

Analysis of Prime Bank PLC. and Banking Industry: An Internship Experience Perspective

Lutfun Nesa Orne

This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Analysis of Prime Bank PLC. and Banking Industry in Bangladesh: An Internship Experience Perspective

Submitted to:

Name: Dr. Md Mohan Uddin

Designation: Professor

Major: Finance & FinTech

Submitted by:

Name: Lutfun Nesa Orne

ID: 111 221 093

Major: Finance & FinTech

Registration Trimester: Spring 221



**School of Business and Economics
United International University**

Date of submission: March 11, 2026

Letter of Transmittal

March 11, 2026

Dr. Md Mohan Uddin

Professor

School of Business & Economics

United International University

United City, Madani Avenue, Dhaka 1212

Subject: Submission of Internship Report entitled “Analysis of Prime Bank PLC and Banking Industry in Bangladesh: An Internship Experience Perspective”.

Dear Sir,

With due respect, I am pleased to submit my internship report entitled “Analysis of Prime Bank PLC and Banking Industry in Bangladesh: An Internship Experience Perspective”, which has been prepared as a partial requirement for the completion of the Bachelor of Business Administration (BBA) program, majoring in Finance & FinTech at United International University.

I have applied the knowledge that I have gained from my BBA degree and internship experience at Prime Bank PLC in the general banking division. I accept as true that this report will meet all the requirements and will serve the purpose of the report. I have tried my best to follow your precious guidance, and support while preparing this report. It will be a pleasure to answer any sort of queries you may have concerned about this report.

I would like to take this opportunity to show my gratitude for your constant support, guidance, and encouragement throughout the internship and report preparation process.

Sincerely,

Lutfun Nesa Orne

ID: 111 221 093

BBA Program (Major in Finance & FinTech)

United International University

Certification of Similarity Index

Declaration of the Student

I, Lutfun Nesa Orne, a BBA student at United International University (UIU), do hereby affirm that this report entitled “Analysis of Prime Bank PLC and Banking Industry in Bangladesh: An Internship Experience Perspective” has been prepared by me as a part of the partial fulfillment of the completion of the Bachelor of Business Administration (BBA) program, majoring in Finance & FinTech at United International University.

This report has been prepared based on my own findings, data collections, and experience accomplished while working as an intern at Prime Bank PLC. I declare that the report has not been presented before, either in part or altogether, to any other educational institution. I have tried to do this report as sincerely and honestly as I could, and I state that all the credit goes to the sources that I used.

Lutfun Nesa Orne

ID: 111 221 093

BBA Program (Major in Finance & FinTech)

School of Business & Economics

United International University

Corporate Evidence



Human Resources Division

HO (HRD)/ 12141 /2025

11/3/2025

Ms. Lutfun Nesa Orne
Student of BBA
United International University

Sub: INTERNSHIP PROGRAM

Dear Ms. Orne,

With reference to your internship application, we would like to inform you that the Competent Authority of Prime Bank PLC. is pleased to allow you to undertake your internship with our Bank. Accordingly, you are hereby placed at the **Pragati Sarani Branch, Prime Bank PLC., Dhaka** as an 'Intern' for a period of 90 days with effect from **9 November 2025 to 7 February 2026**.

You are also advised to submit your Internship Report to HR Division after successful completion of your internship period along with the Performance Appraisal from concerned Head of Branch.

Please note that you will be paid Tk. **7000/-** (Seven Thousand) only per month as allowance during your Internship period. For any partial payment, it will be calculated on pro-rata basis on your attendance considering working days.

Thanking you,

A handwritten signature in black ink, appearing to read 'Monoara Khatoon'.

Monoara Khatoon
VP & Head of Talent Acquisition & Organizational Development

Copy to:

1. The Head of FAD, Head Office, Dhaka.
2. The Head of Pragati Sarani Branch, Prime Bank PLC., Dhaka.
3. Office copy.

Prime Bank PLC., Head Office- Simpletree Anarkali, Holding No.: 89, Plot No: 03, Block: CWS(A), Gulshan Avenue, Gulshan, Dhaka-1212, Bangladesh
PABX: +880 (2)55068721-23, Fax: 880-2-55068685, E-mail: info@primebank.com.bd, SWIFT: PRBLBDDH, Website: www.primebank.com.bd

Figure I: Internship Placement Letter

Source: Prime Bank PLC, Pragati Sarani Branch

Acknowledgement

In the very beginning, I would like to thank Almighty Allah for giving me the strength and capability to complete this report and my internship at Prime Bank PLC.

I would like to express my special gratitude to my academic supervisor Dr. Md Mohan Uddin, Professor at United International University, School of Business & Economics (SoBE), for his constant support, and guidance, during the preparation of this report. His supervision, constant encouragement, precious direction, constructive feedback, are much appreciated for the completion of the internship program.

Moreover, I am truly grateful to Mohammad Ali, Head of Branch of Prime Bank PLC., since he gave me the opportunity to complete my internship at this prestigious financial institution. I also would like to thank Ajay Kumar, Senior Manager (FAVP), Prime Bank PLC., for his precious guidance during my internship at the bank.

Finally, I want to express my sincere gratitude to my parents for their continuous support, and encouragement during my academic career. Their love and support have been the biggest strength of me for all that time.

Executive Summary

Banking sector contributes a lot in the economic growth and financial stability in Bangladesh. In the last twenty years or so, the industry has been witnessing a significant growth owing to the economic growth, deregulation, globalization, and technological progress. It is in this competitive environment that the Prime Bank PLC has developed itself as one of the best private commercial banks in the country. The bank has established a reputable business of offering diversified financial services, having an extensive network of branches, and slowly increasing its digital banking services to address the evolving customer needs.

Prime Bank PLC has been experiencing stable growth in terms of financial performance, customer base as well as product offering. The bank offers a broad portfolio of services such as retail banking, corporate banking, SME financing, digital banking and card services. The strengths of the organization are its good brand reputation, its experienced management, the diversification of its banking products and its attention to the customer services. Meanwhile, the bank is experiencing certain difficulties including rising competition among the privately owned banks, demand on the implementation of innovative financial technologies, and the industry-wide issues connected to the non-performing loans. Nevertheless, there is a chance to increase the bank presence in digital banking, financing SME, or financial inclusion programs that can further cement the position of the bank in the market.

Bangladesh Bank regulates the banking industry in Bangladesh which is composed of a number of different types of banks such as state-owned commercial banks, privately owned commercial banks, foreign banks, and specialized banks. The sector has enjoyed the unbroken growth in deposits, branch networks and digital financial services. The advancements in technology including mobile banking and online banking have changed the way banks operate largely. The industry has been experiencing developmental challenges such as increasing non-performing loans, competition among the banks, and the pressure the regulatory bodies have, and the necessity of ever-present technological innovation, despite its growth. Meanwhile, digital transformation, financial inclusion, SME development, as well as sustainable finance initiatives are strong opportunities in the industry.

My internship experience at Prime Bank PLC and more specifically in the General Banking Division proved invaluable in terms of practical experience in the commercial banking sector. In the process of opening the account, I learnt some of the most important banking processes including verification of documents, identification of customers and compliance requirements. The check clearing made me gain a better insight into the processes that were involved including the creation and authentication of vouchers. Another aspect I learned is the internal processes and management methods of the bank through assisting in the aspects of debit card management and recording of check book collections. In general, the experience enhanced my knowledge of customer relations, the banking processes, and the importance of efficiency and compliance in the daily tasks.

All in all, the activities gave me a practical knowledge of how a normal bank operates, how it interacts with customers, and how compliance and efficiency are vital in everyday banking operations. The internship was also a learning experience, as through these activities, I was able to learn a lot about a banking process, practices of customer service, and compliance requirements. It also assisted in acquiring pertinent professional skills like communication, teamwork, time management and attention to detail. Altogether, the internship experience contributed to forming the association between theoretical learning and the practical banking processing and gaining a better idea of the functioning of commercial banks in the financial system. The experience also enhanced my passion towards a future career in the banking and financial field.

Table of Contents

Letter of Transmittal	i
Certification of Similarity Index	ii
Declaration of the Student	iii
Corporate Evidence.....	iv
Acknowledgement	v
Executive Summary	vi
CHAPTER 1: INTRODUCTION.....	1
1.1 Background of the Report	1
1.2 Objectives of the Report.....	3
1.3 Rationale of the Report	3
1.4 Scope and Limitations of the Report.....	4
1.5 Definition of Key Terms	5
CHAPTER 2: COMPANY AND INDUSTRY PROFILE.....	6
2.1 Company Analysis	6
2.1.1 Overview and History	6
2.1.2 Trend and Growth.....	7
2.1.3 Product / Service / Customer Mix.....	8
2.1.4 Company Operations / Activity	10
2.1.5 SWOT Analysis	13
2.2 Industry Analysis.....	18
2.2.1 Specification of the Industry	18
2.2.2 Size, Trend, and Maturity of the Industry.....	19
2.2.3 Industry SWOT Analysis	20
CHAPTER 3: INTERNSHIP EXPERIENCE	25
3.1 Position, Duties, and Responsibilities	25

3.1.1	Position	25
3.1.2	Duties, and Responsibilities.....	25
3.2	Training & Development	29
3.3	Contribution to Organization / Operations.....	29
3.4	Evaluation.....	30
3.5	Skills Applied.....	31
CHAPTER 4: RECOMMENDATIONS AND CONCLUSION		33
4.1	Recommendations	33
4.1.1	Recommendations for Prime Bank PLC.....	33
4.1.2	Recommendations for General Banking division	34
4.1.3	Recommendations for Self-Development.....	35
4.2	Conclusion.....	36
REFERENCE		37
APPENDIX-A: Internship Placement Letter		38

List of Figures

Figure 1.1: Branch Distribution by Bank Type in Bangladesh (FY2023).....	1
Figure 2.1: Prime Bank Growth Picture FY 2023	7
Figure 2.2: SWOT Analysis of Prime Bank PLC.....	13
Figure 3.1: Account Opening Process at Prime Bank PLC	26
Figure 3.2: Cheque Clearing Process at Prime Bank PLC.....	28
Figure 3.3: Internship Evaluation Form.....	30

CHAPTER 1: INTRODUCTION

1.1 Background of the Report

Banking industry is very important part of the economic growth of any country and Bangladesh is not an exception. During the last several decades, the financial industry of the country has undergone major change and has been influenced by the economic development, globalization, regulatory changes, and the extreme development of technologies. As per the Bangladesh Bank Annual Report of FY23, there were 61 scheduled banks, which had 11,088 branches and 46.5 percent of them were in rural locations (Paul, 2024). Figure 1.1 illustrates the distribution of rural and urban branches among state-owned and private commercial banks in Bangladesh (Paul, 2024).

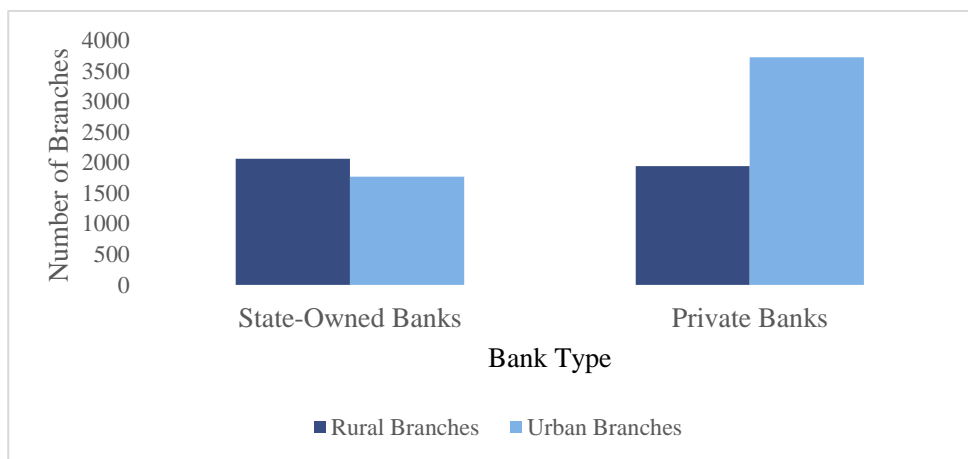


Figure 1.1: Branch Distribution by Bank Type in Bangladesh (FY2023)

Source: Bridging Gaps, Building Trust, n.d.

The banks are fully conventional, fully Islamic, and those that are in both modes. The state-owned commercial banks had 2,061 rural and 1,769 urban branches whereas the private banks had 1,943 rural and 3,722 urban branches. Deposit growth in the banking sector was also 9.60 percent as of June 2024, but the sector was experiencing problems with non-performing loans (NPLs), which increased to a decade-high of 12.56 percent in Q4FY24, mostly state-owned banks (Paul, 2024).

Banking in the modern day dynamic financial environment is not just about deposit gathering and loan giving. It has become an advanced system, which combines digital platforms, automated risk measurements, compliance systems, international trade

support, and individual financial services. The current bank has to find a balance between profitability and risk management, customer satisfaction and regulatory requirements, as well as innovation and security. Consequently, practical exposure and theoretical knowledge are needed in gaining insight into the operations of a commercial bank.

Being a student enrolled in a major of Finance, my academic studies have equipped me with good theoretical background on banking operations, financial management, risk analysis and regulatory frameworks. Theoretical knowledge, however, cannot be complete in its ability to represent the complexities of banking practices in the real-world situations. The internship programs help in supplementing the classroom education with the hands-on experience, which makes students learn how the financial institutions operate in real life, how the policies are being actualized and how the challenges are handled at the working level.

The current internship report is developed due to the practical experience I had with one of the most successful private commercial banks in Bangladesh, which is called Prime Bank PLC. The report seeks to integrate both the academic concepts and real-life banking operations, and to present a holistic picture on how a commercial bank works in the larger industry setting. With direct exposure to the processes of opening accounts and cheque clearing operations, customer service, verification of the documentation and the related compliance processes, I learned some good experiences on the daily operations of the banking services. In addition, the report is not a mere analysis of my assigned duties but an analysis of the general banking industry, competition and the strategic positioning of the Prime Bank PLC.

Through analyzing the organizational and industry approach, the report aims to come up with a balanced picture of the strengths, weaknesses, opportunities, and challenges of the banking sector. Hence, the report has a dual role, namely, it is not only the requirement of the Bachelor of Business Administration (BBA) program, but also a reflection of my practical learning experience in a professional banking setting. It emphasizes the way academic knowledge may be used by real organization and how practical exposure can help to develop analysis, professional and inter-personal skills needed in future finance career.

1.2 Objectives of the Report

The main objectives of this report are to:

- ii Analyze the performance of Prime Bank PLC.
- iii Analyze the status of the banking industry.
- iiii Describe the internship experience at Prime Bank PLC.

1.3 Rationale of the Report

The reason behind this reporting is to know the implementation of theoretic concepts learned in the course of finance in actual banking practices. Academic knowledge gives the base, whereas practical experience gives career skills and experience in the field. The importance of this report is that:

- I. It assists in assessing the performance of the Prime bank PLC in a competitive banking market.
- II. It enables the study of the working practices and customer service.
- III. It gives an insight on the opportunities and challenges in the banking industry.
- IV. It also is helpful in developing the analytical and reporting skills required in a future career in finance.

Thus, this report leads to the academic and professional enhancement. To study the processes of opening of the accounts and working with the customers. To monitor the process of clearing and documentation of cheques. In order to study the profile of the company and the industry environment. To establish the strengths, weakness, opportunities and threats of the bank and the industry. To practice the theoretical knowledge in bank life.

1.4 Scope and Limitations of the Report

Scope of the Report

This report has the following scope:

- ii Prime Bank PLC overview and analysis.
- iii Account of the activities that were conducted during the internship. Analysis of banking industry in Bangladesh.
- iiii SWOT analysis of the industry and the company.

The report is primarily concerned with the operations and the general banking operations of the branch level where I undertook my internship.

Limitations of the Report

The report has its limitations even though it has been prepared carefully:

- ii Confidential banking data were not allowed as there were privacy limitations and regulatory limitations.
- iii Annual reports and secondary data were also used to provide some data and this can be time constrained.
- iiii Poor access to the upper management inhibited more of strategic analysis.

Nevertheless, caution has been taken to make sure that there is precision and relevancy within the scope of all that is available.

1.5 Definition of Key Terms

To understand it well, the following are some of the key terms employed in this report:

- i. **Commercial Bank:** It is a financial institution that receives deposits in the form of customers and offers loans and other financial services.
- ii. **Non-Performing Loan (NPL):** A loan where the borrower has been unable to pay at the right time over a specific duration.
- iii. **CRAR (Capital to Risk-Weighted Assets Ratio):** An indicator of the financial stability of a bank that demonstrates the availability of sufficient capital to meet the possible risks.
- iv. **Cheque Clearing:** This is the process whereby money is transferred between one bank account to another when a cheque is being deposited.
- v. **Agent Banking:** A system in which the banks deliver services using authorized agents rather than using ordinary branches.
- vi. **Digital Banking:** Banking services delivered using online platforms, mobile applications and electronic delivery without going to the branch.
- vii. **SWOT Analysis:** A strategic instrument that is applied in determining the Strengths, Weaknesses, Opportunities and Threats of an organization or industry.
- viii. **Mobile Financial Services (MFS):** Mobile Financial services are transactions that involve the use of mobile phones to carry out financial transactions, like money transfer, bill payments and mobile wallets. In Bangladesh, people can get financial services through MFS platforms without having to go to a bank office.
- ix. **Small and Medium Enterprises (SME):** SMEs are small and medium-sized enterprises that are significant in the economic growth through creation of employment, supporting local industries and the growth in GDP.
- x. **Environmental, Social and Governance (ESG):** ESG is a collection of guidelines that are applied to assess the environmental responsibility, social impact and governance of a company. The ESG principles in banking are applied in responsible lending and sustainable investment decisions.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview and History

Prime Bank PLC is a second-generation privately owned commercial bank established in Bangladesh in the year 1994 under the Companies Act of 1994 and it started its operations on 17 April 1995 with its headquarters at Motijheel, Dhaka. The bank is based in Gulshan Avenue, Dhaka and is a publicly listed company in both the Dhaka Stock Exchange (DSE) and the Chittagong Stock Exchange (CSE) (*Prime Bank PLC.*, n.d.-a) (“Prime Bank (Bangladesh),” 2026).

Within the last 3-decades, Prime Bank has expanded tremendously to emerge as a reputable financial service provider, offering an extensive collection of clients, such as individuals, small and medium enterprises (SMEs), large corporate clients, as well as institutional customers. Its focus on innovative services, good governance and customer-centric services can be seen in the expansion of the bank. In 2025, Prime Bank will have 30 years of operation, a path of trust, growth, and inclusive development and a renewed commitment to being part of a stronger and more inclusive economy. (*Prime Bank PLC.*, n.d.-a); (*Prime Bank Marks 30 Years*, 2025).

The services at Prime bank have been extended to digital and agent-banking platforms besides the traditional banking to provide ease and accessibility of the customers both in the urban and rural areas. Its services include retail banking, corporate banking, SME financing, Islamic banking and advanced digital services like mobile and internet banking. This integrated service offering portrays the agile approach of the bank in meeting the changing desires of the customers and utilizing technology to maximize financial inclusion. (*Prime Bank PLC.*, n.d.-b)

Besides the main banking activities, Prime Bank often undertakes community and financial literacy activities, such as those that provide support to entrepreneurs and underserved communities, as part of its extended social responsibility.

2.1.2 Trend and Growth

Prime Bank PLC is one of the most successful second-generation Bangladesh-based commercial banks that have shown a strong history of robust financial growth and technological superiority. During the past several years, the bank has shifted its traditional banking approach to a tech-first financial institution, which has one of the most robust balance sheets in the financial sector.

I. Strong Financial Results and Sustainable Expansion



Figure 2.1: Prime Bank Growth Picture FY 2023

Source: Prime Bank Annual Report 2023

The bank has recorded a high mark of profitability with a notable increase in its cash flow over 2024, with a consolidated net profit of Tk 732 crore, which is much higher than the regulatory (18 percent) level(Prime Bank PLC., n.d.-b); (Prime Bank Reports 45pc Profit Growth in Q3 2024, n.d.) . Moreover, the bank has maintained the quality of its assets, with under 3.5 to 3.9 ratios of Non-Performing Loan (NPL), and this has been achieved due to the high level of its NPL coverage ratio of more than 137%.

II. Digital Change and Innovation

One of the important tendencies to consider in relation to Prime Bank is the Digital First strategy, which is aggressive. The bank has introduced MyPrime, an elite internet banking system and a PrimePay, an omni-channel digital solution to corporate payroll

and tax payment. The bank carries out its transactions, at the moment, mostly (66 percent) in digital channels today (Beckwith par. 1). The artificially intelligent devices such as PrimeAssist and the unmatched use of Blockchain LC international trade transactions contribute to establishing it as a market leader in fintech innovation further.

III. Sustainable Strategic Focus & Strategy

Currently, its 30-year experience is marked by the theme of Together for Transformation, which addresses sustainable finance and financial inclusion (over 110,000 SMEs and 320,000 women customers).

To sum up, another banking company that is headed to the future of high profitability, technological leadership and risk-taking in a prudent way is Prime Bank which makes it a stellar player in Bangladesh banking industry.

2.1.3 Product / Service / Customer Mix

Prime Bank PLC provides a highly diverse and complete portfolio of financial services and products, which are strategically crafted to address the needs of retail, corporate and SME customers and remain highly focused on digital innovation and Shariah-compliant banking (“Prime Bank (Bangladesh),” 2026).

I. Consumer Finance and Retail Banking

Prime Bank offers a great range of deposits and loan products to individual clients.

- **Deposit Schemes:** These are old savings and current account, Fixed Deposit (FDR), and different Monthly Deposit Schemes (DPS) such as the Prime Millionaire Scheme and the Double Benefit Scheme.
- **Loan Products:** The bank provides specialized retail loans in the form of Home Loans, Auto Loans and Personal Loans. It is worth noting that it offers niche products, including Education Loans, Marriage Loans and Doctor Loans, to satisfy requirements at a particular life stage.
- **Neera (Women Banking):** An exclusive service to women who are offered customized financial and non-financial solutions, such as health insurance, wellness benefits, and special savings account to ensure financial independence.

II. Institutional & Corporate Banking

The bank is a corporate finance giant and provides advanced solutions to massive companies.

- **Working Capital Loans:** To help industrial growth and working requirement.
- **Trade Finance:** issues of importation and exportation such as the Letters of Credit (LC) and Bank Guarantees.
- **Cash Management and Structured Finance:** Some of the new products offered such as PrimePay are used to enable corporate houses to automate the payment of salaries and taxes effectively.

III. MSME & SME Banking

Prime Bank is also very active in the MSME (Micro, Small, and Medium Enterprise) sector.[2]. It provides easy access to finance to entrepreneurs by services such as Prime Agrim and other stimulus-based loan packages. The bank specializes in the development and sustainability of entrepreneurship and frequently collaborates with international bodies to boost the small companies.

IV. Islamic Banking (Hasanah)

Prime Bank provides a complete range of Shariah compliant services under the brand name Hasanah.

- **Hasanah Deposits:** Deposits the Hajj Schemes and Sadaqah Jariyah are based on the principles of Al-Wadiah and Mudarabah.
- **Hasanah Investments:** Shariah compliant home, auto and medical investments (e.g., Manjil home and Burak auto) (Prime Bank Annual Report 2023, 2023).

V. Digital Banking & Cards

The bank is a leader in terms of digital transformation with their MyPrime mobile application that enables the opening of an account instantly (PrimePlus), transfer of funds, and utility payments. It provides a wide range of Visa and Mastercard Credit, Debit, and Prepaid cards that provide a wide range of rewards, airport lounge services, and EMI payment.

Overall, the product mix of Prime Bank can be characterized as a combination of traditional dependability and recent flexibility that will allow each customer segment, a rural SME owner, and a global corporation, to find personalized financial solutions. (*Products and Services of Prime Bank Limited, n.d.*)

2.1.4 Company Operations / Activity

The operations of Prime Bank PLC have been designed around the provision of a broad spectrum of commercial banking services in its multiple business lines, technology platforms, subsidiaries, and strategic initiatives in order to serve its diverse customers both at the domestic and international markets. The essence of these operations is to offer safe, effective, and client-oriented financial services and remain compliant with compliance laws and sustainable development.

I. Branch and Service Network:

Prime Bank has a complete net of over 147 branches in Bangladesh consisting of 18 SME Centers and other booths located in strategic locations. This geographical location makes certain that all customers in different geographical areas such as urban, semi-urban customers, and rural customers can receive financial services conveniently. The branches are enabled by more than 150 ATMs and electronic channels that offer 24/7 banking services to do normal transactions, deposits, withdrawals, and customer support.

II. Core Banking Services:

The core business the bank performs is commercial banking, which is the provision of the conventional services of a deposit mobilization, loans and advancing, trade financing, remittance processing, foreign exchange services, and the management of cash. These services are provided in the retail and corporate channels. Retail operations deal with individual customers, which provide savings and current accounts, fixed and current deposits and loans to the corporate deal with large businesses and some of these services include working capital financing, project financing, and customized credit facilities.

III. SME and Specialized Banking:

Prime Bank lays emphasis on the banking of Small and Medium Enterprise (SME) because it is known that SMEs play a critical role in economic development in a country. The bank also offers tailor made financing products, advisory services and organized support to SMEs to enable them grow their businesses, working capital management and integration with formal financial systems. This interest is in line with the national development objectives and it assists in filling the gap in financial accessibility of the new ventures.

IV. Islamic and Shariah-Compliant Service:

Prime bank has designated branches to provide Islamic banking services to its customers who would like to receive ethical banking solutions. Such services are in line with the principles of Shariah, which offer accounts, investment products and financing options which follow ethical and religious guidelines. This enables the bank to accommodate a greater number of people with cultural and religious inclination products.

V. Digital Banking and Technology Platforms:

Prime Bank has been a heavy investor in digital transformation as a response to the changing customer demands and customer trends in the international banking industry. The bank has a digital ecosystem that consists of mobile and internet banking services, particularly the use of apps like the MyPrime app, where clients can conduct transactions including sending and receiving funds, paying bills, checking account balances, etc. at distant places. Another way that the digital efforts have added value to the bank is through the incorporation of advanced capabilities via AI-assisted support, real-time processing, and integrated payment solutions that make the bank customer-friendly and efficient in its operations.

VI. Offshore and International Services:

In addition to its domestic business, Prime Bank maintains other related businesses abroad by forming an affiliate company in Singapore, which is known as Prime Exchange Co. Pte. Ltd., which offers remittance and foreign exchange services to Non-Resident Bangladeshis (NRBs) and other international customers.

VII. Subsidiaries and Investment Activities:

Prime Bank operates through subsidiary companies that offer financial services and from its operational footprint. They are, investment banking, securities brokerage, asset management and advisory services that assist the customers in participating in capital market, portfolio management and corporate advisory. These subsidiaries promote diversification of the bank to the unconventional banking divisions and lead to the diversified sources of revenues.

VIII. Risk Management and Compliance:

The risk management framework is an extension and part of the bank operations. To survive on a sound financial environment and control, Prime Bank has strict credit-assessment policies, scrutiny of the non-performing assets and fulfilling the Basel III requirement, which is monitored by the Bangladesh Bank. This will guarantee cautious lending activities, sound liquidity risk management, and management of operational risks.

On the whole, the business activities of Prime Bank PLC indicate a combination of conventional banking advantages and the latest digital skills with a broad network of services, integration of technologies, and the variety of products. The overall effect of such operations is to assist the bank to meet its mission of providing efficient services, ethical behaviors and sustainable development in the competitive banking sector in Bangladesh.

2.1.5 SWOT Analysis

The SWOT analysis of Prime Bank PLC has done to get the better understanding of the internal strengths, weaknesses and the external opportunities, and threats. SWOT analysis helps in the process of decision making of a company by letting know the internal and external influential factors. The SWOT analysis of Prime Bank PLC. is explained below.

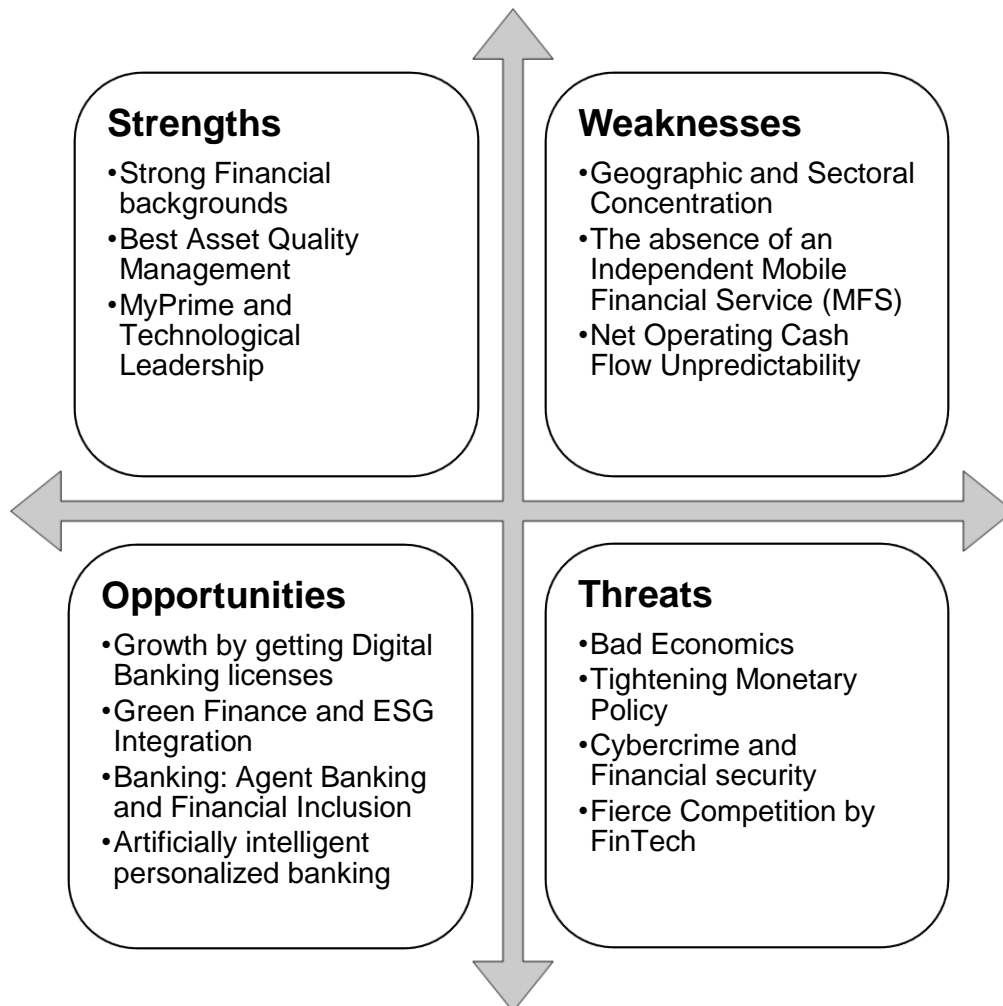


Figure 2.2: SWOT Analysis of Prime Bank PLC

Source: Author, 2026

- **STRENGTHS**

Strengths are the internal strengths and advantages that help a given organization to do better than others. Examples of strengths in the banking sector can be financial performance, good risk management practices, technology, product diversification, and good brand name. These internal variables assist a bank to be stable, attract

customers and increase its operations within the competitive environment in the financial sector. In the case of Prime Bank PLC, the financial strength, effective management of asset quality, digital banking, and specialized banking segments can be classified as some of the strategic strengths that enable the bank to maintain its competitive status and remain viable to provide value to its customers and other stakeholders. The strengths of Prime Bank PLC are discussed below.

i. Strong Financial backgrounds and profitability:

Prime bank has also proved to be strong financially even during the time of the national economic frenzy. It has a high safety net in regard to its ability to have a high Capital to Risk-Weighted Assets Ratio (CRAR) of more than 18%. In 2024 the net profit of the bank grew by 52 percent; this performance is the confirmation of the fact that the bank was good in managing its interest margins and balancing its revenues between fund-based and fee-based services.

ii. Best-in-Class Asset Quality Management:

Prime Bank has succeeded in going digital-first bank and abandoning its traditional branch-oriented model. MyPrime mobile and PrimePay corporate platform make up approximately 66 percent of the total transactions that occur in the bank that creates Prime Bank with technological edge over other banks which still insist on the existence of physical branches.

This electronic ecosystem makes it more efficient in its work, reduces the cost-of-service delivery, and enhances customer experience, in particular, with younger and technologically-advanced clients. The company possesses better platforms than other competitors whose level of digitalisation is low, hence enabling Prime Bank to scale up more quickly and maintain more customers.

iii. MyPrime and Technological Leadership:

The bank has moved to become a digital-first bank as opposed to a physical bank. Its MyPrime mobile app and its PrimePay corporate platform is not merely a tool, but an entire ecosystem that manages 66% of the overall transactions of the bank. The digital transformation has made operations more agile, made service delivery cheaper and provided better customer experience to the younger generation who are tech savvy.

It involves producing products that are different yet fulfill the needs of a specific segment of customers (Neera and Hasanah).

Prime Bank has managed to create brands within a brand. Its dedicated women segment, Neera, is more than a banking service, including wellness and networking, which builds high customer loyalty. Likewise, Hasanah (Islamic Banking) will enable the bank to exploit the vast market of Shariah-compliant investment and deposits in Bangladesh, with a holistic portfolio of ethical investments and deposits. (*Products and Services of Prime Bank Limited*, n.d.); (*Prime Bank Reports 45pc Profit Growth in Q3 2024*, n.d.)

- **WEAKNESSES**

Weaknesses are the internal constraints or drawbacks of an organization that can decrease its efficiency, competitiveness, or its growth capacity. Such weaknesses may be structural, operational, inadequate technological infrastructure, overreliance on a particular market or industry. In the example of Prime Bank PLC, there are some structural and operational issues that include sectoral concentration of loans, lack of a free mobile financial service platform and variability of operating cash flows that can pose limitations that must be overcome to enhance the competitive advantage of the bank. The weaknesses of the bank are:

I. Geographic and Sectoral Concentration:

Although the bank is a leader in the corporate banking, a big percentage of its high value bank is concentrated in the garments and the manufacturing industries of the Dhaka and the Chattogram regions. With this concentration, the quality of the assets of the bank will be vulnerable to the effects of the decline of certain industries or a local economic shock.

II. The absence of an Independent Mobile Financial Service (MFS):

In contrast to some of its key rivals who possess their own MFS platforms (such as bKash of BRAC Bank), Prime Bank is based on partnerships. This is because the absence of an in-house MFS does not give it the capacity to acquire the micro-transaction of data and day to day liquidity of the mass-market that occupies the bottom of the pyramid.

III. Net Operating Cash Flow Unpredictability:

The latest monetary reports have indicated the variability of operating cash flows. This can be attributed to massive investments in government securities and high rate of loan outlay. Although these are expansionary actions, they may result in transience liquidity squeeze which is to be carefully managed. (“Prime Bank (Bangladesh),” 2026)

- ***OPPORTUNITIES***

Opportunities are the external conditions or the new trends in the business environment, which can be exploited by an organization to increase its operations, enhance profitability, and boost its market share. In the case of Prime Bank PLC, there are multiple opportunities available in the aspects of expansion of digital banking, green financing, expansion of agent banking, and the application of artificial intelligence and data analytics to offer more customized financial services, and these are discussed below.

I. Growth by getting Digital Banking licenses:

Since the Bangladesh Bank is in the process of licensing full Digital Banking, Prime Bank has an ideal opportunity to use their current infrastructure to open a separate digital bank. This would enable the bank to obtain millions of rural customers at a smaller fraction of the cost of the traditional branch banking.

II. Green Finance and ESG Integration:

The world and nations are increasingly demanding Environmental, Social and Governance (ESG) friendly banking. Prime Bank can be at the forefront of the new concept of Green Finance and provide funds to the renewable energy and environmentally friendly projects, which are usually associated with less refinancing expenses by the Central Bank and global development organizations.

III. Banking: Agent Banking and Financial Inclusion:

The company has more than 174 agent outlets that are already operating with huge potential that can be expanded. The agent banking will enable the bank to take low-cost deposits in the unbanked rural population which can be used to finance high-yield MSME and agricultural loans to enhance the overall net interest margin of the bank.

IV. Artificially intelligent personalized banking:

With the help of Big Data and Artificial Intelligence, Prime Bank has a chance to shift to the stage of Hyper-Personalization. New source of revenue and providing higher

stickiness to the customer base can be achieved based on using transaction history to provide pre-approved nano-loans or personalized investment plans through MyPrime app.

- ***THREATS***

The external threats refer to those issues that can have an adverse impact on the performance, stability, or profitability of an organization. Economic instability, regulatory pressures, rising competition, technology risks, and cybersecurity can be some of the threats in the banking sector. The potential threats for Prime Bank PLC are explained here.

I. Bad Economics:

The inflation rates are very high and the Taki against the US Dollar is devalued, which is also a severe challenge. Inflation decreases the ability of the retail customers to save and currency volatility impacts the trade finance (LC) business of the bank as well as enhances the cost of the foreign-denominated obligations.

II. Tightening Monetary Policy:

In a bid to reduce inflation, the Central Bank has been raising the policy rates. An environment of rising interest rate can result in the cost of funds to the bank increasing and there is also the possibility that the environment may reduce the rate of credit demand amongst corporate borrowers which will affect interest income.

III. Cybercrime and Financial security:

With increased digitalization of the bank, there is also the growing threat of advanced cyber-attacks. It is a costly and continuous requirement of maintaining state-of-the-art cybersecurity infrastructure to avoid data breaches and ensure people trust it.

IV. Fierce Competition by FinTech:

Financial technology startups and non-bank financial institutions are slowly eating into the traditional banking market, especially in the payment, remittances and small-scale lending sectors. Such competitors are agile and usually less burdened by regulations and capable of innovating at a much faster rate in comparison to traditional commercial banks. (*Prime Bank PLC.*, n.d.-a)

2.2 Industry Analysis

Industry analysis assists to comprehend the general framework, scale and rivalry of a given industry. It gives an understanding of the way various organizations perform in the same market and how external forces affect their performance. Through the analysis of the industry, opportunities, challenges and extent of competition to which organizations are exposed are easier to assess.

In this section, the report is an analysis of the banking industry of Bangladesh, its structure, size, trends, and maturity. This section also talks about the strengths, weaknesses, opportunities and threats in the industry to have a better understanding of the environment that Prime Bank PLC is operating in.

2.2.1 Specification of the Industry

The banking industry in Bangladesh is highly regulated by the Bangladesh Bank (the Central Bank) according to the Bank Companies Act, 1991. The industry is subdivided into different categories depending on the owner of the bank and the type of work they perform.

I. State-Owned Commercial Banks (SOCBs):

The Bangladesh government is the owner of these banks. They are primarily involved in offering banking services to the general population and facilitating the government projects. Sonali bank as well as Janata bank are examples.

II. Private Commercial Banks (PCBs):

These are owned by private individuals or companies. They are divided into two types:

- **Traditional Banks:** These are the banks which are based on traditional interest (e.g., Prime Bank PLC).
- **Islamic Banks:** Islamic Banks are based on Shariah and they do not charge the conventional interest. The state-owned banks have poor customer service, outdated technology and are known to be very inefficient. PCBs on

the other hand are very efficient, modern in technology and have better customer service.

III. Specialized Banks (SDBs):

These banks are created for a specific purpose, such as helping the agricultural sector (e.g., Bangladesh Krishi Bank).

IV. Foreign Commercial Banks (FCBs):

These are branches of international banks operating in Bangladesh. They mostly work with large multinational companies and handle international trade.

Prime Bank's Position:

Prime Bank PLC Company is a major Private Commercial Bank. It is said to be a second-generation bank, i.e., it is ancient and yet highly updated in its digital banking and corporate banking services (*Prime Bank PLC.*, n.d.-c)

2.2.2 Size, Trend, and Maturity of the Industry

i. Size of the Industry

In Bangladesh, at present, 61 scheduled banks exist. The sector is quite huge with a total asset amounting to trillions of Takas. The industry has been experiencing a steady increase in the past ten years due to increasing transfer of funds under pillows into a formal bank account. These banks give most of the loans to the private sector that assists in the construction of factories and the generation of employment (*World Bank Open Data | Data*, n.d.)

ii. Major Trends in the Industry

- **Digital Transformation:** This is the most visible trend. Almost every bank now has a mobile app (like Prime Bank's *MyPrime*). Customers can now transfer money, pay utility bills, and check their balance without ever visiting a branch.

- **Agent Banking:** To reach people living in villages, banks have started "Agent Banking." Instead of building an expensive branch, they hire local shopkeepers to act as "agents" who can help people deposit and withdraw money.
- **Islamic Banking Growth:** More and more people in Bangladesh prefer Shariah-compliant banking. Even traditional banks like Prime Bank have opened "Islamic Windows" to offer these services to their customers.
- **Financial Inclusion:** The government is pushing banks to open accounts for everyone, including farmers and students, for a very low fee (often only 10 Taka).

iii. **Maturity of the Industry**

The industry lies in its Growth-Maturity phase. This implies that the market is not new but has already become saturated with banks but the potential to expand the market in the rural areas is high. Nonetheless, due to the abundance of banks (61) there is an extremely high competition and some of the smaller or weaker ones are currently contemplating the merger with the larger and stronger banks in order to survive (*Bangladesh Bank*, n.d.)

2.2.3 Industry SWOT Analysis

Bangladesh possesses one of the most important aspects of the financial system in the banking sector. People save their money through banks, businesses acquire loans and the banks also help in trade and remittance, and help the country develop economically. The banking sector has evolved in the past few years under the umbrella of digital services, financing to SMEs, and modern banking products. However, the other challenges that the industry is struggling with are loan defaults, stiff competition, and disruption by FinTech.

i. **Strengths of the Banking Industry**

The strengths of the banking industry enable the stability and growth of the industry by the necessities of the industry that are internal. The benefits assist the banks in offering financial services effectively and gaining the confidence of the customers. The banking industry in Bangladesh has sufficient regulatory environment, network

services and digital banking implementation. This is an industry that has its benefits as discussed below.

- **Wide Banking Network and Service Availability:** It has one of the best strengths in the Banking industry in Bangladesh, as it has a large number of branches, ATMs and service points. Most of the cities and rural locations have banks. This wide coverage makes banking services to the customer such as deposits, withdrawal, loan and money transfer to be accessed. As a result of this, banks can be competitive due to the availability of more customers.
- **Important Role in Economic Development:** The importance of significant economic developmental Impact Banks is that they assist in the economy. They provide businesses and industries with business loans. It also has agricultural, garment, manufacturing and SME assisted by banks. Without banks, business development and investment would not be easy. This makes the banking industry one of the major players in the Bangladesh development.
- **Strong Regulation and Supervision:** Bangladesh bank regulates and controls the banking business. This legislation helps in keeping financial discipline and protection of customers. Banking system is more stable due to the rules that are linked with capital, risk management, and compliance rules. Banks are also more trusted compared to the informal money lenders as they operate within the confines of the government.
- **Growth of Digital Banking Services:** Digital banking is among the strengths that the industry possesses. Mobile applications, internet banking, debit cards, and transfer of funds online have been experienced in the world with most of the banks. These services will save time and traveling to the branches. Banking institutions that provide fast and convenient digital services will be in a position to match up with their competitors.
- **Strong Remittance and Trade Finance Support:** Bangladesh enjoys a lot of remittance in the country and the banks also make a lot of contributions in taking and sending the money. International trade is also advantaged by the banks through the provision of services like Letters of Credits (LCs). The banks are good sources of income through the activities, which support the economy.

ii. Weaknesses of the Banking Industry

The internal restrictions and structural problems that reduce the are the weaknesses, which lower the effectiveness and performance of banking industry. These issues could affect the profiteering, client trust, and efficiency. These problems may influence the profitability, customer confidence, and operational efficiency. High non-performing some of the weaknesses in the sector are loans, governance and technological gaps in Bangladesh.

- **High Non-Performing Loans (NPLs):** One of the biggest weaknesses of the banking industry. is the large degree of defaults of loans. There are numerous issues involving loans in many banks. fail to repay loans. This amplifies the non-performing loans (NPLs) and decreases them. bank profitability. Banks that have high NPL are left behind those that have superior competitors. credit control.
- **Operational Inefficiency and Governance Problems:** there are still banks which are victims. due to poor service, incompatible systems, and a poor internal control. In certain cases, bad governance and inconsistent loan issuance pose a threat to the sector. These problems decrease the trust of the customers and influence the image of the whole company. industry.
- **High Competition and Similar Products:** The number of commercial banks is quite high. Most of them, and in Bangladesh, likewise, provide similar services. This brings forth stiff competition in deposits, loans and customer service. Due to this, the profit margins. shrink in size, and banks are forced to strive more to gain customer attraction.
- **Limited Banking Access for Rural People:** The rural people have limited access to banks despite the services. the formal banking system has not covered very many rural people. The conventional branch banking is costly and banks cannot easily access all. remote area. This restricts the industry capacity to capture the rural markets completely.
- **Technology Gap Among Banks:** Banks are not equal in terms of their technological development. technology. There are also digitally robust private banks, and those who are lagging behind. Weak IT systems in banks are not able to offer fast services, thus diminishing there. competitiveness in the online world.

iii. Opportunities for the Banking Industry

Opportunities are things that are exerted by the outside environment that the banking industry can exploit to enhance its services and increase profitability. The multiple growth opportunities include the emerging needs in the market are, financial inclusion programs, and technological development. In digital banking, SME, Bangladesh banking industry has massive potentials. these are discussed below and are called financing and sustainable finance.

- **Digital Banking Expansion and New Licenses:** Bangladesh Bank is in the process of working on licensing of digital banking, that opens up new prospects. Digital banks can serve customers more cheaply and to more by not opening physical branches. The early investment made by banks in digital banking can result in developing a powerful advantage.
- **Growth in SME and Retail Banking:** SMEs and middle-class population. The number of in Bangladesh is increasing at a fast rate. This makes personal loans be in demand, mortgage, small business loans and payroll loans. Banks can expand their business through making special products to these segments.
- **Agent Banking and Financial Inclusion:** Agent banking is a trend for reaching rural areas. Banks are able to open agent outlets rather than branches. provide basic services. This assists the banks to gather deposits among the unbanked individuals. and make financial inclusion.
- **Green Finance and Sustainable Banking:** It is becoming more and more popular to focus on environmentally friendly projects. There are opportunities that banks have to fund green industries, sustainable businesses and renewable energy green finance too finds international goodwill to the betterment of the bank image and future.
- **AI and Personalized Banking Services:** With digital transactions increasing, banks can use customer data and artificial intelligence (AI) to offer personalized products. For example, banks can provide pre-approved loans or customized savings plans through mobile apps. This can improve customer loyalty and revenue.

iv. Threats Facing the Banking Industry

Threats are external forces which may negatively impact performance and stability of the banking industry. Economic factors are known to cause these risks most of the time. circumstances, technological discontinuity and hard competition in the market. In Inflation, the problems of the banking sector present a challenge to Bangladesh. competition of fintech, and cybersecurity. The threats in this industry are explicated below.

- **Economic Uncertainty and Inflation:** Inflation and currency depreciation fraudulently pose grave risks to banks. Inflation lessens saving ability of people. Currency volatility impacts trade finance whereas money does not. Economic slowdown can also augment loan defaults, which is negative to bank performance. Increased Interest rates and Monetary Policy Pressure Bangladesh bank. Occasionally, increases the interest rates in order to contain inflation. Higher interest rates raise the cost of money to the banks and could lower the demand to borrow. This can reduce interest revenue and profitability, particularly of banks that rely on. loan income.
- **Rising Interest Rates and Monetary Policy Pressure:** Bangladesh Bank sometimes raises interest rates to control inflation. Higher interest rates increase the cost of funds for banks and may reduce borrowing demand. This can lower interest income and profitability, especially for banks dependent on loan income.
- **Cybersecurity Risks in Digital Banking:** As the banks go more online, cyber menace is on the rise. Online fraud and hacking as well as data breaches can. damage customer trust. Banks should engage in continuous investment in cyberspace security. remain safe and competitive.
- **FinTech and Mobile Financial Service Competition:** Banking market in Bangladesh is Complete. Very competitive and congested. There are numerous banks that are competing over the same customers, developing pricing pressure and intensive marketing expenses. Only banks that provide They can remain on top of better technology, service and unique products.

CHAPTER 3: INTERNSHIP EXPERIENCE

3.1 Position, Duties, and Responsibilities

3.1.1 Position

I was taken as an Intern in the General Banking department of Prime Bank PLC, Pragati Sarani Branch. My contribution was mostly supportive as an intern because I was able to accompany officers and help them with the various routine banking activities as well as observe their work process. I was assigned officers who guided me during the internship period under the direct supervision. The job has given me a chance to get acquainted with the organizational culture of the bank, internal rules and regulations, and professional behavior in banking industry. Under this role, I managed to appreciate the co-ordination process existing between various sections of the general banking department in ensuring effective customer services.

3.1.2 Duties, and Responsibilities

In my internship with the Prime Bank PLC., Pragati Sarani branch, I was engaged in various tasks concerning the general banking activities. I was undertaking operations as well as customer-related assignments under the close guidance of the seasoned officers and this was enabling me to acquire deep practical knowledge of the banking activities. I was not just performing only by observing; instead, I was given a number of valuable tasks that will demand accuracy, discretion, and professionalism.

The key duties and responsibilities that I carried out throughout the internship period include:

i. Helping in Activities of Opening Accounts

I was engaged in assisting with the process of opening of accounts and personally involved in opening over 100 accounts of the customers which might be payroll accounts, savings accounts, current accounts, and non-personal accounts. I filled account opening forms according to bank requirements, checking the information of customers, and securing that all the required documents are attached properly. I performed checking and verification of National ID (NID) information, mobile number verification, sanction screening

and deduplication checking to verify that the requirements of regulatory and internal standards are considered.

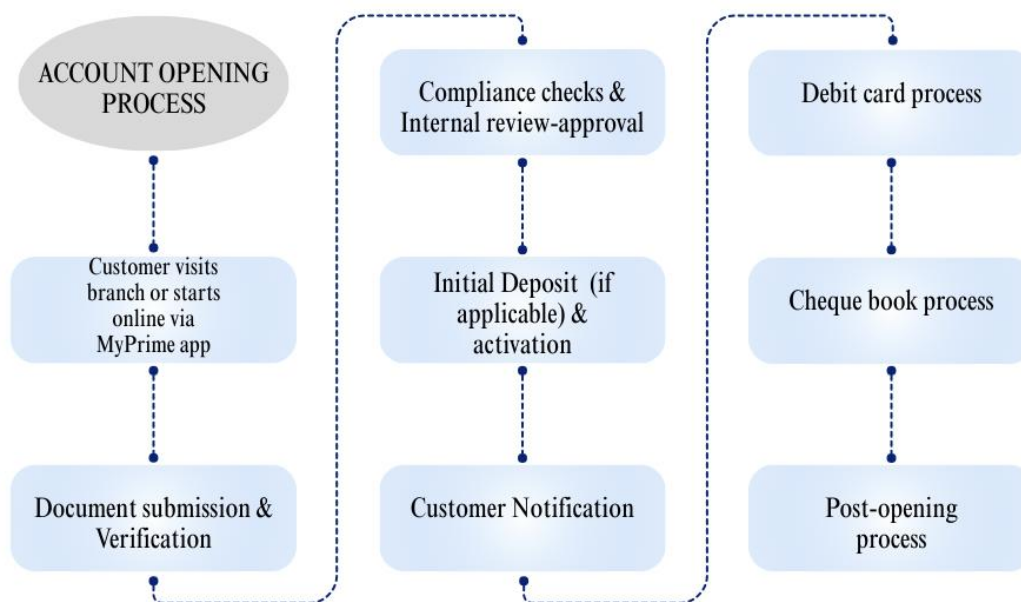


Figure 3.1: Account Opening Process at Prime Bank PLC

Source: Prime Bank PLC, Pragati Sarani Branch

Once these steps are taken, scanning documents and preparing files to make officers carry out the last approval and activation of the accounts. Figure 3.1 shows the processes of opening an account at Prime Bank PLC.

ii. Documentation and Compliance Procedures

I worked with officers to ensure good records of the newly opened accounts were kept with proper organization of files, support documents, and the proper labeling of records. I adhered to KYC (Know Your Customer) procedures and internal compliance policies when processing sensitive information of customers. This responsibility helped me to understand the significance of accuracy, confidentiality and regulatory compliance in the banking operations.

iii. Management of Debit Card (Mastercard)

I helped in management of debit cards (Mastercards) which are given to customers. In the line of this responsibility, I made a list of debit cards that are outstanding over two months. Because the bank can hold debit cards at the branch up to three months, I had to call customers on telephone and had told

them to come to get their cards within a stipulated period. When customers would be picking their cards in the deadline specified, I had been modifying the records and removing their names in the list of destroying the cards. This is one of the tasks that are contributing to the enforcement of the bank policy as well as enhancing the efficiency in customer service.

iv. Helping in Cheque Book Collection Process

I helped officers in drafting letters to collect cheques when cheques are available to the customers. I also made sure that the details of customers are properly documented and the letters are well prepared to be verified and approved by the officers. This is an activity that gave me a hands-on experience in cheques related services and customer communication processes.

v. Supporting Customer Service Activities

I also interacted with customers a lot at the branch and directing them on the opening requirements of accounts, procedure of taking debit cards and collecting cheques. I have also learned professional customer handling skills and I have also learned effective communication skills in responding to the customer queries in a busy banking setting by maintaining quality of service delivery.

vi. Supporting in Preparation of Loan Applications File

I helped the officers make loan application file through the arrangement of necessary forms and supporting documents. Even though I was not being directly exposed to the analysis or approval of loans, I am being exposed to the practical aspects of documentation and procedures involved into the loan processing.

vii. Helping in Cheque Clearing Operations: Figure 3.2 gives the cheque clearing process at a glance. I assisted in the cheque clearing processes where I verified the cheque details of important cheques including dates, signatures, account numbers, cheque numbers, bank names, and value in words to ensure that all the details are duly filled in. I also checked on the information stated in the vouchers whether it is well written and agreed with the cheque details. I also assisted the customers with vouchers, writing and correcting them when necessary to reduce the chances of making an error when clearing.

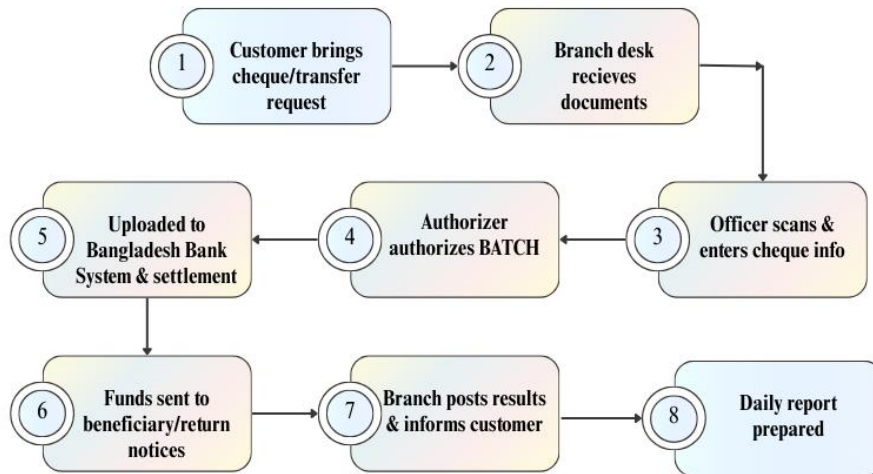


Figure 3.2: Cheque Clearing Process at Prime Bank PLC

Source: Prime Bank PLC, Pragati Sarani Branch

Besides that, I attached the receive seal and the endorsement seals to the cheques to assist the clearing officers in preparing the cheques to be further processed. Once this is done, the concerned officer re-checked the cheques after which I helped her to prepare the cheques to be uploaded into the BATCH system to transfer money between banks or bank accounts. This duty is equipping me with field experience on cheque clearing instructions and the sensitivity and adherence in fund transfer activities.

Generally, I performed these tasks in a very responsible and professional manner. All the activities that I did during my internship, were conducted under strict supervision. Conducting these activities has improved my knowledge of the overall banking business, regulatory compliance, customer service standards, and disciplinary standards in the workplace. These activities also have greatly helped me in my professional growth and practice in the internship period.

3.2 Training & Development

In my internship time, I have undergone more practical and on-job training as opposed to classroom training. The first few weeks of the internship were introducing me to organizational structure of Prime bank PLC, rules and regulations of the branch and basic workplace discipline. The top officials advised me on office time, professionalism and confidentiality issues that should be upheld in banking processes. Training is largely being provided to me through observation, direct participation and constant monitoring. In the course of aiding the officers in their day-to-day operations, I have got familiar with the general banking operations, which include opening of accounts, clearing cheques, transferring funds, handling debit cards, as well as customer services. Before tasks were allocated, officers explained every step and this enabled me to know the logic of banking procedures. During the internship, I were also under training in the documentation handling process, such as account opening files, customer document verification, keeping of the requirements of KYC and compliance. I have also learned to use internal systems to scan the documents, batch handling of cheques and keeping of proper records. This was an on-job training method that has slowly boosted my confidence, precision, and knowledge on the real-life banking operations.

3.3 Contribution to Organization / Operations

Though I was an intern, I was actively involved in the day to day running of the branch since I supported the officers in different operational activities. I was also helping open up a considerable amount of customer accounts that were lowering the workload of the officers and assisted in accelerating the process of accounts being processed. I contributed to the problem of smooth and timely account activation by correctly filling out forms, checking documents, and compiling files. My other contribution was cheque clearing which involves verifying cheque and voucher details, helping customers to properly fill in vouchers and preparing cheques to be processed in batches. My participation in the management of debit cards, such as creation of uncollected lists of cards and calling of customers, was facilitating the performance of bank policy and increasing efficiency of customer service. I have also contributed to the proper

documentation and operation flow within the branch by aiding in the collection of letters of cheque book collection, and loan file preparation. With such activities, I am contributing supportively, but significantly to the overall operational efficiency and quality of services at branch level.

3.4 Evaluation

The assessment of my performance as an intern was done by my organizational supervisor at Prime Bank PLC, Pragati Sarani Branch at the end of the internship period. Figure 3.1 presents the official internship evaluation form, which has been

Prime Bank
Internship Evaluation Form

Intern Information

- Intern Name: Ms. Lutfun Ncsa Ornc
- Division: Prime Bank PLC, Pragati Sarani Br.
- Internship Period: From 09 November, 2025 To 09, March, 2026
- Supervisor Name: Mohammed Ali

Evaluation Criteria


Please rate the intern using the following scale:

1 = Poor | 2 = Fair | 3 = Good | 4 = Very Good | 5 = Excellent

Criteria	1	2	3	4	5
Punctuality & Attendance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Attitude & Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Communication Skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Willingness to Learn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Quality of Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Time Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Teamwork & Cooperation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Problem-Solving Skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Overall Performance

Excellent
 Very Good
 Good
 Fair
 Poor

Supervisor Signature & Seal: 

Date: 05.03.2026

Mohammad Ali
SAVP & Head of Branch
Prime Bank PLC
Pragati Sarani Branch

Figure 3.3: Internship Evaluation Form

Source: Prime Bank PLC, Pragati Sarani Branch

provided by my organizational supervisor. The evaluation was carried out on a number

of points such as punctuality, professionalism, communication skills, willingness to learn, quality of work, time management, teamwork, and problem-solving ability. Based on the evaluation form, I was rated as excellent in all the categories of performance. This assessment allows showing my commitment to the learning process, my involvement in the work of the bank on a daily basis, and my adaptation to the working conditions.

3.5 Skills Applied

The following skills are being put into practice and developed during my internship at Prime bank PLC, Pragati Sarani Branch and they are as follows:

- i. **The use of Academic Knowledge:** The information I have attained in the course of finance, banking, and management will be used to familiarize myself with the process of opening accounts, clearing cheques, transfers of funds, and paperwork.
- ii. **Documentation and Record Management Skills:** I have also become proficient in filling in the forms accurately, organizing customer files, maintaining proper records and handling sensitive documents keeping the bank policies and compliance requirements.
- iii. **Customer Communication Skills:** I have enhanced myself in communication by involving customers to help them on how to open an account, collect their debit cards, and how to open a cheque book, as well as helping them fill vouchers properly.
- iv. **Accuracy and Attention to Detail:** I have improved my skills of examining details like NID, cheque dates, signatures, account numbers, cheque numbers, cheque amounts and making sure that no banking transactions are processed with errors. The idea of compliance and ethical awareness is reflected in how the company addresses ethical issues by adhering to its code of conduct that governs interactions with the business partners.
- v. **Compliance and Ethical Awareness:** I had used compliance knowledge by being compliant with KYC requirement, conducting sanction screening, deduplication checking, and observing confidentiality when handling customer information.

- vi. Teamwork and Coordination Skills:** I have also learned how to work in a team through working intimately with the bank officers, instructions, and guiding other workers to maintain successful day-to-day operations in the branch.
- vii. Time Management Skills:** I had been also trained effectively manage time by fulfilling the set tasks within deadlines and especially during the rush hours when the bank was busy with opening accounts, clearing cheques, and attending to the customer.
- viii. Problem-Solving Skills:** I have learned problem-solving skills through helping customers correct their errors in vouchers, solving documentation problems, and came up with solutions under the supervision of the supervising officers.
- ix. Professional Behavior and Etiquette at the Workplace:** I have enhanced professional behavior because I was disciplined, punctual, respectful in my communication, and I keep the organization rules and bank ethics.

CHAPTER 4: RECOMMENDATIONS AND CONCLUSION

4.1 Recommendations

Based on the practice experience acquired during the internship and the general analysis that is provided in this report, some recommendations could be proposed. These suggestions are aimed at enhancing the performance of Prime Bank PLC., improving the efficiency of the General Banking Division, and helping me to develop professionally in a future career in the industry.

4.1.1 Recommendations for Prime Bank PLC.

Prime Bank PLC. Is already possesses good reputation and a good financial performance making it one of the leading private commercial banks in Bangladesh. Nevertheless, to ensure its long-term growth and competitiveness in the dynamically evolving banking environment, the bank can take into consideration a number of improvements.

To begin with, the bank needs to keep on investing in digital banking technologies to enhance the convenience and efficiency of its operations to customers. The addition of new features into the MyPrime mobile application and enhancing the online banking services will be beneficial in attracting the younger customers who use online banking.

Second, Prime Bank can pay more attention to financial inclusion by means of agent banking and rural banking. An increase in the number of services in rural regions will assist the bank to receive more deposits and assist small entrepreneurs and farmers.

Lastly, Prime Bank can also advance green banking and sustainable finance by funding projects that are environmentally friendly like renewable energy, eco-friendly manufacturing and sustainable infrastructure. This will boost the corporate image of the bank and facilitate the sustainable development in the long term.

4.1.2 Recommendations for General Banking division

General Banking Division is a very significant element in the day to day running of the bank since it directly communicates with the customers and provides services like opening of accounts, cheque clearing, and managing the deposits. The effectiveness of this division can be improved in a number of ways.

First, the bank can initiate greater automation of the general bank activities especially in the cheque clearing and document authentication. Computerized systems are able to minimize the time of processing as well as enhance accuracy.

Second, the quality of customer service might be enhanced through regular training of employees in terms of communication skills, digital banking tools, and customer relationship management.

Third, the branch can contemplate having a superior queue management system during peak hours. This is capable of cutting down the waiting time of the customers and enhancing the overall service experience.

Lastly, the pressure on branch counters can be decreased by enhancing the customer awareness regarding digital banking services like online banking, debit cards, and mobile banking, and it will make the banking services more efficient.

4.1.3 Recommendations for Self-Development

My internship experience at Prime Bank PLC was quite insightful as far as I was able to gain a lot of practical knowledge regarding the functioning of banking institutions and working conditions in a professional environment. Nonetheless, there are a number of aspects, in which additional enhancement can help me in my future career progression.

To begin with, I need to work on enhancing my technical expertise on banking operations such as processing loans, trade finance operations, and risk management practices. This will assist me in understanding the banking industry better.

Second, the enhancement of communication and customer service skills will be relevant to establish positive relationships with colleagues in the banking sector and be able to manage clients.

Third, I would improve my analytical and financial analysis abilities particularly in financial statements analysis, risk analysis, and banking performance analysis.

Lastly, enhancing my digital and technological capabilities through banking software, Excel analysis, and FinTech applications will make me fit into the new digital banking landscape.

4.2 Conclusion

Banking industry is a key economic activity in Bangladesh and the contribution of the private commercial banks is a key contributor to the economic growth of Bangladesh. Prime Bank PLC is one of the top banks in the country that has shown good financial results, technological development and customer-oriented services.

This internship report has examined the organization activities and the environment of the banking industry in general. The experience has given me some hands-on exposure to the workings of the banking profession, and it has enabled me to relate the theoretical knowledge with the actual financial activities. Altogether, the internship was an experience worth learning and has reinforced my desire to pursue a professional career of working in the banking and finance industry.

REFERENCE

Bangladesh Bank. (n.d.). Retrieved January 31, 2026, from

<https://www.bb.org.bd/en/index.php>

Paul, P. (2024, November 30). *Bridging Gaps, Building Trust: How Bangladesh's Banks Are Powering Progress* | *The Daily Star*. thedailystar. The Daily Star.

<https://www.thedailystar.net/supplements/your-partner-financial-wellbeing/news/bridging-gaps-building-trust-how-bangladeshs-banks-are-powering-progress-3765426>

Prime Bank Annual Report 2023. (2023). [Pdf].

<https://www.primebank.com.bd/assets/reports/annual-disclosure/Prime-Bank-Annual-Report-2023.pdf>

Prime Bank (Bangladesh). (2026). In *Wikipedia*.

[https://en.wikipedia.org/w/index.php?title=Prime_Bank_\(Bangladesh\)&oldid=1332782065](https://en.wikipedia.org/w/index.php?title=Prime_Bank_(Bangladesh)&oldid=1332782065)

Prime Bank Marks 30 Years: Transforming Together for a Sustainable Future. (2025, April 19). The Business Standard.

<https://www.tbsnews.net/economy/corporates/prime-bank-marks-30-years-transforming-together-sustainable-future-1120021>

Prime Bank PLC. (n.d.-a). Primebank.Com.Bd. Retrieved January 17, 2026, from

<https://www.primebank.com.bd>

Prime Bank PLC. (n.d.-b). Primebank.Com.Bd. Retrieved January 17, 2026, from

<https://www.primebank.com.bd>

Prime Bank PLC. (n.d.-c). Primebank.Com.Bd. Retrieved January 31, 2026, from

<https://www.primebank.com.bd>

Prime Bank reports 45pc profit growth in Q3 2024. (n.d.). The Financial Express.

Retrieved January 24, 2026, from

<https://thefinancialexpress.com.bd/trade/prime-bank-reports-45pc-profit-growth-in-q3-2024>

Products and Services of Prime Bank Limited. (n.d.). Assignment Point. Retrieved

January 24, 2026, from [https://assignmentpoint.com/products-and-services-](https://assignmentpoint.com/products-and-services-of-prime-bank-limited/)

[of-prime-bank-limited/](https://assignmentpoint.com/products-and-services-of-prime-bank-limited/)

World Bank Open Data | Data. (n.d.). Retrieved January 31, 2026, from

<https://data.worldbank.org/>

APPENDIX-A: Internship Placement Letter



Human Resources Division

HO (HRD)/ 12141 /2025

11/3/2025

Ms. Lutfun Nesa Orne
Student of BBA
United International University

Sub: INTERNSHIP PROGRAM

Dear Ms. Orne,

With reference to your internship application, we would like to inform you that the Competent Authority of Prime Bank PLC. is pleased to allow you to undertake your internship with our Bank. Accordingly, you are hereby placed at the **Pragati Sarani Branch, Prime Bank PLC., Dhaka** as an 'Intern' for a period of 90 days with effect from **9 November 2025 to 7 February 2026**.

You are also advised to submit your Internship Report to HR Division after successful completion of your internship period along with the Performance Appraisal from concerned Head of Branch.

Please note that you will be paid **Tk. 7000/-** (Seven Thousand) only per month as allowance during your Internship period. For any partial payment, it will be calculated on pro-rata basis on your attendance considering working days.

Thanking you,

A handwritten signature in black ink, appearing to read 'Monoara Khatoon'.

Monoara Khatoon
VP & Head of Talent Acquisition & Organizational Development

Copy to:

1. The Head of FAD, Head Office, Dhaka.
2. The Head of Pragati Sarani Branch, Prime Bank PLC., Dhaka.
3. Office copy.

Prime Bank PLC., Head Office- Simpletree Anarkali, Holding No.: 89, Plot No: 03, Block: CWS(A), Gulshan Avenue, Gulshan, Dhaka-1212, Bangladesh
PABX: +880 (2)55068721-23, Fax: 880-2-55068685, E-mail: info@primebank.com.bd, SWIFT: PRBLDDH, Website: www.primebank.com.bd

Source: Prime Bank PLC., Pragati Sarani Branch