Internship Report
on
Retail Banking System of City Bank PLC.

Submitted by:

Md. Asraf Hossen
ID: BBA2202026111
Program: Bachelor of Business Administration (BBA)
Major: Accounting
Department of Business Administration
Sonargaon University (SU)

Submitted to:

Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Submitted for the partial fulfillment of the degree
of Bachelor of Business Administration (BBA)



Sonargaon University (SU)
147/1 Green Road, Panthapath, Tejgaon, Dhaka

Date of Submission: September 05, 2026

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Supervised by:

Mst. Marium Akter

Lecturer

Department of Business Administration

Faculty of Business,

Sonargaon University (SU)

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147/1 Green Road, Panthapath, Tejgaon, Dhaka

Date of Submission: September 05, 2026

Letter of Transmittal

September 05, 2026

Mst. Marium Akter
Lecturer
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Subject: Submission of internship report titled **"Retail Banking System of City Bank PLC."**

Dear Madam,

I'm glad to present a working report on City Bank for my internship. I have included all the knowledge I have learned through working at the bank, both theoretical and practical, because it is a crucial component of the bachelor's degree requirement. Even though I encountered a number of difficulties and problems throughout my internship, I made every effort to prepare a stellar report.

I want to convey my heartfelt appreciation for helping me during my internship period with the preparation of the internship report. Without your direction, it would be challenging to properly finish this report. So, I'm hoping you'll find the information I included in the report useful. However, due to time constraints and concerns about confidentiality, the report may contain certain limitations. Any questions you may have about the report should be directed to me, and I will be happy to answer them.

Yours Sincerely

MD. Asraf Hossen
ID: BBA2202026111
Program: Bachelor of Business Administration
Major: Accounting
Sonargaon University (SU)

Declaration of Student

Actually, this report is submitted as a fulfillment of the requirement of Bachelor of Business Administration degree. I am **Md. Asraf Hossen** hereby declare that the work presented in this report titled **"Retail Banking System of City Bank PLC."** has been carried out by me and has not been previously submitted to any other University, College or Organization for any academic qualification, certification, diploma or degree.

Yours Sincerely

Md. Asraf Hossen
ID: BBA2202026111
Program: Bachelor of Business Administration
Major: Accounting
Sonargaon University (SU)

Letter of Authorization

The internship report titled **"Retail Banking System of City Bank PLC."** submitted as partial requirement of Bachelor of Business Administration degree at Sonargaon University (SU). This report has been prepared by **Md. Asraf Hossen**, ID: BBA2202026111, Program: Bachelor of Business Administration (Major: Accounting), Department of Business Administration, Sonargaon University (SU) under my supervision and guidance. The data and findings presented in the report seem to be authentic. Thus the internship report has been approved for presentation.

I wish him every success in life.

Mst. Marium Akter
Lecturer
Department of Business Administration
Faculty of Business
Sonargaon University (SU)

Acknowledgement

First of all, I would like to express my deep gratitude to the Almighty Allah for giving me the strength, patience, and ability to successfully prepare and complete this internship report.

I would like to express my deep sense of gratitude and heartfelt respect to **Mst. Marium Akter**, Lecturer, Department of Business Administration, Sonargaon University (SU), for her valuable suggestions, guidance, and instructions throughout the preparation of this report. Her support and valuable advice helped me to complete the report properly. I would also like to convey my sincere gratitude to all the members who directly or indirectly helped me in preparing this report.

I would also like to express my sincere gratitude to **Mr. Mahbub Tushar**, Senior Relationship Manager City Bank PLC. for providing me with valuable guidance, practical insights, and relevant information regarding the banking operations and other important aspects related to the preparation of this report. His guidance, cooperation, and encouragement were very helpful to me throughout my internship and in completing this report.

Finally, I would like to thank everyone who supported me directly or indirectly in completing this internship report.

Executive Summary

City Bank Ltd. deals with four different and significant banking divisions which are the driving force of the bank such as Retail Banking, Corporate and Investment Banking, SME Banking and Treasury Banking. Here the report has been prepared on Retail banking of CBL and it covers detail about retail banking activities performs by the bank. Besides it also consist of general information of CBL, financial information, learning points, findings, and recommendation.

Retail banking refers to banking in which banking institutions execute transactions directly with consumers, rather than corporations or other banks. Services offered include: savings and checking accounts, mortgages as well as personal loans, debit cards, credit cards, and so forth. Under retail banking City bank provides three different types of loan for better convenience of the customers such as City Drive, City Express and another one is City Solution. There are some certain benefits and positive effects of the loan again it also has some problems as well, which are listed in findings part of the report. This report will be helpful for the person who has intention to learn about retail banking and some other banking institute who wants to launch retail banking beside this it may help the management of City Bank ltd.

I have made this report on the basis of retail banking that is correlated to General Banking, different part of Foreign Exchange, Business Department etc. I have worked on retail banking activities and seen the financial dealings of the bank. This report contains retail banking activities of City Bank of Gulshan Branch. Under retail banking, general banking department contain all deposits name, its activity, interest rate etc., cash, foreign remittance/ bills, money laundering, prevention of money laundering etc., dispatch, public service.

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List of Acronyms

Acronym	Full Form
ATM	Automated Teller Machine
BB	Bangladesh Bank
BFIU	Bangladesh Financial Intelligence Unit
BIBM	Bangladesh Institute of Bank Management
CRM	Customer Relationship Management
KYC	Know Your Customer
AML	Anti-Money Laundering
CFT	Combating the Financing of Terrorism
NID	National Identity Card
NPL	Non-Performing Loan
POS	Point of Sale
OTP	One-Time Password
PIN	Personal Identification Number
SMS	Short Message Service
ICT	Information and Communication Technology
IT	Information Technology
E-Banking	Electronic Banking
EFT	Electronic Funds Transfer
BEFTN	Bangladesh Electronic Funds Transfer Network
NPSB	National Payment Switch Bangladesh
MFS	Mobile Financial Services
ROI	Return on Investment
ROA	Return on Assets
ROE	Return on Equity
PLC	Public Limited Company
CBS	Core Banking System
TAT	Turnaround Time
POS	Point of Sale
E-KYC	Electronic Know Your Customer
API	Application Programming Interface

Chapter 1:

Introduction

1.1 Background of the Report

The banking sector is one of the most important components of a country's financial system and plays a vital role in mobilizing savings, facilitating investment, providing credit, and supporting economic activities. In recent years, the banking industry in Bangladesh has experienced significant changes due to technological advancement, increasing customer expectations, regulatory developments, and growing competition among financial institutions. As a result, commercial banks are increasingly focusing on customer-oriented and technology-driven banking services.

Retail banking represents one of the major areas of modern commercial banking. It primarily focuses on providing financial products and services to individual customers, households, salaried persons, professionals, students, and other personal banking clients. The major activities of retail banking include deposit accounts, savings schemes, personal loans, home loans, auto loans, credit and debit cards, ATM services, fund transfers, remittance facilities, digital banking, and customer relationship services.

The importance of retail banking has increased substantially with the growing demand for convenient, accessible, secure, and efficient financial services. Customers now expect to perform banking transactions through multiple channels, including branches, ATMs, mobile applications, and internet banking platforms. Consequently, banks need to continuously improve their service quality, technological infrastructure, operational efficiency, customer relationship management, and risk management practices.

City Bank PLC is one of the prominent private commercial banks operating in Bangladesh. Since its establishment, the bank has expanded its banking activities and developed a diversified portfolio of financial products and services. Its operations include retail banking, corporate banking, SME banking, card services, digital banking, treasury, and other financial services.

The retail banking division of City Bank PLC provides various products and services designed to meet the financial requirements of individual customers. These include deposit facilities, retail loans, card services, digital banking, payment solutions, fund transfers, and customer support services. The bank's emphasis on technology and customer-focused service delivery has contributed to the development of its retail banking operations.

This internship report has been prepared on the topic **“Retail Banking System of City Bank PLC.”.** The report aims to examine the major activities, products, services, procedures, and operational practices associated with retail banking. It also provides an opportunity to relate theoretical knowledge acquired through academic study with practical experience obtained during the internship.

The study therefore focuses not only on understanding the existing retail banking system but also on identifying its operational practices, customer service mechanisms, technological facilities, challenges, and potential areas for improvement.

1.2 Origin of the Report

This internship report has been prepared as a partial requirement for the completion of the BBA program at Sonargaon University. As part of the academic curriculum, students are required to complete an internship program to gain practical knowledge and experience in a real organizational environment. In this regard, the internship at City Bank PLC provided an opportunity to understand the practical activities of a commercial bank and relate academic knowledge with real-life banking operations.

The report titled "Retail Banking System of City Bank PLC" has been prepared based on the practical experience gained during the internship, along with relevant information collected from official publications, annual reports, and other reliable sources. The main focus of the report is to understand the retail banking products and services, account opening process, customer service, ATM and card facilities, digital banking, retail lending, and other related activities of City Bank PLC.

The report also aims to identify the major strengths and challenges of the bank's retail banking system and provide some recommendations based on the findings. The internship experience helped to develop a better understanding of banking operations, customer handling, technology-based services, and the importance of efficient service delivery in the modern banking sector.

1.3 Objectives of the Report

➢ **Broad Objective**

The broad objective of this report is to study the retail banking system of City Bank PLC, including its products, services, digital banking, and customer service. It also aims to identify key findings and suggest ways to improve banking services.

➢ **Specific objectives:**

- ❖ To provide an overview of the "Retail Banking System of City Bank PLC.".
- ❖ To understand the major retail banking products and services offered by the bank.
- ❖ To examine the account opening and customer onboarding procedures.
- ❖ To understand the different deposit products and facilities available to retail customers.
- ❖ To examine the retail loan products and credit facilities provided by the bank.
- ❖ To understand the functions of debit cards, credit cards, ATM services, and other payment facilities.
- ❖ To examine the role of digital and online banking in retail banking operations.
- ❖ To understand cash handling, cheque processing, clearing, fund transfer, and remittance-related activities.

- To examine the role of customer service and relationship management in retail banking.
- To identify the major operational challenges associated with the retail banking system.
- To assess the practical knowledge and experience gained through the internship.
- To identify potential areas for improving the efficiency and quality of retail banking services.
- To provide recommendations based on the findings and practical observations of the study.

1.4 Scope of the Report

The scope of this report is limited primarily to the **"Retail Banking System of City Bank PLC."**. The study provides an overview of the products, services, procedures, technologies, and customer-oriented activities associated with retail banking.

The report covers the following major areas:

- Overview of City Bank PLC and its business operations.
- Concept and functions of retail banking.
- Retail banking products and services.
- Account opening and customer onboarding procedures.
- Savings, current, and other deposit facilities.
- Retail loan and credit facilities.
- Credit card and debit card services.
- ATM and payment services.
- Digital and online banking facilities.
- Cash deposit and withdrawal activities.
- Cheque collection and clearing activities.
- Fund transfer and remittance services.
- Customer service and relationship management.
- Technology-based retail banking services.
- Operational challenges and improvement opportunities.
- Internship duties, responsibilities, and practical learning.

The study also attempts to examine how theoretical banking concepts are applied in the practical environment of a commercial bank. However, the report does not attempt to provide an exhaustive analysis of every department or business segment of City Bank PLC, as the primary focus is specifically on retail banking.

1.5 Methodology and Data Collection

A systematic methodology has been followed to prepare this report. The study is primarily descriptive and analytical in nature and is based on both primary and secondary sources of information.

- **Secondary Data**

Secondary information was collected from relevant and reliable sources, including:

- City Bank PLC's official publications and reports.
- Annual reports and financial information.
- Official banking and product-related information.
- Bangladesh Bank publications, guidelines, and regulatory information.
- Relevant textbooks and academic materials.
- Research papers and journal articles.
- Previous studies related to retail banking.
- Other reliable sources relevant to the subject matter.

➢ **Data Analysis**

The collected information was reviewed, organized, and analyzed according to the objectives of the report. A descriptive approach was primarily used to explain banking procedures, products, services, and operational activities.

Where appropriate, comparative observations, analytical discussions, and SWOT analysis were used to identify the strengths, weaknesses, opportunities, and threats associated with the retail banking system.

The information obtained through practical observation was cross-checked with available secondary information to improve the overall reliability and relevance of the report.

1.6 Limitations of the Report

Although every effort has been made to prepare the report accurately and comprehensively, the study has certain limitations. These limitations are common in internship-based academic studies and should be considered when interpreting the findings.

The major limitations are as follows:

- **Limited Internship Duration:** The internship period was relatively short, which restricted the opportunity to observe the complete cycle of all retail banking activities.
- **Confidentiality of Banking Information:** Banking institutions maintain strict confidentiality regarding customer accounts, transaction records, internal reports, and other sensitive information. Consequently, access to certain information was restricted.
- **Limited Access to Internal Policies:** Some internal policies, operational manuals, strategic information, and management-level decisions were not accessible for academic analysis.
- **Restricted Access to Customer Data:** Customer information could not be collected or presented in detail due to privacy, confidentiality, and regulatory considerations.
- **Limited Practical Exposure:** As an intern, access to certain specialized banking functions and decision-making processes was limited.
- **Time Constraints:** The limited time available for both internship activities and report preparation restricted the possibility of conducting extensive research on every aspect of retail banking.
- **Dependence on Qualitative Information:** A considerable portion of the report is based on observation, discussions, and descriptive analysis rather than extensive quantitative data.

- **Changing Banking Environment:** Banking products, technologies, regulations, and operational procedures may change over time. Therefore, certain practices discussed in the report may be subject to future modifications.
- **Limited Generalization:** The findings primarily reflect the retail banking activities and practical observations available during the internship and may not represent every branch or operational unit of the bank.

Despite these limitations, reasonable efforts have been made to ensure that the information presented in this report is relevant, reliable, and consistent with the objectives of the study.

1.7 Structure of the Report

The report has been organized into five chapters to present the study in a systematic and logical manner.

Chapter 1: Introduction This chapter introduces the study and presents the background of the report, objectives, scope, methodology and data collection process, limitations, and overall structure of the report.

Chapter 2: Organization Overview This chapter provides an overview of City Bank PLC. It discusses the bank's history, vision, mission, products and services, organizational structure, business operations, retail banking services, retail banking products and facilities, and SWOT analysis.

Chapter 3: Retail System of City Bank PLC This chapter focuses on the core subject of the report. It discusses the **"Retail Banking System of City Bank PLC."**, including account opening and customer onboarding, deposit products, retail loans, card services, digital banking, cash and cheque operations, fund transfer and remittance services, customer service, and major challenges and improvement opportunities.

Chapter 4: Internship Duties, Responsibilities, and Learning Points This chapter presents the practical experience gained during the internship. It describes the duties performed, responsibilities undertaken, practical exposure to retail banking operations, and the knowledge and skills acquired during the internship period.

Chapter 5: Recommendations and Conclusion The final chapter presents recommendations based on the findings and practical observations of the study. It also provides an overall conclusion regarding the effectiveness and significance of the **"Retail Banking System of City Bank PLC."**.

Chapter 2:

Organizational Overview

2.1 Company History

City Bank PLC is one of the oldest private commercial banks in Bangladesh. The bank was established in 1983 by a group of Bangladeshi entrepreneurs with the objective of providing modern banking services and contributing to the development of the country's financial sector. Since its establishment, City Bank has gradually expanded its operations and diversified its banking activities to meet the changing financial requirements of its customers.

Over the years, the bank has undergone significant transformation in its products, services, technology, operational procedures, and customer service practices. The institution has progressively moved from traditional branch-based banking toward a more technology-oriented and customer-centric banking model.

City Bank operates through several major business segments, including retail banking, corporate banking, SME banking, card services, digital banking, and treasury operations. Among these, retail banking represents an important area because it directly serves individual customers and provides them with a wide range of financial products and services for their personal and household needs.

The bank has also emphasized the development of technology-based banking services. Digital channels have enabled customers to conduct various transactions and access banking information more conveniently without depending entirely on physical branch visits. This transformation has become particularly important as customer expectations for fast, secure, and convenient banking services continue to increase.

City Bank's development over the years reflects the broader transformation of the banking industry in Bangladesh. Its focus on innovation, customer service, digital transformation, and diversified banking solutions has helped it maintain a significant position in the country's private banking sector.

2.2 Vision

City Bank PLC aims to be a leading bank in Bangladesh by providing innovative, customer-focused, technology-driven, and sustainable financial services. The bank seeks to create long-term value for its customers, shareholders, employees, and other stakeholders through service excellence, digital transformation, and responsible banking practices.

2.3 Mission

The mission of City Bank PLC is reflected in its commitment to providing effective financial services while maintaining professionalism, integrity, efficiency, and customer satisfaction.

The major areas associated with its mission include:

- Providing reliable and efficient banking services to customers.
- Understanding and responding to changing customer requirements.

- Developing innovative financial products and services.
- Improving customer experience through technology and digital channels.
- Maintaining effective corporate governance and regulatory compliance.
- Developing competent and professional human resources.
- Creating sustainable value for shareholders and other stakeholders.
- Supporting economic activities and contributing to the development of Bangladesh.

The mission is implemented through the bank's diverse business activities and its continuous efforts to improve service quality, operational efficiency, technological capabilities, and customer relationships.

2.4 Products and Services

City Bank PLC provides a diversified range of financial products and services for individual, business, corporate, and institutional customers. These products and services can broadly be categorized into retail banking, corporate banking, SME banking, card services, digital banking, and treasury-related activities.

➢ Deposit Products

Deposit services constitute a fundamental component of retail banking. City Bank provides different deposit products to help customers save, manage, and utilize their funds according to their financial objectives.

Major deposit-related facilities include:

- Savings accounts
- Current accounts
- Salary accounts
- Student and specialized accounts
- Fixed deposit facilities
- Monthly savings and deposit schemes
- Other personal deposit products

These products are designed to address different customer requirements regarding savings, liquidity, transaction frequency, and financial planning.

➢ Retail Loan Products

Retail lending enables individual customers to obtain financing for personal and household requirements. City Bank provides various consumer-oriented financing facilities subject to eligibility criteria, documentation, credit assessment, and applicable terms and conditions.

Major retail lending areas include:

- Personal loans
- Home loans
- Auto loans
- Education-related financing

- ❖ Other consumer financing facilities

Retail lending is an important source of banking business and allows customers to meet financial requirements that may not be immediately covered through personal savings.

- ➢ **Card Services**

Card services are an important component of the bank's retail banking portfolio. City Bank offers card-based financial services that facilitate cashless payments, electronic transactions, and ATM access.

These services include:

- ❖ Credit cards
- ❖ Debit cards
- ❖ ATM services
- ❖ Point-of-sale transactions
- ❖ Online card payments
- ❖ Card-related customer support

The expansion of card services has contributed to the increasing adoption of cashless transactions among banking customers.

- ➢ **Digital Banking Services**

Digital banking has become an integral part of modern retail banking. City Bank provides technology-based banking facilities through digital channels to improve convenience and accessibility.

Digital services may include:

- ❖ Internet banking
- ❖ Mobile banking
- ❖ Online fund transfers
- ❖ Account information services
- ❖ Bill payment facilities
- ❖ Digital transaction services
- ❖ Card management facilities

The development of digital banking allows customers to access financial services more efficiently while reducing their dependence on traditional branch-based banking.

- ➢ **Fund Transfer and Remittance Services**

The bank provides various fund transfer and remittance-related services to facilitate the movement of money through formal banking channels. These services are important for customers who need to transfer or receive funds for personal, family, educational, business, and other purposes.

2.5 Organizational Structure

City Bank PLC maintains a structured organizational framework to manage its diverse banking operations effectively. The organizational structure establishes clear lines of authority,

responsibility, accountability, and coordination among different levels of management and operational units.

At the highest level, the Board of Directors is responsible for providing strategic direction and overseeing corporate governance. Executive management is responsible for implementing organizational strategies, managing business operations, ensuring regulatory compliance, and achieving institutional objectives.

The bank's major functional and business areas include:

- Retail Banking
- Corporate Banking
- SME Banking
- Credit and Risk Management
- Operations
- Information Technology
- Human Resources
- Finance and Accounts
- Internal Control and Compliance
- Legal and Regulatory Affairs
- Customer Service

At the branch level, the Branch Manager or designated branch head supervises the overall branch activities. Different officers and employees perform specialized functions such as customer service, account opening, cash operations, clearing, loans, cards, and other banking services.

A simplified organizational structure can be presented as follows:



This organizational arrangement facilitates the effective distribution of responsibilities and supports efficient coordination among different departments and branches.

2.6 Business Operations

City Bank PLC operates as a full-service commercial bank and conducts a wide range of financial activities for individual, business, corporate, and institutional customers. Its diversified business model enables the bank to serve different segments of the economy.

- **Retail Banking**

Retail banking focuses on individual customers and provides services such as deposits, loans, cards, digital banking, payments, fund transfers, and other personal financial solutions.

- **Corporate Banking**

Corporate banking provides financial products and services to large corporations and institutional customers. These may include corporate lending, working capital facilities, trade finance, cash management, and other financial solutions.

- **SME Banking**

SME banking focuses on the financial requirements of small and medium-sized enterprises. The bank provides financing and other banking services to support business operations, working capital requirements, and business expansion.

- **Card Business**

Card services constitute an important part of the bank's retail business. Credit and debit cards facilitate electronic payments, ATM transactions, point-of-sale purchases, and online transactions.

- **Digital Banking**

Digital banking enables customers to access banking services through electronic platforms. The increasing use of mobile devices and internet-based financial services has made digital banking an essential component of modern banking operations.

- **Treasury Operations**

Treasury operations are concerned with liquidity management, foreign exchange activities, investment-related operations, and other financial market functions.

Through these diversified operations, City Bank serves a broad customer base and participates in different segments of Bangladesh's financial system.

2.7 Retail Banking Services of City Bank PLC

Retail banking is a major component of modern commercial banking because it directly addresses the everyday financial requirements of individual customers. City Bank's retail banking services are designed to provide customers with convenient, secure, and accessible financial solutions.

- **Account Services**

Account services include opening and maintaining different types of customer accounts, deposits, withdrawals, account statements, account-related documentation, and other account management activities.

- **Deposit Services**

Deposit services allow customers to save and manage their funds through different account types and deposit schemes. The bank provides products designed for different savings objectives and liquidity requirements.

- **Retail Loan Services**

Retail loan facilities provide financing to eligible individual customers for various personal and household purposes. These facilities require appropriate documentation, customer assessment, repayment capacity evaluation, and compliance with relevant banking requirements.

- **Card Services**

Debit and credit card services enable customers to make purchases, withdraw cash, perform online transactions, and access other electronic payment facilities.

- **Digital Banking Services**

Digital banking provides customers with remote access to selected banking services through internet and mobile-based platforms. These services improve convenience and reduce the need for frequent branch visits.

- **Payment Services**

Payment services allow customers to conduct various financial transactions, including merchant payments, bill payments, electronic transfers, and other eligible transactions.

- **Customer Service**

Customer service plays a central role in retail banking. Bank employees assist customers with account-related queries, transaction issues, product information, card services, digital banking, and complaint resolution.

2.8 Retail Banking Products and Facilities

City Bank PLC offers various retail banking products and facilities to satisfy the financial needs of individual customers. These products can be broadly divided into deposit products, lending products, payment products, and digital banking facilities.

- **Savings Account**

A savings account is primarily designed for customers who want to save money while maintaining access to their funds for regular financial requirements. Customers can deposit and withdraw money according to the applicable terms and conditions.

- **Current Account**

A current account is designed for customers who require frequent financial transactions. It is particularly relevant to individuals and businesses that regularly receive and make payments.

- **Fixed Deposit**

Fixed deposit facilities allow customers to place funds with the bank for a predetermined period under specified terms and conditions. These products are generally suitable for customers seeking structured savings and investment opportunities.

- **Salary Account**

Salary accounts are designed to facilitate salary disbursement for employees. Such accounts can provide employees with convenient access to banking and other related financial services.

- **Retail Loan Facilities**

Retail loan facilities provide financing to eligible customers for personal, housing, automobile, educational, and other approved purposes. The bank generally evaluates the customer's eligibility, income, repayment capacity, documentation, and other relevant factors before approving financing.

- **Credit Card Facilities**

Credit card facilities provide customers with access to an approved credit limit for eligible purchases and transactions. Customers are required to comply with applicable repayment schedules, fees, charges, and other terms.

- **Debit Card Facilities**

Debit cards allow customers to access available funds in their accounts for ATM withdrawals, merchant payments, online transactions, and other eligible services.

- **Digital Banking Facilities**

Digital banking facilities allow customers to perform selected banking activities through electronic channels. These services improve accessibility and convenience and support the growing demand for technology-based financial services.

- **ATM Services**

ATM services provide customers with convenient access to cash withdrawal and other available banking facilities beyond traditional branch operating hours.

- **Fund Transfer Facilities**

Fund transfer facilities allow customers to send money through available banking channels. Such services are useful for personal, family, educational, business, and other legitimate financial purposes.

2.9 SWOT Analysis

SWOT analysis is a strategic analytical framework used to identify the Strengths, Weaknesses, Opportunities, and Threats of an organization. In this report, the SWOT analysis is considered from the perspective of City Bank PLC's retail banking operations.

- **Strengths**

The major strengths of City Bank PLC's retail banking operations include:

- Established presence in Bangladesh's private commercial banking sector.
- Diversified portfolio of retail banking products and services.
- Strong focus on customer-oriented banking.
- Availability of credit and debit card services.
- Development of digital banking facilities.
- Use of technology in banking operations.
- Diversified business operations across several banking segments.
- Professional workforce and structured management.
- Established customer base and brand recognition.
- Multiple banking channels for customer access.

- **Weaknesses**

Despite its strengths, several areas may create operational challenges:

- Certain banking procedures may still require physical branch visits.
- Documentation requirements may sometimes be time-consuming for customers.
- Dependence on technology can create service disruption when technical problems occur.
- Maintaining consistent service quality across different service points can be challenging.
- Increasing customer expectations require continuous improvement in service delivery.
- Operational processes may become complex when multiple regulatory requirements are involved.

- **Opportunities**

The retail banking sector provides several opportunities for further development:

- Rapid growth of digital and mobile banking.
- Increasing adoption of cashless and electronic payment systems.
- Growing demand for consumer and retail lending.
- Expansion of financial inclusion in Bangladesh.

- ❖ Development of innovative and personalized financial products.
- ❖ Greater use of artificial intelligence and automation in banking services.
- ❖ Expansion of digital customer onboarding and paperless banking.
- ❖ Growth of e-commerce and online financial transactions.
- ❖ Increasing demand for convenient, fast, and customized banking solutions.

➢ Threats

The major external threats to retail banking operations include:

- ❖ Intense competition among private commercial banks.
- ❖ Increasing competition from fintech companies and digital financial service providers.
- ❖ Cybersecurity threats, online fraud, and data security risks.
- ❖ Changes in regulatory and compliance requirements.
- ❖ Economic uncertainty affecting customers' repayment capacity.
- ❖ Rapid technological changes requiring continuous investment.
- ❖ Increasing customer expectations regarding service speed and convenience.
- ❖ Potential operational and reputational risks.

➢ Overall SWOT Assessment

The SWOT analysis indicates that City Bank PLC possesses significant strengths in its retail banking operations, particularly through its established market presence, diversified product portfolio, customer-oriented approach, card services, and growing use of digital banking technologies.

However, the changing banking environment requires continuous improvement in operational efficiency, digital security, customer service, and technological infrastructure. The increasing demand for digital financial services, cashless transactions, personalized banking, and financial inclusion creates substantial opportunities for further growth.

At the same time, intense competition, cybersecurity threats, regulatory changes, technological risks, and changing customer expectations remain important challenges. Therefore, continuous innovation, effective risk management, employee development, digital transformation, and improved customer experience will be essential for strengthening the retail banking operations of City Bank PLC.

Chapter-3:

Retail Banking System of City Bank PLC.

3.1 Overview of Retail Banking System

Retail banking refers to the provision of banking products and financial services directly to individual customers, households, salaried employees, professionals, students, and other personal banking clients. Unlike corporate banking, which primarily serves large organizations and institutions, retail banking focuses on meeting the day-to-day financial needs of individual customers.

The retail banking system generally includes deposit accounts, savings products, retail loans, credit and debit cards, ATM services, fund transfers, remittance services, digital banking, payment facilities, and customer relationship management. The effectiveness of a retail banking system depends on service quality, operational efficiency, technological infrastructure, security, accessibility, and the ability of a bank to understand and respond to customer needs.

City Bank PLC has developed a diversified retail banking system to serve the financial requirements of individual customers. The system combines traditional branch-based services with technology-driven delivery channels. Customers can access different banking products through branches, ATMs, cards, and digital banking platforms.

The major components of the **"Retail Banking System of City Bank PLC."** can be summarized as follows:

- ❖ Customer account services
- ❖ Deposit and savings products
- ❖ Retail loan and financing facilities
- ❖ Credit and debit card services
- ❖ ATM services
- ❖ Digital and online banking
- ❖ Cash and cheque services
- ❖ Fund transfer and remittance facilities
- ❖ Customer service and relationship management
- ❖ Complaint handling and service support

The retail banking system is important for both the bank and its customers. For customers, it provides convenient access to financial services, while for the bank, it contributes to deposit mobilization, lending, transaction volume, customer acquisition, and long-term relationship development.

3.2 Account Opening and Customer Onboarding Process

Account opening is one of the fundamental activities of retail banking. It establishes the formal relationship between a customer and the bank. An effective account opening process should ensure that customer information is properly collected, verified, documented, and maintained in accordance with applicable banking and regulatory requirements.

At City Bank PLC, the account opening process generally involves several stages.

Step 1: Customer Inquiry and Product Selection

The customer first approaches the bank through a branch or an applicable digital channel and identifies the type of account or banking product required. Bank representatives provide relevant information regarding the product, eligibility requirements, documentation, applicable charges, and other conditions.

Step 2: Collection of Required Information

The customer is required to provide relevant personal and financial information. Depending on the type of account, the required information may include:

- Full name
- Date of birth
- Contact information
- Current and permanent address
- National identification information
- Photograph
- Nominee information
- Source of income or funds
- Employment or professional information

Step 3: KYC and Customer Verification

Know Your Customer (KYC) is an important component of the account opening process. The bank verifies the identity and relevant information of the customer to comply with applicable regulatory and anti-money laundering requirements.

Step 4: Documentation and Form Completion

The customer completes the necessary account opening forms and submits supporting documents. Bank personnel review the documents to identify any missing information or inconsistencies.

Step 5: Verification and Approval

The submitted information and documents are reviewed and verified by authorized bank personnel. Additional clarification or documentation may be requested if necessary.

Step 6: Account Activation

After successful completion of the required procedures and approval, the account is created and activated. The customer can then access the applicable banking services according to the terms and conditions of the account.

Importance of Customer Onboarding

An effective customer onboarding process helps the bank:

- ❖ Establish accurate customer records.
- ❖ Reduce identity-related risks.
- ❖ Meet regulatory requirements.
- ❖ Improve customer experience.
- ❖ Prevent fraudulent activities.
- ❖ Build a long-term customer relationship.

3.3 Retail Deposit Products and Services

Deposit products are a fundamental component of retail banking. They enable customers to keep their money safely with the bank while providing access to different financial services. For the bank, customer deposits are an important source of funds that support lending and other banking activities.

City Bank PLC offers various deposit-related products and facilities designed to meet the different financial needs of customers.

- ➢ **Savings Accounts**

Savings accounts are primarily designed for individuals who want to save money while maintaining access to their funds for regular financial needs. Customers can use these accounts for deposits, withdrawals, transfers, payments, and other eligible transactions.

- ➢ **Current Accounts**

Current accounts are generally suitable for customers who require frequent financial transactions. They provide flexibility for regular deposits and withdrawals and are particularly relevant for business-oriented customers and individuals with high transaction requirements.

- ➢ **Fixed Deposit Facilities**

Fixed deposit facilities allow customers to place a specific amount of money with the bank for a predetermined period under specified terms and conditions. Such products can be suitable for customers who want to maintain structured savings for a particular period.

- ➢ **Salary Accounts**

Salary accounts are designed to facilitate salary payments for employees. These accounts provide employees with convenient access to their salaries and may also provide access to other retail banking products and services.

- ➢ **Savings Schemes**

Savings schemes encourage customers to develop regular savings habits and plan for future financial requirements. Depending on the specific product, customers may make periodic deposits according to predetermined terms.

- **Importance of Deposit Products**

Retail deposits are important because they:

- Encourage personal savings.
- Provide customers with secure financial management facilities.
- Support liquidity management.
- Create opportunities for customers to access other banking products.
- Provide banks with funds that can support lending and investment activities.
- Strengthen long-term customer relationships.

3.4 Retail Loan Products and Credit Facilities

Retail lending is another important component of the retail banking system. It enables individual customers to obtain financing for various personal, household, and investment-related requirements.

Before approving a retail loan, banks generally evaluate factors such as customer income, employment status, repayment capacity, credit history, existing liabilities, documentation, and other applicable eligibility criteria.

City Bank PLC provides different types of retail financing facilities to eligible customers.

- **Personal Loan**

Personal loans provide customers with financing for approved personal requirements. These may include household expenses, personal development, emergency financial requirements, or other legitimate purposes depending on the applicable product conditions.

- **Home Loan**

Home loans provide financing for housing-related requirements. Customers may seek housing finance for purchasing, constructing, or improving residential property, subject to the bank's eligibility and credit assessment criteria.

- **Auto Loan**

Auto loans provide financing for purchasing eligible vehicles. The bank evaluates the applicant's income, repayment capacity, documentation, and other relevant factors before approving financing.

- **Education-Related Financing**

Education-related financing can help eligible customers meet approved educational expenses. Such financing can support higher education and other academic requirements, subject to the applicable terms and conditions.

➢ **Retail Credit Assessment**

A sound credit assessment process is essential for maintaining the quality of retail lending. It helps the bank:

- ❖ Assess customer repayment capacity.
- ❖ Identify potential credit risks.
- ❖ Determine appropriate financing limits.
- ❖ Ensure proper documentation.
- ❖ Reduce the possibility of loan default.
- ❖ Maintain a healthy retail loan portfolio.

3.5 Card Services and Payment Solutions

Card-based banking has become an important component of modern retail banking. Debit and credit cards provide customers with convenient alternatives to cash-based transactions.

City Bank PLC offers card-related services that facilitate various financial transactions.

➢ **Debit Card Services**

Debit cards allow customers to access funds available in their bank accounts. Customers can use debit cards for eligible ATM withdrawals, merchant payments, online transactions, and other supported services.

➢ **Credit Card Services**

Credit cards provide customers with access to an approved credit limit. Customers can use credit cards for eligible purchases and payments and are required to repay according to applicable billing and repayment terms.

➢ **ATM Services**

ATM facilities allow customers to conduct selected banking transactions without visiting a branch. Depending on the available services, customers can use ATMs for cash withdrawal, balance inquiry, viewing mini statements or transaction information, fund transfers, and other available self-service banking transactions. These facilities provide customers with greater flexibility and convenience by allowing them to access essential banking services through automated channels.

➢ **Point-of-Sale Payments**

Customers can use cards at participating merchants to make electronic payments. This reduces dependence on physical cash and supports the growth of cashless transactions.

➢ **Online Payments**

Card services also support online transactions, allowing customers to make eligible purchases and payments through e-commerce and other digital platforms.

➢ **Importance of Card Services**

Card services provide customers with several important benefits in their daily financial activities. They offer convenience and enable faster transactions while reducing dependence on physical cash. Card facilities also provide greater flexibility in making payments and wider access to electronic payment services. In addition, card-based transactions help customers maintain transaction records and track their financial activities more effectively.

However, effective card services also require strong security measures, customer awareness, fraud monitoring, and appropriate transaction controls.

3.6 Digital and Online Banking Services

Digital banking has significantly transformed the traditional banking model. Customers increasingly prefer to access banking services through smartphones, computers, and other digital devices rather than visiting branches for every transaction.

City Bank PLC provides digital banking facilities that allow customers to access selected banking services through electronic channels. These facilities improve accessibility and enable customers to perform banking activities more conveniently.

➢ **Major Digital Banking Functions**

Depending on the available services and customer eligibility, digital banking facilitates a wide range of banking activities without requiring customers to visit a physical branch. These functions may include account balance inquiry, viewing transaction history, fund transfers, bill payments, card management, utility payments, mobile recharge, access to account-related information, and other available digital transactions. Such facilities provide greater convenience, save customers' time, and make routine banking services more accessible.

➢ **Benefits of Digital Banking**

Digital banking provides several advantages:

❖ **Convenience:** Customers can access banking services remotely.
❖ **Time Saving:** Many transactions can be completed without visiting a branch.
❖ **Accessibility:** Banking services can be accessed through digital channels.
❖ **Faster Transactions:** Electronic processing can reduce transaction time.
❖ **Reduced Operational Pressure:** Digital channels can reduce customer traffic at branches.
❖ **Improved Customer Experience:** Customers can access services according to their convenience.

➢ **Challenges of Digital Banking**

Cybersecurity is an important consideration in modern digital banking because the increasing use of technology exposes banks and customers to various risks. Major challenges include cybersecurity threats, online fraud, data privacy risks, technical failures, gaps in digital literacy, and dependence on internet connectivity and technological infrastructure. Therefore,

maintaining strong security systems, protecting customer data, ensuring reliable technological infrastructure, and increasing customer awareness are essential for providing safe and effective digital banking services.

Therefore, continuous improvement in cybersecurity, authentication, customer awareness, and technological infrastructure is essential for sustainable digital banking.

3.7 Cash, Cheque and Clearing Operations

Cash, cheque, and clearing activities remain important components of retail banking despite the rapid growth of digital transactions.

- **Cash Deposit**

Customers can deposit cash into their accounts through the branch's cash counter or applicable channels. The transaction is recorded and processed according to the bank's established procedures.

- **Cash Withdrawal**

Customers can withdraw money from their accounts through authorized banking channels. Proper verification and transaction controls are applied to ensure the security of the transaction.

- **Cheque Processing**

Cheque-related activities include receiving cheques, verifying relevant information, processing the instruments, and completing settlement through the appropriate banking channels.

- **Cheque Collection**

A cheque deposited for collection may require processing through the relevant clearing or collection mechanism. The amount is credited to the customer's account subject to successful realization and applicable procedures.

- **Clearing**

Clearing involves the exchange and settlement of cheques and other eligible payment instruments between banks through the appropriate clearing system.

- **Importance of Proper Processing**

Proper processing is essential for maintaining the accuracy, security, and efficiency of banking operations. Accurate transaction processing ensures customer convenience, reduces operational errors, supports proper record keeping, maintains transaction security, and ensures compliance with established banking procedures. Therefore, careful verification, accurate documentation, and adherence to prescribed banking procedures are necessary for ensuring reliable and efficient banking operations.

3.8 Fund Transfer and Remittance Services

Fund transfer services enable customers to send money from one account or location to another through authorized banking channels. These services are important for personal, family, educational, business, and other legitimate financial purposes.

Retail customers may require fund transfer services for:

- Transferring money between accounts.
- Making payments.
- Supporting family members.
- Educational expenses.
- Business-related payments.
- Other legitimate personal financial requirements.

➢ Remittance Services

Remittance services are particularly important for Bangladesh because a significant number of Bangladeshi citizens work abroad. Formal banking channels help facilitate the receipt and distribution of remittance funds.

An effective remittance system provides:

- Secure transfer of funds.
- Proper transaction records.
- Regulatory compliance.
- Convenient access to received funds.
- Support for financial inclusion.

➢ Importance of Fund Transfer Services

Efficient fund transfer and remittance services contribute to customer convenience and strengthen the bank's role as a financial intermediary. They also support the formal financial system by encouraging customers to use regulated banking channels for money transfers.

3.9 Customer Service and Relationship Management

Customer service is one of the most important elements of retail banking because retail customers interact with the bank frequently. The quality of customer service directly influences customer satisfaction, loyalty, retention, and the bank's reputation.

City Bank PLC's retail banking operations require employees to provide support across different customer touchpoints.

➢ Major Customer Service Activities

Customer service activities may include:

- Providing information about banking products.

- Assisting with account opening.
- Responding to transaction-related queries.
- Supporting card-related issues.
- Assisting with digital banking services.
- Providing account statements and related services.
- Handling customer complaints.
- Guiding customers regarding banking procedures.
- Supporting fund transfer and payment-related queries.

➢ Customer Relationship Management

Customer relationship management focuses on developing and maintaining long-term relationships between the bank and its customers. Effective relationship management requires understanding customer needs and providing suitable financial solutions.

Important elements include:

- Customer communication
- Personalized service
- Quick response
- Complaint resolution
- Product knowledge
- Service reliability
- Customer feedback
- Continuous service improvement

➢ Importance of Customer Satisfaction

Satisfied customers are more likely to continue using banking services and maintain long-term relationships with the bank. Therefore, customer satisfaction is an important indicator of retail banking performance.

Chapter-4:

Internship Duties, Responsibilities, and Learning Points

4.1 Internship Overview

An internship is an important component of academic learning because it provides students with an opportunity to apply theoretical knowledge in a real organizational environment. It helps students understand professional practices, organizational culture, workplace communication, operational procedures, and practical decision-making.

The internship at City Bank PLC provided an opportunity to gain practical exposure to various banking activities, particularly those related to retail banking operations. The internship experience helped bridge the gap between academic knowledge and practical application by allowing the intern to observe and participate in selected banking activities under the guidance of experienced bank officials.

The internship primarily focused on understanding how retail banking services are delivered to customers and how different operational activities are coordinated within a banking environment. During the internship, practical exposure was gained in areas such as customer service, account-related activities, documentation, cash and cheque-related operations, clearing, card services, digital banking, and other retail banking functions.

The internship also provided an opportunity to observe how banking employees interact with customers, maintain records, follow established procedures, ensure accuracy, and comply with organizational and regulatory requirements.

Overall, the internship experience contributed significantly to the development of practical banking knowledge, professional behavior, communication skills, and an understanding of customer-oriented financial services.

4.2 Internship Duties

During the internship period, various activities related to retail banking operations were observed and, where appropriate, performed under the supervision of bank officials. The duties were primarily focused on understanding banking procedures and assisting with routine operational activities.

- **Customer Service Support**

One of the major areas of practical exposure was customer service. The intern observed how bank employees communicate with customers and provide information regarding different banking products and services.

Activities included:

- Guiding customers to the appropriate service desk.
- Providing general information regarding banking services.
- Assisting customers with basic account-related queries.
- Helping customers understand required forms and documents.
- Directing customers regarding appropriate banking procedures.
- Observing the handling of customer complaints and service requests.

This experience helped develop an understanding of the importance of communication, patience, professionalism, and customer satisfaction in retail banking.

- **Account Opening Activities**

Account opening is a fundamental retail banking activity. During the internship, the account opening process was observed to understand how customer information and documentation are handled.

The activities included:

- Observing account opening procedures.
- Checking the completeness of forms.
- Reviewing required supporting documents under supervision.
- Observing customer information verification.
- Understanding KYC-related requirements.
- Observing the process of submitting completed documents for further verification and approval.

This provided practical knowledge regarding the importance of accurate documentation and customer identification in banking.

- **Documentation and Record Management**

Proper documentation is essential for maintaining accurate banking records and ensuring compliance with applicable requirements.

The intern gained practical exposure to:

- Organizing customer-related documents.
- Checking whether required documents were attached.
- Maintaining files according to established procedures.
- Sorting and arranging banking documents.
- Observing record-keeping practices.
- Understanding the importance of confidentiality in handling customer information.

- **Cash and Cheque-Related Activities**

The internship also provided an opportunity to understand basic cash and cheque-related banking activities.

The intern observed:

- Cash deposit procedures.
- Cash withdrawal procedures.
- Cheque receiving procedures.
- Cheque verification processes.
- Cheque collection activities.
- Basic clearing procedures.
- Transaction recording and documentation.

These activities demonstrated the importance of accuracy, verification, security, and attention to detail in banking operations.

- **Clearing Activities**

Cheque clearing is an important operational function of commercial banks. During the internship, the basic workflow of cheque clearing was observed.

The intern learned about:

- Receiving cheques for clearing.
- Checking basic cheque information.
- Processing relevant documentation.
- Understanding inward and outward clearing concepts.
- Observing the settlement process through applicable clearing arrangements.

This experience helped develop a practical understanding of how payment instruments move between banks.

- **Card and Digital Banking Support**

The internship also provided exposure to modern technology-based retail banking services. The intern observed customer support activities related to cards and digital banking.

The areas of exposure included:

- General card service procedures.
- Debit and credit card-related customer queries.
- ATM-related customer support.
- Digital banking registration and service-related information.
- Basic online banking service procedures.
- Customer guidance regarding digital transaction facilities.

4.3 Responsibilities During the Internship

The responsibilities assigned during the internship were performed under the supervision and guidance of relevant bank officials. The primary responsibilities focused on supporting routine banking activities while maintaining accuracy, confidentiality, professionalism, and compliance with established procedures.

- **Maintaining Accuracy**

Banking activities involve financial transactions and sensitive customer information. Therefore, maintaining accuracy while handling documents and performing assigned tasks was an important responsibility.

- **Maintaining Confidentiality**

Customer account information, personal information, transaction details, and banking documents are confidential. The intern was expected to maintain appropriate confidentiality while handling or observing such information.

❖ **Following Banking Procedures**

All assigned tasks were performed according to the instructions and procedures provided by the responsible bank officials. Following proper procedures was essential to minimize errors and maintain operational efficiency.

❖ **Supporting Customer Service**

The intern assisted customers with basic guidance and directed them to the appropriate service points when necessary. Professional behavior and respectful communication were maintained during customer interactions.

❖ **Organizing Documents**

The intern assisted with organizing and arranging documents and files. Proper document management was important for easy retrieval and accurate record maintenance.

❖ **Coordinating with Bank Employees**

The internship required regular communication with officers and employees. The intern followed instructions, sought clarification when necessary, and coordinated with relevant personnel to complete assigned tasks.

❖ **Maintaining Professional Discipline**

Punctuality, appropriate workplace behavior, professional communication, responsibility, and respect for organizational rules were maintained throughout the internship period.

4.4 Practical Learning in Retail Banking Operations

The internship provided practical knowledge that cannot be obtained entirely through classroom-based learning. It allowed the intern to observe the actual implementation of banking concepts and understand how different retail banking activities are interconnected.

➢ **Understanding Customer Onboarding**

The internship provided practical knowledge of how a bank establishes relationships with new customers. The process involves information collection, documentation, verification, KYC requirements, and account activation.

➢ **Understanding Deposit Operations**

The intern gained practical knowledge of how customers deposit and withdraw money and how different deposit products serve different customer requirements.

➢ **Understanding Retail Lending**

The internship provided an introductory understanding of retail lending and the importance of customer eligibility, documentation, repayment capacity, credit assessment, and proper loan administration.

- **Understanding Payment Operations**

Practical exposure to cheque, clearing, card, and fund transfer activities helped develop a broader understanding of how payment transactions are processed within the banking system.

- **Understanding Digital Banking**

The internship demonstrated how traditional banking services are increasingly being supplemented by digital channels. Digital banking improves convenience and accessibility but also requires appropriate security and customer awareness.

- **Understanding Customer Relationship Management**

Direct observation of customer interactions demonstrated that customer service is an important part of retail banking. Effective communication, quick response, accurate information, and professional behavior are essential for maintaining customer satisfaction.

- **Understanding Compliance**

The internship also helped develop an understanding of the importance of following banking rules, documentation requirements, KYC procedures, internal controls, and confidentiality requirements.

4.5 Skills and Learning Outcomes

The internship contributed to the development of several professional, technical, and interpersonal skills.

- **Banking Knowledge**

The internship provided practical knowledge of various areas of retail banking operations. The major areas of learning included retail banking operations, deposit products, account opening procedures, customer onboarding, retail lending, card services, digital banking, cheque and clearing activities, fund transfer services, and customer relationship management. This practical exposure helped develop a better understanding of how different retail banking activities are performed in a real banking environment and enabled the intern to relate theoretical academic knowledge with practical banking operations.

- **Communication Skills**

Regular interaction with bank employees and customers helped improve professional communication skills. The experience emphasized the importance of clear, polite, and appropriate communication in a customer-oriented environment.

- **Customer Service Skills**

The internship helped develop an understanding of customer needs and appropriate approaches to handling customer queries and service requests.

- **Documentation Skills**

Practical exposure to banking documents improved the ability to organize, review, and maintain records carefully and systematically.

- **Time Management**

Banking operations are time-sensitive and often involve multiple customer requests simultaneously. The internship helped develop the ability to prioritize assigned tasks and manage time effectively.

- **Attention to Detail**

Small errors in banking documentation or transaction processing can have significant consequences. Therefore, the internship helped develop greater attention to detail and accuracy.

- **Teamwork**

The banking environment requires coordination among different employees and departments. Working under the supervision of bank officials provided practical experience in teamwork and organizational coordination.

- **Professionalism**

The internship developed an understanding of professional workplace behavior, including punctuality, responsibility, discipline, appropriate communication, confidentiality, and respect for organizational procedures.

- **Problem-Solving Ability**

Exposure to routine customer queries and operational issues helped develop basic problem-solving abilities. It also demonstrated the importance of identifying the nature of a problem before determining an appropriate solution or referring it to the responsible officer.

- **Overall Learning Outcome**

The internship experience provided a practical understanding of how retail banking operates in a real organizational environment. It helped establish a connection between theoretical concepts learned through academic study and their practical application in banking operations. The experience also demonstrated that successful retail banking depends not only on financial products but also on service quality, employee efficiency, technological capability, operational accuracy, regulatory compliance, security, and customer relationship management. Overall, the internship at City Bank PLC was valuable in developing practical banking knowledge and professional skills. It provided meaningful exposure to the operational environment of retail banking and contributed to the intern's understanding of the responsibilities and challenges associated with working in the banking sector.

Chapter-5:

Findings

5.1 Major Findings

- City Bank PLC offers a wide range of retail banking products and services to meet different customer needs.
- Digital banking facilities make banking services more convenient and accessible for customers.
- ATM and card services provide customers with easy access to cash and electronic payment facilities.
- The account opening process requires proper documentation and customer verification.
- Customer service plays an important role in maintaining customer satisfaction and loyalty.
- Retail loan services require proper assessment of customer eligibility and repayment capacity.
- Accurate transaction processing helps reduce operational errors and improves service quality.
- Cybersecurity is important for protecting customer information and preventing online fraud.
- Employee knowledge and skills have a direct impact on the quality of retail banking services.
- Customer awareness of digital banking security needs to be improved.
- The use of technology helps reduce processing time and improve operational efficiency.
- Increasing competition in the banking sector requires better products, technology, and customer service.

Chapter-6:
Recommendations and Conclusion

6.1 Recommendations

- City Bank PLC should further improve its digital banking services to make them faster, easier, and more user-friendly.
- The bank should strengthen cybersecurity measures to protect customers from online fraud and unauthorized transactions.
- Regular awareness programs should be arranged to educate customers about safe digital banking practices.
- Customer service should be improved by reducing waiting time and providing quick and accurate support.
- Employees should receive regular training on banking products, technology, customer service, and compliance.
- Retail loan processing should be properly monitored to ensure accurate assessment and timely recovery.
- The bank should use more automation to reduce processing time and operational errors.
- City Bank PLC should introduce customer-focused products and services according to changing customer needs.
- Digital and cashless payment facilities should be expanded to provide greater convenience to customers.
- The bank should continue improving its services and technology to remain competitive in the retail banking sector.

6.2 Conclusion

The study on the Retail Banking System of City Bank PLC provides a practical understanding of how retail banking services are provided to individual customers. From the overall analysis, it is found that City Bank PLC offers a wide range of retail banking products and services, including deposit accounts, retail loans, ATM and card services, digital banking, fund transfers, and other customer-oriented facilities. These services help customers manage their financial activities in a convenient and efficient manner.

The findings also show that technology has become an important part of the bank's retail banking operations. Digital banking, ATM services, card facilities, and electronic payment systems have made banking faster and more accessible. At the same time, proper account opening procedures, accurate transaction processing, effective customer service, and skilled employees remain important for maintaining service quality and customer satisfaction.
However, the study also identifies some areas that require continuous attention, particularly cybersecurity, online fraud, customer awareness, employee skills, operational efficiency, and increasing competition in the banking sector. As customers are becoming more dependent on digital services, the bank needs to ensure that its technology-based services remain secure, reliable, and easy to use.

Based on the findings, several recommendations have been provided, including improving digital banking facilities, strengthening cybersecurity, increasing customer awareness, providing regular employee training, improving customer service, and increasing the use of automation. Overall, City Bank PLC has a strong foundation in retail banking, and continuous improvement in technology, security, service quality, and customer-focused solutions can help the bank achieve greater customer satisfaction and maintain a strong position in the competitive banking sector.

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