



**Jamuna Bank Limited**

— Your Partner For Growth

**General Banking Activities and Market Development Practices by the  
Jamuna Bank Limited: A hands on Practice through the Ring Road Branch.**



**Internship Report on**  
**“General Banking Activities and Market Development Practices by the**  
**Jamuna Bank Limited: A hands on Practice through the Ring Road Branch.”**

**Submitted To**

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**Date of Submission:** March 31, 2019

## **Letter of Transmittal**

March 31, 2019

Sarker Rafij Ahmed Ratan  
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United International University  
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Subject: Submission of Internship Report.

Dear Sir,

This is one of the best opportunity to submit internship report on “General Banking Activities and Market Development Practices of Jamuna Bank Limited” in banking sector which is important for the requirement of completing BBA. This report depends on the information which I have done on the period of internship of three months.

The internship period had been started 25th October 2018 and ended on 25th January 2019. This is the result of my experience which I have gathered from real life phenomenon of Jamuna Bank. I have gathered lots of skills and knowledge from the internship. I tried my best for knowing the organizational culture and other tasks from the professional world. I would like to give thanks to my supervisor Mr. Sarker Rafij Ahmed Ratan for giving me proper guideline and showing me a path for completing the internship report.

Yours sincerely,

Sharmin Islam

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School of Business & Economics

United International University

## **ACKNOWLEDGEMENT**

First of all, I would like to thank to our almighty Allah for finishing my report. I would like to express sincere thanks & gratitude to our honorable faculty Sarker Rafij Ahmed Ratan from the core of our heart for his kind co-operation, support, guidance, constructive supervision, valuable information, instructions, and advice and for motivating us to do something creative in this business world. I tried to do this report on those as professional as possible.

It is a great opportunity to do such a report on general activities and market development of **Jamuna Bank Limited**. It will be beneficial for our future life of action more specifically in our practical life to work in an organization. Finally this report gives me the opportunity to go beyond the theories to applications. I also want to pay great attention and respect to those people who helped me in a friendly discussion which show me the true realization of this topic.

## **EXECUTIVE SUMMARY**

I worked in **Jamuna Bank Limited** as an intern and this is my internship report. During my internship, I enjoyed it very much. And I learned lots of things from this organization. I earned theoretical and practical issues that help me in my future.

In this report, I discuss details all about the Jamuna Bank. Elaborately discuss about processes, policy, rules and regulations, all programs. The working environment of bank is positive and I was motivated to work in this place. Practical environment of organization helps me to understand corporate environment.

During my internship, I work different department and do general banking activities like- deliver information to customer, customer counseling, check recognition, check deliver, account opening, puzzle the supplies, record valuable information etc. All these activities help me to shape my career and it was a great experience for me.

## Table of Contents

1.0 Introduction:	1
1.1 Background of the study	1
1.2 Scope of the study	1
1.3 Objectives of the study	2
2.0 METHODOLOGY:	2
3.0 COMPANY PROFILE:	3
3.1 Overview of Jamuna Bank	3
3.2 Objectives of Jamuna Bank	3
4.0 Industry Profile:	4
5.0 Activities Undertaken	5
5.1 Work-Related Activities	5
5.1.1. Account opening section :	5
5.1.2. Cash	8
5.1.3. Clearing	9
5.1.4. Account and remittances	10
6.0 Market development	10
6.1 Market Segmentation :	10
6.2 Target Marketing	11
6.3 Market Positioning	11
6.4 Distribution Channel	11
6.5 Marketing Mix:	13
6.5.1 Service/Product:	13
1. Deposit scheme	13
2. Online banking	14
3. Corporate banking :	14
4. Retail banking :	14
5. Loan :	14
6.5.2 Price:	15
6.5.3 Promotion :	15
6.5.4 Place :	17
7.0 ANALYSIS AND FINDINGS:	18
8.0 RECOMMENDATION:	18
Conclusion :	<b>Error! Bookmark not defined.</b>
Appendix:	20
REFERENCE:	20

## **1.0 Introduction:**

Jamuna Bank Limited (JBL) is a Banking Company enrolled under the Companies Act, 1994 with its Head Office at 3 Dilkusha C/A, Dhaka-1000. The bank began its activity from third June 2001. Jamuna Bank Limited is an exceedingly promoted new age Bank with an Authorized Capital and Paid-up Capital of Tk.400.00 crore and 200.00 individually. Forty Four Branches and One SME Center are working together and five additional branches will be opened soon.

## **1.1 Background of the study**

After finishing of 130 credit long stretches of BBA program requests a give an account of down to earth involvement. Entry level position program is an absolute necessity measure for Bachelor of Business Administration (BBA) understudies, intended to place them in a testing situation of the pertinent field, where the understudies get test chance to apply their hypothetical learning into pragmatic applications. Amid the temporary position preparing, understudies have the chance to receive themselves into the specific condition of the association. It gives a one of a kind chance to see the truth of business amid understudy life, which empowers them to building certainty and working information ahead of time of the beginning of their vocation. To satisfy this necessity each college of business orchestrate a program of temporary position. Here we get an opportunity to apply our hypothetical learning that we gained from class addresses, books, diaries, contextual analyses, course, venture, workshop, and so forth and contrast them and handy setting.

## **1.2 Scope of the study**

- Every one of the above regions would be basically broke down to decide the best possible proficiency of Jamuna Bank's Foreign Trade Management framework.
- Outline the present system of export and import the executives.
- Manage organizational structure and duties

### **1.3 Objectives of the study**

- Improving the nature of items;
- Empowering the utilization of current, suitable and condition well-disposed innovation, creating top of the line items, and improving the plan of the items;

### **2.0 METHODOLOGY:**

This report is a glance at the exploration strategy of the means and practices required in get-together the required and supporting data for this examination. Incorporated into this report is a brisk and short examination of the techniques and conceivable results that might be experienced as steps are taken as the exploration venture is brought into practice.

#### **Source of data:**

I collected all the information from two sources

#### **Primary sources:**

- Collected data from face to face interview
- Collected data from different sectors of head office of Jamuna Bank Limited.

#### **Secondary source:**

- annual report
- internet
- customers interview



## **3.0 COMPANY PROFILE:**

### **3.1 Overview of Jamuna Bank**

Jamuna Bank Limited (JBL) is a Banking Company enrolled under the Companies Act, 1994 with its Head Office at 3 Dilkusha C/A, Dhaka-1000. The bank began its activity from third June 2001. Jamuna Bank Limited is an exceedingly promoted new age Bank with an Authorized Capital and Paid-up Capital of Tk.400.00 crore and 200.00 individually. Forty Four Branches and One SME Center are working together and five additional branches will be opened soon

#### **Vision**

To wind up a main financial foundation and to assume indispensable job in the advancement of the nation and administration so supportable developments, sensible return and commitment to the improvement of the nation can be guaranteed with a roused and expert work constrain.

#### **Mission**

The bank resolved to fulfill various need of its clients through a variety of items at an aggressive cost by utilizing fitting innovation and giving convenient administrations so a practical development, sensible return and commitment to the improvement of the nation can be guaranteed with a spurred and expert workforce.

#### **Slogan:**

You're Partner for Growth.

### **3.2 Objectives of Jamuna Bank**

- Create loyal customers
- Give training to employees
- Want to create more new branches
- Increase profit, revenue
- Satisfy customers

- Hold better position in market
- Give more loan and advance
- Develop the business
- Proper use of new technologies
- Proper use of human resource system to hold quality work drive
- Perfect use of assets

#### **4.0 Industry Profile:**

The financial framework at freedom comprised of two branch workplaces of the previous State Bank of Pakistan and seventeen vast business banks, two of which were constrained by Bangladeshi premiums and three by outsiders other than West Pakistanis. There were fourteen littler business banks. Basically all financial administrations were packed in urban zones. The recently free government promptly assigned the Dhaka part of the State Bank of Pakistan as the national bank and renamed it the Bangladesh Bank. The bank was in charge of directing money, controlling credit and fiscal approach, and regulating trade control and the authority outside trade holds. The Bangladesh government at first nationalized the whole household banking framework and continued to redesign and rename the different banks. Outside possessed banks were allowed to keep working together in Bangladesh. The protection business was likewise nationalized and turned into a wellspring of potential speculation reserves. Helpful credit frameworks and postal funds workplaces dealt with administration to little individual and rustic records. The new financial framework is prevailing with regards to building up sensibly proficient strategies for overseeing credit and remote trade. The essential capacity of the credit framework all through the 1970s was to back exchange and the open part, which together retained 75 percent of all out advances. The administration's support amid the late 1970s and mid 1980s of horticultural advancement and private industry got changes loaning systems. Overseen by the Bangladesh Krishi Bank, a particular rural financial foundation, loaning to ranchers and anglers drastically extended. The quantity of provincial bank offices multiplied somewhere in the range of 1977 and

1985, to more than 3,330. Denationalization and private mechanical development drove the Bangladesh Bank and the World Bank to concentrate their loaning on the rising private assembling area. Booked bank advances to private horticulture, as a level of faction oral GDP, ascended from 2 percent in FY 1979 to 11 percent in FY 1987, while advances to private assembling ascended from 13 percent to 53 percent.

## **5.0 Activities Undertaken**

### **5.1 Work-Related Activities**

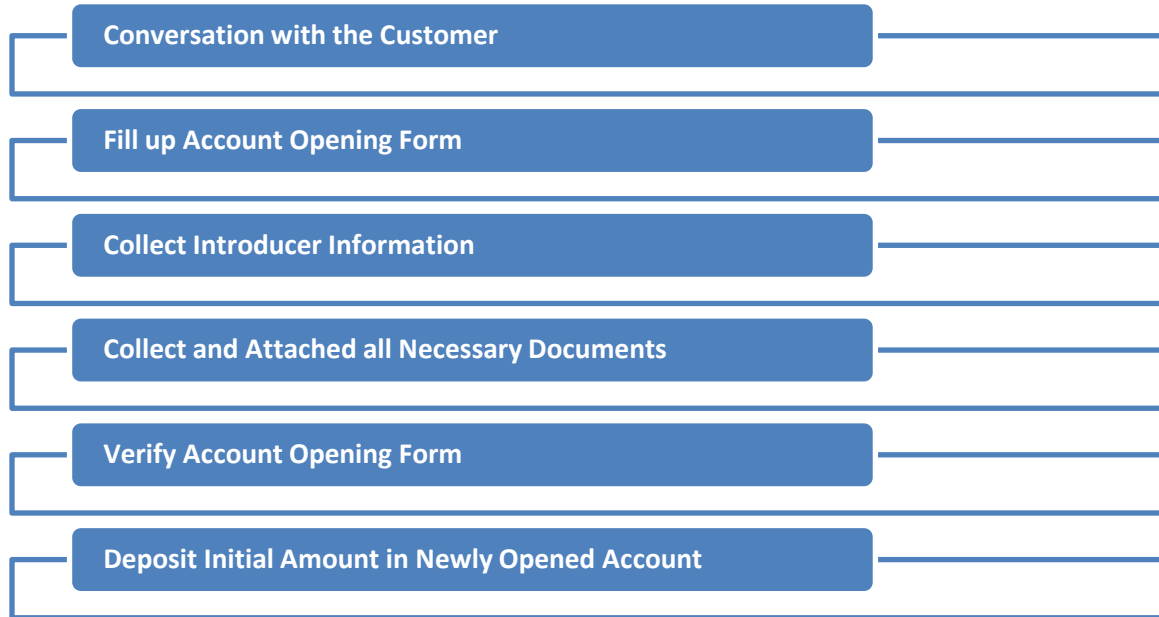
When I joined the Jamuna Bank then I had done different activities. There has 5 major general banking activities, that's are-

1. Account section
2. Cash section
3. Clearing and transferring section
4. Remittance section
5. Account opening section

#### **5.1.1. Account opening section:**

By opening an account a person can become customer of bank. A person or a company can open account for their safety and doing business transactions. Customers open a account for deposit their money. Deposit is a life blood of bank. Customers have to fill up a form that is a legal contract of a bank.

## Account opening form:



Here records all the information in details about the customers. It works like a evidence of a customers. And authority verifies all the information's.

When customers open account, they have bring some important documents like -

- Photo copy of national ID card/ driving license /passport
- Need nominees signature and photos
- Photos of account holders and nominees
- TIN-certificate

**Accounts Title:** Account title depends on person's name or company's name.

**Type of Account:** There are different types of accounts for customers, as like-

- current deposit account
- fixed deposit account
- savings account
- salary account
- students account
- Business account etc.

**Other Bank A/C(s) of the customer:** Some customers have various accounts other banks. They have to mention in details and it is the rules of this bank.

**Introducer's Information:** When customer opens an account, he or she needs introducer to open bank account. In form needs to mention account number, account name and details of introducer.

**Nominees Information:** Account holder needs nominees to take depositary money in absence of account holder. So here needs also nominee's name, address, occupation, religion, income, national ID, 2 copy photos.

**Source of Fund:** What is the source of income to deposit the money need to include the form. It can be from individual businesses or Service Company.

**Declaration and Signature:** Customers do sign to the form that works like guaranties or proves of real customer of the account. They have to do same signature all the transactions.

**Check book issue:** For transactions customers need check book. For check book customers will fill up the form of check requisition. For check requisition officer need customers A/C number and A/C name and also signature of account holder. Then officer gives request to head office for check book. After proceeding take the check book then hand over to customers. The check books can be 10 leaves or 25 leaves or 50 leaves.

**Closing account:** Account can be closed by two reasons, that's are-

- By banker
- By customer
- **By banker:** Sometimes account can be closed by banker, if customers do not transaction within six month then banker will close the account. Because the balance becomes very low day by day of the account.
- **By customer:** If customer wants to close the account of his or her then the banker must have closed the account before ending period of account deposit.

### 5.1.2. Cash

Cash is a very sensitive part of the bank. Cashiers do the work with very protective way. The place where bank is kept the cash it's called **Strong Room** or **Volt**. The bank will be entered the withdrawal and deposit in cash book that checked by initial head cashier and official supervisor.

#### **Cash received:**

Cash may be deposited by deposit slip of CC/SB/FD/CD or creditors vouchers. For deposit cash following some steps:

- Cashier should have checked the deposit slip like- account title, account number, amount in words and figures.

- Currency must be counted physically or counting machine by cashier.
- Cashier gives her or his signature on the deposit slip and write amount with red pen. Affix cash received stamp with date.
- The cashier officer retains the original deposit slip and gives to Clint duplicate slip.

### **Payment of cash:**

Payment at the counter may be placed by cheques, fixed deposit slip; cash debit vouchers, demand draft by client. Here bank ensures some process or steps like-

- should ensure the sign of account holder
- checks are sent to account department for preservation
- checks shall not passed until the drawer's confirmation is obtained

### **5.1.3. Clearing**

Clearing department plays an important role in general banking. In the **NIKAS** computer posted all the instruments of this department. The deposit slips are separated after posting and seal it **clearing** with following date and sealed by **Account Payee Credited**. In clearing house all branches of Jamuna Bank Limited are computerized and operated with computer floppy. 2 types are houses there-

- same day clearing house
- 1st clearing house

There are 2 two types clearing, that's are-

- outward
- inward

#### **5.1.4. Account and remittances**

- prepare a statement of assets and liabilities of whole bank at the last day of a month
- record daily financial position
- collected clearing checkers send to the main branch
- record stationary cost
- prepare salary sheet
- provide solvency certificates
- collect all the vouchers and supplements and puzzle them
- prepare also SBS sheet

### **6.0 Market development**

Jamuna Bank Limited is doing many things to develop their position in market. They try to satisfy their customers. They want to create huge client to provide their service. They also focus to develop their employees. For developing employees the bank gives training to their employees. They also do social work for society, it also a part of marketing.

#### **6.1 Market Segmentation:**

Bank segment their market based on some categories. It helps to reach to all clients. So they divide their market based on four categories. That are-

1. Psychographic segmentation
2. Geographic segmentation
3. Social segmentation
4. Statically segmentation

Geographical segmentation means they segment their market based on location. They build 162 branches and booths in town and urban. They established many where population is large. It depends on income of peoples, occasion, age, types of work, institutions etc. It also segments their service based on economic condition of country.



## **6.2 Target Marketing**

Actually some organizations focus on Mass marketing or Niche marketing or Micro marketing or Segment marketing. The Jamuna Bank Limited focuses on mass marketing.

## **6.3 Market Positioning**

Jamuna Bank Limited creates a good position in customer mind. They reach customers mind through offering better services and better goods from other banks. They satisfied their customers by buying after purchase service. They do many social client responsibilities (SCR).

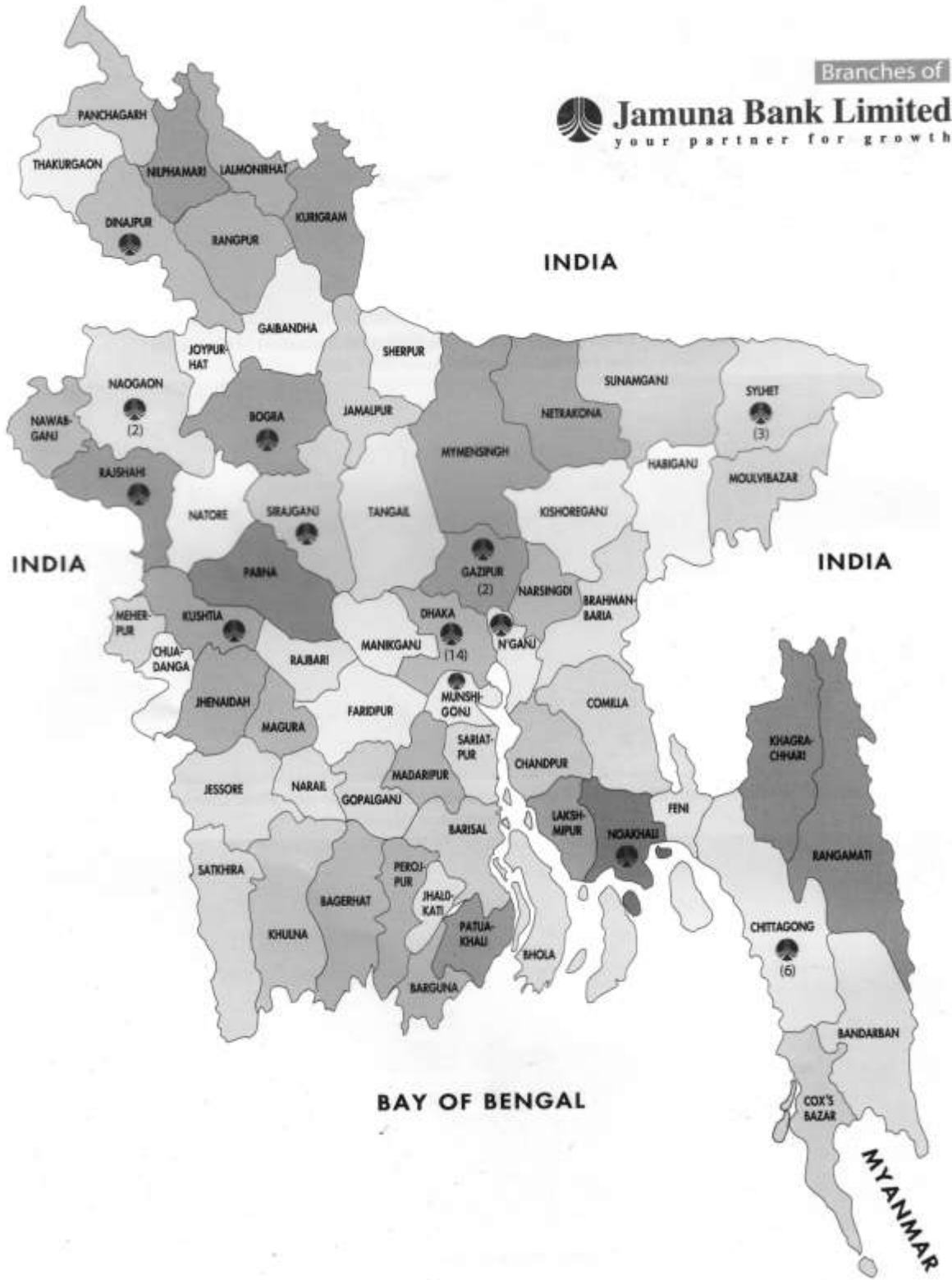
## **6.4 Distribution Channel**

Jamuna Bank Limited has two distribution channels to provide their service to clients, that are-

1. direct distribution channel
2. indirect distribution channel

The Jamuna Bank Limited gives service by 162 branches that can direct channel to distribute their products and services. For saving money and withdraw money the bank built many ATM corners and web saving money that are indirect channel.

# BANGLADESH



## 6.5 Marketing Mix:

Jamuna Bank Limited is following market mix strategy.



Figure 1: Marketing Mix of JAMUNA BANK

### 6.5.1 Service/Product:

#### 1. Deposit scheme

Jamuna Bank Limited provides more deposit schemes to customers without current deposit, saving deposit, fixed deposit as like-

- kotipoti deposit scheme
- monthly deposit scheme
- lakhpoti deposit scheme
- education saving scheme
- marriage deposit scheme

## **2. Online banking**

Jamuna Bank Limited started online banking services from 2005. Then the number of customers had increased. Customers can withdraw and deposit money from any branches in 24 hours in working day.

## **3. Corporate banking:**

Jamuna Bank Limited deals also corporate banking service with those who have-

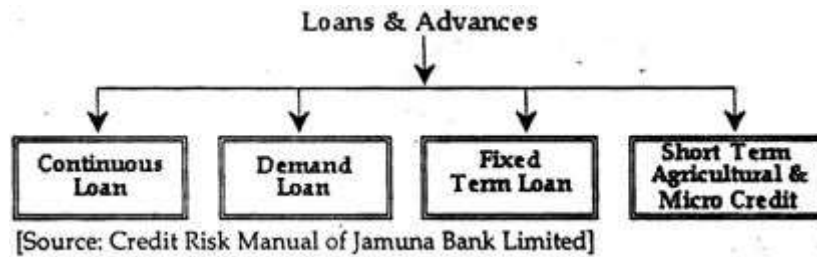
- High profit
- Have goodwill
- Export-import finance
- Take big loans for business oriented
- earn scaleful revenues

## **4. Retail banking:**

For retail customers Jamuna Bank Limited provides retail banking service, like any purpose loan- education loan, auto loan, doctor loan, chatro bandhu account, and also consumer credit scheme (CCS) etc.

## **5. Loan:**

JAMUNA BANK likewise encourages distinctive kinds of credits and advances. The credits and advances of JBL are:



### 6.5.2 Price:

Jamuna Bank Limited should create their profit by decreasing interest of loan for the customer. They earn profit by charging of bank products and service cost. They can improve their market if they decrease the cost and the loan of interest and create the quality of services.

### 6.5.3 Promotion:

To create their products and services to customer they want to promote them to customers. By promoting customers will know them, they will know about services. Jamuna Bank Limited will promote them by branding or rebranding. They can also do customer social responsibilities.

- Advertising.
- Sales advancement.
- Public connection
- Publicity

### 1. Online banking services:



When Jamuna Bank Limited started the online banking service then people encourages to open accounts on there. People become their client. Nowadays people lives based on technology. Customers want easy way to deposit and withdraw money. So Jamuna Bank Limited started online banking service. They established many branches and ATM. Now people can know easily about the bank and about their services. Customer cans easily transactions from one country to another country.

## 2. Social responsibilities:

To increase popularity or publicity Jamuna Bank Limited does many social responsibilities in country. They established many foundations for helping society. That can help to increase the goodwill of Jamuna Bank Limited. They work not only for customers but also society.



### **3. Advertisement:**

Advertisement is a tool of promoting their services. It is the process to reach about themselves to the customers. They can advertise their products and services by-

- television ads
- newspaper
- social media
- radio
- out late

### **4. Printed media:**

Jamuna Bank Limited uses also printed media to promote them like- magazine, printed ads etc.

### **5. Electronic media:**

Television, radio cans electronic media to promote them.

### **6. Sales:**

Jamuna Bank Limited can keep a person to sale their products or services, it means the man conveniences to new customers and also exist customers and will introduce about Jamuna Bank Limited. Then they will purchase products and services of Jamuna Bank Limited.

#### **6.5.4 Place:**

Jamuma Bank Limited has two distribution channels to provide their service to clients, that are-

Direct distribution channel

Indirect distribution channel

The Jamuna Bank Limited gives service by 162 branches, that can direct channel to distribute their products and services. For saving money and withdraw money the bank built many ATM corners and web saving money that are indirect channel.

## **7.0 ANALYSIS AND FINDINGS:**

During my internship I faced some problems and I fended the reasons of problems.

- The recently recommended record opening structure is especially enlightening. It takes about thirty minutes to legitimately fill in the structure. Whenever four or five individuals come in the meantime to account opening reason, it is extremely troublesome for the pertinent officer to give fulfilled support of the customer.
- As per a few customers, introducer is one of the issues to open a record. On the off chance that an individual who is new in the city needs to open record, it is an issue for him/her to organize an introducer of SB or CD account holder.
- Extensive procedure of issuing check book, Pay request, Bank draft cause. Occupation obligations are not indicated to every single representative of this division.
- Deficient talented labor in Jamuna bank Ltd, on the grounds that there is absence of appropriate preparing course of action of representatives in the general financial area. For instance, the greater part of the new selected workers become familiar with their activity errands by watching their senior representative.
- Have not enough vouchers and forms for providing services.

## **8.0 RECOMMENDATION:**

To remove their problems Jamuna bank should -

1. Improve employees training systems.
2. Decreasing the service cost.
3. Create loyal customer to exist customer
4. The bank can open more branches to reach to more clients.
5. Provide proper information to customer about the service.
6. Need to motivate their employees.
7. Do more social responsibilities.



8. Decrease the interest rate of loan.
9. Give more loans and advance
10. Utilized more printed check, pay orders, form.
11. Providing after delivery service.
12. Jamuna bank should open more branches to deliver the service.
13. It needs more promoting.
14. Jamuna bank should bring more IT items.
15. It should be developed their online service.

## **Conclusion:**

Temporary job is an extension between hypothetical information and reasonable learning. Since I have finished my Internship, I trust the experience I have accumulated working in the official condition will be demonstrated fundamental for me to proceed in my expert life. Amid my entry level position I have acknowledged how present day Science and Information Technology have been contributing increasingly more to the advancement of operational and the executive's procedure. To work well for clients, organizations should be apt in numerous zones quicker advancement of new business systems, contracting organization conventions, lessening methodology times, improving client administration and expanding and keeping up learning for achieving every one of these objectives.

As an internee of JBL, I have genuinely made the most of my temporary position from the learning and experience perspective. I am sure that this three months temporary position program at JBL will assist me with realizing my further bearer in the activity showcase.

The bank is keeping up an all-around organized correspondence through and through dimension. Every official should be esteemed and treated as a piece of the bank and they should have the

benefit to commit themselves for the improvement of administration of the bank. Janata Bank places most extreme significance on overseeing credit chance. The entire procedure incorporates the board of Credit Risk, Foreign Exchange Risk, Prevention of illegal tax avoidance, Asset obligation Management, Internal control and Compliance.

## **Appendix:**

Q1: Can Jamuna Bank Limited satisfies their customers?

Q2: What is the market position of Jamuna Bank Limited?

Q3: Can they provide qualitative services?

Q4: What reason or what uniqueness are influenced consumers for choosing the JBL Ring Road Branch?

Q5: How the customer's describe the quality of service of this bank?

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