Internship Report
on
Service Strategy of Exim Bank Limited

Submitted by:

Md. Mominur Islam
ID: BBA1903018050
Program: Bachelor of Business Administration
Major: Marketing
Sonargaon University (SU)

Submitted to:
Department of Business Administration
Sonargaon University (SU)

Submitted for the Partial Fulfillment of the Degree of Bachelor of Business Administration



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

Date of Submission: January 05, 2024

Internship Report
on
Service Strategy of Exim Bank Limited

Submitted by:

Md. Mominur Islam
ID: BBA1903018050
Program: Bachelor of Business Administration
Major: Marketing
Sonargaon University (SU)

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

Submitted for the Partial Fulfillment of the Degree of Bachelor of Business Administration



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

Date of Submission: January 05, 2024

Letter of Transmittal

Date: January 05, 2024

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

Subject: Submission of Internship Report on "Service Strategy of Exim Bank Limited".

Dear Madam,
With most respectfully to state that I am pleased to submit my internship report titled **"Service Strategy of Exim Bank Limited".** This report is an essential part of my BBA degree requirements, and I had the privilege of completing my internship at Exim Bank Bangladesh Limited under your guidance.

This report reflects the current marketing practices employed by financial organizations in our country. I have made an effort to include relevant details while keeping the report concise.

I kindly request your assessment of this report. Your feedback would be greatly appreciated. Thank you for your time and consideration.

Yours Sincerely

_____

Md. Mominur Islam
ID: BBA1903018050
Program: BBA
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Certificate of Supervisor

I hereby confirm that the internship report titled **"Service Strategy of Exim Bank Limited"** has been created in fulfillment of the BBA program requirements at the Department of Business Administration, Sonargaon University (SU). The report was conducted by Md. Mominur Islam, with ID BBA1903018050, under my guidance. I assure you that the report and its contents will not be utilized for any other intentions.

_____

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

Declaration of Student

I am Md. Mominur Islam, a student in the Bachelor of Business Administration program with ID BBA1903018050 at Sonargaon University. I want to sincerely state that the report titled **"Service Strategy of Exim Bank Limited"** has been genuinely created by me. During the preparation of this report, I ensured full compliance with international copyright regulations. I also want to clarify that this report has not been submitted anywhere else for the purpose of obtaining a degree.

Yours Sincerely

Md. Mominur Islam
ID: BBA1903018050
Program: BBA
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

I hereby confirm that the project report titled **"Service Strategy of Exim Bank Limited"** is a genuine effort by Md. Mominur Islam. The report was prepared under my guidance. I also affirm that, to the best of my knowledge, the content presented in this report has not been included in any other project report or dissertation that led to the award of a degree to any candidate earlier, whether in the same context or a different one.

_____

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

Acknowledgment

I would like to extend my gratitude for the invaluable assistance and sincere cooperation provided by various individuals in the preparation of this report. It's impossible to adequately thank all the wonderful people who directly or indirectly contributed to the successful completion of this report. I am deeply appreciative of their kind collaboration and support.

First and foremost, I would like to express my thanks to the divine power. Additionally, my foremost appreciation goes to my supervisor, Sharmila Sikder, Assistant Professor at Sonargaon University (SU), for her crucial guidance, scholarly insights, and unwavering support throughout my study period.

Moving forward, I am grateful to Md. Akhteruzzaman, Vice President & Manager, Exim Bank of Bangladesh Limited, Sonargaon Branch, from whom I get opportunity to complete my course internship. I am also grateful to Khandakar Kawser, Second Officer at Exim Bank Limited, Sonargaon Branch from whom I gained significant knowledge. I also extend special thanks to Md. Niaz Morshed, Officer, along with heartfelt gratitude to all the other individuals at Exim Bank of Bangladesh Limited, Sonargaon branch. I am thankful to the various staff members from different departments who generously contributed their valuable time and assistance in helping me gather data for this report.

Executive Summary

On June 2nd, 1999, EXIM Bank Ltd. was incorporated as a public limited company under the Company Act 1994. Its commercial banking operations commenced on August 3rd, 1999. The bank was granted permission by the Bangladesh Bank on July 1st, 2004 to begin its business. EXIM Bank Ltd. operates through 118 branches throughout the country and offers a range of commercial banking services, including retail banking, corporate banking, SME banking, agricultural banking, money transfers, foreign exchange transactions, and related services such as safekeeping, collections, and issuing guarantees, acceptances, and letters of credit.

After being attached with EXIM bank for three months, it was observed that, EXIM bank had a lot of opportunity that they can avail with some proper service strategy and process innovation. The main strength of EXIM bank is Shariah Based Islami Banking system. It was found that, the service activities are not that attractive as other commercial banks. With some better services in customer satisfaction, EXIM bank can earn much more than what they are earning now.

The primary focus of this report is on the "Service Strategy of Export Import Bank of Bangladesh Limited." The report is organized into seven chapters: Chapter One introduces the topic, Chapter Two covers Review of literature, Chapter Three covers the Organizational Profile, Chapter Four presents Internship responsibilities, Chapter Five is the main body of the report, Chapter Six presents' findings of the study and Chapter Seven covers recommendations, and conclusion with bibliography, references and websites.

In addition to discussing the service strategy, the report also provides information about the bank's vision, mission, goals, objectives, and core values. Overall, customers are moderately satisfied with the bank's services, and the bank's employees strive to provide excellent customer support.

Table of Contents

Inner Page..... i
Letter of Transmittal ii
Certificate of Supervisor..... iii
Declaration of Student..... iv
Letter of Authorization..... v
Acknowledgment..... vi
Executive Summary vii
Table of Contents viii

CHAPTER 1 1-5
Introduction 1
1.1 Introduction..... 2
1.2 Rational of the study 3
1.3 Objectives of the Study 3
1.4 Scope of the Study 4
1.5 Methodology of the Study..... 4
1.6 Limitations of the Study..... 5

CHAPTER 2 6-8
Review of Literature..... 6
2.1 Review of Literature 7

CHAPTER 3 09-20
Organizational Profile..... 09
3. An overview of EXIM Bank Limited 10
3.1 Historical Background of EXIM Bank Limited..... 11
3.2 Hierarchy of Positioning in EXIM Bank Limited 12
3.3 Hierarchy of Principal Branch 14
3.4 Corporate Culture of EXIM Bank Limited 16
3.5 Corporate Mission 17
3.6 Product & Services of EXIM Bank Limited..... 18
3.7 Marketing Mix of EXIM Bank Limited..... 20

CHAPTER 4 21-26
Internship Responsibilities 21
4.1 Internship joining letter 22
4.2 Duties and responsibilities as an intern 23
4.3 Problems that I faced as an intern 25
4.4 Impact of internship experience in my career 26
CHAPTER 5 27-33
Service Strategy of EXIM Bank Limited 27
5.1 Definition and importance 28
5.2 Service Strategy Significance in EXIM Bank Limited 29
5.3 Service Strategy of EXIM Bank Limited 30
5.4 Customer Service Quality 33
CHAPTER 6 34-35
Findings Of the Study 34
6.1 Findings of the Study 35
CHAPTER 7 36-40
Recommendations and Conclusion 36
7.1 Recommendations 37
7.2 Conclusion 38
Bibliography 39
References 40

Chapter: 01

Introduction

1.1 Introduction

Generally, through the word “Bank” we assume an economic association that deals with money. There are various types of banks for instance- Investment Banks, Exchange Banks, Co-operative Banks, Commercial Banks, Savings Banks, and Central Banks etc. But the again when we use the word “Bank” without any preface, it means the “Commercial banks”. The commercial bank plays an essential role in the economy of a country. The objectives of commercial banking are to earn profit through exchange of money and credit instruments. It is as service as well as profit-oriented organization.

Bank separates its function mostly in three parts-General Banking, Foreign Exchange and Investment. The banking sector of Bangladesh is facing a marvelous reform under the financial deregulation and opening up of the economy. Currently this sector is becoming tremendously competitive with the arrival of multination al banks as well as developing technological infra structure, effective credit management, higher performance level and extreme customer satisfaction.

As a requirement for the Bachelor of Business Administration Degree, I was required to finish this internship course of study. An internship program is necessary for every student, especially for the students of Business Administration, which helps them to understand the corporate world. That is why, students are required to do their internship during the last phase of their bachelor's degree, so that they can start a career with some practical experience. It was a great opportunity for network as an intern at Exim Bank Limited, Sonargaon Branch.

EXIM Bank Limited was established in Bangladesh as a banking company under the Company Act1913 and began its operation on 2 ndJune1999. Numerically it was just another commercial bank, one of now functioning in Bangladesh but the founders were committed to making it a little bit different from other banks.

Exim Bank concerns about social commitment and ensures cooperation among the people of all level for 14 example-businessmen, industrialist-especially who are engaged in large-scale industry, agro-based export oriented medium and small-scale industry.

1.2 Rationale of the Study

With the rapid growing competition (due to free market economy) among nationalized, foreign and private commercial banks as to how the banks operates its banking operation and how customer service can be made more attractive, the expectation of the customers has immensely increased. Reciprocating the sentiment, commercial/private banks are trying to elevate their traditional banking service to a better standard, to meet the challenging needs, demands. Side by side these banks have now concentrated their attention towards diversification of their products for better performances and existence.

For the above circumstances, it has become necessary for Export Import Bank of Bangladesh Limited, one of the leading commercial banks, to focus its attention towards the improvement of the customer service. That's why it is quite justified to make an in-depth study about its operation and evaluate the service provided by this bank and scope for its improvement. The study may help formulating policy regarding the ideas relating to the feelings of the customers and bankers.

Furthermore, Export Import Bank of Bangladesh Limited executives who are actually executing the policies undertaken by the top management will have a chance to communicate their feelings and will have the feedback about their dealing from the customers.

1.3 Objectives of the Study

Broad Objective:

The main objective of this report was to complete the partial fulfillment of the degree of Bachelor of Business Administration.

Specific Objectives:

The primary target of the examination is to build up a comprehension about the down to earth managing an account exercise and to relate them with the hypothetical learning obtained from the banks.

Other than these the particular destinations are the followings:

- To identify the key purposes of service strategy.
- To imply theoretical knowledge into practical areas of work.
- To gather comprehensive knowledge on service strategy functions and the expectations of the customers regarding the service level of the bank.
- To assess the performance and categorize problems related to promotional Activates

of Exim bank Limited.

- To have a strong idea about the Shariah Based Banking.
- To make some suggestions to solve the problems of Exim Bank Limited.

1.4 Scope of the Study

This report provides a lot of information about Service Strategies of Exim Bank Limited. It delivers abroad overview of the Banking Department of Exim Bank Limited, Sonargaon Branch. Moreover, this report contains all the observations and work experience during my internship period. It includes the different aspects of general banking procedures and its effects on the performance and services of the banking activities of Exim Bank Limited.

Benefits:

- It helps to know about the overall service strategies of Exim Bank Limited.
- It gives us knowledge about Islamic Shariah Based Banking System.
- It delivers information about deposit products and services.

1.5 Methodology of the Study

The methodology of the report is stated below, which was appropriately exercised in achieving the above stated objective.
Sources of Data Collection:
The inputs are collected nom two sources:
a) Primary Sources:

- Discussion with Bank Officers.
- Personal observation.
- Desk work in different sections/departments.

b) Secondary Sources:

- Annual report of the Bank.
- Consultation of related book and publications.
- Different Statements.
- File, Balance sheet and various documents.

1.6 Limitations of the Study

In preparing this report several complications and limitations have encountered which are mentioned below-

- Exim Bank follows strict confidentiality of their data.
- All required information is not available in any individual branch of the bank
- Limited scope of visiting more than one branch.
- Lack of experience and knowledge in internship report writing.
- Because of time constraints many of the aspects could not be discussed in this report.
- Non-availability of the most recent statistical data and information.
- Only three months of internship are not enough to know and learn about all the banking procedures and service activities.

Chapter: 02

Review of Literature

2.1 Review of Literature

Regan (1963) Inseparability of production and consumption involves the simultaneous production and consumption which characterizes most services. Whereas goods are first produced, then sold and then consumed, services are first sold, then produced and consumed simultaneously.

Berry (1980) Because services are performances, rather than objects, they cannot be seen, felt, tasted, or touched in the same manner in which goods can be sensed.

Bateson (1979) the critical goods–services distinction from which all other differences emerge.

Dan R. E. Thomas (1978) The traditional image of the service business is that the service is "invariably and undeviatingly personal, as something performed by individuals for other individuals.

Knisely (1979) Service performance from the *same* individual may also differ: "People's performance day in and day out fluctuates up and down. The level of consistency that you can count on and try to communicate to the consumer is not a certain thing". **Thomas (1978)** Perishability means that services cannot be saved.

Gronroos (1978) Inseparability also means that the producer and the seller are the same entity, making only direct distribution possible in most cases (Upah,1980) and causing marketing and production to be highly interactive.

Gronroos (1983) The emphasis placed on selection and training of service firm personnel in the literature, and by respondents in the study, raised provocative issues about marketing organization. Should the marketing department control employee training? Does the entire human resource's function belong in marketing? Conversely, would it be more appropriate in certain service firms to consider field managers as the chief "marketers" and decentralize marketing rather than add functions to a central staff. These and other issues touching on employee performance and marketing's role in facilitating it are worthy of much additional work.

Fisk Raymond P. (1981) The average response of 3.86 on the item, "We make a specific effort to encourage our customers to tell other people about our service," indicates that many service firms place a high degree of importance on word-of-mouth communications. Sixty-eight percent of the respondents checked a 4 or 5 on this item.

For all banks, by understanding how communication works can improve the delivery of their message. Banks must have good understanding of how their audience interprets words, symbols, sounds and other stimuli. Targeting the right message receiver will go a long way to improving a bank's ability to promote their products and services. Messages are much more likely to be received and appropriately decoded by those who have an interest in the content of the message.

Chapter: 03

Organizational Profile

3 An Overview of EXIM Bank Limited

The EXIM Bank of Bangladesh Limited is an "Islamic Shariah Based Commercial Bank", which is committed to provide high quality financial services to contribute to the growth of G.D.P. (Gross Domestic Product) of the country through stimulating trade & commerce, accelerating the pace of industrialization, boosting up export, creating employment opportunity for the educated youth, Poverty alleviation, raising standard of living of the limited income group and over all socio-economic development of the country. The Bank offers full range of Personal, Corporate, International Trade, Foreign Exchange, Lease Finance and Capital Market Services. EXIM Bank Ltd is the preferred choice in banking for its friendly and personalized services, cutting edge technology, tailored solutions for business needs, global reach in trade and commerce and high yield on investments, assuring excellence in Banking Services.

EXIM BANK LTD AT A GLANCE	
Name of the Institution	Export Import Bank of Bangladesh Limited.
Date of incorporation	June 02,1999
Commencement of operation	August 03.1999
Authorized Capital	Tk. 10000.00 million (December 31st 2010)
Paid up Capital	Tk. 14123 million (initial) (as on 31 December, 2019)
Converted to Islamic bank	July 01,2004
Legal form	"A Shariah based Islamic Bank"
Slogan	"Together Towards Tomorrow"
Target customers	Individuals and Corporate customers
Deposits accumulated (2020)	Tk. 395308 million
General Investments (2020)	Tk. 40951 million
Investments (shares & securities)	Tk.6012.86 million
Credit Rating Long-Term Short-Term Notification of reporting	,,AA -(High safety) ,,ST-2(High Grade) May 05, 2011.
Head Office	"EXIM Bank Tower" Plot # 15, Road # 15, Block# CWS(C), Bir Uttam A. K. Khondokar Road, Gulshan-1, Dhaka- 1212.

Area Served (2022)	145 branches & 56 sub-branches.
Number of Employees (2021)	3242.
Chairman	Mr. Md. Nazrul Islam Mazumder
Managing director (2022)	Mr Mohammad Feroz Hossain.
Web address	www.EXIMbankbd.com

3.1 History Background of EXIM Bank Limited

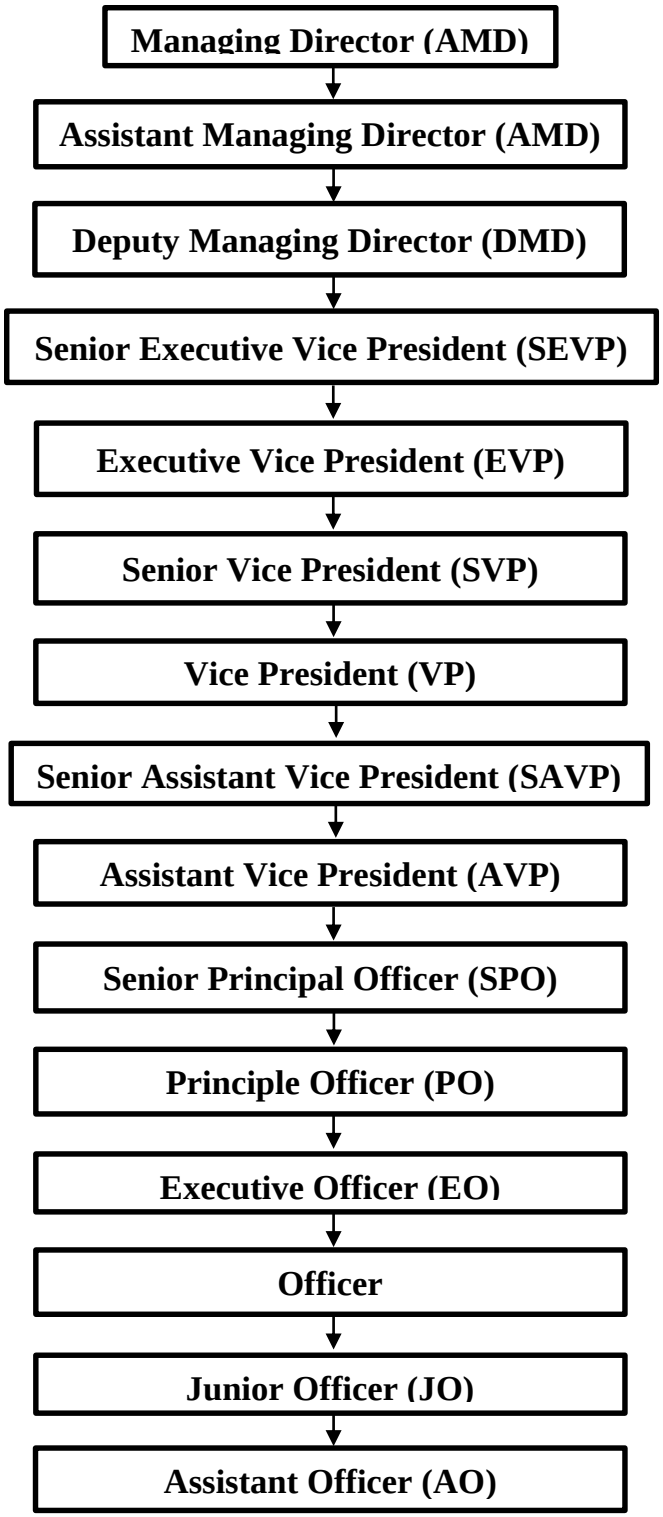
EXIM Bank Limited was established under the rules and regulations of Bangladesh Bank and the Bank companies'Act1991onthe 3rd August 1999 with the direction of Late Mr. Shahjahan Kabir, founder chairman who had a long dream of floating a commercial bank which would contribute to the social-economic improve men to four countries. He had a long experience and skills as a good banker. A group of highly competent and successful entrepreneurs joined their hands with the founder chairman to materialize his dream.

Moreover, all of them proved themselves in their particular business as the most successful star with their intelligence, endeavor, hard work and talented entrepreneurship. Among them Mr. Nazrul Islam Mazumder became the honorable chairman after the death of the honorable founder chairman.

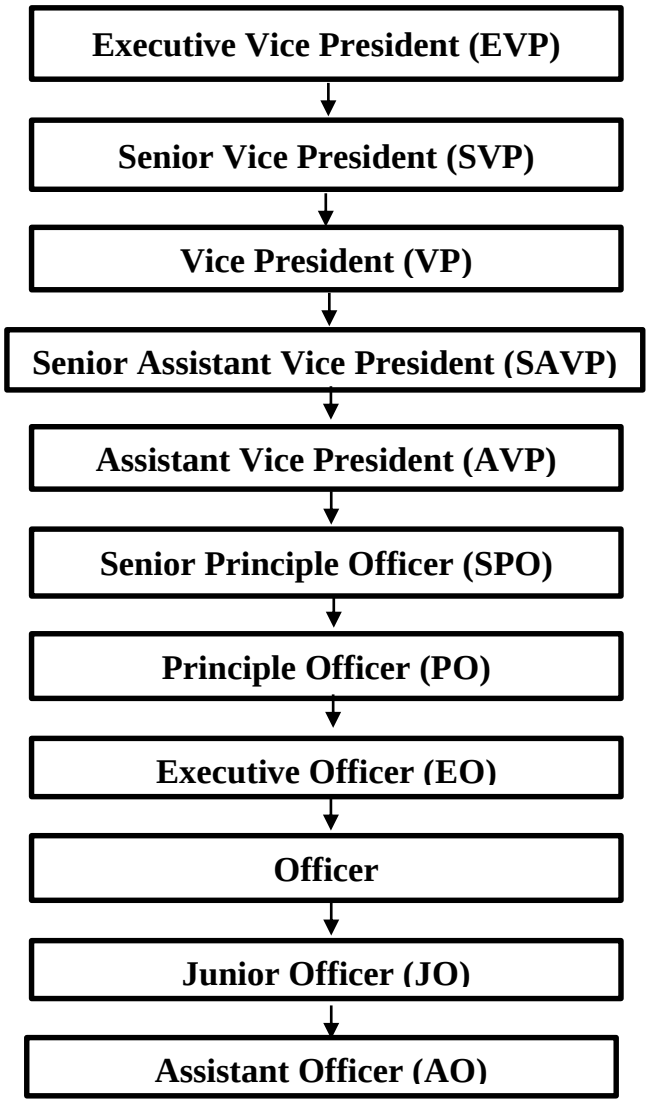
From its very beginning, Exim Bank Limited was known as Exim Bank which stands for Bangladesh Export Import Bank Limited. Then for some legal constraints the bank renamed as EXIM Bank, which means Export Import Bank of Bangladesh Limited.

The bank starts its operation from 3rd August 1999 with Mr. Alamgir Kabir, FCA as the advisor and Mr. Mohammad Liakot Ullah as the Managing Director. Both of them have valuable experience in the financial sector four countries. By their practical decision and management directives in the operational activities, this bank has acquired a secured and unique position in the banking industry in terms of performance, growth, and excellent management.

3.2 Hierarchy of position in EXIM Bank Ltd



3.3 Hierarchy of position in Principal Branch



❖ The Management Process of EXIM Bank Ltd:

For any financial and non-financial organization Management is the most valuable and important resources of any kind of organization. And a well-organize management provides the organization to reach its ultimate goal. Management means planning, organizing, staffing, directing and controlling of all financial and non-financial resources of an organization. Different aspects of management practice in EXIM Bank Ltd are discussed below.

a) Planning:
EXIM Bank Ltd has done its planning within the purview of the corporate plan. The overall planning approach in EXIM Bank Ltd is top-down. Each branch can plan according to the goal imposed by the corporate level. It doesn't plan independently. And EXIM Bank Ltd has a planning division. This department is mainly responsible for the overall planning.

b) Organizing:
EXIM Bank Ltd is organized as per the existing business locations. It has thirty-three branches, each of which is a separate entity. Each unit is responsible for own performance and a Senior Vice President followed by Manager Heads each. He is directly responsible for the performance of their unit. Within each branch it is organized functionally.

c) Staffing:
The recruitment in EXIM Bank Ltd is done in two ways. One as a "Probationary Officer" for the management program and it has a probation period of one year. Another one is non-management level as "Trainee Officer". Probationary Officer is recruited in officer category and their career path is headed towards different managerial jobs.

d) Directing and Controlling:
The Management approach in EXIM Bank Ltd is top-down or authoritative. Information just seeks through lower management layer. Works are designed in such a way that one cannot leave without clearing the tasks as he is assigned for a day. Sitting arrangement in all office is done in a way that the superior can monitor the subordinate all time. Budgeting, rewarding, punishing, etc. are also practiced as control mechanism.

e) Recruitment Process:

The set-vice rule of EXIM Bank Ltd states the recruitment policy of the bank. In general, the board of directors determines the recruitment policy of bank from time to time. The minimum entry level qualification for any official position other than supportive management is a Bachelor degree. However, informally the management prefers a minimum master's degree for the appointed of probationary officers in the Executive officer position. The recruitment for entry level positions begins with a formal written test which is conducted and supervised by the Institute of Business Administration, University of Dhaka. After successful completion of the written test, a personal interview is conducted for the successful candidates by a panel of experts comprising of renowned and prominent bankers of the country.

3.4 Corporate Culture of EXIM Bank Ltd

The EXIM Bank Ltd is one of the most disciplined Banks with a distinctive corporate culture. They are lived in shared meaning, shared understanding and shared sense making. People related to the bank can see and understand events, activities, objects and situation in a distinctive way. They would their manners and etiquette, character individually to suit the purpose of the Bank and the needs of the customers who are of paramount importance to them. The people in the bank see themselves as a tight knit team or family that believes in working together for growth. The corporate culture they belong has not been imposed; it has rather been achieved through their corporate conduct.

3.5 Corporate Mission

The bank has checked out the following corporate objectives in order to ensure smooth achievement of its goals-

- To be the most caring and customer friendly and service-oriented bank.
- To create a technology base most efficient banking environment for its customers.
- To ensure ethics and transparency in ail levels.
- To ensure sustainable growth and establish full value of the honorable shareholders. Above all, to add effective contribution to the national economy.

❖ **Eventually the bank also emphasizes on:**

- Provide high quality financial services in export and import trade.
- Providing efficient customer service.
- Maintaining corporate and business ethics.
- Being trusted repository of customers.
- Making its products superior and rewarding to the customers.
- Sound Capital Base.
- Enhancement of shareholders wealth.

❖ **Company Vision:**

Export Import Bank Ltd. as the name implies, is not a new type of bank in some countries on the global, but is the first of its kind in Bangladesh. It believes in togetherness with its customer, in its march on the road to growth and progress with services. To achieve the desired goal, it has intention to pursuit of excellence at all stages with a climate of continuous improvement. Because it believes, the line of excellence is never ending. It also believes that its strategic plans and business networking will strengthen its competitive edge over in rapidly changing competitive environment.

Company slogan is:



3.6 Product and Services of EXIM Bank Ltd

The bank serves all types of modern, progressive and dynamic business as well as banking services to the customers of all strata of the society. During the short span of time, the bank has been highly recognized and praised by the business community, from small entrepreneurs to large traders and industrial conglomerates and emerged as the fastest growing among the third-generation banks in respect of business and profitability. Export Import Bank of Bangladesh Limited successfully marketed its products designed to fulfill the needs of various socio-economic strata. As a commercial bank, they provide all traditional banking services.

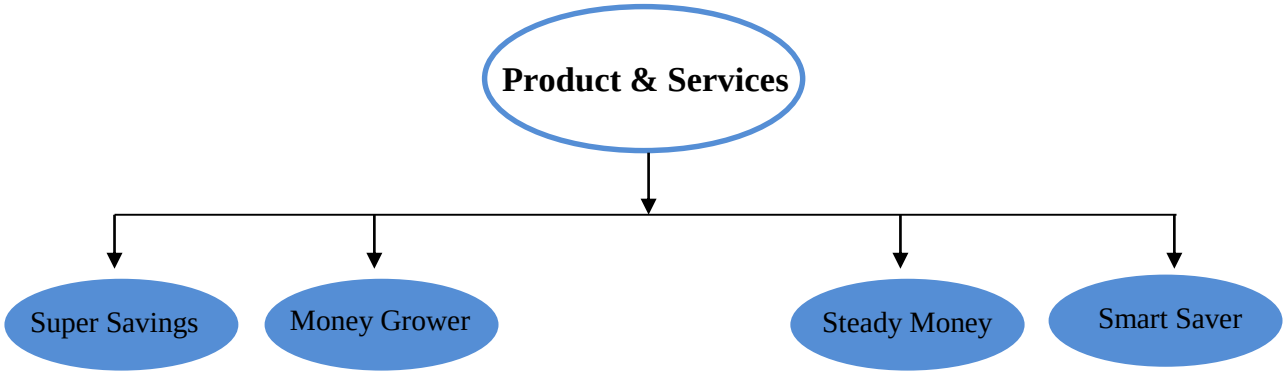


Figure: -Different products of EXIM Bank Ltd.

❖ **Deposit Marketing Products of EXIM Bank Ltd:**

- Al-Wadeah Saving Account.
- Mudaraba Saving Account.
- Mudaraba Short Term Deposit.
- Mudaraba Term Deposit.
- One Month.
- Three Month.
- Six Month.
- One Year.
- Two Year.
- Three Year.
- Mudaraba Monthly Income Scheme.
- Mudaraba Monthly Savings Scheme.
- Mudaraba Super Savings Scheme.
- Mudaraba Multi plus Savings Scheme.
- Mudaraba Haji Scheme.
- Mudaraba Education Saving Scheme.
- Mudaraba Waqf Cash Deposit.
- Mudaraba Special Savings (Pension)
- Mudaraba Muhar Savings.

❖ **Plastic Card Products:**

- VISA Islamic Card.

❖ **Remittance:**

- From UK through EXIM Exchange Company (UK) Ltd.
- Western Union Money Transfer.
- ELDDORADO Money Transfer.

❖ **L/C (Import & Export) Products:**

EXIM Bank Ltd is posed to extend L/C facilities to its importers / exporters through establishment of correspondent relations and Nesto Accounts with leading banks all over the world.

❖ **Other Products:**

Grameen Phone Bill Deposit Electricity Bill Deposit.

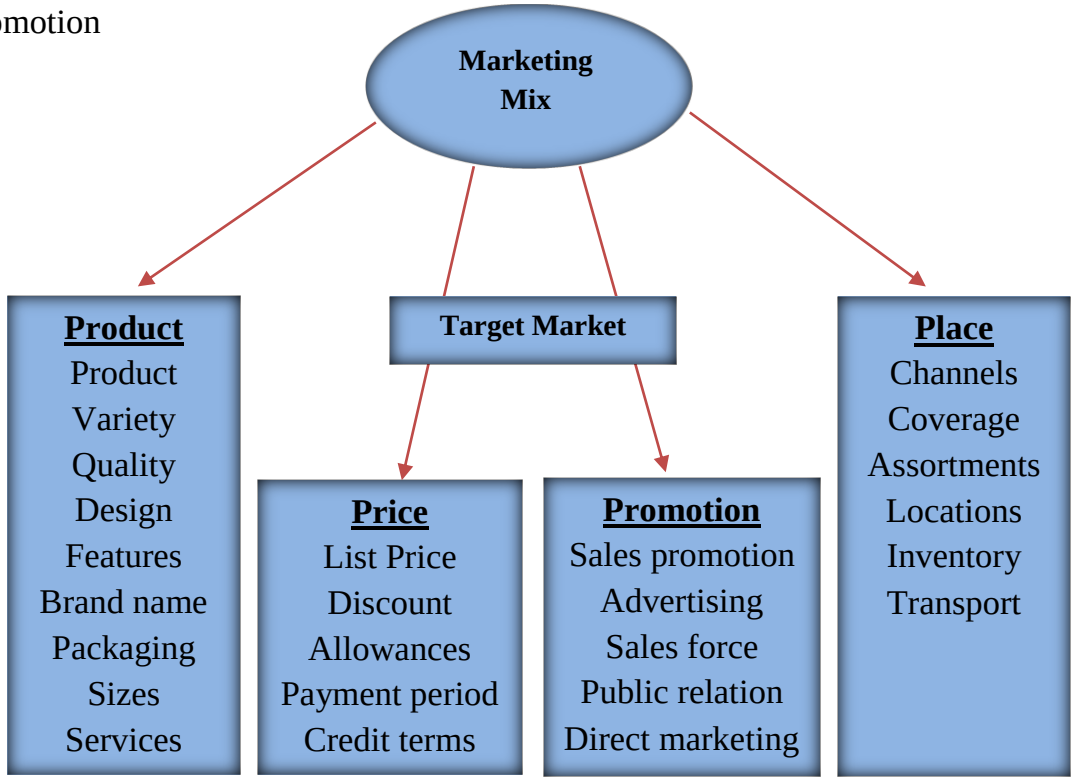
3.7 Marketing Mix of EXIM Bank Ltd

The marketing mix is the set of controllable tactical marketing tools – Product, Price, Place and Promotion; that the organization blends to produce the response it wants in the market. The marketing mix is consisting of everything the organization can do to influence the demand for its product or services.

EXIM Bank Ltd is service oriented organization. For any organization that provides service- it is important that all the 4 Ps' of marketing mix are implemented properly.

4Ps':

1. Product
2. Price
3. Place
4. Promotion



Chapter: 04

Internship Responsibilities

4.1 Internship Joining Letter

Export Import Bank of Bangladesh Limited

Head Office

EXIM/HO/HRD/2023

Human Resources Division

26 October 2023

Mr. Md. Masud Rana
Associate Professor & Head
Department of Business Administration
Sonargaon University
147/1, Green Road, Tejgaon
Dhaka-1215.

INTERNSHIP

Muhtaram,
Assalamu Alaikum,

With Reference to your letter dated 19 October 2023 regarding the above, we are pleased to accept **Mr. Md. Mominur Islam**, student of your institute for doing 3 (Three) Month's internship at our Sonargaon Branch, Narayanganj.

The internship program will be effective from the date of joining of the internee at the bank/branch. He will have to give regular attendance at the place where he will be deputed to work on his project. He will also require to submit 1(One) copy of his internship report with accurate information on the project he will be working on at the Branch/Division concerned for their record and necessary action.
Please be informed that we do not offer any pay and allowance in this regard.

We assure you of our best co-operation to your student during his stay with us.

Ma-Assalam
Yours faithfully,

Gazi Mahbubul Huqe
Senior Vice President
Human Resources Division

4.2 Duties and Responsibilities as an Intern

Internship program is a mandatory requirement for any student of BBA in Sonargaon University. I was an intern at EXIM Bank Limited, Sonargaon Branch and assigned to work in the general banking and other department of the bank. In these three months of internship program, I have learned various procedures regarding general banking and other financial activities of EXIM Bank Limited, Sonargaon Branch. Moreover, each and every employee of EXIM Bank were co-operative and friendly. They helped me throughout the entire period of my internship. During my internship period, I worked indifferent departments. As an intern, my activities were as follows-

1) Account Opening:

I worked mostly in the general banking department of Exim Bank Limited, Sonargaon Branch. This department basically deals with opening and closing of bank accounts. From my departmental work I have learn to the various types of accounts along with their features and then necessary documents required to open a bank account. These different types of accounts are-Alwadia, Mudaraba Savings Deposit, Mudaraba Term Deposit receipts etc. Moreover, my immediate supervisor helped me to know what amount of interest rate customers will get from these different kinds of accounts, how to deal with customers versatile questions regarding various accounts opening, how to find desired cheque books from the bundle according to customers' requirements, need sand many more.

The following activities which were done by me-

- Providing the customers accurate information regarding what type of documents will be essential to open an account. I used to tell them that they need two copies of their recent photograph and two copies photograph of the nominee and the photo copy of the customer's and nominees national ID card.
- Correction of uncompleted forms which were identified by internal audit. For instance, there were some forms which were filled up without putting account number, nominee's details, customer ID, TIN, National ID Card number and soon. My job was to complete those forms with proper information from attached required certificates or copies.
- Filling up Know Your Customer (KYC) Form for personal and corporate risk rating. After completing the form properly, I used to put various seals on the forms, those seals included the name of account opening officer, the name of the assistant relationship manager, relationship manager, operational manager, seal of the branch etc.

- Making phone calls to the customers for gathering necessary photograph, photocopy of trade license, national ID card or any other inquiries.
- Distribution of required cheque book by asking customers name, account number and then verifying them as well as receiving it from the courier. Besides, sometimes I had to make phone calls to those clients who didn't collect their cheque book after passing 2 or 3 months.
- Sequencing various types of account forms in different files. For current and savings account, I maintained the 111, 121 series files.
- Using the photocopy and printing machine for necessary purposes.
- Finding the MTDR, MSTD, SB and old account opening forms which were closed.
- Enrolling the newly opened bank accounts in the register book mentioning the account holders name, account number and opening date.

2) Filling Up Pay Orders:

Issuing pay orders were a part of daily activities of EXIM Bank. I issued more than 2 or 3 pay orders every day. Initially customers were supplied with a pay order form. In the pay order slip, there were spaces where the customer needed to write his/her account name, account number, amount of money etc. After filling the form, customers were requested to pay the money in cash or cheque. After that an officer in charge issued pay order.

3) Cheque Requisition Form:

When a customer opens an account in Exim Bank, the account opening form comes with a cheque requisition slip. In this slip, a customer has to write the name of the account holder, account number, page numbers the customer wants in the cheque book etc. Once a new cheque book is received in the branch, I used to put seal of the branch on every page of all new cheque books. After completing it, an in-charge officer would put his/her sign on the seal. Then, I used to record it in the cheque book issue register mentioning several things like-account name, account number and the number of pages included in the cheque books etc.

4) Bill Clearing Section:

In this department I used to put seals for instance-the seal of the Branch, endorsement seals on the cheques received. I used to check whether the account number, account holders name was correctly written, as well as the amount written correctly in both numbers and words.

5) **Checking Bank Balance of the Customers:**
If any customer requires to know their bank balance, then as an intern it was my responsibility in the bank to check their balance. For current balance enquiry MIS Portal Reporting System of EXIM Bank are used where one have to insert the account number of the customer and then the current A/C balance will be shown.

6) **Sending Emails and Printing Necessary Documents:**
I used to send e-mails to other branches of EXIM Bank and also attached important documents with it. Moreover, to help he officials I used to print various documents and attachments regarding bank account opening issue. These documents were important to fill for opening an account in the bank.

4.3 Problems that I faced as an Intern

This was the first time I worked in any organization. It was totally a new experience for me. During the internship period I faced several problems. They are mentioned below-

- Knowing the people in charge and hierarchy of EXIM Bank Limited.
- Adjusting with the work environment
- Understanding my duties and responsibilities, what I could or could not do as an intern of this bank.
- In filling up customer names, numbers, address I was overconcerned at first, since there was no scope of over writing and mistake, after writing that important information regarding customers I used to double check which took a lot of time.
- The internship program of EXIM Bank is non-paid, but unfortunately the work environment outweighs the payment issue.
- The bank job was quite monotonous and not challenging at all.
- Software used by Exim Bank was not fully accessible to their interns, only theoretical knowledge was given, which was not sufficient enough to know the overall procedure of the bank.

4.4 Impacts of Internship Experience in My Career

The employees of Exim Bank, were very polite and friendly. They helped me to adjust quickly with the bank environment. Doing my internship in this Bank helps me to know the banking industry and their activities. Since my focus was in general banking, so I was more involved with that another department of the bank. Now, it is very clear to me how EXIM Bank Limited operates their activities on the ground of general banking in this country. Moreover, I believe that this internship experience will help me much to build up my future career. My learned experience is as follows-

- I learned the procedures to open various accounts in Exim Bank Limited.
- I also observed the procedures to close an account.
- I learned how Exim Bank provides the information to their clients.
- Verifying signature in different documents were one of the learning from the bank.
- I experienced the formalities to issue a pay order and cheek book.
- I learned how to maintain office etiquette and how to behave with supervisors and staffs.
- Finally, I learned how to be responsible and liable for my own action.

Chapter: 05

Service Strategy of Exim Bank Limited

5.1 Definition & Importance

Service strategy refers to a comprehensive plan or framework developed by an organization to effectively and efficiently deliver services to its customers. It involves a strategic approach to designing, implementing, and managing services to meet the needs and expectations of clients or stakeholders. Service strategy is a fundamental component of service management and is often employed in various industries, including banking, healthcare, hospitality, and technology.

Key components of a service strategy typically include:

- **Customer Focus:** A service strategy places a strong emphasis on understanding the needs, preferences, and expectations of customers. It involves creating a customer-centric approach to ensure that services align with customer requirements.

- **Value Proposition:** Organizations develop a clear value proposition to communicate the unique benefits and value that their services provide to customers. This involves identifying what sets their services apart from competitors.

- **Service Design:** Service strategy includes the design of service offerings, encompassing the development of processes, systems, and experiences that contribute to the effective delivery of services. This may involve creating service blueprints, workflows, and customer journey maps.

- **Technology Integration:** In the modern business landscape, technology plays a crucial role in service delivery. Service strategy often involves leveraging technology to enhance the efficiency, accessibility, and innovation of services.

- **Continuous Improvement:** A dynamic service strategy includes mechanisms for continuous evaluation and improvement. Organizations regularly assess their service performance, gather feedback, and make adjustments to better align with evolving customer expectations and market conditions.

Effective service strategy is crucial for organizations to stay competitive, build customer loyalty, and adapt to changes in the business environment. It provides a roadmap for delivering consistent, high-quality services that meet or exceed customer expectations.

5.2 Service Strategy Significance in Exim Bank Limited

The significance of service strategy for Exim Bank Bangladesh Limited lies in its ability to drive customer satisfaction, maintain a competitive edge, and contribute to the long-term success of the bank within the specific context of the Bangladesh financial sector. Here are key reasons why service strategy is crucial for Exim Bank Bangladesh Limited:

- **Customer Satisfaction and Retention:** Exim Bank operates in a market where customer satisfaction is pivotal. A well-crafted service strategy ensures that the bank meets and exceeds customer expectations, fostering loyalty and encouraging customers to continue their banking relationships with Exim Bank.

- **Competitive Differentiation:** In a competitive banking environment, Exim Bank's service strategy allows the institution to stand out by offering distinctive and superior services. This differentiation is essential for attracting new customers and retaining existing ones.

- **Brand Reputation:** A strong service strategy contributes to the positive reputation of Exim Bank in the eyes of its customers and the broader community. A favorable reputation can lead to increased customer trust and confidence in the bank's reliability and integrity.

- **Market Positioning:** Service strategy is instrumental in positioning Exim Bank in the market. By emphasizing specific service strengths or unique offerings, the bank can carve out a distinct identity that resonates with the needs and preferences of its target customer base.

- **Adaptation to Local Market Dynamics:** Bangladesh's banking sector may have unique characteristics and customer behaviors. A tailored service strategy allows Exim Bank to understand and adapt to these local market dynamics, ensuring that its services align with the cultural and economic context.

- **Digital Transformation:** Given the increasing digitalization in the banking sector, a service strategy that embraces technological advancements is crucial. Exim Bank's ability to integrate digital channels and innovative solutions into its service offerings ensures relevance in a rapidly evolving financial landscape.

- **Risk Management and Compliance:** Banking operations in Bangladesh are subject to regulatory standards. A service strategy that includes robust risk management and compliance measures helps Exim Bank navigate regulatory requirements, minimizing legal and operational risks.

- **Employee Engagement and Training:** Service strategy involves not only customer-facing aspects but also the internal dynamics of the organization. Ensuring that employees are engaged and well-trained contributes to the delivery of consistent and high-quality services.

- **Long-Term Sustainability:** A service strategy that emphasizes sustainability is critical for Exim Bank's long-term success. By adapting to changing market conditions, embracing innovation, and maintaining financial stability, the bank can ensure its continued relevance and growth.

In summary, the service strategy of Exim Bank Bangladesh Limited is integral to building a strong brand, fostering customer loyalty, and positioning the bank as a leader in the dynamic and competitive banking sector of Bangladesh.

5.3 Service Strategy of Exim Bank Limited

Exim Bank has been able to gain trust among people from all walks of life and has established a reliable permanent seat by providing state-of-the-art technology-based services through 150 branches and 64 sub-branches across the country. Exim Bank is a trusted financial institution for people of all classes of society engaged in various professions today. Exim Bank Sonargaon branch has been operating since 2011 to provide services to the esteemed customers of this area.

Here are some product & services of Exim Bank Limited (Sonargaon Branch).

Mudaraba Term Deposit	
Period	**Provisional Profit Rate**
1 Month	5.00%
3 Month	7.50%
6 Month	7.50%
12-36 Month	8.00%
Mudaraba Monthly Income Deposit Scheme	
Period	**Provisional Profit Rate**
1, 3 and 5 years	8.25%, 8.50%, and 8.75%
Mudaraba Multipass Savings Deposit	
11 Years 6 Months	Three times deposited amount (Estimated)

Mudaraba Super Savings Deposit	
7 Years 6 Months	Two times deposited amount (Estimated)
Mudaraba Exim Femina and Well-Housewives Monthly Profit	
1 Year	8.90%
Mudaraba Exim Senior & Expatriate Monthly Profit	
1 Year	8.90%
Mudaraba Happiness Monthly Savings Scheme.	
1 Year	8.00%
3 Years	8.15%
5 Years	8.30%
8 Years	8.40%
10 Years	8.50%

Mudaraba Monthly Savings Deposit Scheme: (MMSDS) The tenure may be shorter or longer:

Year	200/-	500/-	1000/-	2000/-	5000/-	10000/-	20000/-	Provisional Rate
3	8,193	20,484	40,968	81,936	2,04,842	4,09,684	8,19,369	8.25 %
5	14,953	37,383	74,767	1,49,535	3,73,838	7,47,677	14,95,355	8.40 %
8	27,619	69,049	1,38,098	2,76,196	6,90,490	13,80,981	27,61,963	8.55 %
10	38,219	95,549	1,91,099	3,82,198	9,55,496	19,10,992	38,21,984	8.65 %
12	51,42	1,27,560	2,55,120	5,10,240	12,75,600	25,51,201	51,02,403	8.75 %

Mudaraba Exim Ziyadah
Only the five-year deposit will be tripled (Estimated) (492.00) 8.75%
Mudaraba Exim Ru'hama
Only the three-year deposit will be two times (Estimated) (446.00) 8.50%

Others Services of EXIM Bank Limited

➢ Mudaraba Millionaire Deposit Scheme. ➢ Mudaraba Millionaire's Deposit Scheme. ➢ Mudaraba Education Savings Deposit Scheme.	➢ Mudaraba Hajj Deposit Scheme. ➢ Mudaraba Cash Waqf Deposit. ➢ Mudaraba Dowry/Marriage Savings Scheme.

- ❖ Rural electricity bills are collected.
- ❖ Unlimited access to account information through SMS banking facility.
- ❖ 24-hour cash withdrawal facility through EXIM ATM card using booths of major banks including EXIM booths.
- ❖ With the help of WESTERN UNION, RIA, PRABHU MONEY, MERCHANTRADE, CASH EXPRESS, INSTANT CASH, AFTAB CURRENCY & MONEY GRAM, facility of receiving cash from any part of the world including Middle East easily and in very short time.
- ❖ System to send money anywhere in the country through RTGS, BEFTN.

Number of monthly installments in Mudaraba Millionaire and Billionaire Savings Deposit Scheme (May be lower or higher in term)

Billionaire Savings Scheme:

03 Years	05 Years	08 Years	10 Years	12 Years	15 Years
24,411	13,394	7,275	5,262	3,949	2,685

Millionaire Savings Scheme:

03 Years	05 Years	08 Years	10 Years	12 Years	15 Years	18 Years	20 Years
2,44,092	1,33,929	72,737	52,630	39,475	26,834	18,822	15,054

5.4 Customer Service Quality

- **The Importance of Excellent Customer Service:** Good customer service always has to play some rule, EXIM Bank Limited customer service is always tried to provide certain service to their customer. Those are:

- **Customer Satisfaction:** Customer satisfaction is the main purpose of customer service; All the branch staff is always trying to give the best service to their customer.

- **Building Relationships:** Exim Bank Limited treat customer as their guest That's why floor supervisor always cordially invited the customer when they enter into the branch and serve them until they leave the branch, that's help customer to make loyal to the Bank.

- **Customer Expectations:** As a service organization EXIM Bank Limited always try to provide the best service that expected by its customer.

- **Positive & Negative Word of Mouth:** Southeast Bank Limited is always following the motto 'Customer is always right' and also behaves softly with the customer.

- **Customer Loyalty:** BAMLCO and CSM always show sympathy in the any sad news of the customer or share a Share a happy moment with their existing customer. Ex: Send Eid card, Calendar, Inform about new facility.

- **Increasing Market Competition:** EXIM Bank Limited introduce new strategy day by day to make their potential client as their loyal customer.

- **Higher Service Charge:** Expectation of better Service.

Chapter: 06

Findings of the Study

6.1 Findings of the Study

- **Lack of branch:** The number of branches of EXIM Bank Ltd is not enough in Dhaka city. There are some branches in commercial area but not in residential area.

- **Lack of ATM booths**: EXIM Bank Ltd has not enough ATM booths in Dhaka city so that customers may fulfill their needs. It is time consuming.

- **Lack of Evening Banking:** EXIM Bank Ltd still not started evening banking. So, they are losing a segment of customer who are very busy or business men.

- **Lack of SMS Banking:** EXIM Bank Ltd not started SMS banking yet.

- **Lack of 24 Customer Service:** EXIM Bank Ltd has not started 24 hours customers care service for the customers. It disables the bank to provide fast service in terms of accessibility to cash 24 hours a day even on weekends and holidays.

- **Lack of Opening & Dispatch Section**: In Account opening & Dispatch section, the most visible weakness has been the absence of a marketing department. If there had been a separate marketing department, the promotional work of the bank would have been easier.

- **Less Number of Employees:** Again, at front desk there is a smaller number of employees for the account opening task as well as dispatch related works. So, it takes a bit longer time to finish off his or her job.

- **Lack of Information:** Moreover, in order to know any kind of information all the customers knock the officer at the desk and it is hard for the officer to provide information to the customer in such a busy day to day schedule.

- **Lees Experienced Employees:** Lees experienced employees performing the marketing sector. They are not well-experienced to satisfied customer.

Chapter: 07

Recommendations and Conclusion

7.1 Recommendations

EXIM Bank Limited has certain complications in general banking procedures. I would like to offer several proposals and endorsements to overcome the problems relating to the topic mentioned above of EXIM Bank Limited and also to improve the performance of this bank regarding general banking. The following recommendations are only proposals to improve the performance in order to achieve customer satisfaction so that the customers will pay more attachment to EXIM Bank Limited. Here, some recommendations are mentioned below:

- **Modern Technique:** EXIM Bank should use the modern banking technique and technology to provide quality services to its customers.
- **Branch Meeting:** They should increase the departmental and staff meetings at the branch level to improve better service quality of the bank.
- **Systems to Satisfy:** They should add a fully computerized general banking system to satisfy the customers by providing faster and better service.
- **Network Establishing:** Establishing a networking system inside all branches to transfer data and important information within a short period of time.
- **Customer Demand:** The bank should increase their work force according to their customer demand.
- **Placement of Interns:** EXIM Bank should arrange seminar, meeting and training program for their interns which will help them to gather knowledge and to know about the workplace.
- **Online Banking:** Their online banking system needs to be updated to attract more customers.
- **Starting More Branches:** EXIM Bank can open more branches to reach more clients.
- **Starting Evening Banking Service:** EXIM Bank Ltd should start evening banking for that segment of customer.
- **Appointing More Officers:** There should be more officers appointed in the cash section and a proper instrument should be brought to identify the fake notes which are almost impossible to identify with the current available device though it is a matter of joy that such device will soon be arriving in near future according to the higher official.
- **Training & Development:** The authority should arrange extensive training and development program for their employees so that they can effectively perform their duties and responsibilities.

7.2 Conclusion

EXIM Bank Limited has been operating its business successfully since 1999. The bank has already established good will and good image among its customers by offering tremendous services. Every bank has their own unique strategies and business policies. Some bank desires to grow faster and achieve growth. Then again, some banks want to convey an image of a sound bank. Furthermore, EXIM Bank Limited is quite new in its operations in Bangladesh. Even though the financial analysis of the performance of the bank is very well in the banking industry of Bangladesh and it is expected that it has a prosperous future.

Moreover, EXIM Bank, Sonargaon Branch is working well. However, there are some draw backs in their banking system which can be overcome through the participation of more experts in decision-making process and utilizing the too list of evaluate the satisfaction of the customers. Besides this bank has established good will through its innovative products and services all over Bangladesh. Technology development has opened up a new dimension in the improvement of creative products, efficient services and proper customer satisfaction. Every bank should cope with this technological advancement to do better in the future.

The purpose of the internship program is to acquire knowledge from practical experience and to compare this practical knowledge with theoretical knowledge. During the three months of the internship program, it is not possible for a student to go to the depth of each activity of the department because of time constraint. So, the objectives of the internship program have not been fulfilled with complete satisfaction. However, the highest effort has been given to attain the objectives of the internship program. I believe that this report may show a guide line to EXIM Bank Limited for its future planning and its effective operation to succeed in its goal in the competitive business environment.

Bibliography

- Bateson John E. G. (1979), "Why We Need Service Marketing," in Conceptual and Theoretical Developments in Marketing, Ferrell O. C., Brown S. W., and Lamb C. W. Jr., eds., Chicago: American Marketing, 131–146.

- Berry Leonard L. (1980), "Service Marketing Is Different," Business, 30 (May-June), 24–29.

- Enis Ben M., and Roering Kenneth J. (1981), "Services Marketing: Different Products, Similar Strategy," in Marketing of Services, Donnelly J. H., and George W. R., eds., Chicago: American Marketing, 1–4.

- Fisk Raymond P. (1981), "Toward A Consumption/Evaluation Process Model for Services," in Marketing of Services, Donnelly J. H., and George W. R., eds., Chicago: American Marketing, 191–195.

- Gronroos Christian (1978), "A Service-Oriented Approach to Marketing of Services," European Journal of Marketing, 12 (no. 8), 588–601.

- Gronroos Christian (1983), "Innovative Organizational Structures for Service Firms," Berry Leonard L., Lynn Shostack G., and Upah Gregory, eds., Chicago: American Marketing.

- Knisely Gary (1979), "Financial Services Marketers Must Learn Packaged Goods Selling Tools," Advertising Age, 50 (March 19), 58–62.

- Regan William J. (1963), "The Service Revolution," Journal of Marketing, 47 (July), 57–62.

- Rathmell John M. (1966), "What is Meant by Services?" Journal of Marketing, 30 (October), 32–36.

- Thomas Dan R. E. (1978), "Strategy Is Different In-Service Business," Harvard Business Review, 56 (July-August), 158–165.

References

1. http://www.assignmentpoint.com/business/internship-report-on-marketing-strategy of-exim-bank-limited.html, retrieved on 15/11/2014 at 6p.m.

2. http://www.scribd.com/doc/75455732/Assignment-on-Marketiong-Strategy-of-Exim-Bank.

3. http://www.eximbankbd.com/deposit.

4. http://www.eximbankbd.com/Investment.

5. Overview of EXIM Bank Limited - Assignment Point

6. https://www.eximbankbd.com/report/Annual_Reports

7. EXIMBankLimited.(2018).Retrievedfrom https://en.wikipedia.org/wiki/Exim_Bank_(Bangladesh) [AccessedJune25,2018]

Websites and links

- https://www.eximbankbd.com/
- https://www.eximbankbd.com/about
- https://www.eximbankbd.com/deposit/retail_banking
- https://www.eximbankbd.com/corporate
- https://www.eximbankbd.com/sme
- https://www.eximbankbd.com/agri/agri_banking
- https://www.eximbankbd.com/remittance
- https://www.eximbankbd.com/report/Annual_Reports
- https://www.eximbankbd.com/about/Exim_Bank_Foundation
- https://www.eximbankbd.com/location/contact