

Internship Report



**Practice of Advertising Theories by
Standard Chartered Bank (SCB)
SBU: Visa Signature Credit Card**

Submitted To:

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Date of Submission: July 24, 2014

Letter of Authorization

July 24, 2014

Tawfiq Hasan

ID: 09104082

BRAC Business School,

BRAC University.

Subject: Authorization Letter.

Dear Student,

I G.M. Shafayet Ullah am authorizing you for conducting your intern project titled BUS 400. I have chosen your topic based on your major side of your BBA program, which is Practice of Advertising Theories by Standard Chartered Bank Visa Signature Credit Card. I also wanted to thank Standard Chartered Bank Bangladesh to give you the opportunity for doing the 3 months internship program on their organization.

With best regards,

G.M. Shafayet Ullah

Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

July 24, 2014

G. M. Shafayet Ullah

Lecturer

BRAC Business School,

BRAC University.

Subject: Submission of internship report.

Dear Sir;

In accordance to your advice, I have prepared my internship report on Practice of Advertising Theories by Standard Chartered Bank Visa Signature Credit Card, course BUS 400. In my report I have tried to focus on the relevant information which would cover the objectives of the report. But no doubt my effort and contribution will be best evaluated on your sharp scale of acceptance and remarks.

Thanking you.

With best regards,

Tawfiq Hasan

ID: 09104082

BRAC Business School

BRAC University

EXECUTIVE SUMMARY:

In this modern world, banks are playing a vital role for the development of an economy. In Bangladesh it is not different. Standard Chartered bank operating their business with the banking activities like consumer banking, wholesale banking, personal banking, global custodial service, international trade management, Global Institutional Banking, global electronic banking with us from 1948. Business opportunities day by day rising, new products and services come in every month. Need for data and information about different topics and issue is very essential for building and operating a business. Information plays a major role in all sector of a society, whether in social sector or business sector. For this reason SCB Bangladesh always try to think in a different way, which facilitates their existing customers to get their account related information and other products like loan in an easy way. After the completion of my BBA program I was placed in Standard Chartered Bank Bangladesh for the internship program under the guidance of my faculty advisor G.M. Shafayet Ullah. The duration of my organizational attachment was 3 months, starting from 22nd, May 2013 to 22nd, August 2013. For successful finishing of my BBA program, I needed to submit this report, which would include an overview of the Standard Chartered Bank, My job in SCB and the project “Practice of Advertising Theories by Standard Chartered Bank Visa Signature Credit Card”. I was attached with and elaboration of the project I was supposed to conduct during the internship period. I was placed in the Human Resource department of the SCB head office, under the direct supervision of Mr. Amirul Mizan, HR Service Delivery Manager of Standard Chartered Bank Bangladesh.

Acknowledgement:

At the very beginning, I am solemnly thanking the Almighty Allah. I am sincerely thankful to my academic supervisor G. M. Shafayet Ullah, Lecturer of BRAC Business School, BRAC University; who permitted and supported me to work on the Practice of Advertising Theories by Standard Chartered Bank Visa Signature Credit Card. I am extremely grateful for having this opportunity that has enriched my area of knowledge vastly. Furthermore, I want to thank my organizational supervisor, Mr. Amirul Mizan, HR Service Delivery Manager, Standard Chartered Bank; for giving me the required information and also for giving permission to do the necessary work to commence this project. Especially, I would like to thank my parents who have made it possible for me to be a part of such educational organization and created the way to have excellence.

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INTRODUCTION:

Standard Chartered Bank opened their operation in Chittagong in 1947 which, at that time was the eastern region of the newly created Pakistan. The branch opened mainly to facilitate the post war re-establishment and expansion in South East Asia. The bank opened its first branch in Dhaka in 1966 and shifted it's headquarter from Chittagong to Dhaka after the birth of the Republic of Bangladesh in 1971.

The bank increasingly invested in people, technology and premises as its business grew in relation to the country's thriving economy. SCB acquired ANZ Grindlays Bank for 1.34 billion dollars in the year 2000. The new venture that is the merger was named as Standard Chartered Grindlays Bank. Now after the takeover it is known as Standard Chartered Bank. Recently it also has acquired AMEX bank and has grown even more in strength and size as well as customer base.

Extensive knowledge of the market and essential expertise in wide financial services underline Standard Chartered Bank's strength to build business opportunities and institutional clients at home and abroad. Continuous upgrading of technology and control system has enabled the bank to offer new services, which include 33 ATM booths, Phone Banking services through call center, SMS banking and Internet banking on a 24 hour basis through its 24 branches. Standard Chartered Banks services in Bangladesh, ranges from Personal & Corporate Banking to Institutional Banking, Treasury and Custodial services which has resulted in the expansion of the bank since its inception.

The Organization

Standard Chartered Bank (SCB)

HISTORICAL BACKGROUND OF SCB:

Standard Chartered Bank has a history of more than 150 years. The name of the bank came from the two original banks the Standard Bank of British South Africa and the Chartered Bank of India, Australia and China.

Of the two banks, the Chartered Bank was established in 1853 by a Royal Charter granted by Queen Victoria of England. The key person behind the Chartered Bank was a Scot, James Wilson who has started The Economist, which is still one of the world's pre-eminent publications. He visualized the advantages of financing the growing trade links with the areas in the East, where none of the other financial institutions were present at that time and therefore the Chartered Bank opened two branches in 1858 in Chennai and Mumbai.

On the other hand, the Standard Bank was founded by another Scot, John Paterson in 1862. He immigrated to the Cape Province in South Africa and became a successful merchant there. Coming from the similar background, he also visualized the great opportunities through linking between Europe and South Africa.

The Chartered Bank started its operation in Chittagong in 1948, soon after the creation of Pakistan. The branch was opened mainly to facilitate the post war re-establishment and expansion in this part of South Asia. . After the merger of Chartered bank with Standard bank in 1969, the bank increasingly invested in people, technology and premises as its business grew in relation to the country's thriving economy.

The bank opened its first branch in Dhaka in 1966 and shifted its headquarter from Chittagong to Dhaka after the birth of the Republic of Bangladesh in 1972. Today the bank has 25 branches. Among them 16 in Dhaka, 5 in Chittagong , 1 in Narayanganj, Sylhet, Khulna and Bogra respectively. The Head Office is in 67 Gulshan Avenue, Gulshan, Dhaka-1212.

Bangladesh's operation is under the Middle East and South Asia region, with the controlling office in Dubai. Its correspondent relationship exists with Sonali Bank, which give its access to the countrywide. In 1993, there was an organizational restructuring, which led to the substantial expansion of the bank's business. And after that the amount of deposit and loan has increased by more than 5 times within five years and as a whole it shows an overall increasing trend of Standard Chartered Bank's market share in terms of deposit and advances.

EXPANSION OF SCB:

Acquisition has long been popular vehicle for expanding the scope of the organization into new business areas. Companies typically acquire a company when they lack important competencies and very often they end up purchasing an incumbent company that has those competencies and they do so at a reasonable price. The acquisition of Grindlays Bank from the ANZ Banking Group by the Standard Chartered Group on 1st October 2000 was opportunity driven. It has given Standard Chartered an opportunity to expand into new areas where it was not operating at all. Moreover, buying Grindlays from ANZ now propels it from number five to number one among international banks in India, with some extra footholds in the Middle East. In addition to that, at 1.3 bn U.S dollars, it is hard to complain that Standard Chartered has overpaid. The financial ease is less compelling for ANZ shareholders, as there are advantages to getting out of a strategically peripheral business. This acquisition of Grindlays Bank has added 6000 employees and 4 countries to Standard Chartered's existing network of 27,000 employees and 570 offices in 50 countries. The end result is that Standard Chartered, which went into the 1997 Asian Crisis with strong business in Hong Kong, Singapore and Malaysia, emerges with additional core markets in India and Thailand. Moreover, the deal has made Standard Chartered the largest foreign bank by assets in India, Pakistan and Bangladesh and the second largest in Sri Lanka and the United Arab Emirates. The bank had been seeking to expand in the region since the end of the Asian economic crisis, and has finally become successful in its expansion.

BUSINESS ACTIVITIES OF GLOBAL SCB:

Standard Chartered Bank operates in every Asia Pacific market with the exception of North Korea and some 60 percent of the Group's profits come from the Asia Pacific region.

Hong Kong continues to be major importance to the group and contributes 30 percent of the total profit with around 80 branches in Hong Kong and strong representation in China, Standard Chartered- a note issuing bank in Hong Kong, is well placed to continue playing an important part in Greater China's development. A resident Group Executive Director manages the Group's business there. Consumer banking; Corporate and Institutional Banking are managed out of Singapore each by a Group Executive Director resident in the island state. Standard Chartered is the leading international bank in Sub-Saharan Africa, operating several countries, the most prominent being Kenya, Zambia, Zimbabwe and Ghana. The Group's operations in the Gulf and south Asia are managed from Dubai. Standard Chartered Bank provides a full range of products and services to its customers all around the world.

Product and Service Offering:

Savings Accounts

- Super Savers Premium
- Super Savers Account
- eSavers Account
- School Banking Account

Current Accounts

- Current Account
- Fast Current Account
- Foreign Currency Current Account
- RFC D Account
- Convertible & Non-Convertible

Cards

- Credit Card
- Debit Card
- Prepaid Card
- Track your Credit Card online application status

NEW

Fixed Deposits

- Fixed Deposits
- NFC D Account

Services

- Auto Bills pay
- Locker Services
- Saturday & Evening Banking
- Student Files

Priority Banking

- Priority Benefits
- Priority Solutions
- Priority Services
- International Services
- Resource Centre

Islamic Banking

- Saadiq Deposit Accounts
 - Saadiq Current Account
 - Saadiq Savings Account
 - Saadiq Term Deposit
- Saadiq Financing Products
 - Saadiq Auto Finance
 - Saadiq Personal Finance
 - Saadiq Home Finance
- Saadiq Cards
 - Saadiq Debit Card
 - Saadiq Credit Card
- Profit Rates
 - Monthly Profit Rate & Weightage

Loans

- Auto Loan
- Personal Loan
- Home Loan
- Home Credit

Service Quality

- Service First

SME Banking

- Working Capital
 - Business Current Account
 - Straight2Bank
 - Cash Pick and Drop Service
 - Trade and Working Capital
- Business Expansion
 - Business Installment Loan
 - Loan Against Property
 - Orjon - BIL for Women
 - Overdraft
- Business Protection
 - SME Treasury Service
- Yield Enhancement
 - Business Special Notice Deposit (SND)
 - Fixed Deposit

Branch Sales & Services

- ATM & Branch Locations
- Remote Banking

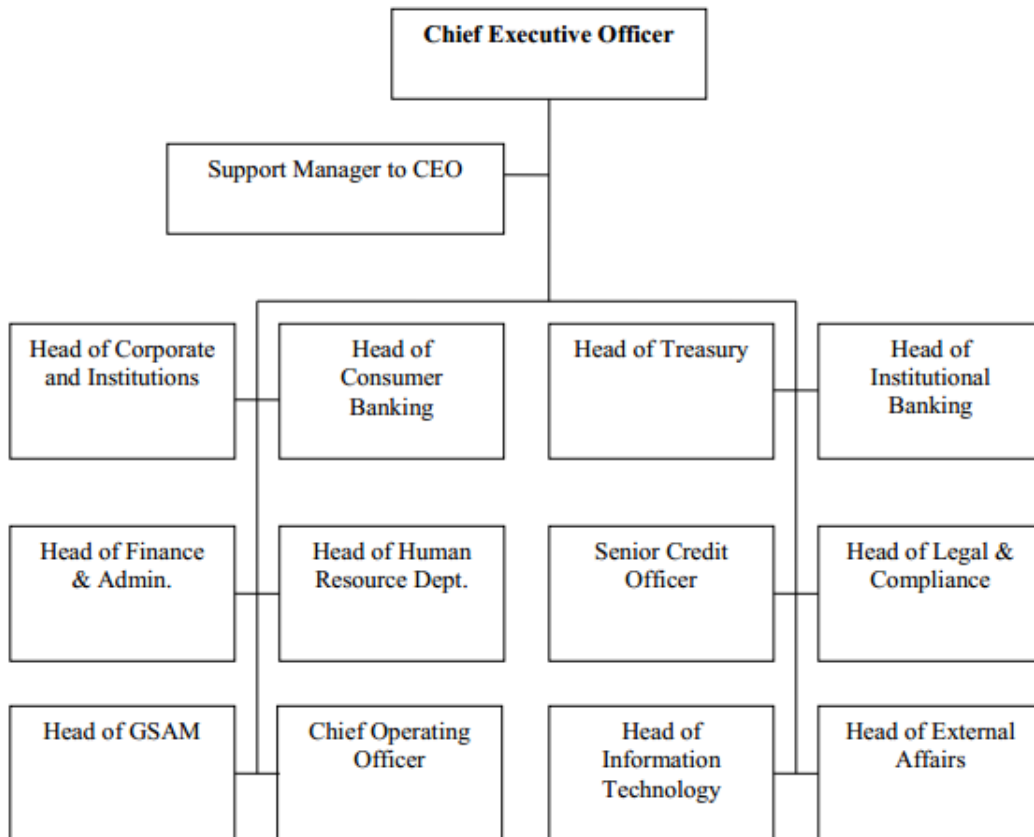
Wholesale Banking

- Schedule of Charges

Green Banking

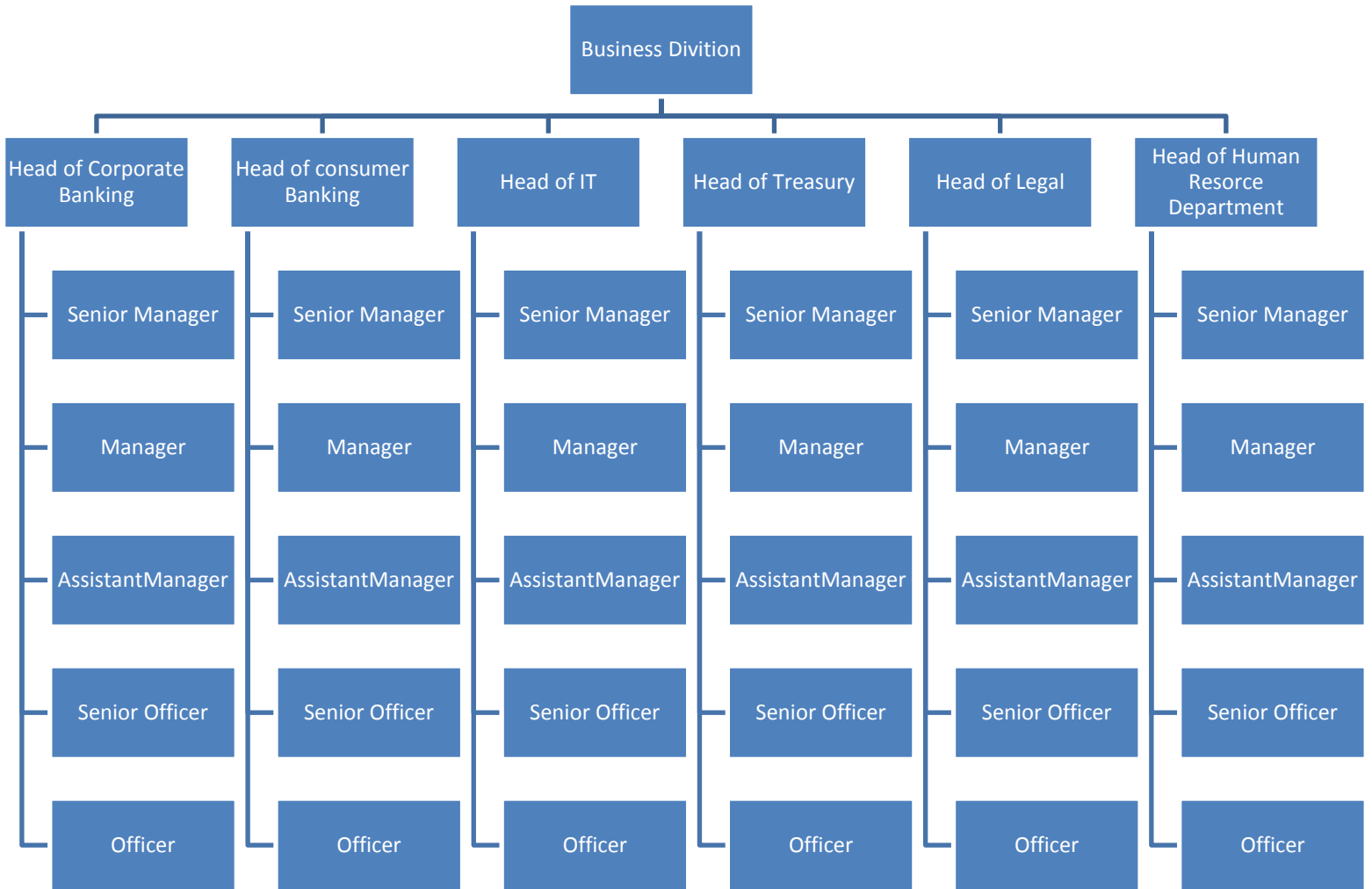
- Green Banking Initiatives/Campaigns

Organizational Structure:



Source: Human Resource Department of Standard Chartered Bank

Organizational Structure for Business Division:



SCB's Mission:

To create exceptional value for our clients, investors and staff; through market leadership in providing innovative compliant products and solutions, and by adopting and living our core values.

SCB's Vision for Future:

“We have a key role to play in stimulating economic and social development through the services we provide and by being a force for good. The success of our business depends on this.”

Peter Sands, Group Chief Executive

At Standard Chartered, we are determined to lead by example within the markets in which we operate. As well as contributing to economic growth through our core business activities, we want to help protect the environment and to have a broader positive impact on the societies in which we live and work. And as we engage as a partner with governments and communities in addressing these wider challenges, we are learning more about how the issues interact with each other and our core business objectives.

By being a high-performing bank, helping people and companies borrow, save and make transactions, we naturally play a role in creating wealth and stimulating growth. From the perspective of shareholder value creation, the more successful a country becomes, the more successful we can be. But long-term growth depends on how well we all manage risk, including the social and environmental issues that can impede or undermine sustainable growth.

Responsibilities as an Intern in Standard Chartered Bank Corporate Head Office

Description or Nature of the job:

Standard Chartered bank recruits me under HR Department.

I worked under HR Service Delivery Manager Amirul Mizan and also supervised by HR Service Delivery Officer Masud Pervez . Job Description is given below,

- Audit all personal file.
- Archive old personal files.
- Rearrange last 3 years Release letters, Final Settlement Sheet.
- CV sorting for Recruitment department.
- Preparing New Personal Files.

Specific Responsibilities of the job:

Working for HR is a huge opportunity. I learned how Standard Chartered Bank runs their HR.

In the job I was responsible re arrange all the settlement sheets of the last 3 years. These are very important papers of the employee. This settlement sheet includes Release Letter, Final Settlement, and Certificate. When an employee resigned from a position, he or she has to complete these step for their Exit procedure.

Next comes the Old file Archiving , In the HR dept there is a file vault, where all the files are situated in a organized way. I had to clear all the ex employees personal file for the archive.

Standard chartered banks archive station situated in Gagipur. All the ex files had been boxed in a organized way. I made 17 boxes of old files and make them prepare for Gagipur archive station.

After doing that I had to make an excel sheet entry for those files so that, we can have a documentation of files.

My next job was to make new files for the new employees. Full time employees got the green file and red file contains those employees who are working contractual. I also had to make an excel entry of new files, so that they can be put into the file vault in a organize way.

Different Aspects of the job performance:

In my job, performance measured by how fast you are doing your job. I was pretty fast in doing my job. As there were lots of files to deal with. There are in total of 1200 Permanent Employees are working in SCB. Permanent Employees contains a green files and contractual employees contain red. Each and every file contains detailed information about employees. As an example employees CV, NID, Photo, Educational Certificate, job contract and other important documents. My responsibility was to audit all the files properly and put all files in the File bank in an organized way. So my performance measured how fast I am auditing all files in appropriate way. Due to various reasons the turnover rate of contractual employees is in a increasing ratio. When any employees take release, then the hr service delivery sector has to make a final settlement of that particular employee. My job was to manage all the final settlement files in an organized way.

Critical Observation

Standard Chartered Bank is a multinational bank, there whole operational process is very structured. As I only worked in HR I have some recommendation, which are given below,

1. In the case of making personal file, I want to propose using SAP (System Application & Products) . A personal file contains so many information ,such as CV, Photo, Educational Certificate, NID, Passport Photocopy, Account Nominee , Job experience Letter, Present Job Contract and other important document. By using SAP these documents can easily be stored in online. Its digital employee information tracking, there are option upload scan copies; one can upload his or her required papers and information on SAP in the joining time. With the help of it, the work will be more easier, structured and time consuming.
2. Employee releasing process should be faster. HR service delivery should give as much importance to the employee who is exiting the organization comparing new employees.

Recommendation:

- It's noticeable that the turnover rate of Standard Chartered Bank is quite high. So there is lot of works in releasing an employee. This releasing work is done by HR Service Delivery team. There are two employees on that team. One of them is a manager and the other one is an officer. These two persons are assigned to release and give all the hr services to the employees. As they have to face so much pressure on their job as a result the employees releasing process get slower. So my recommendation will be to add at least two employees to HR Service Delivery department.
- To release an employee HR Service Delivery has to go through some paper works. Such as Release Letter. Final Settlements Sheet etc. This process is done by manually on word and excel sheet. My recommendation will be to make it more digitalize with familiar software so that this process can be faster and simplified.
- The working environment of SCB is amazing. The whole office is well and decorated. Clean and dirt is a Zero tolerance issue in SCB.

Of all standard chartered bank is a very organized organization, they don't give chance to make any other negative recommendation about them.

Project Part

**Practice of Advertising Theories by
Standard Chartered Bank (SCB)
SBU: Visa Signature Credit Card**

Objective of the project:

Primary Objective

- The main objective of this report is to show how Standard Chartered Bank Bangladesh advertises its products, maintaining its brand and communication to its customer.

Secondary Objective

- Getting familiar with the environment of a multinational financial institution of Bangladesh that is Standard Chartered Bank
- Identify advertising principal of standard chartered bank products.
- Focusing on SCB's advertising strategies.
- To know about the management style and organizational structure of Standard Chartered Bank.

Methodology:

In the organization part, most of the information has been collected from different published articles, journals, brochures, web sites and personnel of Standard Chartered Bank. All the information incorporated in this report has been collected both from the primary sources and as well as from the secondary sources.

Primary Source of Information

- Observation during the total internship period.
- Involvement with the operational process.
- Discussion with officials of Standard Chartered Bank

Secondary Source of Information

- Annual report of Standard Chartered Bank Bangladesh.
- Standard Chartered Bank's official facebook page.
- Standard Chartered Bank's official website: www.sc.com.
- Standard Chartered Bank's press release.(Financial Express)

Strategic Business Unit of this report

Visa Signature credit card of Standard Chartered Bank Bangladesh.



Advertising:

Advertising is a paid form of no personal communication about an organization, product, service idea or cause by any identified sponsor. For the International Credit Card of Standard Chartered Bank is one of the most important product of SCB. Day by day the world is getting globalized. People are running to different countries for different needs. To simplify people's needs Standard Chartered Bank comes up with this International Credit Card. This card own a lot of benefits. And to show this benefit to the customer SCB needs a very good advertising of its product. The International Credit Card is one of the most premium product of Standard Chartered Bank. So they have decided to make its advertising more selective and premium. So this Card have following advertising tools

1. Direct Marketing.
2. Interactive / internet Marketing.
3. Publicity.
4. Personal Selling.
5. Promotion and media.

Direct Marketing:

Direct Marketing is a form of advertising in which marketing materials are provided to consumers in order to communicate information about a product or service. Direct marketing does not involve advertisements placed on television or over the radio. Types of direct marketing materials include catalogs, mailers and fliers.

For information on evaluating internet sources, look at:

<http://www.investopedia.com/terms/d/direct-marketing.asp>

For this Visa Signature credit card Standard Chartered Bank do some direct marketing. Those are listed below;

- A. **Direct Mail:** Marketing division of SCB has a huge customer data collection. Customers who are roaming the world very frequent are the target group of this product. The sales division collected these customers information from various sources. After that SCB analyze those customers and send direct mail to those customers about the International Credit Card facilities and benefits. And SCB also through some certain offer based on the time frame.

The following image is a snapshot of SCB's direct mail marketing.



পরিবার আর বন্ধুদের সাথে এবার ইফতার উপভোগ করুন একটু আলাদাভাবেই! আমাদের সকল সম্মানিত ডেবিট ও ক্রেডিট কার্ড ব্যবহারকারী এবার পাচ্ছেন 'ঢাকা রিজেন্সি', 'খাজানা রেস্টুরেন্ট' এবং 'লং বীচ সুইটস'- এ ডিনারসহ ইফতার প্যাকেজের উপর Buy 1 Get 1 FREE অফার!

বিস্তারিত জানতে চলে যান এই লিঙ্কে: http://on.sc.com/Ramadan2014_FB

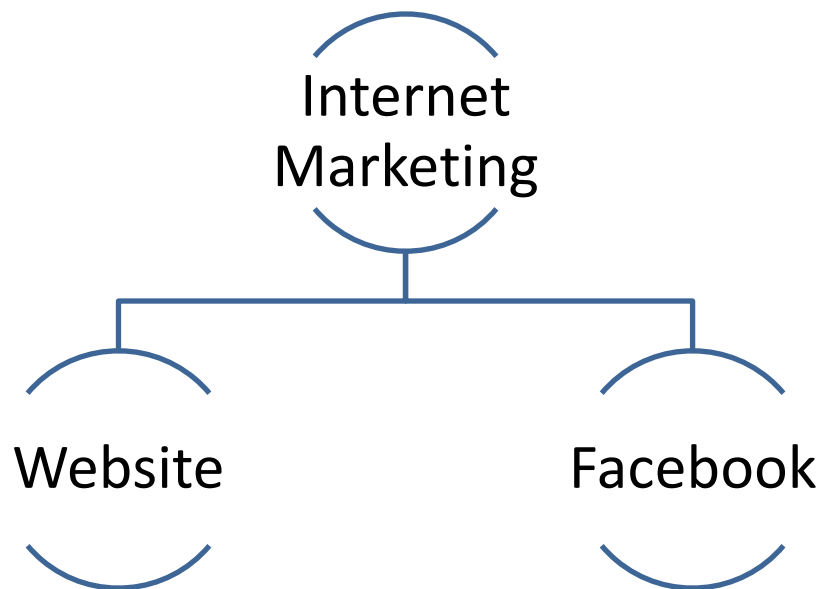
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B. Telemarketing: This is one of the regular direct marketing tools. As I have early mentioned about selective data base of the customer group. The call center department of SCB does this telemarketing. The call center is situated in Uttara branch and in Gulshan Branch. There are in total of 23 members working in the call center. SCB’s call center is not just a regular one. It’s because SCB is a financial institution. Call center members has to deal with different offers, financial transaction and customer support.
24 hour Call Center contact: 16233

Interactive / Internet Marketing:

In the century of twenty first internet marketing is doing so good. Now a days Internet as an advertising medium to inform, educate and persuade customer. With the help of internet marketing we are able to ensure a lot of benefits, such as

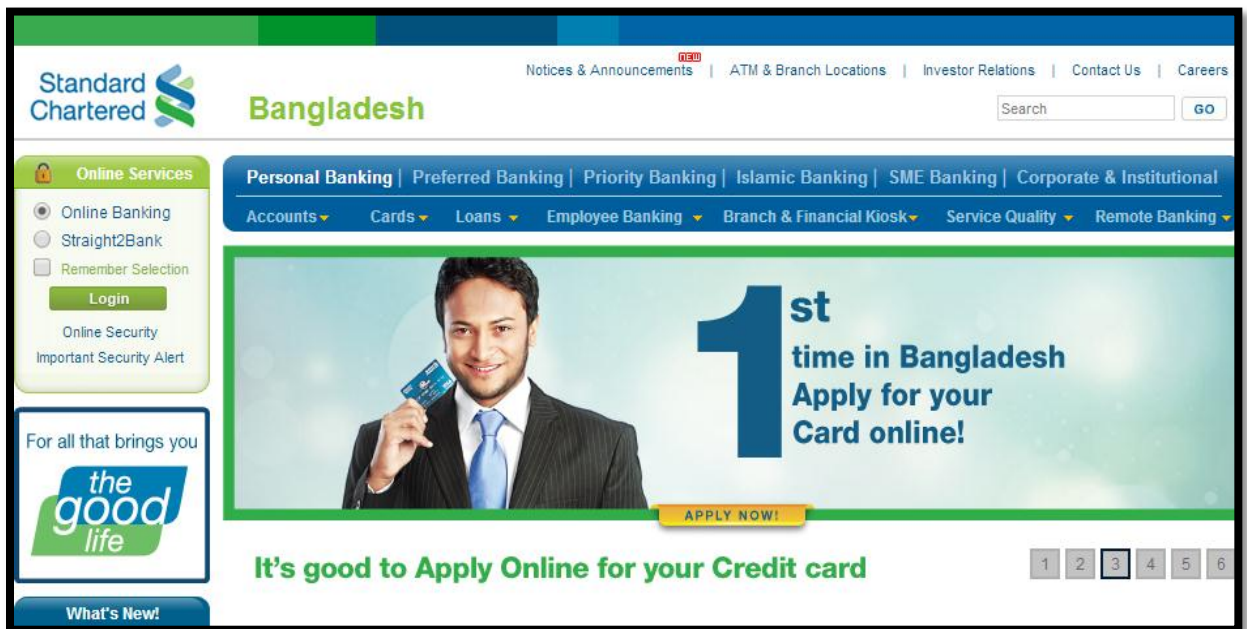
- Company can reach a mass customer area.
- It can also be used as a direct sell tools.
- To communicate and interact with buyers.
- Collect customer database.
- Most inexpensive way to promote and advertise product and service.
- We can also provide customer service and support in the fastest way.



A. **Website:** Standard Chartered Bank has the most advance website with 100 % functionality.

Website Address: <https://www.sc.com/bd/en/>

As the International Visa Credit card is one of the most premium product, and of course need the highest advertising. There is a central bar on the middle of the website, where the primary advertise belong. International Visa credit card also has a position on the primary advertising site. Site location given below;



SCB launch their new URL that is www.sc.com. This short website url will help customer to access their website very easily. And the url is easy to memorize. As soon as more people start visiting this site, the way of advertising will be easier day by day.

B. **Facebook:** The most familiar social network site is Facebook. SCB also have a very active Facebook page. In Facebook SCB upload all their promotions and their advertising. With the help of Facebook SCB is connected 24 hours with their valuable customer. There is a particular department of digital marketing who actually looks after the Facebook communication and advertising. Below image is the Facebook page of Standard Chartered Bank



SCB uploaded the facilities and benefits of International Visa Credit Card on their page. Customers ask different questions regarding the card. And it has to answer as soon as possible. So with the Facebook, SCB advertising their products in detail and also interacting customer online. Giving service before customer take the product is another unique advertising or marketing of your company. And also SCB gathering a huge online data base who are eagerly searching for standard chartered credit cards. Some examples have given below;



“Cheer for your favorite team on the screen of a brand new smart TV!

Now Standard Chartered lets you buy any Samsung Smart TV from Transcom Digital showrooms with 0% InstaBuy facility for up to 12 months!

So why wait? Check out this link to know more about the offer:
http://on.sc.com/transcom_en”

This is how facebook advertising doing by SCB digital marketing division.

Publicity:

"A Type of promotion that relies on public relations effect of a news story carried usually free by mass media. The main objective of publicity is not sales promotion, but creation of an image through editorial or 'independent source' commentary. While the publicist can control the content of the story, he or she may not have any control over its placement or interpretation by the media."

Standard chartered bank uses many ways for publicity of Visa Signature credit card. They releases news through media and also newspapers, organizes meeting, presentation to invited reporters and editors. They also sponsors for different events, teams, or programs to gain public value.

1. Press Conference:

Standard chartered Bangladesh (SCB) launched 'Visa Signature credit card, which the bank said an unparallel service, providing 'unmatched benefits and privileges'. The Signature card holders can pay both local and international costs for air tickets, dining, shopping and lodging with many discount offers. The customers will be able to have a maximum transaction of Tk 2 million each through their Visa Signature cards.



Jim McCabe, Chief Executive Officer of SCB, Sandeep Bose, Head of Consumer Banking, and Gitanka D Datta, Head of Card Division, addressed a press conference at a hotel in the city on the occasion of launching Visa Signature Card. The benefits include discounts up to 50 per cent for travels in Singapore Airlines, allowing extra luggage weight up to 10 kilograms, up to 10 percent cash back against dining at any of more than 50,000 entitled restaurants across the globe plus 100 local partner restaurants and special privileges in boarding at five-star hot

2. News Releases:

Standard chartered Bangladesh (SCB) launched 'Visa Signature Card'; this news also has been published in Daily Sun newspaper.



The screenshot shows the website of 'The Financial Express'. At the top right, there is a box for 'Space For Online Ad'. The navigation bar includes links for HOME, POLITICS & POLICIES, METRO/NEWS, TRADE & MARKET, VIEWS & REVIEWS, and EDITORIAL. Below the navigation bar, the page number and date are displayed: 'VOL 20 NO 249 REGD NO DA 1589 | Dhaka, Monday June 18 2012'. The main content area features a 'FE INSIDE' sidebar with various categories like Home, First page, Last page, Politics & policies, Metro/news, Views & reviews, Trade & market, Editorial, Letter to editor, Country, Sports, World, Stock & corporate, Views & opinion, Region, and Detailed DSE Trading. The main article is titled 'STOCK & CORPORATE' and 'StanChart launches Visa Signature Card'. It includes social media sharing options for Like, Tweet, and Share. The article features a photograph of three men (Gitanka D Datta, Jim McCabe, and Sandeep Bose) holding large Visa Signature Cards. Below the photo is a caption: '(from left) Gitanka D Datta, Head of Cards, Jim McCabe, CEO, Standard Chartered Bangladesh and Sandeep Bose, Head of Consumer Banking for Standard Chartered Bangladesh, Sri Lanka & Nepal posing with VISA Signature Card launched Sunday.' The article is categorized under 'FE Report' and 'Standard Chartered Sunday announced the launch of'. The Standard Chartered logo is visible at the bottom right of the article.

Personal Selling:

“It is basically delivery of a specially designed message to a prospect by a seller, usually in the form of face-to-face communication, personal correspondence, or a personal telephone conversation. Unlike advertising, a personal sales message can be more specifically targeted to individual prospects and easily altered if the desired behavior does not occur.”

Standard Chartered bank uses personal selling policy in terms of selling Visa Signature credit card as well. It is one of the most common policies that Standard Chartered bank follows in terms of promoting their cards. This face to face communication plays a vital role in promoting the card where the seller can easily describe about the way customers can be benefited. Since in our country people are not much familiar with using credit card. So it is the most effective tools used by Standard Chartered Bank. Almost 65 % of card selling comes from personal selling.



Promotion and Media:

Mass media plays a vital role in promoting any type of product to the customers. It is probably the easiest way to reach the customers through advertisement. Like all organizations Standard Chartered also use mass media as the biggest source of advertisement. Through the usage of such media Standard Chartered has flourished their business and opportunities to a great extent. These media has created greater opportunities which standard chartered utilized as their best possible ways. After launching the Visa Signature credit card ,standard chartered made the proper use of mass such as:

- **Billboards**
- **Posters**
- **Newspapers/ Magazines**
- **Discounts**

Billboards:

Bill board can be determined as one of the key tool for promoting a brand and its products. Standard Chartered bank make the most use of this media tool to promote their products. In Bangladesh they do all sorts of bill board advertisement in different places throughout the country and to promote Visa Signature credit card they follow the same policy as well. They have their Visa Signature credit card bill-board advertisement in different states of the country.

1. Banani flyover billboard:



2. Gulshan 2 circle Billboard:

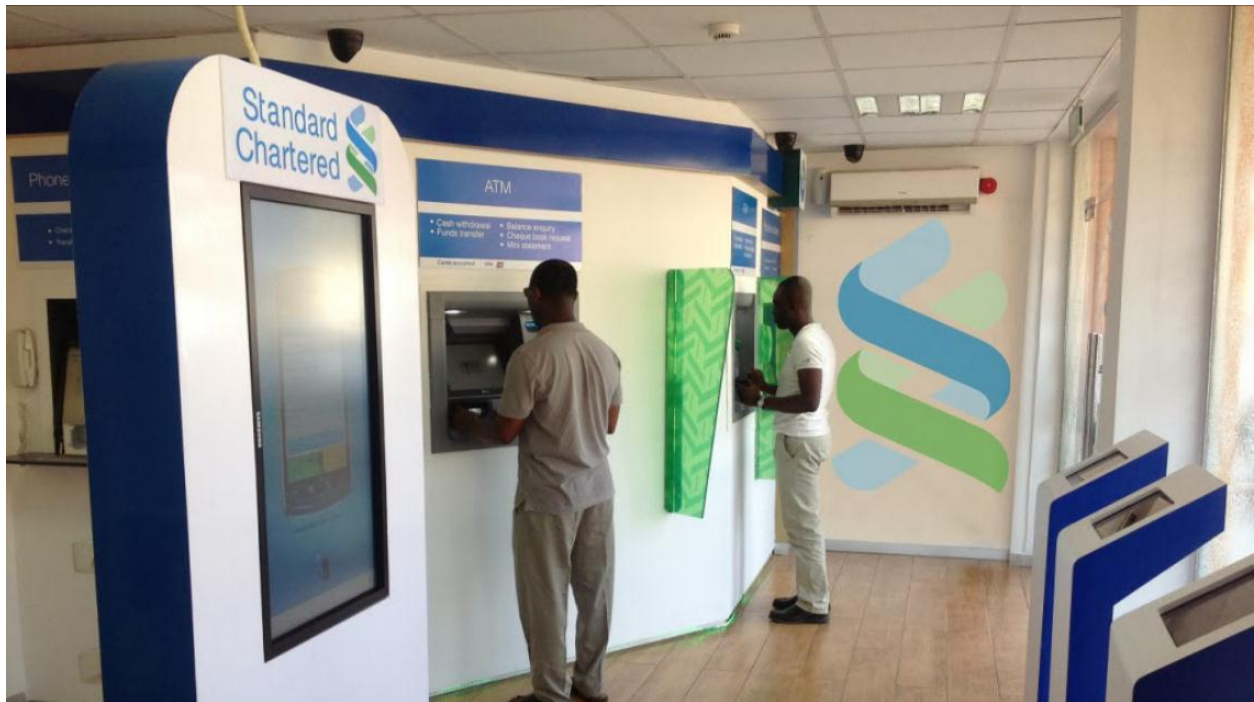


3. Hatir Jhil Billboard:



Posters:

Poster can also be determined as one of the most effective tool of advertising which Standard Chartered bank follows. They do such poster advertisement in different Standard chartered branches or in front of their ATM booth. And like other advertisement they also advertise their Visa Signature credit card and the benefits that this card holds. Some of the pictures of such advertisement are given below:



Discounts and Offerings:

To promote their Visa Signature credit card Standard Chartered bank offers discounts in different occasions and their offerings are mentioned below-

- Enjoy an exotic trip to 'Seychelles Islands' with 12 months interest free instalment
- Exclusive privileges & discounts at Club Signature @ The Westin Dhaka
- Amazing Good Life deals & discounts for Dining, Travel, Shopping, Health, Electronics and many others
- FREE Balaka Business Lounge access for up to 3 immediate family members at Dhaka International Airport
- FREE Meet & Greet service for up to 3 immediate family members at Dhaka International Airport
- 2 Reward Points for each Tk 50 retail spends and wide range of points redemption options
- Transfer Balance from other banks Credit Card at much lower flat rate of 9.99% p.a.
- Accidental Death Insurance coverage of Tk 20,00,000
- Worldwide Priority Service for you and your family at 200 Standard Chartered Priority Centres
- Exclusive VISA Signature Privileges worldwide





- Exclusive Buy 1 Get 1 FREE dinner offer at Khazana, Uttara
- Amazing [Good Life deals & discounts](#) for Dining, Travel, Shopping, Health, Electronics and many others
- Personalize Platinum Privileges for Hotel, Beauty Care and Healthcare both at home and abroad
- Free Balaka Business Lounge access & Passenger handling service with up to 1 immediate family member at Dhaka International Airport
- Special privileges and up to 50% Discount for staying at selected hotels both home and abroad
- Discounts up to 20% at restaurants around the country
- Exclusive Travel Desk
- Free Supplementary Card
- Card Cheque Facility
- Global Usage Privilege
- Exclusive Shopping & Travel Discounts within VISA global offering.

Recommendation:

Present banking business is very competitive. In the competitive market to provide service a bank always have to find some new business strategy to provide services. In the light of my study I am providing some recommendation.

- Standard Chartered Bank should develop their product line & quality to ensure better service.
- Train the employees to work more efficiently and confidently to provide fast & quality service to the client.
- The bank should appoint a number of efficient workers in every department.
- The bank should increase the number of branches; on this regard they also take the initiative.
- Standard Chartered Bank has to give emphasis on digital and TV advertisement.
- SCB should visit different universities and should advertise their also.
- The advertising layouts of billboards have to more attractive.
- International TVC can be shown in our country.
- SCB should advertise more their services and products.

Thus by adding these advertising tools Standard Chartered Bank can play a vital role in the banking system as well as the economy of Bangladesh.

Conclusion:

During the internship program at SCB, almost the desks have been observed more or less. This internship program, in first, has been arranged for gaining knowledge of practical banking and to compare this practical knowledge with theoretical knowledge. Comparing practical knowledge with theoretical involves identification of weakness in the branch activities and making recommendations for solving the weakness identified. Though I have completed my internship in the Service Delivery of HR, it is not possible to go to the depth of each activities of bank because of time limitation. However, highest effort has been given to achieve the objectives of the internship program. Standard Chartered Bank's distinctive culture and values act as our moral compass and are the reason why clients and customers choose to bank with us, and our employees want to join and stay with us. SCB's five core values are about openness, collaboration and putting the needs of the customer first. At all times, we aspire to be courageous, responsive, international, creative and trustworthy.

“Here for good captures the essence of who we are. It's about sticking by our clients and customers and always trying to do the right thing”

Long-term profit can't be seen in isolation. SCB believes that their sustained success is dependent on healthy economies, where societies flourish.

Of all a bank is an intermediary institution, which deposited customer's money and again invests it to another customer to reach the goal as well as specific objective. A bank can't be able to reach the goal until it makes the customer satisfied by providing services as much as the customer needs.

After preparing this report it's become easy to say that there should be a goal to make the customer always happy and satisfied with the service, only then a bank can run its business safe and soundly in this competitive era.

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