



INTERNSHIP REPORT
ON
GENERAL BANKING ACTIVITIES OF STANDARD BANK LIMITED
(MIRPUR BRANCH)

SUBMITTED TO

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Course: BUS 400

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INTERNSHIP REPORT
ON
GENERAL BANKING ACTIVITIES OF
STANDARD BANK LIMITED
(MIRPUR BRANCH)



Standard Bank Limited
setting a new standard in banking

LETTER OF TRANSMITTAL

12th January, 2016

Feihan Ahsan

Lecturer

BRAC Business School

BRAC University

Sub: Submission of Internship Report.

Dear Sir

I am here by submitting my Internship Report entitled “General Banking activities of Standard Bank Limited (Mirpur Branch)” which was assigned to me as a requirement for the completion of the BBA Program. I have discovered this study very interesting, beneficial and insightful.

The entire report is based on my practical experience in the Standard Bank Limited (Mirpur Branch). I expect this report to be informative as well as comprehensive. This Internship program and preparation of report has given me the opportunity to gather knowledge about banking system and will help me a lot in my future career life.

Thank You very much for your guidance and co operation during the course without which this internship report cannot be completed. Moreover, if you have any further enquiry concerning any additional information I would be very pleased to clarify that.

Sincerely yours

Nabila Naorin

ID: 09304051

ACKNOWLEDGEMENT

In the beginning I would like to convey my sincere appreciation to the Almighty Allah for giving me the strength and ability to finish the task.

I want to thank my academic supervisor Feihan Ahsan, Lecturer of BRAC Business School, BRAC University, for providing me all the necessary helps for completion of this report. I want to give the greatest thanks to Sir for guiding me as an advisor to start and complete this report successfully.

The internship opportunity I had with Standard Bank Limited was a great chance for learning and professional development. I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period. I would like to thank Mr. Rahim Khan, Vice President and Manager of Standard Bank Ltd. Mirpur Branch and my organizational supervisor Ms. Nahid Farzana, Assistant Vice President and Second Man of the Mirpur Branch to help me with all their capabilities and affections.

I would like to express my deep sense of thankfulness to Ms. Shaon Sharmin, Executive Officer, Foreign Exchange Department, Mirpur Branch, for her enormous help and endless support throughout the internship period. I would also like to thank Mr. Andalib Hossain Joy, Senior Officer, Credit and Finance Department and Ms. Kabita Barai, Assistant Officer, General Banking Department for guiding me.

And last but not the least; thanks to all the personnel working at Standard Bank Limited, Mirpur Branch.

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EXECUTIVE SUMMARY

This Internship report is aimed at providing different areas of service of Standard Bank Limited. The report has been divided into six parts. The first chapter is the Introduction; Second chapter gives an overview of Standard Bank discussing its mission, vision, features and managerial hierarchy; Third chapter contains my job responsibilities at the organization, what I learnt and a short evaluation; The Fourth chapter is the project part which consists a brief explanation of the General Banking practices followed at Mirpur branch and a short overview of Credit and Foreign Exchange department, Chapter Five is focused on the findings based on my observation during internship period, Lastly, Chapter six is the recommendations and conclusion part.

As a mandatory requirement to complete Bachelors of Business Administration (BBA) program at BRAC University, this report has been written. Throughout my overall study I have mainly tried to critically review the General Banking Activities of Standard Bank Limited (Mirpur Branch).

CHAPTER 1

INTRODUCTION

1.1 Background of the report

As a student of Bachelor of Business Administration I was sent to Standard Bank limited to conduct a practical orientation for fulfilling the requirement of 12 weeks internship. The main purpose of the program is to expose the students to real world situation. The goal of this analysis is to apply classroom learning in practice.

1.2 Origin of the report

This report is the result of three months long internship program conducted at Standard Bank Limited. Internship is the best learning process to know about the organization and cope up the environment in such a way like professional employees. The experience that I got by working as an intern will help me in future.

1.3 Objective of the study

Main objective of the report is to fulfill the requirement of BBA program.

Secondary Objective-

- To Understand and analyze the overall activities of Standard Bank Limited
- To evaluate the existing activities and techniques of Southeast Bank Limited
- To relate the theoretical learning with the real life situation
- To give some recommendations for improvement in policy and technique

1.4 Methodology of the report

The report is descriptive in nature. The information was collected from both primary and secondary sources of data. The study requires various types of information of present policies, procedures and methods of General Banking Operation.

Primary data sources

- Practical desk work
- Face to face conversation with the respective officers and clients

Secondary data sources

- Website of Standard Bank Limited
- Annual Report of the Standard Bank Ltd
- Various publications on banking operation

1.5 Scope of the report

This report covers Standard bank's Products and Services, Organizational Overview, Management and Organizational Structural functions performed by SBL. It also covers overview of the general banking division, processes and other functions.

1.6 Limitation of the report

This report might be limited with some constraints. Details of many aspects of the services of Standard Bank Limited have been skipped in this report due to various constraints, including time and space. Moreover, one of the main barriers in writing this report was the confidentiality of data. Beside this there are some limitations, such as-

- Due to time limitation many of the aspects could not be discussed in the present report. Learning all the functions within just 3 months is really tough.
- The bankers are very busy with their job which lead little time to consult with
- In many cases, up to date information was not published
- Non-availability of reference books is another limitation

CHAPTER 2

THE ORGANIZATION

Standard Bank Ltd. is a third generation bank in Bangladesh. It provides commercial banking services in Bangladesh and playing an important role to develop the business sector. The growth of this bank is very good. Standard Bank Ltd. has implemented well structured online banking systems that make it easier to provide prompt services to the customer. The bank is primarily engaged in corporate banking, trade finance, project finance, retail banking, small enterprise finance, consumer finance, and syndication. Its range of service offerings include cash management services, payments and clearings, safe deposit locker services, employee benefits, collection services, treasury services, asset management, services and SWIFT for foreign trade.

2.1 History of Standard Bank Limited

Standard Bank Limited (SBL) is one of the largest public-sector commercial bank in Bangladesh, with years of experience. Adaptation of modern technology both in terms of equipment and banking practice ensures efficient service to clients. Standard Bank Limited is a bank that serves both clients and country.

Standard Bank Limited was incorporated as a Public Limited Company on May11, 1999 with 20 crore paid up capital under the Companies Act, 1994 and it achieved satisfactory progress from its commercial operations since June 03, 1999.

Bank's Authorized Capital is now Tk. 15000 million. The Paid-up Capital of the bank has stood at Tk. 5702 million. In future Bank has a plan to enhance both the authorized capital & paid-up capital of the Bank to cope with financial growth and regulatory constraint.

2.2 Vision

To be a modern Bank having the objective of building a sound national economy and to contribute significantly to the Public Exchequer.

2.3 Mission

To be the best public commercial bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability having a strong liquidity.

2.4 Core Values

Core values of SBL are-

- Our Shareholders: By ensuring fair return on their investment through generating stable profit.

- Our customer: To become most caring bank by providing the most courteous and efficient service in every area of our business.
- Our employee: By promoting the well being of the members of the staff
- Community: Assuring our socially responsible corporate entity in a tangible manner through close adherence to national policies and objectives.

2.5 Business Objective

The motto of the Standard Bank Limited is to explore new innovative banking in an automated and computerized environment. It aims at providing one stop service and prepares itself to face the new challenges of globalization and 21st century. One of the main objectives of the bank is to be a provider of high quality products and services at a competitive price. The bank also caters to the needs of its corporate clients and provides a comprehensive range of financial services to national and multinational companies. The dimension of responsible corporate behavior of the Bank is the maintenance of ethical standard in its functioning. Some of the objectives are as follows:

- To become one of the best financial institutions in Bangladesh economy participating in the most significant segments of business market that we serve
- To top the list in respect of cost efficiency of all the commercial Banks
- To be a dynamic leader in the financial market in innovating new products as to the needs of the society
- To undertake, carry on, transact and conduct the businesses of banking in Bangladesh.
- To receive, borrow or raise money on deposit, loan or otherwise upon such terms as the Company may approve and to give guarantees and indemnities in respect of any debt and contract
- To advance, deposit or lend money to or with such persons or bodies, corporate, unincorporated, statutory, Government or its agencies on such terms as the Company approves
- To act as agent for the sale and purchase of any stocks, shares or securities or for any other monetary or mercantile transaction

2.6 Features of SBL

There are so many reasons behind the better performance of SBL than any other newly established banks:

- Highly qualified and efficient professionals manage the bank.
- The bank frequently arranges customers meeting to achieve their valuable suggestions
- Profit earning is not the only aim of SBL. The bank is responsible to maintain the social duties

- The bank provides loans to the clients at lower interest rate with easy and flexible condition than others do.
- Banking operations of all branches of SBL has been computerized to provide the frequently customer service
- SBL has established a core research and planning division comprising skilled person from the very inception of the bank
- SBL provides attractive interest rate than other financial bank

2.7 Managerial Hierarchy of Standard Bank Limited

| |
|---------------------------------|
| Chairman |
| Board of Directors |
| Managing Director |
| Deputy Managing Director |
| Senior Executive Vice President |
| Executive Vice President |
| Senior vice President |
| Vice President |
| Senior Assistant Vice President |
| Assistant Vice President |
| Senior Principal Officer |
| Principal Officer |
| Executive Officer |
| Senior Officer |
| Officer |
| Assistant Officer |
| Trainee Assistant Officer |

2.8 Existing levels of Management at Standard Bank Limited (Mirpur Branch)

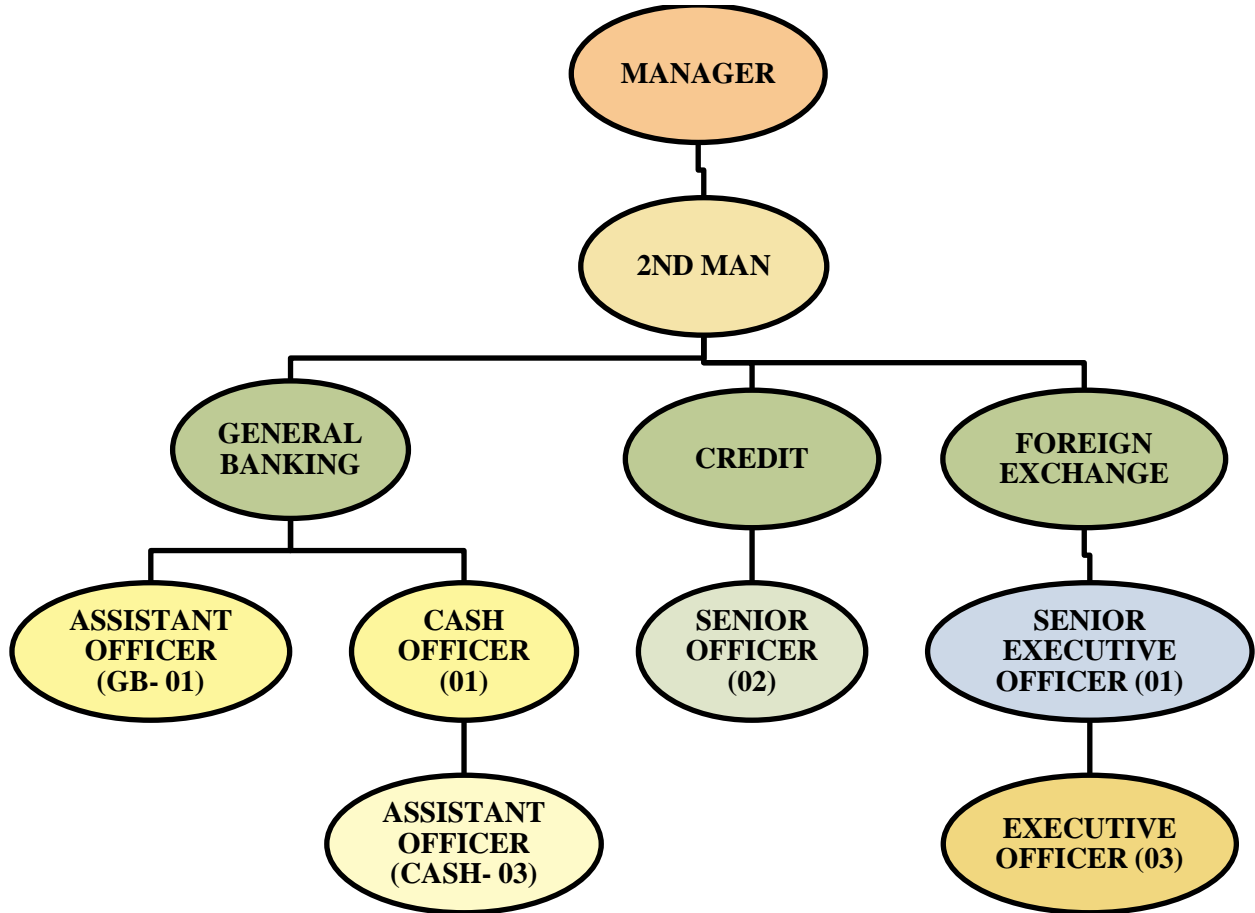


Fig: Organogram of SBL (Mirpur Branch)

CHAPTER 3

JOB DESCRIPTION OF SBL

3.1 Working experience at Standard Bank Limited

I had started working as an intern at Standard Bank Limited on 28th September, 2015. I did not have any previous experience of working in a bank or in any corporate organization and I was pretty much worried about the environment. But now, when I am writing about my work experience of Standard Bank, it feels me really good remembering the days I had worked there.

During the three months of my internship at Standard Bank Limited I was placed in the Mirpur Branch under Mr. Rahim Khan, Vice President and Manager. I enjoyed the working environment of this office. The work experience gave me a good idea of the overall banking system of Bangladesh and taught me professionalism at work place.

3.2 Responsibilities of the job

During the internship period at Standard Bank Limited, I was placed in different departments on rotation basis. At first I was in General banking department for seven weeks and finally in the Cash section for five weeks. So it was a great experience for me to work in different departments.

General Banking

In General banking department, I did different jobs as per official's requirement. Though I was not assigned for specific responsibilities, but I did basically customer management related jobs. My job descriptions are mentioned below:

- Helping clients to fill up account opening form and pay order form
- Writing pay order instrument
- Balancing the pay order register
- Provide customer's product related information
- Cheque receiving
- Registering the cheques in the register
- Registering the inward letter in the register
- Registering the cheque book requisition
- Registering the return cheque
- Statement checking
- File upping different documents in suitable files

Cash Section

Most important section of SBL is the cash section as it deals with all kinds of cash transactions. I did different type of work there as per instruction, they are:

- Giving seal on every bill and stamp to bills over taka 450
- Data entry of electricity bills
- Separately counting and bundling of different taka notes
- Checking the total amount received in cash and excel data co insides or not
- Compiling and checking credit and debit vouchers
- File upping documents
- Making phone call to clients when necessary

3.3 Evaluation

It was a great experience of working for the first time and this report has been prepared on the basis of experience gathered during the period of internship. The bank did not fix any responsibilities for interns. Mainly I have done many pending works of the account opening section beside that I have done different types of tasks in different desks whenever assigned.

CHAPTER 4

PROJECT PART

The banking system of Standard Bank Limited (Mirpur Branch) is divided into three major divisions. These divisions are –

- General Banking
- Credit and Advance Department
- Foreign Exchange Department

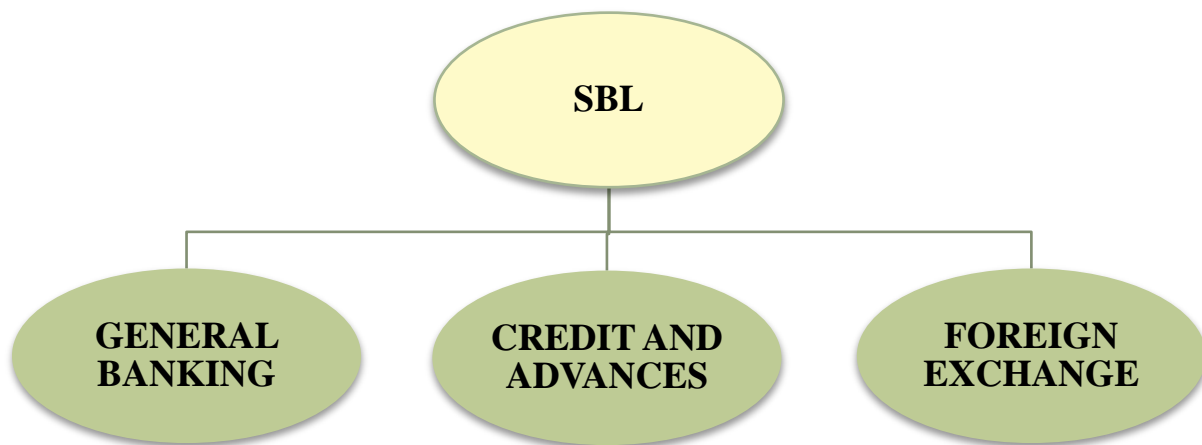


Fig 1: Different Departments of SBL

4.1 GENERAL BANKING ACTIVITIES:

General banking is the starting point of all the banking operations of SBL. It is the department, which provides day-to-day services to the customers and develops banker customer relationship by opening different types of account and by providing prompt services to the customers. Officers of this department have to perform the task given below

- Opening new account
- Account closing
- Pay Order issue
- Cheque book issue
- LBC/ OBC collection
- Clearing house activities

General banking department is divided into four sub sections to perform its work properly

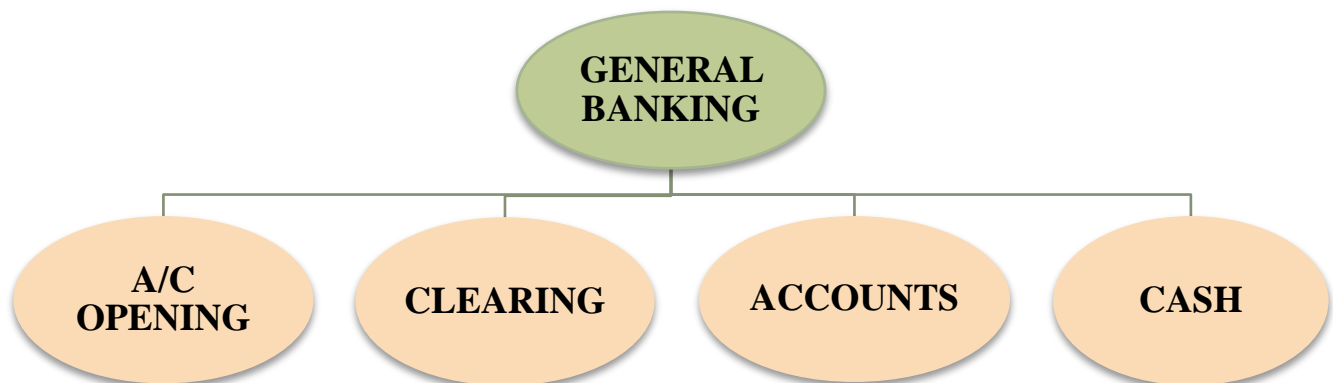


Fig 2: Sub sections of General Banking

- **Account Opening Section:**

To establish a banker and customer relationship account opening is the first step. Opening of an account binds the Banker and customer into contractual relationship. But selection of customer for opening an account is very crucial for a Bank. Indeed, fraud and forgery of all kinds start by opening account. So, the Bank takes extremely cautious measure in its selection of customers.

A customer can open different types of accounts through this department such as-

- Savings account
- Current account
- Fixed Deposit Receipt (FDR) account
- SBL Regular Income Program (SRIP)
- SBL Double Income Plus (DI+)
- SBL Regular Deposit Program (SRDP)

Savings account:

This type of account is opened generally on the name of individual person rather than company. Some Important Points are as follows-

- minimum opening deposit of taka 3000 is required
- Valid identification of customer.
- Photo identification for all concerned.
- Filled in application form.

- Know Your Customer (KYC) profile.
- Verification of information/addresses.
- Photographs of all individual.
- A minimum balance of taka 1000 should be maintained always

Current account:

Same forms like savings account are used for opening current account, documents needed also remains the same. Current account can be of two types: Current account for proprietorship and Current account for partnership. Partnership deed, letter of partnership and photocopy of trade license are some mandatory requirements and a minimum balance of taka 5000 is needed for opening current account.

Fixed Deposit Receipt (FDR):

Fixed deposit is the amount deposited by a customer for a fixed period of time. It offers comparatively higher rate of interest. This money is repayable on the expiry of specified period. A fixed deposit can be made for 1 month, 3 month, 6 month, 1 year, 2 year or 3 year. Rate of interest varies with the time duration of FDR. When a matured FDR is withdrawn the principal amount along with the interest amount (deducting 10% tax from total) is paid to the client. Given below is the interest rate of FDR effective from 1st January 2016:

| Time Duration | Interest Rate (%) |
|----------------------|--------------------------|
| 1 month | 5 |
| 3 month | 7.25 |
| 6 month | 7.25 |
| 1 year | 7 |
| 2 year | 6 |

SBL Regular Income Program (SRIP):

SRIP keeps the initial asset untouched while gives an amount of money back every month for a given time period. In case of pre mature encashment some money shall be deducted from the account for adjustment. Loan facility is available against this type of deposit account. There are some restrictions too like taka 50000 or its multiple can be deposited and not transferrable from branch to branch.

SBL Double Income plus (DI+):

In this type of deposit account deposited money keeps growing at a steady rate irrespective of the rate of interest. Time duration of this DI+ scheme is 7 years as of now. A depositor can get more than double amount of money on maturity. DI+ scheme offer starts from taka 10000.

SBL Regular Deposit Program:

It's called DPS also, customers deposit small amount of money monthly and receives a bigger amount at the time of withdrawal after maturity. Very popular type of account gives greater opportunity of choice as it starts from taka 300. Highest tenure is 10 years. The given table shows the tenure and amount of taka at maturity-

| Installment/Years | 300 | 500 | 1000 | 2000 | 2500 | 5000 | 10000 |
|-------------------|--------|--------|----------|----------|----------|----------|-----------|
| 3 Years | 12,375 | 20,625 | 41,240 | 82,470 | 1,03,100 | 2,06,200 | 4,12,445 |
| 5 Years | 22,595 | 37,645 | 75,245 | 1,50,510 | 1,88,145 | 3,76,325 | 7,52,815 |
| 7 Years | 34,700 | 57,820 | 1,15,595 | 2,31,165 | 2,89,055 | 5,78,300 | 11,57,080 |
| 10 Years | 57,170 | 95,330 | 1,90,570 | 3,81,245 | 4,76,850 | 9,54,430 | 19,09,785 |

- **Clearing Section**

Clearing is a system by which a bank can collect customers fund from one bank to another through clearing house. For example, a client of SBL received a cheque of another bank which is located within the clearing range deposit the cheque in his account at SBL. Now SBL will collect the money and credit his account.

Mainly two type of clearing is seen at Mirpur branch. Inward and Outward clearing. When the Banks receive cheque drawn on them from other Banks in the Clearing House, it is Inward Clearing.

When the Branches of a Bank receive cheque from its customers drawn on the other Banks within the local clearing zone for collection through Clearing House, it is Outward Clearing.

Responsibility of the concerned officer for the Clearing Cheque:

- Crossing of the cheque
- Computer posting of the cheque
- Clearing seal & proper endorsement of the cheque
- Separation of cheque from deposit slip
- 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

- **Accounts Section:**

Accounts Department is called as the nerve Centre of the bank. In banking business, transactions are done every day and these transactions are to be recorded properly and systematically as the banks deal with the depositor's money. Any deviation in proper recording may hamper public confidence and the bank has to suffer a lot otherwise. Improper recording of transactions will lead to the mismatch in the debit side and in the credit side. To avoid these mishaps, the bank provides a separate department; whose function is to check the mistakes in passing vouchers or wrong entries or fraud or forgery. This department is called as Accounts Department. Tasks of accounts department are given below

- Recording the transactions in the cashbook
- Recording the transactions in general and subsidiary ledger
- Preparing the daily position of the branch comprising of deposit and cash
- Preparing the daily Statement of Affairs showing all the assets and liability of the branch as per General Ledger and Subsidiary Ledger separately
- Making payment of all the expenses of the branch
- Recording inter branch fund transfer and providing accounting treatment in this regard
- Checking whether all the vouchers are correctly passed to ensure the conformity with the Activity Report if otherwise making it correct by calling the respective official to rectify the voucher
- Recording of the vouchers in the Voucher Register
- Packing of the correct vouchers according to the debit voucher and the credit voucher

- **Cash Section:**

Cash department is the most vital and sensitive organ of the branch as it deals with all kinds of cash transactions. This department starts the day with cash in vault. Each day some cash that is opening cash balance are transferred to the cash officers from the cash vault. Net figure of this cash receipts and payments are added to the opening cash balance. The figure is called closing balance. This closing balance is then added to the vault. And this is the final cash balance figure for the bank at the end of any particular day. At SBL Mirpur Branch the cash section is divided into two parts. Two officers receive and make payment of cash and two officers are engaged with bills collection.

Function of Cash Department:

Cash Payment: Cash payment is made only against cheque. This function is known as payment on demand. At the time of making payment in cash the respective officer has to check the following things on the cheque:

- Valid and correct date
- in case of business account checks the seal
- verifies the sign of account holder
- amount written in numeric figure and amount written in word

Cash Receipt: Receive deposits from the depositors in form of cash. So it is the “mobilization unit” of the banking system. It collects money only in its receipts forms. Some mandatory fields to check are:

- whether the deposit slip is written properly
- amount of money is given by the clients

Cash packing: After the banking hour cash is packed according to the denomination. Notes are counted and packed in bundles and stamped with initial.

4.2 CREDIT AND ADVANCE DEPARTMENT:

Bank’s basic work is to create a channel through depositing money from the surplus unit and provide funding to borrowers. Thus the necessity of credit department in bank occurs. The credit department is a very important department of a bank. The money mobilized from ultimate surplus units are allocated through this department to the ultimate deficit unit (borrower). The success of this department keeps a great influence over the profit of a bank. Failure of this department may lead the bank to huge losses or even to bankruptcy. Standard Bank’s credit department also tries to do their job perfectly. Credit and Advance department has four sections they are- Loan, Statement, Recovery & Bank Guarantee.

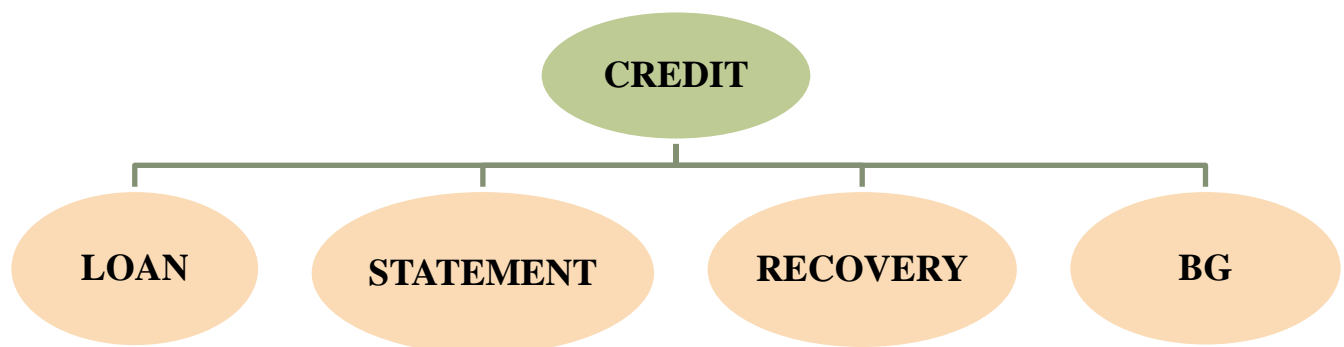


Fig 3: Sections of Credit Department

Lending Criteria of SBL

Entrepreneur has to be creditworthy and competent enough to run the proposed industry. The project should be viable from organizational technical, commercial, financial and economic points of view. Some principles or standards of lending are maintained in approving loans in order to keep credit risk to a minimum level as well as for successful banking business. The main principles of lending are given below:

Liquidity: Liquidity means the availability of bank funds on short notice. The liquidity of an advance means its repayment on demand on due date or after a short notice.

Safety: Safety means the assurance of repayment of distributed loans. To ensure the safety of loan the borrower should be chosen carefully. He should be a person of good character & capacity as well as bank must have to maintain eligible number of security from borrower.

Profitability: Banking is a business aiming at earning a good profit. The difference between the interest received on advances and the interest paid on deposit constitutes a major portion of the bank income, besides, foreign exchange business is also highly remunerative. The bank will not enter into a transaction unless a fair return from it is assured.

Intent: Banks sanction loans for productive purpose. No advances will be made by bank for unproductive purposes though the borrower may be free from all risks.

Security: The security offered for an advance is an insurance to fall back upon in cases of need. Security serves as a safety value for an unexpected emergency. Since risk factors are involved, security coverage has to be taken before a lending.

Overall procedure of sanctioning loan at SBL:

- Party's application
- Filling form-A
- Collecting CIB report from Bangladesh Bank
- Processing loan proposal
- Project appraisal
- Head office approval
- Sanction letter
- Documentation
- Disbursement

Recovery of Loan at Standard Bank Limited:

When Standard Bank sanctions loans and advances to its customers, they clearly state the repayment pattern in the loan agreement. But some credit holders do not pay their credit in due

period. To overcome the problem of overdue loan, the bank has taken particular loan recovery programs.

- Sanctioning loans and advances against sufficient securities as best as possible
- Giving more emphasis on short term loans and advances
- Imposing restrictions on loans and advances for sick industries
- Taking legal actions quickly against unsound borrowers as best as possible within the period specified by the law of limitations

Recovery of loan can be made in the following three methods:

Persuasive Recovery: The first step in recovery procedure is private communication that creates a mental pressure on borrower to repay the loan. In this situation bank can provide some advice to the borrower for repaying the loan.

Voluntarily: In this method, some steps are followed for recovering loan. They are:

- Building Task Force
- Arranging Seminar
- Loan Rescheduling Policy
- Waiver of Interest Rate

Legal Recovery: When all steps fail to keep an account regular and the borrower does not pay the installments and interests then the bank take necessary legal steps against the borrower for realization of its dues. In this case “Artha Rin Adalat Law 2003” plays an important role for collecting the loan.

4.3 FOREIGN EXCHANGE DEPARTMENT:

Foreign Exchange Department is an international department of the bank. It deals globally and facilitates international trade through its various modes of services. It bridges between importers and exporters. Bangladesh Bank issues license to scheduled banks to deal with foreign exchange. These banks are known as Authorized Dealers. If the branch is authorized dealer in foreign exchange market, it can remit foreign exchange from local country to foreign country. This department mainly deals with foreign currency. This is why this department is called foreign exchange department. Mainly transactions with overseas countries are respects of import; export and foreign remittance come under the preview of foreign exchange transactions. International trade demands a flow of goods from seller to buyer and of payment from buyer to seller. In this case the bank plays a vital role to bridge between the buyer and seller.

One of the most important parts in SBL Mirpur Branch is Foreign Exchange Department that deals with import, export, foreign remittance and post import financing.

The functions of Foreign Exchange Department can be divided into three sections: (a) Import Section (b) Export Section, and (c) The Foreign Remittance Section

Import Section:

This section deals with the import of foreign commodities into Bangladesh. To import, a person should be competent to be an importer. Import starts with the opening of an L/C till the payments are made to the foreign exporters. The import section is divided into two divisions. One division looks after Sight L/C and another one looks after Back to Back L/C. The Basic difference between these two types of L/C is that, sight L/C requires at sight payment for the imported items, the buyer should pay within three days of documents arrival. And on the other hand, the issuance period for Back to Back credit can range from two months to even a year depending on the L/C terms.

Export Section:

All Export departments of Standard Bank's branches are equipped with facilities that would help an exporter ship their good beyond the nation's boundary, thus earning foreign currency for the country. And majority of such customers for Standard Bank Ltd are involved in the Ready Made Garment sector with only a few exporting other different commodities. Bangladesh exports most of its readymade garments products to U.S.A and European Community (EC) countries. Bangladesh exports about 40% of its readymade garments products to U.S.A.

Foreign Remittance Section:

Foreign remittance can be stated as the purchase and sale of freely convertible foreign currency as admissible under Exchange Control Regulations of the country. Inward remittance is the purchase and outward remittance is the sale of foreign currency.

CHAPTER 5

CRITICAL OBSERVATION AND FINDINGS

SBL is one of the potential banks in the banking sector. The Mirpur branch of SBL is a small branch. It was a wonderful experience working at Standard Bank Limited. The employees of the bank were very helpful and nice to me. In spite it was not an easy job to find so many things during the very short period of practical orientation program. Now, I would like to present my observations and give, my opinion to improve the banking service and make their customer more satisfied.

- **Lack of dynamic and prompt customer service:**

Since a number of new banks are coming to existence with their extended customer service pattern in a completely competitive manner. Customer services must be made dynamic and prompt. Now a day, people have very little time to waste but want fastest and unique services in short time. Moreover they seek the bank which will provide more facilities and attractive offer compare to other bank. Therefore SBL should think sincerely about the renovation of their customer service and facilities which will be more attractive and innovative rather than traditional one.

- **Shortage of availability of Machineries:**

There are shortages of photocopy machines at Mirpur branch of SBL therefore at the time of opening account if the customers want to photocopy a document they have to go outside which makes the procedure of opening account lengthy. If one printer stops working load shifts to another printer as the branch consists only two.

- **Shortage of Manpower:**

For shortage of manpower extra burden falls over a person and it decreases their level of performance and hampers the discipline of working environment. The customers have to wait for sometimes to get their desired service which is a contrary to premium banking.

- **Unsatisfactory software performance:**

SBL uses software named Steller for performing banking activities, but it is often hanged and delays to perform work in time.

- **Customer Complains:**

Customers are not satisfied with facility of utility bills payment offered by Standard Bank Ltd. They often complain about the short bill collection time and unavailability of the bank's ATM booth.

CHAPTER 6

RECOMMENDATIONS AND CONCLUSION

- **Renovation of customer service:**

SBL should make its service prompt so that people need not give more time in the banking activities and feel easy to perform all respective activities. Moreover they have to come up with new facilities and offer which will attract more client and help to ensure their premium as well as loyal customer forever. Therefore they have to ensure-

- The working process faster with better computers and operating systems.
- Individual attention can be given to customers in order to understand the customers need and better satisfy them.
- More ATM booth in merchant location.
- More Gifts, Discounts as well as differentiated interest rates on several loan and deposit schemes for the Premium Customers.

- **Ensure Proper Division of Labor and man power:**

The human resource departments of SBL have to ensure proper division of labor in desk for handling the rush of customer in an efficient way. Moreover by increasing the numbers of personnel they can try to maintain their premium banking objective.

- **Ensure availability of Machineries:**

Every department should ensure the availability and proper maintenance of necessary machines like photocopy and printing machines.

- **Ensure employee satisfaction:**

Management of the bank has to provide time to time recognition to their employees. Moreover short probationary period and on time promotion will motivate the employee to perform well in their day to day activities.

- **Ensure proper promotional activities:**

The Bank must prepare an organized set of plan regarding its advertising and promotional activities which should include billboards, internet advertising and sponsorship. The sales team and officers should provide periodic training on interacting and dealing with different classes of potential and existing customers.

CONCLUSION

Standard bank limited is a new generation bank. It is committed to provide high quality financial service to contribute to the growth of G.D.P. of the country. As a new bank it is creating employment opportunity for the educated youth, alleviating poverty and raising the standard of living of limited income group. The Bank has made remarkable progress, practically in every sphere of its activities. Customers are quite satisfied about the online banking. The bank has a good reputation around Bangladesh for their online banking transaction. In order to expand business and to attract more customers the bank needs to improve its customer service time and quality.

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