Internship Report

On

"An Analysis of Marketing Strategies Of Rupali Bank Ltd"

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Letter of Transmittal

Date: 11/11/2024

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Subject: Submission of “Internship Report on An Analysis of Marketing Strategies in Rupali Bank Ltd”.

Dear Ma’am,

As a prerequisite for completing the BBA program, I have completed my internship report on the topic of "An Analysis of Marketing Strategies in Rupali Bank Ltd" under your gracious supervision. "An Analysis of Marketing Strategies in Rupali Bank Ltd." was the report's subject. I followed your recommendations to the letter, and I made every effort to ensure that the report was of the greatest caliber.

I have tried my best to offer more context in this report. I am confident that this will meet the requirements of your assessment. I appreciate the thoughtful monitoring you did for me.

Sincerely, yours

Asif

Md. Asifur Rahman (Mim)

ID: 181-11-5861

Program: B.B.A.

Major in Marketing

Department of Business Administration

Daffodil International University

Student's Declaration

I, Md. Asifur Rahman, hereby certify that I particularly produced the internship report, "An Analysis of Marketing Strategies in Rupali Bank Ltd," which was presented after working there for three months. By signing this, I, Asif, acknowledge that fact.

Furthermore, I want to be clear that this document is only being put up for educational purposes; there is no other intention behind it.

Asif

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Program: B.B.A.

Major in Marketing

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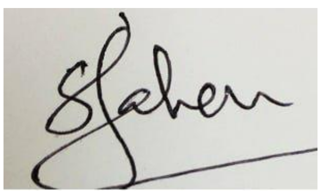
Certificate of Supervisor

I hereby certify that, in order to fulfill the requirements for the awarding of a Bachelor of Business Administration degree, Md. Asifur Rahman Mim, a student in the Department of Business Administration at the Faculty of Business & Entrepreneurship, Daffodil International University, with ID number 181-11-5861, has prepared the Internship Report titled "An Analysis of Marketing Strategies in Rupali Bank Ltd." This report was written in order to complete the requirements for receiving a Bachelor's degree (B.B.A). He has completed all of the required classes for the program, as far as I know. Furthermore, the report was written by him, and it is the version that is recognized as authentic.



Sharmin Jahan

Assistant Professor

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Acknowledgement

Writing a report on "An Analysis of Marketing Strategies in Rupali Bank Ltd" for my internship was a pleasure. For allowing me to prepare this report and for his unwavering support and guidance, I would like to thank and express my gratitude to honorable Supervisor Sharmin Jahan, Assistant Professor, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. I am also grateful to Rupali Bank Ltd. for giving me the chance to intern. My sincere gratitude is extended to Pallab Das, DGM, Md. Mostafa Hamid Trainee Officer, and Accounts for their wonderful treatment of me both from the start and each and every time I visited. I also want to express my gratitude to everyone at Rupali Bank Ltd. who helped to finish this report. Lastly, I hope that all of my inadvertent mistakes like mispresenting information will go unnoticed.

Executive Summary

This internship report examines the marketing strategies employed by Rupali Bank Limited, a leading financial institution in Bangladesh. The report focuses on how Rupali Bank Ltd. uses various marketing strategies and tactics to attract and retain customers in a highly competitive banking industry. There are four chapters in the report. The first chapter consists of the introduction, background of the study, objectives of the study, scope of the study, and methodology of the study. The second chapter of the report provides an overview of the bank's history, mission, vision, corporate social responsibility, and strategic objectives. The third chapter is the most important part of this report. It starts with Rupali Bank Ltd.'s market segmentation, targeting, and positioning. The chapter concludes with the marketing mix of Rupali Bank Ltd. The last chapter describes findings, recommendations, a conclusion, and references.

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Chapter One: Introductory Chapter

1.1 Introduction

For a country, financial stability is the most important issue, and banking sectors are playing a vital role in developing a favorable economic condition for the country. Rupali Bank Ltd. originated from the merger of three previous commercial banks, namely Australasia Bank Ltd., Muslim Commercial Bank Ltd., and Standard Bank Ltd. After the Liberation War of Bangladesh, it became operated under the Bangladesh Banks (Nationalization) on March 26, 1972. It became the largest public limited company of the country on December 14, 1986. It operates 565 branches throughout the country. It also maintains foreign correspondents worldwide. I am grateful for the opportunity to complete my practical training in the Marketing Department of Rupali Bank Limited. This report has been based on the marketing strategy of the banking sector, which is provided by Rupali Bank Limited.

1.2 Background of the study

Rupali Bank Ltd., a commercial bank, is well-known in Bangladesh. This bank has opened several branches; currently, they operate many additional branches. Improved customer service has contributed to this company's positive image among its clientele. Customers are noticing the innovative banking approach this bank has recently implemented. Interns are motivated to excel in any field they choose to work in by its events, culture, philosophy, and style

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1.3 Objectives of the study

The objectives of this study are:

- To Present the organizational overview of Rupali Bank Ltd.
- To analyze the Marketing Strategies of Rupali Bank Ltd
- To identify the problems related with Marketing Strategies of Rupali Bank Ltd
- To suggest some recommendations of the identified issues.

1.4 Scope of the study

The study's scope can be expressed as follows:

Top management would benefit from the study when planning and selecting a marketing strategy. The analysis would assist management in pinpointing the main areas of strength and weakness. The study would alert upper management to the need for appropriate and corrective action. Take prompt action to enhance the bank's performance in other areas, such as marketing. The study would also benefit the shareholders by serving as a guide for the company's current and future position in the marketing sector.

1.5 Methodology of the study

This research was conducted utilizing data collected from several sources. Those are divided into two categories:

- Primary data
- Secondary data

Primary data sources: The main data is the one that is also referred to as the foundational data or unprocessed data. There are many fundamental data acquisition instruments at your disposal. Most of the source data was used in the compilation of this report.

- Discussion with the clients.
- Discussion with the employees.
- Observation.

Sources of secondary data: Secondary data refers to information obtained from external sources. Organizations maintain these types of data on record for future utilization. Two methodologies exist for acquiring this information.

- Annual report of Rupali Bank ltd.
- Progress report of Rupali Bank ltd.
- Books

Chapter Two: Company Overview

2.1 Historical Background

Rupali Bank Limited was established on March 26, 1972, through the amalgamation of three former commercial banks: Muslim Commercial Bank, Australasia Bank Limited, and Standard Bank Limited, which operated in East Pakistan, pursuant to the Bangladesh Bank's order of 1972. Rupali Bank functioned as a nationalised commercial bank until December 13, 1986. When the bank became publicly traded, the government kept the majority of the shares. Rupali Bank Limited became the largest Public Limited Banking Company in the country on December 14, 1986. The bank underwent denationalisation in 1986. Subsequently, it was restructured as a limited company, with the government of Bangladesh possessing 51% of the shares. Following 2000, the government relinquished its holdings, culminating in the bank's complete privatization.

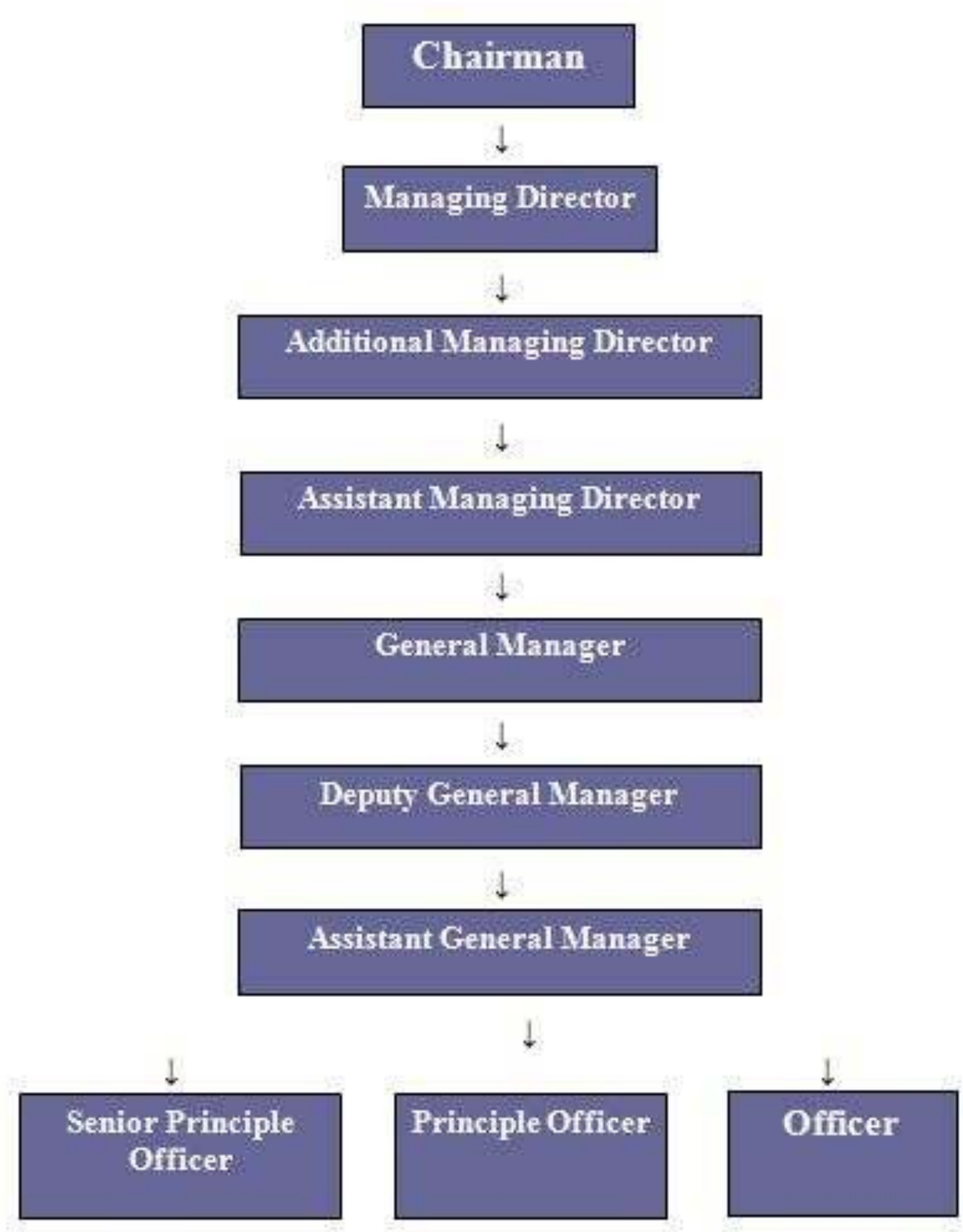
2.2 Mission

- Foster enduring relationships that facilitate clients in attaining financial prosperity.
- Offering incentives and advantageous possibilities to secure employee commitments.
- Adhere to ethical principles and fulfil consumer needs in the most suitable manner.
- To attract and retain high-caliber professionals, it is essential to maintain a robust technology infrastructure.

2.3 Vision

The vision of Rupali Bank Ltd. is to broaden its devoted clientele by establishing itself as the preferred financial partner that consistently surpasses consumer expectations.

2.5 Organizational hierarchy



2.6 List of awards

Rupali Bank Limited has received several prestigious awards in recent years. Here are a few notable ones.

- Bangladesh Best IT Use Award: Sponsored by Dutch-Bangla Bank Limited and awarded by the Bangladesh Association of Software and Information Services, this award recognized Rupali Bank's excellence in IT utilization

- ICMAB Best Corporate Award 2020: The bank won the Silver Award from the Institute of Cost and Management Accountants of Bangladesh (ICMAB) in the State Bank Banking category.

- ICAB Best Corporate Award 2022: Rupali Bank was honored by the Institute of Chartered Accountants of Bangladesh (ICAB) for its outstanding annual reports, integrated reporting, and corporate governance disclosures

2.7 Branches of Rupali Bank Ltd

Rupali 586 branches has Branches all over in Bangladesh. Rupali Bank Limited, is a Public commercial bank in Bangladesh. The bank provides a range of financial products and services to its customers. Here are some of the branches of Rupali Bank.

- Motijheel Corporate Branch
- Adabar Branch
- Gulshan Corporate Branch
- Dhanmondi Corporate Branch
- Rampura Branch
- Fatulla Branch
- Dhaka New Market Branch
- Chawkbazar Branch
- Bangshal Road Branch
- Farmgate Branch

Chapter Three: Marketing Strategies of Rupali Bank Ltd.

Markets segmentation approaches of Rupali Bank Limited:

Rupali bank ltd using market segmentation to classify possible customers according on their different interests and traits. This division helps the bank to customize its marketing strategies to particular client groups with similar characteristics and most likely react in line with marketing techniques. The bank applies four different methods. To segment the market:

Geographic Segmentation:

Rupali Bank ltd strategically employs geographic segmentation in its marketing strategy which includes variables like Cultural Preferences, City.

Demographic Segmentation:

Rupali bank ltd meet for different customer segments predicated on demographic variables such as Age, Gender, Income, Occupation and Marital Status.

Psychographic Segmentation:

Rupali bank ltd focuses clients predicated on psychographic attributes like as Personality Traits, Lifestyle, Values and Beliefs,

Behavioral Segmentation:

Rupali bank ltd focuses clients' segments based on Behavioral characteristics such as Purchase Behavior, Online Banking Behavior, Channel Preference.

3.2 Targeting:

1. Rupali bank ltd caters to various age groups with specialized financial products. For instance, for example they offer the "Super Savings Account" designed for citizens aged 55 and above.

2. Addressing the financial needs of women, Rupali bank ltd provides the "Super Savings Account" tailored for women aged 18 and above.

3. Recognizing the unique requirements in businesses, Rupali bank ltd offers Small and Medium Enterprises loan, Agricultural loan, Retail Businesses loan and help them to growth on it

4. Rupali bank ltd locate customers according to their educational attainment. They offer “Small Investment for Students” those students who cannot afford educational equipment’s like laptop or mobile.

5. To meet the demands of specific areas, Rupali bank ltd introduces products like " Home Loan," strategically targeting customers in high-demand urban centers.

6. Rupali Bank ltd Identify target clients according to their values. For instance, they provide a "Locker Service" to clients to guarantee the security and safety of their valuable documents, assets, and goods, safeguarding them from any undesirable accidents.

7. Rupali Bank ltd Locate target customers based on their lifestyle. For example, they give personal loan for acquiring furniture, various household appliances, technological devices, ornaments, jewelry, home renovation, and other lawful purposes

Positioning

Rupali Bank Limited positions itself as a reliable and customer-centric financial institution that meets the diverse needs of its customers. They differentiate themselves from other banks because they are concentrated on their customers' satisfaction, and they try to provide products and services that are best for them. Rupali Bank is a trustworthy and reliable institution that prioritizes customers' needs. Through the provision of tailored services, offering financial advice, and providing quick response assistance, Rupali Bank focuses on fostering long-term customer relationships.

Marketing Mix of Rupali Bank LTD:

Product:

Rupali bank Ltd offers a wide range of banking products and services to cater to the diverse needs of its customers. This includes various types of accounts such as savings accounts, current accounts, and fixed deposit accounts and loans.

Deposit	Loan
Rupali Double Benefit Scheme (RDBS)	Babsahi Rin
Rupali Deposit Pension Scheme (RDPS)	Majhari Rin (Medium loan)
Rupali Koti Poti Deposit Scheme (RKDS)	Bangladesh Power Development Board Employee House Building Loan
Rupali Monthly Benefit for Senior Citizens (RMBSC)	General House Building Loan
Rupali Monthly Profit for Women (RMPW)	Government Employee House Building Loan
Rupali Monthly Saving Scheme (RMSS)	Bank-NGO Linkage Loan
Rupali Quarterly Profit Scheme (RQPS)	Nursery & Tree Plantation Loan
Rupali Senior Citizen Savings Account (RSCSS)	Sulob Rin

Deposit:

Rupali Double Benefit Scheme (RDBS):

The Rupali Double Benefit Scheme is a fixed deposit based one. In just ten years, this plan will treble the deposit amount—before tax. There is a very great demand for this program, and account holders can access an emergency loan facility.

Rupali Deposit Pension Scheme (RDPS):

Shimul is a monthly instalment-based deposit system under Rupali Deposit Pension system (RDPS). For our clients, our deposit scheme offers a solution for both short term and long-term investments thanks to attractive interest rates and special features.

Rupali Koti Poti Deposit Scheme (RKDS):

Polash is a monthly installment-based deposit system run under the Rupali Koti Poti Deposit system (RKDS). Being a "Koti Poti" is a dream and want for all where Rupali Bank provides the chance to realize people's dream with appealing interest rate and special features.

Rupali Monthly Benefit for Senior Citizens (RMBSC):

Senior citizens receive a monthly earning deposit program called Rupali Monthly Benefit. Right now, the market shows most interest in this program. Rupali Bank PLC offers this program as social duty whereby senior folks may earn monthly with the best interest rate available from any bank.

Rupali Monthly Profit for Women (RMPW):

Rupali Monthly Profit for Women (RMPW) - Specifically designed for women only, Shiuli is a monthly profit producing fixed deposit program. This program is meant to empower women and guarantee solvency among them.

Rupali Monthly Saving Scheme (RMSS):

The monthly payment-based deposit system is Rupali Monthly Savings Scheme. This system allows the installment to be deposited any day of the month, with freedom.

Rupali Quarterly Profit Scheme (RQPS):

Created as a quarterly earning-based deposit system, Rupali Quarterly Profit System. This system is a fixed deposit account whereby the user will automatically get profit quarterly in their settlement account. One can find flexible fixed deposit amount and attractive interest rate.

Rupali Senior Citizen Savings Account (RSCSS):

Developed specifically for elderly citizens of our society, Rupali elderly Citizen Savings Accounts are savings accounts. It offers several free services in addition to a pleasing interest rate.

Loan:

Babsahi Rin:

This product offers to supply financing in manufacturing and trade depending on activities

Majhari Rin (Medium loan):

This product was created to offer finance for manufacturing-oriented activities in medium level.

Bangladesh Power Development Board:

They provide customer house building or flat loans to realize their ambitions of being owners of a building or flat as they so like. Home loans are handled as term loans for building construction or acquisition of ready-made homes.

General House Building Loan:

They offer house building or flat loans to enable clients to realize their ambitions of being owners of a building or flat as they like. Home loans are handled as term loans for building construction or acquisition of a ready-made flat.

Bank-NGO Linkage Loan:

This product is meant to help the grassroot population by means of loan through MFI, Micro Finance Institution.

Nursery & Tree Plantation Loan:

This product was created to support our rural and agricultural initiatives by means of loans.

Sulob Rin: This product aims to offer loans for manufacturing oriented small-scale projects.

Price:

Rupali bank ltd Competitive deposit and loan interest rates, in line with bank pricing strategies, they may also have service charges, and certain transactions may incur fees competed to further improved in the banking sectors of Bangladesh.

Deposit	Price
Rupali Double Benefit Scheme (RDBS)	1000
Rupali Deposit Pension Scheme (RDPS)	500
Rupali Koti Poti Deposit Scheme (RKDS)	5000
Rupali Monthly Benefit for Senior Citizens (RMBSC)	666
Rupali Monthly Profit for Women (RMPW)	10000
Rupali Monthly Saving Scheme (RMSS)	500
Rupali Quarterly Profit Scheme (RQPS)	1250
Rupali Senior Citizen Savings Account (RSCSS)	500

Rupali Double Benefit Scheme (RDBS): Double Benefit Scheme is a fixed deposit based on 8% profit rate the journey begins with a minimal opening balance of BDT 1000.

Rupali Deposit Pension Scheme (RDPS): Shimul is a monthly instalment-based deposit system. This deposit account offers a lucrative profit rate of 7.50% per annum, with an accessible entry requirement of BDT 500.

Rupali Koti Poti Deposit Scheme (RKDS): Polash is a monthly installment-based deposit system run under the Rupali Koti Poti Deposit system. profit rate of 8% per annum, this monthly income scheme welcomes you with a minimal initial deposit of BDT 5000.

Rupali Monthly Benefit for Senior Citizens (RMBSC): RMBSC stands for Rupali Monthly Benefit for Senior Citizen. The duration for this scheme is 3-5 years. The interest is of 8%. The interest is given monthly and the profit rate is 666 per month.

Rupali Monthly Profit for Women (RMPW): Rupali Monthly Profit for Women (RMPW) - Specifically designed for women only, Shiuli is a monthly profit producing fixed deposit program. Profit rate of 8% per annum, with a minimum deposit requirement of BDT 10000

Rupali Monthly Saving Scheme (RMSS): The monthly payment-based deposit system is Rupali Monthly Savings Scheme. Profit rate of 5% per month, with a minimum deposit requirement of BDT 500

Rupali Quarterly Profit Scheme (RQPS): Created as a quarterly earning-based deposit system, Rupali Quarterly Profit System. Profit rate of 5% per month per with a minimum deposit requirement of BDT 1250.

Rupali Senior Citizen Savings Account (RSCSS): Specifically for elderly citizens of our society, Rupali elderly Citizen Savings Accounts are savings accounts. Profit rate of 5% per month, with a minimum deposit requirement of BDT 500

Overall, Rupali Bank Ltd determines their pricing by a synthesis of market variables, funding costs, cost framework, competitive landscape, and fundamental principles to guarantee equitable and competitive rates.

Place:

Rupali Bank Ltd. reaches out to consumers using a variety of distribution channels and deliver services. They operate via a network of branches located in many regions of Bangladesh. The presence of these physical branch facilities allows the bank to serve customers in other areas, including hands-on aid and assistance. It also has a call center, where customers can have their banking needs addressed over the phone.

Rupali bank ltd features an online banking platform enabling consumers to access their accounts and execute transactions remotely. This platform is available via the bank's website and mobile application, offering consumers a quick and flexible method for account management.

Also, they offer banking services to the communities through ATMs across Bangladesh.

Overall, Rupali bank ltd placement strategy aims to offer clients various channels for accessing services, hence providing convenience and accessibility.

Promotion:

Rupali bank ltd takes benefit of a range of promotional activities to create awareness, generate interest, and build customer relationships. These activities are designed to effectively communicate the bank's offerings and enhance its brand image.

Advertising:

Rupali Bank Ltd. Applies print, broadcast, and digital media to advertise its products and services. Their advertisements usually highlight the advantages of their comprehensive banking solutions and how Rupali Bank can assist customers in achieving their financial objectives while adhering for their core values.

Sales promotion:

Rupali bank ltd provides multiple promotions and discounts to entice new clients and keep current ones. These promotions encompass Sign-up Bonuses, Special Loan Rates, Referral programs and many more.

Digital Marketing:

Rupali Bank Utilizes social media and various digital marketing tools to interact with customers and enhance brand recognition. They are actively engaging with customers on sites such Facebook, Twitter, and LinkedIn. To keep their audience informed and interested, they exchange updates, specials, and financial advice.

Overall, Rupali bank ltd.'s the promotion plan is to enhance brand recognition, engage the target audience, and distinguish itself as a premier provider of financial solutions in Bangladesh.

People:

Rupali bank ltd employees are very essential to provide high quality service and also build a strong trust and confidence with customers. Their knowledge, attitude, and professional behavior affect customer satisfaction. Rupali Bank Ltd. builds its people approach in certain main ways, as follows: Incentives and rewards, Training and development

Process:

Rupali bank ltd has a customer-centric approach to banking thus gives great importance on making sure that its procedures are quick, efficient, and courteous to customers. They have instituted multiple initiatives to streamline their procedures and improve the client experience. Some of the key ways that Rupali bank ltd establishes their procedural technique as follows like Customer service.

Physical Evidence:

Rupali Bank Ltd sets their physical evidence in a way that reflects their ideals and values in line with their consumers' needs. There are some typical approaches which Rupali Bank Ltd. sets its physical evidence, such as community engagement and customer service areas.

Performance:

Rupali bank ltd has a strong track record of financial performance. The bank has consistently reported strong financial results, including robust earnings and asset growth. Rupali bank ltd financial viability ratios, including return on assets (ROA) and return on equity (ROE), have consistently exceeded industry averages**.** Rupali bank ltd has received various awards and recognition for its performance, including the Best Corporate Award. Rupali bank ltd has also demonstrated its commitment to social responsibility through various initiatives, including supporting education, health, and environmental sustainability.

Overall, Rupali Bank Ltd. focuses their partnerships on social responsibility, ethical business practices, and sustainable growth to promote socially responsible development while adhering to their core values.

Chapter Four: Findings, Recommendations and Conclusion

4.1 Findings

Rupali bank ltd commercial bank in Bangladesh that runs to offer financial product services. These are some significant findings about the marketing approaches:

1. Rupali bank ltd effectively establish a clear consistent brand image, resonating with its target audience.

2. Rupali bank ltd provides a broad variety of financial products designed to satisfy many customer requirements and preferences such as multiple deposits with attractive interests' rates etc.

3. Rupali bank ltd are customer-focused, and therefore they provide a combination of banking services, as in traditional and digital bank solutions for customer satisfaction.

4. Rupali Bank promotes its products using a combination of conventional and digital media channels. The bank uses advertisements on billboards, television, and radio, also makes advantage of social media channels. like Facebook and LinkedIn to reach its target their audience.

5. Rupali Bank's Marketing plans also stress returning to the community. The bank plans community development programs and supports several charity causes.

4.2 Recommendations

These recommendations, derived from an analysis of Rupali Bank Limited's marketing policies, could potentially aid the bank in enhancing its marketing efforts.

1. Although Rupali bank ltd appears on social media sites. Like Facebook and LinkedIn, but they have to investing more time in other platform like search engine optimization (SEO), content marketing, and digital advertising. This will enable the bank to increase leads and reach a larger audience.

2. Rupali bank ltd could come up with more creative and interesting ways to sell to its target market that appeal to their sensibilities and anticipations. This could include things like experiential marketing, influencer marketing, and sharing stories.

3. Although Rupali Bank provides a number of services right now, the bank would want to think about improving its product line to meet more client demands.

4. They can investments on customer service training, branch service improvement, and digital banking capacity development, it's may focus on boosting the client experience. A greater connection between the bank and its clients more, therefore enhancing customer loyalty.

5. Rupali Bank should think about building connections with other banks and financial companies, including sharing ATM booths. By creating new opportunities and additional consumers, it will also assist the bank in establishing its availability and brand all over the community at large.

4.3 Conclusion

In conclusion, the findings and recommendations Rupali Bank Limited has used market segmentation efficiently to cater the huge demographic with equal zeal towards social responsibility and customer satisfaction. Banco Popular offers a strong value proposition around product innovation and competitive financial performance in the crowded bank space. Improving marketing on a digital scale, financial education and engaging clients can help the bank to grow further and position itself as a trusted, socially responsible financial institution.

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