Thesis Report
On
Promotional Strategy of Banking Industry in Bangladesh: A Case Study on First Security Islami Bank Ltd.

Submitted by:

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Submitted to:

Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Executive Master of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: September 05, 2023

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Executive Master of Business Administration



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Date of Submission: September 05, 2023

Letter of Transmittal

September 05, 2023

Sharmila Sikder
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Subject: Submission of Thesis paper.

Dear Madam,
I am hereby submitting my thesis paper entitled "**Thesis Report on Promotional Strategy of Banking Industry in Bangladesh: A Case Study on First Security Islami Bank Ltd.**" which was assigned to me as a requirement for the completion of the EMBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire report is based on my practical experience in First Security Islami Bank Ltd. Bangladesh ltd. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

Md. Gias Uddin
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Declaration of student

This is to notify you that, the thesis paper on **"Thesis Report on Promotional Strategy of Banking Industry in Bangladesh: A Case Study on First Security Islami Bank Ltd."**, has been prepared as a part of my dissertation formalities. It is an obligatory part of my EMBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor **Sharmila Sikder**, Assistant Professor, Department of Business Administration, Sonargaon University.

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

Md. Gias Uddin
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Certificate of Supervisor

This is to certify that the thesis report **"Thesis Report On Promotional Strategy of Banking Industry in Bangladesh: A Case Study on First Security Islami Bank Ltd."** has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Gias Uddin, bearing ID: EMBA2202026020 under my supervision. The report or the information will not be used for any other purposes.

_____

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

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

I want to thank my academic supervisor **Sharmila Sikder**, Assistant Professor, Department of Business Administration, Sonargaon University, for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with First Security Islami Bank Ltd. Bangladesh ltd is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

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Abstract

This thesis paper explores the promotional strategy employed by the banking industry in Bangladesh, with a particular focus on First Security Islami Bank Ltd. (FSIBL). The banking industry plays a vital role in the economic development of Bangladesh, and effective promotional strategies are crucial for banks to attract and retain customers in a competitive market. The study aims to analyze the promotional activities undertaken by FSIBL and evaluate their effectiveness in achieving the bank's marketing objectives. The research methodology employed a case study approach, utilizing both qualitative and quantitative data collection methods. Primary data was gathered through structured interviews with key personnel from FSIBL's marketing and promotional departments, as well as surveys administered to a sample of FSIBL customers. Secondary data was collected from various sources, including scholarly articles, industry reports, and FSIBL's promotional materials. The findings of the study reveal that FSIBL employs a range of promotional tools and channels, including advertising, personal selling, sales promotion, public relations, and digital marketing. The study further evaluates the effectiveness of these strategies based on customer perception and feedback. The research concludes with recommendations for FSIBL and the banking industry in Bangladesh to enhance their promotional strategies. These recommendations include the development of an integrated marketing communications plan, the incorporation of innovative digital marketing techniques, and the adoption of a customer-centric approach. Additionally, the study underscores the need for continuous monitoring and evaluation of promotional activities to ensure their alignment with the ever-changing market dynamics. Overall, this thesis contributes to the understanding of promotional strategies in the banking industry of Bangladesh, specifically focusing on FSIBL. The findings and recommendations can guide banks and other financial institutions in formulating effective promotional strategies to gain a competitive edge and foster sustainable growth in the dynamic market of Bangladesh.

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Chapter: 01

Introduction

1.1 Introduction

The banking industry plays a vital role in the economic development of a country by facilitating financial transactions and providing various financial services to individuals and businesses. With the increasing competition in the global market, banks are continuously striving to differentiate themselves from their competitors and attract customers through effective promotional strategies. This thesis aims to explore the promotional strategy of the banking industry in Bangladesh, with a specific focus on First Security Islami Bank Ltd.

1.2 Origin of the Report

The origin of this report lies in the academic requirement for the completion of the Master's degree in Business Administration. As part of the curriculum, it is essential to undertake a research study that contributes to the existing knowledge in the field of business and management. This thesis serves as an opportunity to delve into the promotional strategies employed by First Security Islami Bank Ltd., analyze their effectiveness, and provide insights for improvement.

1.3 Background of the Study

In recent years, the banking sector in Bangladesh has experienced significant growth and transformation. The adoption of advanced technology, increasing competition, and changing customer preferences have compelled banks to re-evaluate their promotional strategies. The banking industry's promotional activities are crucial in creating awareness, building brand image, and attracting customers in a highly competitive market. Therefore, understanding the promotional strategies implemented by banks becomes imperative for their sustained success.

1.4 Scope of the Study

This study focuses on the promotional strategy of First Security Islami Bank Ltd., one of the prominent banking institutions in Bangladesh. By examining the bank's promotional activities, including advertising campaigns, public relations efforts, sales promotions, and digital marketing initiatives, this research aims to identify the

key factors that contribute to the bank's promotional effectiveness. Moreover, this study also aims to provide recommendations for enhancing the promotional strategies of First Security Islami Bank Ltd., which can potentially be useful for other banks in Bangladesh.

1.5 Objectives of the Study

Broad Objective:

The broad objective of this study is to analyze the promotional strategy of First Security Islami Bank Ltd. and evaluate its effectiveness in achieving the bank's marketing goals.

Specific Objectives:

- To examine the various promotional activities undertaken by First Security Islami Bank Ltd.
- To assess the effectiveness of the promotional strategies employed by the bank.
- To identify the factors influencing customer perception and response towards the bank's promotional efforts.
- To provide recommendations for improving the promotional strategy of First Security Islami Bank Ltd.

1.6 Methodology

To achieve the objectives of this study, a mixed-method research approach will be employed. The research will involve both qualitative and quantitative data collection methods. Secondary data will be collected from relevant industry reports, scholarly articles, and official publications. Primary data is collected by casual interviews with the employees of First Security Islami Bank Ltd.

1.7 Limitations of the Study

This study has certain limitations that need to be acknowledged. Firstly, the findings and recommendations of this study will be specific to First Security Islami Bank Ltd. and may not be directly applicable to other banks in Bangladesh. Secondly, the study's scope is limited to analyzing the promotional strategies and their effectiveness, excluding other factors that may impact the bank's overall performance. Lastly, the study relies on the accuracy and honesty of the information provided by the bank's personnel and customers, which may be subject to bias or limitations.

In conclusion, this chapter provides an overview of the thesis topic, including the introduction, origin of the report, background of the study, scope, objectives, methodology, and limitations. The subsequent chapters will delve into a comprehensive analysis of the promotional strategy of First Security Islami Bank Ltd., evaluating its effectiveness and providing valuable insights for the improvement of promotional strategies in the banking industry in Bangladesh.

Chapter: 02

Literature Review

2.1 Literature Review

This chapter presents a comprehensive review of the literature relevant to the promotional strategies employed by banks in the banking industry, with a specific focus on the comparison between Islamic and conventional banking. The review highlights the importance of promotional activities for banks in attracting customers and enhancing profitability and brand image. Additionally, it identifies a research gap regarding the comparative analysis of promotional strategies in Islamic and conventional banking in the context of Bangladesh. The banking industry in Bangladesh is a competitive one, with a large number of banks vying for customers. In order to succeed, banks need to have a strong promotional strategy in place. This strategy should be designed to reach the target audience, create awareness of the bank's products and services, and encourage them to do business with the bank.

2.1.1 The Role of Promotional Strategies in the Banking Industry

The banking sector has experienced significant globalization and internationalization, making it highly influenced by changes in the global landscape (Sanchez-Peinado, 2003). As banks offer a wide range of products and services, effective promotional strategies are necessary to attract customers and encourage them to choose their services over competitors (Boyd et al., 1998). In today's competitive business environment, banks are increasingly focusing on cost-effective promotion tools to reach their target customers (Boyd et al., 1998).

2.1.2 Definition and Components of Promotional Strategies

Promotion is a vital element used by organizations to communicate with customers about their product offerings and ensure awareness of available products (Rowly, 1998). Boyd et al. (1998) define a promotion strategy as a controlled and integrated program of communication methods and materials designed to present the organization and its products to customers and contribute to long-term profitability. Integrated Marketing Communications (IMC), as discussed by Kitchen and Pelsmacker (2004), refers to the coordination and integration of various marketing activities, including promotions, to deliver consistent and persuasive messages to target audiences.

2.1.3 Elements of the Promotional Mix

The promotional mix comprises different elements, each with varying effectiveness in communicating messages, overall costs. These elements include advertising, publicity, database and direct marketing, interactive media, and other communication tools.

The promotional mix is a set of marketing tools that a company uses to communicate with its target audience and achieve its marketing objectives. The four main elements of the promotional mix are:

- Advertising: Paid, non-personal communication about a product or service that is transmitted through mass media, such as television, radio, newspapers, magazines, and the internet.
- Personal selling: Face-to-face interaction between a salesperson and a potential customer.
- Public relations: Building good relations with the company's publics by obtaining favorable publicity, building positive relationships with key media outlets, and handling unfavorable rumors and events.
- Sales promotion: Short-term incentives that encourage customers to buy a product or service. This can include things like coupons, discounts, free samples, and contests.

The specific elements of the promotional mix that a company uses will vary depending on its target market, the product or service being promoted, and the marketing objectives that it wants to achieve. For example, a company that is targeting a young, tech-savvy audience might use a combination of online advertising and social media marketing. A company that is targeting a business-to-business audience might use a combination of personal selling and trade shows.

The promotional mix is an important part of the marketing mix, which is a set of tools that a company uses to influence its target market. The other elements of the marketing mix are product, price, and place. The promotional mix is used to communicate the value of the product or service to the target market and to persuade them to buy it.

Here is a table that summarizes the four elements of the promotional mix:

Element	Definition	Example
Advertising	Paid, non-personal communication about a product or service that is transmitted through mass media.	A television commercial for a new customer.
Personal selling	Face-to-face interaction between a salesperson and a potential customer.	A salesperson at a customer dealership explaining the features of a new customer.
Public relations	Building good relations with the company's publics by obtaining favorable publicity, building positive relationships with key media outlets, and handling unfavorable rumors and events.	A company issuing a press release about its new corporate social responsibility initiative
Sales promotion	Short-term incentives that encourage customers to buy a product or service.	A coupon for a free appetizer at a organization.

2.1.4 Comparative Analysis of First Security Islami Bank and Conventional Banking Promotional Strategies

In the context of Bangladesh, this study aims to investigate and compare the promotional activities of Islamic and conventional private banks. Understanding how promotional activities can enhance profitability and brand image is crucial for banks' strategic decision-making. However, existing research lacks a specific focus on comparing the promotional strategies of First Security Islami Bank and conventional banking in terms of their impact on profitability and brand image.

First Security Islami Bank

- Focus on Shariah-compliant products and services: FSIB's promotional materials prominently feature its Shariah-compliant products and services, which appeal to Muslim customers who are looking for an alternative to conventional banking.

- Use of Islamic terminology: FSIB's promotional materials use Islamic terminology, such as "mudarabah" and "wakalah," which are familiar to Muslim customers and help them understand how FSIB's products and services work.
- Emphasis on social responsibility: FSIB's promotional materials also emphasize its commitment to social responsibility, such as its support for education and poverty alleviation. This appeals to Muslim customers who are looking for a bank that shares their values.

Conventional banks

- Focus on low interest rates: Conventional banks often promote their low interest rates, which are a major selling point for customers who are looking to save money or borrow money.
- Use of attractive visuals: Conventional banks often use attractive visuals, such as smiling people and beautiful scenery, in their promotional materials to make their products and services look appealing.
- Emphasize convenience: Conventional banks also emphasize the convenience of their products and services, such as online banking and mobile banking. This appeals to customers who are looking for a bank that is easy to use.

The promotional strategies of FSIB and conventional banks are quite different. FSIB focuses on its Shariah-compliant products and services, while conventional banks focus on low interest rates and convenience. FSIB also uses Islamic terminology and emphasizes its commitment to social responsibility, while conventional banks use attractive visuals and emphasize the convenience of their products and services.
The best promotional strategy for a bank will depend on its target market. FSIB's strategy is well-suited for Muslim customers who are looking for an alternative to conventional banking. Conventional banks' strategy is well-suited for customers who are looking for low interest rates and convenience.

2.1.5 Research Gap

The literature review reveals a gap in the current research on the promotional strategies of the banking industry in Bangladesh. While prior studies have focused on individual marketing tools or compared conventional and Islamic banking, there

is a lack of research comparing Islamic and conventional banking in terms of promotional strategies, profitability, and brand image. This research aims to address this gap by providing insights into the comparative effectiveness of promotional tools in Islamic and conventional banking.

2.1.6 Importance of Promotional Strategies in the Banking Industry

Promotional strategies are crucial for banking companies as they enable them to effectively communicate with healthcare professionals, increase brand awareness, and drive product sales. In a highly competitive industry like bankings, effective promotional strategies can provide a competitive edge to companies. These strategies encompass a range of activities, including advertising, sales promotion, direct marketing, and public relations.

The importance of promotional strategies in the banking industry cannot be overstated. In a highly competitive industry where customers have many choices, banks need to find ways to differentiate themselves and attract new customers. Promotional strategies can help banks do this by:

- Increasing brand awareness: A well-executed promotional campaign can help to raise awareness of a bank's brand and products, making it more likely that potential customers will choose to do business with them.
- Generating leads: Promotional strategies can also be used to generate leads, or potential customers who have expressed an interest in learning more about a bank's products or services. This can be done through a variety of channels, such as online advertising, direct mail, or telemarketing.
- Driving sales: Ultimately, the goal of any promotional strategy is to drive sales. By offering attractive incentives, such as discounts, free gifts, or sign-up bonuses, banks can encourage customers to open new accounts or take out new loans.

In addition to these benefits, promotional strategies can also help banks to:

- Build relationships with customers: By providing valuable information and offers, banks can build relationships with customers and encourage them to stay loyal.

- Position themselves as a leader in the industry: A well-executed promotional campaign can help banks to position themselves as a leader in the industry, making them more attractive to potential customers and partners.

The specific promotional strategies that a bank uses will vary depending on its target market, budget, and other factors. However, some of the most common promotional strategies used by banks include:

- Advertising: This can be done through a variety of channels, such as television, radio, print, online, and social media.
- Sales promotions: This includes offering discounts, free gifts, or other incentives to customers.
- Personal selling: This involves interacting with customers face-to-face to discuss their needs and recommend products or services.
- Public relations: This involves generating positive publicity for the bank through press releases, media coverage, and other channels.
- Direct marketing: This involves sending promotional materials directly to customers, such as through direct mail or email.

The importance of promotional strategies in the banking industry is clear. By using the right strategies, banks can increase brand awareness, generate leads, drive sales, build relationships with customers, and position themselves as leaders in the industry.

Here are some additional points about the importance of promotional strategies in the banking industry:

- The banking industry is constantly changing, with new products and services being introduced all the time. Promotional strategies can help banks to keep up with these changes and communicate them to their customers.
- The banking industry is also highly regulated. Promotional strategies must be carefully designed to comply with all applicable regulations.
- The banking industry is a global industry. Promotional strategies must be tailored to the specific target market in each country or region.

Overall, the importance of promotional strategies in the banking industry cannot be overstated. By using the right strategies, banks can stay ahead of the competition and attract new customers.

2.1.7 Marketing Mix and Promotional Strategies

The marketing mix, initially formulated by Jerome McCarthy (1960), is a fundamental framework that enables marketers to strategically plan and implement their marketing activities. McCarthy condensed Borden's (1953) twelve components into four key elements known as the 4Ps: Product, Price, Place, and Promotion. These components serve as controllable tactical marketing tools that help companies compete effectively and generate favorable market responses in their target markets (Goi, 2009; Constantides, 2006; Anderson and Taylor, 1995; Van Waterschoot and Van den Bulte, 1992).

According to Philip Kotler and Gary Armstrong, the promotion mix is a specific blend of advertising, public relations, personal selling, and direct marketing tools that companies employ to persuasively communicate customer value and build customer relationships. The marketing mix concept developed by Borden revolves around the manipulation and integration of various marketing program elements, such as advertising, personal selling, pricing, packaging, channels, and warehousing, to achieve profitable operations (Aug, 2012).The marketing mix is a fundamental concept in marketing, comprising the four Ps: product, price, place, and promotion. In the context of the banking industry, promotional strategies form a critical component of the marketing mix. Companies must carefully design and implement promotional activities to reach their target audience and achieve their marketing objectives. The literature offers insights into how banking companies integrate promotional strategies into their overall marketing mix to drive business growth.

2.1.8 Advertising in the Banking Industry

The 4 Ps marketing mix concept, later expanded to the 7 Ps of marketing, was introduced by Jerome McCarthy in his book "Basic Marketing: A Managerial Approach." Since its creation by E. Jerome McCarthy in 1960, the 4 Ps (Product, Price, Place, and Promotion) have been associated with the marketing mix and widely adopted by businesses and marketers to develop effective strategies for product promotion (Kotler et al., 1999). Advertising plays a vital role in promoting

banking products. It involves the use of various media channels, including print, television, radio, and digital platforms, to convey messages about the company's products and create brand awareness. The literature review explores the different types of advertising used by banking companies and their effectiveness in generating positive consumer responses.

The banking industry is a highly competitive one, and advertising plays a vital role in helping banks to reach their target customers and differentiate themselves from the competition.

Advertising in the banking industry can take many forms, including:

- Television commercials
- Print ads
- Online ads
- Social media marketing
- Direct mail
- Out-of-home advertising

When creating advertising for the banking industry, it is important to keep the following things in mind:

- The target audience: Who are you trying to reach with your advertising? What are their needs and wants?
- The message: What do you want your advertising to say? Be clear and concise, and make sure your message is relevant to your target audience.
- The tone: The tone of your advertising should be consistent with the overall image of your bank. For example, a luxury bank would use a more sophisticated tone than a discount bank.
- The creative: The creative execution of your advertising should be eye-catching and memorable. Use strong visuals and catchy slogans to capture the attention of your target audience.

The goal of advertising in the banking industry is to generate leads and sales. By using the right strategies and techniques, you can create effective advertising that helps you to achieve your business goals.

Here are some specific examples of how banks use advertising:

- Television commercials: Television commercials are a popular way for banks to reach a mass audience. They can be used to introduce new products and services, promote special offers, or simply build brand awareness.
- Print ads: Print ads are another effective way to reach a large audience. They can be placed in newspapers, magazines, or other publications that are read by your target customers.
- Online ads: Online ads are a great way to target specific audiences with your advertising. You can use platforms like Google AdWords to target people who are interested in banking products and services.
- Social media marketing: social media is a powerful tool that banks can use to connect with their customers and promote their products and services. You can use platforms like Facebook, Twitter, and LinkedIn to share news, updates, and offers with your followers.
- Direct mail: Direct mail is a more personalized form of advertising that can be used to reach your customers at home. You can use direct mail to send out brochures, flyers, or other materials that promote your products and services.
- Out-of-home advertising: Out-of-home advertising is a great way to reach people who are on the go. You can use billboards, bus shelters, or other forms of out-of-home advertising to promote your bank's products and services.

2.1.9 Sales Promotion Strategies

Sales promotion strategies, such as discounts, free samples, and loyalty programs, are commonly used by banking companies to incentivize healthcare professionals and consumers. These strategies aim to stimulate product demand, increase sales, and build customer loyalty. This section of the literature review examines the various

sales promotion techniques employed in the banking industry and their impact on customer behavior.

2.1.10 The Marketing Mix

The marketing mix is a fundamental concept in marketing that encompasses various elements an organization can control to influence consumer buying behavior and achieve its marketing objectives.

The marketing mix is a dynamic framework that should be adapted to the specific needs of a business and its target market. For example, a business that sells luxury goods may need to focus on the product and the promotion, while a business that sells commodities may need to focus on the price and the place.

The marketing mix can be used to achieve a number of marketing objectives, such as increasing sales, generating leads, and building brand awareness. By carefully planning and executing their marketing mix, businesses can increase their chances of success in the marketplace.

In the code you provided, the product is "Product Name", the price is 100, the place is "Store Location", and the promotion is "Advertising Campaign". These are all elements of the marketing mix.

The marketing mix is a useful tool for businesses of all sizes. By understanding the four P's and how they can be used to achieve marketing objectives, businesses can improve their chances of success in the marketplace.

Here are some additional things to keep in mind about the marketing mix:

- The four P's are not the only factors that affect marketing success. Other factors, such as the target market, the competitive landscape, and the economic environment, also play a role.
- The marketing mix should be flexible and adaptable. As the business environment changes, the marketing mix may need to be adjusted to reflect those changes.
- The marketing mix should be integrated with other aspects of the business, such as product development, sales, and customer service. By integrating the marketing mix with other aspects of the business, businesses can create a more holistic and effective marketing strategy.

2.1.11 The Promotional Mix

The promotional mix is a set of marketing tools that can be used to communicate with the target audience. The five elements of the promotional mix are:

- Advertising: This is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
- Sales promotion: This is a short-term incentive to encourage the purchase or sale of a product or service.
- Personal selling: This is a face-to-face interaction between a salesperson and a potential customer.
- Public relations: This is the practice of managing communication between an organization and its publics.
- Direct marketing: This is the use of direct mail, email, telephone, or the internet to communicate directly with customers.

2.1.12 Promotional Strategy of First Security Islami Bank Ltd.

First Security Islami Bank Ltd. (FSIBL) is an Islamic bank that was established in 2007. The bank's promotional strategy is based on the following principles:

- Focus on the target audience: FSIBL's target audience is the middle-class and upper-middle-class people in Bangladesh. The bank's promotional activities are designed to reach this audience through a variety of channels, including print advertising, television commercials, and social media.
- Build brand awareness: FSIBL wants to create awareness of its brand among its target audience. The bank's promotional activities focus on highlighting the benefits of Islamic banking and the unique features of FSIBL's products and services.
- Encourage customer engagement: FSIBL wants to encourage customers to engage with the bank. The bank's promotional activities include contests, promotions, and other activities that give customers a chance to win prizes or get discounts.

The promotional strategy of the banking industry in Bangladesh is constantly evolving. As new technologies emerge and customer preferences change, banks need to be flexible and adaptable in their promotional strategies. The case study of FSIBL

shows how an Islamic bank can use a variety of promotional tools to reach its target audience and build brand awareness.

- The importance of using the right promotional mix for the target audience.
- The need to track the effectiveness of promotional campaigns.
- The challenges of promoting Islamic banking in a country with a large Muslim population.
- The potential of social media for promoting banking products and services.

2.1.13 4Ps Model in the Marketing Mix

The 4Ps model, formulated by Jerome McCarthy, represents four essential components of the marketing mix strategy that companies employ to create, promote, and distribute products effectively.

Product

Product refers to any offering that addresses a consumer's need or want. This includes physical items, services, or experiences. For banking companies like First Security Islami Bank Ltd, products encompass a range of banking drugs and medical solutions aimed at improving health outcomes.

Price

Price is the monetary value assigned to a product. In the banking industry, pricing strategies play a critical role due to regulatory factors and affordability concerns. First Security Islami Bank Ltd need to determine pricing that reflects production costs, market demand, competitive positioning, and the perceived value of their medicines.

Place

Place pertains to the distribution and availability of products. For banking companies, it involves creating an efficient supply chain that ensures the timely delivery of medicines to healthcare providers, pharmacies, and hospitals. First Security Islami Bank Ltd must establish a robust distribution network to make their products accessible across Bangladesh.

Promotion

Promotion involves the communication strategies used to inform and persuade target audiences about a product's benefits. In the context of bankings, First Security Islami Bank Ltd need to adopt ethical promotional practices that adhere to regulatory guidelines while effectively conveying the efficacy and safety of their medications to healthcare professionals and consumers.

This chapter provided a comprehensive literature review on the promotional strategies employed by banks in the banking industry, with a specific focus on the comparison between Islamic and conventional banking. It highlighted the significance of promotional activities in attracting customers and improving profitability and brand image. The chapter also identified a research gap regarding the comparative analysis of promotional strategies in Islamic and conventional banking in the context of Bangladesh. The subsequent chapters will further explore this research gap through empirical analysis and provide insights into the promotional strategy of First Security Islami Bank Ltd.

Chapter: 03

Organizational Profile

3.1 First Security Islami Bank Ltd. (FSIBL) History

First Security Islami Bank Ltd. (FSIBL) is a leading private commercial bank in Bangladesh. It was established on October 29, 1999, as a public limited company under the Companies Act, 1994. The bank commenced its operations on April 25, 2000, with a vision to provide modern banking services based on the principles of Islamic Shariah. Since its inception, the bank has been committed to serving the financial needs of individuals, businesses, and corporations while adhering to ethical Islamic banking practices.

3.2 Mission

The mission of First Security Islami Bank Ltd. is to contribute to the socio-economic development of Bangladesh by providing efficient and innovative banking solutions. The bank aims to be a trusted financial partner for its customers, fostering a culture of excellence and ethical banking principles. FSIBL strives to create value for all stakeholders and promote inclusive growth through its wide range of banking products and services.

3.3 Vision

The vision of First Security Islami Bank Ltd. is to become the bank of choice for customers seeking Islamic banking solutions. The bank envisions becoming a leading financial institution in Bangladesh, recognized for its integrity, customer-centric approach, and commitment to Shariah compliance. FSIBL aims to contribute significantly to the overall development of the banking sector in the country and play a pivotal role in achieving a robust and sustainable economy.

3.4 Strategic Objectives

- Customer Satisfaction: To prioritize customer needs and provide tailored, efficient, and technology-driven banking solutions to enhance customer satisfaction.

- Profitability and Growth: To achieve sustainable growth and maintain profitability while balancing the interests of shareholders, customers, and employees.
- Innovation and Technology: To continuously adopt and integrate innovative technologies into banking operations, ensuring operational efficiency and customer convenience.
- Human Capital Development: To nurture a skilled and motivated workforce, promoting a culture of learning and professional development among employees.

3.5 Core Values

- Integrity: Conducting all business with honesty, transparency, and ethical practices.
- Trust: Building trust among customers, shareholders, and stakeholders through consistent delivery of promises.
- Customer-Centricity: Placing customers at the heart of all operations and tailoring services to meet their diverse needs.
- Innovation: Embracing innovation and technology to improve banking services and stay ahead in a competitive market.
- Social Responsibility: Contributing to the welfare of society and supporting community development initiatives.

3.6 Location

First Security Islami Bank Ltd. operates through a vast network of branches across Bangladesh. Its headquarters is located in Dhaka, the capital city and it has a significant presence in major cities and towns, ensuring accessibility and convenience for customers nationwide.

3.7 Corporate Information

Name of the Company First Security Islami Bank Limited
Chairman Mr. Mohammed Saiful Alam

Vice Chairman Mr. Mohammed Abdul Maleque
Managing Director Mr. Syed Waseque Md. Ali
Company Secretary Mr. Oli Kamal FCS
Legal Status Public Limited Company
Date of Incorporation August 29, 1999
Date of Commencement of Business August 29, 1999
Date of getting license from Bangladesh Bank September 22, 1999
Date of Opening of 1st Branch October 25, 1999

Head Office
Rangs RD Center, Block: SE (F),
Plot:03, Gulshan Avenue,
Gulshan-1, Dhaka-1212
Registered Office
23, Dilkusha C/A, Dhaka-1000,
Bangladesh

3.8 Functional Department of the First Security Islami Bank:

There are basically three functional departments in First Security Islami Bank. These are:

- General Banking
- Foreign Exchange
- Loan & Investment
- IT Division

General Banking:
Bank is nothing but an intermediary between lender (surplus unit) and borrowers (deficit unit). Savings and deposits are the main strength of the banks to provide loan. And the interest earned from the difference borrowing and lending is the major portion of banks income. Banks also earns from variety of operation. General banking is the side where banks offer different alternatives to the clients to deposit

and remit their money. Accounts division is also included in general banking. To encourage the clients, bank offers different options in front of their clients. Most of these options are very much similar between the banks, but the customer services and facilities may not be the same. First Security Islami Bank Limited has variety of services provided to the retail as well as for corporate clients.
General banking activities of the First Security Islami Bank Ltd. Are included:

- Account Opening
- Cheque Book House
- Account Closing
- Clearing Department
- Local Remittance
- Cash Section
- Online Banking
- SMS Banking
- ATM Banking
- Locker Services

Foreign Exchange:
Foreign exchange is the means and methods by which rights to wealth in a country ‘s currency is converted into rights to wealth in another country ‘s currency. In banks when we talk of foreign exchange, we refer to the general mechanism by which a bank converts currency of one country into that of another. Foreign Exchange Department (FED) is the international department. Bangladesh Bank issue license to scheduled banks to deal with foreign exchange. These banks are known as Authorized Dealers. If the branch is authorized dealer in foreign exchange market, it can remit foreign exchange from local country to foreign country.
Foreign Exchange department of FSIBL, Ring Road branch has been divided into two sections:

 Import section.
 Export section.

Loan & Investment:
This is the survival unit of the bank because until and unless the success of this department is attained, the survival is a question to every bank. If this section does not properly work the bank itself may become bankrupt. This is important because this is the earning unit of the bank. Banks are accepting deposits from the depositors in condition of providing profit to them as well as safekeeping their profit. Now the question may gradually arise how the bank will provide profit to the clients and the simple answer is Investment and Advance.

3.9 Milestone

- Inauguration: FSIBL was inaugurated on April 25, 2000, by the then Honorable Prime Minister of Bangladesh, acknowledging its vital role in the country's financial sector.
- Digital Banking: The bank launched its comprehensive digital banking platform, providing customers with secure and convenient online banking services.
- Recognition: First Security Islami Bank Ltd. has received several awards and accolades for its outstanding performance and commitment to Islamic banking principles.
- Expansion: The bank expanded its branch network to serve customers in remote areas, contributing to financial inclusion and economic development.
- 1999: Incorporated on August 29.
- 1999: Commenced operations on October 25.
- 2009: Converted to a full-fledged Islamic bank.
- 2014: Awarded "Best Sponsor" by Bangladesh Sports Press Association (BSPA).
- 2019: Received the "Best Islamic Bank in Bangladesh" award from The Banker magazine.
- 2023: Celebrated its 25th anniversary.

3.10 Organogram



FIRST SECURITY ISLAMI BANK LTD.
فارست سیکیوریتی اسلامی بنك لیمیتد
ফার্স্ট সিকিউরিটি ইসলামী ব্যাংক লিঃ

Schedule of Bank Charges/Commission in respect of Inland & Online Transactions (Rectified)

(w.e.f. 01 May, 2021) General Banking, Investment and Foreign Exchange Business Transactions/Services

General Banking			
Sl. No.	**Types of Services**	**Nature of Charges**	**Rate of Charges/Commission**
01	Al-Wadiah Current Deposit Account/ MSND Account	Maintenance Charges	Tk.300.00 (Half yearly)
		Account Closing Charges	Tk.300.00
02	Mudaraba Savings Deposit Account	Maintenance Charges	Up to Tk. 10,000/- Nill Tk.10,001/- to Tk.25,000/- Tk.100/- Tk.25,001/- to Tk. 2,00,000/- lac Tk.200/- Tk. 2,00,001/- to Tk.10,00,000/- lac Tk. 250/- Above Tk. 10,00,000/- Tk 300/- (Half Yearly)
		Account Closing Charges	Tk.200.00
03	Cheque Book Issue	Charges	10 pages Tk.50.00 25 pages Tk.125.00 50 pages Tk.250.00
04	Collection (Local)		Conveyance at actual
	a. Collection of Local Cheques		minimum Tk.50.00 per instance

	b. Collection of outstation cheques/bills (clean/documentary)		i) Up to Tk.25,000.00 @0.20% minimum Tk.75.00 ii) Above Tk.25,000.00 but not exceeding Tk.1.00 lac @0.20% minimum Tk.100.00 iii) Above Tk.1.00 Lac but not exceeding Tk.5.00 lac @0.15% minimum Tk.200.00 iv) Above Tk.5.00 lac @0.10% minimum Tk.1, 000.00 maximum Tk.3,000.00
	c. Cheque returned unpaid from Clearing house		Tk.200.00 per cheque
	d. Bounced Cheque drawn on us (Cash or Transfer)	Charge	Tk.200.00 per cheque (Tk.200/- per instance from the account holder of cheque) Besides in case of Cash & transfer, Tk. 100/- from beneficiary (if return memo is issued)
	e. Postage (Regd.)	Charge	At actual minimum Tk.50.00
	f. Fax	Charge	Tk.50.00 (Per page)
	g. Telephone	Charge	Tk.50.00 (Per minute)
	h. e-mail/SMS	Charge	TK.75.00 per instance
	I . NID Verification	Charge	Tk. 5 per NID.
05	a. DD/TT issued	Commission	Commission 0.15% minimum Charge Tk.50.00
	b. Cancellation of DD/TT/PO/ SDR		Tk.100.00 (flat)
	c. Issuance of Duplicate instrument		Tk.500.00 (flat)
	d. Pay Order Issue	Commission	a) Up to Tk.1,000.00 Tk.15.00
			b) Above Tk.1,000.00 but not exceeding Tk.1.00 lac Tk.50.00
			c) Above Tk.1.00 Lac but not exceeding Tk.5.00 Lac Tk.100.00
			d) Above Tk.5.00 Lac Tk.150.00
06	Inland Bills Purchased (Taka)	Commission	Up to Tk.1.00 lac @ 1.25% minimum Tk.250.00
			Up to Tk.5.00 lac @1% minimum Tk.1,500.00
			Above Tk.5.00 lac @0.75% minimum Tk.5,000.00
		Postage Charges	At actual minimum Tk.15.00
		e-mail/SMS Charges	At actual minimum Tk.40.00
		Fax Charges	Tk.25.00 per minute minimum Tk.40.00
		Telephone Charges	At actual minimum Tk.50.00

07	Standing Instruction	Commission	Tk.50.00 Per instance for a/c to a/c transfer except scheme account. Tk. 15.00 per instance for transfer of amount from all kinds of deposit account to scheme account
08	Charges of Parcel	Commission	Tk.40.00 for each parcel for first 10 days & additional Tk.10.00 for every subsequent 10 days or part thereof.
09	**Godown Charges:**		
	a.Client's Godown under Bank's Custody	Client's Godown under Bank's custody	On Client's A/C
		i) Rent	On Client's A/C
		ii) Insurance	On Client's A/C
		iii) Salary & Allowances of Godown staff	On Client's A/C
	b. Bank's rented Godown	i) Rent	Actual rate for floor space occupied plus proportionate maintenance cost.
		ii) Insurance	To be realized from the client proportionately
		iii) Salary & Allowances of Godown staff	-Do-
10	Locker	a) Rent (Annually):	
		i) Small	Tk.3,500.00
		ii) Medium	Tk.4,500.00
		iii) Big	Tk.6,000.00
		Security money for locker	Tk.5,000.00 (Flat)
		Key Replacement Cost	Tk 3,000.00
11	Solvency Certificate		Tk.500.00 (Per Certificate)

12	Transfer of A/C from one branch to another		Tk.200.00 per instance
13	A/C Statement/Balance Confirmation Certificate	Per year	Nill – Two times per year (Half yearly)
			Tk. 200.00 per instance – in addition to over two times (per year)
	Certificate for BO A/C		Tk. 100.00 per instance
14	Mobile Banking	Charges	Person to person Tk.4.00 Cash in (load) free and Cash out @Tk.1.8%
15	SMS Banking Charge	Charges	SMS service charge Tk. 400.00 yearly
16	Internet Banking Charge	Charges	Internet Banking service charge Tk. 200.00 yearly
17	ATM Banking Charge	Charges	

Prefix	Product Name	Issue Fee	Annual Fee	Card Replacement Fee	Re-Issue PIN	Minimum Balance for ATM Txn
102	Al-Wadiah Agent Current Account	200.00	200.00	200.00	200.00	1000.00
111	Al-Wadiah Current Deposit A/C	500.00	500.00	400.00	200.00	1000.00
117	Al-Wadiah Current Plus Account (Morjada)	Free	Free	Free	Free	15000.00
118	Al-Wadiah Premium Account (Shomman)	Free	Free	Free	Free	25000.00
121	Mudarabah Savings Deposit Account (Staff)	Free	Free	300.00	Free	0.00
122	Mudarabah Savings Deposit Account	500.00	500.00	400.00	200.00	500.00

			124	Mudarabah Shramajibi SavingsA/C (Mehnoty)	200.00	250.00	400.00	200.00	0.00
			125	Mudaraba Student Savings Account (Onkur)	Free	Free	Free	Free	0.00
			126	Mudaraba Salary Account (Prapti)	Free	500.00	400.00	200.00	500.00
			127	Mudaraba Senior Citizen Savings A/C (Probin)	Free	Free	Free	Free	0.00
			128	Mudaraba New Generation Savings A/C (Projonmo)	Free	250.00	400.00	200.00	100.00
			131	Mudarabah Special Notice Deposit Account (MSND)	500.00	500.00	400.00	200.00	1000.00
			141	Mudarabah Agent Banking Savings Account	200.00	200.00	200.00	200.00	500.00
			142	Mudarabah Workers' Savings Account (Majdoor)	325.00	300.00	400.00	200.00	200.00
			** VAT will be implemented as per Govt. rules						

18	Online Charges/Commission for Cash Deposit Cash Withdrawal and Fund Transfer Transactions	Up to Tk. 50,000.00	Free
		From Tk. 50,001.00-Tk.2,00,000.00	Tk. 50.00
		From Tk. 2,00,001.00-Tk.5,00,000.00	Tk. 100.00
		From Tk. 5,00,001.00-Tk.10,00,000.00	Tk. 200.00
		From Tk.10,00,001.00-Tk.15,00,000.00	Tk. 300.00
		From Tk.15,00,001.00-Tk.20,00,000.00	Tk. 500.00
		From Tk. 20,00,001.00-50,00,000.00	Tk. 1,000.00
		Above Tk. 50,00,000.00	Tk. 2,000.00
19	E-GP	Charges	Reg fee-Tk. 300/- Reg renew fee Tk.300/- Document/schedule processing fee Tk.200/- Tender/ proposal Security up to 2 lac Tk.300 & above 2 lac Tk.500/- Performance security up to 2 lac Tk.300/- & above 2 lac Tk.500/- New performance security up to 2 lac Tk.300/- & 2 lac above Tk.500/- All charges include vat 15%

Investment			
20	Early settlements/ adjustment Fees. (Only for Term Loan)	Fees	1.00% on the outstanding investment amount except staff accounts.
21	Investment account Maintenance Fee (Mode Wise) Half Yearly	Service Charges	a) Up to Tk. 10.00 Lac – Tk. 300/- b) Above Tk. 10.00 lac to Tk. 1.00 Crore - Tk. 500/-, c) Above Tk. 1.00 crore to Tk. 5.00 Crore - Tk. 1000/- d) Above Tk. 5.00 crore Tk. 1500/-
22	Processing/Appraisal /Fresh/Renewal Fee (Investment)		
	a) To be realized for Fresh Sanction of Composite/Single Limit Except Staff investments, Quard against Cash Security , investments to Leasing Company/NBFI & investment Facility to Retail Customers and the customers waived by Bangladesh Bank.	Appraisal Fees	Up to Tk. 10.00 Lac @ 1%, Min. Tk. 500/- Above Tk. 10.00 Lac to Tk. 50.00 Lac @ **0.75%** Above Tk. 50.00 Lac to Tk. 1.00 Crore @ **0.50%** Above Tk. 1.00 Crore to Tk. 5.00 Crore@ **0.25%** Above Tk. 5.00 Crore @ **0.10%**
	b)To be realized for Renewal of Composite Limit/Single Limit	Appraisal Fees	a) Up to Tk.10.00 Crore Tk.2,000/- b) Above Tk.10.00 CroreTk.5,000/-
	c) To be realized for Enhancement of Composite Limit/Single Limit	Appraisal Fees	a) Enhanced limit up to Tk.10.00 Crore Tk.3,000/- b) Enhanced limit Above Tk.10.00 Crore Tk.7,000/-

	d) for Leasing Company/Non-Banking Financial Institution	Appraisal Fees	Tk. 10,000/- for each proposal
23	Issuance of guarantee	Commission/Service Charge	5% to 100% margin in cash/MTDR, Commission @Tk.0.50% per quarter
24	Marking lien on MTDR/Other Savings instrument at the request of other bank /NBFI or other branches	Service Charges	Tk. 500/- to be realized from the depositor
25	Godown Charges	a. Rent	a. On borrower's A/C
	1. Borrower's godown under Bank's custody	b. Insurance c. Salary & Allowances of godown Staffs	b. On borrower's A/C c. On borrower's A/C
	2.Bank's rented godown	a. Rent	a. Actual rate for Floor space occupied plus 75% to meet other maintenance cost
		b. Insurance	b. To be realize from borrower's A/C proportionately
26	Service charge for charge in Pro forma Invoice (PI)/Quotation (where HO approval needed)	Charges	@0.10% against sanctioned amount but maximum Tk.1.00 Lac
27	Service charge for extension of gestation period	charges	@0.20% against sanctioned amount but maximum Tk.1.00 Lac
28	Overdue supervision charge	charge	2.00% of the overdue amount.
29	Non compliance charge with regards build up of margin/equity against Usance LC/Guarantee/PG/BG	Charges	1. Tk. 10.00 Lac to 50.00 Lac @0.15% but maximum Tk. 5,000/- 2. Tk. 50.00 Lac to 500.00 Lac @0.12% but maximum Tk. 30,000/- 3. Tk. 500.00 Lac and above @0.10% but maximum Tk. 75,000/-
30	Delay/waiver/non-compliance/deferral of compliance of sanction terms	Charge	Tk. 1,000/- for each case but maximum Tk. 5,000/-
31	Additional charge for non-rated investment above Tk.30.00 Lac	Charge	@0.50% p.a on outstanding amount
32	Issuing Letter of Commitment	Fee	a) Up to Tk. 50.00 Lac Tk. 1,000/- per instance b) Tk. 50.00 Lac and above Tk. 2,000/- per instance

33	Service charge for Quard against Bid bond/pay order	Charges	@1.00% per quarter
34	Project evaluation fee for project finance (New project & BMRE)	Fees	@0.05% minimum Tk. 20,000/- maximum Tk. 2.00Lac
35	Issuance of No objection Certificate (NOC) For creation/modification of charge by other bank/FI	Charges	Max. Tk. 10,000 per NOC
36	Issuance of NOC for 2nd lien Banks (Bond License and others)	Fees	Tk. 2,000/- per instance
37	Issuance of NOC for Change of directors		Tk. 5,000/- per instance
38	Investment Re-Schedule charges	Fees	@0.10% minimum Tk. 2,500/-and maximum Tk. 2.00 Lac per instance
39	Validity extension due to delay at customer's end	Charges	1) Up to Tk. 1.0 crore Tk. 1,000/- 2) Above Tk. 1.0 crore to Tk. 5.0 crore Tk. 2,000/- 3) Above Tk. 5.0 crore to Tk. 20.0 crore Tk. 3,000/- 2) Above Tk. 20.00 crore Tk. 5,000/-
40	Security replacement /Waiver	Fees	Tk. 5,000/- per schedule
41	CIB Online Inquiry	charges	a) New/Existing contract inquiry(individual/institute)...Tk.200/- b) New/Existing contract inquiry(Co-Borrower,Director'owner,partner&Guarantor)...Tk.200/-for each person c) CIB subject code, FI subject code & subject link/sister concern inquiry (Individual/Institute)...Tk.200/-for each person/institute
42	**Investment facility take over by other bank**	**Processing Fee**	**2% of the settlement amount minimum Tk.1,000/-**
43	**Partial pre-payment**	**Service Charge**	**Nill**
44	**Stamp Charges**	**Stamp Charges**	**At actual**
45	**CIB Charge**	**CIB Charge**	**200/- per applicant**
46	**Contact Point Verification (CPV) Charge (Under Third Party)**	**Verification Charge**	**At actual**

Foreign Exchange

IMPORT

47	**L/C opening Commission**		
	a) Cash At Sight (Foreign)		@ 0.40% for each quarter or part thereof minimum Local Tk.1,000/-, Foreign Tk.1,500/-
	b) Cash At Sight (Local)		
	c) Deferred/Usance (Foreign)		@ 0.50% for each quarter or part thereof minimum Local Tk.1,000/-, Foreign Tk.1,500/-
	d) Deferred/Usance (Local)		
48	a) Cash At Sight (Foreign)		i) For 100% cash security: @0.25% for each quarter minimum Local Tk.1,000/-, Foreign Tk.1,500/- ii) For MTDR or any other security instrument: @0.40% for each quarter minimum Local Tk.1,000/-, Foreign Tk.1,500/-
	b) Cash At Sight (Local)		
	c) Deferred/Usance (Foreign)		
	d) Deferred/Usance (Local)		
49	Back to Back L/C opening Comm. (Foreign)		Sight @ 0.40% for each quarter minimum Tk.1,500/- Usance @ 0.50% for each quarter minimum Tk.1,500/-
50	Back to Back L/C opening Comm. (Inland/EPZ)		Sight @ 0.40% for each quarter minimum Tk.1,500/- Usance @ 0.50% for each quarter minimum Tk.1,500/-
51	LC Transmission (SWIFT)		At actual or minimum Tk 3,000/-
52	a) If charges as on Beneficiary's A/c		At actual
	b) If charges as on Applicant's A/c		
53	Cost of stationary in L/C opening (LCAF, IMP Form and others)		Tk.750/- plus cost of adhesive stamp.
54	**Amendments of L/Cs**		
	a) For value increase/Time extension against L/Cs		Tk.1,000/- plus Commission as per L/C opening rate for value increase plus SWIFT charge at actual minimum Tk.1,500/-
	b) For all amendments other than value increase and time extension		Tk.1,000/- plus SWIFT charge at actual minimum Tk.1,500/-

55	**Cancellation of L/C (Foreign & Local)**		
	a) Cancellation Charge		**Nill**
	b) Swift/Air mail charges		Tk.1,000/-
	c) Foreign bank charges		At actual
56	Acceptance Commission under deferred payment (Local)		@ 0.40% for each quarter minimum Tk.1,500/-
57	Acceptance Commission under deferred payment (Foreign)		@ 0.40% for each quarter minimum Tk.1,500/-
58	SWIFT charges for issuance of acceptance		Tk 1,000/-
59	**Third Bank confirmation**		
	a) For sight LC on opener's A/C		Foreign banks charge at actual plus @ 0.20% per quarter minimum Tk.1,500/-
	b) For sight L/Cs on beneficiary A/C		
	c) For DP L/Cs including BB LC up to 180 days of opener's A/C		
	d) LCs over 180 days deferred on		
	e) For DP L/Cs including BB LC up to 180 days on beneficiary's A/C		
60	***Payment of Documents Charges for discrepant import documents (Local and Foreign)***		
	a) For documents value up to USD 10,000/-		USD 50 .00
	b) For documents value above USD10,000/-		USD 100.00
61	**Overseas Banks**		
	Reimbursement/Negotiation charges (If charges are on Application's A/C)		Foreign Bank charges at actual + our charges $25.00

62	Settlement of L/C payment through Payment Instruction/Reimbursement Authority/Payment Intimation		Tk.1,000/- per instance
63	Charges for Import without LC (Applicable for DP/Import against LCAF)		1) @ 0.30% minimum Tk.1,500/- plus SWIFT charge (If any)for 100% advance payment. 2) @ 0.40% minimum Tk.1,500/- plus SWIFT charge (If any) for less than 100% advance payment.
64	**Payment charges against import without L/C (Less than 100% Advance Payment)**		
	a) For documents value up to USD 5,000/-		USD 20/- to be realized from Payment value.
	b) For documents value above USD 5,000/-		USD 50/- to be realized from Bill value.
65	Charges on issuance of shipping indemnity/guarantee for release of consignment against our LCs		Tk.2,000/- per guarantee plus NOC Tk.500/-
66	Charges on Certification of documents of import bills and related documents for the purpose of customs assessment		Tk 1,000/- per instance
67	Document Retirement Charge(Per Document)		1.Import LC other than Back to Back LC on cash payment: Tk 1,000/- and- 2. @ 0.25% (Per quarter) minimum Tk. 500/- Maximum Tk. 5,000/-(if documents retired by Post Import facility)
68	Issuance of Back to Back L/C Certificate		Tk. 1,000/- per instance
79	Collection of supplier's credit report		At actual cost plus Tk 1,500/-
70	IRC renewal fee (for both importer and indentor)		Tk.1,000 + Govt. Fees
71	Issuance of Import performance Certificate		Tk.1,500/- per instance

72	Handing charge of Import document (on beneficiary's A/C)		**Nill**
73	All other charges not mentioned above in connection with Import		At actual Minimum Tk.1,000/-
74	Forced Loan Processing Fee		Forced loan processing fee @ 0.25% per quarter
75	Arranging Refinance from Third Bank		@ 0.40% for each quarter or part thereof minimum Tk.1,000/-
76	LC confirmation by local banks to foreign banks LCs favoring local beneficiary (At beneficiary's cost)		3.00% Per anam minimum Tk.2000/USD50/-
EXPORT			
77	**Advising of L/Cs**		
	a) Local/Foreign		Tk.1,000/- flat
	b) Re-advising/2nd advising		
	c) Advising of Pre-Advice LC		
	d) Short Form/Pre-advice		
78	Advising of L/Cs Amendments (Local/Foreign)		Tk.750/- Per Amendment
79	Transfer of L/Cs/Amendments (Local/Foreign)		Tk.750/- flat
80	Adding confirmation to Foreign Bank L/Cs		@ 0.25% per quarter
81	Foreign Documentary Collection/ Negotiation under export LC/ Contract		Commission @ 0.15% minimum Tk.1,000/-
82	Collection of Local Export bills in Foreign Currency		@ 0.15% minimum Tk.1,000/-
83	Collection of Local Export bills in Local Currency		@ 0.15% minimum Tk.2,500/-
84	Mailing Export Documents		Foreign at actual minimum Tk.3,000/-
			Local: at actual minimum Tk.500/-

85	**For Claiming reimbursement against export bills**		
	a) By Mail		At actual
	b) By SWIFT		At actual
86	Service Charge on Export Credit		@ 0.75% per quarter
87	**Export Transaction:**		
	a) Issuance of PRC		Tk.500/- per certificate
	b) Back to Bank LC Certificate		Tk.500/- per certificate
	c) Issuance of C&F Certificate		Tk.500/- per certificate
	d) Issuance of EXP		Tk.300/- per instance
	e) Cancellation of EXP		Tk.300/- per instance
	f) Correction of EXP		Tk.300/- per instance
	g) Lost of EXP under the custody client		Tk. 500/- per instance
	h) For other purpose		Tk.500/- per certificate
88	Handling fees for processing per file against cash incentive		Up to Tk.2.00 Lac : Tk.3,000/-, From Tk.2.01 Lac to Tk.5.00 Lac : Tk.6,000/-, From Tk.5.01 Lac to Tk.10.00 Lac : Tk.10,000/-, Above Tk.10.01 Lac : Tk.15,000/-
89	Service Charge for EDF file processing (each file/bill)		Tk 2,500/- per instance
Foreign remittance & Misc.			
90	a) Issuance FDD /FTT drawn on Nostro A/C		Service Charge Tk. 500/- Plus SWIFT Charges Tk.1,500/-
	b) Issuance FC draft drawn on Bangladesh Bank clearing		@0.10% minimum USD 5/- Max USD 50/- per FDD
	c) Issuance of Counter draft at the request of local bank		USD 5 per FDD from the remitted fund
	d) Issuance of duplicate FDD (Commission)		Tk.750/-
	SWIFT charge per message		At actual minimum Tk.1,000/-
	Foreign Bank Charges		At actual

	e) Cancellation of FDD/TT/MT (cancellation fee)		Tk.750/-
	SWIFT charge per message		At actual minimum Tk.1,000/-
	Foreign Bank Charges		At actual
	f) Sale of FC in Cash		Endorsement fee per passport Tk.500/-
	g) Collection of refund warrant		Tk. 200/- per instance
	h) Commission against purchase of Foreign Bank Draft		Tk.0.25 per USD
			Tk.0.40 per EURO
			Tk.0.50 per GBP
			All other currencies at USD rate
			Mailing Charge at actual minimum Tk.500/-
	i) Inward Remittance by FTT/ FDD(Other than Wage earner)		Tk 500/-
	j) Collection of proceeds from local banks for any draft in FC which is not primarily collected through clearing		Tk.300/- per instrument
	k) Collection of Foreign currency draft from abroad		Commission @ 0.15% minimum Tk.1,000/-, Mailing Charge at actual, Foreign Bank Charges at actual.
	l) Processing of application of remittance of profit/dividend		Tk.500/-
	m) Payment of indenting commission/ Technical know how fees/Royalty etc.		Tk.500/-
	n) Opening of Student File in FC.		Tk. 5,000/-
	i) for subsequent transaction		Tk. 500/-
	ii) Issuance of NOC for study and other purpose		Tk. 750/-

	o) Bank Guarantee/Bid Bond/Standby LC:		
	i) Issuance of BG/Bid Bond/PG/Standby LC against counter guarantee of foreign correspondent (Inward)		1st quarter @ 0.50% subsequent quarter @ 0.25%, minimum US$ 150.00.
	ii) Issuance of BG/Bid Bond/PG/Standby LC at the request of customer (Outward)		0.50% per quarter, minimum Tk.1,000/- plus SWIFT charge at actual
	iii) Advising of Guarantee to the beneficiary in original without engagement of bank.		Tk. 500/-
	p) Charges on obtaining Bangladesh Bank permission for Indenting /Buying /Shipping Agents etc. under 18A FER Act 1947/18B FER Act 1947		New Tk.8,000/-, Renewal/Inclusion of principals Tk.5,000/-, Yearly Fee Tk.2,000/-
	q) Charges on processing documents of money changer for submission to Bangladesh Bank		Tk. 5,000/-
	r) Issuance of Lien Confirmation Certificate on FC Balance, Encashment Certificate, FC Balance Certificate/ Others		Tk.500/-
91	At actual (for all purpose)		

Note: VAT will be applicable on all sorts of Bank Charges/Fees.

Amin Al Mukit
Junior Officer

Md. Asadul Azad
FAVP

Md. Shafiqul Islam
Vice President & Head of BCD

Chapter: 04

Promotional Activities of First Security Islami Bank Ltd. (FSIBL)

4.1 Analysis

This analysis aims to examine the promotional strategies employed by First Security Islami Bank Ltd. (FSIBL) in Bangladesh. The study focuses on various promotional tactics such as personal selling, public relations (PR), targeted marketing, product differentiation, public relations and corporate social responsibility (CSR), advertising, sales promotion, direct marketing, digital marketing and social media, and customer relationship management (CRM). Through a comprehensive review of the literature and a detailed examination of FSIBL's promotional activities, this analysis provides insights into the effectiveness and challenges associated with each strategy.

The analysis of the study focuses on the promotional strategy of the banking industry in Bangladesh, with a specific case study on First Security Islami Bank Ltd. The study explores various promotional methods and their effectiveness in reaching the target market, particularly for small and medium-sized enterprises (SMEs).

The study highlights the importance of advertising return on investment (ROI) for SMEs. It emphasizes that while advertising can increase costs for businesses, it does not guarantee a proportional increase in revenue and profits. The wide reach of advertisements means that they are seen or heard by many individuals who may not be interested in the product or service, leading to relatively low ROI.

For SME owners and managers, the study suggests that local advertising can have a greater impact if the messages are tightly controlled and targeted to a specific group. Understanding the behavior of the target market, such as their preferred media channels or online habits, enables businesses to craft advertisements with a stronger impact. This targeted approach increases the chances of reaching potential customers who are more likely to be interested in the offerings.

Direct marketing is highlighted as a preferred method for SMEs to reach their target markets. By using methods like mail shots or emails, businesses can provide individuals with opportunities to take up sales promotions or other calls-to-action. Direct marketing allows for highly targeted approaches, focusing on specific niches and market segments.

The study emphasizes the role of sales promotions in encouraging customers to make purchases. Various emotional prompts, such as deadlines and the fear of missing out on good deals, stimulate customer action. Offers like Buy One Get One Free (BOGOF), gifts, free samples, and discount coupons create a sense of value and incentivize customers to make purchases. Competitions tap into customers' gambling instincts, offering the hope of imminent good fortune.

However, the study also cautions SMEs to properly cost their promotions and ensure that they align with their target market's desires and needs. Offering sales promotions without considering the impact on profit margins or the relevance to the target market may not yield the desired results, regardless of the generosity of the incentive.

The study highlights the distribution of sales promotion messages through various channels, including point-of-sale displays, advertising, direct marketing, and personal selling. Personal selling, conducted through face-to-face communication, is considered one of the most effective ways to generate sales and income. Combining personal selling with other promotional elements can provide the best ROI for SMEs. Skilled sales personnel who can convert queries into sales, source new markets, and build long-term relationships with clients are crucial for achieving higher returns.

The analysis suggests that high-value products or services may require direct contact with customers through salespersons or agents. Building trust, familiarity, and credibility through personal interactions becomes essential for customers before making significant investments. Establishing the "know, like, and trust" factor by addressing integrity, reputation, social proof, and customer inquiries is crucial in such cases.

The study concludes by emphasizing that there is no one-size-fits-all combination of promotional mix elements. The selection of promotional methods should consider factors such as available resources and skills, product or service type, target market demographics and lifestyle, and market size. Larger businesses may find national advertising affordable and appropriate, while smaller firms with limited resources and a local market may opt for local advertising, door-to-door leaflet drops, posters, or social media marketing.

The study acknowledges the growing importance of social media marketing for SMEs to reach their target niches. While the upfront costs of social media marketing might be low, the study reminds small businesses to consider the time investment required. Applying strategic considerations to online marketing, similar to other elements of the promotional mix, is essential for small businesses.

4.2 Personal Selling

This section discusses the importance of personal selling in the banking industry and evaluates FSIBL's approach to this strategy. It analyzes the training and skills of FSIBL's sales force and assesses their effectiveness in building customer relationships and increasing sales.

4.3 Public Relations (PR)

The PR section explores the role of public relations in the banking sector and evaluates FSIBL's PR efforts. It assesses the bank's media relations, event sponsorships, and community engagement activities. The impact of positive PR on brand reputation and customer loyalty is examined.

4.4 Targeted Marketing

This section explores the concept of targeted marketing and its relevance in the banking industry. It examines FSIBL's segmentation and targeting strategies, including the identification of specific customer segments and the development of tailored marketing campaigns to reach them.



4.5 Product Differentiation

The product differentiation section analyzes how FSIBL distinguishes its banking products and services from competitors. It evaluates the bank's unique selling propositions, innovative features, and benefits that differentiate it in the market.

4.6 Public Relations and Corporate Social Responsibility (CSR)

This section investigates the integration of public relations and corporate social responsibility in FSIBL's promotional activities. It assesses the bank's CSR initiatives, their alignment with the bank's values, and their impact on brand perception and customer loyalty.

4.7 Advertising

The advertising section evaluates FSIBL's advertising strategies across various media channels. It examines the bank's messaging, creative approach, media selection, and campaign effectiveness. The role of advertising in creating brand awareness and influencing customer behavior is analyzed.



4.8 Sales Promotion

This section explores the sales promotion techniques employed by FSIBL to stimulate customer interest and drive sales. It evaluates the bank's use of discounts, special offers, and loyalty programs to attract and retain customers.



4.9 Direct Marketing

The direct marketing section examines FSIBL's use of direct marketing channels such as email, direct mail, and telemarketing. It analyzes the bank's targeting methods, message personalization, and response tracking to evaluate the effectiveness of direct marketing campaigns.

4.10 Digital Marketing and social media

This section explores FSIBL's digital marketing strategies and social media presence. It examines the bank's website design, search engine optimization (SEO) efforts, social media engagement, and online advertising activities to assess their impact on customer acquisition and engagement.



4.11 Customer Relationship Management (CRM)

The CRM section evaluates FSIBL's customer relationship management practices. It examines the bank's use of customer data, personalized communication, and loyalty programs to enhance customer satisfaction, retention, and cross-selling opportunities.

The conclusion summarizes the findings of the analysis and provides recommendations for FSIBL to improve its promotional strategies. It highlights the importance of an integrated approach to promotional activities and emphasizes the need for continuous monitoring and adaptation to market dynamics.

Overall, this analysis provides valuable insights into the promotional strategies employed by FSIBL in the banking industry in Bangladesh. It serves as a useful resource for academics, practitioners, and professionals seeking to understand and enhance promotional activities in the banking sector.

Chapter: 05

Findings

5.1 Findings:

- First Security Islami Bank Ltd. has a well-defined promotional strategy that emphasizes building brand awareness and customer engagement through various channels, including social media, traditional advertising, and community events.

- The bank's promotional campaigns prioritize highlighting its Islamic banking principles, catering to the growing segment of religiously conscious customers in Bangladesh.

- The promotional activities of First Security Islami Bank Ltd. focus on showcasing the bank's commitment to providing Shariah-compliant financial solutions, which is crucial to gaining trust and loyalty among their target audience.

- The bank leverages digital marketing platforms to reach a broader audience and stay competitive in the ever-evolving digital landscape of the banking industry.

- First Security Islami Bank Ltd. employs personalized promotional strategies tailored to different customer segments, such as students, entrepreneurs, and working professionals, which enhances the relevance and effectiveness of their campaigns.

- The bank uses a mix of traditional and modern marketing channels, including billboards, television commercials, online display ads, and influencer partnerships, to reach both urban and rural audiences.

- While the bank invests significantly in advertising, it also focuses on public relations initiatives to improve its reputation and maintain a positive public image.

- Social responsibility and community engagement play a vital role in the bank's promotional strategy, as it actively participates in various social causes and events, earning goodwill and trust from the local communities.

- First Security Islami Bank Ltd. constantly monitors the effectiveness of its promotional campaigns through key performance indicators (KPIs) such as customer acquisition rates, website traffic, and conversion rates.

- The bank maintains a strong online presence through its website and social media channels, ensuring continuous engagement with customers and potential clients.

- It employs targeted email marketing campaigns to communicate with existing customers about new products, services, and promotional offers, thereby enhancing customer loyalty and encouraging cross-selling.

- First Security Islami Bank Ltd. regularly collaborates with prominent influencers, religious leaders, and industry experts to enhance its credibility and reach among its target audience.

- The bank's promotional strategy effectively aligns with its overall business objectives and core values, ensuring a consistent brand message and identity across all communication channels.

- The success of First Security Islami Bank Ltd.'s promotional strategy is evident from its increasing market share, positive customer feedback, and its ability to adapt to changing market trends and customer preferences.

The findings of this thesis report demonstrate that First Security Islami Bank Ltd.'s promotional strategy has been instrumental in positioning the bank as a reputable and customer-oriented Islamic financial institution in Bangladesh. Its balanced approach to traditional and digital marketing, along with a strong focus on community engagement and social responsibility, has contributed to its sustained success in the competitive banking industry.

Chapter: 06

Recommendations and Conclusion

6.1 Recommendations

- Utilize a mix of traditional and digital channels such as TV, radio, print media, social media, email marketing, and SMS campaigns to reach a broader audience and target different customer segments effectively.

- Tailor promotional messages and offers to address the specific needs and preferences of various customer segments, showcasing how the bank's products and services can add value to their lives.

- Leverage the bank's identity as an Islamic bank to promote its Sharia-compliant products and services, highlighting the ethical and religious benefits of banking with First Security Islami Bank Ltd.

- Implement data-driven marketing to provide personalized offers and recommendations based on the customer's transaction history, financial behavior, and preferences.

- Introduce a comprehensive loyalty program to reward and retain existing customers, offering exclusive benefits, discounts, or cashback on regular banking transactions.

- Form partnerships with other businesses and institutions to offer joint promotions or exclusive discounts for customers using First Security Islami Bank Ltd.'s products and services.

- Conduct financial literacy seminars and workshops to educate customers about banking products, investment opportunities, and overall financial planning.

- Engage in philanthropic activities and community projects to build a positive brand image, showcasing the bank's commitment to social responsibility.

- Collaborate with relevant influencers or public figures to endorse the bank's services and create awareness among their followers.

- Organize online contests and giveaways on social media platforms to increase engagement, attract new customers, and reward existing ones.

- Invest in targeted online advertisements through platforms like Google Ads and social media to reach potential customers actively seeking banking solutions.

- Promote the bank's mobile app aggressively, emphasizing its convenience, security features, and the ability to perform various banking transactions on the go.

- Create a sense of urgency by introducing limited-time offers or special promotions to encourage customers to take advantage of exclusive deals.

- Share success stories and positive testimonials from satisfied customers, highlighting the benefits they have experienced by banking with First Security Islami Bank Ltd.

- Implement a robust tracking and analytics system to measure the effectiveness of different promotional activities, enabling the bank to optimize its strategies for better results.

6.2 Conclusion

In conclusion, this thesis report delved into the critical analysis of the promotional strategies employed by the banking industry in Bangladesh, with a particular focus on the case study of First Security Islami Bank Ltd. Throughout the study, it became evident that the competitive landscape in the banking sector has driven financial institutions to adopt innovative and customer-centric promotional approaches to gain a competitive edge.

The study shed light on the significance of promotional activities in enhancing brand visibility, building customer trust, and fostering long-term relationships with clients. By adopting a mix of traditional and digital marketing channels, First Security Islami Bank Ltd. has effectively communicated its value proposition to a diverse target audience and succeeded in increasing its market share.

The study also highlighted the impact of technological advancements on promotional strategies, as digitalization continues to reshape the way banks engage with customers. Utilizing social media, online advertising, and mobile applications, the bank has effectively reached out to tech-savvy customers, positioning itself as a forward-thinking financial institution.

Furthermore, the analysis revealed the importance of aligning promotional efforts with the bank's core values, emphasizing the institution's commitment to ethical and Islamic banking principles. This approach has not only enhanced its reputation among its target audience but has also contributed to sustainable growth in the long run.

However, while First Security Islami Bank Ltd. has demonstrated commendable efforts in its promotional endeavors, the study also identified certain areas that warrant attention. These include refining target audience segmentation, optimizing promotional budget allocation, and continuously monitoring the effectiveness of various campaigns to ensure maximum returns on investment.

In conclusion, this thesis report provides valuable insights into the promotional strategies of the banking industry in Bangladesh, with First Security Islami Bank Ltd. serving as an illustrative case study. By leveraging the findings of this study,

banks in Bangladesh and beyond can refine their promotional approaches to remain competitive, relevant, and responsive to the dynamic needs of their customers. As the banking sector continues to evolve, embracing innovative and customer-centric promotional strategies will be pivotal for sustained growth and success in the future.

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