Marketing of Bank Products of NCC Bank

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Marketing of Bank Products of NCC Bank

Letter of Transmittal

Ms. Farhana Noor

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Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on "Marketing of Bank Products of NCC Bank"

Dear Madam,

This is writing to let you know that my internship at Commerce Bank PLC and National Credit has ended. I am submitting my internship report titled, **"Marketing of Bank Products of NCC Bank"** as a part of the Bachelor degree at the Department of Business Administration, Daffodil International University. In this internship program, I got the opportunity to work with different departments of the bank & it helped me to get knowledge and experience about the marketing activities of the bank. This report will provide a detailed explanation of my experience and insights that I got during the internship period.

I would want to thank you for your gracious oversight. I hope this report will meet your desires.

Sincerely Yours,

Yead

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Istiak Ahmed Yead

ID: 202-11-1173

BBA, Major in Marketing

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Acknowledgement

The completion of the report has been a journey enriched by the invaluable support of many individuals, both directly and indirectly, to whom I am deeply grateful. I begin by expressing my gratefulness to the Almighty Allah for providing me with the strength to overcome challenges during the BBA program and also to properly complete the internship in NCCBL.

I would like to specially thank my parents for their constant support throughout my academic and professional journey. Next, I sincerely thank Ms. Farhana Noor an Assistant Professor in the Department of Business Administration at Daffodil International University, who was my esteemed academic supervisor and mentor. The successful completion of my internship report was contingent upon her patient guidance and mentorship.

My cordial gratitude also goes to Kamal Hossain who undertook the role of my supervisor, the Deputy Manager of National Credit and Commerce Bank Limited (Savar branch) for motivating & guiding me.

Finally, I would want to thank my bank colleagues who helped me to understand many unknown things. which greatly helped me in properly complete this report.

Declaration

I am Istiak Ahmed Yead, a student of the Department of Business Administration, with ID: 202-11-1173, major in Marketing at Daffodil International University (DIU), solemnly declare that the report on the internship, titled **"Marketing of Bank Products of NCC Bank"** has been authentically prepared by me. While working on this report, I have adhered to all copyright laws and have not intentionally violated any regulations.

Additionally, I certify that no prior submission of this report has occurred for any academic qualification or certification.

Sincerely yours,

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Istiak Ahmed Yead

ID: 202-11-1173

BBA, Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Approval

This is to certify that the internship report titled **“Marketing of Bank Products of NCC Bank”** has been prepared by Istiak Ahmed Yead, ID: 202-11-1173, in completion of the criteria of BBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is hereby recommended for submission and acceptance.

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Ms. Farhana Noor
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Executive Summary

This internship report titled "Marketing of Bank Products of NCC Bank" will help to provide an extensive insight about the NCC Banks marketing activities. The purpose of the report is to figure out the current marketing strategies, assess their effectiveness, identify major challenges, and suggest recommendations for betterment.

The report offers an explanation of the marketing strategies employed by NCC Bank PLC, focusing on its efforts to enhance brand visibility, attract customers, and strengthen market position. There the reports methodology involved a qualitative research method where the qualitative data was collected by talking with the employees and officers of the bank, from brochures, circular papers and the official websites.

This report examines crucial elements such as market segmentation, target audience engagement, competitive positioning strategies and promotional activities etc.

To address the identified challenges, the report provides practical suggestions. These include improving transparency through consistent communication, increasing investment in digital marketing to strengthen online visibility, and establishing a strong feedback mechanism to collect customer insights.

In conclusion, this report will describe valuable findings about the marketing strategies and provide recommendations for the betterment and hope that by implementing these recommendations NCC bank can improve their marketing effectiveness.

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Chapter 1

Introduction

1.1 Introduction

The banking industry is rapidly changing for technological advancement and for changing customer expectations. In this dynamic environment the banks need to develop strong marketing strategies to compete with the competitors and also to attract the existing and new customers. This report will focus on the way that NCC bank is doing their products marketing and suggesting new ideas that will improve their marketing presence and engage new customers.

National Credit and Commerce Bank PLC is one of the leading financial institutes in Bangladesh, offering a lot of products and services to fulfill the needs of the customers. They also support different businesses and entrepreneurs through collecting savings from the individuals and provide this fund as a loan. Even the bank's different deposit scheme also attracts the customers to engage with the bank which makes it successful and this satisfactory result also helps the bank to contribute in the economic wealth.

During the internship I got experience and information about the bank's products, marketing mix, segmentation, targeting and positioning strategies. This report will highlight the bank's marketing strategies in detail, the problem or findings that the banks are facing in this dynamic environment and will give some recommendations that may help the NCC bank to improve their marketing strategies, effectively satisfy customers' needs, compete in this rapidly changing environment and meet their goals.

1.2 Background of the Study

As a BBA undergraduate at Daffodil International University, completing an internship is an important academic necessity. At the direction of Ms. Farhana Noor, Assistant Professor of Daffodil International University, I completed my internship in National Credit and Commerce Bank PLC, Savar Branch. This internship plays an important role to get experience about the real world business activities.

Throughout my internship, I had the chance to collaborate with different departments of the NCC Bank and this working experience helped me to understand current marketing strategies and practical application. I observed how different departments work collaboratively to achieve customer engagement and this experience provides valuable insights to me to understand the marketing strategies in the context of service oriented organization.

1.3 Scope of the Study

The marketing techniques used by National Credit and Commerce Bank PLC (NCC) will be examined in this report. It also focuses on exploring the products and services offered by the banks, their pricing strategy, the channels of distribution and the way of promotion. Additionally, it examines the bank's segmentation, targeting, and positioning strategies. The study also aims to find out what the challenges are faced by the bank during their marketing activities. This will help to get an understanding about how well their marketing strategies are and how well they are engaging with the customers.

Furthermore, this study will propose some recommendations based on the findings and that will help to improve the bank's marketing effectiveness.

1.4 Objectives of the Study

Broad Objective: An analysis of the marketing of bank products of NCC bank.

Specific Objective: The report will fulfill some specific objectives that are given below:

1. To identify the marketing strategies employed by the NCC Bank PLC;
2. To analyze the Marketing mix, STP and SWOT analysis of NCC Bank Limited;
3. To explore the problems of marketing strategies of NCC Bank PLC;
4. To make some recommendations to solve the problems;

1.5 Methodology

This study uses a descriptive research design to analyze the marketing strategy of NCC Bank. There the descriptive design is chosen for giving insights about the current marketing situation and problems that the bank faces. There the data is collected from both primary and secondary sources.

Primary Data:

- Personal Observation.
- By consulting with branch officials.
- By talking with the employees.
- Involving with the office work.

Secondary Data:

- Official Website of NCC Bank PLC.
- Annual reports of NCC Bank.
- Brochures, Previous research papers, Leaflets, Journals etc.

1.6 Limitation of the Study

There are the certain limitations that encountered in preparing this report:

- Faced limitations in data collection and analysis due to time constraints.
- There were restrictions on accessing certain internal data and proprietary information.
- Limited interaction with the employees for busy schedules hampers data collection.
- The unavailability of some recent data about the bank caused some limitations in the study.

Chapter 2

Organizational Profile

2.1 Overview of National Credit and Commerce Bank PLC

National Credit and Commerce Bank have a different remarkable history where it is found that in the beginning of the NCC Bank it was not founded as a bank first. In 1985, the organization embarked its journey as an investment firm in the financial sector of the country named NCL (National Credit Limited). At that time the main purpose of the organization was to collect local resources and invest these resources in the country's industrial and trade sector, which helped to develop the capital market. The company operated its activity until 1992 with 16 branches.

After that, in 1993 the organization began its journey as a private bank with a paid up capital of 39.00 crore. After that time until the present day, NCC Bank PLC developed a reputation by providing superior customer service by correlating the dynamic technology based environment. The bank provides a variety of schemes of deposit and credit services that attract and satisfy the customer’s needs of both individual and corporate sectors and the customers find reliability in conducting business and receiving services from the company.

2.2 Vision Statement of NCC Bank

The vision of NCC Bank is to become a reputed commercial bank which will be committed to the nation and progressive. By combining credit and commerce they will increase shareholders value and grow sustainably keeping social responsibility in mind.

2.3 Mission Statement of NCC Bank

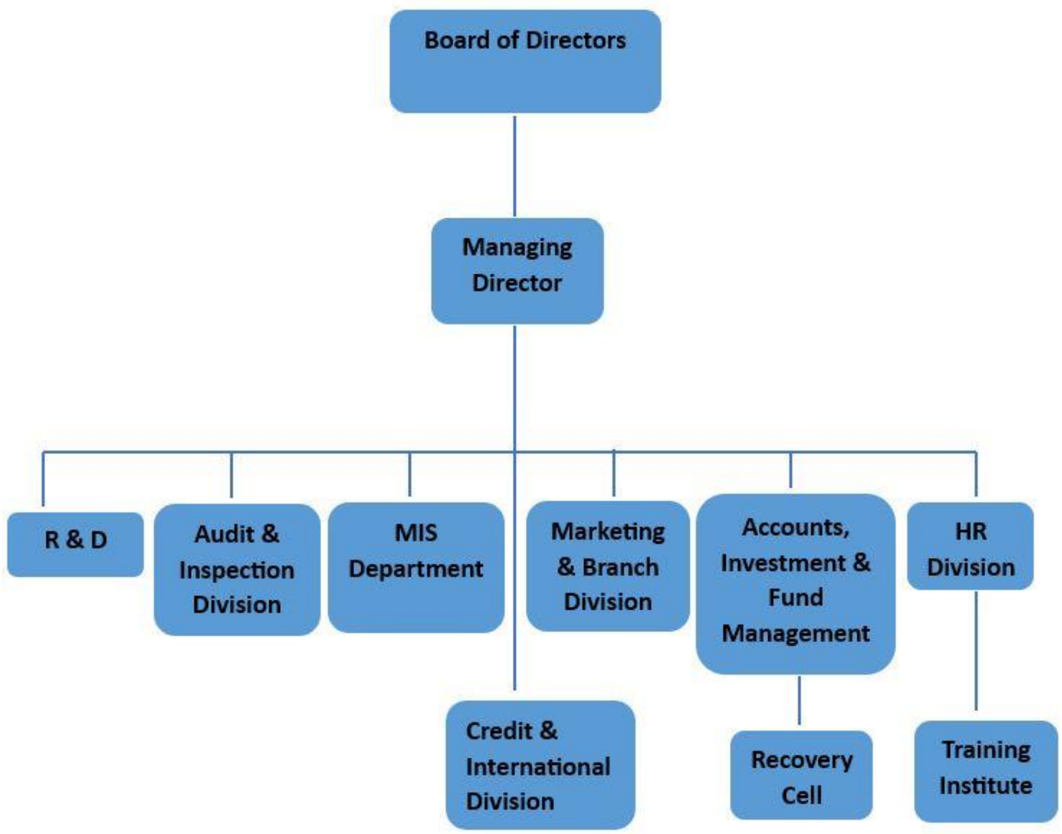
- The NCC bank wants to provide superior financial services to the customers by building a strong customer relationship.
- They will offer enduring solutions to the customers and stakeholders by leveraging our advanced technology, expertise and financial strength.
- Developing a supportive and friendly environment where the customers and employees can improve and achieve great success.

2.4 Core Values of NCC Bank

2.5 Objective of NCC Bank

The objective of the NCC Bank is to develop their activities by matching with this dynamic technological environment and provide the service to the customers that will meet the customers need and satisfy the customer, by achieving this their main purpose is to make themselves as the first choice of customers in the banking sector. Their purpose is to make a massive change in the significant banking practice and develop themself as a prestigious brand leader of integrating credit and trade.

2.6 Management Organogram/Structure



Chapter-3

Marketing Strategy of NCC Bank

3.1 Marketing Mix of NCC Bank

The marketing mix is a group of manageable components that a business uses to attract clients and accomplish its goals. The marketing mix or 4p's represent the Product, Price, Place and Promotion. This model helps the bank to design its strategy in a way that will attract and satisfy the customers.

However, some strategies include more elements in the marketing mix, which are people, process and physical evidence. There in the report, the NCC banks marketing mix is designed with the four elements which are Product, Price, Place and Promotion. The explanation of each elements are given below:

3.1.1 Product

There is the classification the NCC banks product:

1. **Deposit Products:**

- Current Deposit A/C
- Savings Bank Deposit A/C
- Special Notice Deposit A/C
- Special Savings Scheme
- Special Deposit Scheme
- Money Double Program
- Power Saver
- Interest First
- Double Benefit Scheme
- Millionaire Scheme
- Kotipoti Scheme
- Youngster Account
- Youngster Maximus Account
- Youngster Money Plant Scheme
- Remittance

2. **Loan Products:**

- Abashan Loan
- Home Loan/ Home Improvement Loan
- Marriage Loan
- Consumer Loan
- Unsecured Loan
- Car Loan
- Affordable Car Key
- Small Business Loan Scheme (SBLS)
- Festival Business Loan Scheme (FSBLS)
- Start Up Loan

3. **Cards:**

- Credit Cards
- Debit cards
- Multi-currency Card

4. **Locker Service:**

- Small
- Medium
- Large

3.1.2 Price

In the case of banking sectors there the price of the bank's products is determined based on the interest, fees and different charges. There is the pricing strategy of NCC bank are given below:

1. **Saving and deposit products price:**

In the case of savings and deposit products there the NCC bank set the price by comparing with the competitor interest rate. The competitive interest rate attracts the customers and when they find better value then it helps them to choose one bank over another. But this interest can't be assumed directly as a price for these products. To maintain the savings and deposit account they charge an amount which is the price of these products.

Savings and Deposit A/C	Maintenance Fee	Account Closing Fee
Savings Deposit (Half Yearly)	Average Balance Above Tk.10,000 up to Tk.10,00,000 fee is 100 - 300 Tk	200 TK
Current Deposit	Half Yearly Any Amount -300 TK	300 TK
Special Notice Deposit	Half Yearly Any Amount - 500 TK	300 TK
Others (Special)	NIL	NIL

For taking online service in case of transaction they charge 50 to 100 TK per transaction based on the amount and location.

2. **Loan product price:**

In terms of loan the customer has to pay a loan processing fee of maximum 0.50% up to Tk. 50,00,000 but not exceeding Tk. 15,000 and maximum 0.30% above Tk. 50,00,000 but not exceeding Tk. 20,000.

3. **Card price:**

The NCC Bank card issuance fee for debit card and multi-currency card is 500 TK with a similar renewal pricing. On the other hand, the card issuance fee for secured primary credit cards is BDT 750 to 1250 where the price varies on the different types of credit card.

4. **Locker Price (Yearly):**

- Locker Rent – Small Tk. 4,000.00
- Locker Rent – Medium Tk. 5,000.00
- Locker Rent – Large Tk. 7,000.00

3.1.3 Place

In marketing, Place describes the channel of distribution of the organizational product or the availability of the product to the customers. This plays an important role for the company because this decides how easily the customer can get the product or service.

In Bangladesh the NCC bank has approximately 127 branches and 7 sub branches by which they are providing their service and also doing direct sale activities. They provide their ATM service in a total 7 divisions of the country where approximately 149 ATM booths are operated in the whole country which provide service to the customers to cash withdrawals, deposits, and balance inquiries. The customer can get the service to do transactions through debit or credit card in any POS (Point of Sale) Terminals now. The bank also provides their services through internet banking, SMS banking and mobile banking app (Sanchayee APP) and in this app the customers can open any type of account by following the requirements and get transaction and other service from anywhere. They also provide 24/7 call center service. In this way they are providing or distributing their products or services in Bangladesh.

3.1.4 Promotion

NCC bank employed strong promotional activities to give information, attract and encourage the customer to buy their banking products and services. They are engaged with diverse promotional activities to target and reach different segments of the customer. There are promotional activities that are utilized by the NCC bank.

1. **Advertising:**

The NCC bank does advertising through multiple platforms to effectively reach the target customers. They do advertisement of their products through Television commercial ads, newspaper ads, magazine ads, banners, posters, billboards etc. Many articles can be found about the NCC Bank in different newspapers like The Business Standards, Dhaka Tribune and they do TV advertisements in various channels like News 24, ATN Bangla etc.

2. **Social Media marketing:**

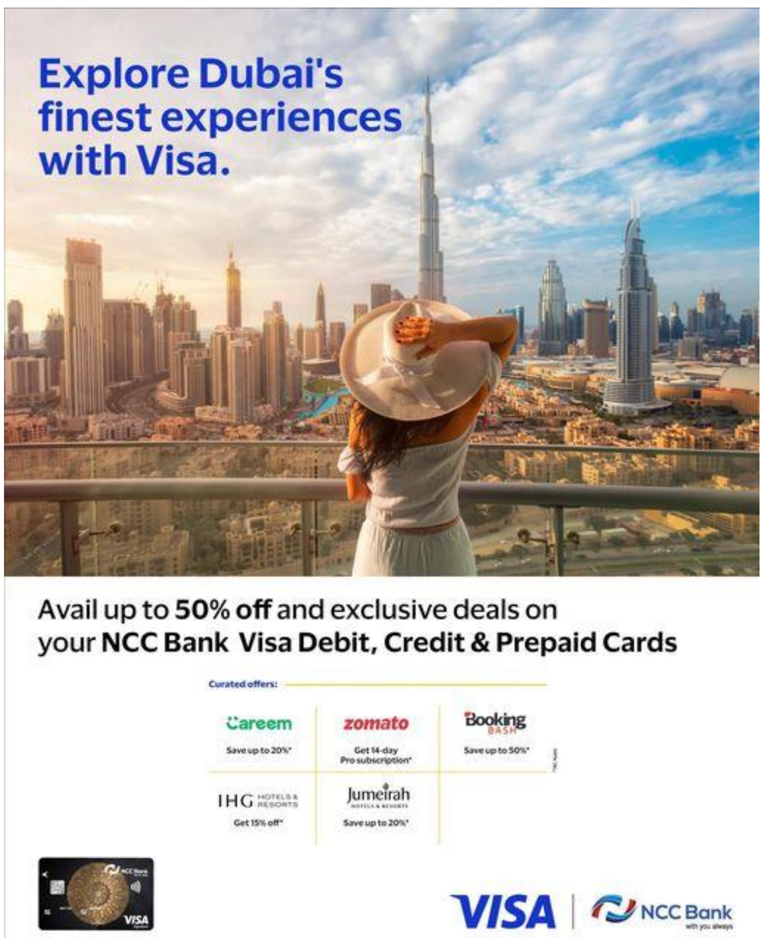
NCC banks do social media marketing actively to connect with their customers and to maintain brand visibility. They execute social media marketing across platforms such as Facebook, Twitter, Instagram, LinkedIn. By using this platform, the NCC Bank does promotions to reach different segments based on their age, location, gender, interest. In case of Facebook ads, they can do promotion at a very low cost by concerning the demographic matters of the customers and engaging with a community. Where in twitter they provide their updates, opinions towards the customers and there create engagement through tweets and retweets that develop brand visibility. Instagram also helps to develop brand awareness by providing the insights and in the LinkedIn campaign they focus over the job opportunity, professional insights which make a business profile by connecting with the business professional and leaders.

3. **Direct Marketing:**

The bank also does their promotional activities through direct marketing where they send Personalized Email and SMS and phone calls about the new products or updates, special offers and important bank announcements.

4. Sales Promotions:

NCC bank applied a variety of sales promotion strategies to attract their customers to buy the products. In this strategy they give discounts on loans and various products, cash bonuses, gifts, reduced interest rate and other incentives based on occasion. They also organized contest giveaways that attract existing and new customers to take service from the bank. Seasonal promotion is also a strategy where they do special promotion by giving discounts for the particular festive or holidays.

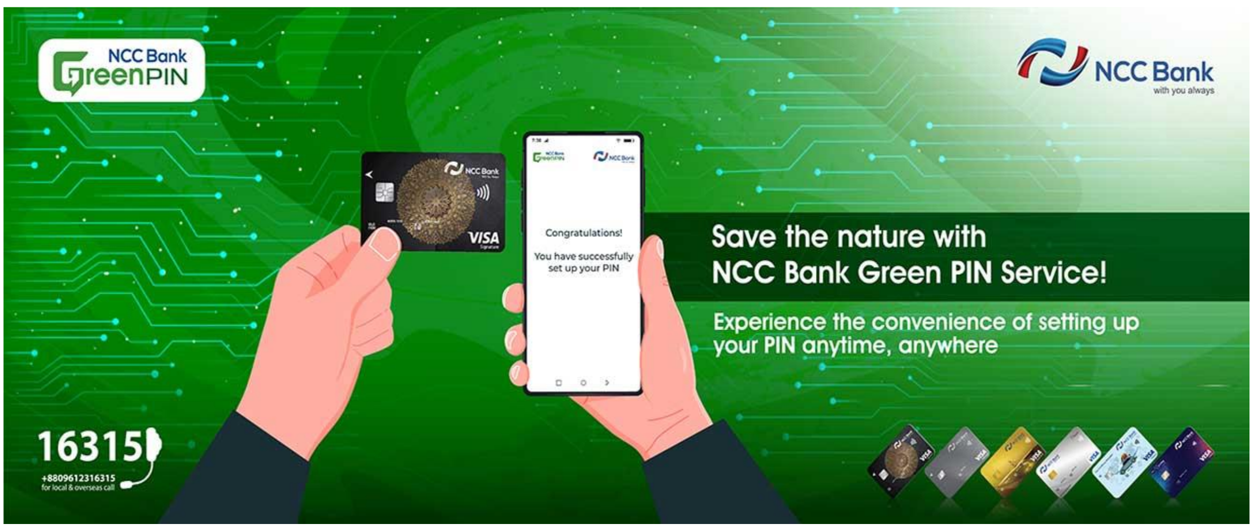


5. Events and Sponsorships:

NCC bank actively do different types of events and also sponsor in education, cultural, competition or sports programs. By doing these events and sponsors they try to show their existence and social commitment toward the customers. This strategy helps the bank to make the new customers aware of them. With it they get the benefit of making a strong connection with the community that helps the bank to get a wider audience at a glance.

6. **Public Relation:**

NCC banks focus on managing and maintaining a positive public image and try to develop a strong relationship with the stakeholder. There the bank does some activities to maintain public relations such as giving messages to the public through media relations, press releases, organizing press conferences and corporate communications. Even the NCC bank also does public relations through Corporate Social Responsibility (CSR). They established a Green PIN system of ATM cards where the customers can change their card pin instantly through digital channels without going to the branch. This reduces carbon footprint and by this the customer experiences a flexible use of the cards which improve the relationship with customers.



3.2 STP of NCC Bank

Applying segmentation, targeting & positioning strategy is an important role for the company to optimize their marketing strategy properly. NCC Bank divides the market into demographic, geographic, behavioral and psychographic segmentation. By targeting the specific group NCC bank try to ensure the high satisfaction of the segments & develop their positioning strategy to express themself as a reliable organization towards their customers.

3.2.1 Segmentation

1. **Demographic:**

They do their demographic segmentation focusing on various categories.

Age:

They offer their financial products for young adults, middle-aged individuals, and senior citizens.

Gender:

They offer their products for the Male, female & other.

Income:

NCC bank provides their services for all the low, mid and high-income level people.

Occupation:

They designed their product for the students, professionals, business owners, and retired people that covers all types of occupations.

2. **Geographic:**

The NCC bank structured their products in a way that fulfilled the needs of the customers across diverse geographic regions of the country through their branches and ATMs. They develop a strong presence in the urban, semi-urban and rural areas and also in the different divisions and districts across the country. Even the bank provides the service by considering some factors that are local culture, language, and regional economic trends. This geographic segmentation helps the bank to properly identify the customers' needs and satisfy them.

3. **Behavioral:**

NCC bank segments its markets based on customers banking frequency, transaction type, service preference etc. They make a difference in the total market by considering the customers' needs such as savings, loan, investment or digital banking service. Even they focus on the user status of their new and existing customers. The bank also does this by considering the usage rate of the customers based on some factors like high-frequency users, moderate users, and occasional users.

4. **Psychographic:**

NCC banks do psychographic segmentation based on the customers lifestyle, values and attitude, interest, financial goal etc. They focus on the attitude based on the lifestyle such as luxury, convenience, savings oriented. They also do segments of values and attitude by considering the customers who seek traditional banking, innovating banking solutions or the customers who give priority to ethical banking practice. They focus over the customers interests like travel, investment and also the segments over the customers financial goal such as wealth accumulation, retirement planning, or funding education.

3.2.2 Targeting

The term targeting means that selecting different segments of the total market to whom the company will serve their product. The NCC bank targets versatile segments and reaches them to provide service with unique needs and characteristics. NCC banks target the audience based on age, income, gender, and education level in case of demographic targeting. Geographically they target the audience by focusing on both urban and rural areas, with branches, ATMs, and digital solutions available across diverse regions. In behavioral targeting they focus over the customers spending pattern, their financial need, in case of psychographic targeting they focus over the lifestyle, interest, values, like offering green banking solutions for environmentally conscious customers or the individuals trying to seek luxury or the person who has an interest to travel abroad.

3.2.3 Positioning

Positing is the last step that represents that it's something that the company tries to set up a positive image in the mind of the customers about the company. There the NCC bank try to position their company as the best traditional and digital banking sector by claiming that they provide superior customer service with the combination of digital banking practice, they also promote that they are a secure and trustworthy banking sector by claiming the tagline “With You Always” that represents their reliability. By practicing green banking they are developing an image of social welfare and environmental sustainability.

3.3 SWOT Analysis of NCC Bank

A company's strengths, weaknesses, opportunities, and threats are outlined in a SWOT analysis. NCC Bank does the SWOT Analysis to identify what the strength and weakness they have and this helps them to define that with the strength what opportunity they can get and what can be a threat for them because of their weakness.

3.3.1 Strength

- NCC Bank has an established reputation in the country.
- The bank is operated by both seniors and young banking employees that helps to understand and provide superior value to the customers.
- They have advanced technology with well technological and digital banking knowledge. Even they have an internal digital software named “flora” that is conducted to operate their banking activities
- NCC bank has an extensive network that operates 127 branches and 149 ATMs in the whole country.
- They provide a large selection of products and services.

3.3.2 Weakness

- The bank is too inactive in promoting their product in the TV channels or in the social media.
- There is a problem in their ATM booth compared to other banks.
- The bank has a limited international presence.
- There is a variability of their services in different branches that affect the customers expectation.

3.3.3 Opportunity

- As they have strong technological knowledge they can get opportunities in expanding digital banking.
- As they have a good reputation as the oldest bank, they can do partnership with the foreign banking sectors.
- They can get a chance to sponsor many programs for their good financial condition that help to attract the customers.
- They have the opportunity to develop a green banking environment.
- They have the opportunity to develop an innovative payment solution by developing an App.

3.3.4 Threats

- They can lose their customers for not being concerned about promotion of their product.
- For the technological problem of their ATMs there a negative image can be created of them and customers may avoid using their booth.
- They can lose the chance of getting international presence for not promoting their multi-currency card.
- The public relation sector is not concerned about holding and attracting the existing and new customers after getting feedback from them which can be a threat for the bank in future.
- Not telling about the new product to the existing customers in a face to face interaction can be a threat for the bank.

Chapter-4

Findings, Recommendations, and Conclusion

4.1 Findings

1. The promotional activities of NCC banks are not strong enough compared to other banks. Which makes it complex to reach the audience and attract them effectively.
2. The number of ATM booths is not enough in several places of Bangladesh. There are a good number of booths they have in Dhaka and Chittagong, but in other divisions the availability of their booth is very low in number.
3. They are getting a negative response from the customers about facing technical problems with their ATM booths.
4. In this digital time people don't want to go to the bank so much, they are flexible to do their banking activities digitally. But NCC banks have not developed any digital applications for the customers yet. Where there is a demand for it.
5. There is a communication gap between the employees and the higher management of the branch which creates problems in decision making and causes customer dissatisfaction due to delayed service.
6. They recently launched their Multi currency card but most of the customers do know about them for their lack of advertising and not for providing information about it to the existing customers.
7. The bank has a lack of organizing campaigns less frequently which can be a cause in reduced visibility and engagement with potential and existing customers.

4.2 Recommendations

1. The NCC bank should develop and improve promotion strategy by increasing their budget and must conduct their promotional activities by exploring different mediums such as television advertising, social media campaign, celebrity endorsement, affiliate marketing etc.
2. They should increase their number of ATM booths in Sylhet, Khulna, Rajshahi, Rangpur, Barishal and also in the underserved areas of Bangladesh.
3. They have to figure out the technical issue of their ATM booths and have to develop it by investing over the latest ATM technology which will work properly and that will create the reliability of the customers over the service.
4. They should take immediate action to develop and launch their user-friendly digital application that will meet the customers' needs from anywhere in the world.
5. They should implement a regular communication channel between the employees and management inside the branch which will help them to make decisions fast and solve the problem of the customers as soon as possible.
6. They should implement a promotional strategy to increase awareness of their multi-currency card to the customer. They have to do massive social media advertising, customer education through SMS or phone calls and branch promotion through one to one communication.
7. They should invest in organizing different campaigns, activities about corporate social responsibility, sponsored or joint events with others more frequently to maintain their visibility, attract new and existing customers and make people about their brand presence in a different way than others.

4.3 Conclusion

In conclusion, the development and implementation of marketing strategy is a crucial role for NCC bank to shape the banking presence to the customer by competing with the existing competitors. The findings describe that there is a lack of promotional activities compared to their competitors and technological issues of ATM booths are leading to customers dissatisfaction. Even the gap of developing digital app and communication gap between the customer and management causes failing of fulfilling the modern customer’s expectations. To solve this issue, it is recommended that the NCC bank should improve their promotional strategy by using variety of medium, increase their ATM booths with using latest technology, develop the digital application and create an internal communication to solve the customers problem, do campaign, programs and social activities frequently and massive promotion of their new product and multi-currency card that will aware the customers. By implementing all these recommendations, NCC banks can improve their marketing effectiveness, compete with their competitors and satisfy their customers that help to establish a better position in the market.

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