

Internship Report

On

UCB Imperial Savings

Branding of

United Commercial Bank Ltd





Submitted To:

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Mr. G. M. Shafayet Ullah

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Sir,

It was a great opportunity for me to work at United Commercial Bank as an intern to gather real world experience. I am highly delighted to submit the internship report on determining the UCB Imperial Savings Branding at United Commercial Bank in Dhaka that assigned by my supervisors. I know Branding is one of the major parts of marketing. That is why I have chosen this topic. The report contains detailed information of United Commercial Bank focusing on the Branding of UCB Imperial Saving. This project was quite interesting and I hope that it will help me in the future as well. I have tried my best to prepare an effective report and hope that my report will give you the idea of how United Commercial Bank executes its deal with clients.

I therefore hope that you will find this Internship report worth; it would become a pleasure for me to answer your query if any you have. Your valuable feedback will help me to improve further.

Thank You,

Sincerely Yours

Shahnawaj Bhuiya

ID: 08204030

Acknowledgement

First of all I would like to express my gratitude to the Almighty Allah, whose invisible guidance helped me to complete this report.

This report has not only gave me some invaluable experience, at the same time it has made me indebted some extremely helpful and knowledgeable people. By working there as an intern I have learnt so many things which are very valuable for me in future.

At first I want express my deep gratitude to my Academic Supervisor Mr. G. M. Shafayet Ullah Without whom this report would not be possible to accomplish. I am so honored to have his as my supervisor who taught me about professionalism and empathy which are key factor in corporate success.

Finally, I want to thankful to Mr. Amalendu Roy, First Vice President & Manager of UCBL, Mirpur Branch & Mr. Dewan Abdul Bakki, First Asst. Vice President and Operation Manager Mirpur Branch, Dhaka for their constant support, guidance and supervision for preparing the report.

And last but not the least; I would like to thank all the personnel working at United Commercial Bank Ltd., Mirpur Branch. They made the environment congenial and favorable for me to understand the task. Without their assistance and co-operation, this report might not have seen the light of day.

I really enjoyed a lot every moments like internship period to preparing final report. I hope that it will help me in my future professional work. Moreover I like to thank everyone who was helped me for preparing this report.

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Executive Summary

Predominantly UCB has been identified and perceived as a bank working only in the corporate arena. With introduction of retail banking, the image is gradually shifting where individuals have started to believe that UCB is not only a bank where the corporate clients are only entertained; this is also the bank where individual banking needs is being attended.

Since the launch of Retail Banking in February 2009 the bank has achieved considerable business growth and in a very short time the bank has established itself as one of the leading brands in Retail Banking Sector through our wide range of personal banking products. However, as a first generation bank, the quality of service remains a big challenge to specially attract the high net-worth individual as customers.

But one of the key contributors to retail success has always been the organic growth from its high-end segment of customers. Although this segment constitutes less than 1 % of total customer base but contributes 23% of total consumer deposits. In order to retain, deepen and grow this niche market and to recognize and reward their value to the bank, it is felt that there is a need to provide differentiated service to them.

In light of above, we have launched UCB Imperial Banking (Priority Banking Service) on 3rd June, 2012 as approved by The Board. The purpose of providing this specialized service is to retain and at the same time attain mass affluent clients and gain market share in this segment to have an edge on the Peer banks.

Since launching this differentiated segment has contributed a considerable amount of deposit, maintaining 60% as CASA account and 40% as FDR account to Bank's portfolio. From the beginning, we are trying to open a new avenue of revenue generation through catering to the needs of these high net-worth individuals with UCB IMPERIAL Customer service to attract them to do lifestyle and happy banking with UCB.

THE ORGANISATION PART



UCB

United Commercial Bank Ltd

1.1 Introduction

United Commercial Bank Ltd. (UCB) is a Bangladesh based financial institution that provides banking services. The services include personal and business banking, loans, credit cards, online banking and money transfer services. The bank operates in Bangladesh, where it is head quarter in Dhaka. With its firm commitment to the economic development of the country, the Bank has already made a distinct mark in the area of Private Sector Banking through personalized service, innovative practices, dynamic approach and efficient Management. The Bank, aiming to play a leading role in the economic activities of the country, is firmly engaged in the development of trade, commerce and industry thorough a creative credit policy.

UCB Sponsored by some dynamic and reputed entrepreneurs and eminent industrialists of the country and also participated by the Government, UCB started its operation in mid 1983 and has since been able to establish one of the largest network of 139 branches among the first generation banks in the private sector.

The logo for United Commercial Bank (UCB) is displayed in a bold, red, italicized sans-serif font.

1.2 Origin of the Report

Internship Program of BRAC University is an important requirement for the graduation of BBA students. The main purpose of internship is to get the student exposed to the job world and this study is a partial requirement of the Internship program of BBA curriculum at the BRAC University. Being an intern the main challenge was to implement the theoretical concepts into real life experience.

The internship program and the study have following purposes:

- ❖ To experience the real Banking world.
- ❖ To get and organize detail knowledge on the job responsibility.
- ❖ To compare the real scenario with the knowledge gained in BRAC University
- ❖ To fulfill the requirement of BBA Program.
- ❖ To apply theoretical knowledge in the practical field.
- ❖ To find out the overall features of UCB.

This report is the result of three months long internship program conducted in United Commercial Bank and is prepared as a requirement for the completion of the BBA program of BRAC University. As a result I needed to submit this report based on the Branding of UCB Imperial Savings.

The logo for United Commercial Bank (UCB) is displayed in a bold, red, italicized sans-serif font.

Objective of the Report

The objective of the report can be viewed in two forms:

- Primary Objective
- Specific Objective

Primary Objective:

This internship report is prepared primarily to Determining the Branding of UCB Imperial Savings.

Specific Objective:

More specifically, this study entails the following aspects:

- ❖ To give an overview of United Commercial Bank.
- ❖ To focus on the products and services, facilities provided to clients of United Commercial Bank.
- ❖ To know how UCB is managing its Corporate Goal.
- ❖ To know whether they are following Bangladesh Bank's manual.
- ❖ To analyze the work process and monitoring system of Advance department.
- ❖ To get a clear idea about Bank and how it runs and what function it does.
- ❖ To gather theoretical knowledge of the general banking function.
- ❖ To search expectations of the customers regarding the service level of the bank.

The logo for United Commercial Bank (UCB) is displayed in a bold, red, italicized sans-serif font.

Scope of the Study

As a student of Bachelor of Business Administration (BBA) every student has to conduct a practical orientation in any organization for fulfilling the requirements of the 12 weeks Internship Program. The main purpose of the program is to introduce the students to the real corporate world. My place of internship was “United Commercial Bank”, one of the leading Bank of Bangladesh. I have worked for 14 weeks at General Banking department, Loan Section and Foreign Exchange Department.

I required by the one desk to other desk. I am working conventional banking system of United Commercial Bank Limited. The banking division in internship is practical report of the general banking division. The internship report of the University is an integral part of the BBA program. So it is obligatory to undertake such task by the students who desirous to complete and successfully end-up their BBA degree. This also provides an opportunity to the students to minimize the gap between theoretical and practical knowledge. During the internship the teachers of the department are attached to actively and constantly guide the students. Students are required to work on a specific topic based on their theoretical and practical knowledge acquired during the period of the internship program and then submit it to the teacher. That is why we have prepared this report.

United Commercial Bank Limited is one of the new generation banks in Bangladesh. The scope of the study is limited to the Mirpur Branch only. The report covers the organizational structure; background, functions and the performance of the bank. I have mainly worked in the General Banking department so my report covers the way of Branding Imperial Savings of UCB. While preparing this report I have not any limitation from bank’s employees. Employees of General department have helped me a lot and I have use secondary data which was available to me.

The logo for United Commercial Bank (UCB) is displayed in the bottom right corner. It consists of the letters "UCB" in a bold, red, sans-serif font.

Methodology

While conducting the study various data were collected from various sources. The data collected are divided according to their different natures and sources. The study is done with the help of the following data:

1.3 Nature of Data

In this report both Primary and Secondary sources of data is used. The project was basically executed by gathering information through random interviews. Information was also gathered by observing the client's attitude and behavior. Finally I have conducted an observation method the factors that may affect the policies and practices.

Primary Data

- The raw data-Gathering from my own observation

Secondary Data

- Information from indirect sources

Primary data collection

The primary data are those which are collected fresh and for the first time and thus happen to be original in character.

I have used three techniques of Primary Resources for my research and they are as followed:

- ❖ Direct observation during the internship period of the bank
- ❖ Face to Face Interviews.
- ❖ Practical deskwork.
- ❖ Take expert opinion from concerned officials.
- ❖ Informal conversation with the clients

Direct observation during the internship period of the bank

Observation is the process of recognizing and noting people objects and occurrences rather than asking for information. Informal observations remove the elements of bias and effect of reaction from research.

Face to face Interview

As the field of study is limited within UCB, it was decided that information will be collected by direct face to face interviews. Face to face Interviews were held with some clients and also Bank Manager, Head of Sales and Marketing and Officers. They all have helped me a lot to gather the information about UCB Imperial Saving Branding.

Practical Deskwork

When I was working at UCB, I have worked in different desk. While working for the Company I have collected the data which I needed to accomplish the report.

The logo for UCB (United Commercial Bank) is displayed in a bold, red, italicized sans-serif font.

Take expert opinion from concerned officials

During my internship the officers not only help to do the desk work but also help me Guide me for my internship report .Without their help the report could not be complete. They share me many things regarding their products and features, which help me a lot.

Informal conversation with the clients

Sometimes I busy with conversation with the client to get my certain answer. The customers very friendly and share their opinion with me.

At end I can say that for collecting primary information, regular diary and the training session of my internship period help me a lot.

Secondary data collection

- ❖ Previous internship reports
- ❖ Annual Report of UCB
- ❖ Different papers of UCB
- ❖ Various files, balance sheet and various documents
- ❖ Websites

An intensive literature survey was required to acquire relevant knowledge. Relevant literature like published and unpublished thesis, books, reports etc. have been reviewed with a view to increase the knowledge and regarding the issue. Above all the storehouse of knowledge, “the internet” will also be a big part of the literature review.

The logo for UCB (United Commercial Bank) is displayed in a bold, red, italicized sans-serif font.

1.4 Limitations

While preparing the report I have faced some limitations which are mentioned here:

- ❖ Three months time is not enough for such an extensive study. It is very difficult to collect all the required information in such a short period.
- ❖ In the website there was lack of information. So I have to go to everyone to fulfill my queries to prepare my report.
- ❖ Our courses on marketing were based on theories. Sometimes it was difficult to relate all the practices of operation to the theories.
- ❖ The main constrain of the study was insufficiency of information, which was required for the study. There are various information the bank employee cannot provide due to security and other corporate obligations.
- ❖ Since the bank personnel were very busy, they could not provide enough time to me. Lack of opportunity to visit more than one branch.
- ❖ Data and information used in this study are from secondary sources.
- ❖ Due to some legal obligation and business secrecy banks reluctant to provided data. For this reason, the study limits only on the available Published data and certain degree formal and informal and informal interview.

1.5 History

United Commercial Bank Limited incorporated on 26 June, 1983 as a public company with limited liability under the Companies Act 1994. The bank obtained permission to commence business with effect from 27 June, 1983 and started banking operations on 29 June 1983 with an authorized capital of Tk. 100 million divided into 1 million ordinary shares of Tk. 100 each. A number of leading figures from industry and business in the country met in the eighties of last century the construction of a commercial bank. The result was one of the first generation banks in the private sector in the country. For example, United Commercial Bank Limited (UCBL) was, in fact, and the GOB was kind enough to participate as a shareholder.

1.6 Management

The Bank has in its Management a combination of highly skilled and eminent bankers of the country of varied experience and expertise successfully lead by Mr. M. Shahjahan Bhuiyan, a dynamic banker, as its Managing Director and well educated young, energetic and dedicated officers working with missionary zeal for the growth and progress of the institution.

The logo for United Commercial Bank (UCB) is displayed in a bold, red, italicized sans-serif font.

BOARD OF DIRECTORS

Chairman

Mr.M.A.Hashem



Mr. M. A. Hashem, prominent business tycoon of the country & former Member of Parliament, is the Chairman of UCB. He is also the Chairman of Partex Group, one of the largest conglomerates in the private sector manufacturing and service based enterprises in Bangladesh.

Mr. Hashem, son of Late Al-Haj Abdul Aziz, was born in a respectable Muslim family of Wasaqqpur, Begumganj in the district of Noakhali. In the development tale of Bangladesh, his prudential initiatives & entrepreneurship will be remembered for a long time.

A reputed Industrialist and humanitarian, Mr. Hashem is actively associated with many educational and socio-cultural organizations of the country. He is also the founder member and current Chairman of Trusty Board of North South University, member of Board of Trustees of the IBAIS University, founder of M. A. Hashem Diabetic Hospital, Chowmuhani, M. A. Hashem University College, Kazirhat, Begumganj and Al-haj Abdul Aziz Lillah Boarding & Orphanage at Chowmuhani, Noakhali. He patronizes a number of social, cultural, charitable & sporting organizations of the country as well.

UCB

Vice Chairman

MrSharif Zahir



Mr. Sharif Zahir, promising industrialist of the country, is the Vice Chairman of UCB. Mr. Sharif Zahir is at the same time Managing Director of Ananta Casual Wear Ltd, Ananta Properties Ltd, Ananta Energy Resources Ltd, National Finance Ltd, Confidence Industries Ltd, Ananta Apparels Ltd, Ananta Fashion Ltd, Ananta Group Ltd, Ananta Denim Technology Ltd. He attained his Graduation from University of Texas at Austin, USA in Finance & Economics. Government of Bangladesh has honoured Mr. Sharif Zahir as CIP (Commercially Important Person) for his contribution to the national economy. With his brilliance and originality, he is contributing in transforming UCB as a transparent & accountable organization.

Director and chairman,Excutive Commitee

Anisuzzaman Chowdhury



Mr. Anisuzzaman Chowdhury, a young and dynamic industrialist of the country is the Chairman of Executive Committee of UCB.

He is also Director of Ronny Chemical Industries Ltd. He holds Graduation in Business Administration from Palm Beach Atlantic College of USA. Mr. Anisuzzaman Chowdhury, was born in a glorious & highly respectable Muslim family of Anwara under Chittagong District of the country.

With his brilliance and prudence, he has been contributing in UCB to reach its vision through providing best banking services in the Country.

UCB

Director & Chairman, Audit Committee

Muhammad Zahirul Alam



Lieutenant General Abu Tayeb Muhammad Zahirul Alam, rcds, psc (retired), one of the Independent Directors of UCB, is the Chairman of Audit Committee.

He served Bangladesh Military for long 35 years with great honor and dignity. He was adjudged as the best all round Gentleman Cadet and was awarded the “Sword of Honor” in Bangladesh Military Academy. In his career, he held the appointment of Director of Military Training, commanded two Infantry Divisions and had been the Commandant of National Defense Collage (NDC), Bangladesh. He is also a peace keeper and has two United Nations Peacekeeping Missions to his credit. In the final leg of his career, he held the appointment of Force Commander of the United Nation Multinational Peace Keeping Force in Liberia, West Africa.

He holds a Master’s Degree in Arts from King’s College London, United Kingdom and is a graduate of prestigious Royal College of Defense Studies (RCDS), United Kingdom. He also attended a short course at Harvard University, USA. After retirement, besides teaching in National Defense College, he has interest in playing golf.

UCB

Chairman, Risk Management Committee

Mr. M. A. Sabur



Mr. M. A. Sabur, leading Industrial entrepreneur, is the Chairman of Risk Management Committee of UCB. He is also the Chairman of Masco Group and Maxim Group, a leading export house in textile sector of the country.

An MBA, Mr. Sabur is the son of Late Alhaj Raham Ali. He belongs to a respectable Muslim family and hails from Kanchon of Narayanganj district. He is a member of IBA Alumni Association & also a golfer being lifetime member of Kurmitola Golf Club, Dhaka and Bhatary Golf Club, Chittagong. Mr. Sabur is actively associated with various educational & socio-cultural organizations of Dhaka & Chittagong.

This illustrious personality is guiding the Bank in exploring new opportunities of business procurement in this competitive market.

UCB

Directors

Mr.Showkat Aziz Russell



MrsNurNaharZaman



MrMdJahangir Alam Khan



MrTanvir Khan



Hajee Younus



MrsSultana Rezia Begum



HajeeMA Kalam



MrShabbir Ahmed



UCB

MrAhmed Arif Billah



Dr Salim Mahmud



MrMd Abdul Karim



SyedMohammedNurUddin



Managing Director

Mr. Muhammed Ali



Additional Managing Director & Company Secretary

Mr. Mirza Mahmud Rafiqur Rahman



Vision

To be the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability having strong liquidity.

Mission

- ❖ To build United Commercial Bank Limited into an efficient, market driven, customer focused institution with good corporate governance structure.
- ❖ Continuous improvement in our business policies, procedure and efficiency through integration of technology at all levels.

Strategic Statement

To have sustained growth, broaden and improve range of products and services in all areas of banking activities with the aim to add increased value to shareholders' investment and offer highest possible benefits to our customers.

Objectives

To build up strong pillar of capital, To promote trade, commerce and industry, To discover strategies for achieving systematic growth, To improve and broaden the range of product and services, To develop human resource by increasing employment opportunities, To enhance asset of shareholders, To offer standard financial services to the people, To keep business morality, To develop welfare oriented banking service, To offer highest possible benefit to customers.

The logo for United Commercial Bank (UCB) is displayed in a bold, red, italicized sans-serif font.

1.8 SERVICE OFFERING

Loan Product

Trade Loan
 Industrial Finance
 Import Finance
 Export Finance
 Loan Syndication
 Working Capital Finance
 Packing Credit
 Transport Loan
 Lease Finance
 Hire Purchase Loan
 House Building Loan
 Home Loan
 Customer Credit Scheme
 Auto Loan
 Doctors Loan
 Marriage Loan
 Education Loan
 Hospitalization Loan
 Travel Loan
 CNG Conversion Loan

Deposit Products

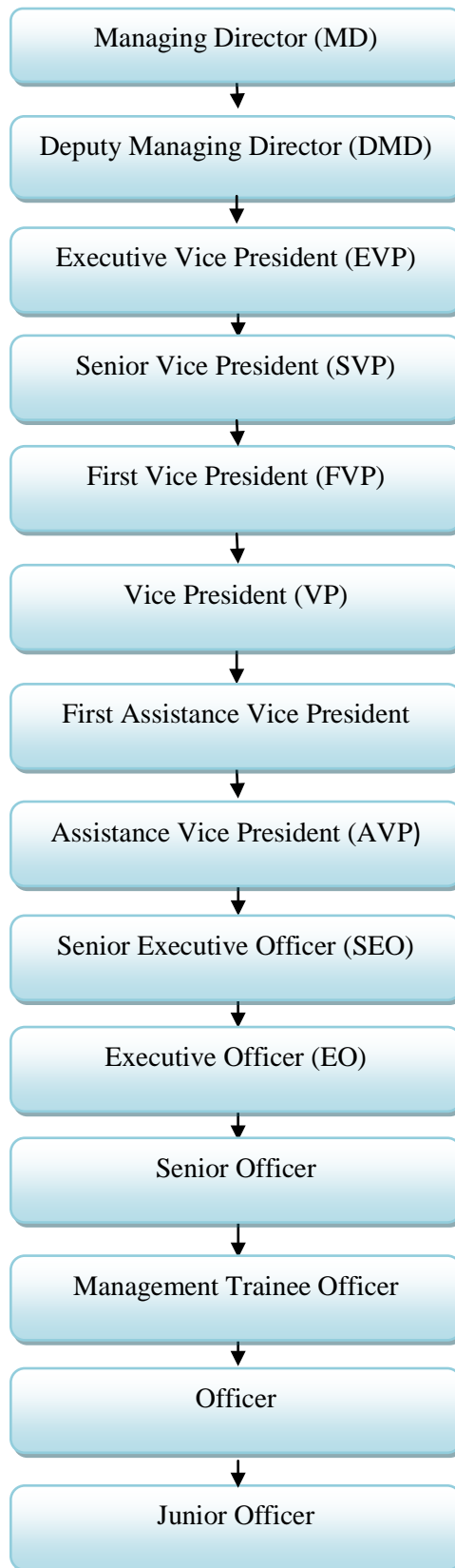
Current Deposit
 Savings Deposit
 Women Saving Deposit
 Women DPS PLUS
 Non Residential Bangladeshi Deposit
 Special Notice Deposit
 Fixed Deposit
 Foreign Currency Deposit A/C
 UCB Imperial Savings
 UCB Money Maximizer
 UCB Multi Millionaire
 UCB Earning Plus
 UCB DPS Plus
 UCB Youngsters Savings
 UCB Youngsters DPS
 UCB Savings Plus

Other services

Western Union Money Transfer
 SMS Banking Service
 Online Service
 Inward & Outward Remittances
 Travelers Cheques
 Underwriting & Bridge Financing
 Locker Service
 Offshore Banking



1.9 OPERATIONAL NETWORK



UCB

1.10 CORPORATE INFORMATION

Name	United Commercial Bank Limited
Legal Status	Public Limited Company
Date of Incorporation	26 June 1983
Date of Commencement of Business	27 June 1983
Chairman	M.A.Hashem
Vice Chairman	Mr. Showkat Aziz Russell
Managing Director	Mr. Muhammad Ali
Company Secretary	Mr. Miza Mahmud Rafiqir Rahman
Date of Listing with DSE & CSE	30 November 1986 & 15 November 1995
Authorized Capital	Taka 8,000 million
Paid up Capital	Taka 836
Total manpower	2,982
Number of Branches	130
Number of AD Branches	25
Number of Agri. Branches	02
Number of ATM Booth	77
Auditors	Syful Shamsul Alam & CO. Chartered Accountants
Tax Consultants	Mr. Md. Mosharrof Hossain, Advicate
Legal Consultant	T.I.N. Nurun Nabi Chowdhury
Rating Agency	Credit Rating Information & Services Ltd. (CRISL)
Registered Office	CWS (A)-1, Gulsan Avenue, Dhaka-1212, Bangladesh.
Telephone	028852500
E-mail	info@UCB.com
Website	www.ucb.com
SWIFT	UCB BDDH



THE PROJECT PART



UCB

Summery

“**UCB Imperial Savings**” will create a high value savings customer group (Performing and non performing customers segregation). In order to retain, deepen and grow this niche market and to recognize and reward their value to the bank, it is felt that there is a need to provide differentiated service to them. This new product is planned with a view to opening a new avenue of revenue through catering to the needs of these high net-worth individuals with UCB IMPERIAL Customers service to attract them to do lifestyle and happy banking with UCB.

- Priority Banking will decrease recurring acquisition cost of the bank as the customer’s will be tied up to the brand loyalty that they have come to trust.
- This brand image will be important means for differentiation and competitive advantage because a powerful priority brand can change the customer behavior towards the bank which will help to improve the retail banking revenue bucket.
- High Net Worth people will be added with the retail customer basket in a continuous basis which will help UCBL to achieve the Pareto Principle. That means serving a few clients in the portfolio will help us to achieve a major portion of the retails revenue budget.

UCB Imperial will create a high value savings customer group (Performing and non performing customers segregation). In order to retain, deepen and grow this niche market and to recognize and reward their value to the bank, it is felt that there is a need to provide differentiated service to them. This new product is planned with a view to opening a new avenue of revenue through catering to the needs of these high net-worth individuals with UCB IMPERIAL Customers service to attract them to do lifestyle and happy banking with UCB.

The logo for UCB, consisting of the letters 'UCB' in a bold, red, italicized sans-serif font.

Product Description and Features of UCB IMPERIAL (Priority Banking Services)

UCB Imperial is a condition free Savings account which offers monthly interest payable on end of day balances, where no condition will apply on transactions and amounts.

Features & Benefits	
Eligibility	<ul style="list-style-type: none"> • Minimum Average Balance Requirement: <ul style="list-style-type: none"> • Customer needs to maintain a minimum balance of BDT 3,000,000.00 (Taka Three Million) per month in the form of Savings Account. • For Fixed Deposit, the minimum amount would have to be BDT 4,000,000.00 (Taka Four Million). • Customer maintaining BDT 3,000,000 Savings deposit with 1,000,000 or more as loan can be enrolled as Imperial Member.

Minimum Opening Balance	TK 30,00,000/-	
Interest Rate	Minimum Average Balance	Rate of Interest
	Below Tk. 1,00,000.00	No interest will be applicable
	Tk. 1,00,000.00 to 4,99,999.00	5% p.a. on daily balance
	Tk. 5,00,000.00 to 29,99,999.00	6% p.a. on daily balance
	Tk.30,00,000/- & above	7.25 % p.a. on daily balance
Interest Accrual & Payment	Interest will be accrued and paid on monthly basis	



The Brand Name

“UCB Imperial Savings”

To understand **branding**, it is important to know what brands are. A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image.

Branding is one of the most important aspects of any business, large or small, retail or B2B. An effective brand strategy gives you a major edge in increasingly competitive markets

UCB Imperial Saving (Priority Banking Service) on 3rd June, 2012 as approved by The Board. The purpose of providing this specialized service is to retain and at the same time attain mass affluent clients and gain market share in this segment to have an edge on the Peer banks.

The brand name is important choice as it often captures the central theme or key associations of a product.

The Brand Name Should be:

- Simple and easy to pronounce
- Familiar and meaningful
- Different, distinctive and unusual

So the name of the brand of “**UCB Imperial Saving**” has all the three characteristics to be a good brand name. It’s a perfect combination of three characteristics. The name of the brand represents the royal valued customers.

Brand is more than just a product. A brand can have dimensions that differentiate them from another product of the same category. Some brands gain competitive advantage by means of product performance, while some through non-product related ways.



BRAND ELEMENT

To earn positive customer based equity it is essential that healthcare providers choose brand elements keeping in view the customer brand knowledge. The elements should be able to augment brand awareness, enable the formation of positive, strong and exclusive healthcare brand associations, and obtain favorable brand feelings and consumer reactions. As a general guideline, healthcare providers can choose brand elements on the basis of following features.

In general, there are five choice criteria in choosing brand elements:

- Memorability
- Meaningfulness
- Transferability
- Adaptability
- Protactability
-

Memorability

Any image or logo that is unforgettable will easily remain in the minds of the consumers. It should be such that it can be promptly recalled by the consumers. This helps in building brand awareness and brand equity. UCB imperial savings is service and they didn't use any logo and symbol for imperial saving.

Meaningfulness

The brand element should have a meaning and be able to communicate general or specific information about the product. For example a healthcare brand of herbal products shows green leaves as a symbol. This suggests something about the product ingredient; that it is herbal. Thus it makes it easy to remember along with the nature and purpose of the brand.

The logo for UCB, consisting of the letters 'UCB' in a bold, red, sans-serif font.

Transferability

It is essential that the brand elements should be chosen in such a way that they are flexible even with a brand extension. This is also true in case of geographic and cultural differences, where the brand elements should be flexible enough to be accepted everywhere. For example, if the name of the brand is in a particular native language, it will have to be translated in other languages when considering global availability. If the name is less specific, it can be easily transferred across other categories for extensions as well as easily considered for global marketing. The brand elements should also be adaptable to the changing trends and consumer values with time or place.

Adaptability

It is very important that the brand elements are liked by the consumers. They can be interesting and entertaining as well. Brand elements can have images, colors, styles and themes that are pleasing to the consumers. For example, for a brand of baby care products, it is pleasing to have a gentle appearance with mild colors.

Protected

The most important aspect is that the brand element like name, logo, character, etc must be legally protected. They should be registered with the concerned governing bodies. Additionally, while choosing brand elements, healthcare providers must also check if the brand is competitively protectable. The name, colors, packaging etc if easily copied, the brand can lose its uniqueness.

If the brand element is more memorable, meaningful or specific it is less flexible. It is difficult to choose a brand element that satisfies all the features. It is therefore better to include multiple brand elements. For example, a brand of baby care products can have an image of a baby, with mild colors, tender look, soft music for the jingle, a name suggesting baby care, etc.

The logo for UCB, consisting of the letters 'UCB' in a bold, red, sans-serif font.

CREATING DIFFERENTIATION

Being different meant differentiating yourself in the mind of your prospect. In marketing being different meant using a differentiation idea to defend attack, flank or become a guerrilla. Being the different is at the heart of everything.

Differentiating Commodities:

- Identity
- Personify
- Create a new generic
- Change the name
- Reposition the category

“**UCB Imperial Savings**” have the all differentiating commodities .The features of UCB Imperial Savings:

Fees	<ul style="list-style-type: none"> ● A/C Maintenance Fee: No service charge is applicable ● Minimum Balance fee: Free ● Cheque book Fee : Free special Cheque book ● Debit Card annual fee: Free ● Credit Card Annual Fee : Free ● Loan processing fee: 50% to be waived ● On Line Transaction Fee: Free
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Being the First is a Differentiating idea

When somebody introduces something new to the market for the first time, the pioneer was called as the first mover, this new concept is known in the marketing industry as the “first mover advantage. New idea or product or benefit is an enormous advantage.

- ❖ Google was the first popular search engine and still it’s the best search engine.
- ❖ Harvard was the first college in America and it’s still perceived as the leader.
- ❖ Time Magazine still is the leader over news week.
- ❖ Pioneer products are a lot like firstborn children-assertive, highly motivated, and often dominant.

The concept was not really new, but it was among other banks in Bangladesh they are not providing product or service like “**UCB imperial saving**”. It has its own identity among other products. People think that the first one is the original and all other are copycat. Being the original translate into more knowledge and more expertise.

Cokes the “**the real thing**” resonate so well it’s an idea that never should have been dropped. Like Pepsi cola found a different way. Those that don’t survived. One reason the first brand trends to maintain its leadership is that name often become generic. But it needed a good idea. Successful first aren’t tricky, conversely, unsuccessful first tend to be bad idea. So imperial saving first lunch this kind of service and can be milestone for other companies. Being the first gain many advantages and people have faith that started first. bKash first lunch mobile banking system and few days later other company offer that kind of services, but bKash still pioneer among them all.



Product is made can be differentiation

There are many options of differentiating a brand, depending on the company's internal capabilities and competitive environment. In this first post I will talk about how to gain competitive advantage through product differentiation.

Companies tend to work very hard in developing new product. Hordes of engineers, designers, and manufacturing people spend endless hours producing and testing what they feel is a unique product that does its job better than anything in the market. But all the work is often taken for granted by the marketing folks who get swept away in their own activity such as advertising, packaging, promotion. Imperial savings contains many useful features in one package like priority service, free transaction, and other charge etc that no other bank offers this kind of service.

UCB

The product differentiation UCB Imperial Savings:

- ❖ **Service features**
- ❖ **Service Design**

Service Features

A product that solves problems faster, or solves the same problem cheaper is worth paying more for. Hyundai has positioned itself as a car company that offers “more vehicles” for the money. It is important for the Brand Manager to establish what the cost/benefit ratio is before making the decision to add a product feature and use it as a differentiation element.

If the overall cost is higher than the premium that can be charged for it this strategy is not worth pursuing. As well the **UCB Imperial Savings** have lots of features to attract the customers:

- ❖ **Interest will be accrued and paid on monthly basis**
- ❖ **Account Maintenance Fee: No service charge is applicable**
- ❖ **Minimum Balance fee: Free**
- ❖ **Cheque book Fee : Free special Cheque book**
- ❖ **Debit / Credit Card annual fee: Free**
- ❖ **Loan processing fee: 50% to be waived**
- ❖ **On Line Transaction Fee: Free**
- ❖ **Preferential Allocation of locker upon availability.**

The logo for UCB, consisting of the letters 'UCB' in a bold, red, italicized sans-serif font.

Service Design

UCB Imperial Savings is very attractive, unique product design is a very effective way to differentiate. The product design is so innovative that anyone can attract by its benefits.

- Customer can open one '**UCB Imperial Savings**' account with any UCB branches
- Hotel/ Hospital/ Air ticket/ Rail way ticket booking as per valued Imperial Client's need
- Monthly/Quarterly statement; Monthly E-statement free

This differentiation strategy involves using the characteristics of the product you market to differentiate from your competitors.

Every brand is built on a product (I include services here as well). As a result, especially in the early stages of the brand building process where not enough emotional connections have been built, product-based positioning might be one of the very few options available.

Being the latest can be a differentiation idea

Being the first to market with a unique business idea or product can be enough to differentiate from the rest. Combine two already existing ideas into one, and carve by a brand new Idea.

UCB Imperial Savings have the latest idea with the modified existing features.

- **Unique**
- **Fix Problems, Provide Solutions**
- **Share Benefits**



Unique

UCB Imperial Savings is a **unique product** that no other bank is offering. This can give massive leverage when marketing and selling the product.

Product or service is the only logical choice – until, of course, competitors start creating similar products

Combine together a **unique offer** also adds features complimentary products and services, and support to make it easier for the customer to choose other over competitors.

Fix Problems, Provide Solutions

UCB Treats there Imperial Savings customers as a royal customers. There problem handle first and they have given top priority. UCB Imperial will create a high value savings customer group in order to retain, deepen and grow this niche market and to recognize and reward their value to the bank; it is felt that there is a need to provide differentiated service to them. This new product is planned with a view to opening a new avenue of revenue through catering to the needs of these high net-worth individuals with UCB IMPERIAL Customers service to attract them to do lifestyle and happy banking with UCB.

Share Benefits

There's a big difference between what your product does, and what your product does for your customer.

UCBs job is to clearly define the services to their Imperial saving Customers who consume it. Their job is to maintain exciting benefits that customers can appreciate. Through Imperial saving customer and the immediate family members of the customer signatories can get access to the exclusive day on day transaction. Imperial Savings customers will always be equipped with fresh currency notes to meet the demand of the customer. This will be delivered to the customer himself only.



Strategy

The alignment of value proposition, profit proposition and people proposition to create a new market space is called Blue Ocean Strategy.

UCB Imperial Savings follow the Blue ocean strategy. Companies have long engaged in head to head competition in search of sustained, profitable growth. They have fought for competitive advantage, battled over market share and struggled for differentiation. Blue ocean strategy provides a systemic approach to making the competition irrelevant.

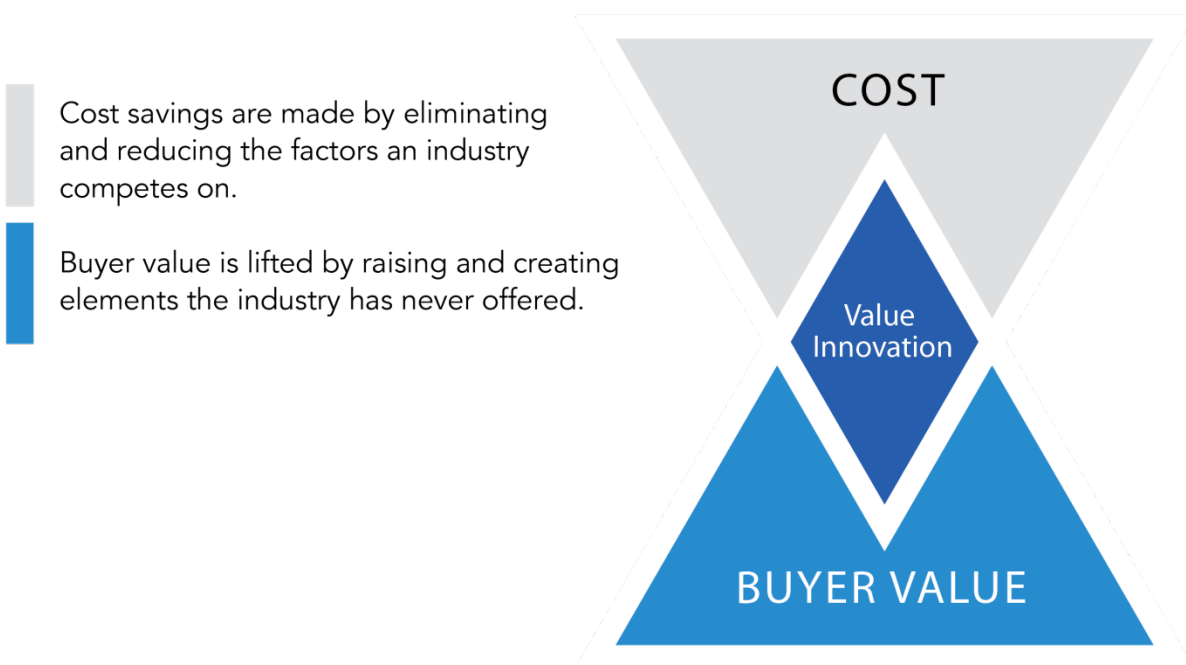
There are several driving behind a rising imperative to create blue ocean strategy. The blue oceans are new markets created by companies following conscious strategic decisions. The creation of a new market space gives companies a natural monopolistic position, which the company can take advantage from. This is called the Reconstructionist view of strategy, meaning that companies recreate the boundaries of an industry (which are mental barriers, anyway), as a result of the strategy they pursue.

However, Blue Ocean Strategy does not encourage companies to behave monopolistically, as it will hurt them in longer term. Instead, companies must price their service/product strategically, to win a mass of buyers, which results in a win-win situation for the buyers (value proposition), for the company (profit proposition) and for the employees (people proposition).

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Value Innovation

Value innovation, the cornerstone of blue ocean strategy, is the simultaneous pursuit of differentiation and low cost, creating a leap in value for both buyers and the company. Because value to buyers comes from the offering's utility minus its price, and because value to the company is generated from the offering's price minus its cost, value innovation is achieved only when the whole system of utility, price, and cost is aligned.



Value innovation is created the region where a company's actions favorably affect both its cost structure and its value proposition to buyers. Cost savings are made by the criminating and reducing the factor an industry competes on. Buyer value is lifted by raising and creating elements the industry has never offered. Over time cost are reduced further as scale economics kicks in due to the high sales volumes that superior value generates. Like recently Sony launch there gaming console ps4 only 399 dollar but the actual manufacturing cost of ps4 is 381 dollar. And like this imperial saving have no extra charge to maintain the account. Many people deposit large amount of money in his/her normal saving deposit. By using Imperial saving one can get premium services without any extra cost ,

UCB

Formulating Blue Ocean Strategy

There are six main principles to formulating the blue ocean strategy and UCB Imperial Saving have the all formulating strategy.

The principles of blue ocean strategy formulation:

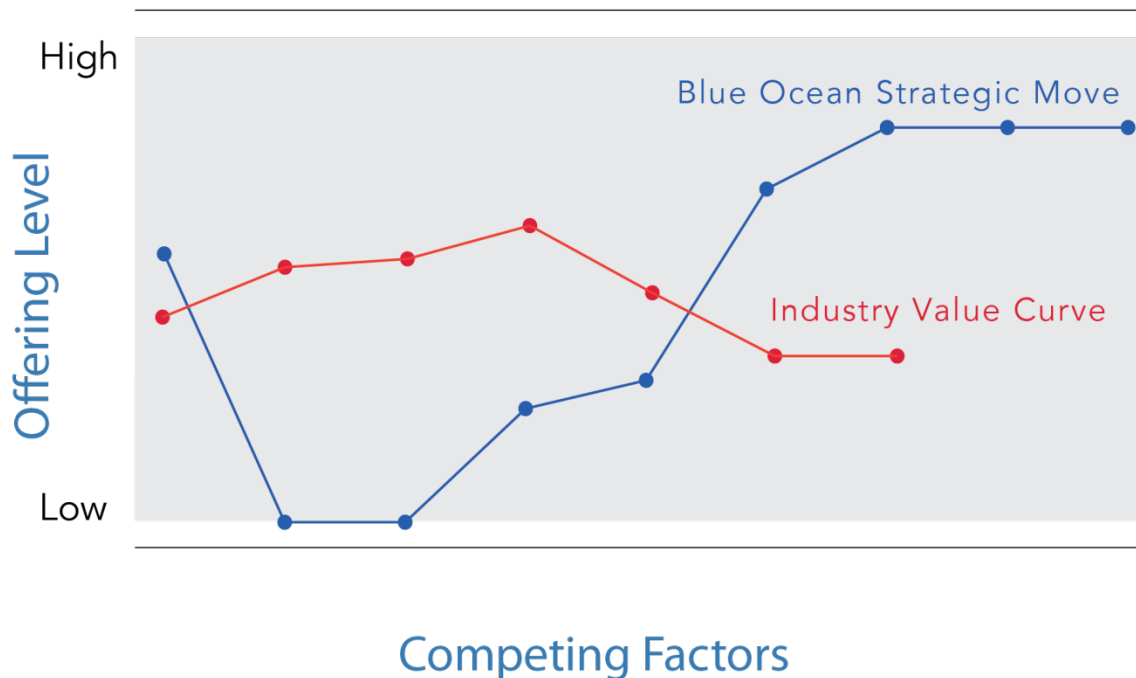
1. **Reconstruct market boundaries.** This principle identifies the paths by which managers can systematically create uncontested market space across diverse industry domains, hence attenuating search risk. Using a Six Paths framework, it teaches companies how to make the competition irrelevant by looking across the six conventional boundaries of competition to open up commercially important blue oceans. UCB Imperial savings offering the premium service that no other offer this kind of products.
2. **Focus on the big picture, not the numbers.** This principle, which addresses planning risk, presents an alternative to the existing strategic planning process, which is often criticized as a number-crunching exercise that keeps companies locked into making incremental improvements. Using a visualizing approach that drives managers to focus on the big picture, this principle proposes a four-step planning process for strategies that create and capture blue ocean opportunities. Though Imperial savings cuts lots of fees that essential for banks but try to create brand image. But in the long time the brand image pull the new customers.
3. **Reach beyond existing demand.** To create the greatest market of new demand, managers must challenge the conventional Practice of aiming for finer segmentation to better meet existing customer preferences, which often results increasingly small target markets. Instead, this principle, which addresses scale risk, states the importance of aggregating demand, not by focusing on the differences that separate customers but rather by building on the powerful commonalities across noncustomers. Imperial savings offer that kind of offer that can be fulfill any customers need and also have top class services that customers didn't expecting.
4. **Get the strategic sequence right.** The fourth principle describes a sequence that companies should follow to ensure that the business model they build will be able to produce and maintain profitable growth. When companies follow the sequence of (1) utility, (2) price, (3) cost, and (4) adoption requirements, they address the business model risk.

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Executing Blue Ocean Strategy

1. Overcome key organizational hurdles. Tipping point leadership shows managers how to mobilize an organization to overcome the key organizational hurdles that block the implementation of a blue ocean strategy. This principle mitigates organizational risk, outlining how leaders and managers can surmount the cognitive, resource, motivational, and political hurdles in spite of limited time and resources.

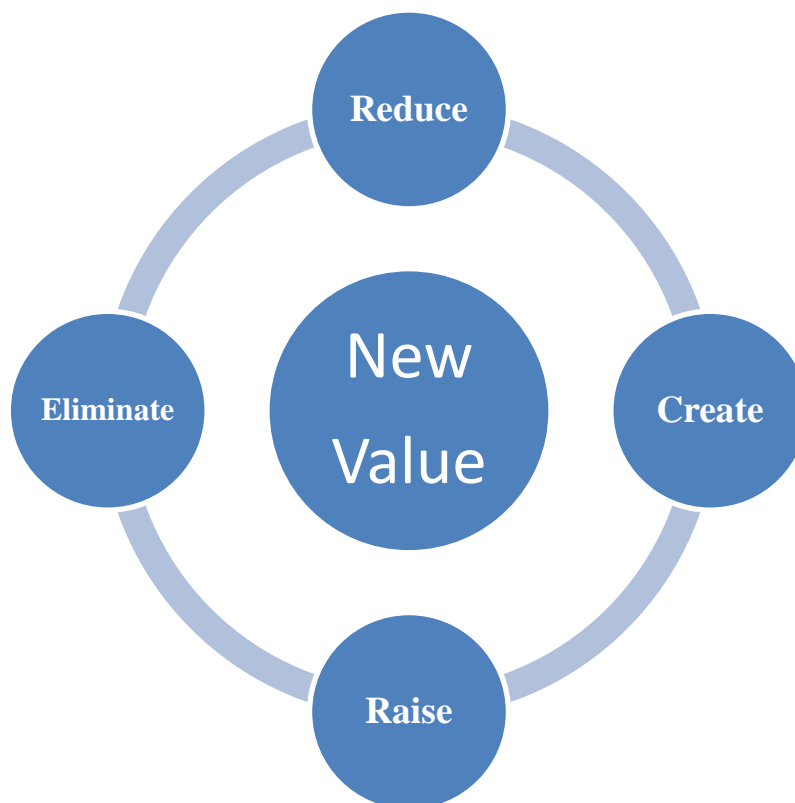
2. Build execution into strategy. This principle introduces fair process to address the management risk associated with people's attitudes and behaviors. Because a blue ocean strategy represents a departure from the status quo, fair process is required to facilitate both strategy making and execution by mobilizing people for the voluntary cooperation needed for execution. By integrating execution into strategy formulation, people are motivated.



The Four Action Framework

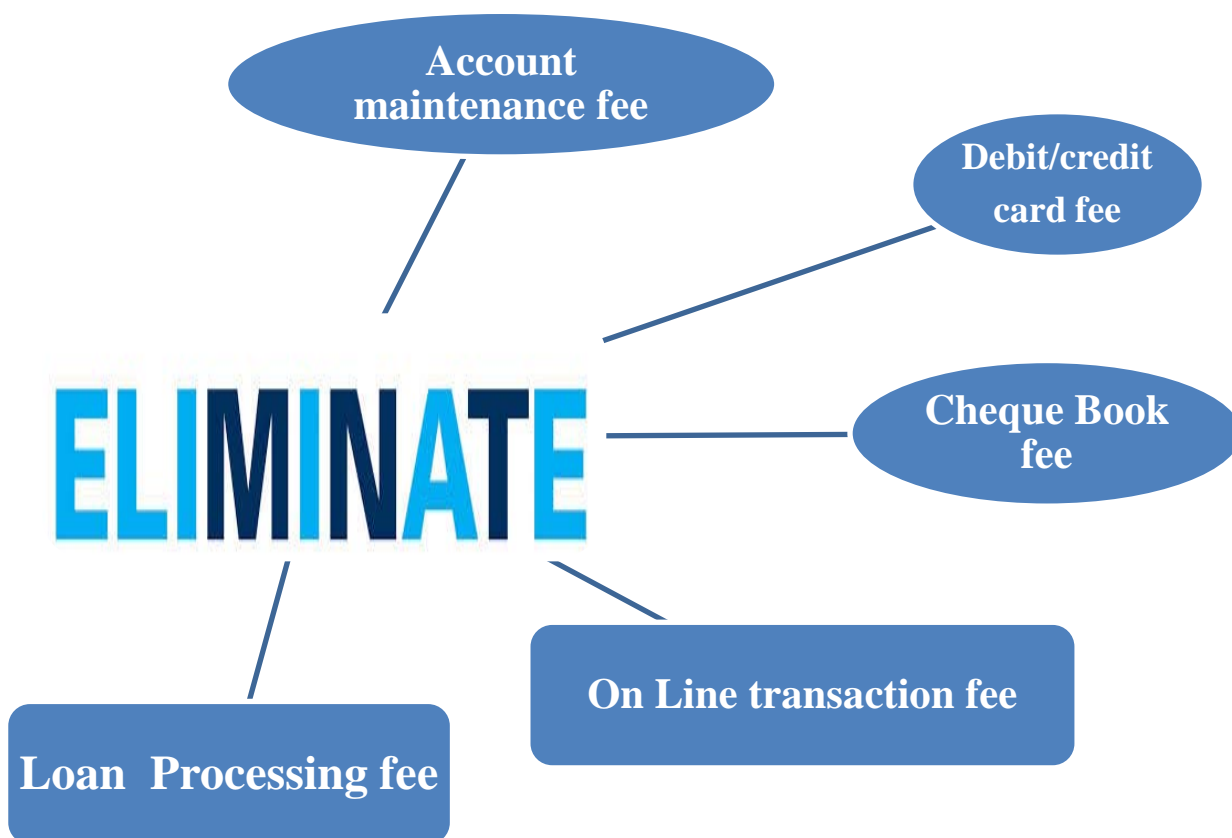
Value innovation is created in the region where a company's actions favorably affect both its cost structure and its value proposition to buyers. Cost savings are made by eliminating and reducing the factors an industry competes on. Buyer value is lifted by raising and creating elements the industry has never offered. Over time, costs are reduced further as scale economies kick in due to the high sales volumes that superior value generates.

To reconstruct buyer value element in crafting new value curve we have develop the action framework.



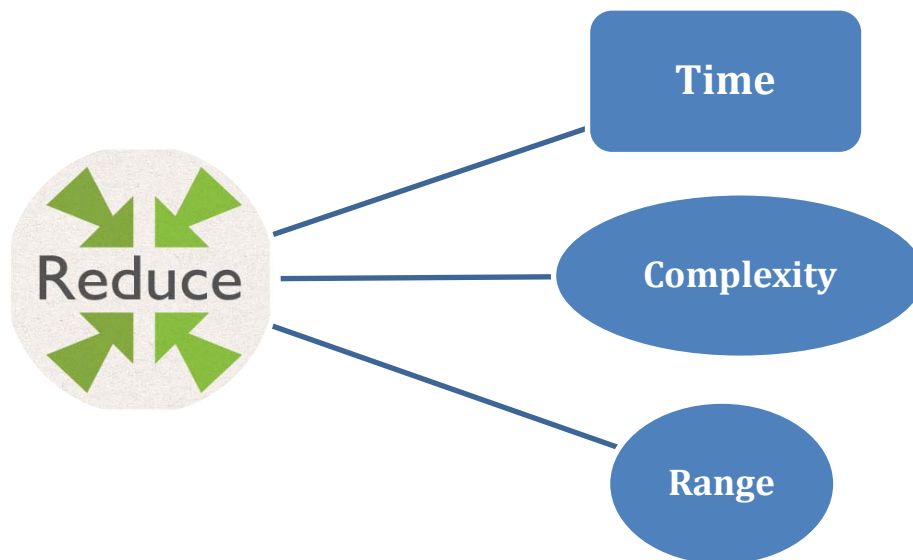
Eliminate

UCB Imperial Eliminate all extra cost to create a high value savings customer group. To consider eliminating factors that companies in your industry have long competed on. Often those factors are taken for granted even though they no longer have value or may even detract from value. Sometimes there is a fundamental change in what buyer's value, but companies that are focused on benchmarking one another do not act on, or even perceive, the change. So that's why imperial saving has no A/C maintenance fee, Debit/Credit card fee, loan processing fee etc.



Reduce

UCB Imperial Savings reduce all kind of banking procedure. They treated like premium customers to their imperial saving customers. The loan procedure is very long term process, but the imperial saving customers have the top priority to grant their loan. They have no complexity to do any banking like normal customers. The Imperial customers don't have wait for their deposit the bank officers have their first priority to do their work.

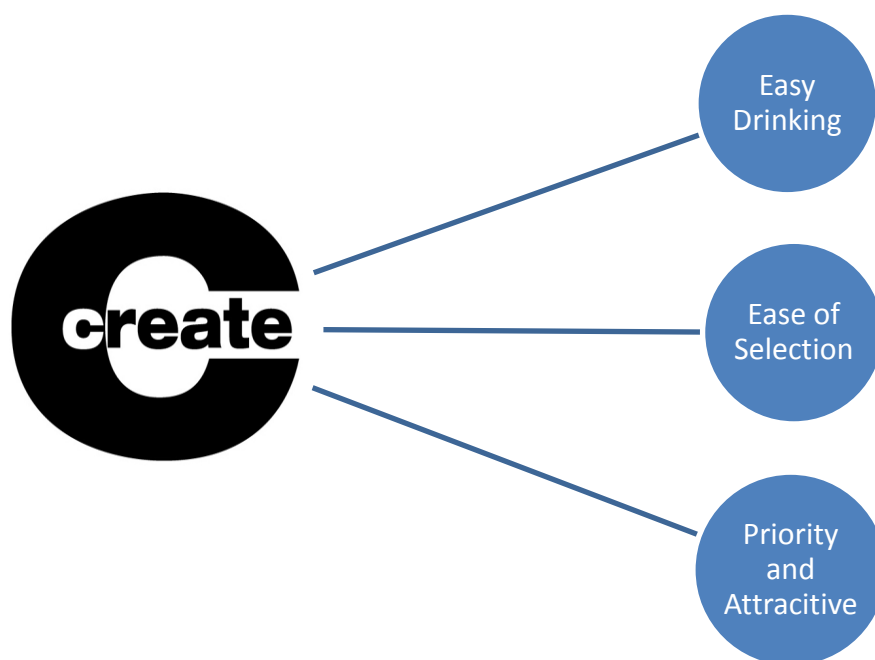


Raise

UCB Imperial Savings mainly consider the customers priority. They have to serve first and they have satisfied about the banks services. Imperial savings indirectly build the company's brand image for the long term. So they don't looking at the profit for its beginning. Priority Banking will decrease recurring acquisition cost of the bank as the customer's will be tied up to the brand loyalty that they have come to trust. Brand image will be important means for differentiation and competitive advantage because a powerful priority brand can change the customer behavior towards the bank which will help to improve the retail banking revenue bucket.

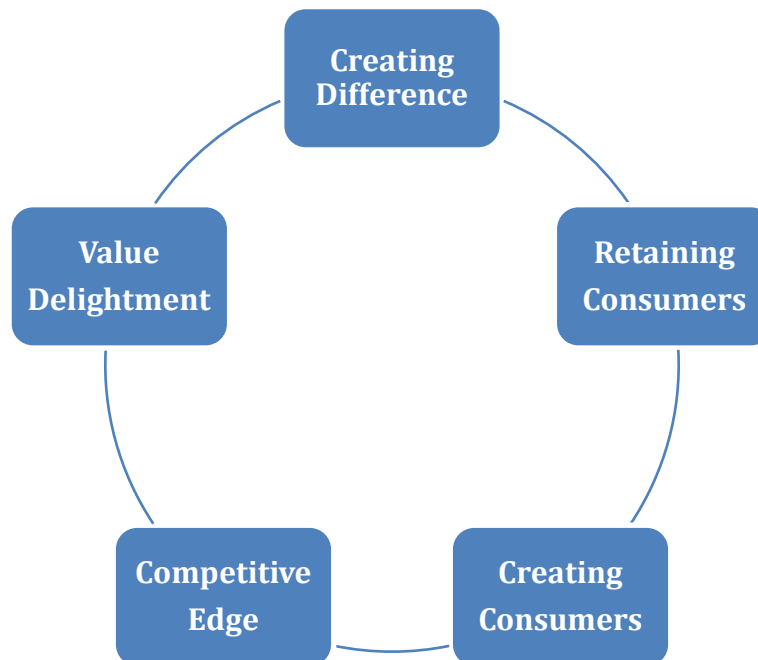
Create

UCB Imperial Banking means Priority Banking Service started on 3rd June, 2012 as approved by The Board. The purpose of providing this specialized service is to retain and at the same time attain mass affluent clients and gain market share in this segment to have an edge on the Peer banks. Since launching this differentiated segment has contributed a considerable amount of deposit, maintaining 60% as CASA account and 40% as FDR account to Bank's portfolio. From the beginning, we are trying to open a new avenue of revenue generation through catering to the needs of these high net-worth individuals.



Bottom line of all Marketing Activities

Branding is differentiating a product or service to increase its value. By its marketing activities, a brand will have a higher perceived value to a consumer and, thus, be worth more because the familiarity or trust values associated with it will give the consumer a better peace of mind in believing that they are getting value for their money.



- UCB imperial savings offer very different kind of service among other banks, Its individual personality differentiate from other services.
- Its increase the value and need of the customers
- UCB have the latest technology to maintain its quick online transaction.
- They have very unique kind of products and service offer all the people even they offer student specialized account for students.
- They treat customers first so they maintain good relationship with the customers.

UCB

The goal of imperial savings

UCB Imperial Savings goals must prioritize those brand goals. Determine the priority order of the following brand functions when it comes to what you want to achieve through branding:

- ❖ Priority Banking will decrease recurring acquisition cost of the bank as the customer's will be tied up to the brand loyalty that they have come to trust.
- ❖ Brand image will be important means for differentiation and competitive advantage because a powerful priority brand can change the customer behavior towards the bank.
- ❖ High Net Worth people will be added with the retail customer basket in a continuous basis which will help UCBL to achieve the Pareto Principle.
- ❖ Build awareness to marketplace dominance and makes selling easier. After build awareness for brand, that awareness acts like a proxy for the business.
- ❖ Create an emotional connection with customers and offering based largely on how they feel about owning the product or associating with the business, then creating an emotional connection needs to be an important part of the branding strategy.
- ❖ Motivate Banking with UCB. Brands are like great advance teams in that they establish interest, appeal, confidence, preference, and purchase motivation in a customer's mind before your product ever enters the arena.

Immutable laws of Branding

- **The Law of Expansion: The power of the brand is inversely proportional to its scope.**

It's like if I put my brand name on everything that brand name loses its power. UCB offer Imperial Savings like a premium product and they maintain the law of Expansion. Like other Banks UCB don't have too many Branches in Bangladesh, but their reputation and image is very well among the people. They try to give premium service to all kind of customers.

- **The Law of Contraction: A brand becomes stronger when you narrow its focus.**

UCB branding program always starts by contracting the category, not expanding it. UCB Fully focuses that they will give premium service to their imperial saving customers. Their priority will consider as a first priority.

- **The Law of Publicity: The birth of a brand is achieved with publicity, not advertising.**

Publicity is like anything that puts in the public eye. Today brands are building with publicity and maintained with advertising. UCB treat the imperial customers and the loyal customer's word of mouth work like publicity. Recently they selling **Bangladesh VS Sri Lanka** match tickets and this kind of activities will gain Publicity towards the people

- **The Law of Advertising: Once born, a brand needs advertising to stay healthy.**

Though UCB not properly advertise their product properly, they must be more focusing on this sector.

- **The Law of the Word: A brand should strive to own a word in the mind of the consumer.**

Like other bank UCB have the law of the word:

UCB = Happy Banking

FedEx = Overnight delivery

Xerox = Copy



- **The Law of Credential: The crucial ingredient in the success of any brand is its claim to authenticity.**

Customers are suspicious they want to believe the brand. Like

Coke – “the real thing”

UCB Imperial Saving - “Priority Banking Service”

- **The Law of Quality: Quality is important, but brands are not built by quality alone.**

Sometimes expressed through a higher price and accompanying feature that seems to justify the price. Though Imperial savings costly to maintain but customers can understand its value.

- **The Law of the Category: A leading brand should promote the category, but not the brand.**

Like Apple brand when leading the position they started launching the product like iPad.

- **The Law of the Name: In the long run a brand is nothing more than a name.**

The difference between brands is not in the products, but in the products names, So UCB chooses an attractive name.

- **The Law of Extensions: The easiest way to destroy a brand is to put its name on everything.**

UCB maintain its standards, though they didn't publish sufficient advertising but they maintain the law.

- **The Law of Fellowship: In order to build the category, a brand should welcome other brands.**

UCB use blue ocean strategy and maintain a good relationship with other. Healthy competition brings more customers to the category.

- **The Law of the Generic: One of the fastest routes to failure is giving a brand a generic name.**

UCB Imperial savings not have any generic name. The name has its own image. Recently Prince introduces drinking water named “pani”, that's a worst kind of generic name.

- **The Law of the Company: Brands are brands. Companies are companies. There is a difference.**

UCB one product its whole company so they maintain their every product properly.



- **The Law of Sub brands: What branding builds, sub branding can destroy.**
It's very important law sometimes sub brands causes more damage than competitors. Like Microsoft lunch windows Vista its more upgrade than windows xp , But Vista didn't fulfill the customers demand properly and that can cause bad reputations of the whole company.
- **The Law of Siblings: There is a time and place to launch a second brand.**
Toyota lunch Lexus after Toyota become the leading brand. UCB have other idea if imperial saving become successful.
- **The Law of Shape: A brand's logo should be designed to fit the eyes. Both eyes.**
It's important how good the logo and comfort the eyes. Horizontal shape provides maximum impact.
- **The Law of Color: A brand should use a color that is the opposite of its major competitors.**
UCB use the red color UCBs major competitors BRAC bank use blue color.
- **The Law of Borders: There are no barriers to global branding. A brand should know no borders.**
Crossing a border often does add value to a brand. The perception of where the brand comes from can add or subtract value. UCB didn't stark internationally but they have plan for banking internationally.
- **The Law of Consistency: A brand is not built overnight. Success is measured in decades, not years.**
Imperial lunch almost one year and still it needs more time to get the Leading position.
- **The Law of Change: Brands can be changed, but only infrequently and only very carefully.**
Through time to time changing is essential to match with the new generation and UCB concern about that. But frequently changing is very harmful for Brand image. So UCB take time to build the product very carefully and if needed they can also change or modified the product.



- **The Law of Mortality: No brand will live forever. Euthanasia is often the best solution.**

Its every things ends, UCB have that mind if certain period if the imperial savings not get up to the mark , they will close the product.

- **The Law of Singularity: The most important aspect of a brand is its single-mindedness.**

A brand is a singular idea or concept that own inside the mind of the prospect. A brand is a proper noun that can be used in place of a common word.

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SWOT Analysis of United Commercial Bank Ltd

SWOT is an acronym for the internal Strength and Weakness of the firm and the environmental Opportunity and Threat facing that firm. So, if we consider UCB bank as a business firm and analyze its strength, weakness, opportunity and threats the scenario will be as follows:

Strength	Weakness
<ul style="list-style-type: none"> ❖ The bank has earned customer loyalty ❖ Young and hardworking workforce ❖ Strong relationship with customers ❖ Friendly Working Environment ❖ Maintaining good relationship with the new and old clients ❖ It provides services even after the banking hour to special clients ❖ Well known to the market ❖ Online Banking Services ❖ Service First ❖ Customer based products 	<ul style="list-style-type: none"> ❖ Poor marketing and limited advertising strategy ❖ Promotional activities of this bank are up to the mark ❖ Insufficient brunch ❖ Insufficient ATM booths ❖ No internet banking
Opportunities	Threats
<ul style="list-style-type: none"> ❖ Growing market ❖ Increasing awareness of Islamic banking among the clients ❖ Skilled workforce 	<ul style="list-style-type: none"> ❖ Growing competition in the market ❖ Political instability ❖ Government Plan and regulation ❖ Public banks offer High interest rate ❖ Mobile banking

Major Findings

The collected data were analyzed well and were pointed out and shown as findings at the end.

After the statistical analysis we can find some findings along the analysis process and these are:-

- UCB Bank does not give their high attention on advertisement at Newspaper, TV, and Radio etc. As a competition market it is too much important for any organization to increasing their advertisements procedure to provide information to the clients & Probable clients. Advertising is continuous process; it does mean that when a brand becomes successful then it doesn't need advertising.
- No internet Banking. Now a day's internet is highly essential for any kind of work. If people can do internet banking by their mobile or computer its will be very useful for some customers, It can be save both time and money. So UCB should offer some service by internet for fulfill customers demand.
- According to some clients introducer is one of the problems to the Bank. Marketing officers Harassment the customers for introducing their name to fulfill their targets. Every Marketing officers have introduced certain number of customers to fulfill their own individual target, so to fulfill their target sometimes customers confused by the two marketing officers.
- Some Unqualified workforce in marketing department. Marketing department is one of the very important departments of any organization. Here in UCB mirpur brunch there are some Unqualified and not fully trained officers working for marketing department. So UCB should monitor their performance and get well trained for the better customer service.
- In case of opening an account some big parties come to open accounts in reference with the high official of the bank. They do not submit all the necessary papers in the time of account opening so it crates pending account and banker find it difficult on later to collect necessary papers.
- UCB Bank does not give their high attention on advertisement at Newspaper, TV, and Radio etc. As a competition market it is too much important for any organization to increasing their advertisements procedure to provide information to the clients & Probable clients.

Job Description PART 3



UCB

JOB DESCRIPTION

I have been assigned as an intern at UCBL Bank for 14 weeks to fulfill my academic requirement of Bachelors of Business Administration (BBA) degree. The duration of my Internship program was 14 weeks which started on July 1, 2013 and finished on September 30, 2013. In my internship period I have worked on Sales & marketing department. Now I am going to discuss different aspects of my experience and learning about UCBL Bank.

3.1 Work Experience at UCBL

After joining work I was given different types of activities to perform. I was given the opportunity to implement my academic knowledge in practical life. The work environment of the UCBL is very friendly and my Supervisors in different sectors were very grateful. In 3 months I learned lot of thing and every segment of the banking sector. . I learned in total 3 sectors in the UCBL bank:

- ✓ General Banking
- ✓ Loan Section
- ✓ Foreign Exchange Department

Through the three months I had been working on General Bank sector 60 %, Loan sector 20 % and the foreign 10%. UCBL mirpur brunch is not the AD brunch so my duties are less than other sector for Foreign Exchange Department.

The logo for UCB (United Commercial Bank) is displayed in a bold, red, italicized sans-serif font.

3.2 Daily Work/Job Responsibilities

I have performed the following activities in the United Commercial Bank Ltd.

General Banking

Account opening section

Step 1: Receiving filled up application in Bank's prescribed form mentioning what type of account is desired to be opened

Step 2: The form is filled up by the application him/ her

Step 3: Two copies of passport size photographs from individual are taken; in case of firms photographs of all partners are taken. Application must sign specimen signature sheet and give Authorized Officer accepts the application

Step 4: Minimum balance is deposited and only cash is accepted

Step 5: Account is opened and a Cheque book and pay-in-slip book is given

Cheque clearing

- Crossing of the cheque.
- (Computer) posting of the cheque.
- Clearing seal & proper endorsement of the cheque.
- Separation of cheque from deposit slip.
- Sorting of cheque 1st bank wise and then on branch wise.
- Computer print 1st branch wise & then bank wise.
- Preparation of 1st Clearing House computer validation sheet.
- Examine computer validation sheet with the deposit slip to justify the computer posting

Loan Section

- Meet with applicants to obtain information for loan applications and to answer questions about the process
- Analyze applicants' financial status, credit, and property evaluations to determine feasibility of granting loans
- Explain to customers the different types of loans and credit options that are available, as well as the terms of those services.
- Review loan agreements to ensure that they are complete and accurate according to policy.
- Compute payment schedules.

Foreign Exchange

- Opening letter of credit against commission for importing industrial agricultural and other permissible items under council board.
- Opening letter of credit on the principle of sale, on the principle of under wage earner scheme.
- Handling of export /import document.
- Handling inward and outward remittance.

3.3 Different Aspects of Job Performance

Job performance depends on many factors like job responsibility, working condition, knowledge and expertise on the work activities; job satisfaction etc. The specific responsibilities of my job were not so tough to do. The working environment at UCBL Bank was very friendly, which helped me to consider myself as a part of my jobs with greater satisfaction. Sometimes the job seems much boring. I could perform well due to the cordial assistance from all of the associates of UCBL Bank.

On my 14 weeks of internship period on UCBL Bank, I have taught practically lots of things those I have learned on theoretical courses. Though there I got differences sometimes but there were also some similar things. Really this practical experience helped me a lot to learn more new things. In my future life all these will be a valuable experience for me.

3.4 Observations

After working fourteen weeks in UCBL Bank I have found something really very impressive about the company. On the other hand from my observation of last three months I would like to recommend them something that can give them another thought. Here is my observation and some recommendation in my point of view is pointed:

- Newcomers are treated quite well unlike many other organizations.
- Here the environment and atmosphere of work is very friendly. Everyone help each other when needed.
- The bank has the provision of internship program but there is no organized structure for the internship program. The bank can properly utilize the internees at minimum cost.

PART 4

Recommendation

- The bank should go for advertising about their services and facility for the clients. In recent days without proper knowledge people didn't go for any services. People compare other options too, so they have to understand the power of the advertising and should promote their services more by advertising.
- The entire department should be well informed regarding their goals and objectives. It is essential to execute company objectives into individual target. So if anyone of the Bank has the idea what's their main target they can easily reach their target goal. Its can be very helpful they have internal formal meeting once a month.
- The bank should introduce more promotional activities at TV Channel. TV commercial is one of the most effective medium of advertising. With TV commercials people are more connected the product or services. It's a easiest way to promote your brand in mass population. UCB didn't use that much TV commercials like other Banks.
- To meet today's demand of the customer; the bank should introduce Mobile banking system. Technology changing day by day like bKash first lunching mobile banking system and most of the Bank lunch their own mobile banking system. So to cope up with the modern trend UCB should lunch their mobile banking system as early as possible.
- Establish more ATM network & maintain sufficient in ATM booth or leasing it. In Bangladesh **Dutch bangla bank**, **Standard chartered bank** and **Brac bank** have more ATM boots then other. So UCB should establish sufficient boots to maintain their work effectlier.

The logo for UCB (United Commercial Bank) is displayed in a bold, red, italicized sans-serif font.

- Bank participate some social activities and we hope bank can increase this benefit to its clients and employee. Recently they selling **Bangladesh VS Sri Lanka** match tickets and this kind of activities will gain image towards the people.
- To attract more clients, UCB Bank has to offer more products & services compare to the others bank. By variety of services the organization can be attract more people. By maintain the customer's needs the old customers can bring new customers to the bank.
- The retail department of UCB is needed to be effective and well enough to manage actual and potential customer. In UCB mirpur brunch there are less effective officers in retail division, Retail division is very essential for pull new customers. So UCB bank should trail their retail officers properly.
- To meet today's demand of the customer; the bank should introduce Internet Banking system. City Bank first lunch internet banking system in Bangladesh. By internet banking it's very easier to maintain Bank work, so UCB should started internet banking system to satisfy their customers need.

Conclusion

UCB is today's one of the leading private banks in our country. After the establishment it brought lots of new product and services for its clients and the progress of UCB is really satisfactory in our banking environment. From a mainly feudal agrarian base, Bangladesh has undergone a rapid economic structural transformation towards manufacturing and services.

Providing credit to clients is a core business of UCB. It is also the pioneer in offering world class credit/loan facilities for the people of Bangladesh. It has 110 branches in urban, suburbs and rural areas in the country.. In this report I have illustrated different aspects of UCB Imperial savings branding and try to find out the problems and the process to solve the problems.

Banking sectors no more depends on only on a traditional method of banking. In this competitive world banking sector has stretched its wings wide enough to cover any kind of financial services. Not only from the local banks but also from the foreign banks, the banks of today face a tough competition. The major tasks of banks for banks to survive in this competitive environment are by managing its assets and liabilities in an efficient way. To make the assets especially loan and advances banks must have to more cautious and otherwise these asset will became a burden for the bank. To have fruitful investment bank must have to do the marketing their product perfectly.

The logo for UCB (United Commercial Bank) is displayed in a bold, red, italicized sans-serif font.

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- ❖ <http://www.entrepreneur.com/article/77408>
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