Internship Report On

A Comprehensive Study on the 'MyPrime' Mobile Banking App: Exploring the Digital Transformation of Prime Bank PLC

Supervised by:

Dr. Md. Anhar Sharif Mollah

Associate Professor and Head

Department of Finance & Banking

Faculty of Business & Entrepreneurship

Daffodil International University

Prepared by:

Jahidul Alam

ID: 221-11-1648

Major in Finance

Program: BBA, (61st batch)

Department of Business Administration

Faculty of Business & Entrepreneurship

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Letter of Transmittal

Date:

To

Dr. Md. Anhar Sharif Mollah
Associate Professor and Head
Department of Finance & Banking
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

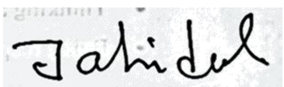
With due respect, I am pleased to submit my internship report titled **"A Comprehensive Study on the 'MyPrime' Mobile Banking App: Exploring the Digital Transformation of Prime Bank PLC"** Branch IBB Mirpur which has been prepared as a component of the requirements of my Bachelor of Business Administration (BBA) degree program.

I have utilized my theoretical background and practical experience as a result of the internship to conduct a deep analysis on the role of the mobile banking platform in modernizing the banking service. In this report, I analyze the characteristics, advantages and drawbacks of mobile banking and its integration into the digitalization of the banking sector focusing on Prime Bank.

I do hope you will find this report of interest and that this report provides valuable insight into how technology is increasingly integrated into the banking sector.

I therefore, humbly ask you to accept my report. Your kindly consideration will be appreciated so much.

Sincerely yours,



Jahidul Alam
Id:221-11-1648
Major: Finance
Program: BBA (61^{st} Batch)
Department of Business Administration
Daffodil International University

Certificate of Approval

This, certifies that **Jahidul Alam,** ID number: **221-11-1648,** a conscientious student at the Daffodil International University Department of Business Administration, Faculty of Business & Entrepreneurship has completed the internship program at Prime Bank PLC., Branch IBB Mirpur. The internship report**, "A Comprehensive Study on the 'MyPrime' Mobile Banking App: Exploring the Digital Transformation of Prime Bank PLC,"** was prepared by the intern under my supervision.

This internship report's content is unique and represents the real-world experiences and knowledge acquired throughout the internship. It provides an in-depth analysis of Prime Bank PLC's ongoing digital transformation and the **MyPrime** mobile banking app.

This internship report has therefore been authorized for submission and presentation at the internship defense.

Supervisor's Signature

Dr. Md. Anhar Sharif Mollah
Associate Professor and Head
Department of Finance & Banking
Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgement

I am truly grateful to Almighty Allah for giving me the confidence and opportunities to complete my internship and write this report. For their support and collaboration throughout my internship, I am truly grateful of the officials and colleagues at **Prime Bank PLC, Branch IBB Mirpur**. Their expertise and support made my experience completely valuable. Without the support and cooperation of these individuals, this report and internship experience would not have been possible.

Additionally, I would like to thank my wonderful supervisor **Dr. Md. Anhar Sharif Mollah**, Associate Professor and Head, Department of Finance & Banking, Faculty of Business & Entrepreneurship, Daffodil International University, for her ongoing guidance and suggestions, which were very helpful in preparing this report.

Finally, I would like to say thank-you to my family, friends, and classmates who provide their support all the time and encouraged me in this process.

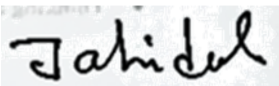
Declaration

I hereby announce that the internship report entitled **'A Comprehensive Study on MyPrime Mobile Banking App: Exploring Digital Transformation of Prime Bank PLC, Branch IBB Mirpur'** has been prepared by me to fulfil the requirement for my Bachelor of Business Administration (BBA) program at Daffodil International University.

Further, I agree that this report is original and it was not submitted for the award of any degree, diploma, fellowship or title before either in this or any other Institution. All the information of this report was collected from my practical exposure in Prime Bank PLC during my internship, and few secondary sources data an also there as reference but properly cited.

The view of Prime Bank PLC and any of its staff is not reflected in this report, as it has been submitted for academic purposes only.

Sincerely yours,



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Executive Summary

The first chapter explains the purpose and objectives of the internship, along with the importance of digital transformation in the banking sector of Bangladesh. It refers to how the paper discusses the MyPrime Mobile Banking App of Prime Bank PLC, as part of the bank's FinTech-driven modernization strategy, with a focus on customer convenience, operational efficiency, and innovation.

Organizational Overview, the chapter provides the information about the background, mission, vision and corporate structure of Prime Bank PLC. It addresses the wide market presence of the bank in its retail and corporate banking, SME, Islamic banking and digital banking services and its advancement in financial technology which includes MyPrime, PrimePay and RemitPrime.

Chapter 3 is devoted to the MyPrime Mobile Banking App: its purpose, main features, security, and contribution to the bank's digital transformation. The application enables customers to perform transactions, pay bills, and access real-time account services securely, which is indicative of Prime Bank's customer-centric digital banking.

Chapter 4 describes my roles and responsibilities as a member of the IBB Mirpur Branch during my internship, including account opening, KYC verification, customer service, and introducing users to the MyPrime app. These activities have provided me with hands-on experience of working with analog banking systems and online banking systems.

Chapter 5 concludes the essential insights that have come to light over the duration of the internship and includes insights related to understanding the basics of the banking business, FinTech integration, introducing regulatory compliance and customer relationship management. It helps to link academic and practical knowledge in the financial industry.

Analysis and Reflections. This chapter is an analysis of the internship experience which shows what Prime Bank has benefited and suffered due to its digital transformation work, and those are the advantages of digitization and drawbacks of the digitalization works by lack of customer awareness and the pressure of workloads. It also goes on to comment on how these experiences helped me to improve my communication, analytical and technical skills.

Conclusion. The report concludes with the insights that the internship provided me about what is happening in banking right now and how FinTech is picking up to further financial inclusion in Bangladesh. It highlights the significance of digital banking in terms of efficiency and customer satisfaction. Implications. **The last chapter** intertwines the scholarly knowledge with practice and shows why this internship improved my practical abilities and understanding of digital finance. It highlights how technology-enabled banking will determine the future of the financial sector in Bangladesh.

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Chapter One: Introduction

1.1 Background

As part of their academic journey, students enrolled in the Bachelor of Business Administration (BBA) program have to complete an internship, which provides them an opportunity to apply their theoretical knowledge to use in a real-life business environment. Students can develop important skills, gain real-world experience, and gain knowledge about the daily operations of companies in their field of study by way of the internship. As a finance major, the internship offered me an excellent opportunity to learn about banking industry management systems, investment strategies, and financial operations.

I had the chance to intern at Prime Bank PLC, one of the area's top financial institutions, where I worked primarily on their **MyPrime Mobile Banking App**. The bank's larger plan to enhance digital banking and relations with consumers includes this app. The working experience gave me a chance to explore the role of digital solutions in improving customer experiences, increasing operational efficiency in the banking sector, and streamline financial services of which are all paramount variables in business administration and particularly in the field of finance.

1.2 Statement of the Problem

Traditional banking systems have been replaced by digital platforms that prioritize accessibility, speed, and convenience, driven by the rapid advancement of the financial technology (FinTech) industry. Prime Bank PLC responded by introducing the MyPrime mobile banking app to expand its digital service portfolio and meet ever-changing customer demands.

Nonetheless, there are a number of hidden challenges that may prevent the MyPrime app to reach its potential regardless of its innovative nature. These are problems in user interface complexity, technology, customer awareness and adoption and short-term system failure. Also, data privacy and user trust and some consistency of the services digital banking provides are more important due to the competitive nature of digital banking which is increasing. Thus the problem in determining the key factors that affect customer satisfaction and performance of its operations, and the role of MyPrime Mobile Banking App in achieving Prime Bank's digital transformation goals. To provide some insights and suggestions for future development of digital initiatives in Prime Bank for their improved efficacy and sustainability, this study intends to assess these factors.

1.3 Objectives of the Study

Broad Objective

The main purpose of this Intern Report is to gain practical experience at Prime Bank PLC to observe how bank has implemented digital innovation through 'MyPrime' Mobile Banking App under its Digital Transformation

Specific Objectives

- To explore the core features, functions, performance, and user interface of the **MyPrime app**.
- To examine how the **MyPrime app** contributes to Prime Bank's digital transformation and strategic objectives.
- To evaluate the app's impact on service efficiency, customer engagement, competitive advantage and adoption as well as to assess customer satisfaction regarding its interface, speed, and service reliability.

1.4 Methodology of the Study

To conduct this analysis, both qualitative and descriptive research designs were employed to examine how Prime bank PLC is undergoing a digital transformation using its MyPrime Mobile Banking App.

Sources of Data

Primary and secondary sources of data have been used to obtain the required accuracy and reliability.

1.4.1 Primary Sources:

On the spot observation of day-to-day activities Prime Bank PLC, IBB Mirpur Branch. Slack experience in customer service, opening accounts, and digital banking. There should be informal talks and comments of the employees, customers and supervisors about the MyPrime App

1.4.2 Secondary Sources:

- Annual reports of Prime Bank PLC and its official site.
- The official page of the MyPrime App and advertising.
- The digital banking and KYC regulations of Bangladesh Bank.
- The sources are related to FinTech and digital banking in Bangladesh and are articles, journals, and online news portals

Chapter 2: Organizational Overview

2.1 Overview of the Organization

Prime Bank PLC (PRIMEBANK) is a second generation scheduled commercial bank, which was founded in 1995 under the name of a group of dedicated and visionary entrepreneurs who developed the concept of floating a commercial bank with a difference. PRIMEBANK engages in conventional banking, Islamic banking, and banking using alternative channels of delivery under the domestic operations. The Bank spreads across the nation that has 147 branches and 152 agent banking sites, 160 automatic teller machines/customer relationship machines, 5 Islamic banking branches, and 5 sub-branches. It offers services to clients through digital banking and Islamic banking and traditional banking. Prime Bank has three principal business segments, namely, consumer, MSME, and wholesale banking.

2.2 Vision

The Vision of the Bank is to emerge as the most efficient and capital adequate as well as the best asset quality, management and high liquidity rates and profitability private commercial bank in Bangladesh.

2.3 Mission

The Bank Mission is to be a market-driven, customer oriented institution with an efficient corporate governance structure, business policies and processes are constantly being improved, and efficiency has been increased through the incorporation of technology throughout the bank.

2.4 Core values

The core values of PRIMEBANK are:

- **Deliver:** Customer, client, and shareholder Due passion to enrich the financial needs of individuals, companies, and institutional investors through the delivery of excellent service to them.
- **Commitment:** Be full committed towards ensuring that the customers, teams, and the Bank prosper in line with the regulatory provisions.
- **Trust:** Believe in the team and work successfully to get maximum out of all segments, be consistent, and transparent in relationships with customers and stakeholders.
- **Success:** Doing Business in an open, direct, and sustainable way, where the customers, communities, and environment can also prosper.

2.5 History and Current Operations of the Organization

2.5.1 History of Prime Bank PLC

Prime Bank PLC was founded in 1995 by a team of enterprising individuals who believed in the idea of developing a contemporary and customer-oriented financial institution. In its early years (1995–2000), the bank launched both conventional and Islamic banking operations and became listed on the country's stock exchanges through an Initial Public Offering (IPO). In 2001-2005 Prime Bank was licensed as a merchant bank and primary dealer and as a depository participant, which is its first entry into the capital market. In 2002, the bank formed the Prime Bank Foundation as a special wing of CSR as part of its interest in education and healthcare. From 2006 to 2010, Prime Bank opened its first Offshore Banking Unit (OBU) and SME Centre, introduced ATM, Internet, and SMS banking, and expanded internationally by forming subsidiaries in the UK and Singapore.

Between 2011 and 2015, Prime Bank introduced premium banking ("Monarch"), launched credit card products including Islamic and JCB cards, established a Hong Kong subsidiary, and opened the Prime College of Nursing. During 2016–2020, it expanded further with PrimePay and Agent Banking operations, conducted Bangladesh's first interbank Blockchain LC transaction, and held its first virtual AGM.

Since 2021, the bank has been working towards digital transformation, and some of its platforms are RemitPrime, PrimeAssist, MyPrime, and Export Receivables Financing. It also made the first SOFR-based trade transaction in Bangladesh, digital loan to garment workers, and launched the MyPrime Bangla and Hasanah apps.

2.5.2 Current Operational Network and Structure of Prime Bank PLC

Prime Bank has established a strong network in and outside of Bangladesh, which guarantees its high accessibility and effective service provision. Prime Bank is a company with a wide range of portfolio with a number of core divisions:

- **Wholesale Banking:** Trade finance, project finance, and treasury management.
- **Retail Banking:** Deposit schemes, personal and home loans, and credit cards.
- **CMSME & Agriculture Banking:** Support for small businesses and farmers.
- **Islamic Banking:** Shariah-compliant products under the Prime Hasanah brand.

Prime Bank also operates several subsidiaries providing specialized financial services:

- **Prime Bank Investment Limited** – Merchant banking and advisory services.
- **Prime Bank Securities Limited** – Stock brokerage and dealing.
- **Prime Exchange Co. Pte Limited (Singapore)** – Remittance services.
- **PBL Finance (Hong Kong) Limited** – Trade finance operations.

2.6 Product and Services of Prime Bank PLC

Prime Bank PLC is a financial institution that has a variety of financial products and services to satisfy the needs of the different individuals, businesses and institutions. Its operations include conventional, Islamic, SME, agriculture and digital banking and it is inclusive and innovative in its solution to finance.

2.6.1 Wholesale Banking

Prime bank offers full corporate and institutional banking services that help in developing trade, industry and infrastructure.

Key Products and Services:

- **Funded Facilities:** Working capital loans, project finance, lease finance, bill discounting, supply chain finance, and green finance**.**
- **Non-Funded Facilities:** Import and export letters of credit (LC), bank guarantees, documentary collections, and shipping guarantees.
- **Deposit Products:** Current accounts, term deposits, foreign currency accounts, and Shariah-based deposits.

Other Services:

- Cash and liquidity management solutions
- Trade finance and treasury services
- Employee banking
- PrimePay (corporate digital platform)
- RemitPrime (remittance solutions)
- Debt capital market services

2.6.2 Retail Banking

Prime Bank's retail division focuses on personal financial solutions and convenience-driven banking services for individuals and families.

Loan Products:	Deposit Schemes:	Account Types:
• Personal loan • Home loan • Auto loan • Secured loan • Digital loan • Credit cards	• Prime Kotipoti Deposit Scheme • Prime Millionaire Schemes • Lakhopoti Deposit Schemes • Double Benefit Deposit Scheme • Prime Monthly Income Scheme • Prime Edu DPS	• Prime First Account • Prime Women's Savings Account • Prime Youth Account • Prime Teacher's Account • Prime 50 & Plus Savings Account • Prime Current Account

2.7.3 CMSME and Agriculture Banking

Prime Bank supports small and medium enterprises (SMEs) and farmers through accessible and customized financing programs.

Deposit Products:	Investment Products:	Agriculture Banking Products:
• Prime Business Account • MSME Fixed Deposit Receipt • Prime Business DPS • Prime Business Plus	• Anchol Rin (for women entrepreneurs) • Prime Sampad (working capital finance) • Prime Emarat (construction finance) • Prime Shahaj (microenterprise finance)	• *Nabanno* – General agriculture loan • *Khamar* – Farm and livestock finance • *Abad* – Crop loan • *Hasanah Abad* and *Hasanah Khamar* – Islamic agriculture financing

2.7.4 Islamic Banking (Prime Hasanah)

Operating under the **Prime Hasanah** brand, this wing offers fully Shariah-compliant deposit, financing, and investment services.

Deposit Accounts:

- Prime Hasanah Savings, Current, and Youth Accounts
- Mudaraba Special Notice Deposit
- Hasanah Teacher's Account
- Prime Hasanah Porijon Savings Account

Deposit Schemes:

- Mudaraba Kotipoti DPS
- Hasanah Lakhopoti Scheme
- Double Benefit Deposit Scheme
- Hasanah Monthly Income Scheme
- Hasanah Hajj Scheme
- Sadaqah Jariyah Account

Investment Products:

- Hasanah Personal Investment
- Hasanah Auto Investment
- Hasanah Home Investment
- Hasanah Secured Investment

Chapter Three:

About MyPrime Mobile Banking App

3.1 About MyPrime App

The Prime Bank Limited has its official mobile banking application called MyPrime, which was released in June 2022 as a replacement for the previous bank app titled Altitude, and provides a big variety of features, such as transferring funds, payments, account management, and live chat, with an easily usable interface.

MyPrime is an important move in the digital transformation of Prime Bank and was unveiled by the CEO, Hassan O. Rashid. According to ANM Mahfuz, DMD & CBO, the app improves the long-standing digital banking commitment of the bank in Bangladesh. MyPrime has been growing tremendously since its release, with almost 250,000 active users as of December 2024, which is 50% more than the year before. The volume of transactions made through the app also increased and hit about 9,000 crore BDT last year in 2024, which is almost twice the amount in 2023.

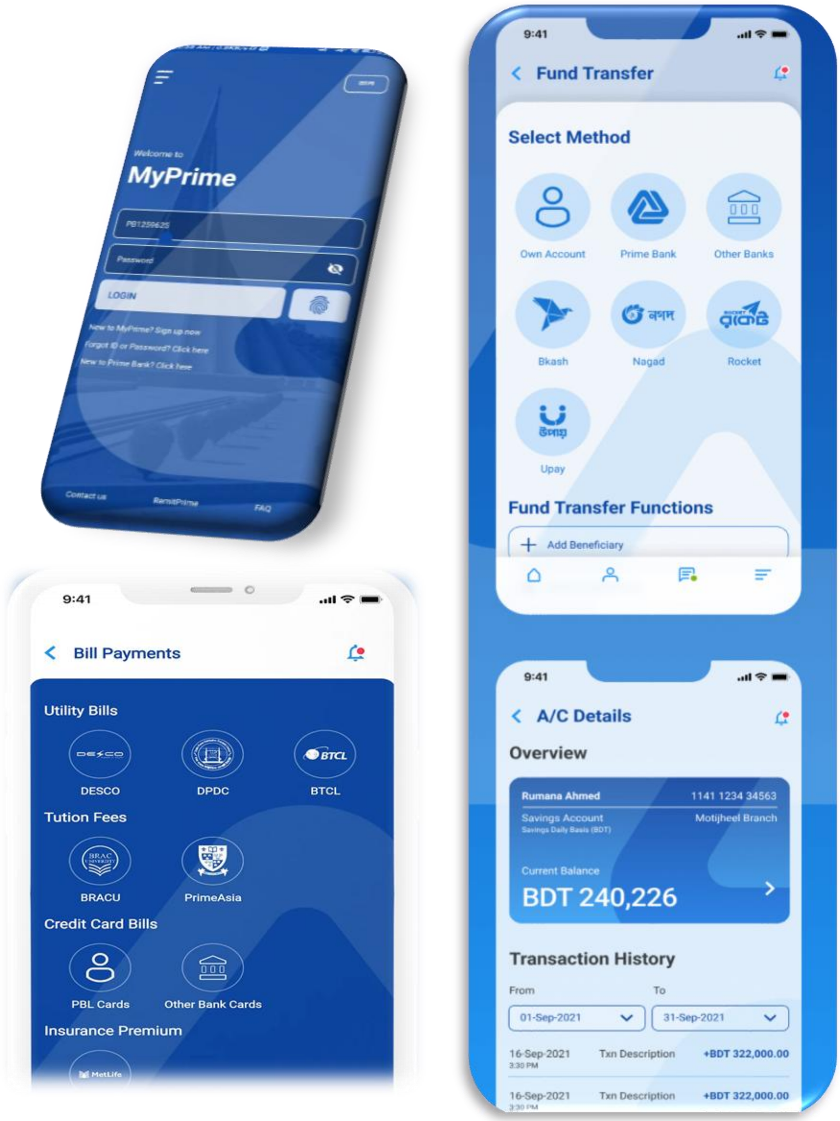

FIGURE: 1 ABOUT MYPRIME APP

3.2 Key Features of MyPrime Mobile Banking App

1) **Account Management**

- **View Balance**: Customers can easily check the balances of all their accounts in real-time.
- **Mini Statements:** Real-time access to recent transactions to aid in tracking spending and seeing account activity.
- **Transaction History:** Shows the specific history of the account, including withdrawals, deposits, and transfers.

2) **Fund Transfers**

- **Fund Transfer Between Accounts**: Customers are able to transfer money between their accounts at Prime Bank with only a few taps.
- **Fund Transfer to Other Banks: (BEFTN/NPSB/RTGS)** Transfer money to accounts in other banks.
- **Fund Transfer to other Mobile Banking:** Secure transfers between MyPrime users within the same mobile banking platform, like **bKash, Nagad, and Cardless Cash**
- **Zakat**: The provision of the donation to religious purposes, in particular, to Zakat (charitable giving).

3) **Bill Payments & QR Code Payment:**

- **Utility Bill Payments**: MyPrime allows users to pay utility bills in DPDC and DESCO as well as tuition fees in large universities such as BRAC University, Prime Asia University and BUET.
- **Mobile Recharge:** This has mobile recharge capability, where users can recharge mobile phones of all major telecoms easily
- **Insurance & Credit Card Payments:** No additional effort is required to pay premiums and make credit card payments using the app
- **QR Code Scanning**: QR codes can be scanned when it comes to payment and settling bills at partner merchants.

4) **Security Features of the MyPrime App**

- **Two-Factor Authentication (2FA):** This is an additional feature that helps to secure user accounts against unauthorized users

- **Biometric Authentication:** Biometrics may be turned on to use just a fingerprint or facial recognition to log in and have secure access
- **Sync Account**: syncs the account information and keeps it current across devices.
- **Change Password**: The users are allowed to change their login password to ensure greater security.

  Live Chat: The live support team is also accessible to contact directly and receive personal assistance in raising questions concerning accounts and service.

5) <u>Other Services of the MyPrime App</u>

- **Virtual Card Application:** The application enables one to apply to receive a virtual debit or credit card instantly.
- **Prime Hasanah Deposits:** Provides deposit products that are Shariah-based, like Term Deposit and Deposit Premium Schemes.
- **Hasanah Investments** Hasanah Investments offers Islamic investment facilities, including Household Durables (Asbab), auto financing (Burak), and home financing (Manjeel).
- **PrimeInvest Integration:** This enables the customer to access or open a trading account, deposit or withdraw funds and access the portfolios of investment.
- **Account Certificates:** Through this, customers can order official account statements or certificates.
- **Cheque Services:** Now the user can order new checkbooks or cancel the issued cheques with ease.
- **Positive Pay Instruction:** It offers cheque verification service in order to secure transactions.
- **Submit Proof of Tax Return (PSR):** Allows their clients to access and submit income tax documents online.

Chapter Four:

Internship Role and Responsibilities

4.1 Role and Responsibilities

I worked in a variety of sections during my internship at Prime Bank PLC, IBB Mirpur Branch, including customer service, general banking, and digital banking. I learned about modern advancements in digital services, such as the MyPrime Mobile Banking App, as well as the traditional procedures banks use to conduct business. I gained practical experience across various aspects of branch operations by performing a combination of general banking tasks and digital services-related operations during my internship.

The main tasks that I had during my internship were:

- Guiding customers to the appropriate service counters and addressing general questions awhile working at the front desk.
- Assist customers for account opening and filling forms, proper attachment of necessary other documents as per requirement NID, photo, TIN, Utility Bill, Nominee Information. etc.
- Assisting the Officers with KYC verification and activation with updated customer information.
- Watching and learning how cash transactions, cheque clearing and deposit/withdrawal mechanisms work.
- Conducting customers on how to install, register and activate the MyPrime Mobile Banking App for the first time.
- Explaining key features of the MyPrime App features include transferring funds, mobile recharge, bill payment, and checking account balance.
- Helping customers with log-in issues, password resets, and linking bank accounts to the app.

4.2 Rationale of the Roles and Responsibilities

My roles and responsibilities were directly linked to the Prime Bank organizational goals and ongoing focus on digital transformation through financial technology (FinTech) and general banking operations. As a Finance major, my internship offered me the chance to connect the theoretical knowledge of finance with the practical and technology-oriented environment at the bank.

- **Technology and Finance Integration:** Prime Bank has adopted technological advancements to improve its services. I was able to witness how FinTech enhances the financial transaction process, cost effectiveness, and customer convenience without compromising security and trust in the process through interaction with the MyPrime Mobile Banking App.

- **Core Financial Operations Exposure:** I had the experience of dealing with customer data, financial compliance and risk monitoring which are the essential elements in effective financial management through helping to open accounts, verify KYC, and customer documentation.
- **Digital Financial Systems:** The execution of tasks related to MyPrime allowed me to gain insight into the way FinTech revolutionizes the conventional banking sector through exemplifying ways that electronic payment systems, such as BEFTN, NPSB and RTGS can be used to transfer funds and manage liquidity in real-time.
- **Customer service and relationship building:** I learnt about the importance of reliability, transparency and communication in financial institutions from assisting clients in both traditional and online banking.

4.3 Examples of Tasks Completed

Example:1 Account Opening and KYC Process

Assisting clients with opening new bank accounts was one of my primary duties.Throughout the process I helped clients fill out the account-opening form in the proper manner. I took care of all the documents required such as bill of utility, nominee, NID, TIN, photos and trade license etc. which were attached and also checked. In addition to keeping full compliance with Bangladesh Bank's KYC (Know Your Customer) policies, I ensured that every step was both accurate and genuine

Example:2 MyPrime Mobile Banking App Promotion and Customer Onboarding

MyPrime Mobile Banking App Promotion and Customer Onboarding Promoting and onboarding clients to the MyPrime Mobile Banking App was one of the significant aspects of my internship. In addition to showing them how to use important functions such as fund transfers, bill payments, and balance inquiry, I helped them to download, register, and get the app up and running. in addition, I also helped in resolving problems such as password resets and login problems.

Example 3: Front Desk and Customer Service Operations

During my time at the front desk, I had direct contact with customers, answering their questions and directing them to the right service counters for immediate assistance. I helped with the problems of deposits and withdrawals, issue of checkbooks and account information. To ensure that the clients had a clear understanding of the services we offer, I also ran through various banking processes with them.

Chapter Five:

Key Learnings and Experiences

5.1 Key Learnings

My internship at Prime Bank PLC taught me a lot of things regarding both the practical and theoretical aspects of financial services. Here are some of the most important things I learned:

- **Knowledge on basic banking processes:** I got to know how account opening, deposits, withdrawals, cheque clearances, and loans are carried out in real life situations.
- **Digital Finance and FinTech Introduction**: I have learned about platforms such as MyPrime, which simplify the banking process through enabling customers to be able to transact with speed, safety, and efficiency.
- **Financial Compliance and Risk Management**: I learned how essential it is to maintain proper records, do KYC verification, and remain in compliance to prevent fraud, as well as make sure that the regulations are obeyed.
- **Data Accuracy and Record-Keeping**: I learned how important it is to keep accurate records of transactions and data, since they are the basis for making decisions and reporting on finances.
- **Customer Relationship Management:** I learned how important it is to be professional, patient, and good at communicating to build trust with clients and make them happier.

5.2 Rationale of the Learnings

My analyses were closely related to Prime Bank's organizational strategy, which integrates technological innovation with traditional banking's outstanding performance. The experience of operating in the traditional and digital markets enabled me to see how technology and finance can be used together to enhance the sustainability of banking, customer centricity, and efficiency. As I used MyPrime-related services and conducted daily branch operations, my understanding of financial data management, transaction flows, and risk control increased dramatically.

5.3 Connection with Academia

As a finance major, my internship helped me to make connections between academic theories and practical applications.

- I saw the use of liquidity management and fund transfer systems like BEFTN and RTGS.
- I saw how banks and other financial institutions use internal controls, compliance checks, and risk assessments in their daily work.
- I learned about financial reporting and customer relationship management which are very important topics of the business and finance world.

5.4 Examples of Growth and Experiences

The internship also helped me grow in terms of both personal and professional development

- **Professional Communication:** I learned to communicate better such as talking to customers, coworkers and bosses; this helped me in solving some problems and communicating with other
- **Teamwork and Adaptability:** working with people from different departments taught me how important teamwork and adaptability are to working together to reach the goals of the organization
- **Technical Competence:** I became more technology aware and able to adapt to new technologies by using the digital banking systems and financial software
- **Being ethical and responsible:** I learned the value of being quiet, honest, and accountable when it comes to financial information.
- **Career Development:** This internship made me want to work in banking and finance, with a focus on digital finance and managing money.

Chapter Six:
Critique and Reflections

6.1 Critical Evaluation

My internship work at Prime Bank PLC's IBB Mirpur Branch was a very good chance for me to apply what I have learned from university into real life. The work environment of the bank was professional, organized and friendly which assisted me in learning a lot about how modern banking works. I was really impressed by the way Prime Bank has merged technology and finance with their MyPrime Mobile Banking App. This provides proof that the bank has implemented its digital transformation initiative.

I did notice, however, some issues while in my internship. Some departments had a lot of work to do so it was at times challenging to learn in depth. Also, even if MyPrime is a very advanced digital platform, some of our customers faced issues while using the app as they did not know a lot about technology. Despite all these problems, the assistance of the officers and friendly atmosphere of the branch helped make the entire experience very positive and educational.

6.2 Key Challenges Faced During the Internship

During my internship, I encountered several challenges that tested my adaptability and problem-solving abilities:

- **Understanding Complex Banking Procedures:** At first, I had difficulty understanding the various banking operations and the documentation that accompanies them.
- **Barriers to Communicating with Customers:** Some customers didn't like digital banking, which made it hard to explain MyPrime's features clearly.
- **Workload Pressure:** The front desk and customer service areas were very busy during peak hours, so I had to stay organized and handle multiple tasks at once.
- **Time Constraints:** With a relatively short internship period, it was difficult to explore multiple departments or get involved in long-term projects fully.

6.3 Learning from Challenges

- I learned to think more analytically and systematically tackle problems by dealing with complicated banking tasks.
- Having trouble communicating helped me get better at breaking down technical ideas and explaining them in a way that customers can understand.

- Handling the pressure of a heavy workload helped me improve my time management and organizational skills.
- Dealing with technical problems taught me how to be patient and flexible, and how important it is to solve problems quickly when working with clients.

6.4 Overall Reflection

My internship at Prime Bank plc was a big step ahead in terms of my personal and professional development as well as a great achievement in terms of academic career. I worked in both digital and traditional banking at the branch, which gave me everything that I needed to know about the operation of a modern commercial bank. In the general banking division, I helped to do some things such as opening accounts, deposits, withdrawing money, clearing checks, and verifying KYC. This taught me the value of being precise, of doing what is right and gaining the trust of the customers how everything is kept true and a well-organized manner. My experience with MyPrime Mobile Banking App taught me about digital aspect of money. I have learned how FinTech and mobile banking make the life of the customer easy and encourage innovation in the banking sector. In general, such experiences have helped me to improve my communication, analysis and technical skills. They also helped me to identify that I want to create a career combining traditional banking experience with the latest in digital finance, based on professionalism, ethics and the will to continue learning

Chapter Seven: Conclusion

7.1 Conclusion

My internship at Prime Bank PLC's IBB Mirpur Branch was a very beneficial one because it gave me the opportunity to do what I studied in university and apply those learnings to real-life banking situations. It provided me with an in-depth knowledge of how conventional banking and online financial services interact to produce very efficient and customer-related services. The importance of being accurate, complying with regulations and the trust of customers, I have learnt in my job in general banking, account opening, cash & cheque clearing, and knowledge of customer identification (KYC). Simultaneously, the benefits of digital banking such as MyPrime Mobile Banking App enabled me to familiarize myself with the real side of the financial technologies "FinTech" and the way it can simplify and make the banking process more convenient and efficient. In the course of this internship, I was able to learn about the approach Prime Bank can use to transform itself from a digitalizing perspective and how it is building the future of financial services in Bangladesh. I have seen how digital platforms are facilitating easier access to financial services to people and are limiting their need for physical banking modes by reaching out to their customers to assist them on using the MyPrime application. In general, this internship helped me improve my communication skills, analytical skills, technical skills as well as the confidence of a professional work setting. It also made my career goal of working in the banking and financial sector clearer, particularly in digital finance, financial management, and risk management. I now know that a successful banker needs to have a mix of traditional financial knowledge, the ability to adapt to new technologies, honesty, and a desire to keep learning.

Chapter Eight: Implications

8.1 Applicability of Academic Learning:

The internship provided me with an opportunity to implement what I studied about finance in practice I observed how a liquidity, compliance, and risk management of banks are done, how systems, such as BEFTN and RTGS, assist in real-time transfer of funds. This experience helped me relate more easily what I studied in school with the real life money experience.

8.2 Organizational Impact:

I helped Prime Bank reach its digital transformation goals by assisting customers in using the MyPrime App and supporting daily branch operations. My job, assisting customers to sign up, fixing problems, and gathering feedback, helped make the user experience better and encouraged people to use digital banking.

8.3 Industry Relevance:

The internship showed how digital banking and FinTech are becoming more and more critical in modern finance. I saw how technology improves service delivery, security, and operational efficiency, which is in line with the Industry's move toward cashless and mobile-based transactions.

8.4 Lessons Learned:

I learned that being able to change, being professional, and working as a team are all important for success in banking. Managing customer interactions, paperwork, and digital services taught me to be patient, honest, and organized even when things were busy.

8.5 Skill Development:

Some of the essential skills I learned during my internship are:

- Good communication and dealing with clients
- Managing compliance and financial records
- Being able to use digital tools in different ways
- Thinking analytically and making choices
- Being responsible and managing your time

8.6 Challenges Faced

In conducting my internship at Prime Bank PLC, I was able to work through complicated banking processes, handle hectic workloads, and assist customers who did not know how to use the MyPrime app. Explaining to them the digital functionalities and troubleshooting worked on my communication, problem-solving, and adaptability skills.

8.7 Networking and Relationships

I developed positive relationships with supervisors, colleagues and customers and learned about both conventional and online banking processes. Mentoring and team work enhanced my professionalism, teamwork and interpersonal skills whereas customer interactions enhanced my empathy and confidence.

8.8 Recommendations and Future Directions

- **Customer Awareness Programs:** Done Brief digital literacy programs on the part of customers (Elderly) in particular.
- **App Improvements:** Have periodic updates in line with user suggestions that will improve usability and minimize errors.
- **Digital Helpdesk:** Establish physical assistance at the branches to help installing the app, registering, and troubleshooting the app.
- **Enrichment of the internship**: Rotate interns to other departments to enhance the knowledge.
- **Digital Innovation:** Invest in AI-related support and cybersecurity to enhance the digital endurance of the bank.

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