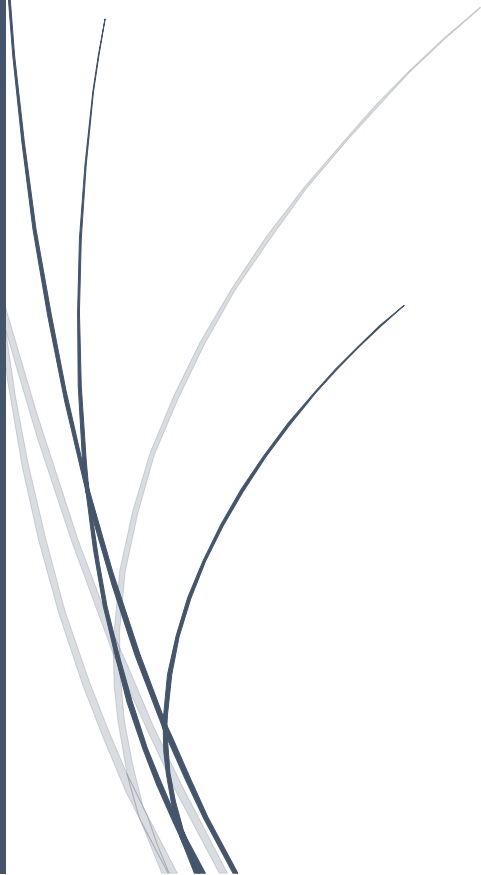




Internship Report

An Analysis of Retail Banking Products
of The City Bank Limited





UNITED INTERNATIONAL UNIVERSITY

Internship

Report

On

Retail Banking Products of The City Bank Limited

Submitted to:

Dr. Salma Karim
Professor
School of Business and Economics
UIU

Submitted By

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Submission date: August 24, 2019



Letter of Transmittal

24th August, 2019

Dr. Salma Karim
Professor
School of Business and Economics
United International University

Subject: Submission of Internship report

Dear Mam,

I would like to submit my report titled ‘An Analysis of Retail Banking Products of The City Bank Limited prepared as a part of the requirement for BBA program of United International University.

I have completed my internship program in The City Bank Limited and I worked there as an intern for three months. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future.

Sincerely yours,
Nahida Akter Mitu
ID: 111 151 323
United International University



Acknowledgement

First I want to pay my gratitude to almighty Allah for enabling me to prepare the report successfully. Then I would like to express my sincere gratitude and cordial thanks to some specific persons who helped me to organize this report and for their kind opinion, suggestions, instructions and support and appropriate guidelines for this.

First of all, I would like to thank my Internship Supervisor Prof. Dr. Salma Karim for her guidance and assistance in preparing the report on An Analysis of Retail Banking Division of The City Bank Limited. Her valuable advice has helped me a lot in writing this report. I am immensely thankful to her for the supports she has provided during my Internship period.

Next, I would also like to express heartfelt gratitude to my organizational supervisor at The City Bank Limited, Mr Zahid Hasan Mona, Branch Manager, Nawabpur Branch. He directed me towards the right information and regularly reviewed my progress in preparation of this report. He has provided the information about the organization and the information about Branch Banking as well to help me with the report.

Finally, this report would not have been possible without the dedication and contribution of all my colleagues who have helped me by teaching all the works. I express my sincere gratitude to all of them. Their valuable contribution is what made preparing this report.



DECLARATION

I am Nahida Akter Mitu, student of School of Business and Economics (Accounting) of United International University, Bangladesh, do hereby declare that the internship Report on "An Analysis of Retail Banking Products of The City Bank Limited " is an original work and has not been previously submitted for any degree, diploma, title, or recognition.



Executive Summary

Today the purpose of banking and activities have changed a lot by following modern banking system as well as because of customer demands. Bank has extended their business to gain more revenue and reputation. The City Bank Limited (CBL) is executing their plans of launching proper banking service system and business all the branch. They became more concentrated on customer service to make the customers loyal to them as because the loyal customers contribute mostly to gain the future revenue. The mainly focused areas of this report are retail banking products details and customer service of CBL.

The origin, background, objective, methodology and limitations have covered the initial part of the report. Actually it describes the way and background of the study to prepare the report. The second part covers briefly their mission, vision, objective and business strategies.

The next part is about main topic of this report by briefly describing the retail product and services which are offered to customers. Then the reports concludes with the recommendations which will help them to be more customer friendly from the real observation of three months' work experience at Nawabpur branch of CBL.



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Chapter One



1.1 Introduction

Bank is an authorized financial institution which receives money as deposit, make loan, make payment and provides number of financial services to the customers. In every country, all the banks are regulated by the central bank of the county. There are basically two types of Bank based on their basic services: Commercial bank and Investment bank. Commercial banks are those accept deposits through different type financial product as like Savings account, Current account, Fixed deposit receipt and so many; make money by earning interest from loans and provide very basic services. Investment banks which work as financial intermediary that perform so many complex financial transactions and services.

Retail banking basically serves the main purpose of banking. The branches of large commercial banks as well as CBL branches main activities are doing retail banking. CBL is adding new services and products under retail banking to serve the valuable customers in more specific way.

The City Bank Limited is one of the leading private banks of Bangladesh right now. They provide the customer service in both the way through internal banking and internet banking system. The divisions of the bank in the real time online banking are backed by a strong service delivery or operations setup with brilliant IT backbone to serve the customers. Such centralized system made the business to serve their customers more genuinely and effectively. Internal banking is a very basic system of providing service to the customers, where the employees or officers provide direct service to each and very customers. So it's important to know what kind of services a customer can get and what is available under internal banking system. As there are lots of products and services are available for the valuable customers; so if any candidate wants to work as a direct customer's service provider, he or she must know about basic internal banking system and services.



1.2 Literature Review

There are number of studies and opinion on bank and banking activities. A study says that the private banks are more customers friendly and more revenue gaining institution than public ones.

Chowdhury (2002) in his study portrayed and suggested that commercial banks should emphasize the performance of banks and entail knowledge regarding the relationship between profitability and other factors such as the market size, bank's risk, and bank size, etc.(Chowdhury, 2002)

The relationship between service quality and its impact on banking providers will be explored in terms of both qualitative and quantitative benefits. Regarding qualitative benefits, customer satisfaction and loyalty were major concerns as Oliver (1993) and Newman et al., (1998) found that quality was an antecedent to satisfaction, and Cronin and Taylor (2006) discovered that perceived service quality brought about satisfaction or vice versa. (Cronin & Taylor, 2006)

Sathye's study (1999) stated that six major determinant factors for adoption or rejection of an Internet banking service were: the availability of infrastructure; resistance to change; ease of use; reasonable price; awareness of service and its benefits; and security concerns. (Saeidipour, Ranjbar, & Ranjbar, n.d.)The results from the study demonstrated that security concerns and lack of awareness about Internet banking and its benefits played the most important role as the obstacles to non-adoption for Internet banking.

1.3 Objective of the report

From general view the objective of this report is to accomplish the requirement of BBA program. The first objective of this report is to express practical life situations within the structure operating atmosphere. However the target behind this study might one thing be broader. Therefore the focused objectives of the study are specifically:

1. To state the basic concepts and objectives of Retail Banking.
2. To illustrate retail banking products of CBL and their features.
3. To identify the services provided by CBL.



4. To determine the actual and potential target market of CBL.
5. To recognize e-banking (electronic banking) activities under retail banking.
6. To analyze SWOT of CBL.

1.4 Methodology

The topic of the report has been chosen from the suggestions of branch officers and approved by the supervisor who has helped a lot to prepare this report. Both primary and secondary sources of data have been used in this study. The entire process of methodology for making this report is detailed:

Primary Source

Information and data directly were collected from the executives of the bank through interview and also from the regular customers. The assigned practical task also helped to collect the data.

Secondary Source

The CBL's website, annual reports files, articles, publications as well as others study reports on retail banking of CBL are used as secondary data sources.

Software

References and citations are provided through Mendeley Reference Management software.

1.5 Limitations of the report

This report has fallen short within the following areas:

- Solely 3 months were not enough to learn about all kinds of retail (deposit and loan) merchandise.
- The organization maintains strict confidentiality regarding their monetary and alternative data. They are fearful of any kind of data outpouring to their competitors.
- Some officers were not that much cooperative for giving the information that might facilitate to organize this report.



Chapter Two



2.1 Company Profile

The City Bank Limited (CBL) is the initial and oldest private sector Bank in Bangladesh. It was 1983 when CBL started their journey at BongoBandhu .Avenue in Dhaka city. Today CBL is one of the top five commercial banks of Bangladesh. And it is also one of the few banks of Bangladesh with centralize system as well as does not follow traditional geographically managed, branch based business or profit model. 13 prominent visionary businessmen made the bank establish authorized capital of Tk. 1.75 Billion. The City Bank Ltd is serving its clients at home & overseas with 120 branches spread all over the country which contain 99 online branches, one developed Islamic banking branch, one SME facility focus and 11 SME/Agri branches serving across the country & nearby three hundred oversea correspondences casing the complete major towns and business center of the world.

The service area of CBL includes expanded areas of commerce, trade and industry which happened to meet the inclusive needs of the customers and are illustrious to a new level of rapid and personal attention. Dual Currency Credit Cards which is introduced by CBL for the first time in Bangladesh. City Touch app is one of the new version of online banking and came up with varieties accessibility of customers like to do fund transfer, pay order, cheque requisition, cheque stop, buying movie tickets and lots of through highly secured manner. In November 2009 The City Bank has launched American Express Gold Credit card & Platinum Amex card. CBL came up with completely new offers for the AMEX card holders. The City Bank Limited was one of the twelve Banks of Bangladesh amongst the 500 Banks in Asia for its deposit & profit, asset as assessed by "ASIA WEEK" In the Year 2000. CBL also receive the honor form Prime Minister to be the one of the top ten companies.

CBL manages its business and operation vertically from the head office through 4 distinct business divisions namely

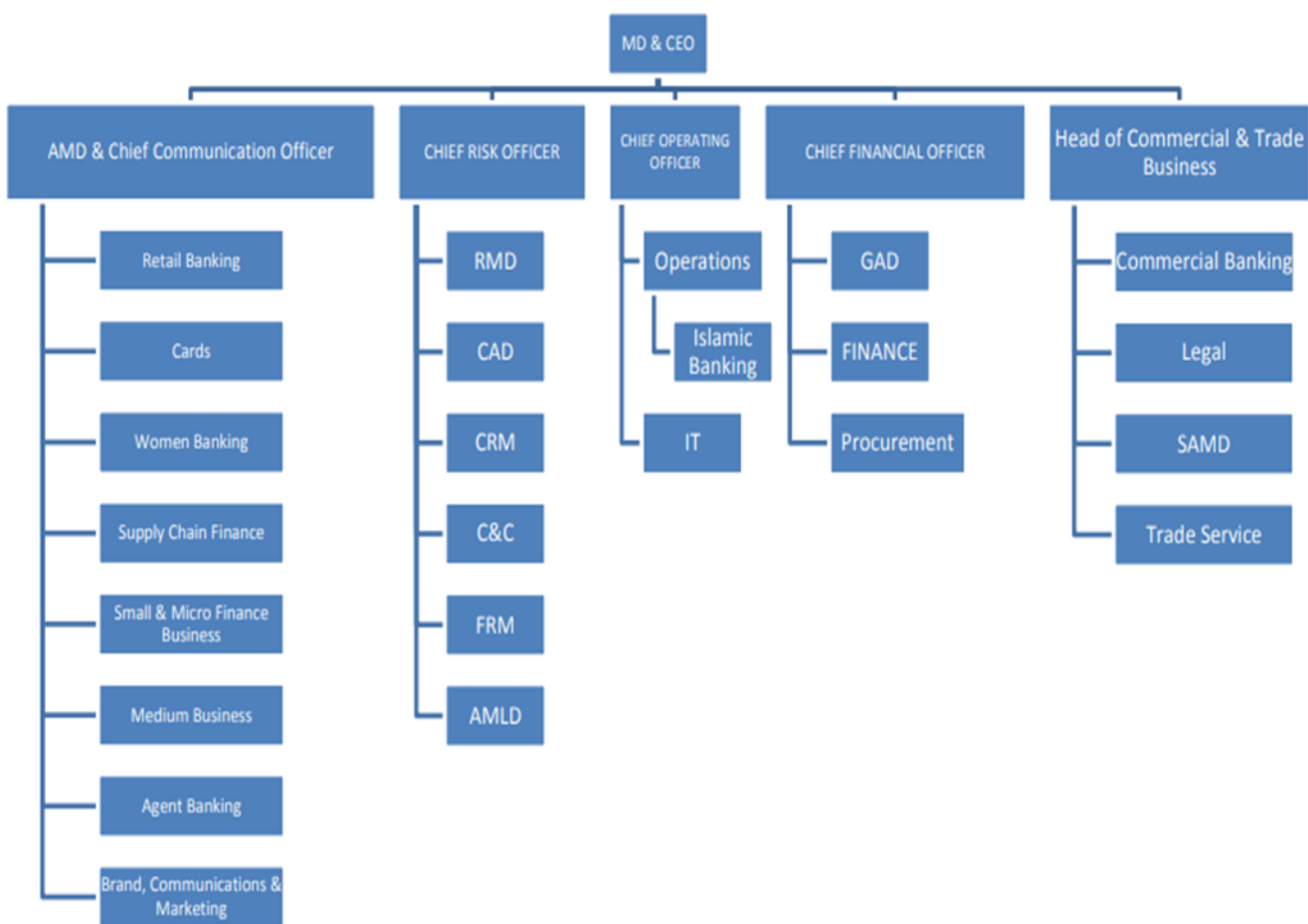
- Corporate Investment Banking
- Retail Banking (including cards)
- Treasury & Market Risks and
- SME Banking



Bank ensures the customers treatment and facilities through prompt service delivery and strong IT backup which are based on such centralized model on these 4 divisions.

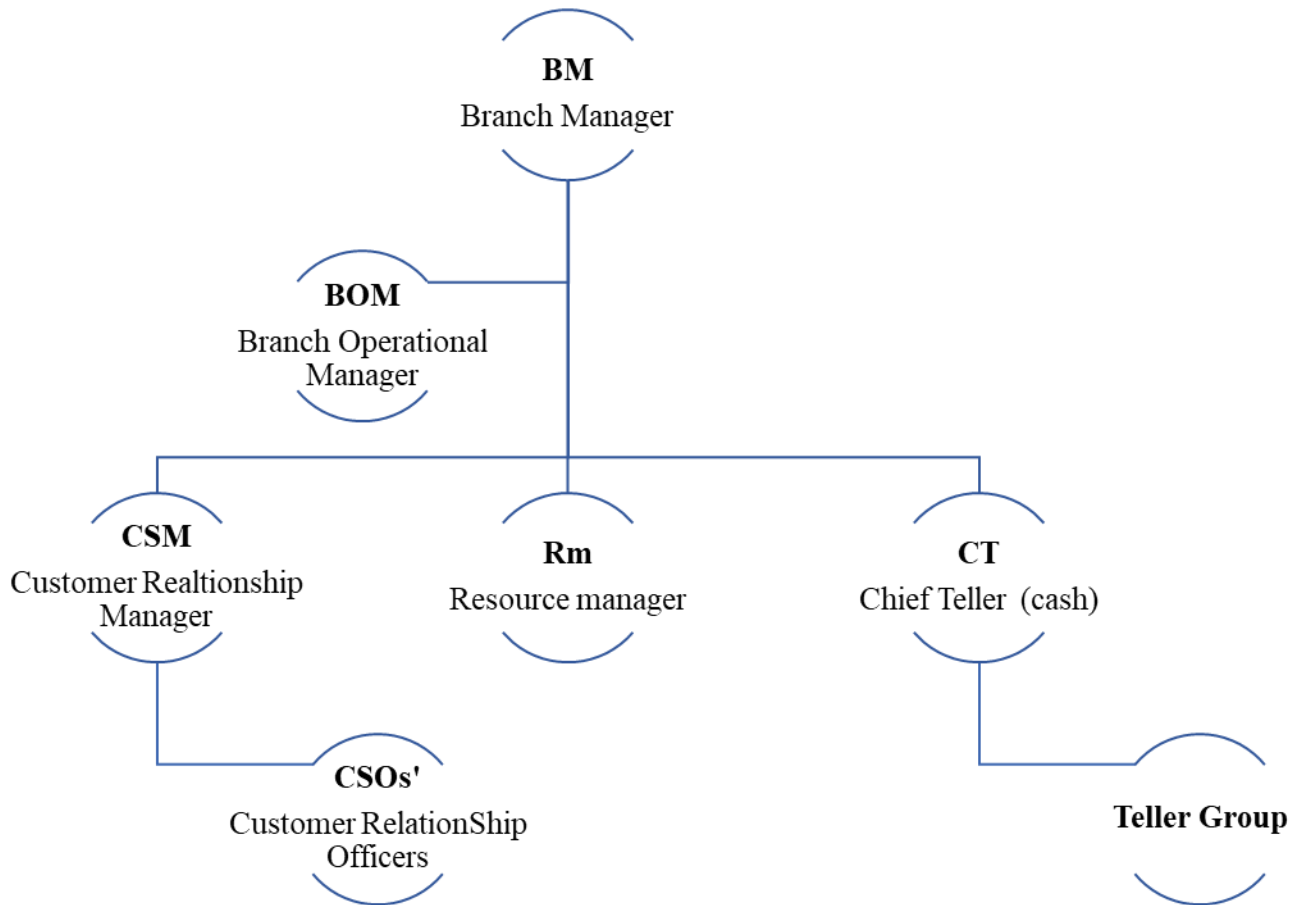
2.2 Corporate profile of The City Bank Ltd:

How the CBL organized the top line in a picture





2.3 Branch Management Organogram of The City Bank Ltd:





2.4 Divisions of The City Bank Ltd:

It would be terribly problematic to manage the organization effectively, if the works don't seem to be planned considering their interrelatedness allotted during a department. If the divisions don't seem to be tailored for the actual works, there would be random scenario and also the performance of a selected division wouldn't be measured. CBL restricted organizes this work all right. There are:

- Human resources Department
- Audit Department
- Corporate Banking Division
- Finance Department
- Marketing Department
- Retail Banking Division
- Treasury Division
- Trade Service & Correspondents Banking Division
- Loans and advance Division
- Card Division
- SME Banking Division
- Information & Technology Division.



Chapter Three



3.1 Finding and Analysis

3.1.1.1 Basic Concept of Retail Banking

Basically Retail banking refers customer banking that means directly banking with mass customers. Through retail banking customers will get monetary services like savings and transactional accounts, company loans, personal loans, debit cards, and credit cards then on. Retail banking is that the division of a bank that deals with retail customers that outlined because the method of distinctive individual wants and satisfying them consequently.

Because of huge market demand of getting banking services and increasing interest on savings of customers, City Bank launches different products and services. Retail banking activities are executed under four division, those are:

- Deposit section
- Loan section
- NRB(Non-Resident-Business)
- Card division.

3.1.1.2 Objective of Retail Banking:

- To provide banking services to each kind of income segments customers.
- To make sure customer can easily access to credit.
- To take a remarkable part in the economic development.
- To maximize profit and minimize the liquidity concern and so on.



3.1.2 An Analysis of Retail Banking Products of The City Bank Ltd.

The primary retail products and services of CBL are broadly described here:

Deposit

The relation between bank and customers starts with a bank account to do monetary activities from any side of the world. Customers save or withdraw their money in or from their individual account or company names account in a regular basis. To satisfy customer's expectation CBL provides differing types of accounts like:

- Current Account
- Savings Account
- City Savings Delight
- City Onayash
- City Shomriddhi
- City Projonmo
- City Ichchapurun
- City Bunon
- City DigunPraptee
- City Youth School Plan
- City College Plan
- Fixed Deposit

The most available with some basic and extra features accounts are stating here:



- **Current Account:** Current account is opened with company or firm's name for unlimited transactions. As there are no restrictions or limit for deposits and withdrawal. No interest is providing for such accounts but there is no extra charge for limitless transactions that's why companies and firms open current accounts.

Eligibility:

Age: 18 year

Nationality: Bangladeshi

Features:

- Cheque book facility.
 - Locker service.
 - Revolving credit for direct money withdraws.
 - CityMAXX card for withdrawing money from ATM.
 - Collect foreign payment in each T.C. draft.
 - Money back facility for defrayal quantity through CityMAXX card.
 - Easily fund transfer on proper instruction.
 - City touch- for online banking, sms banking and call center service.
-
- **Savings Account:** Savings account is mostly popular kind of retail banking product to the customers. Savings accounts provide a fixed interest amount which depends on current interest rate. Withdrawal is restricted during this case, that's less than double every week. At a time, it's out of the question to withdraw quite twenty fifth of the balance.



Eligibility:

Age: At least 18 years

Nationality: Bangladeshi

Interest Rate: 4% half yearly

Features:

- Provide interest based on current interest rate.
- Cheque book facility.
- Locker service.
- Debit card for easy cash withdraw.
- City MAXX card for easy shopping.
- Cash back facility for spending amount through CityMAXX card.
- City touch- for online banking sms banking and call center service.
- Utility payment service.
- Easily fund transfer on proper instruction.

- **City Savings Delight:** “City Savings Delight” is a new premium savings account that gives highest 8% interest on savings. It also maximize savings with amazing privileges from City Maxx American Express Card. Interest will be calculated on daily closing balance and credited to account quarterly basis.

Eligibility:

Age: At least 18 years

Nationality: Bangladeshi

Interest Rate: 5-8% (Depends on daily closing balance)



Features:

- Cheque book facility.
- Interest on daily.
- Reduced banking charges (Pay Order, Passport Endorsement, Account Maintenance fee).
- Higher ATM withdrawal limit.
- Collect foreign remittal in each T.C. draft and other basic features.

➤ **City Onayash:** City Onayash is one of the lucrative products under deposit section. Here, Interest is calculated on basis of daily balance and adjusts on every month.

Eligibility:

Age: A minimum of eighteen years.

Nationality: Bangladeshi

Interest Rate: 4%

Features:

- Cheque book facility.
- Interest on daily balance.
- Each month's interest earning goes under consideration mechanically.
- Safe deposit locker facility.
- Reduced banking charges (Pay Order, Passport Endorsement, Account Maintenance fee)
- Higher ATM withdrawal limit.
- Collect foreign remittal in each T.C. draft.
- Positive identification for simple money withdraws.



- City MAXX card for simple searching
- Money back facility for defrayal quantity through CityMAXX card.
- Transfer fund on instant instruction.
- Citytouch- for online banking, sms banking and center service.

➤ **City Projonmo:** For a sound and safe future for kids, City Projonmo account can be a monthly deposit theme. Any legal guardian of kids can open this account that can be a nice savings for their children over the years.

Eligibility:

Nationality: Bangladeshi

Interest Rate: 9.75%

Features:

- No initial deposit needed.
- Monthly installment deposit ranges from Tk. 500 to Tk. 10,000.
- Versatile tenor of five, ten, fifteen and twenty years.
- Automotive vehicle installment transfer facility.
- Flexibility to settle on installment date.
- Insurance coverage.
- 80% loan facilities on deposit.

➤ **City Digun Praptee:** The title of this account DigunPraptee means money become double after a certain time. Who prefer long term saving, this account is for them.

Eligibility:



Age: A minimum of eighteen years

Nationality: Bangladeshi

Interest Rate: 10.03%

Features:

- Deposit will be doubled after five years and nine months.
- Multiple accounts can be opened.
- On premature encashment, the maturity worth of nearest term will be paid.

➤ **City Students Saving Account:** A bank account specifically for college students below the age of eighteen. It's to assist them develop the habit of saving up and creating them financially accountable.

Eligibility:

Age: A minimum of eleven to seventeen years valid student ID or confirmation from acceptable authority

Nationality: Bangladeshi

Interest Rate: 4.5%

Features:

- One stop service through prepared pack.
- Free passport endorsement.
- No account maintenance fee and minimum balance.
- Interest on daily balance.
- Free sms alert.



- **City College Plan:** This savings account basically designed for the students who are over eighteen to make them capable of financing to their expense.

Eligibility:

Age: In between 18-24 years

Nationality: Bangladeshi

Interest Rate: 3.5%

Features

- No account maintenance fee & minimum balance
 - Passport endorsement without charge.
 - Interest on daily balance.
 - Citytouch for on-line banking, sms alert and call centre service
-
- **Fixed Deposit:** Who wants long term investment and highest amount of interest, fixed deposit accounts are for them. There are different terms and tenure of fixed deposit account and interest rate depends on this. Fixed deposit account can be opened for at least 1 month to 3 years.

Eligibility:

Age: Minimum eighteen years.

Nationality: Bangladeshi

Interest Rate: In between 2.50% - 10%.

Features:



- Can open for 1month, 3months, 6months, 12months, 24months and 36 months.
- Early encashment facility.
- Loan facility available against fixed deposit account.

NRB (Non-Resident Business)

City Bank's Foreign Remittance part fulfills increasing consumer demands for fast, secured and easy money transferring to a wide range of destinations. Being a committed bank to its clients, CBL goes all the distances to remit peoples hard-earned money securely to the loved ones. With CBL, discretely from a variety of high-class modern transmittal solutions, customers will get peacetime of mind which is believed counts to be furthestmost.

Facility:

The City Bank Limited has 86 online branches in the country; also, the Bank has a durable remittance network through other foremost banks of the country. Therefore, wherever customer account is, they can guide money instantly. The Foreign remittance facility personnel will be there to assist customers out. If anyone is not an account holder, then open an account of their choice with CBL to accept remittance at most basic convenience. CBL knows the value of their precious time. That's why they have completed the payment process in a easy and relaxed way. Customers have the pleasure of enchasing the forwarded money swiftly from Branch counter deprived of going through in the slightest hassle. If anyone is an account holder of City Bank, can quickly credit the currency to their account or reimbursement cash to the receiver.



Loan

Loan is another very important product under retail banking. For doing retail banking CBL has launched retail loans for people. City Bank has different loan available for different purpose under different names like:

- Auto Loan
- Personal Loan
- Home Loan
- Bike Loan
- Secured Loan

Documentation needed whereas applying for a loan:

1. A properly stuffed form.
2. Letter of introduction / regular payment certificate.
3. Memorandum and articles of association / partnership deed of partnership firm.
4. Copy of passport / elector ID / driver's license.
5. Copy ID trade license.
6. Copy of TIN connected documents.
7. Copy of CIB endeavor report.
8. Bank statement of previous six months.
9. Copy of skilled degree certificate.
10. All copies area unit signed and sealed "Seen Original".



- **Auto Loan:** City Bank introduces auto loan as City Drive to execute the dream of buying car with a flexible loan. For availing the loan a salaried person must have one year experience with 6 months current employer, a professional must have one year experience and a business entrepreneur should have 2 years involvement in same business.

Eligibility:

Age: 22 to 65 years.

Monthly income: Minimum Tk. 60,000.

Features:

- Loan quantity starting from Tk. 300,000 to Tk. 40, 00,000
 - Automobile finance up to 50% of vehicle worth.
 - Up to 100 percent finance for loan against money security.
 - Loan tenor twelve to sixty months.
 - One percent of loan is processing fee.
 - Competitive rate of interest.
- **Personal loan:** Personal loan named as City solution is an exclusive supply for client. It accepts loans on completely different purpose such as: Vacation Loan, Study Loan, Medical treatment Loan, Wedding Loan, House renovation Loan.

Eligibility:

Age: 22 to 60 years.

Experience:

Salaried Executive: Minimum one year together with six months with current employee.

Business person: Minimum 3 years.



Professionals: At least 2 years' experience.

Minimum monthly income:

Salaried executive: 20,000/-

Landlord: 30,000/-

Professional and Business Person: 50,000/-

Features:

- Loan quantity starting from Tk. 50,000 to Tk. 1000,000.
- Loan tenor twelve to sixty months.
- No hidden charges.
- Competitive rate of interest.
- Process fee one percent of loan.

➤ **Secured Loan:** Where money is absolutely secured and revolving facility for any legitimate purpose. The safety for the loan ought to be ideally City Bank's fastened Deposit Rate.

Features:

- Minimum 50,000 to 90% against securities.
- Fast process.
- Minimum documentation.
- Loan tenor twelve to sixty months.
- No warrantor needed.
- No hidden charges.



- Process fee for 5 lac 2000/-, within TK 5 Lac to 10 Lac 3000/-.

- **Home Loan:** Home loan is one kind of very popular and beneficial loan for both the customer and bank. To avail home loan customer should have 3 years' experience in their relevant field.

Eligibility:

Age: 22 to 65 years

Income: 50,000/- minimum and for Government officers 30,000/-.

Features:

- Loan financing is from BDT 5 lac to 120 lac.
- Repayment tenure 1 to 25 years.
- Up to 70% loan financing.
- 1% processing fee.
- Availing loan across the country.

Cards:

City Bank presently has large customers people who retain debit cards and credit cards together with double currency cards. The available cards with amazing features are:

Debit Cards:

- The CityMaxx Card: The customer who has an account like savings, current or STD he/she can avail a visa debit card for his money withdrawal convenient.

Features:



- ✓ Cash withdrawal from 500+ Visa ATMs 24/7/365 everywhere the country
 - ✓ Balance enquiry
 - ✓ PIN amendment
 - ✓ Mini statement
 - ✓ Money withdrawal at 25 taka per transaction at 583 DBBL ATMs
 - ✓ Money withdrawal at 10 taka transaction at one hundred ten Q-cash network ATMs
 - ✓ Money withdrawal at 15 taka per transaction at NPSB network ATMs
 - ✓ Annual fee 500 taka
 - ✓ Card replacement fee 300 taka
 - ✓ Captured card replacement fee 200taka
 - ✓ ATM cash withdrawals limit BDT 20000 per transaction and per day BDT 100000.
-
- Mastercard Platinum International Debit Card: Customers have the privilege to use internationally in dual currency. They can get access of their funds over 1.9 million at ATM worldwide. Customer who holds this debit card he/she can access to City Bank Lounge at Hazrat Shahjalal International Airport, Dhaka. To be eligible the customers minimum balance has to be 10 lac BDT or net income must be 2 lac BDT or above. If the customer is salaried person, the salary account has to be maintained by City Bank.

Features:

- ✓ Annual fee BDT 1000



- ✓ Captured Card Replacement Fee BDT 200
 - ✓ Card Replacement Fee BDT 300
 - ✓ Cash Withdrawal Fees are at City Bank ATM, Q-Cash ATM - BDT 10, NPSB ATM - BDT 15, Foreign ATM - USD 3 or 2% whichever is higher
 - ✓ Minimum limit BDT 20000 (per transaction) and BDT 50000 (per day) for withdrawn cash from ATM.
-
- Manarah Islamic Debit Card: This card provide to the customers who have Manarah Saving or Current account with City Bank.

Features:

- ✓ BDT 300 is annual fee.
- ✓ BDT 300 is card replacement fee
- ✓ Captured Card Replacement Fee is 200 BDT
- ✓ Pin replacement fee is BDT 150
- ✓ Cash withdrawal limit from ATM per transaction BDT 20000 and per day BDT 50000.

Credit Cards:

- American Express Credit Card: The minimum income of the customer to avail Amex Credit Card is 30000 BDT. Annual fee of Amex Credit card (local) 1500tk and for dual 200tk. The card holders can take advantage of special savings and offers in a number of



popular restaurants and retailers in country and across the world. The benefits and offers which can avail a customer who has American express credit card are following:

1. Emergent travel and medical assistance at abroad
 2. Avail savings up to 20% from the selected shop outlets of Biman Bangladesh Airlines
 3. On weekdays one night stay at The Palace Luxury Resort is free at cost after paying for the first night
 4. Enjoy 1 for 1 complimentary Buffet at The Way Dhaka, Long Beach Suites Dhaka, Dhaka Regency Hotel & Resort, Summerfield Restaurant, Hotel Sarina Ltd, Manipura Restaurant, Asia Hotel & Resort
 5. Card members are insured on the outstanding balance of the cardboard within the unfortunate event of death or permanent total incapacity (PTD). Card members are charged .35% premium rate mechanically monthly
 6. Card member mechanically receives All Accidental Death Insurance freed from value. This covers death because of any accident. The coverage is BDT 150,000 for every Card member, which can be paid to the Card member's mentioned nominee just in case of accidental death.
- American Express Gold Credit Card: The minimum income is 75,000 taka to avail American express gold credit card. Annual fee is 5000tk. The benefits and offers which can avail a customer who has American express credit card are following:
 1. Worldwide unlimited excess to over than priority pass airport lounges
 2. Urgent travel, medical help and worldwide security service
 3. Avail savings up to 20% from the selected shop outlets of Biman Bangladesh Airlines



4. On weekdays one night stay at The Palace Luxury Resort is free at cost after paying for the first night
 5. Complimentary companion buffet at Dhaka Regency Hotel & Resort, Latest recipe Restaurant, Le Meridien Dhaka, The Exchange of Radisson Blu Chittagong Bay View, Amaya Restaurant, Amari Dhaka, The Eatery, Four Points by Sheraton Dhaka and many more
 6. Membership rewards points
 7. Card members are insured on the outstanding balance of the cardboard within the unfortunate event of death or permanent total incapacity (PTD). Card members are charged .35% premium rate mechanically monthly
 8. Card member mechanically receives All Accidental Death Insurance freed from value. This covers death because of any accident. The coverage is BDT 150,000 for every card member, which can be paid to the Card member's mentioned nominee just in case of accidental death
 9. 0% interest FlexiBuy program.
- American Express Platinum Credit Card: The minimum income requirement is taka 300000 to be eligible. The yearly fee is 25000 taka. The extra offers and privileges of American Express Platinum Credit Card than gold card are following:
 1. On Jet Airways traveling savings is 15000 taka
 2. One night stay at The Palace Luxury Resort is as complementary
 3. Rewards points of bonus membership is 25000
 4. Save up to 15000 taka on Partex Aviation
 5. Save 15000tk on health checkup at Square Hospitals Ltd.



6. Access to the Platinum Lounge at Hazrat Shahjalal International Airport is unlimited.
 7. Card member mechanically receives All Accidental Death Insurance freed from value. This covers death because of any accident. The coverage is BDT 500,000 for every card member, which can be paid to the card member's mentioned nominee just in case of accidental death.
- Agora American Express Card: This card gives amazing rewards to the customers to shop at agora outlets over the country. The rewards and benefits having an agora card are following:
 1. Welcome with Agora voucher which is worth 2000 taka.
 2. Get rewarded at renewal date with 1000 taka worth voucher
 3. Shopping 200000 taka to get 1000 taka on every membership year.
 4. Get 1000 taka on spending additional 100000 taka within the same membership year.
 5. Get buy one get one buffet at The Way Dhaka, Long Beach Suites Dhaka, Dhaka Regency Hotel & Resort etc
 6. Save 20% from buying nominated sales outlets of Biman Bangladesh Airlines
 7. One night stay at The Palace Luxury Resort is as complementary
 8. Card member mechanically receives All Accidental Death Insurance freed from value. This covers death because of any accident. The coverage is BDT 150,000 for every card member, which can be paid to the Card member's mentioned nominee just in case of accidental death.



3.1.3 Services of CBL

Under a real-time online banking platform, these four business divisions are supported at the rear by a strong service delivery or operations setup and conjointly a sensible IT Backbone. Such centralized business section based monthly mostly business model guarantee treatment and services to the bank's totally different client segments.

1. Company & Investment Banking: Investment banking involves providing a spread of banking services like underwriting, raising capitals for firms, supplying securities and facilitating mergers. Investment banks act as associate in nursing intermediate throughout rising capital funding. Corporate banking caters to massive scale firms and businesses. They target a range of banking services like supplying loans, fitting portfolios, serving to MNCs by giving them choices for lowering their taxes.
2. Retail banking (including Cards): Retail banking, conjointly called client banking, is that the typical mass-market banking during which individual customers use native branches of larger business banks. Services offered embody savings and checking accounts, mortgages, personal loans, debit/credit cards and certificates of deposit (CDs). In retail banking, the main focus is on the individual client.
3. Treasury & Market Risks: Treasury refers to the funds and revenue at the disposal of the bank each day to day management of an equivalent. This section acts because the custodian of money and different quick assets.
4. SME banking: The small and medium enterprise (SME) loan means funding provided by money in medium and small industries. Money establishments offer loans to tiny and medium industries for arrangement of assets, business growth and capital machinery acquisition.

The other service divisions of CBL are as follows:

Financial Division

- Monetary designing, budget preparation and observation



- Payment of salary
- Dominant inter-branch dealing
- Disbursement of bills
- Preparation / Review of returns and statement
- Preparation of monetary reports and annual reports
- Maintenance of Provident Fund, Gratuity, pension fund
- Reconciliation

Credit Risk Management (CRM)

- Loan administration
- Loan disbursement
- Project analysis
- Process and approving credit proposals of the branches
- Documentation, CIB (Credit info Bureau) report etc.
- Transcription completely different credit facilities
- Providing connected statements to the Bangladesh Bank and alternative department

Info Technology (IT) Department

- Code development
- Network management and growth
- Member banks reconciliation
- Date entry and process
- Procure of hardware and maintenance.



3.1.4.1 Target Market of Retail Banking

Basically the commercial banks are doing their business focusing on retail banking. That's why their target market is very large and wide regardless of gender, professional or age. To attract and encourage woman banking, City bank has recently launch City Alo banking. To make the banking easier and hassle free, i-banking service like Citytouch is provided. So these all new features and services are coming for the targeted retail customers.

Mainly government officers, non-government officers, business persons, professionals or land owners who have regular monthly income with financial capability are under the retail banking target market. As well as the housewives and students are also a large part of target market.

For running a safe business banks are mainly target established entrepreneurs whose monthly installment do not exceed the one third of financial gain.

So it can be identified that the target customers are for retail banking:

- Govt. and non govt. officers,
- Salaried person,
- Business owners,
- Professionals,
- Housewives,
- Students,.

3.1.4.2 Potential Target Market of Retail Banking:

Retail banking has huge potential market if the banks can give more concentration and effort to some sectors. The potential customer sector can be identified:

- Non customers: Who are not the customer yet of the bank as well as the younger potential customers.



- Low income customers: Who have limited or low income and limited need of financial products. Who have very limited saving capability.
- New entrepreneur: New graduates or running students who want to boom as new entrepreneur can be potential customer for future by making them to avail low interest rate loan.
- Inactive customers: Who once were customers of the bank but somehow stopped their transactions may be for any reason or without reason.

3.1.5 Internet Banking:

As everywhere digitalization is coming up City Bank has started providing I-banking service to the customers. Customer can get immediate service or solution 24hour and 7 days from any place through internet banking. There are two types of product or service:

- I-Banking
- City Touch
- I-Banking: Customer can get or see account summary and account details at any time. Any cheque book related inquiry can be asked through i-banking. There is no extra charge for i-banking services.
- City Touch: City Touch is one of best online banking services ever given to the customers without any fee or charge. City Touch has been recently launched and got so many appreciations because of the security assurance with great facility. The main motto of City Touch is to save time both the customers and bankers. The person who has an account at City bank and a Debit card, he/she can sign up at City Touch app. The features of City Touch are following:
 - Account Summary and Details
 - Immediately money transfer to any City Bank account or to other bank account
 - Cheque issue, manage and stop



- Clearing cheque status
- Debit and credit card pin change
- Mobile bill payment
- Utility bill payment
- Open FDR and DPS account
- Loan statement
- Buy movie ticket
- Buy domestic air ticket
- Shop through online portals like Akhoni.com from Agora, Meena Bazaar.

3.1.6 SWOT Analysis of CBL

Every institution has their own strength and achievement. The City Bank is a globally recognized banking institution who is one of the first Bangladeshi members of SWIFT ((Society for Worldwide Inter-Bank Financial Telecommunication). There are number of strength which has made CBL one of the top banks in our country as well as there are lots of opportunity and scope to reach oncustomer's first priority list.

The strength of CBL are following:

1. Wide network range locally and globally.
2. Efficient and effective management.
3. Highest security online banking.
4. Dual currency visa card.



5. Strong financial position.
6. Member of SWIFT.
7. Faster service and solution of banking problem.
8. Customer friendly.
9. Effective marketing policy.
10. Innovative with product and service.

The Weakness of CBL are Following:

1. Controversy on centralized system.
2. Insufficient ATM booth.
3. Lack of freedom at work.
4. Lacking on good customer relationship.
5. Complex security shell makes customer uncomfortable.

The Opportunities of CBL are following:

1. Growth of SME banking.
2. Scope of financing on youth entrepreneurship.
3. Scope on corporate financing.
4. Technology advancement.

The Threat of CBL are following:

1. Interest rate fluctuation.
2. Loosing customer.
3. New comers.
4. New rules against giving loan.



Chapter Four



4.1 Recommendation

As bank is a service provider and it works with money, there are number of scopes to improve their service and financing on every different ways. Gaining customer loyalty, trustworthiness, making good customer relationship, understanding the market are more important than increasing number of customers. CBL should make new plan to how to keep loyal customer and understanding what customers want. CBL should minimize the service gap on customer objection, expectation and perception. Some steps can be taken by CBL for meeting the customers' expectations and increasing company's growth as well as goodwill:

- Though CBL's objective is to provide services to all income segments of customers, but the initial deposit amount is 15000/-. Thus it is not possible for all segments of people to open an account in CBL. So the bank should review its policy of the initial deposit amount.
- The products of CBL are very lucrative. But the minimum income for loan application is very high and there are too many conditions. So customers sometimes find it difficult to apply for a loan. It should be affordable for customers. As per customer response, CBL is taking long time to process & disbursed the loan. More easy way should find to minimize the duration for loan process.
- Customers are confused about the loan pricing & hidden charges, so CBL should informed the customer about the different fees & installment size of that particular product. Customers are demanding more SME Service Center & Branches in their locality which will help them regular transaction with them.
- CBL is needed to reach the brand value to the customers for building up ideal relationship to create loyal customer. CBL should maintain errors-free customer's record & database which will help to identify the major customer's facility requirements. They should invent other type of deposit to attract more customers which is different from other banks.
- The e-banking services are good but customers expect more. Many customers are not accustomed to English interface so they need Bangla interface for the ease of using e-banking. Citytouch, it can be more user-friendly and prompt. The security features are good but customers sometimes find it difficult and time consuming. So the app should be made user-friendly.



- CBL should take steps for employee training on regular basis to make them more customers friendly and effective as well as efficient. CBL can emphasize on maintaining more cash and deposit balance. They should come up with some discount offer for regular customers. They can encourage young customers with lesser service charge and offers. Internal IT problem should be solved very quickly. The renovations of different branches should be done quickly. The employees should be selected based on area and branch which will help to gather more customers. They should increase more ATMs and minimize the card capture problem. The loan process and disbursement should be made within a certain time. They should be more employee friendly to make out good service.



4.2 Conclusion

From the very beginning of our country's development the private banks are doing amazing job. People are concerned about to save their money for future investment and take loan to buy or do something within a certain time. If a person wants to start up any business, he need not to wait for collecting money for years rather than he can take loan for executing his dream. Because of customer demand and opportunity lots of commercial bank has come and established in last few years. City bank is helping the country with their service for more than 25 years. They have improved their service a lot and for customer demand they have opened the branches almost all over the Bangladesh. CBL is helping our economy by remitting of funds. Banking has expanded their service to meet the every financing solution for both the each client and corporate clients. The new challenge for every sector is making digitalization. Almost every function and job are delivering on digital way. Citytouch is the most unique with best online banking service of CBL. Citytouch is upgrading day by day and people are getting banking service at their home.

This report has focused mostly on the service and product of CBL and identified important information that could make the banking service more attractive to customers. The performance and creative steps of CBL will surely help them to make one of best private banks in near future.



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Appendix

LIST OF ACRONYMS

Acronyms	Elaborations
CBL	The City Bank Limited
A/C	Account
BB	Bangladesh Bank
JRB	Johnson Road Branch
BM	Branch Manager
BOM	Branch Operation Manager
ECO	Executive Cash Officer
SCO	Senior Cash Officer
JCO	Junior Cash Officer
RM	Relationship Manager
CSO	Customer Service Officer
CSM	Customer Service Manager
CC	Cash Credit
CIF	Credit Insurance and Freight
CR	Credit Rating
DC	Debit Card
FC	Foreign Currency
IPO	Initial Public Offering
IR	Interest Rate
LC	Letter of Credit
LCAF	Letter of Credit Authorization Form
LIM	Loan Against Imported Merchandise
LTR	Loan Against Trust Receipt
NUB	Northern University Bangladesh
OD	Overdraft
PAD	Payment Against Document