Thesis Report
on
Service Strategy of Banking Industry in Bangladesh: A Case Study on Social Islami Bank Limited

Submitted by:

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ID: EMBA2202026021
Program: EMBA
Major: Marketing
Semester: Summer-2023
Sonargaon University (SU)

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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Date of Submission: September 05, 2023

Letter of Transmittal

September 05, 2023

Sharmila Sikder
Assistant Professor
Department of Business Administration
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Subject: Submission of Thesis paper.

Dear Madam,

I am hereby submitting my thesis paper entitled "**Service Strategy of Banking Industry in Bangladesh: A Case Study on Social Islami Bank Limited**" 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 Social Islami Bank Limited 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

_____

Sazzad Hosen
ID: EMBA2202026021
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Declaration of Student

This is to notify you that, the thesis paper on **"Service Strategy of Banking Industry in Bangladesh: A Case Study on Social Islami Bank Limited"**, 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, Sonargaon University.

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

Yours Sincerely

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Certificate of Supervisor

This is to certify that the thesis report **"Service Strategy of Banking Industry in Bangladesh: A Case Study on Social Islami Bank Limited"** has been prepared as a part of completion of the EMBA program from Department of Business Administration, Sonargaon University (SU), carried out by Sazzad Hosen, bearing ID: EMBA2202026021 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, 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 Social Islami Bank Limited 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 examines the service strategy of the banking industry in Bangladesh, with a specific focus on Social Islami Bank Limited (SIBL). The banking sector plays a crucial role in the economic development of Bangladesh, and the service strategies employed by banks have a significant impact on their competitive advantage and customer satisfaction. The objective of this research is to analyze the service strategy of SIBL and assess its effectiveness in meeting the evolving needs and expectations of its customers. SIBL has developed a diverse range of delivery channels to enhance convenience and accessibility for customers, including branch networks, ATMs, internet banking, and mobile banking. The bank has also prioritized relationship management, emphasizing personalized customer service, relationship-building, and continuous engagement. Moreover, SIBL has demonstrated a commitment to adopting and integrating technology into its service strategy. The bank has implemented various technological solutions to enhance operational efficiency, improve service quality, and provide seamless banking experiences. The study concludes that SIBL's service strategy has contributed to its competitive advantage in the banking industry in Bangladesh. The bank's customer-centric approach, combined with its focus on Islamic banking principles, has enabled it to differentiate itself in the market and build strong customer relationships. The findings of this research provide valuable insights for the banking industry in Bangladesh, as well as for other Islamic banks, by highlighting effective service strategies and areas for improvement. Overall, this thesis contributes to the existing literature on service strategy in the banking industry, specifically within the context of Bangladesh, and offers practical recommendations for enhancing the service strategies of banks to meet the changing demands of customers in a competitive market.

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