

Internship Report

On

Survey on customer satisfaction regarding the quality of service provided by foreign trade department of Dutch-Bangla Bank Limited

**Survey on customer satisfaction regarding the quality of service
provided by foreign trade department of Dutch-Bangla Bank Limited**

SUBMITTED TO

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Date of submission: May 30, 2013

Letter of transmittal

May 30, 2013

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Subject: Submission of the internship report

Dear Sir,

This is to inform you that I have completed the internship report on “Importance of Import & Export monitoring system of Bangladesh Bank and method for reducing time of reporting to Bangladesh Bank”. The internship report focuses on significance of monitoring and reporting procedure of import and export to Bangladesh Bank as well as analyzing the process to reduce the time used in reporting by Dutch-Bangla Bank Limited. The internship report has been prepared for the completion of my internship in Dutch-Bangla Bank Limited.

With this I hereby submit it for you to read.

Sincerely yours,

Rezwanur Rahim

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BRAC Business School

ACKNOWLEDGEMENT

I would like to express my gratitude to the people who helped me all the way through to complete my internship report.

At first, I would like to thank to my internship supervisor Showvonick Datta, Lecturer III, BRAC Business School to guide me the way to complete the internship report.

In addition, I would like to thanks to external supervisor Md. Tanvirul Khorshed, First Assistant Vice President, Dutch-Bangla Bank Limited, helped me to complete this piece of work.

It would have been almost impossible to come up with this report without the help of the members and officers of the branch who always showed a positive attitude and enthusiasm to teach and cooperate.

I heartily apologizing of any omitted name whose contribution was also complementary for any possible aspect.

EXECUTIVE SUMMARY

This report provides an analysis and evaluation of a survey conducted on customer satisfaction regarding quality of service of foreign trade department of Dutch-Bangla Bank Limited (DBBL).

Method of findings and analysis include both primary and secondary data. Primary data was collected by conducting a survey. For this reason, a sample of 15 customers was randomly chosen for the survey and they were given a questionnaire to fill up. The method of analysis includes frequency distribution of the data collected. The secondary data was collected from company's website, annual report and foreign exchange manual.

This report also includes overview of Dutch-Bangla Bank, services and products, working experience during internship and operation of foreign trade department of DBBL.

The survey draws attention to office environment, time taken by employee to process, availability of online resources, solution provided by DBBL, service fees, and more. Based on the data this report finds that customers are satisfied with quality of service provided by the foreign trade department of DBBL. However, in case of availability of online resources more 65% of the respondents were dissatisfied and again, 53% of respondents were dissatisfied with DBBL incapability of interacting with foreign bank during issues. Around 54% of the respondents feel that procedure of obtaining credit/loan against a L/C is difficult

Some of the recommendation discuss includes

- DBBL should focus on to create skilled human resource to improve their interaction with their customers.
- Availability of online resources regarding foreign trade like guidelines, fees, procedure etc. should be made available in order to improve customer service.

The report also includes the fact that the analysis conducted has limitations. Some of the limitations are only 15 respondents were chosen among large group and analysis only includes frequency distribution.

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List of Abbreviation

1. **DBBL:** Dutch-Bangla Bank Limited
2. **A.D. Bank:** Authorize Dealer Bank
3. **IRC:** Import Registration Certificate
4. **ERC:** Export Registration Certificate
5. **H.S. Code:** Harmonize System Code
6. **SWIFT:**Society for Worldwide Interbank Financial Telecommunication
7. **FDBC:** Foreign Document Bill Collection
8. **FDBP:** Foreign Document Bill Purchased
9. **LDBC:** Local Document Bill Collection
10. **CCI & E:** Chief Controller of Imports & Export

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CHAPTER 1

INTRODUCTION

This report has been made as part of my internship at Dutch-Bangla Bank Limited (DBBL). The report includes my work activities at foreign trade and general banking of Gulshan Branch of DBBL and analysis of import/export monitoring system and method of reducing time of reporting which is crucial part of monitoring system.

1.1 Origin of the report

Internship (BUS 400) is a compulsory course that needs to be undertaken to achieve the graduate degree Bachelor of Business Administration. The purpose of this course is to experience the reality of the corporate life and relate it with the knowledge acquired from academic curriculum.

This report is part of the internship course that is needed to submit for final grade. The report highlights the line of work done in foreign trade and general banking and my work activities as an intern in those departments. Main part of the report focuses on the survey of customer satisfaction regarding quality of service of foreign trade department of Dutch-Bangla Bank Limited.

1.2 Objectives

The objective of this report can be classified into general and specific objectives.

1.2.1 General objectives

- To find out the customer satisfaction regarding quality of service of foreign trade department of Dutch-Bangla Bank Limited
- To understand the culture of the corporate world
- Relate the academic knowledge with corporate culture

1.2.2 Specific objectives

- To understand the banking system and its operation
- To get an idea about the mechanism of Foreign Trade of DBBL

1.3 Scope of the report

From this report, it has been tried to find out if the level of satisfaction of customers is affected by quality of services provided by foreign trade department of DBBL such as office environment, time taken to execute a task, service fees, and availability of online resources etc.

1.4 Methodology of the report

The report is made based the information collected from primary and secondary sources. The details of sources are given below.

1.4.1 Primary sources

- Data collected by conducting a survey
- First-hand working experience with the officers of the foreign trade department
- Practical work in front desk
- By conversing with the clients

1.4.2 Secondary sources

- Annual Report of DBBL
- Various circular by Bangladesh Bank and local office of DBBL
- Various publication and manual related to import, export and L/C

1.5 Limitation of the report

The report is made based on past records, personal observation, documents and manuals. During preparing the report, a number of limitations were encountered. They are as follows.

- Survey of only 15 respondents which were randomly selected.
- No previous experience on the subject matter
- Banking operation is vast and complicated. All kind of data related to the topic could not be collected.
- Due to lack of knowledge, some of the information could not be understood.

CHAPTER 2

COMPANY OVERVIEW

2.1 Company Profile

Name: Dutch-Bangla Bank Limited

Nature of Business: Banking service

Headquarter: Senakallayan Bhaban (4th floor), 195, Motijheel C/A, Dhaka

Incorporated in public limited company: 2001

Number of Employee: 5268

Number of Branches: 126

SME Location: 3

Number of ATM booth: 2328

Website: www.dutchbanglabank.com

2.2 History of Dutch-Bangla Bank Limited

Dutch Bangla Bank Limited (DBBL) a public company limited by shares, incorporated in Bangladesh in the year 2001 under companies Act 1994. DBBL- a Bangladesh European private joint venture scheduled commercial bank commenced formal operation from June 3, 2001.

Dutch-Bangla Bank started operation is Bangladesh's first joint venture bank. The bank was an effort by local shareholders spearheaded by M Sahabuddin Ahmed (founder chairman) and the Dutch company FMO.

With 30% equity holding, the Netherlands Development Finance company (FMO) of the Netherlands is the international co-sponsor of the Bank. Out of the rest 70%, 60% equity has been provided by prominent local entrepreneurs and industrialists & the rest 10% shares is the public issue. During the initial operating year (1996-1997) the bank received skill augmentation technical assistance from ABN Amro Bank of the Netherlands.

DBBL was the first bank in Bangladesh to be fully automated. The Electronic-Banking Division was established in 2002 to undertake rapid automation and bring modern banking services into this field. Full automation was completed in 2003 and hereby introduced plastic money to the Bangladeshi masses. DBBL also operates the nation's largest ATM fleet and in the process drastically cut consumer costs and fees by 80%. Moreover, DBBL choosing the low profitability route for this sector has surprised many critics. DBBL had pursued the mass automation in Banking as a CSR activity and never intended profitability from this sector. As a result it now provides unrivaled banking technology offerings to all its customers. Because of this mindset, most local banks have joined DBBL's banking infrastructure instead of pursuing their own.

Even with a history of hefty technological investments and an even larger donation, consumer and investor confidence has never waned. Dutch-Bangla Bank stock set the record for the highest share price in the Dhaka Stock Exchange in 2008.

2.3 Vision, Mission, and Core objective

2.3.1 Vision

Dutch-Bangla Bank dreams of better Bangladesh, where arts and letters, sports and athletics, music and entertainment, science and education, health and hygiene, clean and pollution free environment and above all a society based on morality and ethics make all our lives worth living. DBBL's essence and ethos rest on a cosmos of creativity and the marvel-magic of a charmed life that abounds with spirit of life and adventures that contributes towards human development.

2.3.2 Mission

Dutch-Bangla Bank engineers enterprise and creativity in business and industry with a commitment to social responsibility. "Profits alone" do not hold a central focus in the Bank's operation; because "man does not live by bread and butter alone".

2.3.3 Core objective

Dutch-Bangla Bank believes in its uncompromising commitment to fulfill its customer needs and satisfaction and to become their first choice in banking. Taking cue from its pool esteemed clientele, Dutch-Bangla Bank intends to pave the way for a new era in banking that upholds and epitomizes its vaunted marquee "Your Trusted Partner".

2.4 Corporate Strategy

The corporate strategies of DBBL are as follows:

- Implementation of Core Risk Management guidelines

- Invest heavily to improve and expand IT network, ATM services, and Fast Track and card services, mobile banking services.
- Corporate governance ensuring best practices
- Retaining profit
- Improve credit rating

2.5 Products and Services of DBBL

Deposits	Loan & Advances	Foreign Trade	Miscellaneous Service
Saving Account	General Loan	Import L/C	Internet Banking
Current Account	Overdraft (OD)	Export L/C	Mobile Banking
Deposit Plus Scheme (DPS)	Cash Credit (CC)	Credit facility against import	SMS Banking & Alert
Fixed Deposit Receipt (FDR)	Load against FDR	Credit facility against export	Credit/Debit Card
Child Health & Education Saving Scheme (CHESS)	Term Loan	Foreign Currency Account (FC)	Pay order (PO)
Millionaire Deposit Scheme (MDS)	Foreign currency Loan	Remittance service	Locker service
			Sanchaya Patra

2.6 Major departments of DBBL

The DBBL can be broadly divided into three departments: General Banking, Credit and Foreign trade department.

2.6.1 General Banking (GB)

1. **Front Desk:** Front desk of DBBL provide services like account opening, balance checking, pay order, opening deposit scheme account and modifying account information according to client needs.
2. **Internet & SMS Banking:** Applying for internet or SMS banking and alert. Providing service like PIN number and password.
3. **Debit Card Department:** Provide debit card like Nexus Instant Card, Mastercard and Visa. Helping customers with lost or damage card, captured money in ATM booth.
4. **Miscellaneous Department:** Printing account statement, checking balance, verifying account statement, processing DBBL check.
5. **Clearing:** Processing check of other bank.

6. **Credit Card Department:** Provide credit card, help customers with lost or damage card.
7. **Accounts Department:** Keep record of all expense taking place within the branch. Provide solvency statement and opening of Fixed Deposit Receipt (FDR) account.

2.6.2 Credit Department

1. **Loan against FDR/DPS:** Customer can get up to 90% loan of the total FDR/DPS amount at a certain rate.
2. **General Loan:** Vacation loan, auto loan, health line, education line, marriage line and many more.
3. **Credit facility against Import/Export:** Loan is given at a margin against the import/export amount.
4. **Overdraft:** Credit given to customer if account balance reaches to zero.
5. **Foreign currency loan:** Given loan only Foreign Currency Account holder.

2.6.3 Foreign Trade Department

1. **Endorsing foreign currency:** Endorsing foreign currency for travel, medical or business purpose
2. **Letter of credit (L/C):** Opening and processing various kind of LC for import and export.

2.7 Financial Performance & Ratios

Income Statement

For the year 2008-2012

(In million Taka)

Particulars	2012	2011	2010	2009	2008
Total revenue	18,213.10	14,114.60	10,610.00	8,914.30	7,275.80
Total expense	13,007.50	9,334.80	6,409.00	6,218.60	5,339.90
Profit before provisions	5,205.60	4,779.90	4,198.50	2,695.70	1,935.90
Total provision	388.50	232.20	462.30	428.00	66.30
Profit before taxes	4,817.10	4,547.70	3,739.10	2,154.40	1,776.10
Provision for taxation	2,503.00	2,392.80	1,736.80	1,016.70	954.40
Net profit after taxation	2,314.10	2,154.90	2,002.30	1,137.70	821.70

Source: (Annual Report 2012, Dutch-Bangla Bank Limited, p. 26)

(In million Taka)

Trade Finance					
Import	104,306.10	83,434.40	87,662.60	53,088.70	43,999.40
Export	108,878.60	92,412.40	73,499.50	41,162.50	40,083.10

Source: (Annual Report 2012, Dutch-Bangla Bank Limited, p. 26)

Share Information					
Number of share outstanding	200,000,000	200,000,000	200,000,000	150,000,000	100,000,000
Earning Per Share (EPS)	11.6	10.8	10	5.7	5.5
Price Earnings Ratio (P/E)	9.9	15	22.9	34.4	78.7

Source: (Annual Report 2012, Dutch-Bangla Bank Limited, p. 26)

Figure 1: Trade Finance (2008-2012)



Figure 2: Net profit after tax (2008-2012)

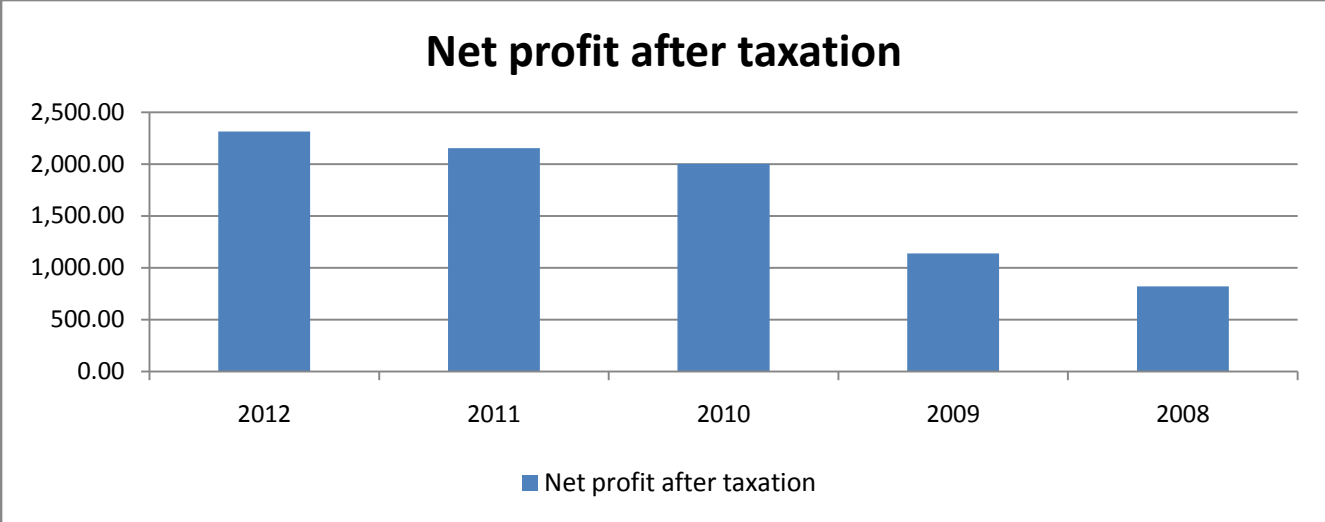


Figure 3: Earing Per Share (EPS)

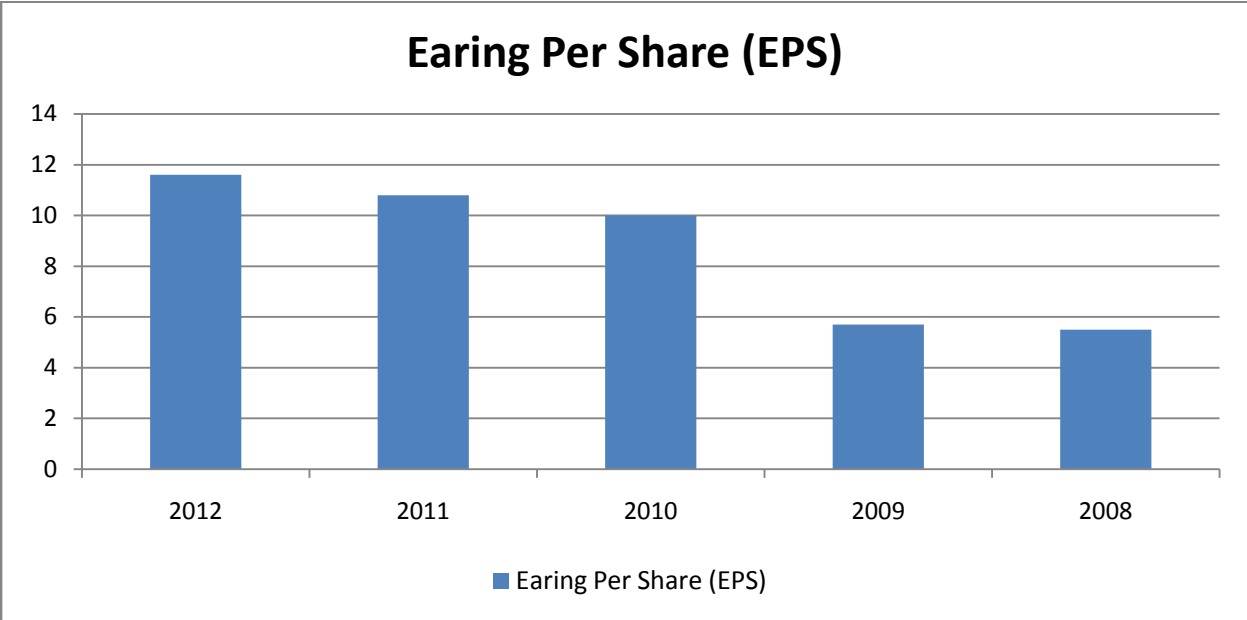
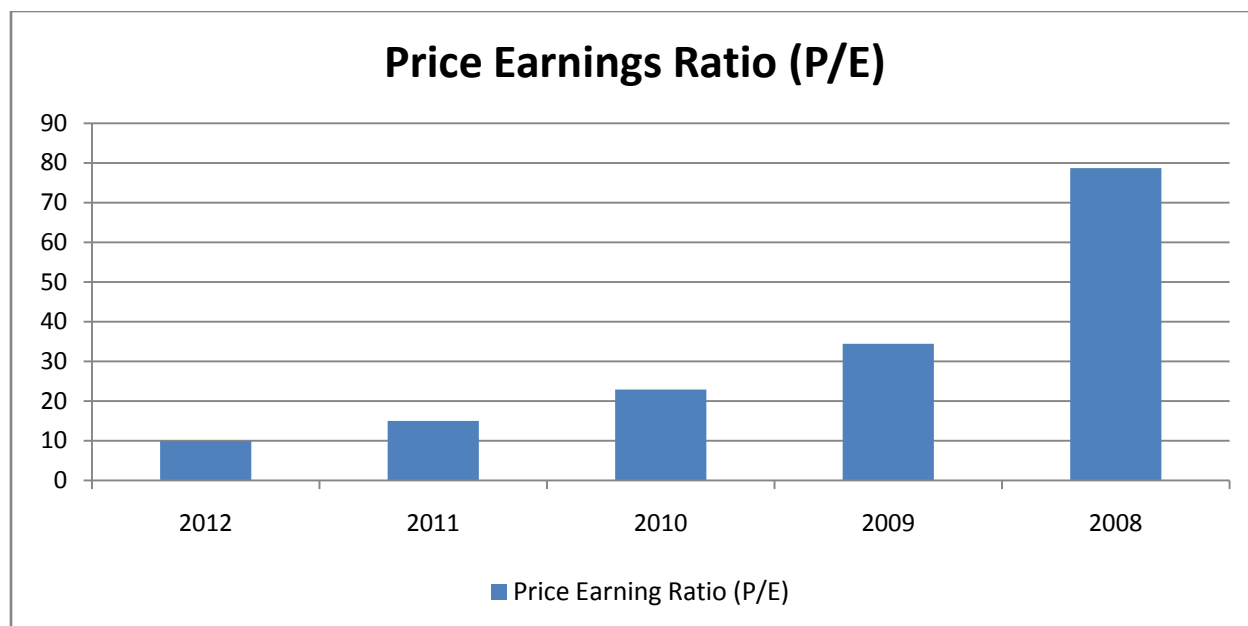


Figure 4: Price Earnings Ratio (P/E)



CHAPTER 3

WORKING EXPERIENCE AT DBBL

Experience acquired at DBBL was outstanding, I mostly worked at Foreign Trade department and at the end of few weeks I was moved to General Banking department. Within the general banking, I worked in front desk, debit card department, miscellaneous department and accounts.

3.1 Foreign Trade

- Recording of newly opened L/C in the register as well as in spreadsheet.
- Organizing of L/C document such as SWIFT document, pro forma, L/C opening letter and IMP/EXP form.
- Putting stamp, cancelling and verifying the opener's signature.
- Occasionally, calculating the overall export and import of the month by company wise. Sometimes calculating the company's overall import and export in the year or month.
- Calculating the total amount of LDBC, FDBC and FDBP in export.
- Reporting of both import and export L/C information in Online Monitoring System of Bangladesh Bank.

- Filling up the EXP/IMP form provided by the Bangladesh Bank
- Filling up other document such as L/C authorization form.

3.2 General Banking

3.2.1 Front Desk

- Issuing account opening, DPS, CHESS form and helping the customer to fill up the form. Also explaining the requirement needed to open an account.
- Receiving phone call and assisting the customer with information.
- Checking account balance for the customer.
- Posting data for opening the account of the new customers in the software.
- Scanning photo and signature of the customers and uploading to the software.
- Helping with issuing check book, changing customer's information according to their choice.

3.2.2 Debit Card Department

- Recording request for Mastercard and Visa debit card.
- Issuing Instant Nexus Card
- Recording customer information of lost & damage card, captured card and money from ATM.
- Providing information about ATM and Debit card to customer.

3.2.3 Miscellaneous Department

- Printing out account statement according to customer's need.
- Verification of account statement.

3.2.4 Accounts Department

- Issuing FDR form and helping customers to fill up the form.

CHAPTER 4

FOREIGN TRADE DEPARTMENT OF DBBL

This chapter will focus on Letter of Credit (L/C) of the foreign trade department of DBBL. The department includes operation of both export and import L/C. Only Authorize Dealer (A.D) branches have the authority to do foreign trade.

4.1 Letter of Credit

Letter of Credit (L/C) is document from a bank guaranteeing that a buyer's payment to a seller will be received on time and for the correct amount. In the event that the buyer is unable to make payment on the purchase, the bank will be required to cover the full or remaining amount of the purchase. There are various types L/C available depending on the type of trade. In a nutshell, a letter of credit gives the seller guarantee that s/he will receive the payment for the goods from the buyer and buyer also gets the guarantee that s/he will receive the product.

Letter of credit is a document that is issued by a bank known as the opening or the issuing bank, in favor of its customer known as the opener or applicant, addressed to a person (beneficiary) undertaking that the bills drawn by the beneficiary will be duly honored by it (opening bank) provided certain conditions mentioned in the letter. As a result, we can say that Letter of Credit

(L/C) is a document issued by your bank that essentially acts as an irrevocable guarantee of payment to a beneficiary.

4.2 Some important terms

- **Applicant**

Applicant is the customer of the bank who requests to issue letter of credit. The importer or buyer is the applicant of a letter of credit.

- **Opening Bank / Issuing Bank**

This is the bank that opens/issues letter of credit on behalf of the applicant/importer.

- **Advising Bank**

Advising bank is the bank through which the L/C is advised to the beneficiary (exporter).

- **Exporter/ Seller/ Beneficiary**

Beneficiary of the L/C is the party in whose favor the letter of credit is issued. Usually they are the seller or exporter.

- **Confirming Bank**

The Bank which adds confirmation to an LC is termed as Confirming Bank. It does so at the request of the issuing bank and taking authorization from the issuing bank. The confirmation constitutes a definite undertaking on the part of confirming bank in addition to that of issuing bank.

- **Negotiating Bank**

The bank that negotiates document and pays the amount to the beneficiary when presented complying credit terms. If the negotiation of the documents is not restricted to a particular bank in the L/C, normally negotiating bank is the banker of the beneficiary.

- **Reimbursing / Paying Bank**

The bank nominated in the credit by the issuing bank to make payment against stipulated documents, complying with the credit terms. Normally issuing bank maintains account with the reimbursing bank.

4.3 Types of Letter of credit

There are broadly two types of L/C

1. **Revocable L/C:** A revocable credit is a credit that can be amended or cancelled by the issuing bank at any time without prior notice to the seller.
2. **Irrevocable L/C:** An irrevocable credit constitutes a definite undertaking of the issuing bank (since it cannot be amended or cancelled without the agreement of all parties), provided that the stipulated documents are presented and the terms and conditions are satisfied by the seller.

Under these broad categories, these are the following L/C are available.

3. **Sight L/C:** In case of sight L/C, payment must be made once it is presented along with the necessary documents.
4. **Deferred L/C:** Payment must be made on or after the due date i.e. shipment date. Deferred L/C is usually opened for 90 days or 120 days.
5. **Transferable L/C:** The L/C can be transferred from first beneficiary to another beneficiary before re-sell the goods to their final customer (applicant).
6. **Back-To-Back L/C:** This type of L/C is usually open by the exporter. Exporter opens number of L/C against the master L/C which is opened by the applicant. This done because exporter needs other material to manufacture the final product for the applicant. So, new L/C are opened against the original L/C, in new L/C the exporter become the applicant.

4.4 Import L/C

Most imports into Bangladesh are required to open irrevocable L/C. There are some goods that do not require opening a L/C such as books, journal, magazines and periodicals, easily perishable items valuing US\$10,000 to US\$15,000. Most imported product through DBBL are fabrics, garments accessories, electronic goods and hospital equipment.

4.4.1 Import L/C number sequence of DBBL

1681 13010010

1681 is the Authorize Dealer (A.D) code of DBBL, Gulshan branch

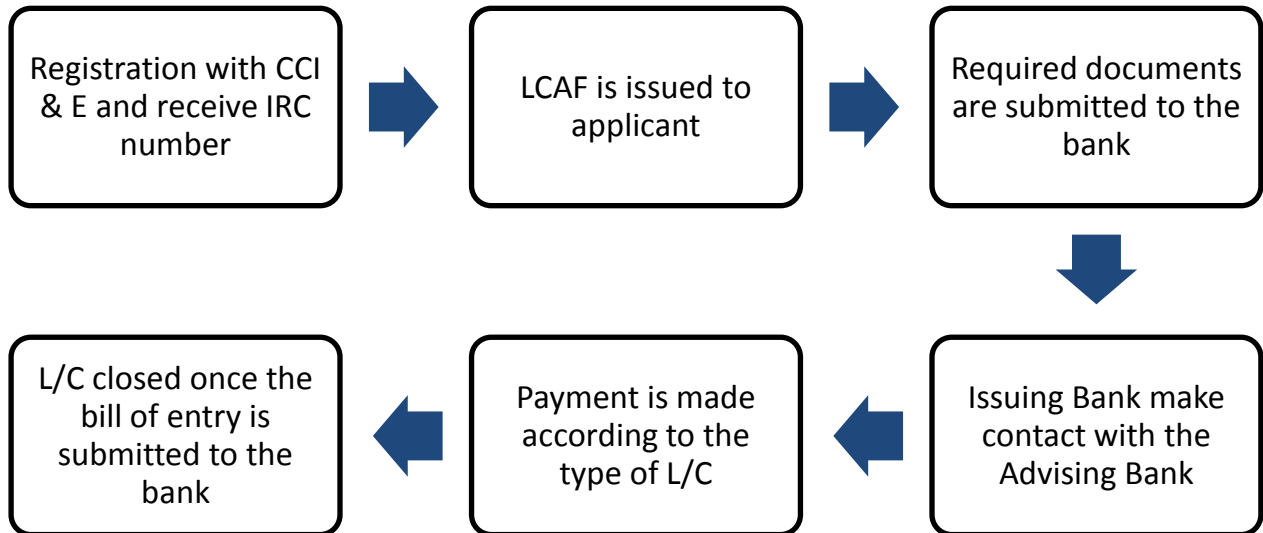
13 indicate the year i.e. year 2013 in this case

01 indicate the type of L/C i.e. sight L/C in this case, if 12 then L/C from EPZ and so on.

0010 indicate the serial number of L/C, in this case 10th sight L/C of 2013.

4.4.2 Procedure of import L/C

Figure 5: Procedure of import L/C



1. Importers have to register with CCI & E and IRC number is given to the importer.
Example of IRC number: BA-0184180, this IRC belongs to Needle Drop Ltd.
2. LCAF is issued by the importer's bank, LCAF act like an import license for the importer.
3. Along with LCAF, IMP Form is issued which is required for further processing.
4. Number of documentation are required in order to complete the L/C process like pro forma invoice, application for opening L/C, insurance cover note and so on.
5. Depending on the type of L/C, importer's bank makes payment to the beneficiary's bank.
Like in sight L/C, payment is made once the document of shipment is shown to the bank.

4.4.3 Documentation required to be submitted

The following are required to be submitted to the nominated bank along with the LCA form for opening LC:

Forwarding:

Forwarding is the letter given by the advising bank to the issuing bank. Several copies are sent to the issuing bank. All copies including original should be kept in the bank.

Bill of exchange:

According to the section 05, Negotiable Instruments (NI) Act-1881, A "bill of exchange" is an instrument in writing containing an unconditional order signed by the maker, directing a certain person to pay [on demand or at fixed or determinable future time] a certain sum of money only to

or to the order of a certain person or to the bearer of the instrument. It may be either at sight or certain day sight. At sight means making payment whenever documents will reach in the issuing bank.

Invoice:

Invoice is the price list along with quantities. Several copies of invoice are given. Two copies should be given to the client and the other copies should be kept in the bank. If there is only one copy, then its photocopy should be kept in the bank and the original copy should be given to the client. If any original invoice contains the custom's seal, then it cannot be given to the client.

Packing List:

Packing list is the letter describing the number of packets and their size. If there are several copies, then two copies should be given to the client and the remaining should be kept in the bank. But if there is only one copy, then the photocopy should be kept in the bank and the original copy should be given to the client.

Bill of Lading/Airway bill/Truck receipt:

Bill of Lading/Airway bill/Truck receipt is the bill given by the transport company to the client. Bill of lading is issued if the goods are conveyed by ship, airway bill is issued for goods conveyed by air and truck receipt is issued for goods conveyed by road.

Certificate of Origin:

Certificate of origin is a document describing the producing country of the goods. One copy of the certificate of origin should be given to the client and the remaining copy should be kept in the bank. But if there is only one copy, then the photocopy should be kept in the bank and the original should be given to the client.

Shipment Advice:

The copy mentioning the name of the insurance company should be given to the client and the remaining copies should be kept in the bank. But if only one copy is given, then the photocopy should be kept in the bank and the original copy should be given to the bank.

Incoterms:

Incoterms simply mean International Commercial Terms. These are also known as Contract Terms or Trade Terms or Delivery Terms or Sales Terms or Purchase Terms. These are used in the field of international trade or foreign trade. Some examples of incoterms are CFR, CIF, CPT and CIP.

4.4.4 Transmitting of L/C

SWIFT (Society for Worldwide Inter Telecommunication Network) is used for transmitting the L/C. SWIFT provides a network that enables financial institutions worldwide to send and receive information about financial transactions in a secure, standardized and reliable environment. Each and every bank has a SWIFT code, which is used to identify any bank in the world and banks communicate with other banks with help of SWIFTNet Network

SWIFT code of DBBL: DBBL BD DH

Two copies of transmitted L/C are sent to the advising bank one of which is original and for beneficiary and second copy for advising bank, one copy to Head office, one copy is sent to the importer, one copy is sent to the Bangladesh Bank, one copy is sent to the C.C.I. &E, and one is office copy. In case of any modification needed to L/C exporter contacts with the importer. If importer agreed the issuing bank go for amendment of L/C.

4.4.5 Payment of L/C

L/C issuing bank arrange the payment for import known as Lodgement. Lodgement means payment of import bills or transfer of funds for import bills. In lodgement L/C issuing bank will make payment against L/C.

At first import-negotiating documents are checked to search if there is any discrepancy. Without any discrepancy documents are accepted after the end of five banking days for the day of receipt of the document. But if any discrepancy is found then the bankers inform it to the importer that if it is to accept the bill with discrepancies or not. If the importer does not accept, the banker informs it to the negotiating bank within seven banking days from the date of receipt of the documents, otherwise it is treated to be accepted and the issuing bank have to pay the full payment.

4.4.6 Retirement

When the importer release the import documents from the bank by acceptance/cash payment or under post import bank finance, it is known as retirement of the import document.

4.5 Export L/C

Bangladesh exports a large quantity of goods and services to foreign households. Readymade textile garments (both knitted and woven), Jute, Jute-made products, frozen shrimps, tea are the main goods that Bangladeshi exporters exports to foreign countries. Garments sector is the largest sector that exports the lion share of the country's export. Bangladesh exports most of its readymade garments products to U.S.A and European Community (EC) countries.

4.5.1 Export L/C number sequence of DBBL

1681 0010 FDBP/FDBC/LDBC 13

1681 is the Authorize Dealer (A.D) code of DBBL, Gulshan branch

0010 indicate the serial number

FDBP/FDBC/LDBC indicates the type of export L/C.

13 indicate the year i.e. 2013

4.5.2 FDBP/FDBC/LDBC

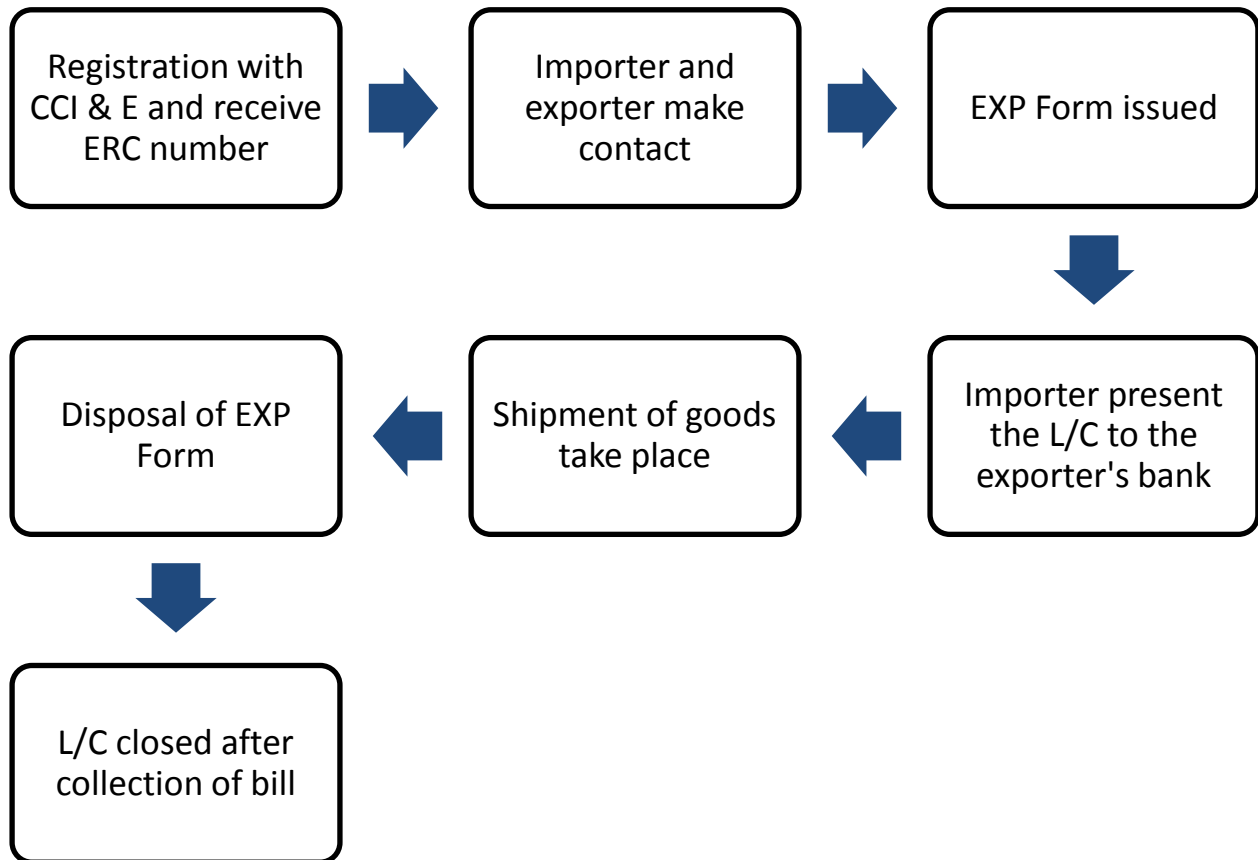
Foreign Document Bill Collection (FDBC) is a way to collect bill from the foreign bank. In this case, exporter's bank collects the amount from foreign bank and then they credited to exporter's accounts.

Foreign Document Bill Purchase (FDBP), in this case exporter's bank purchases the bill from the exporter in advance at a lower rate and then goes for collection from foreign bank.

Local Document Bill Collection is way to collect bill from the local importer. This happens in case of back-to-back L/C.

4.5.3 Procedure of Export L/C

Figure 6: Procedure of export L/C



1. Obtaining Export Registration Certificate ERC

No exporter is allowed to export any commodity permissible for export from Bangladesh unless he is registered with Chief Controller of Imports and Exports (CCI & E) and holds valid Export Registration Certificate (ERC). After applying to the CCI&E in the prescribed form along with the necessary papers, concerned offices of the Chief Controller of Imports and Exports issues ERC. Once registered, exporters are to make renewal of ERC every year.

2. Securing the order

After getting ERC, the exporter may proceed to secure the export order. He can do this by contracting the buyers directly through correspondence.

3. Obtaining EXP

After having the registration, the exporter applies to PBL with the trade license, ERC and the Certificate from the concerned Government Organization to get EXP. If the bank is satisfied, an EXP is issued to the exporter.

4. Signing of the contract

After communicating with buyer the exporter has to get contracted for exporting exportable items from Bangladesh detailing commodity, quantity, price, shipment, insurance and mark, inspection, arbitration etc.

5. Receiving the Letter of Credit

After getting contract for sale, exporter should ask the buyer for Letter of Credit clearly stating terms and conditions of export and payment.

6. Procuring the materials

After making the deal and on having the L/C opened in his favor, the next step for the exporter is to set about the task of procuring or manufacturing the contracted merchandise.

7. Endorsement on EXP

Before the export forms are lodged by the exporters with the customs/postal authorities, they should get all the copies endorsed by PBL. Before shipment, exporter submits exp. form with commercial invoice. Then PBL officer checks it properly, if satisfied, certifies the exp. Without it exporter he cannot make shipment. The customer must declare all exports goods on the EXP issued by the authorized dealers

8. Shipment of goods

Exporter makes shipment according to the terms and condition of L/C.

9. Presentation of export documents for negotiation

After shipment, exporter submits the following documents to PBL for negotiation.

- Bill of Exchange or Draft
- Bill of Lading
- Pro forma Invoice
- Insurance Policy/Certificate
- Certificate of origin
- Inspection Certificate
- Commercial Invoice
- Packing List
- Quality Control Certificate
- Short shipment certificate

CHAPTER 5

SURVEY ON CUSTOMER SATISFACTION REGARDING THE QUALITY OF SERVICE PROVIDED BY FOREIGN TRADE DEPARTMENT OF DBBL

5.1 Survey Design

The survey design used for this report is descriptive research because we are trying to determine the level of satisfaction of customers about the quality of services provided in foreign trade department of DBBL.

5.1.1 Scaling Technique

In this survey a 5 point scale has been used. A separate statement associated with each of the factors has been used. There is a box containing 5 options of agreement with each of the statements. The respondents could state their state of agreement with each of the statements by placing a tick mark in the respective box. The scale was unforced as it has a neutral point. Also it was a balanced scale because there is similar number of positive and negative argument against the statements. The format of the scale is given below

Extremely dissatisfied	Slightly dissatisfied	Neither satisfied nor dissatisfied	Slightly satisfied	Extremely satisfied
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5.1.2 Questionnaire Development

It was to determine, are the customers satisfied with the quality of services provided in the foreign trade department of DBBL? In order to measure, the dependent and independent variables were identified and based on those variables questionnaires was prepared.

5.1.3 Sampling Techniques

Sample size represents 15 respondents. In selecting the sample unit, random sampling was used for the survey.

5.1.4 Field work

For the survey and data analysis purposes, data was collected by the Personal Interviewing Technique.

5.2 Frequency Distribution

In this part, all the independent variables and the responses were analyzed. The independent variables considered are type of customer, environment of the office, capability to interact with foreign bank, solution provided by employee, service fee charged, time taken to process, ease of finding information, availability of online resources, availability of employee. Through the study, a conclusion can be drawn whether the customers are satisfied with the quality of services provided.

1. Satisfied with the office environment of DBBL

Satisfied with the office environment of DBBL			
	Frequency	Percent	Cumulative Percent
Extremely dissatisfied	2	13.33	13.33
Slightly dissatisfied	2	13.33	26.67
Neither satisfied nor dissatisfied	2	13.33	40.00
Slightly satisfied	6	40.00	80.00
Extremely satisfied	3	20.00	100.00
Total	15	100.00	

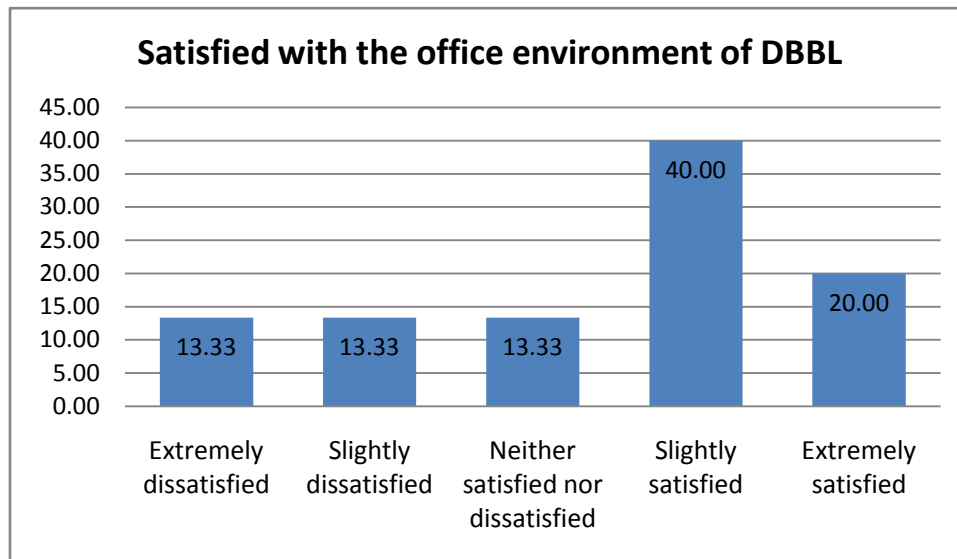


Figure 7: Office environment of DBBL

When asked about the office environment of foreign trade department of DBBL, 40% of the respondents were slightly satisfied with the environment and 20% were extremely satisfied. This

mean 60% of the respondent are satisfied with the office environment whereas only 26.67% were not satisfied with the environment of the office.

2. Satisfied with the solution provided by DBBL

Satisfied with the solution provided by DBBL			
	Frequency	Percent	Cumulative Percent
Extremely dissatisfied	1	6.67	6.67
Slightly dissatisfied	4	26.67	33.33
Neither satisfied nor dissatisfied	1	6.67	40.00
Slightly satisfied	6	40.00	80.00
Extremely satisfied	3	20.00	100.00
Total	15	100.00	

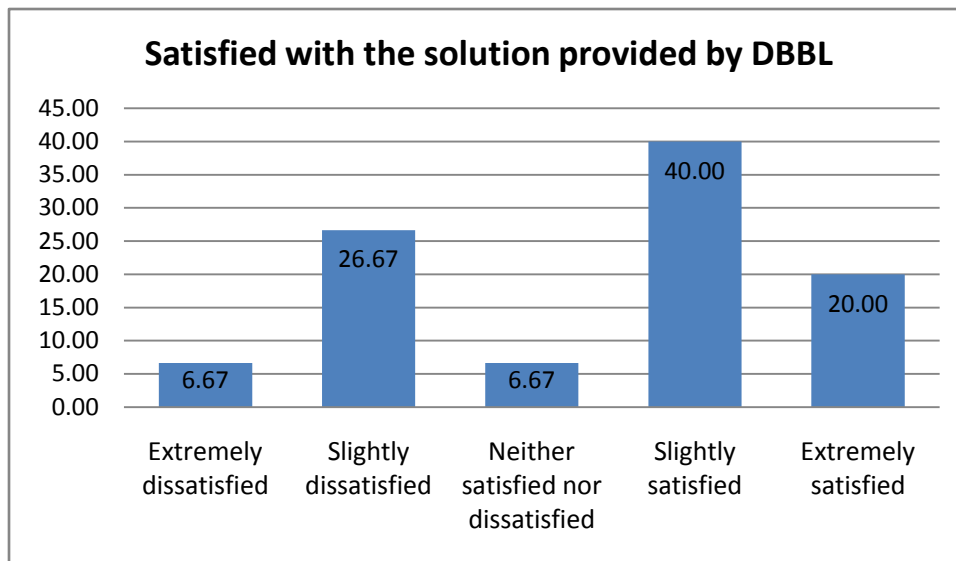


Figure 8: Solution provided by DBBL

When asked about the solution given by DBBL during an issue like discrepancy in L/C, documents missing or not authorized, 40% of the respondents were slightly satisfied with the solution given by DBBL and 20% were extremely satisfied. However, 33.33% were not satisfied with the solution provided by DBBL.

3. Satisfied with capability of DBBL to interact with foreign bank for resolving any issue?

Satisfied with capability of DBBL to interact with foreign bank			
	Frequency	Percent	Cumulative Percent
Extremely dissatisfied	2	13.33	13.33
Slightly dissatisfied	6	40.00	53.33
Neither satisfied nor dissatisfied	0	0.00	53.33
Slightly satisfied	6	40.00	93.33
Extremely satisfied	1	6.67	100.00
Total	15	100.00	

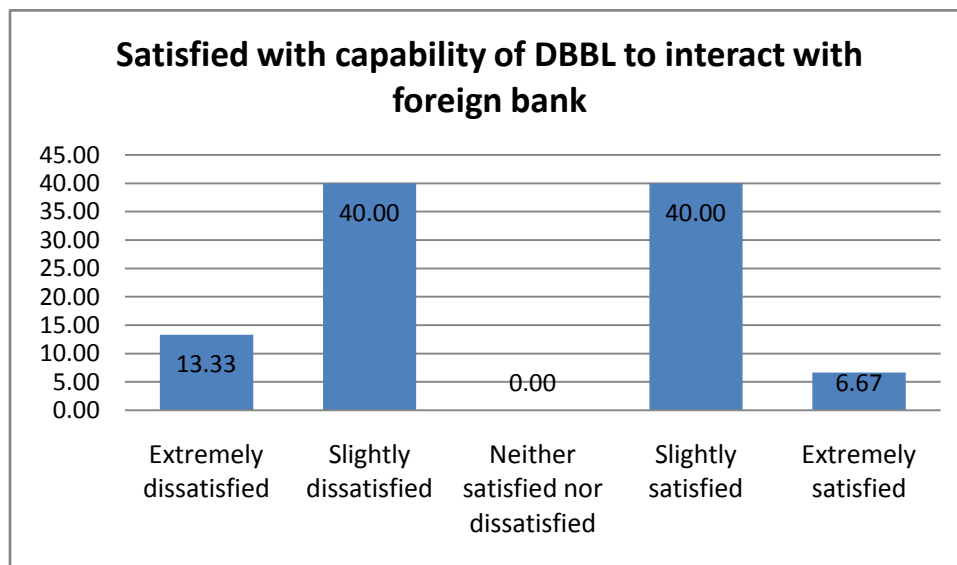


Figure 9: Capability of DBBL to interact

When asked about capability of DBBL to interact with foreign bank for resolving an issue, 40% were slightly satisfied and 6.67% were extremely satisfied but more than 53.33% were dissatisfied with DBBL in case of handling issues with foreign problem.

4. Satisfied with service fee charged by DBBL

Satisfied with service fee charged by DBBL			
	Frequency	Percent	Cumulative Percent
Extremely dissatisfied	7	46.67	46.67
Slightly dissatisfied	3	20.00	66.67
Neither satisfied nor dissatisfied	1	6.67	73.33
Slightly satisfied	3	20.00	93.33
Extremely satisfied	1	6.67	100.00
Total	15	100.00	

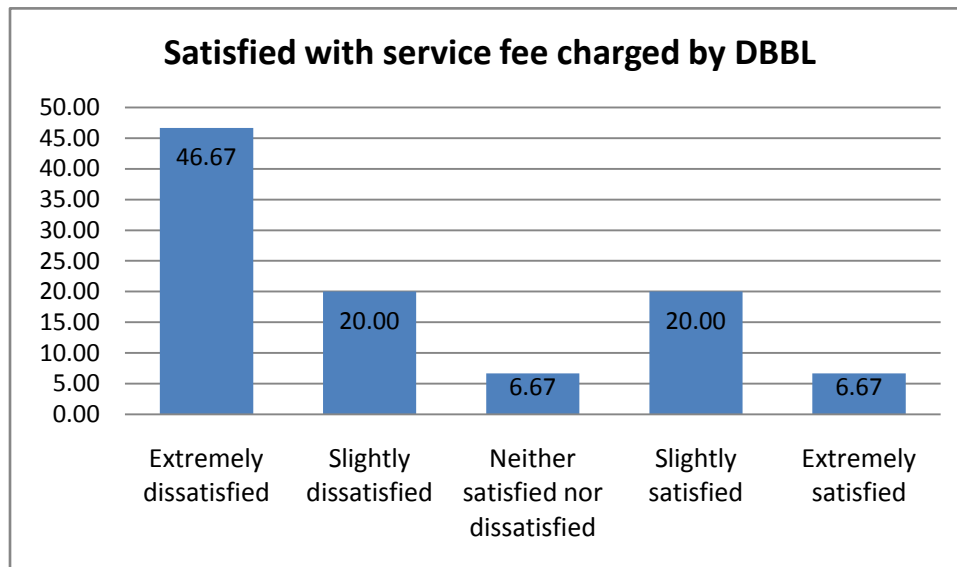


Figure 10: Service fee charged

When asked about the service fee like service for opening L/C, remittance, TT, discrepancy and more, 66.67% were dissatisfied with the service fee charged by DBBL. Service fee charged is either huge or asked frequently. Only 26.67 were satisfied with service fee charged.

5. Satisfied with time taken to execute any foreign exchange transaction

Satisfied with time taken to execute any foreign exchange transaction			
	Frequency	Percent	Cumulative Percent
Extremely dissatisfied	1	6.67	6.67
Slightly dissatisfied	2	13.33	20.00
Neither satisfied nor dissatisfied	2	13.33	33.33
Slightly satisfied	7	46.67	80.00
Extremely satisfied	3	20.00	100.00
Total	15	100.00	

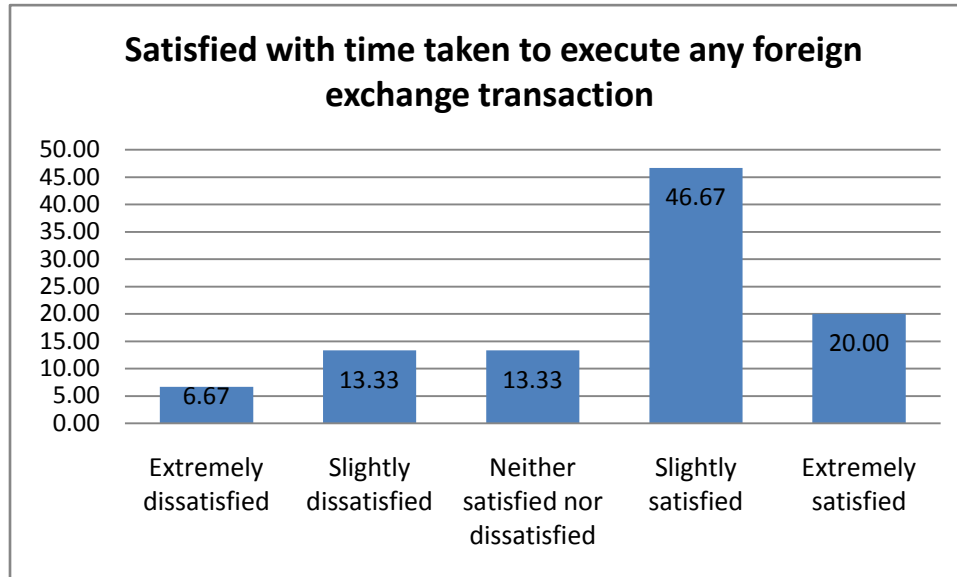


Figure 11: Time taken by DBBL to process

When asked about the time taken to process any foreign exchange transaction, 46.67% were slightly satisfied and 20% were extremely satisfied i.e. more than 66% were satisfied with time taken execute any foreign exchange transaction.

6. Satisfied with the ease of finding information of L/C, remittance, credit etc. in DBBL

Satisfied with the ease of finding information of L/C, remittance, credit etc. in DBBL			
	Frequency	Percent	Cumulative Percent
Extremely dissatisfied	2	13.33	13.33
Slightly dissatisfied	3	20.00	33.33
Neither satisfied nor dissatisfied	2	13.33	46.67
Slightly satisfied	4	26.67	73.33
Extremely satisfied	4	26.67	100.00
Total	15	100.00	

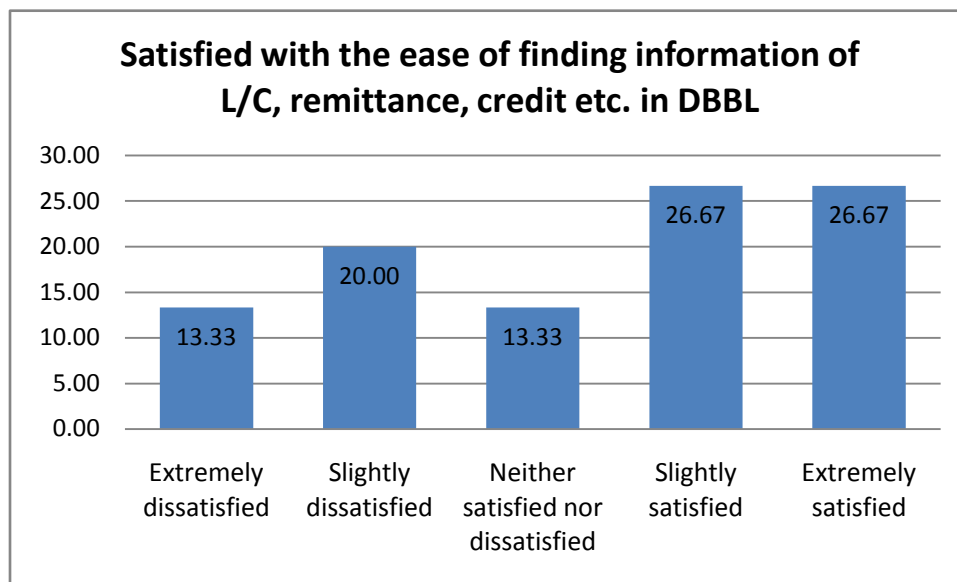


Figure 12: Ease of finding information

When asked about the ease of finding information from DBBL related to L/C, remittance, endorsement of foreign currency, TT etc. it was a mixed result. Around 50% were satisfied but around 34% were dissatisfied.

7. Satisfied with the availability of online resources regarding foreign trade in the website of DBBL

Satisfied with the availability of online resources regarding foreign trade in the website of DBBL			
	Frequency	Percent	Cumulative Percent
Extremely dissatisfied	6	40.00	40.00
Slightly dissatisfied	4	26.67	66.67
Neither satisfied nor dissatisfied	2	13.33	80.00
Slightly satisfied	2	13.33	93.33
Extremely satisfied	1	6.67	100.00
Total	15	100.00	

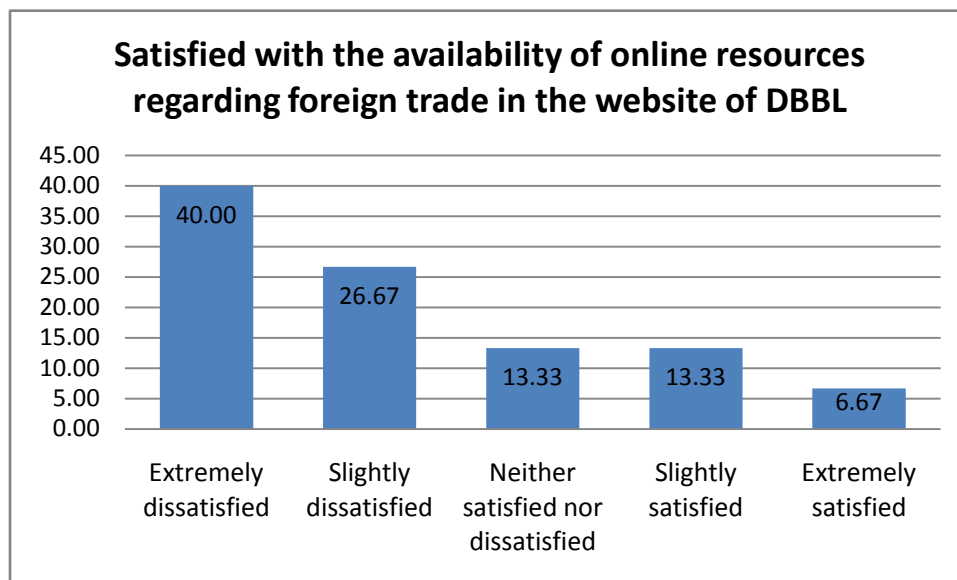


Figure 13: Availability of online resources

When asked about the availability of online resources regarding foreign trade like guidelines, fees, procedure etc. 40% were extremely dissatisfied and 26.67 were slightly dissatisfied i.e. nearly 66% of respondents were not satisfied with availability of online resources.

8. Satisfied with the availability of employee of DBBL during the needs

Satisfied with the availability of employee of DBBL during the need			
	Frequency	Percent	Cumulative Percent
Extremely dissatisfied	2	13.33	13.33
Slightly dissatisfied	3	20.00	33.33
Neither satisfied nor dissatisfied	1	6.67	40.00
Slightly satisfied	5	33.33	73.33
Extremely satisfied	4	26.67	100.00
Total	15	100.00	

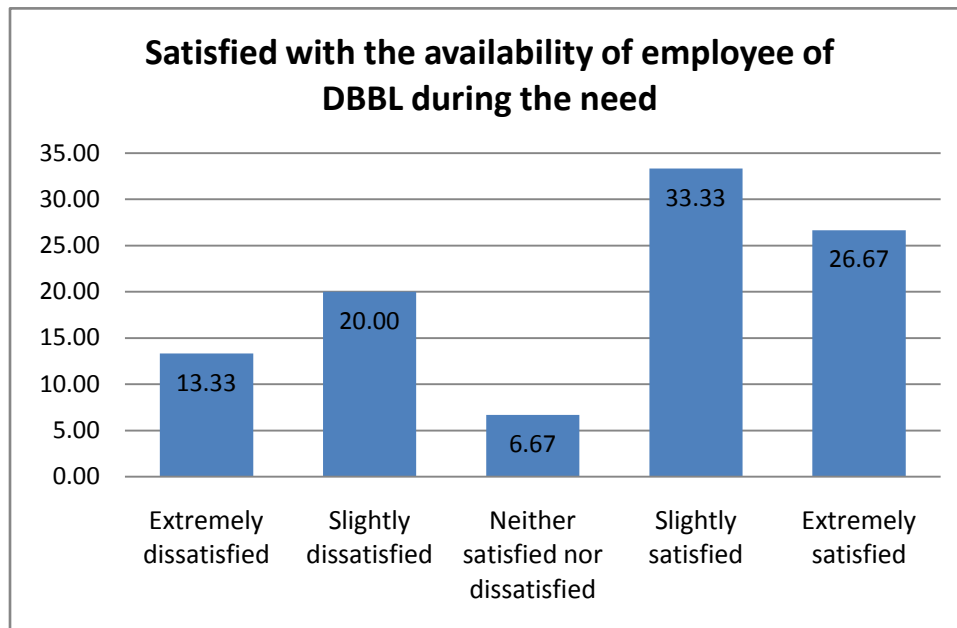


Figure 14: Availability of employee of DBBL

When asked about the availability of employee of DBBL during the need, majority were satisfied with readiness of the employee during their needs. Only 33.33% were dissatisfied but around 60% were satisfied with readiness of the employee to assists customer’s needs.

9. Satisfied with the procedure of obtaining credit/loan against a L/C

Satisfied with the procedure of obtaining credit/loan against a L/C			
	Frequency	Percent	Cumulative Percent
Extremely dissatisfied	3	20.00	20.00
Slightly dissatisfied	5	33.33	53.33
Neither satisfied nor dissatisfied	1	6.67	60.00
Slightly satisfied	4	26.67	86.67
Extremely satisfied	2	13.33	100.00
Total	15	100.00	

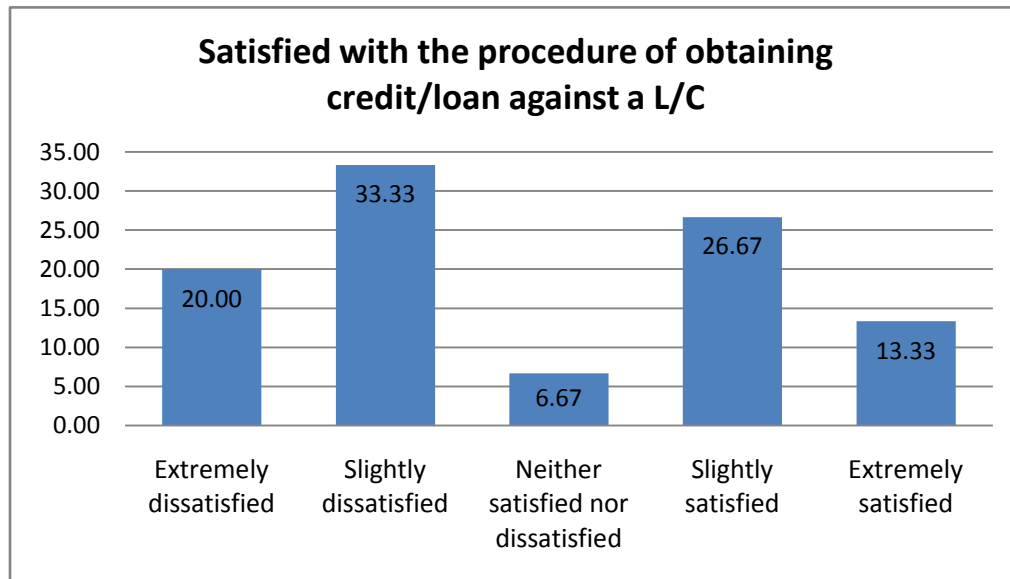


Figure 15: Procedure of obtaining load/credit

When asked about the procedure of obtaining credit/loan against L/C, 20% were extremely dissatisfied and 33.33% were slightly dissatisfied with the procedure. Around 39% were satisfied with the procedure.

CHAPTER 6

FINDINGS, RECOMMENDATION AND CONCLUSION

6.1 Findings

On the basis of the study, the summary of the findings and the recommendation are as follows.

- When asked about the environment of foreign trade, majority of the respondent were satisfied. From the data, 60% of the respondents were satisfied.
- DBBL are not capable enough to interact with foreign bank in case of handling problems. From the data it is found that 53% of the respondents were not satisfied.
- Solution provided by employee of DBBL during any foreign exchange related problem is very satisfactory; around 60% of the respondents were satisfied.
- When asked about the service fee charged by DBBL, majority of the respondents were not satisfied with amount of fee. Around 67% of the respondents were not satisfied with the fee.
- Time taken by DBBL to execute any foreign exchange activity is very satisfactory, around 65% of the respondents were satisfied with the results
- Ease of finding information is also satisfactory with around more than 50% of the respondents were satisfied.
- Availability of online resources regarding foreign trade in the website of DBBL is very unsatisfactory; around 67% of the respondents were not satisfied.
- Availability of employee of DBBL during the needs of the customers is satisfactory; around 60% of the respondents were satisfied.
- Procedure of obtaining credit/loan against a L/C is not satisfactory as around 60% of the respondents were dissatisfied with the procedure.

6.2 Recommendation

- DBBL should focus on to create skilled human resource to improve their interaction with their customers in order to solve their problem more efficiently.
- Most of the customers were dissatisfied with service fees, however, if the work done in time without any problem than this dissatisfaction with service fee will no longer be a problem.
- To convey standard level of service the relationship between customer and employee should be improved
- Procedure of the load/credit against a L/C should be made easy for the customer in order for a smooth export/import can take place.
- Availability of online resources regarding foreign trade like guidelines, fees, procedure etc. should be made available in order to improve customer service.

6.3 Conclusion

After the analysis of the data, we can conclude that customer satisfaction regarding the quality of service provided by the foreign trade department of DBBL is good and satisfactory. However, there are some of the features that need to be improving in order to create a better service for the customers. Although only 15 customers were surveyed among a large group, which is in comparatively little to get the actual response.

There are some the places require argent changes like online resources, improve interaction with foreign bank and simple procedure and guidelines that is easier for the customer to understand. DBBL should focus on these issues in order to improve their quality of service in foreign trade department.

In Bangladesh, banking business is very competitivetherefore;standard quality of service can increase customer's satisfaction and can improve bank's future sustainability in the competition.

APPENDICES

Questionnaire

Survey on customer satisfaction regarding the quality of service provided by foreign trade department of DBBL

1. Are you satisfied with the office environment of DBBL
 - Extremely dissatisfied
 - Neither satisfied nor dissatisfied
 - Extremely satisfied
 - Slightly dissatisfied
 - Slightly satisfied
2. Are you satisfied with capability of DBBL to interact with foreign bank for resolving any issue?
 - Extremely dissatisfied
 - Neither satisfied nor dissatisfied
 - Extremely satisfied
 - Slightly dissatisfied
 - Slightly satisfied
3. Are you satisfied with the solution provided by employee of DBBL during any foreign exchange related problem?
 - Extremely dissatisfied
 - Neither satisfied nor dissatisfied
 - Extremely satisfied
 - Slightly dissatisfied
 - Slightly satisfied
4. Are you satisfied with service fee charged by DBBL regarding process of L/C, foreign remittance, TT charge, endorsement of foreign currency?
 - Extremely dissatisfied
 - Neither satisfied nor dissatisfied
 - Extremely satisfied
 - Slightly dissatisfied
 - Slightly satisfied
5. Are you satisfied with time taken by the employees to execute any foreign exchange activity?
 - Extremely dissatisfied
 - Neither satisfied nor dissatisfied
 - Extremely satisfied
 - Slightly dissatisfied
 - Slightly satisfied
6. Are you satisfied with the ease of finding information of L/C, remittance, TT, endorsement of dollar, credit etc. in DBBL
 - Extremely dissatisfied
 - Neither satisfied nor dissatisfied
 - Extremely satisfied
 - Slightly dissatisfied
 - Slightly satisfied

7. Are you satisfied with the online resources regarding foreign trade available in the website of DBBL?
- Extremely dissatisfied
 - Neither satisfied nor dissatisfied
 - Extremely satisfied
 - Slightly dissatisfied
 - Slightly satisfied
8. Are you satisfied with the availability of employee of DBBL during your needs?
- Extremely dissatisfied
 - Neither satisfied nor dissatisfied
 - Extremely satisfied
 - Slightly dissatisfied
 - Slightly satisfied
9. Are you satisfied with the procedure of obtaining credit/loan against a L/C?
- Extremely dissatisfied
 - Neither satisfied nor dissatisfied
 - Extremely satisfied
 - Slightly dissatisfied
 - Slightly satisfied

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