Internship Report On

"Performance Analysis of City Brokerage Limited"

Submitted For

Mr. Md. Anhar Sharif Mollah

Assistant Professor

Department of Business Administration

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Submitted By

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ID: 203-11-1200

Major: Finance

Batch: 57

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Date of Submission: 09th June, 2024

Letter of Transmittal

Mr. Md. Anhar Sharif Mollah
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on "Performance Analysis of City Brokerage Limited".

Dear Sir,

I have successfully completed my internship program in City Brokerage Limited and I am submitting my internship report title "Performance Analysis of City Brokerage Limited" which was assigned me as a part of my BBA program. This report is totally based on the experience that I have got from my internship at City Brokerage Limited.

I would like to express my gratitude to my supervisor for your kind supervision. I tried my best & hope that the report has been complete as per your expectations.

Sincerely Yours,

Md. Maynul Islam Pial
ID: 203-11-1200
Major: Finance
Batch: 57
Department of Business Administration

Declaration

I extend my sincere gratitude to Allah for granting me the strength and fortitude to complete my internship report. Without the grace and compassion of the Almighty, this struggle would have been far more challenging.

I am profoundly thankful to Mr. Md. Anhar Sharif Mollah, Assistant Professor at the Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, for extending to me the invaluable opportunity to be given the topic of "Performance Analysis of City Brokerage Limited." Without his guidance, it would have been impossible to complete my research.

Special appreciation is also owed to Md. Shafiqur Rahman, Senior Assistant Vice President and Head of Institutional Sales at City Brokerage Limited, my supervisor during the internship. His assistance and insights into the capital market have been invaluable in enhancing my understanding and navigating through the challenges of my internship.

In conclusion, I am deeply grateful to all individuals who have supported and assisted me during my internship, enabling me to gain valuable knowledge and experience in the field of finance.

....

Md. Maynul Islam Pial
ID: 203-11-1200
Major: Finance
Batch: 57
Department of Business Administration
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Certificate of Supervisor Approval

This is to certify that, **Md. Maynul Islam Pial, ID: 203-11-1200**, BBA (Finance), is a regular student of the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. He has successfully completed his internship program at City Brokerage Limited and has prepared for this internship under my direct supervision.

His assigned topic is “Performance Analysis of City Brokerage Limited”.

I wish him total success in life.

....

Mr. Md. Anhar Sharif Mollah

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

I hereby declare that the internship report titled "Performance Analysis of City Brokerage Limited" is my original work, completed under the guidance of Mr. Md. Anhar Sharif Mollah from the Department of Business Administration, Faculty of Business & Entrepreneurship at Daffodil International University.

This report has not been previously submitted to any other organization. All information included in this report has been gathered from the internet and discussions with senior executives of the organization.

I take full responsibility for any inaccuracies or damages resulting from any breach of obligations related to this report.

Executive Summary

This report analyzes the performance of one of the leading brokerage firms in Bangladesh and provides an overview of the stock market. During my internship, I was involved in various tasks such as analyzing different assets management company's portfolios and calculating different mutual funds cost per stock, P/E ratio, dividend, dividend yield, earning yield, Asset under management company market value for 30 top companies. Also I fundamental analyzed of difference sector of our country. In this analysis process include the company's financial performance, market position of company's different sectors. Based on this analysis, I prepared report on that sector of our country. The sector is the ceramic sector, power sector, textile sector.

The report covers the stock market industry in detail, including insights into fundamental analysis, trading psychology, and industry trends that I gained during my internship.

The first chapter outlines the objectives and scope of the report, while the second and third chapters focus on providing insights into City Brokerage Limited which are the core sections of this report. The final part discusses my internship experience, including recommendations for City Brokerage Limited, and concludes the report.

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Chapter – 01

Introduction

1.1 INTRODUCTION

A brokerage firm is financial institute that provide the intermediary service between buyers and sellers (investors) for trade securities. If any investor wants to buy or sell stocks, they can do it only through brokerage house. Brokerage house complete the trade on behalf of the buyer and seller. Brokerage firm gain revenue through charging fees on buying and selling securities after completed the trade. And to complete the trade on behalf of the buyer and seller, the Brokerage House takes a minimum charge, which varies according to the brokerage house. But Bangladesh Securities and Exchange (BSEC) commission has already fixed a certain amount of commission that commission amount follow every brokerage house.

1.2 BACKGROUND OF THE STUDY

Every student from the department of business administration has to participate in the internship program after completing all the courses, and after completing all the courses, all students must join the internship program to learn how to do work practically after achieving the theoretical knowledge that we have gained in our first year of university life.

I have done my internship at City Brokerage Limited. My internship topic is “Performance Analysis of City Brokerage Limited." My company **supervisor, Md. Shafiqur Rahman,** Senior Assistant Vice President and Head of Institutional Sales, City Brokerage Limited, and **university supervisor, Md. Anhar Sharif Mollah,** Assistant Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, accept it.

1.3 OBJECTIVES OF THE STUDY

- To identify the internal strengths and weaknesses of City Brokerage Limited and Examine external opportunities and threats that could impact the firm's future performance.
- To analyze the activities/services of City Brokerage Limited.
- To analyze the last five year’s financial performance of the City Brokerage Limited.
- To identify the last five years financial conditions of top brokerage firms of Bangladesh.
- To evaluate the financial and operational performance of City Brokerage Limited and provide recommendations that increase the financial stability and profitability of City Brokerage Limited.

1.4 SCOPE OF THE STUDY

In my report, I will focus on performance analysis of the city brokerage limited. I worked four month as an intern in the City Brokerage Limited at the strategic business planning team. In this four month internship period, I see their various areas financial performance, their managing procedures, working environment and systems which are very helpful to know and increase our knowledge about the capital market and city brokerage limited and regarding my topic. I get a scope to know the overall idea about the brokerage firms our country.

1.5 LIMITATIONS

As an intern, that’s why I have a lot of limitations in collecting news because I cannot get access to the entire department and their activities. That’s why it was so difficult to collect some information, which the higher authority cannot disclose to us. So it is so difficult for me to give the information about City Brokerage Limited fully.

The major limitations of this research are:-

- In City Brokerage Limited, there is a different department, and these departments have different and I worked with the strategic business planning team; that’s why I cannot access the other departments of the city brokerage limited, and they cannot disclose some data and information for them as per company restrictions and policies. Because, as an intern, I cannot get all the access.
- Insufficient time is another problem for collecting more data. Due to my short time, I cannot know all the financial procedures of organizations, and many of the aspects could not be disclosed in the report. Also, in this short time, it is difficult for me to know all the information. To collect more information, I need a lot of time.
- Many sources were so hazardous in terms of discipline and time - consuming.

Chapter – 02

Company Overview

2.1 CITY BROKERAGE LIMITED

City Brokerage Limited is a fully owned subsidiary of City Bank Limited and one of the largest and top ranked brokerage houses in the Bangladesh capital market. They started their operation and activity in 2010, but before starting their operation in 2009, they introduced a unique business model. City Brokerage Limited provides retail, NRBs, and local and foreign institutional trading services for their clients. CBL has also provided and built a premium portfolio of investors.

City Brokerage Limited maintains high-skilled professionalism, ethical standards, quality employees, a good working environment, and provides standard service to local and foreign investors. CBL also has a strong research team that has so much experience analyzing the market.

CBL helps their clients maximize their investment in different areas. At present, City Brokerage Limited has a good reputation.

2.2 VISION, MISSION & VALUES

Vision:

- The Financial Supermarket with a Winning Culture Offering Enjoyable Experiences

Mission:

- Offer wide array of products and services that differentiate and excite all customer segments
- Be the “Employer of choice” by offering an environment where people excel and leaders are created
- Continuously challenge enhance effectiveness processes and platforms to and efficiency
- Promote innovation and automation with a view to guaranteeing and enhancing excellence in service
- Ensure respect for community, good governance and compliance in everything we do

Values:

- Result Driven
- Accountable & Transparent
- Courageous & Respectful
- Engaged & Inspired

2.3 KEY EXECUTIVES OF CITY BROKERAGE LIMITED

Designation	Full Name
CEO & MD	Mr. Misbah Uddin Affan Yusuf
Head of Finance	Arafat Shamsher Ally
Head of Sales	Md. Sayful Islam
Head of Research & Investment	Akm Fazlay Rabby
Head of Institutional Sales	Md. Shafiqur Rahman
Head of Trading	Md. Tariquel Islam
Head of Settlement	Samir Chandra Das
Head of IT	Md. Nazrul Islam
Head of HR	Syed M. Navid Farabi

2.4 OPERATING PROCESS OF CITY BROKERAGE LIMITED

I got a great opportunity when I was an intern at City Brokerage Limited. I took a close look at the operating process of City Brokerage Limited. Basically, the city brokerage limited operation process function is divided into two categories: i) the front office and ii) the back office. Both of the operation processes are most important. The front office operations process includes: new account opening, maintaining existing and new customers, buying and selling shares, coordinating with departments, maintaining phone calls, arranging meetings, and also providing the current important news of the capital market of Bangladesh. After trading hours, recording all the trading information is another part of the front office job.

Back office city brokerage operation work includes data entry of cash and check payments, entry of newly opened BO accounts' information, writing of different types of vouchers and documents, note of trade confirmation, verifications of deals and transactions, following up on customer transactions and settlements, and maintaining different client register information.

2.5 SWOT ANALYSIS

SWOT analysis is the most important for a business. Because it identifies the company's strengths, weaknesses, opportunities, and threats. A company's strengths and weaknesses are the internal factors that a company can increase through its performance, and on the other side, opportunity and threats are the external factors that depend on the company environment.

Strength
➢ City brokerage limited has strong knowledgeable & Skillful Employees as a result they established a good reputation in the capital market of Bangladesh that can attract every investor in our country. ➢ City brokerage limited offers different types of services to their clients. Like: brokerage services to local retails, NRBs, local & foreign investors, research services, DP services, portfolio management services etc. that need investors. ➢ City brokerage limited provides hassle free customer service to their clients. ➢ People can easily opening their BO account & deposit money from inside of the country or outside of the country by using city brokerage limited portal. ➢ City brokerage limited has own modern trading software. As a result an investor can easily can trade by using their trading apps City Infinity. So, an investor no needs to come in the

Brokerage house daily because they can easily buy and sell their share by using City Infinity.

Weakness

- City Brokerage Limited's biggest weakness is that they are retail-driven, which is why their trade volume is low.
- Due to the limited number of branches of city brokerage in different areas of our country, their presence is less, and that’s why they can’t fully cover our country.
- Less product diversification is another weakness of CBL.
- As the current market is not structured and the market situation is very bad, that’s why many clients are moving away from the market, and as a result, CBL client numbers are decreasing.

Opportunities

- City Brokerage Limited has more than 22 panel brokers, so they get more clients.
- CBL first launched the City Infinity apps. By using these apps, people can easily trade from inside the country and outside of the country.
- CBL has good-skilled employees, so they are properly utilizing their resources and expend their operations.
- They can increase their volume of trade by attracting foreign and domestic
- They can provide new financial services to their clients and market preferences, which can increase the revenue growth of City Brokerage Limited.

Threats

- One of the primary threats to CBL is the limited number of branches. Because their other competitor brokerage houses have many branches, their competitors can easily engage more clients through their different branches.
- In the capital market of Bangladesh, there is low turnover; that’s why many investors are demotivated to invest their money in this market.
- At present, the political and economic conditions in the world and our country are so bad, and the inflation rate is so high in our country. That’s why at present, the capital market situation is so bad.
- Due to the decrease in BO accounts, CBL losing their clients can be one of the major threats.

Chapter – 03

Services Provided By City Brokerage Limited

City Brokerage limited is a top financial brokerage house in Bangladesh they providing brokerage and investment related services to their clients. During my internship period, I have learned and known various services offered their customers by City Brokerage Limited. The services they are provided are below:

3.1 BROKERAGE SERVICE:

- **Opening a Foreign Account:** City Brokerage Limited provides facilities to their foreign investment and individual intuitional investors, and they provide custodian selection and trading account setup.

- **Corporate and Institutional Account:** City Brokerage Limited provides their corporate and institutional clients with a range of services, with a range of services, including merchant banking services, proprietary account services, open-end mutual fund services, closed-end mutual fund services, gratuity fund account services, and provident fund services.

- **Non-Resident Bangladesh (NRBs):** It is the service that provides the city brokerage. These services include IPO quotas, tax rebates, and investment opportunities in corporate and treasury bonds; placement services for NRB investors; a single platform to open bank A/C; brokerage A/C to get custodial service; daily market reviews; research notes and earning updates; and trading facilities both DSE and CSE through infinity apps from all over the world.

- **Opening a Local Individual Account:** Investors can open a local individual account. In this individual account, an investor can get different types of services and benefits, including trading opportunities through City Infinity all over the country, an experienced trading team, research support for value investment, and superior customer service.

3.2 CDBL DP SERVICES (SETTLEMENT):

City Brokerage Limited provides Central Depository Bangladesh Participants (CDBL) services to their clients. These services include BO account management, dematerialization and materialization of securities, transfer and ownership changes for their clients, corporate events inquiries, BO ISIN balance and master maintenance enquiry.

3.3 SALES & BROKERAGE SERVICES:

City brokerage limited provides to their clients sales and brokerage related services. This service includes- buying & selling securities (stocks, bonds, mutual funds) and others financial instruments. Also city brokerage limited provides their customer wide range of investment related services.

3.4 CUSTODIAL SERVICES:

City brokerage limited provides custodial services to their investors. In these services includes- safe securities to their custody of volute, processing corporate actions, providing reporting & reconciliation services.

3.5 RESEARCH & PUBLICATION SERVICES:

City brokerage limited offers research and publications services to their clients for the better understand and known more information of the market. Through this part of the R&P services the city brokerage limited provide market research, analysis different types of sector and make a report for this sector and industries. For using this research report, the corporate gain the valuable information about the market, market situation and trends and also it helps the investors to take good decision for investment.

3.6 CDA PORTFOLIO SERVICES:

City brokerage limited provides (CBL Discretionary Account) CDA services to their investor from 2020 when that approved the Bangladesh Securities & Exchange Commission (BSEC). City brokerage limited professionally manage CDA clients portfolio. For using this CDA portfolio the investor managers can create the risk profile of their individual clients and design and maintain their portfolio. For using these services, the CDA investor can get benefit from the City brokerage limited that is – affordable services price, access to quality pre-IPO placement, no hidden cost & tax savings benefit.

3.7 VALUE ADDED SERVICES:

City brokerage limited always to provide best quality services to their clients that help their clients to increase their overall investment and achieve their financial services. This services includes-investment advisory, portfolio management, financial planning, 24/7 support systems services, online account opening services, private equity deals, online deposit & withdraw, purchasing open end mutual fund, margin facilities etc. that increase the value of the city brokerage limited.

3.8 DIGITALIZED PLATFORMS:

City brokerage limited provide their clients different types of digitalized services such as online trading services, portfolio tracking services, IPO application services and clients can access to the research portal.

Chapter – 04

Financial Performance Analysis of City Brokerage Limited

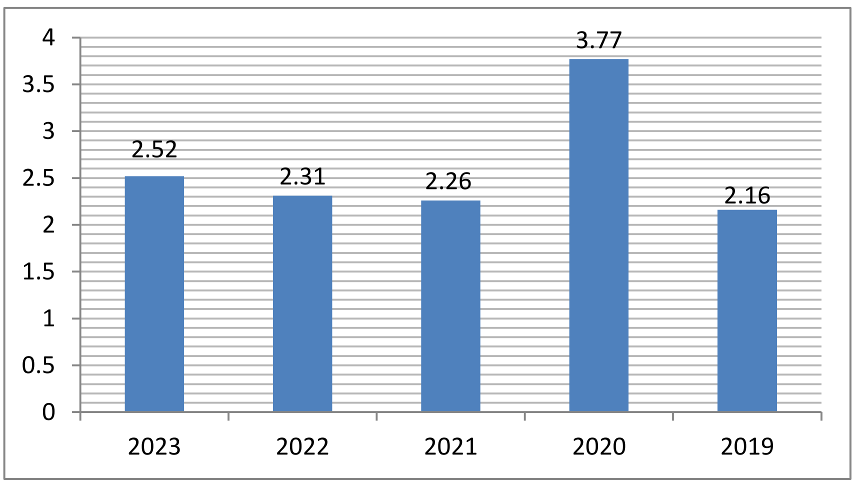
4.1 INTRODUCTION

This chapter of this report is the main body of my work or analysis that provides the financial situation of City Brokerage Limited in the last five years. The years are 2019, 2020, 2021, 2022, and 2023. Using this data in these 5 years, it will show how the financial aspects of City Brokerage Limited contribute to our economy and their company performance.

4.2 RATIO ANALYSIS

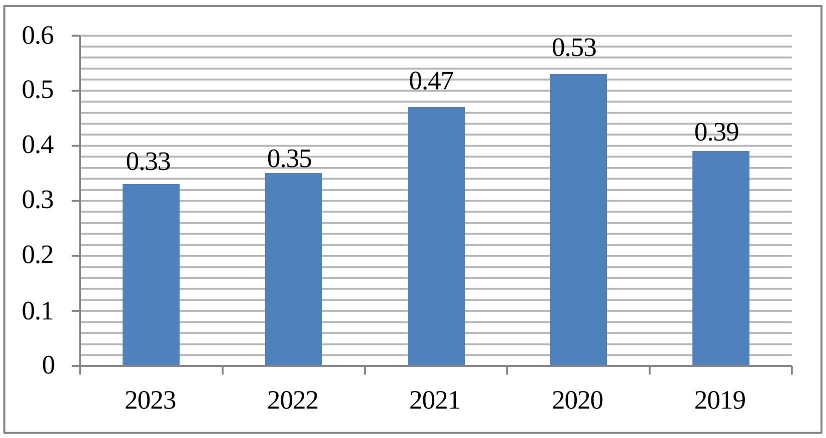
4.2.1 Current Ratio: The current ratio is called the liquidity ratio. It measures the company's capacity to pay short-term debts within one year and also understands how much current assets this company has against every 1 taka of current liabilities. It is calculated by current assets divided by current liabilities. When the company's current assets are less than $1.00, it means the financial resources cannot be fulfilled, and if the current assets are more than $1.00, it means the financial resources of the company cover all of the short-term obligations.

Particulars	2019	2020	2021	2022	2023
Current Ratio	2.52	2.31	2.26	3.77	2.16



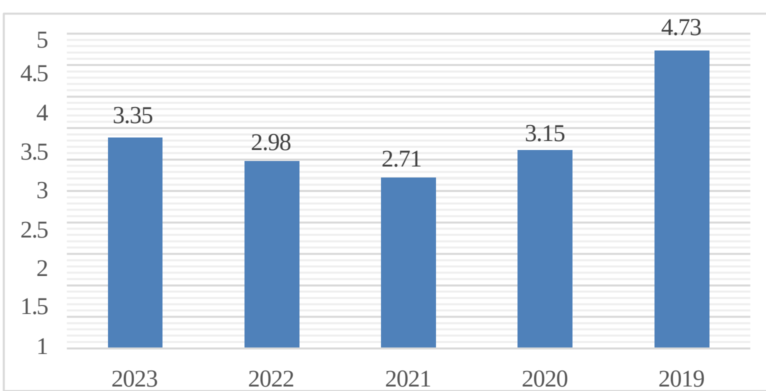
4.2.2 Cash Ratio: A cash ratio is a liquidity ratio that measures the company's capacity to pay short- term liabilities with cash that can be converted into cash quickly. The cash ratio of 0.5 to 1 is generally good for a company, but it depends on the company and their business cycle. It can be calculated by dividing total cash and cash equivalents by current liabilities.

Particulars	2019	2020	2021	2022	2023
Cash Ratio	0.39	0.53	0.47	0.35	0.39



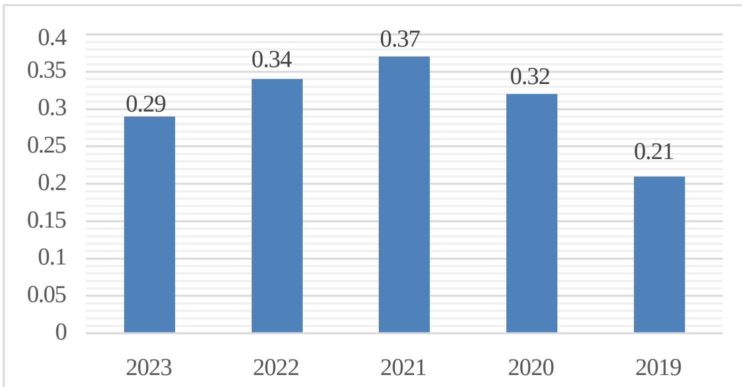
4.2.3 Financial Leverage Ratio: Financial leverage ratios are also called debt ratios, and they measure the ability of the business to meet its long-term (one year or longer) debt obligations. Those obligations include interest payments on debt, the final principal payment on the debt, and any other fixed obligations like lease payments.

Particulars	2019	2020	2021	2022	2023
Financial Leverage Ratio	4.73	3.15	2.71	2.98	3.35



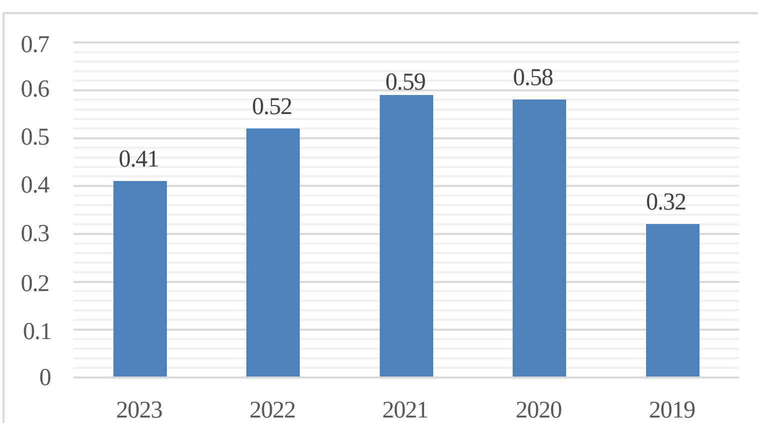
4.2.4 Debt to Asset Ratio: Debt to equity ratio is financial matrices that show how much company's capital is financed by debt or equity. When a company's debt to equity ratio is higher than it means company is using more debt to operate their operations.

Particulars	2019	2020	2021	2022	2023
Debt to Asset Ratio	0.21	0.32	0.37	0.34	0.29



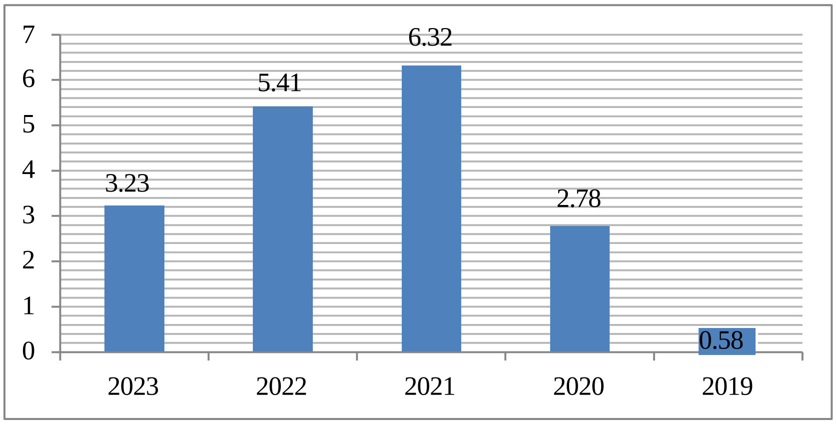
4.2.5 Debt to Equity Ratio: Debt-to-equity (D/E) ratio is used to evaluate a company's financial leverage and is calculated by dividing a company's total liabilities by its shareholder equity. D/E ratio is an important metric in corporate finance. It is a measure of the degree to which a company is financing its operations with debt rather than its own resources.

Particulars	2019	2020	2021	2022	2023
Debt to Equity Ratio	0.32	0.58	0.59	0.52	0.41



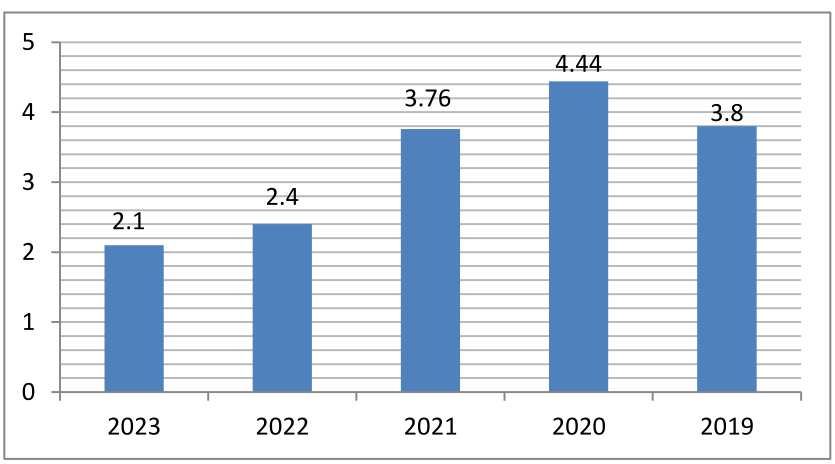
4.2.6 Interest Coverage Ratio: Interest coverage ratio is a financial matrix that determines how a company can pay interest on against their debt. Basically this ratio uses investor for understand the capacity of riskiness of company. This ratio is important because it measures a company's financial condition. This ratio can be calculated earnings before interest tax divided by interest expense.

Particulars	2019	2020	2021	2022	2023
Interest Coverage Ratio	0.58	2.78	6.32	5.41	3.23



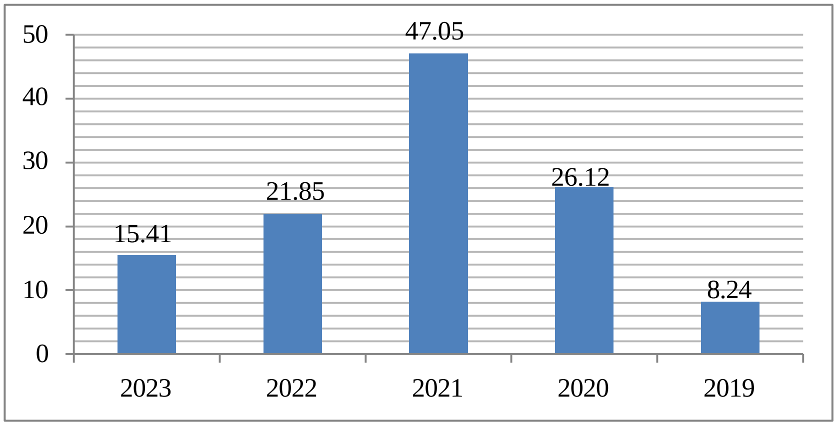
4.2.7 Earnings per Share (EPS): EPS is measures a company's profitability ratio that shows how much money a company or firm generating for their each share of stocks. EPS calculated by quarterly or annual income divided by number of outstanding shares. Higher EPS of a company denotes more valuable.

Particulars	2019	2020	2021	2022	2023
Earnings Per Share	3.80	4.44	3.76	2.40	2.10



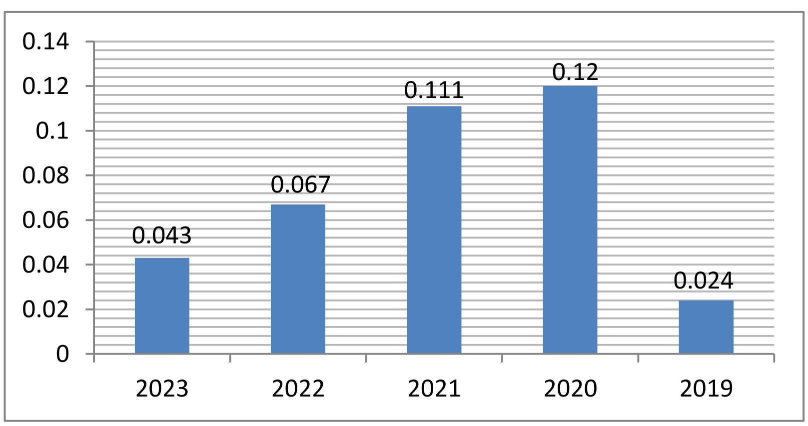
4.2.8 Net Profit Margin: Net profit margin is a financial matrix that measures the percentage of income I get after all expenses. This matrix is most important for a company because it judges a company's or business that how a company operating their business efficiency and generating net profit after deducting all expenses. Investor always focuses on net profit margin because using this ratio an investor can easily understand the company's ability to turn profit from sales.

Particulars	2019	2020	2021	2022	2023
Net Profit Margin	8.24	26.12	47.05	21.85	15.41



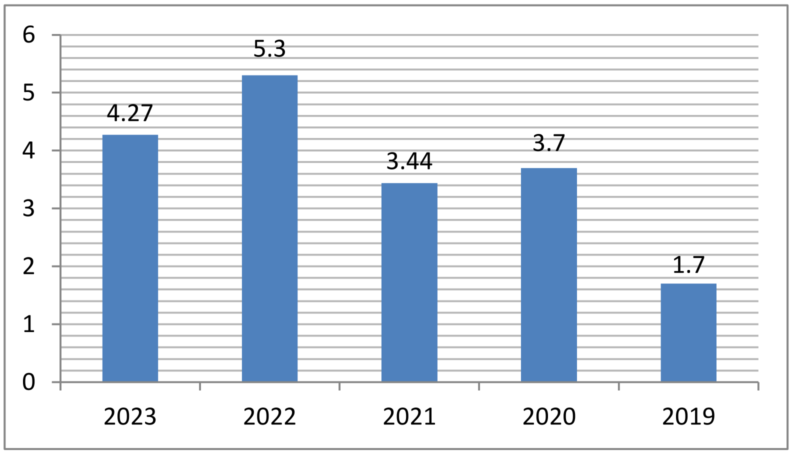
4.2.9 Return on Assets (ROA): Return on assets is a financial matrices that measures how a company generating profit by using their assets. ROA calculated by net profit divided by total assets. Corporate management & investor always see the ROA for understand and judges how a company successfully generating profit by using their assets. When a company higher ROA it indicates that a company can uses their assets effectively and efficiently.

Particulars	2019	2020	2021	2022	2023
Return on Assets	0.043	0.067	0.111	0.012	0.024



4.2.10 Return on Equity (ROE): Return on equity is a financial matrix that measures a company's financial matrices that how a company generating profit by investment investor's capital. Higher ROE is better for a company it measures a company can convert their investment equity into profit. ROE provide a company's profitability and efficiencies. The higher ROE is good for a company because it creating profits. (Figure in Million)

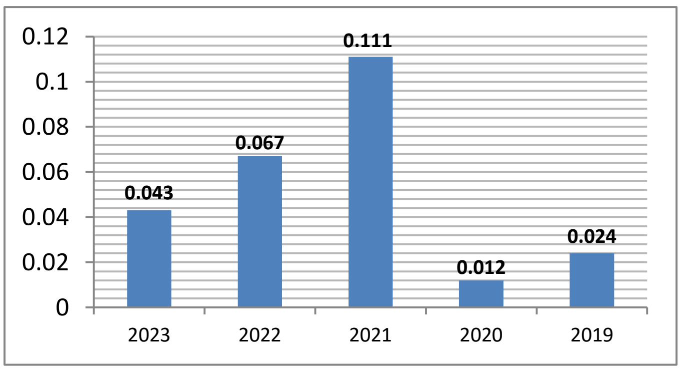
Particulars	2019	2020	2021	2022	2023
Return on Equity	4.27	5.30	3.44	3.70	1.70



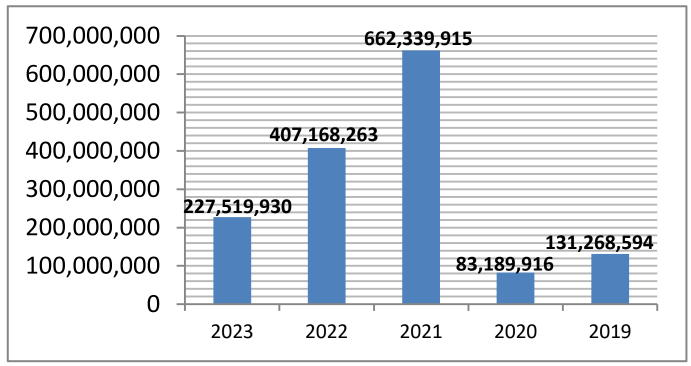
4.3 FINANCIAL PERFORMANCE OF TOP BROKERAGE FIRMS IN BANGLADESH:

City Brokerage Ltd	2023	2022	2021	2020	2019
Total Income	227,519,930	407,168,263	662,339,915	83,189,916	131,268,594
ROA (%)	0.043	0.067	0.111	0.012	0.024
Current Ratio (%)	2.52	2.31	2.26	3.77	2.16
Operating Margin (%)	1.96	1.66	1.69	2.81	3.03
Interest Income (%)	0.56	0.27	0.28	0.76	0.60
Loan to Asset Ratio (%)	0.069	0.061	0.066	0.131	0.055
EPS	3.80	4.44	3.76	2.40	2.10

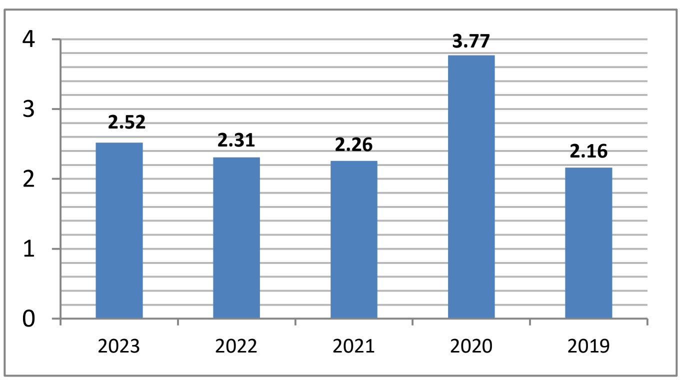
Return on Assets (ROA)



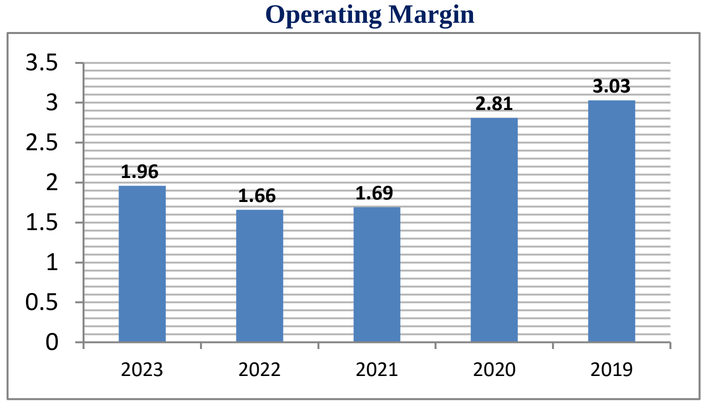
Total Income



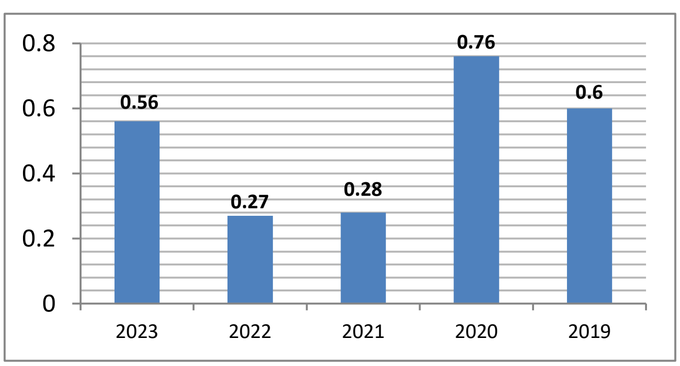
Current Ratio



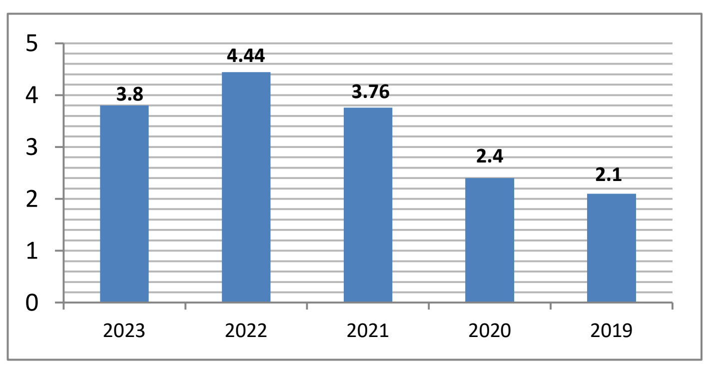
Operating Margin



Interest Income

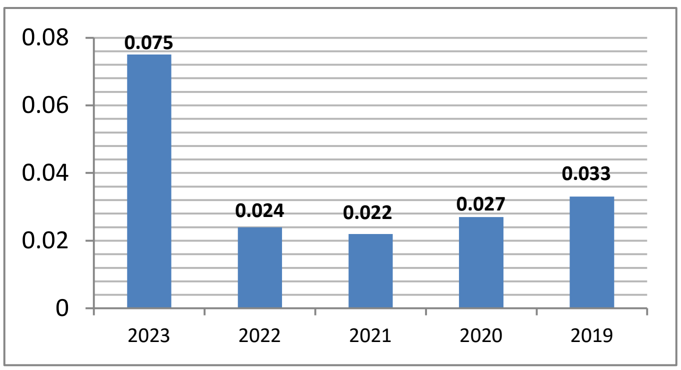


Earnings per Share

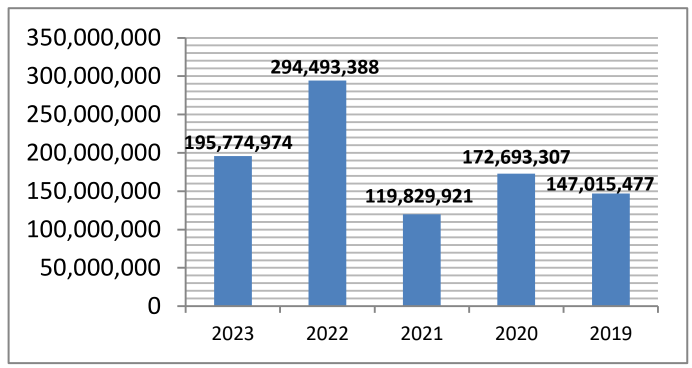


Bank Asia Securities Ltd	2023	2022	2021	2020	2019
Total Income	195,774,974	294,493,388	119,829,921	172,693,307	147,015,477
ROA (%)	0.075	0.024	0.022	0.027	0.033
Current Ratio (%)	1.43	1.45	1.38	1.48	1.45
Operating Margin (%)	1.59	1.68	1.30	2.49	2.67
Interest Income (%)	0.81	0.78	1.61	3.46	3.31
Loan to Asset Ratio (%)	0.032	0.029	0.035	0.310	0.343
EPS	0.25	0.81	0.89	0.08	0.86

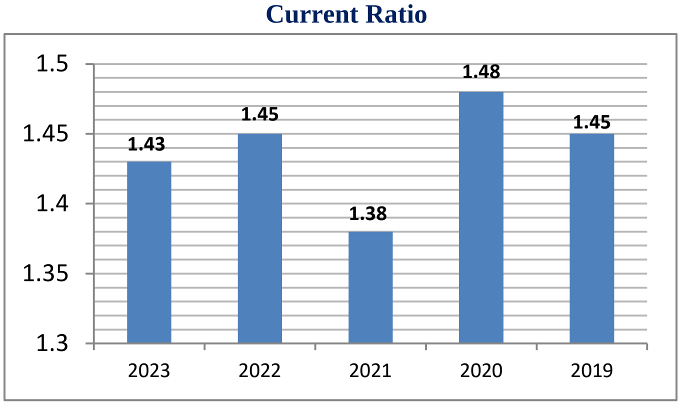
Return on Assets (ROA)



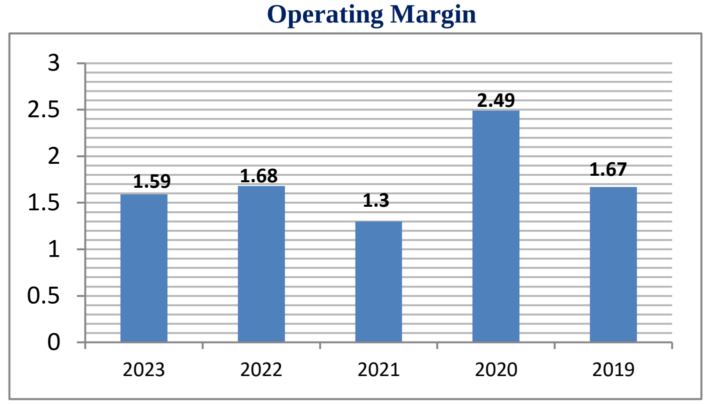
Total Income



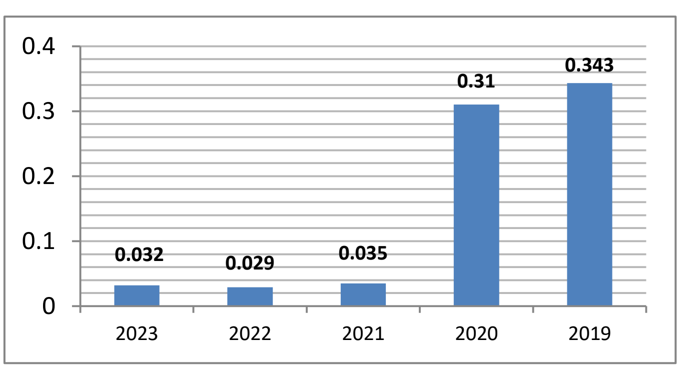
Current Ratio



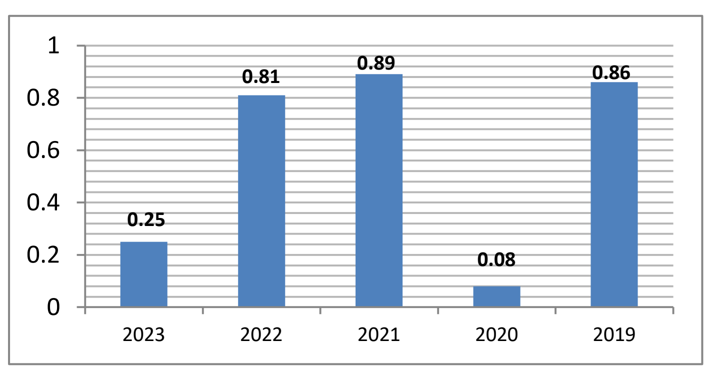
Operating Margin



Interest Income

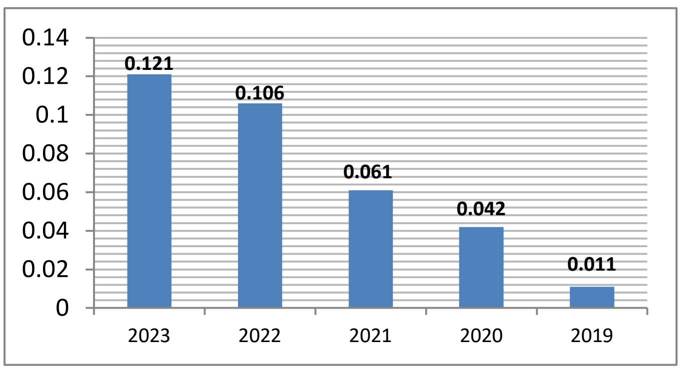


Earnings per Share

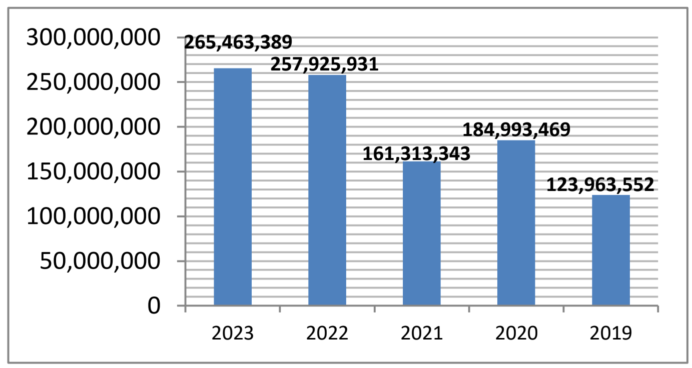


BRAC EPL Stock Brokerage Ltd	2023	2022	2021	2020	2019
Total Income	265,463,389	257,925,931	161,313,343	184,993,469	123,963,552
ROA (%)	0.121	0.106	0.061	0.042	0.011
Current Ratio (%)	2.967	2.255	1.668	1.801	1.922
Operating Margin (%)	0.625	0.523	0.545	0.188	0.244
Interest Income (%)	0.043	0.015	0.045	0.036	0.028
Loan to Asset Ratio (%)	0.029	0.043	0.038	0.015	0.035
EPS	4.59	3.07	2.13	1.63	1.50

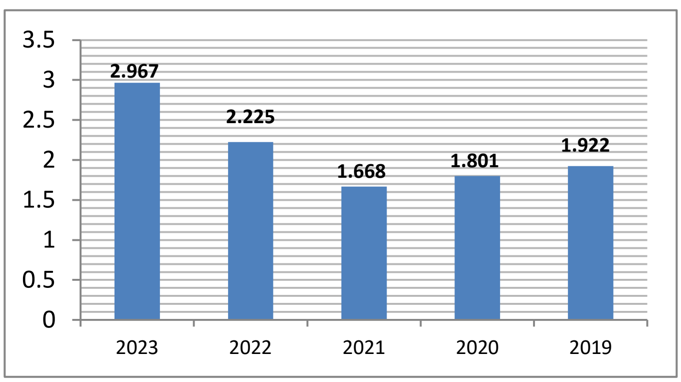
Return on Assets (ROA)



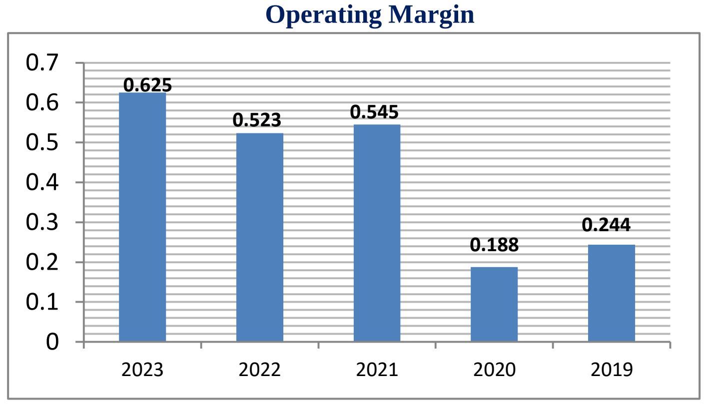
Total Income



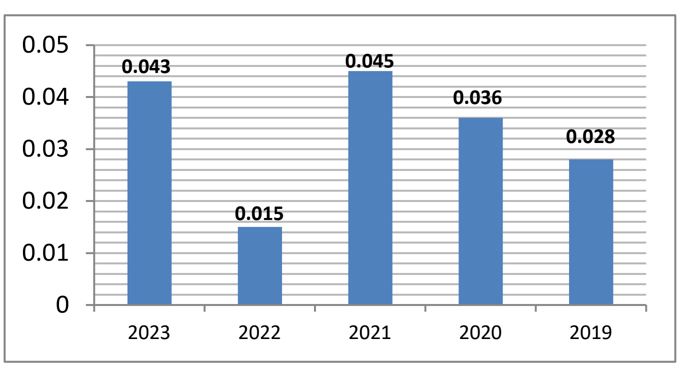
Current Ratio



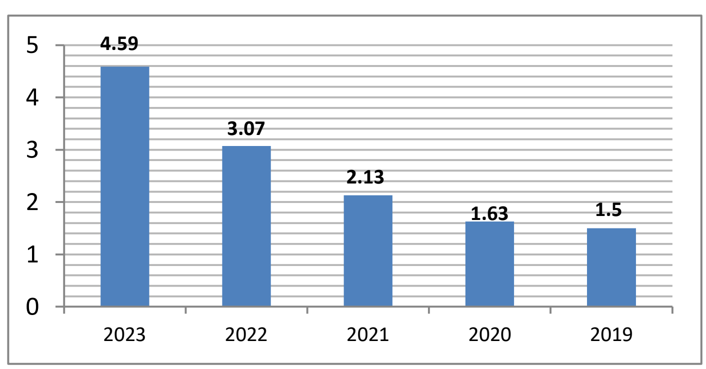
Operating Margin



Interest Income

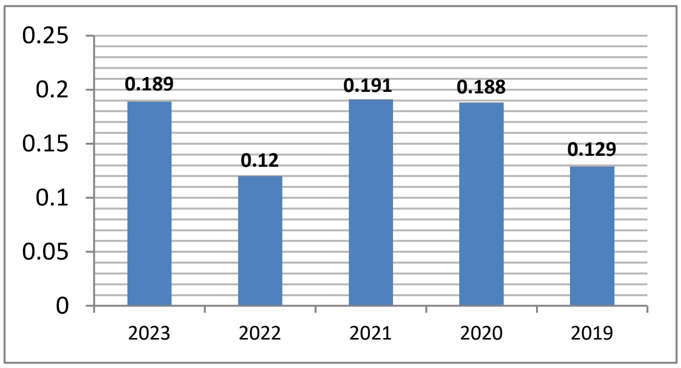


Earnings per Share

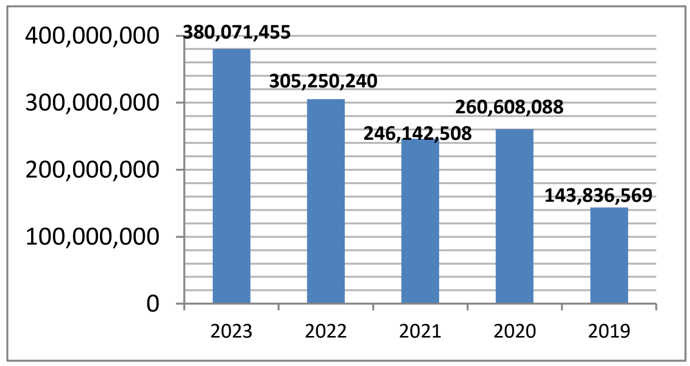


Premier Bank Securities Ltd	2023	2022	2021	2020	2019
Total Income	380,071,455	305,250,240	246,142,508	260,608,088	143,836,569
ROA (%)	0.189	0.120	0.191	0.188	0.129
Current Ratio (%)	3.53	2.90	2.32	1.95	1.88
Operating Margin (%)	2.12	1.72	2.05	1.50	1.67
Interest Income (%)	0.99	0.77	0.95	0.76	0.66
Loan to Asset Ratio (%)	0.091	0.087	0.081	0.113	0.122
EPS	3.61	2.41	1.98	3.13	1.42

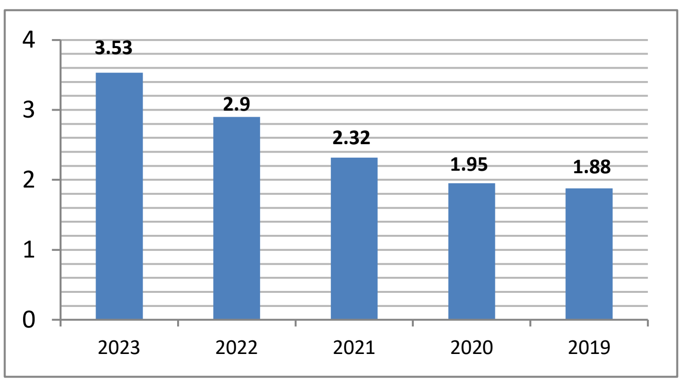
Return on Assets (ROA)



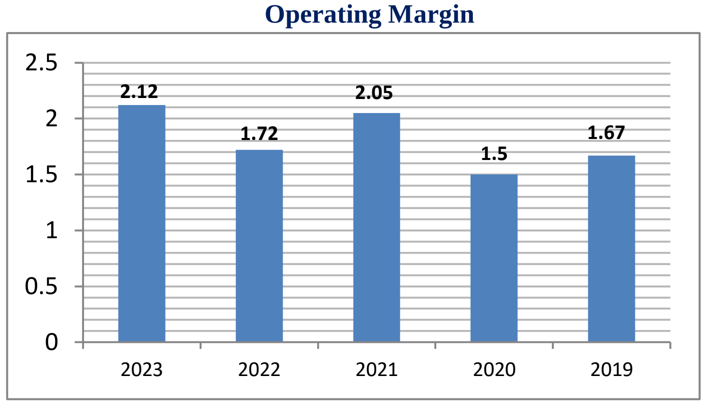
Total Income



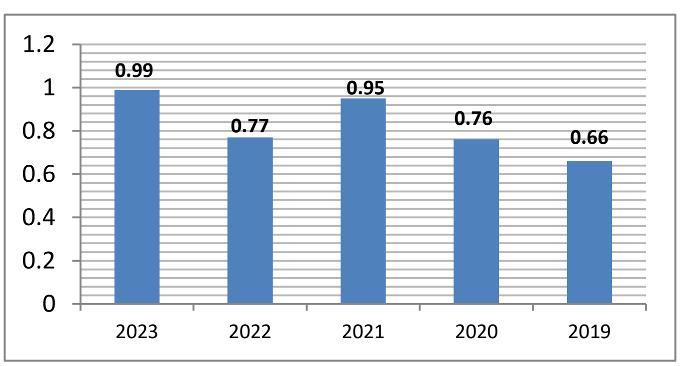
Current Ratio



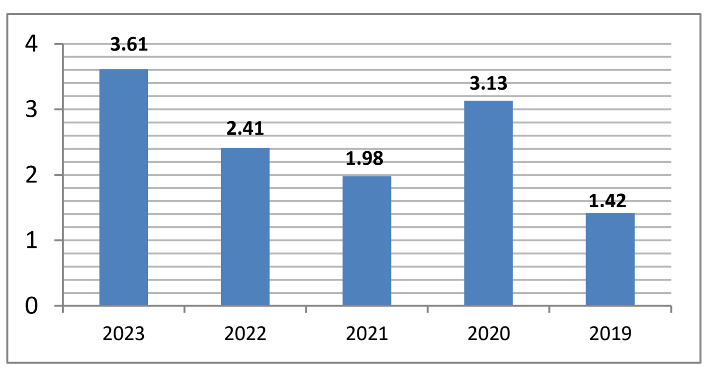
Operating Margin



Interest Income

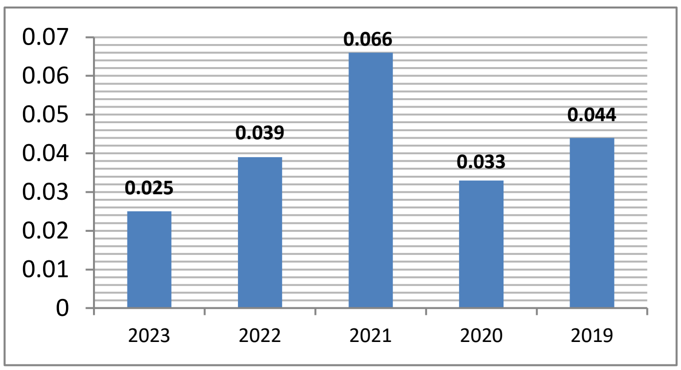


Earnings per Share

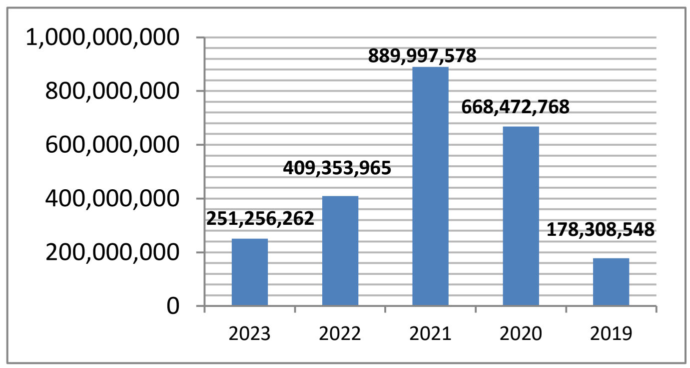


UCB Stock Brokerage Ltd	2023	2022	2021	2020	2019
Total Income	251,256,262	409,353,965	889,997,578	668,472,768	178,308,548
ROA (%)	0.025	0.039	0.066	0.033	0.044
Current Ratio (%)	1.34	1.25	1.77	1.30	2.27
Operating Margin (%)	1.83	1.80	2.12	2.47	2.99
Interest Income (%)	0.58	0.83	1.42	0.36	1.69
Loan to Asset Ratio (%)	0.31	0.34	0.42	0.39	0.69
EPS	3.39	3.05	4.50	3.32	2.83

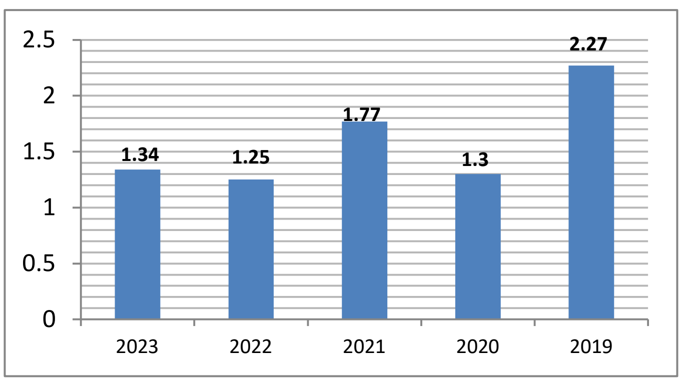
Return on Assets (ROA)



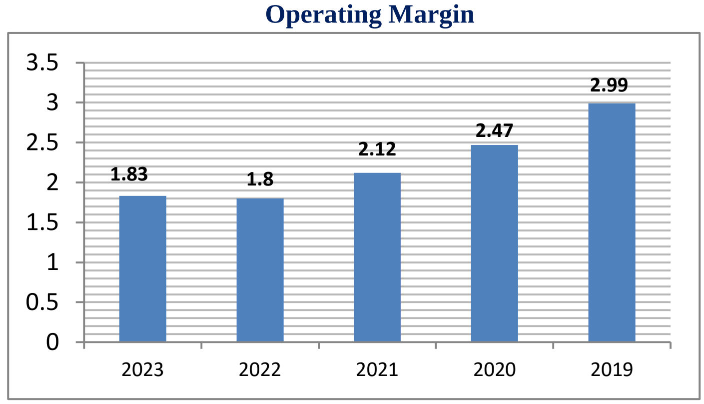
Total Income



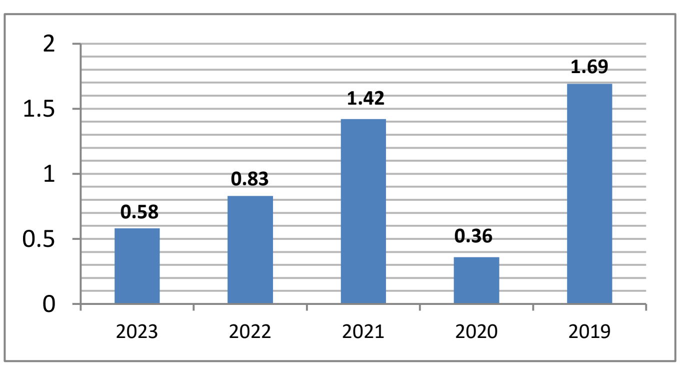
Current Ratio



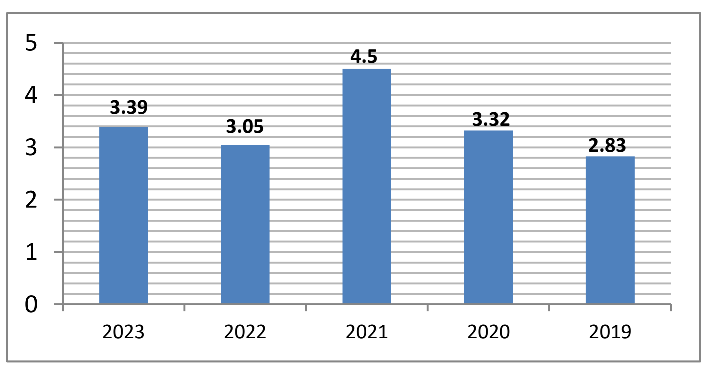
Operating Margin



Interest Income

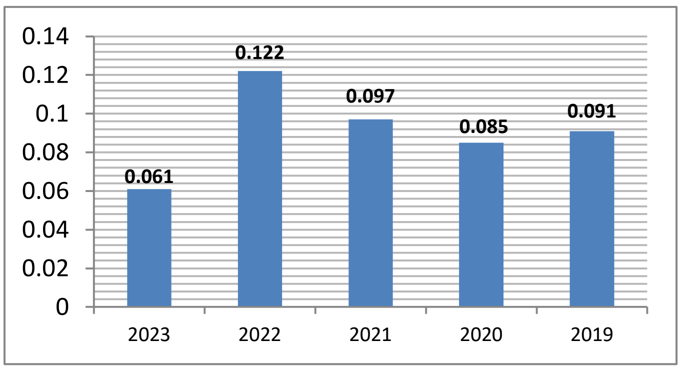


Earnings per Share

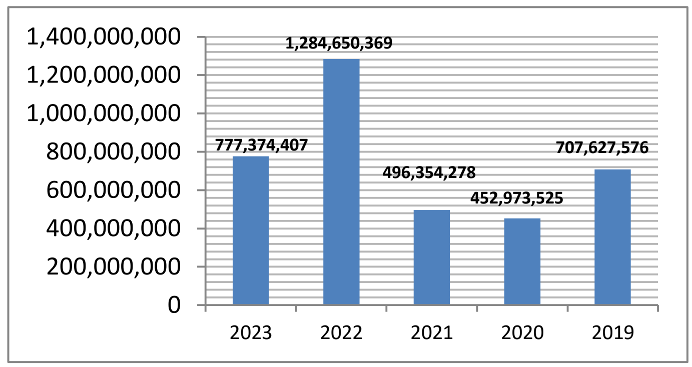


Lanka Bangla Securities Ltd	2023	2022	2021	2020	2019
Total Income	777,374,407	1,284,650,369	496,354,278	452,973,525	707,627,576
ROA (%)	0.061	0.122	0.097	0.085	0.091
Current Ratio (%)	4.55	5.22	3.32	3.05	4.50
Operating Margin (%)	0.38	0.47	0.35	0.23	0.35
Interest Income (%)	0.98	1.33	1.24	1.12	1.52
Loan to Asset Ratio (%)	0.83	0.91	0.54	0.49	0.79
EPS	1.21	2.38	1.81	0.98	0.85

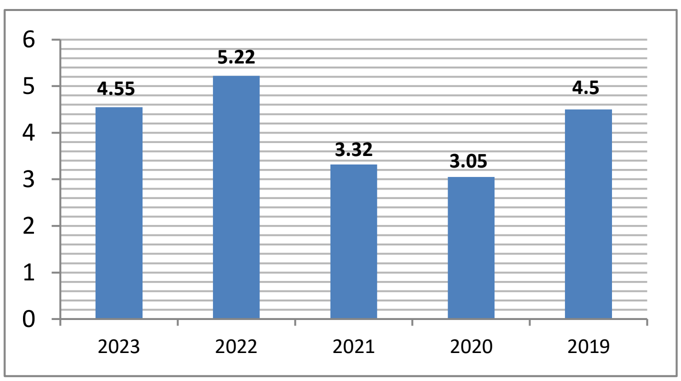
Return on Assets (ROA)



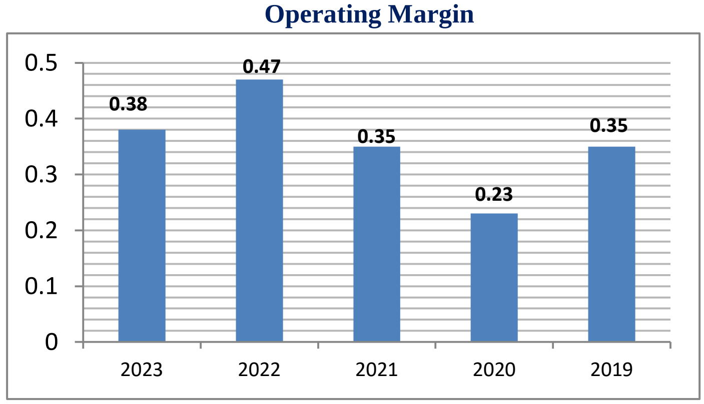
Total Income



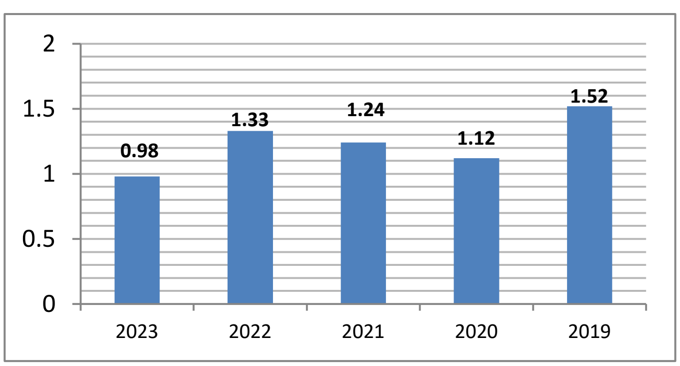
Current Ratio



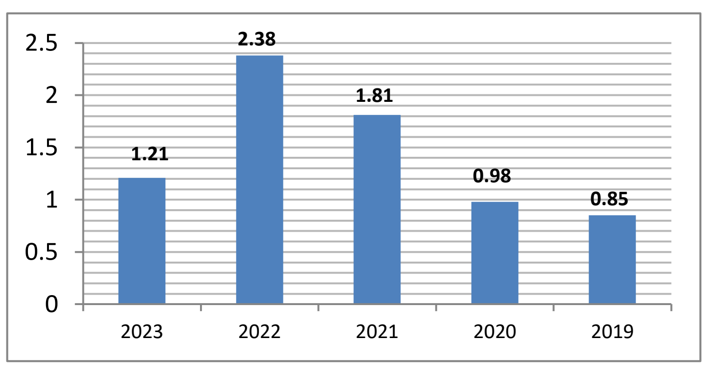
Operating Margin



Interest Income

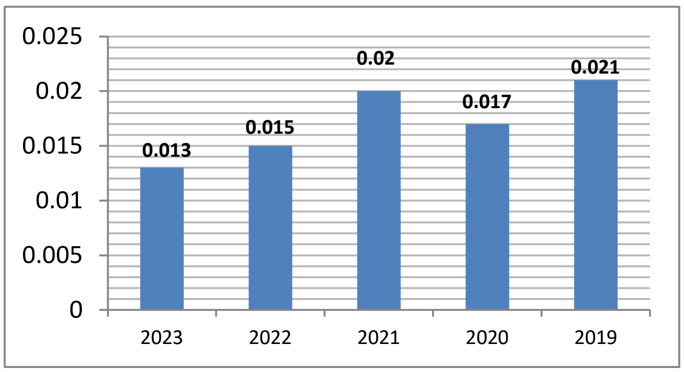


Earnings per Share

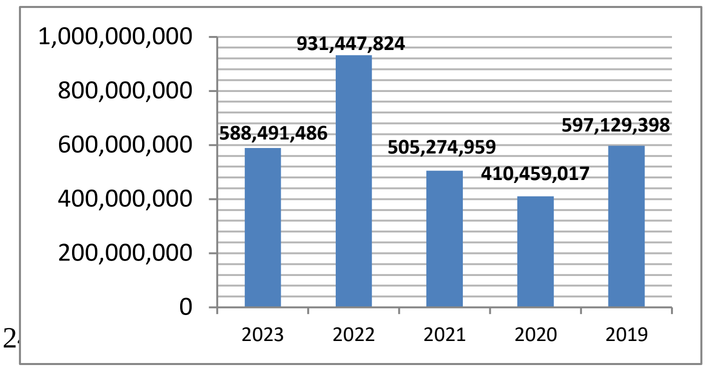


IDLC Securities Ltd	2023	2022	2021	2020	2019
Total Income	588,491,486	931,447,824	505,274,959	410,459,017	597,129,398
ROA (%)	0.013	0.015	0.020	0.017	0.021
Current Ratio (%)	4.22	6.35	3.56	3.36	4.11
Operating Margin (%)	0.562	0.638	0.618	0.623	0.598
Interest Income (%)	0.291	0.278	0.381	0.625	0.452
Loan to Asset Ratio (%)	0.371	0.563	0.279	0.321	0.365
EPS	4.61	5.09	6.42	4.51	5.76

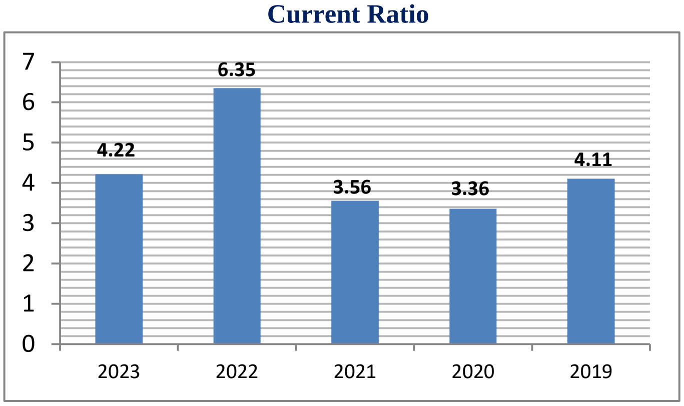
Return on Assets (ROA)



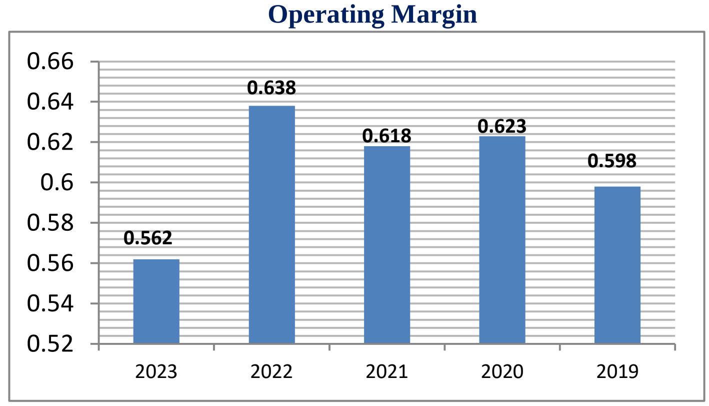
Total Income



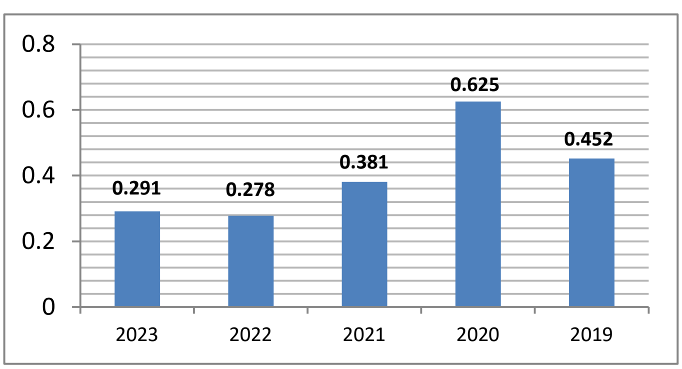
Current Ratio



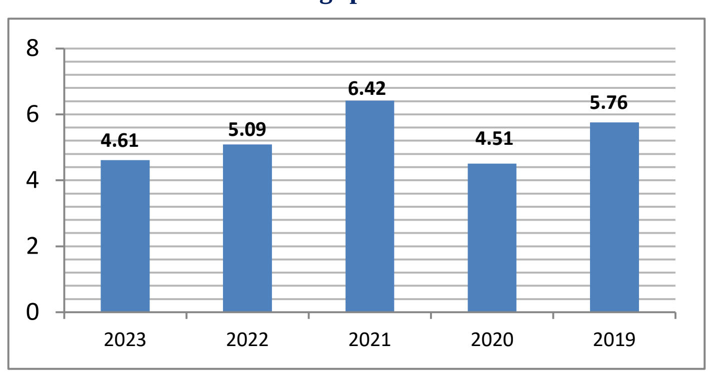
Operating Margin



Interest Income

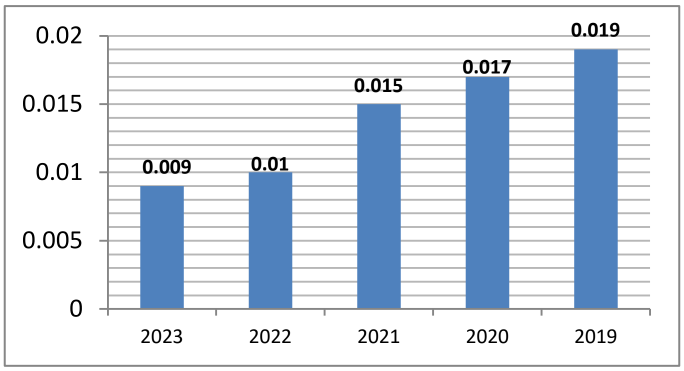


Earnings per Share

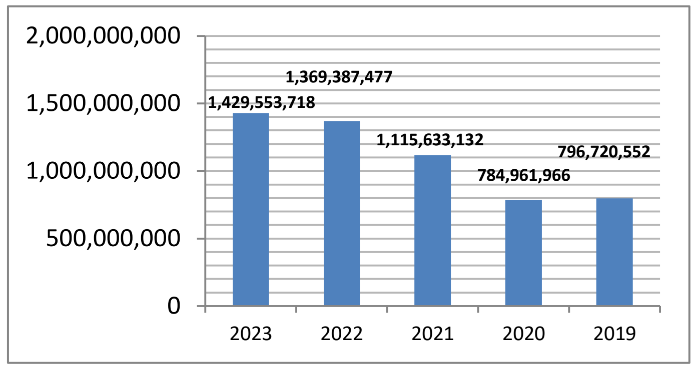


NRBC Securities Ltd	2023	2022	2021	2020	2019
Total Income	1,429,553,718	1,369,387,477	1,115,633,132	784,961,966	796,720,552
ROA (%)	0.009	0.010	0.015	0.017	0.019
Current Ratio (%)	5.55	6.76	4.45	3.22	3.55
Operating Margin (%)	0.420	0.480	0.550	0.462	0.422
Interest Income (%)	0.020	0.026	0.024	0.029	0.031
Loan to Asset Ratio	0.118	0.122	0.112	0.119	0.115
EPS	2.40	2.33	3.07	2.37	1.98

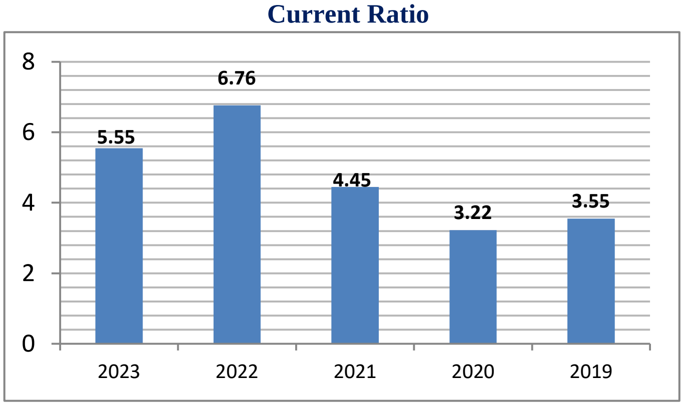
Return on Assets (ROA)



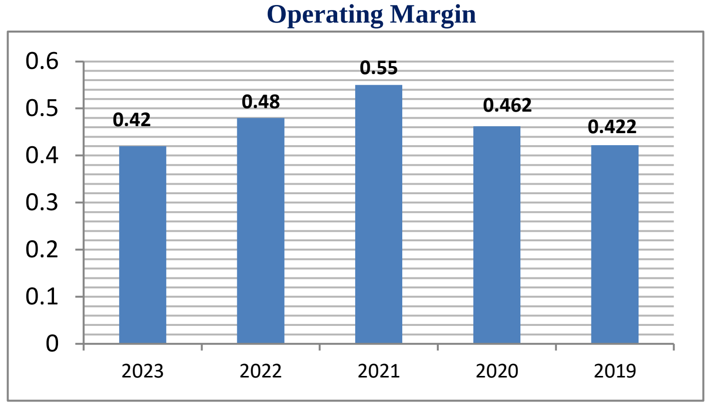
Total Income



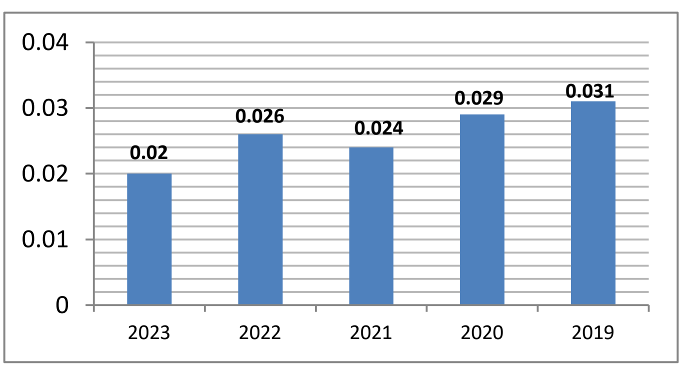
Current Ratio



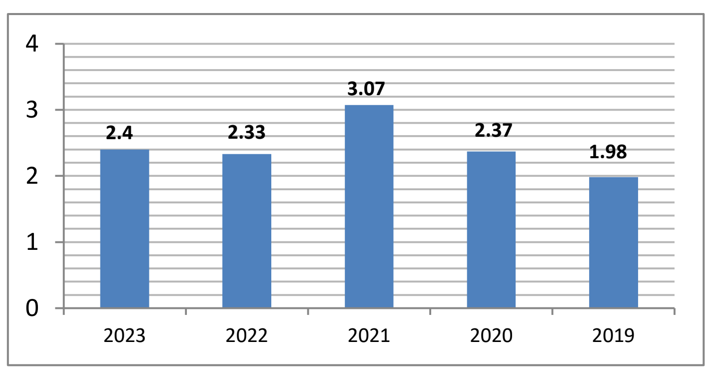
Operating Margin



Interest Income



Earnings per Share

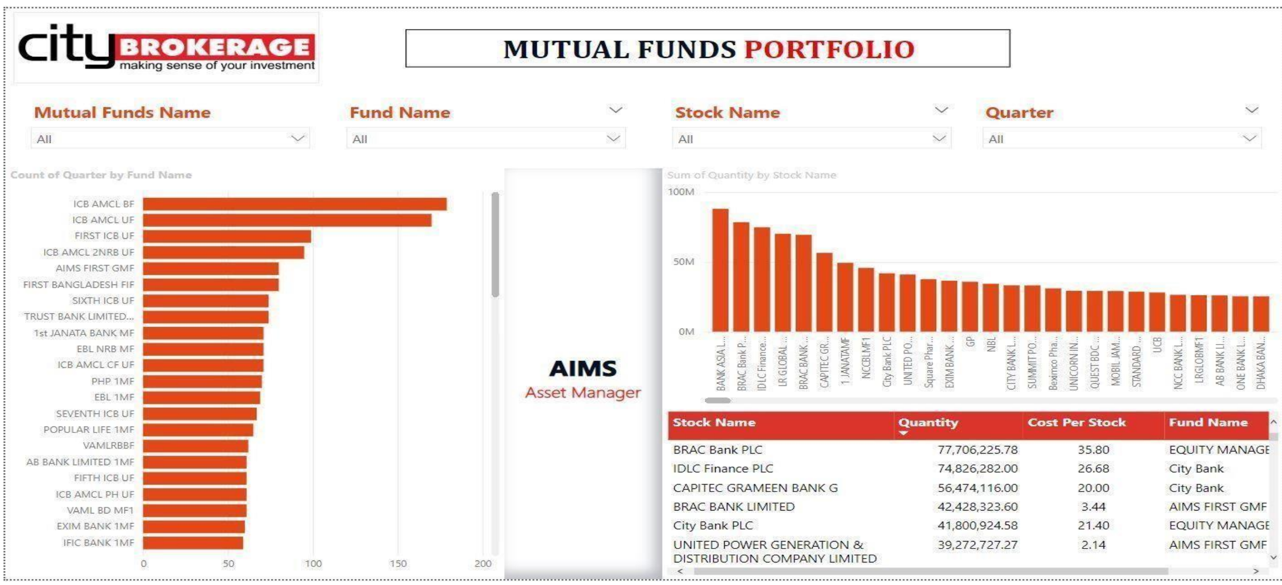


Chapter – 05
Internship Experience

5.1 POSITION & RESPONSIBILITIES:

During my internship at City Brokerage Limited, I worked as an intern in the strategic business planning department. This work experience gives me a wide opportunity to understand various aspects of financial analysis and industry analysis and see how to execute the client’s trade and how to buy and sell the client's shares.

From the beginning of my internship period, my duties included analyzing different asset management company’s portfolios and calculating different mutual fund costs per stock, P/E ratios, dividends, dividend yields, earning yields, and asset under management companies market values for 30 top companies. After collecting data from different companies, I input this data in Microsoft Excel, and after I input the Excel file, I publish this data in Microsoft Power BI. This process helps me develop my data analysis skills and decision-making skills. I also learned how to analyze and present this data.



After a few weeks of my internship period, I started a fundamental analysis of the different sectors of our country. This analysis process includes the company’s financial performance and the market position of the company's different sectors. Based on this analysis, I prepared a report on those sectors of our country. The sectors are the ceramic sector, the power sector, and the textile sector. Also, I prepared a report on the overall capital market of Bangladesh for beginners in the capital market. This report provided information on sector performance, challenges, opportunities, and financial conditions.

Also, besides that work, every day I sit in the trading department in front of OMS software, where I learn how to open a BO account, which papers are required to open a BO account, how to execute the client's trades, and how to buy and sell shares. Also, I learn before starting to buy and sell shares what I need to know as an investor.

Overall, City Brokerage Limited provided me with a big opportunity to closely understand the market, and I enhanced my analytical skills, industry knowledge, and understanding of trading operations through City Brokerage Limit

Chapter – 06

Findings & Recommendations

6.1 Findings

- Technological advancements like the City Infinity app, skilled employees, and the potential to expand services that increase client services.
- Limited branch network, low market turnover, political and economic instability, and decreasing BO accounts.
- Retail-driven with low trade volume, limited branch presence, and low product diversification that decreases clients day by day.
- The current ratio has decreased from 2.52 in 2019 to 2.16 in 2023, indicating a decline in liquidity over the years.
- Earnings per share (EPS) peaked at 4.44 in 2020 but dropped to 2.10 in 2023, indicating some fluctuation in profitability.
- The net profit margin showed volatility, peaking at 47.05% in 2021 before dropping to 15.41% in 2023, reflecting changing profitability.
- Return on assets (ROA) and return on equity (ROE) showed significant fluctuations, peaking in 2021 but declining sharply by 2023, indicating variability in efficiency and profitability.

6.2 Recommendation:

- City Brokerage Limited can introduce an investor awareness program that both the clients and the house will benefit.
- In the low cash ratio city brokerage limited should reducing unnecessary expenditures.
- City brokerage limited should open more branches in our country that increase the market penetration and attract more clients.
- City brokerage limited should develop new financial products and services that reduce dependency on current offerings.
- City brokerage limited should focus on maintaining the debt-to-equity ratio that ensure long-term financial stability and reduce reliance on debt financing.
- Implement strategies that stabilize EPS and net profit margins of city brokerage limited, such as cost optimization and revenue diversification.
- Increase the cash ratio by improving cash management and maintaining a more substantial cash reserve to cover short-term liabilities.

6.3 Conclusion

City brokerage limited is the one of the top securities house in Bangladesh. So it was a great opportunity to learn the capital market from the best brokerage house in Bangladesh. Working in a brokerage firm gave me a great learning over the financial and economic position of our country. And also it gives me learning that how to convince people for fund to invest in stock market and make them understand that it is not a place of gambling, it is a place of calculated prediction.

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