advertisement as well as magazine or newspaper advertisement to attract more customers as people use their free time to watch TV or read magazine, newspapers to pass their time.
- The bank can also do promotional activities through mobile SMS to let people know their special offers or services time to time. They can send SMS to their regular customers as well to let them know what are the new services or products they are offering to their customers. They can also conduct a survey or use other methods to collect the numbers of other people and send those people SMS.
- They can organize special events to attract public attention and do some social service to create good impression in the eyes of their target customers.
- They can also use email marketing and let the customers know about their products and services through emails. They can collect the email address of other people through a survey or use other methods. They can ask their present customers to give their email address as well so that, the bank can send emails to its present customer for letting them know about the new fees or interest rates of their products as well as if they offer any new product or services and so on. This was they can attract and retain customers.
- They can also create an App and inspire people to use it for digital banking by promoting the App through campaign and other methods. They can also teach people though the campaign, how to use the App and make them believe that the App is easy and safe to use for money transaction.
- SEM, or search engine marketing, is a paid internet advertising tactic that businesses employ to increase website traffic. Pay-per-click (PPC) links are one of the most common SEM tactics. When keywords linked to a company's product or service are searched, the

firm buys or "sponsors" a link that displays as an ad in search engine results. NCCBL can also use SEM marketing for their website.

- Earned media (sometimes known as "free media") refers to publicity that is earned without the use of paid advertising. A social media testimonial, word of mouth, a television or radio mention, a newspaper story or editorial – earned media can take many different forms, however, one constant remains: it is unwelcome and can only be acquired organically. Traditional advertising cannot be purchased or possessed in the very same manner. NCCBL can also use this method for marketing their products and services.
- Conversational marketing is exactly that: a discussion. Real-time Using a chatbot or live chat to communicate with prospects and customers delivers the proper information in front of them at the right time, and follow-up questions are promptly handled. The user experience is substantially improved by personalized, relevant involvement, which increases the possibility of receiving referrals from satisfied consumers. NCCBL can also give such option in their website or App and other social media accounts to communicate with their customers. They can hire someone who will handle the website, app and social media account to answer the query of the customers.
- They can also select a famous person as their brand ambassador to promote NCC Bank Limited in every possible way. This can attract attention of the customers more because when a customer will see the picture of the famous person in a billboard, posters, magazines, newspapers and so on, they will get interest to read further about the advertisement.
- Guerrilla marketing is a marketing method used in the financial sector to generate buzz and interaction with specific consumers. Influencers such as financial bloggers or local influencers will be used as a catalyst for word-of-mouth buzz about a particular product or service in effective financial industry guerilla marketing methods. The material developed in collaboration with or by the influencer has a longer shelf life than typical advertising campaigns, and it provides financial brands with direct access to pre-defined audiences. Traditional marketing strategies are more expensive to implement than guerrilla marketing, so NCCBL can use guerrilla marketing to attract new customers.

Reference:

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Appendix:

1. What is your Gender?

- Female
- Male

2. What is your age?

- 12-17 years
- 18- 24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55 years or Above

3. Are you familiar with National Credit and Commerce Bank Limited of Bangladesh?

- Yes
- No

4. Have you ever seen any Promotional activities of National Credit and Commerce Bank Limited?

- Yes
- No
- Maybe

5. If you have seen any promotional activities, what kind of promotional activity was it?

- Advertising
- Sales Promotions
- Personal Selling
- Publicity
- Public Relation

6. Are you aware of the products that National Credit and Commerce Bank Limited is offering?

- Yes
- No

- Maybe
7. If no, would you like to know about their verities of customer friendly product?
- Yes
 - No
 - Maybe
8. Do you have any account in NCCBL?
- Yes
 - No
 - Maybe
9. If you do have any account in NCCBL, are you aware of all of their products with the interest rate and charges that are related to those products?
- Yes
 - No
10. Do you think they should share all their detailed information of products and related charges through marketing activities?
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
11. Do you think the promotional activities with detailed information will help you to select the most suitable bank product for you?
- Yes
 - No
 - Maybe
12. what is your opinion regarding the marketing of NCCBL?
- Very Satisfying
 - Satisfying
 - Neutral
 - Dissatisfying
 - Very Dissatisfying

13. Do you think word of mouth and campaign will help NCCBL to attract more customers?

- Yes
- No
- Maybe

14. Do you think that NCCBL should use modern advertising method to attract or retain more customers?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. Would you recommend NCCBL to change their marketing strategy?

- Yes
- No