Internship Report

on

Promotional Strategy of Southeast Bank Limited: A Case Study on Joydebpur Branch

Submitted by:

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ID: BBA1902017013

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)

Dhaka-1215

Date of Submission: May 11, 2023

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Submitted by:

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Date of Submission: May 11, 2023

Letter of Transmittal

Date: May 11, 2023

Sharmila Sikder

Assistant Professor

Department of Business Administration

Sonargaon University (SU)

Subject: Submission of Internship Report on "Promotional Strategy of Southeast Bank Limited: A Case Study on Joydebpur Branch.

Dear Madam

With humble honor and respect, I am submitting my internship report on "Promotional Strategy of Southeast Bank Limited: A Case Study on Joydebpur Branch." As per partial accomplishment of the requirements for the BBA degree, I have completed an internship at "Promotional Strategy of Southeast Bank Limited: A Case Study on Joydebpur Branch.". As per partial accomplishment of the requirements for the BBA degree, this report has been carried out under your supervision.

This report is an integral part of our academic courses in completion of the BBA program, which has given me the opportunity to have an insight into the revenue recognition process of Banking and the overall process of the finance department. I hope this report reflects on the contemporary issues on Marketing that are being Practiced by organizations in our country. In completing the report, I tried my best to blend all my knowledge and imparted every available detail and also attempted to avoid unnecessary amplification of the report.

I humbly request you to accept this report for your kind evaluation.

Sincerely,

.....

Md Yusuf Khan

ID: BBA1902017013

Department of Business Administration

Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the internship report "Promotional Strategy of Southeast Bank Limited: A Case Study on Joydebpur Branch" has been prepared as a part of completion of the BBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Yusuf Khan, bearing ID: BBA1902017013 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)

Student's Declaration

I am Md. Yusuf Khan a student of Bachelor of Business Administration, ID: BBA1902017013 from Sonargaon University would like to solemnly declare here that this report on "Promotional Strategy of Southeast Bank Limited: A Case Study on Joydebpur Branch" has been authentically prepared by me. While preparing this report, I didn't breach any copyright act internationally. I am further declaring that, I did not submit this report anywhere for awarding any degree.

Sincerely Yours,

.....

Md. Yusuf Khan

ID: BBA1902017013

Program: BBA

Major: Marketing

Letter of Authorization

This is to certify that this project report titled “Promotional Strategy of Southeast Bank Limited: A Case Study on Joydebpur Branch” is the bonafide work of MD. Yusuf Khan, who carried out the research under my supervision. Certified further that to the best of my knowledge, the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

……

Sharmila Sikder

Assistant Professor

Department of Business Administration

Sonargaon University (SU)

Acknowledgement

Acknowledgement this report is the result of the assistance and truthful cooperation of different people. I could not possibly thank all of those amazing inhabitants who have contributed something of them directly or indirectly in preparing this report successfully. It gives me enormous thank them for their pleasant cooperation and support.

First of all, I would like to express my gratitude to the almighty Allah. Then at first, I would like to thank my supervisor Sharmila Sikder, Assistant Professor, Sonargaon University (SU), Sonargaon University (SU) for her important guidance, scholarly direction, and unconditional support during my tenure of the study.

In the next phase, I would like my Shakil Hawlader, Ass. Jr. Officer, Southeast Bank Ltd, Joydebpur Branch. I have learned a lot from him. Also, my special thanks to Nur nabi, Officer, Southeast Bank Ltd, Joydebpur Branch, Humayun kabir, Sr. Officer, Southeast Bank Ltd,Joydebpur Branch. Finally, my heartiest thanks go to all the other personnel of Southeast Bank Ltd, Joydebpur Branch. And their various kinds of staff from different departments as they give me their valuable time and help me to collect data about this report.

Executive Summary

Commercial banks are one of the key contributors in the economy of developing countries. They promotional strategy of Southeast Bank Limited function of mobilizing the funds from one party and lending the same to another while making reasonable amount of profit. People and the government itself are very much dependent on the service provided by the various banks in the financial market. Southeast Bank ltd. has emerged in the banking sector in1995 in our country. They are operating their activities with 3 major dimensions like Promotional Strategy of Southeast Bank Limited. It is important that Southeast Bank does not deal with money lending rather they deal with goods. They invest money in various profitable business activities, either directly by themselves or in partnership with other, seeking to earn or share legitimate profit. They have provision for promotional strategy in deserving case without any consideration of profit but return on the same. These are returnable, if and when the beneficiary is able to repay. SEBL deals with goods which is measurable by money and share profit or loss with the beneficiaries. On the other hand, conventional bank directly deals with money or credit by the contract of pre-agreed fixed interest rate. Shortly it can be said this report in its beginning introduced the AIBL which shows its historical background, the mission, values, promotional strategy and also marketing other aspects. Finally, recommendation also provided from my view point.

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Chapter: 01

Introduction

1.1 Introduction

Generally by the word "Bank" we can easily understand that the financial institution deals with money. But there are different types of bank like; Central Banks, Commercial Banks, Savings Banks, Investment Banks, Industrial Banks, Co-operative Banks, etc. But when use the name term "Bank" without any prefix, or qualification it refers to the Commercial banks. Commercial Banks are the primary contributor to the economy of a country. So we can say Commercial Banks are a profit making institution that holds the deposit of the individuals & business in checking & saving account and then uses these funds to make loans. For these, people and government are very much dependent on these banks as the financial intermediary. As banks are profit earning concern; they collect deposit at the lowest possible cost and provide loans and advanced a higher cost. The differences between two are the profit for the bank.

Banking sector is expanding its hand in different events every day. At the same time the banking process is becoming faster, easier, and the banking area becoming wider. As the demand for better service increases day by day, they are coming with different innovative ideas and products. In order to survive in the competitive field of the banking sector, all banking organization are looking for better service opportunity to provide their fellow clients. As a result, it has become essential for every person to have some idea on the bank and banking procedure.

Southeast Bank Limited is a scheduled commercial bank in the private sector established under the ambit of Bank Company Act, 1991 and incorporated as a Public Limited Company under Companies Act, 1994 on March 12, 1995. The Bank started commercial banking operations on May 25, 1995. During this short span of time the Bank is successful in positioning itself as a progressive and dynamic financial institution in the country. The bank had been widely acclaimed by the business community, from small entrepreneurs to large traders and industrial conglomerates, including the top-rated corporate borrowers for its forward – looking business outlook and innovative financial solutions. Thus within this very short period of time it has been able to create an image and earn significant reputation in the country's banking sector as a Bank with Vision. Presently, it has 43 branches.

Southeast Bank Limited has been licensed by the Government of Bangladesh as a Scheduled commercial bank in the private sector in pursuance of the policy of liberalisation of banking and financial services and facilities in Bangladesh. In view of the above, the Bank within a period of 10 years of its operation achieved a remarkable success and met up capital adequacy requirement of Bangladesh Bank.

1.2 Background of the study

Due to the increased competition of the increased number of commercial banks and the growing economy, the expectations of the customers have also increased than ever before. Realizing the present condition, banks, especially the commercial banks are trying to attract more and more people to use bank as their trusted saving way. So banks are coming more reachable to their customers. Presently the most serious difficulty facing the financial sector is the low level of interest rate and high level of inflation rate, due to political anarchy and syndicating of products. So it is the duty of the top management of the commercial banks to deal with the situation.

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 exercises and to relate them with the hypothetical learning obtained from the banks. Other than these the particular destinations are the followings:

- To get practical knowledge about financial aspects.
- To introduce us with the financial terms needs of the bank to stand corporate decision
- Also to justify the exact condition of this bank by several analyses whether they are getting established or facing loss.
- How they give financial support to the consumer and what rate
- And interpret the condition of last 4 years which shows difference between rise and falls of bank.

1.4 Scope of the Study

The internship program is a mandatory requirement for the students who wish to be a B.B.A graduate. In the internship program, I was attached to host organization name Southeast Bank Ltd. This report prepared on my practical experience on the day to day banking activities theoretical experience and under close supervision of my internal support as well as my official supervisor.

1.5 Methodology of the Study

From my educational background I have learned different methodology in research process. So in this study I had the opportunity to implicate my educational knowledge in practical field. I have collected data basically from secondary sources. Some primary data was also collected.

Sources of Data:

- Annual report of SEBL.
- Periodical published by Bangladesh bank.
- Internet is also used as a theoretical sources of information.
- Website and news letters are also used as major sources.

1.6 Scope of the Study

In my report I have highlighted the various steps of general banking of the SEBL. I have also discussed about the background of the sector, market structure, risk management factor etc. with the bank personnel. Before that, a brief overview of the SEBL has been given to understand its operations and activities. So the scope of the report covers the comprehensive knowledge on the organization of SEBL. I have tried to analyze and evaluate of general banking performance based on adequate information contained in documents and interviews of banking officers.

Benefits:

- It gives us knowledge about commercial Banking system.
- It helps to know about overall general banking activities of SEBL.
- It provides knowledge about deposit product and services.

1.7 Limitations of the Study

On the way of my study, I have faced the problems that are given below which could be termed as the limitations / shortcoming of the study-

- Short Time Period
- Data Insufficiency
- Lack of Records. Incomplete and obscure data
- Unwillingness of key person

Chapter: 02

Review of Literature

2.1 Review of Literature

Financial ratios are a system of find out measuring banks financial position, profit and loss. The financial institute included many interested parties, like the owners, management, personnel, customers, suppliers, competitors, cash management, balance inquiry, downloading transaction, investment, regulatory agencies, and academics, each having their views in applying financial statement analysis in their evaluations. Exploring of financial ratios help to organization which promotes innovation, encourages improvement, values sense of urgency and develops people who accept challenges and turns them into opportunities.

Making purchasing decisions by customers is certainly influenced many factors, one of them is seeking information. The main source of information is commercial in various way **(Kotler & Keller, 2012)**

Andrianto (2013) states that the better the brand over the product, the higher or greater the customer will decide to buy the product. Consumers assume a product with a brand image that will be better and safer than them **(Iswara and Jatra, 2017).**

A marketing strategy is an approach that an organization uses to reach out to the target market to create awareness and convince customers to purchase specific products. This part takes a background check on what has been done on the topic of discussion to establish a detailed conclusion on the same **(Chartered Association of Business Schools. 2020).**

A study conducted by **(Khan & Dhar, 2010)** finds that purchasing bundle is more likely on sale discount particularly offered to hedonic rather than utilitarian component. This finding concludes that promotion is more effective in making purchases, this is in line with study by **(Kivetz & Zheng, 2017)** that promotional program gives significant effect to purchase decisions.

- All activities of the bank are conducted according to rules of Bangladesh.
- The bank is committed towards establishing welfare oriented banking system, economic enlistment of the low-income group of people, create employment opportunities.
- The bank is committed to establish an economic system resulting in social justice and equitable distribution of wealth. It is committed to bring about changes in the underdeveloped rural areas for ensuring balanced socio economic development of the country through micro
- Southeast Bank offers a range of products and services to its customers, including retail banking, corporate banking, SME banking, Islamic banking, and remittance services.
- Southeast Bank has invested heavily in its technology infrastructure, including implementing modern banking software and systems.

2.2 Development & Management of Financial Products

The product is usually the basis on which customer satisfaction is created. As such it is vital component of the marketing mix. The product provides the basis for competition, it enables

the organization to generate income and it can provide a tangible indication of the strategic direction of the organization. Thus the financial institutions specially banks have become increasingly concerned with a number of issues surrounding product strategy, including: the process and procedure involved in the development of new financial services and products; the factors which contribute towards the successful adoption of new product; how to manage the product over its life to protect it from competition; how to use branding to differentiate the product from similar alternatives; when to withdraw an unprofitable product from the range; and how to best implement the withdrawal process with minimal adverse effects for the banks as well as customers.

2.3 Channels of Distribution

Distribution involves a wide variety of activities culminating in the creation of three types of utility: time, place and possession. In terms of time, distribution allows the customer to gain access to financial service when it is convenient for them to buy. In terms of place, distribution makes products and services available to customers in locations which are accessible and convenient to them. With regard to possession distribution provides the customer with access to the product for consumption or future use. In addition to this, distribution function also provides a means of effectively communicating with the customers, and for customers to communicate with the banks.

2.4 Pricing for Financial Products

The price of a financial product can appear in many guises: some prices are obvious, some are not, some are based on monetary value, and others are not. For example, the price of a financial product may be the interest rate of a loan, the notice required to withdraw money from an account, a fee charged for advice given, commission paid to an intermediary such as a broker, the tax paid on a interest earned on saving etc.

2.5 Communication & Promotional Activities of Financial Products

Promotion performs a number of functions and roles, including informing, persuading and educating individual and groups, works harmony with the other elements of the marketing mix enabling the acquisition of new customers to take place, retention of existing customers, improvements of staff morale, and projections of a company image. There are several ways in which banks can communicate with its customers and prospects. The specific combination of promotional method is known as “Promotional Mix”. The mix includes advertising, sales promotion, personal selling, publicity and public relations, direct mail, direct response advertising.

Chapter: 03

Organizational Profile

3.1 Historical Background of Southeast Bank (SEBL)

Southeast Bank Limited was established as a Public Limited Company on March 12, 1995.In the Registrar of Joint Stock Companies and Firms issued the Certificate of Commencement of Business of the Bank on the same date. The Southeast Bank received its Banking License from the Bangladesh Bank on March 23, 1995. The Bank's first branch was opened by M. Saifur Rahman, the then Finance Minister of Bangladesh as the chief guest at 1, Dilkusha Commercial Area, Dhaka on May 25, 1995.The incumbent chairman of the Bank is Alamgir Kabir, FCA. M. A. Kashem a member of the Board and Yussuf Abdullah Harun were past Presidents of the Federation of Bangladesh Chamber of Commerce and Industries (FBCCI). Neaz Ahmed was appointed managing director of the bank in 2004. He was reappointed in 2007.

In May 2009, Alamgir Kabir became chairman and Ragib Ali vice-chairman of the Bank. Mahbubul Alam was appointed managing director of the bank. Bangladesh Bank started monitoring Southeast Bank Limited due to poor performance. In December 2011, the bank started its 81st branch in Munshiganj. Shahid Hossain was appointed managing director of the bank in 2013. In 2016, 18.14% of SEBL's employees are women that will rise to 45% over the next five years. In November 2021, Bangladesh Bank fined Southeast Bank Limited one million taka for overinvesting in National Life Insurance Company Limited which violated banking rules. Bangladesh Bank fined them 2.1 million taka for failing to reduce their investment. The appellate division of Bangladesh Supreme Court in August 2021 halted a Bangladesh High Court order for Anti-Corruption Commission and Bangladesh Bank to investigate against the chairman of the bank, Alamgir Kabir, on corruption charges following an appeal by Alamgir. In September 2022, Chattogram Money Loan Court issued an arrest warrant against the chairman of Nurjahan group for embezzling 2.68 billion taka from Southeast Bank Limited.

3.2 Company Profile

3.2.1 Vision, Mission, Commitments Vision

To be a pioneer in Banking system in Bangladesh and contribute significantly to the growth of the national economy.

Mission

- High quality financial services with state of the art technology
- Fast customer service
- Sustainable growth strategy
- Follow ethical standards in business
- Steady return on shareholders' equity

Commitments

- ✓ Provide service with high degree of professionalism and use of modern technology
- ✓ Create long - term relationship based on mutual trust

- ✓ Respond to customer needs with speed and accuracy
- ✓ Share their values and beliefs
- ✓ Grow as our customers grow
- ✓ Provide products and service at competitive pricing
- ✓ Ensure safety and security of customers' valuables in trust with us

3.2.2Board of Director of SEBL

Names of the member of the Board of Directors of the Bank:

Name	**Designation**
Mr. Alamgir Kabir (FCA)	Chairman
Mr. Ragib Ali	Vice Chairman
Mr. M. A. Kashem	Director
Mr. Azim Uddin Ahmed	Director
Mrs. Jusna Ara Kashem	Director
Mrs. Duluma Ahmed	Director
Mr. Md. Akikur Rahman	Director
Mrs. Rehana Rahman	Director
Mrs. Sirat Monira	Director
Karnafuli Tea Co. Ltd, represented by Mr. Abdul Hye	Director
Dr. Quazi Mesbahuddin Ahmed	Independent Director
Mr. A. H. M. Moazzem Hossain	Independent Director
Mr. M. Kamal Hossain	Managing Director

3.2.3 Executive Committee

Name	**Dasignation**
Mr. Alamgir Kabir (FCA)	Chairman
Mr. M. A. Kashem	Member
Mr. Azim Uddin Ahmed	Member
Mr. M. Kamal Hossain	Member

3.2.4 Audit Committee:

Name	**Designation**
Mr. A. H. M. Moazzem Hossain	Chairman
Dr. Quazi Mesbahuddin Ahmed	Member
Mrs. Jusna Ara Kashem	Member
Mrs. Duluma Ahmed	Member

3.2.5 Risk Management Committee:

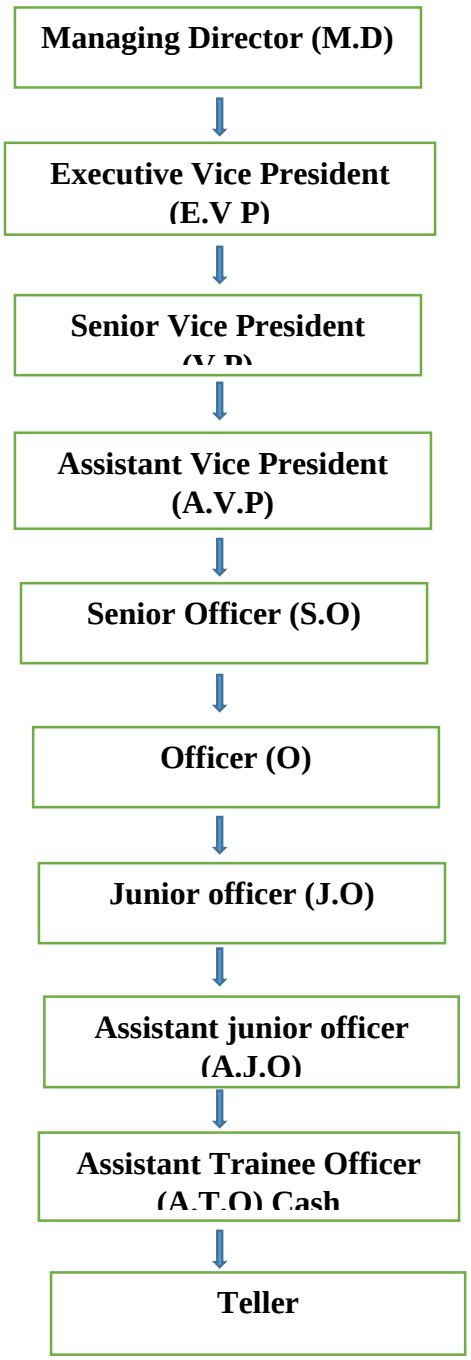
Name	**Designation**

Mr. Alamgir Kabir (FCA)	Chairman
Mr. M. A. Kashem	Member
Mr. Azim Uddin Ahmed	Member
Mr. A. H. M. Moazzem Hossain	Member

3.2.6 Advisor:

Name	**Designation**
Mr. Zakir Ahmed Khan	Advisor

3.3 Operational Details:



3.4 Sections and Their Functions

Southeast bank have some major responsibility. They have some section in their every individual branch. Different types of task are done by different sectors. The sections is given bellow-

3.5 General Banking

1. **Accounts Opening:** Southeast Bank provides different types of deposit. The different types of accounts are very commonly in practice:

- Current Deposits (CD)
- Savings Bank Deposits (SB)
- Short term deposits (STD)
- Fixed Deposit receipts (FDR)
- Monthly saving scheme (MSS)
- Security overdraft (SOD)
- Pension Savings Scheme(PSS)

2. **Clearing**
3. **Dispatch:** Dispatch includes all correspondence, letters, statements and returns and telegrams. This dispatch is also known as mail. The dispatch is primarily divided into two categories: **Inward**: It means what are receives from the outside.
   Out Ward: It means what are sent to the outside.
4. **Bank receipts and payments (cash)**
5. **Payments and collections of cheques**

3.6 Function of foreign Exchange

Foreign Exchange department of Southeast Bank is divided in to two parts.

Export:

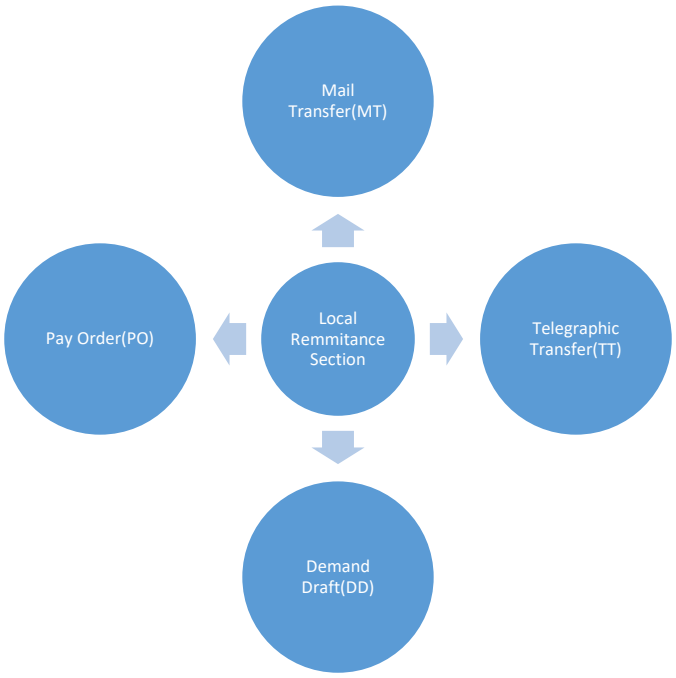
- ✓ Pre-shipment advantages
- ✓ Negotiating foreign bills.
- ✓ Exports guaranties
- ✓ Purchase of foreign bills.
- ✓ Advance against bills for collection.
- ✓ Advising / conforming setters (letter of credit).
- ✓ Advance for differed payments exports.

Imports:

- ✓ Bills for collection
- ✓ Advance bills.
- ✓ Opening of letter of credit (L/C)
- ✓ Import loan & guarantees

3.7 Local Remittance

Sending money from one place to another for customers is another important service of banks and this service is an important part of countries payment system. For this service, people especially businessmen can transfer funds from one place to another very quickly. There are four types of remitting money, such as:



3.8Five year performance at a glance

In million taka

Particulars	2022	2021	2019	2018	2017
Authorized Capital	15,000.00	15,000.00	10,000.00	10,000.00	10,000.00
Paid up Capital	9,169.50	9,169.50	8,732.86	8,732.86	8,317.01
Reserve Fund / Others	19,312.13	18,292.59	13,074.71	10,864.68	10,683.05
Deposit	210,431.09	189,472.54	177,519.46	152,901.24	127,178.22
Advance	168,878.46	147,070.81	134,863.82	126,968.97	107,288.56
Investment	58,829.27	56,378.59	57,589.06	37,656.56	29,846.60
Import Business	155,812.58	155,691.00	131,644.82	111,537.50	99,509.01
Export Business	126,423.89	112,137.60	95,220.40	84,464.20	75,982.06

Guarantee Business	15,245.19	13,603.30	17,226.41	21,506.65	25,673.90
Remittance Business	60,708.50	48,740.50	39,299.10	41,455.40	49,544.10
Total Income	26,260.72	27,667.10	26,918.30	23,134.18	19,931.91
Total Expenditure	18,226.45	19,337.34	20,218.11	17,638.99	13,846.24
Operating Profit	8,034.27	8,289.76	6,700.20	5,495.19	6,085.67
Net Profit after Tax and Provision	3,069.42	3,836.94	3,378.82	1,648.72	1,912.19
Fixed Assets	7,885.23	7,913.00	7,795.65	7,677.51	7,373.11
Total Assets	260,718.03	236,608.40	220,930.85	189,921.58	158,078.59

Chapter: 04
Internship Responsibilities

4.1 Internship Responsibilities

4.1.1 Actual Task Part

In the period of my three months internship program, I got a position and some duties in Southeast bank, joydebpur Branch. My observation and responsibilities were in Promotional Strategy of Southeast Bank Limited fill up. I worked with an Ass. Junior Officer, Southeast Bank Ltd, Joydebpur Branch who manages the front desk. On that time, I mainly worked in Customer Service Department & observed the rules and regulations of marketing section and the procedure which they followed in the marketing section.

4.2 Job responsibilities

There were several responsibilities carried out by me in general banking division of Southeast Bank Limited (Joydebpur branch). Every day I used to start my job at 10:00am and it ended at 05:00pm. Within this time different types of job were done by me and those are given below.

4.3 Specific Job Responsibilities

1. Fast and efficient services
2. Speed of transactions
3. Friendliness of bank personnel
4. Confidentiality of bank
5. Knowledgeable about the needs of customers

4.4 Nature of the job

During my internship program, I had to perform different types of job tasks in the Markeitng department. I also tried to match those tasks with my theoretical knowledge, but it's important to mention that practical experience shows a true picture of every company's operation procedure and helps one to evaluate all steps of the respective organization. Basically, this department extends to the cash collection team, Pre-payments team asset management team, Tax team, and financial reporting of Bank.

4.5 Providing Client Statements

In the event that any customer needed their announcement it was given by me. Before giving explanation I confirmed that record. I additionally coordinated the photograph through server that was given by the customer. At that point I gave articulation.

Chapter 5

Promotional Strategy of Southeast Bank Limited

5.1 Promotional Strategy of Southeast Bank Limited

Segmentation: Bases for segmenting financial product customer Understanding customer and their needs and requirements are important for developing marketing strategy. By analyses of questionnaire, it has been found that the factors affecting in segmentation of corporate banking and consumer / personal banking are different. The factors that banks emphasize to identify the needs and requirements are as follows:

or corporate customer: *f* Financial Strength and credit worthiness *f* Market Positioning *f* Reputation & Integrity *f* Industries *f* Listed Companies For personal banking: *f* Occupation *f* Income and Propensity to save *f* Attitude towards banking *f* Market demand *f* Geographic concentration.

Product Differentiation Strategies Innovation of new products is a rare case for the local PCBs in Bangladesh rather they modify their offerings from that of their competitors. They do this by analyzing the reports, brochure or with client interview, Central Bank's information & regulations, lending rate, deposit rate etc. The main criterion for differentiation is made by the pricing policy through lowering the lending rate from their competitors. Other criteria for differentiation are: maturity of products, market demand, and geographic concentration. Following table shows the major common criteria for differentiation of financial products in Private Commercial Banks:

Differentiation criteria

- Pricing policy/Interest Rate
- Maturity of products
- Market Demand/Trend
- Geographic concentration

Promotional Tools used for Marketing of Financial Products From the survey it has been found that banks use advertising media in a greater extent, personal selling in a limited extent. Public relations for promotional purpose are used in medium extent. Analysis on promotional tools used by banks shows that advertising are widely used method of promotion than personal selling. The following table shows the ranking on three mediums of promotion:

Promotional Tools Used by Banks

1. Advertising
2. Personal selling
3. Public relations

5.2 Database Marketing

Private commercial banks recently have started customer database for marketing purpose. The research shows that all of the sample banks use database for marketing of their products.

5.3 Internet Banking

Almost all the private banks have their own website. Internet Banking has already been started. But the operation is not so much extended. Following are the common features of Internet Banking: • View account balances and transaction history • Verify deposits • Check loan balances • Check loan payment information.

5.4 Deposit Product of SEBL

1. Savings Account(SB)
2. Mudaraba Term Deposit Reciept (MTDR)
3. Millionaire Deposit scheme (MDS)

Fixed deposits

36 Months	24 Months	12 Months	06 months	03 months

Fixed deposit are a high-enthusiasm yielding Term store offered by banks. The most mainstream type of Term stores are Fixed Deposits, while different types of term Deposits are Recurring Deposit and Flexi Fixed Deposits.

5.5 Electronic Products

- Real Time On-Line any branch banking
- 24-hours ATM
- Debit Card
- Credit Card
- Telephone Banking
- Internet Banking
- SMS Banking
- Agent Banking
- RTGS
- EFT

Different product (continues)

Treasury Product

Foreign Exchange

Electronic Banking

ATM services

Debit Card

I Banking (Internet Banking)

On Line Banking (eIbs)

Other Services

Lockers

Protection

5.6 Promotion Strategy

Promotion is the function of informing, persuading, and influencing the customer's decision process. Usually the bank's marketing manager will respond to the goals and objectives of the bank by formulating various elements of the promotional strategy i.e. personal selling, advertising, sales promotion, publicity and public relations. Promotional strategy is closely related to the process of communication. A standard definition of communication is the transmission of a message from a sender to a receiver. Marketing communication, then are those messages that deal with buyer-seller relationships. Marketing communication is a broader concept than promotional strategy, because it includes word-of-mouth advertising and other forms of unsystematic communication. A planned promotional strategy, however, is certainly the most important part of any marketing communications.

For the promotion of SEBL they are supporting charitable ventures, relief operations and environment protection. They are also coming to the aid of the poor and the needy people of the society. So that the socio-economic condition of our country could grow better. They are working to maintaining high compliance standard in regard to all relevant laws and regulations of all regulatory bodies. They are supporting art, education, sports, culture, healthcare etc. Promoting good community relation to foster a relationship of understanding, trust and credibility. To empower our women they are supporting development of the women community. They are also Assistance in enforcement of law and order in the society.

5.7 Product Promotion

Promotional Tools:

Now days a business or organization success totally depends on what the promotional tools they using for their service or product. Southeast bank use advocacy marketing, different type of campaign, different type of development work. Southeast Bank Limited's BSSO (Branch sales and Service Officer), CRO (Client Relationship officer) and Sales people is the main promotional party. Southeast Bank Limited has a satisfied customer segment they also promote the product to other client.

Geographic Expansion:

For any successful business expansion is an inevitable part of the strategic plan. Crossing the border or define geographical boundaries indicates the growth of the business. Southeast Bank Limited started with a mission statement "The Fastest Growing Bank". Indeed it is growing very rapid pace. Southeast Bank Limited is planning to set Branches to more than 60 districts within the next 5 Years.

New Customer Segment:

Southeast Bank Limited is blessed with a high degree of corporate clients & household savings. Southeast Bank Limited is now trying to identify new segments & customer groups to facilitate its rapid expansion. The bank's highly talented HR unit discovers that a large number of private university students belong to mostly affluent families. So they found potential business opportunity there if they can make A 1M card available for this segment To make this plan a real success Southeast Bank Limited has appointed highly motivated & energetic sales force & they are running various promotional campaigns in several private universities.

Branded Card: SEBL is collaborating with VISA and Master card to provide branded to their Corporate & High Class clients.

5.7 Customer Service Quality

Importance of Good Customer Service: Good customer service always has to play some rule, Southeast 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 try to give the best service to their customer.

Building Relationship: Southeast 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 Expectation: As a service organization Southeast Bank Limited always try to provide the best service that expected by its customer.

Higher Service Charge: Expectation of better Service.

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: BSSO 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: Southeast Bank Limited introduce new strategy day by day to make their potential client as their loyal customer.

Chapter: 06
Findings of the Study

6.1 Findings

- The cash counters are congested which hamper day to day teller activities and action become delayed.
- Their promotional activities are problematic.
- Problems are faced at the ATM booth due to poor network.
- The SEBL 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.
- Concentration to customer requirement SEBL has the lack of employee concentration to fulfill their customer requirement.
- Number of Branches are not satisfactory, SEBL have to give more emphasize on increasing number of Branches.
- Salary structure of SEBL is satisfactory comparing with other Banks, the pension policy and the payment of pension to the employees are very fair and transparent. So, employees are motivated to promote the business and grow the client base.
- Security system of many branches is not sufficient.

Chapter: 07

Recommendations and Conclusion

7.1 Recommendations

I have some recommendations for Southeast Bank Limited to capture more market share and to make the inward condition more dynamic. I trust these suggestions would assist them with competing with their rivals.

- The online banking system they have, they should improve the system so that the customer does not face any problem while doing online banking.
- They should improve their promotional activities like should give more TV advertisement, conduct more direct marketing.
- To recruit sufficient skilled manpower because the bank employees should communicate properly with customers about their deposit and other schemes
- If the intrigued customers have legitimate documentation in support of his/her character at that point there ought to be probation for staying away from introducer.
- They should do more research regarding the customer's choice and preferences for the service.
- They require precise process in real money counter to give client well and quick offices.
- Introducing more elements on customer requirement, the authority should recruit more employees to serve the customers.

7.2 Conclusion

Modern Commercial Banking is exacting business. The reward are modest, the penalties for bad looking are enormous. And Commercial bank's are great monetary institutions, important to the general welfare of the economy more than any other financial institution. Southeast Bank Limited (SEBL) playing a vital role in financing import and exports of the country. Without Bank's co-operation, it is not possible to run any business or production activity in this age. Exports and import need finance in various stages of their activities. Export and import financing are letter of credit (L/C), payment against documents (PAD), loan against imported merchandise (LIM) etc. All these facilities are provided by SEBL. For this purpose Bank's consider the borrower's business standing, integrity, liability with the bank term and conditions of the L/C. There are lot of risks involved in foreign business. So, the Southeast Bank Limited (SEBL) have to clearly justify the customers from a neutral point and gather the current information about the market.

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