



Internship Report on

Promotional Strategies on the Performance of Social Islami Bank Ltd.

**An internship report submitted in partial fulfillment of the requirements for
the degree of Bachelor of Business Administration**

DECLARATION OF AUTHENTICITY

I would like to declare that the internship report titled “Promotional Strategies on the Performance of Social Islami Bank Ltd” in Social Islami Bank, Foreign Exchange Branch, Motijheel, Dhaka is my original work. I further declare that I have strictly observed reporting ethics, guidelines and free from copy right obligation. Besides, I properly referred all outsourcing of materials used in this report. Therefore, there is nothing confidential in this report in respect of the bank of my internship. I take the responsibility for all legal and requirements regarding this report. This has been undertaken for the purpose of partial fulfillment of my BBA program at Jahangirnagar University major in Marketing.

Letter of Transmittal

May 31, 2021

Name: Sir/Mam
Associate professor
Department of Marketing
Jahangirnagar University, Savar, Dhaka.

Subject: Submission for the internship report titled “**Promotional Strategies on the Performance of Social Islami Bank Ltd**”.

Dear Mam,

It is my pleasure to inform you that I have completed my internship period as a part of my BBA program. I have to prepare my internship report under your direct supervision of the topic titled- “Promotional Strategies on the Performance of Social Islami Bank Ltd”. I have got an efficient experienced professional team in the bank. Besides, I have got an opportunity to work with Social Islami Bank Ltd. at different departments to learn their “Promotional Strategies on the Performance of Social Islami Bank Ltd” effectively.

However, I tried my best to show my skill and practical experience in this report which is achieved by 2 months. Finally, I would like to assure that I will remain standby for any clarification and explanation when required.

I would like to “Thank you” Mam for your kind assistance and cooperation. I enjoyed working on the report and hope you will consider all my mistakes generously.

Sincerely yours,

Exam Id –****
Registration No –****
Session: 2015-2016
Department of Marketing
Faculty of Business Studies
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Executive summery

I have completed my internship report using practical knowledge of 2 months internship program. During my internship period, I was assigned to pursue internship on “general banking activities, investment and foreign exchange department of Social Islami Bank Ltd, foreign exchange branch, Motijheel, Dhaka. Due to complete the report, I worked at foreign exchange branch, Motijheel, Dhaka. While working with the bank, I learn much practical activities in banking sectors. Besides, the employees of the bank are more co-operative and helpful. They help me a lot by providing various information to complete my internship report. In my internship period, I understand that there are many differences between theories and practical knowledge.

Social Islami bank Ltd is a second generation commercial bank operating since 22nd November, 1995. It is the country’s leading value-added financial institution based on Shariah' Principles. Besides, SIBL comprises of three subsidiary companies- SIBL Securities Ltd, SIBL Investment Ltd and SIBL Foundation Hospital. Besides, it is working closely with their valued clients and stakeholders to provide them one-stop services, access to the very latest products using technology. Therefore, they build a long term business partnerships with our client helping them grow profitable.SIBL are always ready to serve customers with 3125 employees in 168 branches and 72 sub-branches across the country. It has also 177 Agent Banking outlets to cater financial services to the remotest parts of the Land. (SIBL, Website, 2021)

The strong conviction to create a caring society is the cornerstone of SIBL’s all activities. SIBL feel a strong affinity to the emotions of people. SIBL believe that only banking activities can’t usher our society to a just and equitable stage. Thus, they are extensively engaged in CSR activities on humanitarian grounds. They work in the fields such as from poverty eradication to family empowerment. Unlike others, the Bank’s criteria for success are not only the key objective to make profit but also landmarks to become the country are most humanitarian and complete Bank. Moreover, it is growing continuously towards the service excellence through its products and services. (SIBL,Website, 2021)

The whole report is based on the operations SIBL and the products and services it provides. My overall experience was very fascinating.

Acknowledgement

I would like to thank to Almighty ALLAH for giving me the chance to complete this report within the time.

I would like to give heartiest gratitude to Dr. Md. Kashedul Wahab Tuhin, Chairperson, Department of marketing, Jahangirnagar University for issuing a forwarding letter to SIBL where my internship program carried out. Then, my heartfelt gratitude and respect goes to my honorable supervisor, Associate Professor, Department of Marketing, JU. Her scholastic supervision enabled me to materialize this report successfully.

I would like to express my deep gratitude to all executives, officers and employees of SIBL who had responded cordially to meet my needs relating to the report. I would like to mention their names.

- a) Mr. Jaynal Abedin (Senior Vice President & Manager)
- b) Md. Amzad Hossain (VP & Operation Manager)
- c) Sanchaya Kumar Saha (AVP & GB Incharge)
- d) Md. Faysal Ahmed (FAVP & Investment department)
- e) M A G Zillani Kadir(SEO & foreign exchange department)

Without their effort and cooperation, it would be impossible to bring this report to the light.

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Chapter – One

Introduction

1.1 Origin of the Report/Background of the Study

As a part of the Bachelor of Business Administration (BBA) course requirement, the internship program is the part of studying and learning practical experience to the students. Besides, the students get chances of gaining knowledge on the job training and aims at differentiating the two facts of learning theoretical and practical.

I have started my internship at Social Islami Bank Ltd on the 2nd February, 2021. The internship program is essential for all BBA students. This program is planned to provide firsthand experience to the students. At the end of my internship period, I am submitting my internship report focusing on the promotional strategies on the performance of SIBL, under the supervision of our honorable mam, Associate professor, Department of Marketing , Jahangirnagar University.

I am happy to work as an intern at SIBL and I believe this experience will surely help me in my future career. Besides, I had an opportunity to gather depth knowledge of all banking activities practiced by SIBL. I have made my report through extensive discussion with bank employees and with customers. The internship report has some following purposes –

- To fulfill the requirement of my BBA program
- To understand the corporate world
- To compare the real scenario with the lessons learned at university
- To get the detailed knowledge on the job responsibility

1.2 Objectives of the Report

The objective of the report is to gather practical knowledge regarding banking systems and operation. The internship program gives us a chance to relate the four years long theoretical learning of BBA program with hands on practical experience. I would like to include two objectives in my report. This is followings-

i. Main objectives –

- To complete the requirement of BBA program and to acquainted with an overall banking operations in SIBL

ii. Secondary objectives -

- To gather knowledge about functions and transactions of different department of the SIBL

- To achieve overall understanding of general banking activities, investment and foreign exchange operations of SIBL
- To analysis customer satisfaction on marketing mix of SIBL
- To be acquainted with how bank performs its operations
- To apply my theoretical knowledge in the practical field
- To acquire knowledge about the everyday banking operations of SIBL
- To understand the difference between past and present banking systems of the bank
- To find out the financial performance of the bank
- To understand the differences between Islamic banking and conventional banking systems

1.3 Scope of the Report

As a part of partial fulfillment of BBA program, I attended Social Islami Bank Ltd. as an intern. There, I got an opportunity to learn their professional culture. Besides, I learn how to open a bank account, how to issue cheque book, how to write pay order instrument, how to deal with customers in critical moment.etc

However, in my internship report, I tried to cover origin of the Social Islami Bank Ltd, its' corporate profile, its' strategic objectives and functions, its' mission and vision, brief overview of its' departments and types of products it offers to the customers, marketing and promotional activities.

Therefore, as a marketing intern, I always try to relate their activities with marketing perspectives especially promotional strategies. I tried to understand their marketing mix (product, price, place, promotion), promotion mix (advertising, personal selling, sales promotion, public relation, sponsorship), SWOT analysis of SIBL etc.

As an intern at SIBL, my scope was limited. Because, they didn't allow me to use their software. Besides, they didn't allow me attending their weekly meeting and didn't provide any confidential information. .

1.4 Limitations of the Report

The study that I have made is of great importance and required me huge work. But, Limitation is obvious for any study. So, having some limiting factors, my smooth working is hampered including-

- SIBL maintains strict confidentiality about their financial and other information
- They are afraid of any kind of information leakage to their competitors. So, it is difficult to get appropriate information from them.
- Employees of the bank are so busy which lead to little consult with them.
- Duration of the study time was too short to have a sound understanding of the overall banking.
- There was lack of sufficient books, papers and journals etc.
- Up to date information was not available

Chapter two

Background of the organization

2.1 Nature of Social Islami Bank Ltd.

SIBL is carrying out commercial, corporate, investment and retail banking related services to its customers through its 168 branches, 72 sub-branches and 3125 employees across the country. It has also 177 Agent Banking outlets to cater financial services to the remotest parts of the Land. The provisions of SIBL are as follows:-

- I. Corporate finance
- II. Corresponding banking
- III. Documentary credits
- IV. Foreign exchange
- V. Guarantees
- VI. Syndicated finance
- VII. Other related business (The bank company act , 1991)

2.2 History of Social Islami Bank Limited

Social Islami Bank Limited was established under the rules & regulations of Bangladesh Bank & the bank companies' Act 1991, on 22nd November. Mr. Dr. M. A. Mannan, founder chairman, who had a long dream of floating a commercial bank which would contribute to the social-economic development of our country. He had a long experience as a good banker. A group of highly qualified and successful entrepreneurs joined their hands with the founder chairman to materialize his dream. Indeed, all of them proved themselves in their respective business as most successful star with their endeavor, intelligence, hard working and talent entrepreneurship.

The Social Islami Bank Limited (SIBL), a second-generation commercial bank has now 168 branches all over the country with two subsidiary companies – SIBL Securities Ltd & SIBL investment Ltd.

The bank has taken a renewed drive aiming at consolidating its business in more focused areas covering SME and Argo-finance with emphasis on searching for alternative delivery channel under which SMS banking and mobile based remittance payment systems.

SIBL has set its strategy to convert all its banking activities from traditional branch based banking system to an ideal blending of both centralized processing unit (CPU) and effective operation of branch that is based on modern essence of banking.

The bank is running its payment system successfully through BACPS, BEFTN under BACH in order to boost its business in multiple dimensions. By adopting BACH system as per guidelines of Bangladesh Bank, SIBL ensures security, safety and hassle free faster transactions from end to end.

The corporate Governance system in business .The bank continues effort SIBL ensures transparency and accountability at all levels in conducting has been to increase the shareholders value and to be valued as a compliant organization. (Historical perspective of SIBL, 2019)

2.3 Company profile

SIBL is engaged in Shariah based commercial banking in the county which modus operandi are subsequently different from the conventional banks. It was established in the year 1995 as a public limited company. This is the second generation pioneer Islamic Bank in this country to introduce online banking facilities to its customers. Data have been taken into account from the annual report of SIBL, 2019. (Corporate profile of SIBL, 2019)

Name of the company	Social Islami Bank Limited
Legal Form	Public Limited Company
Company Registration no	C-28763(44)/95
Authorized Capital	Taka 10,000,000,000
Paid up Capital	Taka 7,382,986,420
Registered Office	City Center, Level 19, 20, 21 &22,28,29,90/1 Motijheel C/A, Dhaka-1000, Phone PABX: +88-09612001122 FAX 88-02-9568098 Email: info@sibl-bd.com Website: www.siblbdd.com SWIFT: SOIVBDDH
Tax Payer Identification No	144050147394
Vat Registration No	19031074504 Area Code 190103

Credit Rating Agency	Emerging Credit Rating Ltd.
Auditors	Hoda Vasi Chowdhury & Co. Chartered Accountants, Bangladesh Textile Mills Corporation Bhaban 7-9 Kawran Bazar Road, Dhaka -1217
Chairman	Prof. Md. Anwarul Azim- Arif
Managing Director & CEO (cc)	Mr. Quazi Osman Ali
Company Secretary	Mr. Abdul Hannan Khan
Chief Risk Officer	Mr. Kazi Obaidul Al-Faruk
Chief Financial Officer	Mr. Walid Mahmud Sobhani, FCMA
Chief Compliance Officer	Mr. giash Uddin Bhuiyan
Number of Employees	2947
Number of Branches	168
Number of Share	893,341,356
Investors' Enquiry	Share Department City Center, Mezzanine-2 90/1 Motijheel C/A, Dhaka-1000 PABX: 88 02 09612001122 (50431) Phone: 9571852
For SIBL Securities Limited (a subsidiary of SIBL)	Chief Executive Officer 3 rd floor,68 Dilkusha C/A, Dhaka-1000
Listing Status (Shares)	DSE (Dhaka Stock Exchange) Symbol: SIBL Listing Date: 18.11.2000
For Offshore Banking:	Off Shore Banking Department City Center, Level-19 90/1 Motijheel C/A, Dhaka-1000
Market Price as on 31.12.2019	DSE: Taka 13.80, Category A CSE: Taka 13.70, Category A

Table- 2.1: Company profile

2.4 Vision of Social Islami Bank Limited

- **Working together for a caring society** (Annual report of SIBL, 2019)

2.5. Mission of Social Islami Bank Limited

- a. Establishing three sector banking model.
- b. Transformation to a service oriented technology driven profit earning bank.
- c. Fast, accurate and satisfactory customer service.
- d. Balanced & sustainable growth strategy.
- e. Optimum return on shareholders' equity.
- f. Introducing innovative Islamic banking products.
- g. Attracting and retaining high quality human resources.
- h. Empowering real poor families and creating local income opportunities.
- i. Providing support for social benefit organizations by way of mobilizing funds and social services. (Annual report of SIBL, 2019)

2.6 Commitment of SIBL

Some commitments of SIBL are given below:

- i. To the Shariah
- ii. To the regulators
- iii. To the shareholders
- iv. To the nation
- v. To the customers
- vi. To the employees
- vii. To the other stakeholders
- viii. To the environment. (Annual report of SIBL, 2019)

2.7 . Core values of SIBL

There are some strong core values of SIBL as follows:

- a. **Honesty:** To be honest is ordering by scripture- we stick to this value in all our service provision.
- b. **Transparency:** Remaining transparent in all acts is a virtue that's builds trust- we are dutifully there.
- c. **Efficiency:** Efficiency implies perfection in any job done –we strive to render full satisfaction with in.
- d. **Accountability:** To be accountable is to be responsible and above any suspicion – we are dutifully there.
- e. **Religiousness:** SIBL enhances economic well being with regard to the bliss of religious ethics.
- f. **Innovation:** Our minds and eyes are open to the evolution in quality of life to innovate further benefits for the service takers.
- g. **Flexibility:** Flexibility leads to better understanding and greater satisfaction-we pursue the quality.
- h. **Security:** Customers must feel secure with all our products and services-we keep on ensuring it.
- i. **Technology:** Modern life is technology dependent-we keep looking for the latest development to provide the best in case to our client. (Annual report of SIBL, 2019)

2.8 Strategic Objectives

To attain the above vision and mission SIBL follow the following strategic objectives:

- a. Transformation into service-oriented technology-driven profit earning bank.
- b. Ensure fast, accurate and best in class customer services with customers' satisfaction.
- c. Balanced and sustainable growth strategy, Optimum return on shareholders' equity.
- d. Introducing innovative Islamic Banking Products.
- e. Providing support for social benefit organizations-by way of mobilizing funds and social services.
- f. To achieve global standards in Islamic Banking.
- g. Ensure best CSR (Corporate Social Responsibilities) practices.
- h. Ensure Green Banking. (Annual report of SIBL, 2019)

2.9 Functions of SIBL

There are some functions of SIBL including - (Annual report of SIBL, 2019)

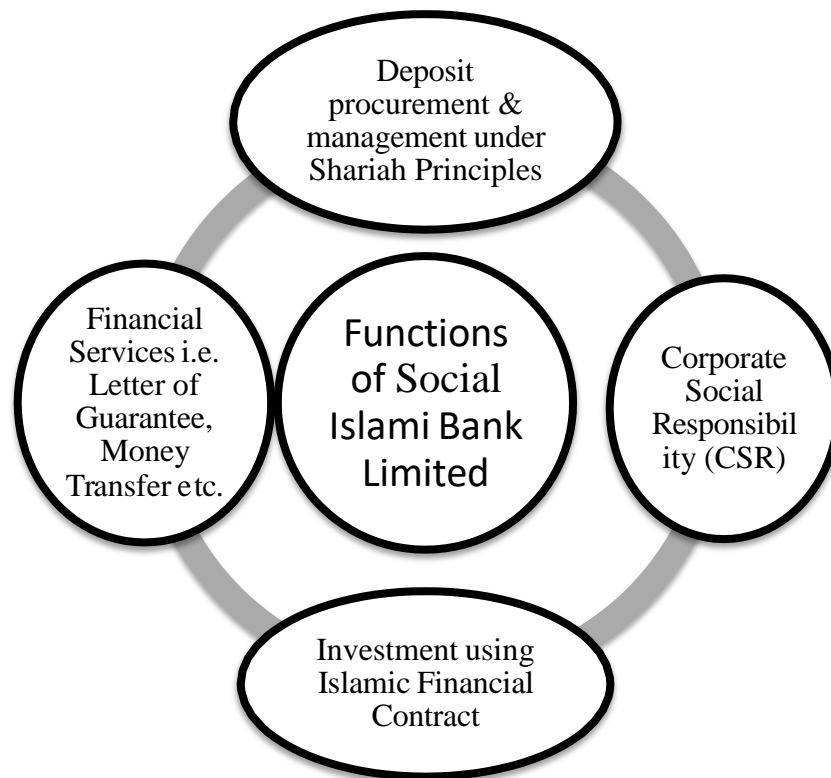


Figure- 2.1: Functions of SIBL

2.10 A brief overview of its departments

There are three departments in SIBL. These are –

i. General banking department

General banking department is the starting point of all the banking operating. It aids in taking deposits and provides other services. Customers are frequently come to the front desk ask for services. Every day, it receives deposits from customers and meets customers demand by in cashing cheque. The others activities are done under 5 sections of general banking –

- Account opening/ closing section
- Accounts section
- Remittance section

- Cleaning section
- Cash section

ii. Investment department

The main activities of investment department of SIBL are -(SIBL, Website, 2021)

- Looks after the investment funds of the bank.
- Helps get maximum returns from investment
- It helps to invest as per SLR requirement stipulated by Bangladesh bank.
- Accelerating cash inflow
- Helps to minimize bad debt losses
- Establishing appropriate credit limits and terms of sale for new and active customers
- Safeguarding the company's investment in accounts receivable

iii. Foreign exchange department

Foreign exchange department is the international department of the bank because it deals with globally. Besides, it facilitates international trade through its various services. Therefore, it bridges between importers and exporters. This department perform some specific tasks including – (SIBL, Website, 2021)

- L/C opening
- L/C amendment
- Foreign bill purchase
- Local bill purchase
- Foreign remittance
- A/C maintaining
- Foreign currency

2.11. Products and Services

Social Islami Bank Limited offers various kinds of deposit products, investment products, card, E-banking. The bank also has highly qualified professional staff members who have the capability to manage and meet all the requirements of the bank. The product and services that are currently available are given below-(SIBL, Website, 2021)

i. Deposit Products

MTDR	DPS	Savings
<ul style="list-style-type: none"> • Mudaraba Monthly Profit Deposit Scheme (SIBL Astha) • Mudaraba Education Savings Scheme(7 Years, 10 Years, 15 Years , 20 Years) • Mudaraba. Notice Deposit Account • Mudaraba Term Deposit Account (1 Month , 3 Month , 100 Days, 6 Month , 200 Days , 12 Month , 2 Years , 3 Years) 	<ul style="list-style-type: none"> Sonali Din Special Deposit Scheme • Mudaraba Special Deposit Pension Scheme • Mudaraba Bashastan Deposit Scheme • Mudaraba Hajj/Umrah Savings Deposit (Kafela) • Sanchita Special Deposit Scheme • Subarnalata Special Deposit Scheme • Subarna Rekha Special Deposit Scheme • Shabuj Chaya Special Deposit Scheme • Shabuj Shayanna Special Deposit Scheme • Sukher Thikana Special Deposit Scheme • Mudaraba Savings Deposit-Student Account • SIBL Youngster Account • Cash Waqf • Cash Waqf Deposit Scheme • Mudaraba Marriage Deposit Scheme 	<ul style="list-style-type: none"> • Mudaraba Muhorana Savings Scheme • 5 Years • 10 Years • Mudaraba Zakat Savings Deposit Scheme (Proshanti) • SIBL Super DPS Special Savings Scheme • Cash Waqf Savings Scheme • Cash Waqf Mudaraba Monthly Profit Deposit Scheme • Al-Wadeeah Current Deposit (Awcd) Account • Mudaraba Savings Deposit Account • Mudaraba Super Savings Account

Table-2.2: Types of deposit products

ii. Investment Products (SIBL, Website, 2021)

- Bai- Murabaha
- Bai-Muajjal
- Hire Purchase Under Shirkatul Melk (Hpsm)
- Musharaka

- Bai- Salam
- Documentary Bill Purchase
- Quard
- SIBL Employees' House Building Investment Scheme
- SME & Agricultural Finance
- Women Enterprise Finance
- Retail Finance
- Family Empowerment Islamic Micro Finance

iii. Cards (SIBL, Website, 2021)

- SIBL Credit Card
- Visa Islamic Credit Card (Dual)
- Visa Islamic Credit Card (Local)
- SIBL Zameel Debit Card
- Payment Card Security
- Card User Guidelines

iv. E – banking (SIBL, Website, 2021)

- Internet banking
- Mobile banking
- SMS banking

Based on the demand of their customers and to stay in the competition in the banking sector, SIBL continuously developed their range of products and services.

2.12. Customer base

There are four types of customer in this bank. Such as –

- i. **Higher class people:** They are the premium customer of the bank. Because we know that customers are the sources of revenue of the bank. Higher class people come on bank especially to buy MTDR service from bank. Besides, they are the heart of the bank. They make high volume (big amount) deposits in the bank and get special profit rate than others.
- ii. **Middle class people:** The middle class people are mostly service holder. The service holders come bank to make savings account (DPS) or make small MTDR.
- iii. **Business people:** The business people open a bank account to operate their business smoothly. The business account are categorized into – proprietorship, partnership, limited company or private company account. Besides, they can operate their account

jointly or separately. It ups to their willingness.

- iv. **Others:** A student or minor can open a bank account. In this case, student needs to open a student account by showing student Id card . And the minor’s account is operated by the legal guardians until he/she become 18years.

2.13 Management Hierarchy of SIBL

The management hierarchy of SIBL is given below –(Annual report of SIBL, 2019)

<u>Name</u>	<u>Designation</u>
i. Prof. Md. Anwarul Azim Arif	Chairman
ii. Mr. Belal Ahmed	Vice Chairman
iii. Mr. Md. Saydur Rahman	Vice Chairman
iv. Mr. Md. Kamal Uddin	Director
v. Mrs. Nargis Mannan	Director
vi. Dr. Md. Jahangir Hossain	Director
vii. Mrs. Jebunnesa Akbar	Director
viii. Mr. Ali Hasan Md Mahmud Ribon	Director
ix. Mr. Arshadul Alam	Director
x. Mr Mahmudul Alam	Director

Table -2.3: Management Hierarchy of SIBL

2.14. Financial Statement

The some financial statement of SIBL is given below - (Annual report of SIBL, 2019)

Year	2018	2017	2016	2015
Deposit	248324.49	228798.90	190564.5	149,773.62
Investment	238654.17	210045.51	174196.1	134,116.85
Forex- Business	178590.50	202037.00	167382.3	149,192.40
Total Income	27615.52	21414.39	19174.34	1,7305.61
Total Expense	21472.40	15248.39	13476.25	12,455.79
Operation Profit	6143.12	6166.21	5698.08	4,849.82
Profit after Tax	1583.43	1455.25	2292.19	2,072.59

Table-2.4: Financial statement of SIBL

2.15. How SIBL Position itself in the industry?

In an interview, the managing director and CEO Kazi Osman Ali said to The prothom Alo, at present SIBL has 168 branches , 108 agent banking , 12 banking booths and 16 ATM booths. Many banks here don't have this network. Besides, he added that SIBL has approached the Saudi Central Bank for permission to open a full pledged branch in Saudi Arabia. He further adder that SIBL don't add any investment which is overdue to its profits. Besides, SIBL is trying to decreased default loans below 5% within the next couple of year. Having liquidity crisis in the overall banking sector, SIBL didn't face it. Till now SIBL hasn't failed even for a day to maintain its SLR and CRR with the central bank. Therefore, to avoid this crisis, SIBL has brought varieties of product. It has introduced attractive banking product for senior citizens and women.

Kazi Osman Ali said, that there is no alternative to technology based banking. SIBL is expanding secure and technology based banking services. For that, they introduced its' own

mobile apps so that the customers can avail banking facilities from their homes. Besides, they set up modern call centre and 24/7 ATM services. Once all these services are in place, SIBL will top ranking bank in this sector.(The Prothom Alo, 2019)

Chapter three

Position and responsibilities of the intern

3.1. The nature of position of myself as an intern

After joining the SIBL on 2nd February, 2021, first I meet manager and operation manager of the bank. They brief about what and how operation/activities are done in the bank. After that Md Amzad Hossain , VP and Manger in operation , divided my two month internship period into three department as I mentioned. There are three departments such as - General banking. Investment and foreign exchange department. The first three weeks, I was in general banking department. After completion three weeks, I was in investment department for two weeks and three weeks in foreign exchange department.

First two days on my internship, I learn about rules, regulations, and principles of the bank. After that I learn how to approach a customer who asks for services .besides, I have to follow formal dress code and maintaining professionalism. There is no alternative to be punctual. So, employees of the bank including I need to reach office within 9.30am. After that I have sign the signature notebook as a proved of my attendance, and then I would like to take a cup of tea and started my daily activities.

3.2. Responsibilities of the job an intern

In the internship period at Social Islami Bank Limited, I was placed in different departments on rotation basis. At first I was in General banking department for three weeks, two weeks in investment department and finally in the foreign exchange department for three weeks. So it was a great experience for me to work in different departments.

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

- i. Helping clients to fill up account opening form and pay order form
- ii. Writing pay order instrument
- iii. Balancing the pay order register
- iv. Provide customer's product related information
- v. Cheque receiving
- vi. Registering the cheques in the register
- vii. Registering the inward letter in the register
- viii. Registering the cheque book requisition
- ix. Registering the return cheque
- x. Statement checking
- xi. File upping different documents in suitable files

During my internship, I worked according to the following routine:

i. Working hours:

I spent 320 hours at SIBL during internship period including –

Department	Working day	Working hours	Total
General banking division	15	8	120
Investment department	10	8	80
Foreign exchange department	15	8	120

Table- 3.1: Working hours

I tried to participate directly or indirectly in the daily operational activities of the branch.

ii. An overview of the team:

At first, I was in general banking department. There were two junior officers, one senior officer and one GB in charge on the bank. Three weeks, I worked and learn general banking activities.

In investment department, I spent two weeks. There were Md Faysal Ahmed and Md Mizanur Rahman. They taught the main differences between conventional and Islamic banking and their different modes of investment.

The first day at the foreign exchange department, I learn the types of foreign exchange activities done by the bank. In this department, I worked with Tanzila Akhter, Anamul Haque and Arafat Rahman. M A G Zillani Kadir was Incharge of this Department. So, I've to report him for my daily learning.

iii. The nature of reporting:

Every working day, when I was in general banking division, I have to report my daily activities to the GB in charge named Sanchaya Kumar Saha. Besides, every one week later, I have to face viva in front of VP & Manager in operation, MD Amzad Hossain, of the bank . Therefore, I learnt investment foreign exchange activities under the supervise of Md. Faysal Ahmed and M A G Zillani respectively.

iv. **The use of specific tools/software:**

SIBL uses “Ababil” software for their banking activities. But they don’t allow me to use it due security purpose. But the co-workers are always making me understand what to and how to operate the software. I understand how to pen a bank account via software, how to give statement, how to manage account and so on.

v. **The nature of incentives:**

There is a rule in SIBL that they don’t pay any incentives to the interns. But they will help to make future career in their bank. Any formal intern will get priorities to get job here when SIBL post a job circular. So, SIBL provides no incentives during my internship period.

As a marketing intern, I observe how bank do marketing their products. As we know, customers are the heart of the bank. The bank mainly focuses on customer relation management. So, SIBL tries to build good relation with customers personally. The bank always offers tea, coffee to their valued customers. Besides, the bank may provides – special profit rates, wishing on birthday or anniversary or provides gifts on special occasion.

Therefore, SIBL maintains good physical appearance of the bank including – furniture, equipment, formal dress code, color combination of the wall decoration etc.

SIBL started journey with new logo in 2009. In this logo, they focus green banking by maintaining the color combination. The present is more attractive than previous one. Have a look.

Past logo	Present logo
	

Figure- 3.1: Past & Present logo of SIBL

If I say about the service quality of SIBL, it offers clear, comprehensible and correct information to its customer. Besides, they are ready to provide customer service timely and

complete manner. Hence, SIBL try to build public trust on overall banking sectors and observe the common interests of the bank. Therefore, it establish a system in order to response all and any kinds of queries of their customers.

Chapter 4

Internship experience reflected on learning and growth

4.1 Working experience at Social Islami Bank Limited

I had started working as an intern at Social Islami Bank Limited on 2nd February, 2021. I did not have any previous experience of working in a bank or in any corporate organization and I was pretty much worried about the environment. But now, when I am writing about my work experience of Social Islami Bank, it feels me really good remembering the days I had worked there.

During the two months of my internship at Social Islami Bank Limited, I was placed in the Motijheel Branch under Md. Amzad Hossain, Vice President and Manager in operation. I enjoyed the working environment of this office. The work experience gave me a good idea of the overall banking system of Bangladesh and taught me professionalism at work place.

The internship program helps me to personal and professional growth. Like –

- Personally I was able to make good and friendly relation with my co-workers, division in charge and manager in operation. Besides, we make fun and enjoy our off time in SIBL.
- I learn professionalism during internship period. Professionalism makes me utilize my time, helps to achieve targets, helps to balance personal and professional lives, and helps to deliver quality works. Through this way, it makes me climb the ladder of success.
- In job life, mutual respect among co-workers is must that build trust and future growth. Besides, discipline and punctuality has no alternative in workplace. I have to punctual and discipline in professional life. I tried to be punctual during my internship period and learn that punctuality increases credibility, reflects on true professionalism, reveals mutual respect of others time, enhances team's productivity and integrality and helps to go ahead than others. Therefore, discipline must be present in professional life. I always tried to maintain formal greetings, smiling face, neat and clean dress code, give compliments, courteous and polite in manner.

4.2 Skills require in Professional workplace

There is a huge different in theoretical learning and practical experiences. The internship program gives this opportunity to get practical experience in real life job sectors. In the educational life, we learn that employees need communication skill, negotiation skill, analytical skill, leader ship skill and so on. But reality, we need more skills like- hunger to learn more, market awareness, resilience, thinking skills, willingness to learn, self management and positive attitude.

In banking sectors, I found that banking recruitment goes through three steps- preliminary test, written test & viva. The employers seek enthusiastic, energetic, confidence, and

resourceful candidate. In this way, they recruited qualified candidate. In SIBL, I found that employees need communication skills, negotiation skills, technical skills, problem solving skills, leadership skills, team management and time management skills.

During my internship period, I learn some skills including –

- i. Working under pressure
- ii. Team work
- iii. Customer service
- iv. Customer management skill
- v. Organized personality
- vi. Co-operative and professional personality

4.3 Accomplishment during my internship

During my internship, I get verities of banking product range and detailed understanding of banking activities. Besides, I develop excellent communication and interpersonal skills. Therefore, I understand and learn how to manage customer in critical situation and a strong customer focus. Hence, I develop a strong commitment to effective time management.

After completion of my internship successfully, I got some significant accomplishment including-

- i. Gain valuable work experience
- ii. Explore a career path
- iii. Give myself an edge in the job market
- iv. Develop and refine skills
- v. Networks with professionals in the field
- vi. Gain confidence
- vii. Transition into a job

4.4. Work ethics within a professional work environment

As SIBL is a Shariah based Islami bank, it maintains strong work ethics within its professional work environment. The bank will have to maintain a pleasant working environment within the organization. Besides, it ensures presence of well set and well defined compensation package, clearly set goal orientation, as well as performance-led job description for the employees of all levels. Therefore, it must ensure the scope for both professional and career development of the employees by creating an environment with well-designed strategic and logistic support. Hence, it would reinforce the satisfaction of the

employees to enhance their loyalty to the Bank and its culture. The working environment and working procedures must be well designed and organized in SIBL.

Besides, it make reasonably and promptly responsive to the customer needs along with compliance of legal and regulatory requirements. However, there is training facilities for the employees which eventually enhance the goodwill of the institution. The bank must motivate the employees towards the goals of organizations and clearly define the roles and responsibilities of the employees. Moreover, it should ensure accountability and performance reporting evaluation of the employees.

After my internship, I understand that I have to follow the work ethics in any profession. So, for that I have to improve my dedication level, reliability, integrity, responsibility, productivity, co operation, etc.

4.5 Myself as a leader and team player

As a team leader, I understand that the success of the team fully depend on him or her ability to deal with the situation. The leader must be decisive, embrace change, and control emotions, persuasive, trustworthy to his /her team. During my internship period, when my role was a leader, I got tensed how could give operational decision. After that, I realized that they have faith on me and then I make hard choices for the bank, earn respect from my team (Co-workers) and articulate a clear vision of my tasks. In this case, I never stop seeking their advice and learning from experts. Enthusiastic, energetic and confidence can make any one a good leader. What I actually do as a leader are-

- i. Dedicate myself to achieve organizational goals
- ii. Willingly work with team members with their tasks/duties
- iii. Superior oral and written communication skill helps a lot
- iv. Influence and motivated team members
- v. Ability to resolve conflict successfully and calmly

As a team player, I understand my role and tried my best to achieve it. While working in a team at SIBL, there will be varied in opinions and ideas. I don't get bother when my ideas are best and listen them very carefully. Besides, I learn compromise and remain silent when my work is criticized. I readily accept any tasks given by manger, supervisor or co –workers of the bank. Therefore, I take the responsibilities of my mistakes and look for solutions. Besides, I understand my actions impact the overall team performance.

After completion of my internship, I would like to say that maintain positive attitude will create a better atmosphere. This is helpful in handling customer problems and complains. So, what I actually do as a team player in the SIBL is –

- Willingly helps the team members

- Committed to the team success
- Maintaining positive attitude
- Take responsibility

4.6 Skills learn during my internship period

Before going internship, I had not any experience about professionalism. So, after attending the internship program in SIBL, I understand the importance of professionalism. We can learn various skills through education and taking certification classes. But internship gives an opportunity to get practical experience in the real life profession. One can get professional skills while working the job sectors, so do I.

Learning job skills is a large part of adjusting to a new work environment in many different industries. Many organizations offer training to develop the job skills. As an intern, I didn't get this opportunity but the employees of the SIBL help me a lot to understand the professional environment and skills. While attending SIBL, I developed some skills including

—

- i. Self confidence
- ii. Adaptability
- iii. Work ethic
- iv. Time management
- v. Strategic thinking
- vi. Product knowledge
- vii. Interpersonal communication

4.7 Expectations from ideal supervisor in the future

An ideal supervisor can bring 50 percent of success alone in any types of project and rest percent depends on the performance of the team members. During my internship period, Sanchaya Saha, Assistant Vice President at SIBL, was my supervisor in the SIBL. Truly, I found him an efficient supervisor. The first day of my internship, I was so worried about the job environment because I have no idea. But he makes me feel free. He said that we are a family, please don't act like outsider. The first day, he makes me understand the principles, code of conduct, work ethics, terms and conditions of bank. That day, I did not do any work. Day by day, I acquainted with the daily banking activities. Gradually, I understand the works pressure in bank. If first day, my supervisor pressurized me to do a lot of works, really it would be sorrowful. However, I attended my every working day and work willingly at my new work place. He was every friendly, cooperative, enthusiastic and energetic in mind.

Besides, I would like to express some qualities of Sanchaya Saha that I expect in my future supervisor-

- Consistent with meaningful communication
- Give recognition and praise
- Provide feedback, mentorship and training
- Create a work culture by design
- Create a safe space for failure
- Provide strong leadership and a clear vision
- Demonstrate good problem solving
- An effective decision maker

So, I really expect a supervisor like him in the future.

4.8 Internship experience shape future career

The internship program gives an opportunity to integrate career related experience to the undergraduate student. It allows student to explore the professional world. So, as a business graduate, I attended bank as a part of my internship program. After completing the internship, I would like to say that internship is very important for student and helps to shape future career.

- i. **Gain experience in my chosen career field:** I gain hands on professional experience that will be valuable for my future job sector.
- ii. **Work in a learning environment:** Working as an intern means that I am ready to enter the job sectors and this program gives a chance to acquaint with professional environment.
- iii. **Professional experience:** Internship program provides professional experience to the undergraduate students.
- iv. **Explore specific job career:** The intern has the opportunity to explore the specific job or career area. Besides, it clarifies whether the real job matches with my imagination or not.
- v. **Future networking:** The internship opportunity helps to make valuable contracts for future networking. The relevant job sectors give me priority on the basis of my internship.
- vi. **Strengthening academic program:** The internship credit adds to additional benefits to my transcript and completing more hours toward graduation. It is strengthening the academic program through a better use of practical knowledge.

4.9 Marketing activities of SIBL's Products and Services

The major marketing tasks of SIBL is to satisfy customers' monetary needs and wants by providing superior customers service than rivalry. As SIBL is a personalized service oriented bank, it provides service which satisfy the customers' needs most. The others marketing tasks of SIBL are –

- Blogging (Deliver a great user experience, Provide a call to action that ties in your services, Font, color, and content should represent your bank's brand, Use images and videos to diversify content, Establish a consistent and easily readable post format)
- Social media marketing (don't only creating content that is self-promoting, don't posting infrequently or irregularly, preparing for negative customer feedback, broadcasting the same message across all channels (Facebook, Twitter, Instagram, etc))
- Video content campaigns (make promotional messages to reach customers and upload this on social media platforms)
- Non-traditional rewards programs (increasing customer loyalty, extending retention, cross-promoting services and products)
- Classifying customers' needs (Responding and satisfying the customer's needs)

The bank marketing is not only keeping customers but also to preserve them through variety of products and services. Besides it needs to confirm operative distribution through satisfaction along with customer co-operation is must .So, every employees of SIBL are concerned with their marketing tasks.

4.10. Marketing mix of SIBL

I. Product

MTDR

In Islamic bank, fixed deposit account is termed ad MTDR. SIBL offers attractive profit rate depending on the amount. It can open both jointly or single name. Besides, no introducer is required to open MTDR.

Special Scheme (Ashtha) :

Any individual, businessman, local firm, corporation, corporate bodies can open Special scheme. The account holder can open this MTDR and will get profit monthly basis and the principal amount will withdrawn after maturity. Besides, there are others product likes –

DPS, Savings and current account. Customers can open any types of account depending on their needs.

II. Price

It has varieties of product categories in various price ranges.

Product name	Price range
MTDR	Different amount can be purchased. Starting from tk. 20000 to unlimited amount
MTDR (Ashtha)	Profit will get monthly basis Starting from tk. 20000 to unlimited amount
Savings	Starting from tk. 500
DPS	Price range- tk. 500, 1000, 2000, 5000 etc
Current account	Starting from tk. 2000.

Table -4.1: Price range of various products

III. Place

SIBL has one head office and 168 branches under its control. Having these branches, it can give some special customer services to the customers. So, these branches can serve the customer service more efficiently and increase the mobility of capital which brings uniformity of interest rates. As a result, SIBL can create handsome deposits from customer by branch banking. However, there are some problems for the place decision of SIBL like –

- a. If any branch failed to achieve customer satisfaction then it affect all the branches.
- b. The branch manger needs to take permission from head office if any discrepancy occurs.
- c. Besides, most people are unwilling to operate their account where traffic jam is higher
- d. So, they have to consider place very effectively.

IV. Promotion

Modern Marketing calls for not only just developing a good product but also pricing it attractively and making it available to the target customers. So SIBL also must communicate with their customers and what they communicate should not be left to chance. To communicate with customer, SIBL hire agencies for some reason including –

- to develop effective advertisement,

- to give appointment to active experienced officers and executives
- to gives online services to the businessmen
- to create private relationship with clients

4.11. Promotion mix of SIBL

During my internship period, I found some promotion mix in SIBL like – advertising, personal selling, sales promotion and public relation tools that bank uses pursue its marketing objects.

i. Advertising:

SIBL is to arrange to publicity or to draw attention of businessmen to various media regarding their products or services. The Bank is always to the door of their clients if any new service is arranged. It tries to connect with their valued customers to distribute their prospectus to the clients.

Besides, it already introduces itself with different cable channels and Internet as a sponsor. They generate ads by providing promotional massages to attract customers. This all are their advertising activities.

Some forms of advertising that they follow-

Types of advertising	Examples
Print media	Newspaper, magazines
Electronic media	TV, road side electric billboard
Digital media	Social media , , website, email marketing , SMS marketing

Table-4.2: Types of advertising

ii. Personal selling

SIBL also do personal selling by sending their officers to the corporate clients to motivate and influence to purchase their services. Besides, they provide home service for senior citizens people. They have relationship officers who are ready to provide personal selling service to the corporate people.

iii. Sales promotion

SIBL provides short term incentive to encourage the sales of the services. Their sales promotion may be – reduce the interest of loan or enhance the interest of deposit. Besides, they provide 2% + extra benefits to whom who brings remittance during this pandemic. Sometimes, they provide free debit card to their valued customers who deposits huge amount in their bank.

Meanwhile, SIBL publishes well calendar, pocket calendar, and desk calendar as well as diary every starting year what they distribute to the clients and to the service holders.

iv. Public relation

SIBL tries to build good relation with other banks, the government, and the press, employees to reach the minds of its customers and build mutual benefits. For that, it makes favorable publicity, building up a good corporate image and handling rumors, stories and events. SIBL issues/offers share and tries to draw the attention of general public and businessmen regarding their shares.

v. Sponsorship

SIBL tries to sponsor many events like social welfare programs to show its interest on corporate social responsibility.

4.12. CSR activities of SIBL

SIBL pioneers CSR activities in the country. It spends a considerable sum every year for well being of the community. It has emphasis on health, education, disaster management, rehabilitation, poverty eradication and so on. The vision of SIBL is to create a caring society and its tirelessly working for that.

Some CSR activities of SIBL including – (SIBL Invision, 2020)

- Tk.02.60 Lac donated to the dengue affected patients.
- Tk.30.00 Lac donated to Law and Order Coordination Committee for CCTV Camera Project.
- TK.05.00 Lac donated to Mr. Moklesur Rahman Mukul, a driver of Bangladesh Bank, suffering from brain tumour.
- Tk.02.00 Lac donated to Mr. Md. Sayed Nur for treatment of lung cancer.
- Distribution of 50,000 pieces of blanket among cold-stricken people.

- Tk.04.00 Lac donated to Children’s Day Care Center run by the private banks.
- Tk.02.00 Lac donated to Shamsul Hoque Khan School & College, Demra, Dhaka, for arranging 5-day long Scout Camp.
- Tk.50.00 Lac donated for the construction of Cantonment Board Jame Masjid.
- Tk.50.00 Thousand donated to Bangladesh Monipuri Adibashi
- Forum for awarding 2000 meritorious students.
- Tk.05.70 Lac donated to 19 students of BBA Faculty of DU for bearing educational expense.

See the below figure-

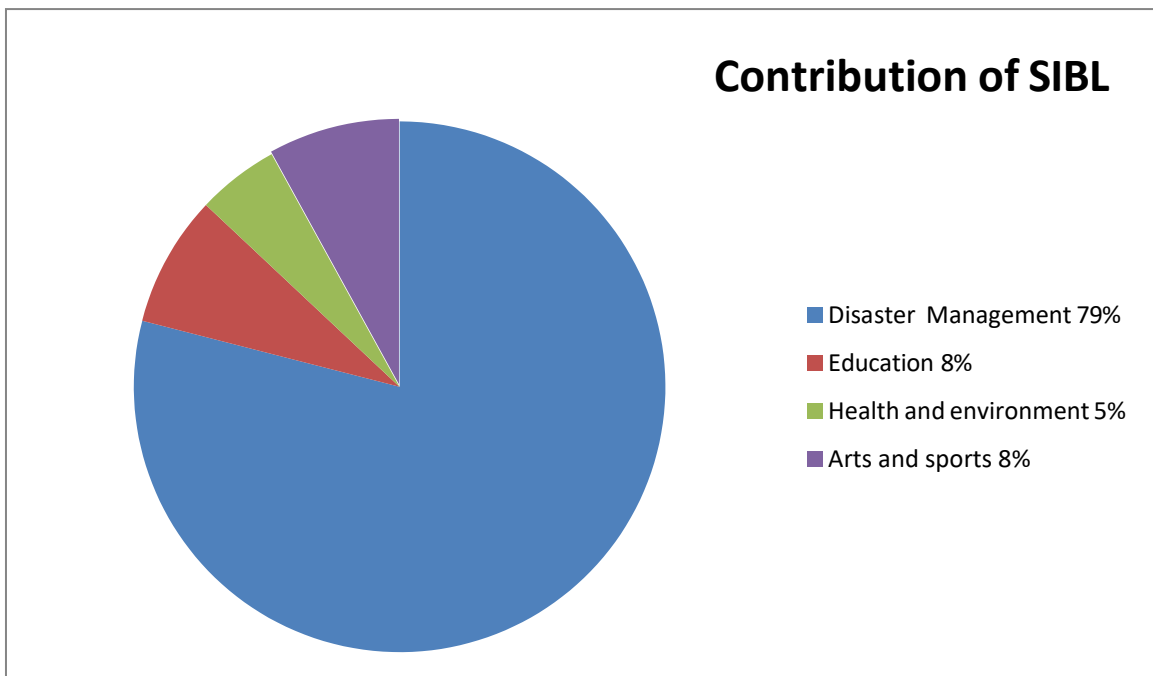


Figure- 4.1: Sector-wise contribution of CSR activities of SIBL (%)

Above the graph SIBL’s contribution in different sectors have been showed. SIBL mostly donated to the disaster management sector which is 79%, then in the education purpose which is 8%, and equally 5% in the health and environment sector, 8% in both art and culture and sports. (CSR activities of SIBL, 2017)

4.13. Porter's Five forces model for SIBL

i. Threats of new entrants

The banking industries deal with financing and investing of people's money. Many new banks may arise in this sector. So, SIBL needs to ensure customer loyalty and make a strong brand value among the customers. Besides, it needs to provide superior customer service to survive in this industry.

ii. Bargaining power of suppliers

The suppliers are dominating the banking industries. Suppliers are providing capital to establish and operate the bank smoothly.

There are four major suppliers of capital to the SIBL including – customer deposits, mortgages and loans, mortgage backed securities, loans from other financial institutions. They want higher profit rate because they have the power to switch and their switching cost is low.

iii. Bargaining power of buyers

Almost all bank provides varies types of products to attract customers. But, Today's buyers have easy information excess about the services. Besides, customers are so price sensitive. That's why; SIBL needs to provide lower interest rate on loans and advance and higher profit rates which help to keep customers

iv. Availability of substitutes

Today's customers have so many alternatives in the banking sectors. If SIBL don't care about customers, they can switch to others banks. This is possible having so many banks existing in these sectors.

v. Competitive rivalry

There are so many banks in this industry. So, to survive in this sector, SIBL needs to differentiate their products offerings. Besides, quality is big issues in the banking industry. By providing superior quality of their services, SIBL can make brand value among the customers. If SIBL wants, it can't switch from their operating as having switching cost.

4.14. SWOT Analysis of SIBL

SWOT analysis helps to understand the organization’s strengths, threats, weakness and opportunities at once. So, after completing my internship, I have to do SWOT analysis of SIBL. Because, it facilitates the bank to make their existing line of performance and also foresee the future to improve their performance in comparison to their competitors. As a result, these tools can also study its current position, it can also be considered as an important tool for making changes in the strategic management of the bank.

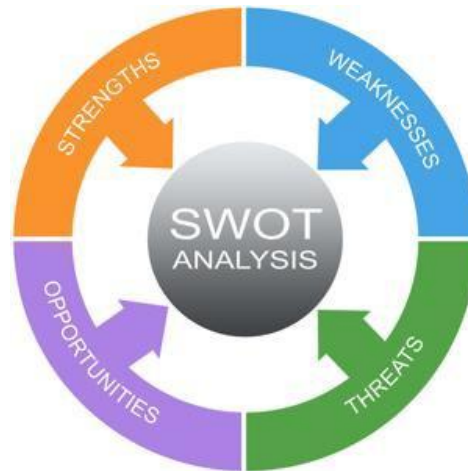


Figure- 4.2: SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Fast, accurate and satisfactory customer service 2. Large number of Deposit mix 3. It has Debit card facilities for the client of the bank 4. SIBL has ATM service 5. Pioneer amongst the Islamic banks to introduce online banking 6. With the approved policy and guidelines of the management of SIBL is able to provide quality service to its client and society 7. SIBL has diversified product to penetrate the potential Islamic minded 	<ol style="list-style-type: none"> 1. Lack of capital to meet Bank requirement 2. Limited number of branches 3. Number of manpower is fewer than the volume of works that create problem for providing efficient service to the client 4. SIBL has insufficient number of ATM booths

customer 8. SIBL has established approved covering major risk areas	
Opportunities	Threats
<ol style="list-style-type: none"> 1. Scope to increase number of branches 2. Scope to established ATM booths 3. Scope to involve in Shariah based Islamic banking; it can easily increase its number of client 4. Developing new product for the customer 5. Scope to introduce credit card facilities for their client 6. Integrate all the function of the bank under the automation system 	<ol style="list-style-type: none"> 1. Increase competition from other banks 2. Changes of government rules and regulation 3. SIBL might face the challenges of local currency devaluation and inflationary pressure of the economy inadequate political

Table -4.3: SWOT analysis of SIBL

Chapter 5

Findings, Recommendations and Conclusion.

5.1 Findings

After analyzing the annual report and my internship experience at SIBL, it is the pioneer of the private banking sector in Bangladesh. It has 168 branches which creates large employment opportunity. Besides, the fund management system is very effective in SIBL. They adopt necessary changes in credit policy, loan and advance policy. The top management is more conscious about their liquidity of bank because, the strength of the bank lies on the financial soundness of the sponsors as well as reputed personalities in the Bangladesh. Their customer service is very much impressive than others. It has already entered into the online banking systems which makes it more lucrative.

SIBL enters the local financial market of Bangladesh and international financial markets as a Islamic Banking. It has cross many hurdles before it can claim to be an institution capable of handling the needs of the world financial markets. So, I have identified some positive and negative findings during my internship period. These findings are differentiating conventional banking from Islamic banking. However, those are depicted below –

- The Islamic banking has good prospects in Bangladesh. As SIBL meet both banking and ethical expectation, the people have reposed a great deal of trust and confidence on SIBL.
- SIBL operates on Islamic principles of profit and loss sharing. It strictly avoids interest which is the root of all exploitation.
- Besides, they committed to do away with disparity and establish justice in the economy, trade, commerce and industry, build socio economic infrastructure and create employment opportunity.
- Like others bank, SIBL are also facing some legal and practical constraints. For example - absence of Islamic money market, shortage of skilled manpower, lack of regulatory supervisory framework and shortage of link institutions
- Some people become discouraged to deposit their money to the Islami bank
- SIBL needs a distinct organization and management structure to suit their purposes
- Sometimes , Muslims clients have no Shariah knowledge especially in respect of Riba, permissible and prohibition etc in financial transaction
- It is fact that without knowledge of Shariah and the concepts of Halal and Haram Islamic Banking has become a difficult task. (Code of Conduct, SIBL)

5.2 Recommendations

SIBL tries to give the best customer support but they have some lack and linkage compare to others bank.

However, the recommendations may be the followings –

- The management can recruit more employees to serve the customers including experienced employee and fresh graduate.
- It should introduce more products based on the market demand
- It should reduce their minimum balance to attract more customers.
- It needs to raise the salary that can attract experienced people from other bank to join SIBL.
- It should offer international credit card because paper currencies are decreasing
- It can open more branches to attract more customers including foreign booth because many people send money from abroad every year to Bangladesh.
- Besides, it have to be more serious to get better position in CAMEL rrating
- It needs to finance to the consumers goods because many people in the country want to buy consumers goods from bank loan.
- The marketing department of SIBL should more efficient to reach at the heart of the customer.
- It needs to ensure employee satisfaction which is one of the major reasons for the success of any organization.
- It should take part in economics development of the country along with profit concern
- .all the department of SIBL should more efficient to make profit by satisfying customers.
- SIBL should use printed instruments rather than hand written like cheque, pay order, MTDR Block

I tried hard to cover all about the customer and their behavior with the bank as SIBL is a new generation bank. Customers are directed related with the remittance, clearing and cash department. So, the officers of this department should make proper interaction with customer and give the best support to the account holders. On the others hand, satisfied customers can bring more new customer and this is a continuing process. SIBL is the best bank which provides a large fund to develop the society. Moreover, it motto is journey towards excellence.

5.3.Conclusion

As an organization, SIBL has earned the reputation of the top banking operation in Bangladesh. SIBL is much more structured compared to any other bank operating local or foreign in Bangladesh. Besides, it relentlessly works on business innovation and improvement along with its reputation as caring of consumer growth.

SIBL has a bulk of qualified and experienced human resource. Thus, it can exploit any opportunity in the banking sector.

SIBL is the pioneer in introducing many new products and services in the banking sector of the country. Having its wide spread branches, it's networking in overall country.

In my report, I try to figure out most of the indicators of problems and strengths of SIBL. At present, a severe cut throat competition is going on in the banking sectors that are why SIBL needs to work out with different dimensions like – product diversification, market forecasting, demand forecasting, and proactive activities and so on.

Chapter – 06

The final part of the internship report

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