Internship Report on Analyzing Marketing Mix Strategy of Grameen Bank

Submitted To
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LETTER OF TRANSMITTAL

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To

Dewan Golam Yazdani
Assistant Professor & Head
Department of Marketing
Administration Faculty of
Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on "Analyzing Marketing Mix Strategy of Grameen Bank Limited"

Honorable Sir,

With due respect, I, *Sayeed Anwar*, am submitting my internship report titled "Analyzing the Marketing Mix Strategy of Grameen Bank Limited" as a partial requirement for the completion of the BBA program. This report aims to provide a comprehensive analysis of the marketing mix strategies employed by Grameen Bank Limited, based on relevant data and insights.

I hope you'll be pleased with the report, and it will bring you the interesting and useful information regarding the organization's marketing strategy.

I hope that the report will be acceptable to you. Thank you

Sincerely,

Sayeed Anwar
ID: 211-11-1239
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CERTIFICATE OF SUPERVISOR

This is to certify that Sayeed Anwar, ID: 211-11-1239. A regular student of Faculty of Business & Entrepreneurship in Daffodil International University, a student in the BBA program with a major in Marketing. Through my direct supervision, he has successfully completed his internship program at Grameen Bank LTD, and this report is prepared by him. Accordingly, his internship report on “Analyzing Marketing Mix Strategy of Grameen Bank LTD” is recommend for submission.

Best of luck to him, I wish him all the best.

Dewan Golam Yazdani Showrav
Assistant Professor & Head
Department of Marketing
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STUDENT DECLARATION

My self, Sayeed Anwar, a student of the Department of Business Administration at Daffodil International University (DIU), ID: 211-11-1239, major in Marketing, hereby sincerely declare that this internship report on the " Analyzing Marketing Mix Strategy of Grameen Bank LTD " has been prepared solely by me. In the preparation of this report, I have complied with all applicable copyright laws and did not intend to infringe on any copyright legislation.

I further declare that it has not been submitted for the award of any degree, diploma or certificate elsewhere.

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ACKNOWLEDGMENT

I would also like to express that the Almighty Allah granted me enough strength and ability to finish this report. I also would like to add this to thanking my family for giving me their blessing and unconditional support.

I want to extend this deepest of gratitude to my supervisor, Dewan Golam Yazdani, Assistant Professor & Head of the Department of Marketing, Faculty of Business & Entrepreneurship, Daffodil International University. The completion of this report depended, at least in part, on his guidance and supervision. Without his brilliant guidance, this work would not have been possible. The entirety of it was much more understandable and manageable thanks to his excellent mentorship.

I would like to express my sincere gratitude to K.M. Tipu Sultan, my internship supervisor at Grameen Bank. I am deeply thankful for the valuable knowledge and guidance he provided throughout my internship. His industry insights and practical advice significantly enhanced my learning experience and contributed greatly to the success of my internship.

Executive Summary

Grameen Bank has identified a unique group of people that most regular banks usually ignore. It emphasis on the manner in which the bank's offerings are especially tailored to the financial requirements of low-income, rural residents, especially women. The pricing strategy employs flexible or low loan rates to demonstrate affordability to support economically disadvantaged individuals, particularly women, who are eager to uplift their families through small-scale entrepreneurship. The bank has segmented its audience using demographic, geographic and behavioral factors, aligning its marketing efforts to resonate with their aspirations and needs.

Grameen Bank places a strong focus on building trust, offering accessible loan products, maintaining affordable interest rate and various scheme, and promoting its mission through community engagement and interpersonal communication. The bank has divided the country into 40 distinct zones and established around 2,568 branches to ensure widespread coverage. These branches collectively serve approximately 81,400 villages across Bangladesh. Grameen Bank primarily targets individuals living below the poverty line, with a strong emphasis on empowering women, who make up about 95% of its client base. This effort from the foundation of its marketing mix and have allowed it to bridge the gap between financial services and social development.

This report concentrates on analyzing the marketing mix strategy of Grameen Bank, with particular attention to its application, effectiveness, and how it supports the bank's mission of financial inclusion and rural empowerment. It provides a comprehensive understanding of how Grameen Bank implements the elements of the marketing mix—Product, Price, Place, and Promotion along with segmentation, targeting, and positioning strategies to strengthen its market presence and serve its unique customer base.

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Chapter 1

Introduction of the Study

1.1 Introduction

The first microfinance organization in Bangladesh, Grameen Bank was founded to assist people in rural areas, particularly the impoverished and those without access to standard financial services. Many people have benefited from the bank's small, collateral-free loans, commonly referred to as "microcredit" or "Grameen credit," which have helped people become financially independent and improve their lives.

The visionary idea of Grameen Bank founded in 1976 through a research project led by Professor Muhammad Yunus at the University of Chittagong. He wanted to find a simple and effective way to provide banking services to the rural poor. This idea later turned into a real bank, and in October 1983, Grameen Bank became an official, independent bank under national law.The bank has grown a lot over the years, especially between 2003 and 2007. As of January 2025, it had around 9.5 million borrowers, and about 96.71% of them were women. This shows how committed the bank is to supporting women in rural communities. In 1998, Grameen Bank also received the World Habitat Award for its "Low-Cost Housing Program," which helped many people find better living conditions.The Grameen Bank Limited plays a vital role in the expansion and growth of the economy. In recent years, the banking market in Bangladesh has experienced significant growth, with numerous businesses competing for market share. This study aims to identify the most effective marketing mix strategies of Grameen Bank in the banking industry in Bangladesh and provide recommendations for improvement. The insights gained from this study will help in understanding the current marketing approaches used by the bank, along with the trends and challenges the industry is facing.

To this end, this study analyzes Grameen Bank's marketing strategies in Bangladesh, an emerging economy where there is an increasing demand for equitable financial services. It focuses at how the bank's current marketing mix influences customer behavior and how it competes with other financial institutions in the market. The study also analyzes Grameen Bank's product offerings, pricing, promotional activities, and distribution tactics in addition to analyzing its segmentation, targeting, and positioning.

By the analysis of these factors, this study provides a thorough comprehension of the efficacy of Grameen Bank's present marketing tactics and offers tactical suggestions to strengthen its position in the financial industry of Bangladesh. In the very competitive banking sector, these insights seek to increase overall performance, fortify brand loyalty, and enhance customer happiness.

1.2 Background of the Study

Established in 1983 by Nobel Laureate Professor Muhammad Yunus, Grameen Bank has become a pioneering institution in the field of microfinance, earning international recognition for its unique approach to providing financial services to the rural poor of Bangladesh. With a vision to empower the underserved and promote financial inclusion, the bank has revolutionized access to credit for millions of people, especially women, who were traditionally excluded from the formal banking sector. Muhammad Yunus was motivated to provide a start-up loan of US$27 to 42 families during the Bangladesh famine of 1974 in order to enable them to produce goods for sale without having to worry about paying exorbitant interest rates associated with predatory lending. The bank had lent the underprivileged more than US$4.7 billion by the start of 2005 and $7.6 billion by the end of 2008. Mohammed Yunus was compelled to leave Grameen Bank in 2011 by the Bangladeshi government, which claimed that at 72 years old, he was older than the acceptable age for the role. Soon after, Grameen Bank started to grow into affluent nations as well. Nineteen Grameen America branches were located in eleven US locations as of 2017. All 100,000 or so of its borrowers were woman. In recent years, the financial services industry in Bangladesh has seen rapid growth, driven by economic development, technological advancement, and increasing demand for accessible banking solutions. Grameen Bank stands out in this evolving landscape for its community-based model and strong social impact. While traditional banks focus on profitability, Grameen Bank's approach blends financial sustainability with social responsibility, making it a unique player in the competitive banking market.

This paper focuses on the marketing strategies Grameen Bank uses to grow and stay strong in Bangladesh's competitive banking sector. It looks at how the bank builds trust through helpful financial services, its social mission, and care for its customers to create loyal clients. The study also aims to find out what influences people to choose Grameen Bank and how its marketing activities affect customer satisfaction and overall service performance.

1.3 Objectives of the Study

The objectives of this internship report are:

- To analyze the marketing mix strategy of Grameen Bank.
- To assess the Grameen Bank STP (Segmentation, Targeting, Positioning) strategy.
- To find out the major challenges or problems in the marketing mix for Grameen Bank.
- Based on the findings from this report, provide recommendations to address the challenges identified.

1.4 Methodology of the Study

Research Design:

The study focused on several stages, following a descriptive sampling design that moved from staff, employees, consumers view of Grameen Bank's micro-credit operations to more specific insights. It began with an overall assessment of the bank's structure and services, and then proceeded to explore the thoughts and experiences of individual clients and satisfaction through structured questionnaires. This step-by-step approach helped reveal deeper understanding of borrower satisfaction and engagement with the bank's offerings, along with strategic marketing efforts, contributes to poverty reduction and empowerment in rural areas. (Jamil, 2021).

The methodology of this study describes the structured process used to collect, examine, and interpret data concerning the marketing strategies of Grameen Bank. The following approaches were utilized:

- **Sampling unit**: Client of Grameen bank
- **Sampling method**: Convenience sampling method
- **Sample tool**: Questionnaire

1.5 Sources of Data Collection

- **Primary Data**: This involved firsthand interactions during the internship period. Primary data was gathered by visiting Grameen Bank's Dohar branch in Narayanganj Zone by personally visiting the centers, observation and interaction with the borrowers through several questionnaires with a primary focus on marketing personnel and product marketing.
  - i) Interview of Grameen Bank Supervisor K.M Tipu Sultan.
  - ii) On-the-job supervision
  - iii) Through personal direct interviews and observation with borrowers, branch staff and employees of head office, branch office and center manager of Grameen Bank.
  - iv) Individual conversations with employees.
  - v) Reading materials provided by Grameen Bank

- **Secondary data**: The data was collected through online research, including articles, yearly report, research papers, and news article related to Grameen Bank. Additional information was obtained from brochures, the official website, and internal documents and publication provided by the organization.

1.6 Limitations of the Study

The Grameen Bank employees made efforts to assist us in meeting the report's objectives, the information obtained remains limited due to time constraints. Furthermore, the organization's confidentiality poses a significant challenge in accurately identifying the requirements.

- **Limited Sample Size:** As the research primarily focuses on clients associated with a specific branch of Grameen Bank, the findings may not fully reflect the experiences or behaviors of members from other regions or branches across Bangladesh.
- **Data Accessibility:** During my internship at Grameen Bank, I developed a basic understanding of member behavior through field experience. However, access to internal records and sensitive data was restricted, which limited deeper analysis.
- **Time Constraints:** Balancing my internship duties with the demands of this research posed significant time management challenges. Moreover, coordinating with Grameen Bank employees was sometimes difficult, as they were not always available for interviews or data sharing. These limitations may have restricted the depth of insight into certain areas of consumer behavior within the study.

Chapter 2

Company overview

2.1 About Grameen Bank

Company Profile

Name	Grameen Bank LTD
Founder	Prof. Dr. Muhammad Yunus
Year	1983
Managing Director (Acting CEO)	Syed Motiur Rahman
City	Dhaka
State	Dhaka, Bangladesh
Head quarters	Mirpur-2, Dhaka, Bangladesh
Website	www.grameenbank.org.bd

The Grameen Bank of Bangladesh has provided small loans to low-income borrowers, mostly women, in an effort to encourage self-employment and revenue production, since its establishment in 1983. Due to Grameen Bank's apparent success that is, client acquisition, loan investment, loan recovery rates, and profit margins, microcredit has emerged as a new paradigm for reducing poverty and promoting sustainable development. Grameen Bank is at the forefront of efforts to help the underprivileged and disadvantaged by offering microloans without the need for a mortgage or collateral. Its goal is to establish a poverty museum in each region of Bangladesh. Nonetheless, Grameen replication is currently implemented globally with the goal of eradicating poverty.

Currently, the Bangladeshi Grameen Bank, the forerunner of microcredit and 2006 Nobel Peace Prize recipient, is connected to around 30 sister institutions that make up the Grameen group. "These millions of small people with their millions of small pursuits can add up to create the biggest development wonder" if financial resources are made available to the poor on reasonable and appropriate terms and conditions, according to Professor Dr. Muhammad Yunus, the managing director and founder of Grameen Bank. Based on the principles of accountability, innovation, involvement, and mutual trust, Grameen Bank today provides loans to about 7.5 million impoverished individuals, 97% of whom are women, assisting them in escaping poverty. Grameen Bank had 23,134 employees as of April 2025 spread among 40 zonal offices, 40 zonal audit offices, 240 area offices, and 2568 branch offices. Grameen Bank presently serves about 45 million individuals (including family members) in 81678 (94%) of the country's villages, with 10.70 million borrower members. Grameen Bank's microcredit program is being adopted as an effective model to eliminate poverty in many countries worldwide.

Up until April 2025, 10.70 million borrower members—97% of whom were female—had received loans totaling US$ 40,383.70 million (BDT 3,335,754.18 million) from Grameen Bank. By following good banking standards, Grameen Bank has ensured a profitable recovery rate of 95.71% as of April 2025, which is far higher than any other financial system. The bank's outstanding loan balance as of April 2025 was US$ 1,365.35 million (BDT 166,572.73 million), while its deposit balance was US$ 1,889.96 million (BDT 230,575.67 million).

Grameen Bank is an example of how inclusive finance affects people's lives. By giving millions of individuals, especially women, tiny loans, it has changed the way that the impoverished view banks and shown that even little support may lead to major, long-lasting improvements. It has become a global microfinance model due to its high loan recovery rate, wide reach, and substantial social impact. As it grows and spreads its concept globally, Grameen Bank is more committed than ever to ending poverty.

Logo:

Figure 2.1: Logo of **Grameen Bank**

2.2 Description of the Business of the Organization

Grameen Bank is a microfinance institution in Bangladesh that provides small, collateral-free loans to the rural poor, particularly women, to alleviate poverty. As of April 2025, the bank operates over 2,500 branch offices across the country, supported by 240 area offices and 40 zonal offices. The head office is located in Dhaka. This decentralized structure enables Grameen Bank to serve approximately 94% of the country's villages, reaching nearly 45 million people, including family members of its 10.7 million borrowers.

2.3 Core Business Operations

Microcredit Lending: Grameen Bank offers various of collateral-free loans specifically to the landless poor, particularly women, for income-generating ventures in areas like agriculture, livestock, forestry, services, and trade.

Client Support & Monitoring: Grameen Bank offers more than just loans. Through weekly group sessions, follow-up visits, and guidance, it offers ongoing support to help borrowers expand their small enterprises and make timely loan repayments.

Social Awareness & Development Outreach: Grameen Bank plays a key role in promoting social awareness and community development in rural areas. It organizes regular village meetings to educate borrowers, particularly women, on social responsibilities, health, education, and financial literacy. To encourage economic and social advancement, the bank uses peer networks, grassroots trust-building, and regular community interaction in place of commercial advertising.

Group Based Lending System: The first step to join Grameen Bank or obtain a loan is by forming a group, usually consisting of five members. Although loans are disbursed to individuals, the group's purpose is to provide mutual support and ensure timely weekly repayment by holding each member accountable.

Target customer and selection: Grameen Bank has its own criteria to identify the poorest people in Bangladesh. It targets landless and asset-less families, defining landless as those owning no more than half an acre of cultivable land. The bank uses two poverty indices to select potential members from this group.

Monitoring & Repayment: In order to help borrowers repay their loan payments and receive support, the bank hosts weekly meetings at a designated center, which is run by a center manager.

Saving Mobilization: Each member must set aside a certain amount each week for personal use. These savings, which come in various forms like pension, group, and personal savings, serve as a safety net.

Financial Literacy & Development: The bank organizes training sessions and workshops to educate clients in remote and rural areas on financial management, education, and health, aiming to improve their quality of life.

2.4 Key Features of Grameen Bank

Grameen Bank, unlike conventional financial institutions, removed the need for physical collateral in lending. Instead, it pioneered a group-based system built on mutual accountability and community support, particularly benefiting women in rural areas. This model not only empowers borrowers but also proves that even the poorest are capable of repaying loans when given trust and support (Yunus, 2003). By mobilizing savings locally, the bank ensures sustainability and long-term impact (Morduch, 1999).

Collateral-Free Microcredit: Grameen Bank's collateral-free lending approach is one of its most important aspects. It enables even the poorest people to obtain loans based on shared trust and collective responsibility.
Group Based Lending: Five self-selected individuals from the same village create a group to administer Grameen Bank's group lending method, which helps to maintain responsibility and support amongst members. Under the guidance of bank field employees, members practice financial discipline, follow set procedures, and discuss success during weekly meetings. Before loans are progressively disbursed, participants receive instruction and start making small contributions in the first few weeks. The initial loan is given to just two members; subsequent eligibility is determined by timely repayment and group discipline. Strong peer monitoring and shared repayment responsibility are encouraged by this weekly meeting and phased loan distribution method.

Mandatory Saving Scheme: Saving money is a major component of Grameen Bank's lending process, which sets it apart from other banks. Each member is required to save aside at least one Taka per week, which is securely stored in their personal savings account. Additionally, members contribute five percent of their loan to a group fund that serves as insurance and aids in times of need or emergency. Members of this fund can also purchase bank shares, granting them a stake in the company. All things considered, the savings system assists members during difficult times and lessens the bank's reliance on outside borrowing.

Social Development: Grameen Bank promotes the social welfare of its underprivileged clients. It encourages improved homes, health, education, and environmental care through its "sixteen decisions," which encourage beneficial habits. In addition to providing housing loans, the bank helps members better their lives by teaching them business and childcare skills. The majority of members struggle with issues like substandard housing and chronic sickness and require numerous loans and hard effort to escape poverty. In response, Grameen offers loans for inexpensive housing and, with government and donor support, is creating health initiatives. By taking a comprehensive approach, members can create better futures.
Women Empowerment: Women's loans are given priority by Grameen Bank because of their contribution to enhancing household welfare. This strategy has aided in the advancement of economic empowerment and gender equality in rural communities.

2.5 Grameen Bank Mission and Vision and Values

Mission	Vision
The mission of Grameen Bank is to empower the underprivileged by offering them inclusive financial services that help them reach their greatest potential and end the cycle of poverty.	Banking for the poor

Chapter 3
STP Analysis

3.1 STP of Grameen Bank

The STP (Segmentation, Targeting, and Positioning) strategy of Grameen Bank focuses on low-income communities, targets underserved people, and builds its image as a bank dedicated to improving lives through microfinance.

3.2 Segmentation

Market segmentation is the process of breaking down a consumer or company market into relevant subgroups of existing or prospective customers, or consumers.. Finding lucrative and expanding market niches to target with specific marketing tactics is its goal.

Grameen Bank's marketing strategy employs various segmentation techniques in order to boost market penetration.

Demographic Segmentation

Age: 18–45 years.
Gender: Mostly female
Income Level: Lower middle class, Ultra poor (individuals who have holdings of at least 1.5 acres of land).
Occupation: small-scale farming, rural trade, handicrafts, and other self-employment activities.
Geographic Segmentation: This segmentation consists of nation, region, and cities. Grameen Bank has active operations across the entire country, operating through 40 zones, 246 areas, and 2,568 branches in Bangladesh, reaching 81,400 villages. It provides access to microcredit services directly at people's doorsteps.

Behavioral Segmentation: The customers are categorized according to their knowledge, attitudes, usage, and reactions to a certain product in this sort of segmentation. Grameen Bank regularly visits individuals in extreme financial need at their homes to provide its services. It gives special attention to those who are frequently the most underprivileged community members in order to encourage them to join and take use of Grameen's financial resources.

- **Usage frequency:** Customers who are regular users make up Grameen Bank's customer categories.
- **Benefits sought:** Customers look for useful advantages. However, the emotional advantages of brand consumption are given more attention.
- **Degree of loyalty:** Customers have a strong emotional bond and pledged their loyalty to Grameen Bank.

3.3 Targeting

A target market is a certain demographic of prospective clients that a company wants to reach with its offerings. This group is more likely to be interested in and make a purchase from a business if they have similar traits. It enables companies to concentrate their efforts on individuals who are most likely to purchase their goods or services.

Grameen Bank in Bangladesh regions primarily focuses on:

Grameen Bank targets its financial services on the large and rapidly expanding population of landless rural in Bangladesh. It characterizes as rural families with less than half an acre of agricultural land or with assets that do not exceed the value of one acre of land. Women compose the great large quantities of Grameen Bank's customer. Around 95% of Grameen Bank's borrowers are poor women who can apply for small, one-year, collateral-free loans to start income-generating ventures of their choice.

Micro entrepreneurs: The bank provides microloans for small-scale business endeavors. These microloans help people start or expand small businesses, which can lead to better living conditions and higher salaries.
Group: Grameen Bank bases its lending strategy on group lending. Groups of borrowers come together, and the groups as a whole's lending terms are influenced by each member's ability to repay. This encourages a feeling of solidarity and duty for the community.

3.4 Positioning

Brand Positioning Statement:

Market positioning is the process of strategically differentiating a product to increase its perceived value in the eyes of customers. In alongside having a solid marketing plan for creating and promoting a brand's identity, a successful market positioning strategy will pinpoint a distinct value proposition.

Grameen Bank provides loans to the impoverished, especially women in groups of five, in an effort to foster solidarity and peer pressure, which appears to be effective in a culture where social networks are frequently crucial. Grameen Bank markets itself as a socially conscious microfinance company that uses financial inclusion to empower underprivileged rural women. Since the beginning, women have demonstrated themselves to be more trustworthy than males when it comes to loan payback. For instance, Grameen Bank has a 99.26% recovery rate and 97% of its customers are female. Grameen Bank ensures effective allocation of loans and broad availability of high-quality financial services through its 2,568 branches that provide door-to-door services in 81,400 villages. Grameen Bank markets itself as a social enterprise that empowers women, operates without collateral, and promotes community trust and financial independence in rural Bangladesh.

Key Positioning Elements:
Women Empowerment — make women economically independent and empower them socially by providing easy access to credit.
Social business orientation – creative, trustworthy outreach outside of traditional banking.

Collateral-free group lending – to ensure accountability and repayment.

Chapter 4

Analysis of Marketing Mix

4.1 Marketing Mix Strategy of Grameen Bank

The marketing mix is defined by the use of a marketing tool that combines a number of components in order to become harden and solidify a product's brand and to help in selling the product or service. It is about positioning a product and deciding it to sell in the right place, at the right price and right time. The product will then be sold, according to marketing and promotional strategy. The components of the marketing mix consist of 4Ps Product, Price, Place, and Promotion. The combination of the organization control marketing elements that provide the target market the desired response.

The microcredit organization Grameen Bank offers micro-enterprise loans with terms ranging from six months to a year in addition to minor loans. It also provides additional services, such as low-income housing and educational funding. Grameen Bank prioritizes statistical information to enhance its product offering because it understands how important customer service is to its strategy. Some of the key components of its marketing mix are:

4.2 Product:

Grameen Bank delivers a broad range of products. All the product consistently maintains a high level of quality. In different geographical marketplaces, each product is made to meet the needs, wants, and specifications of the consumer.

- **Basic Loan:** The basic loan is Grameen Bank's main offering. Proposals for loans from Grameen Bank are open to all members who are below the poverty line. With this simple loan, many lenders may quickly meet all of their credit criteria.

Requirements for Obtaining a Basic Loan:

- ➢ Applicants must demonstrate very few assets
- ➢ The borrower should organize a group of five to nine women.

- Land ownership should be under one acre.

Process: A group of people must know one another thoroughly and are neighbours. With the group leader's recommendation, one group must apply to the center manager. After the completion of the process, the Area Manager will disburse the monies to the applicants, with the bank providing additional evidence to support the application.

- **House Loan:** Grameen Bank started a home loan program in 1984. Having a home gives people a sense of respect and dignity. The bank. provides a launching pad for the growth of financial assets and status in society. A housing loan for the construction of a basic roof residing can be obtained for a maximum of BDT 60,000. The average loan amount, split across five to nine individuals, is 13,994 BDT per lender.
- **Micro-Enterprise Loans:** Grameen Bank remains firmly committed to its mission of helping clients break the cycle of poverty. To support members who are progressing rapidly, the Bank offers larger financial assistance through microenterprise loans, which are not subject to any maximum borrowing limit. As of February 2025, Grameen Bank's latest monthly report shows that it has disbursed a cumulative total of 764.15 billion BDT equivalent to $8.93 billion USD in microenterprise loans since its inception. In rural areas of Bangladesh, the microenterprise lending program has ignited a silent revolution by, among other things, encouraging entrepreneurial and leadership skills and offering financial incentives for self-employment.
- **Higher Education Loans:** Grameen Bank promised to continue to help its members' children following their school-level studies were over. Grameen Bank started the Higher Study Loan Program to give its lenders' children the chance to pursue graduate and postgraduate education in medical, engineering, agricultural, and other disciplines.
- **Nursing Educational Loans:** Grameen Bank offers nursing education loans to the daughters of its borrowers.The Bank provides loans to students enrolled at the Grameen Caledonian College of Nursing, which offers a three-year Diploma in Nursing and Midwifery degree at an international level. This helps the children of Grameen Bank lenders find employment both domestically and beyond.
- **The Struggling Members (beggars) Loan:** The structure for poverty reduction that has been constructed. Beggars have the toughest time getting hit. In 2002, Grameen Bank started a large-scale initiative called the Struggling Members System to find this elusive population. The goal of the initiative is to provide financial services to beggars so they can raise their children, establish a decent way of life, and eventually become regular Grameen Bank members.
- **Savings Deposit:** Grameen Bank offers enticing interest savings to both members and non-members. Any citizen of Bangladesh is eligible to deposit money with Grameen Bank.

I. **Personal savings:** Opening a personal savings account at Grameen Bank costs just 100 BDT, with a minimum weekly deposit of 20 BDT. Account holders can deposit or withdraw any amount at any time. The annual interest rate is 6%, calculated based on the minimum monthly balance. A yearly service charge applies:

  - 200 BDT for balances between 5,000–25,000
  - 300 BDT for 25,000–50,000
  - 500 BDT for amounts above 50,000.

II. **Fixed deposit:** Grameen Bank offers fixed deposit schemes open to all, with durations ranging from 1 to 3 years. the interest rates are 7.00% for a 1-year term, 7.25% for 2 years, and 7.50% for 3 years. Depositors receive the accumulated interest upon maturity. These fixed deposits are available to all eligible individuals.

III. **Grameen Pension Scheme**: On August 30, 2000, Grameen Bank introduced a pension plan lasting 5 and 10 years to help its members and employees secure their financial future. This plan is exclusive to members and staff only. The bank promotes regular savings by offering interest rates of 6% for the first five years and 10% for the following ten years, encouraging a habit of saving among its community.

4.3 Price

Price is the amount of money paid by a customer to purchase a particular product – good or service, irrespective of its value. Organizations must determine a price for their products that will make them profitable and competitive. Low prices are competitive yet might not turn a profit. Additionally, it is profitable but might not be competitive when the price is high. Grameen Bank uses a relative pricing approach for its products, setting prices that are easily affordable for its target market. The pricing of Grameen Bank's products includes the usage of high-quality raw materials and value-added components, as well as the enhanced customer experience they offer. While many banks typically add processing fees, along with an extra 1% or 2% and other hidden charges, Grameen Bank takes a more customer-friendly approach. To remain competitive and support its members, it has eliminated all additional fees, keeping its services simple, transparent, and affordable.

4.4 Place

Place in the marketing mix refers to where customers purchase a business products. As well as, Place collaborates with other marketing mix components to create an effective promotional plan that sells goods to consumers. Grameen Bank aims to build a close and personal relationship with its customers. It carefully manages how its services reach people, mainly by using a direct, door-to-door approach to stay connected with them. Selecting the right method to deliver services is a major decision for any organization. To ensure proper distribution of microcredit:

- Grameen Bank has built branches in nearly all regions of the country.
- The bank has divided its operations into 40 zones across Bangladesh for full coverage.
- These zones include 246 targeted service areas.
- Around 140,262 centers operate under these zones to support smooth service delivery.
- In total, 2,568 branches have been set up to meet the growing needs of its clients.

4.5 Promotion

Promotion means the actions taken to help people understand a product's value and motivate them to buy it. Advertising is one of the main ways businesses promote their services. Grameen Bank is doing this by creating various booklets, printed materials, and putting up banners outside their unit offices to catch the attention of their target customers.

- **Door to Door service:** Door-to-door service is a straightforward and effective way to reach low-income individuals with information about microcredit. Even if someone isn't actively seeking a loan, conversion rate optimization still finds a way to impact the business.
- **Education-Oriented Bank:** Every parent naturally aspire to provide their children with quality education. However, financial limitations can prevent them from doing so. To address this challenge and promote its services, Grameen Bank offers interest-free education loans to eligible and deserving students.
- **Reach non-bank users:** Some people still don't have access to a bank account and manage all their finances in cash. By offering them microcredit, banks can help bring these individuals into the financial system. This not only supports their economic activities but also helps build a stronger, more trusting relationship with banking services.
- **Supports left-out people:** Many individuals feel anxious or uncomfortable when dealing with formal financial institutions. Even the simple appearance of a bank can seem intimidating to them. Despite this, they often perform well in small businesses and continue to attract new customers. These individuals can be potential beneficiaries of Grameen Bank's microfinance programs, which are designed to support people like them.
- **Bank for Small and Medium Enterprises (SME):** Most commercial banks in our country focus on providing large loans to big businesses. However, there are a few banks and financial institutions that offer support to small and medium enterprises. Among them, Grameen Bank plays a leading role by offering loans to low-income individuals to improve their financial stability.

Chapter 5

Findings, Recommendation and Conclusion

5.1 Findings

Limited product variation in rural markets: Grameen Bank mainly offers similar microcredit products to all rural clients, regardless of their specific occupations or financial situations. But in reality, rural communities are quite diverse. There are farmers, small shopkeepers, women running businesses from home, and people who earn daily wages. Each of them has different patterns of income and financial needs. A single loan product or repayment plan may not work well for everyone. For example, a farmer's earnings depend on the harvest season, while a shopkeeper may earn money every day. Without offering more tailored options, some clients may find it hard to repay on time or may not get the full benefit of the service.

Price Barrier for Low-Income Borrowers: Grameen Bank uses the declining balance method to reduce interest as borrowers repay loans, making repayments more affordable over time. However, many clients with irregular or low incomes such as daily wage earners and small farmers still struggle to meet weekly repayment deadlines. These challenges cause financial stress and increase the risk of missed payments, affecting both client stability and the bank's ability to recover loans and lend to others in need.

Limited Promotion on Digital Platforms: Grameen Bank largely relies on word-of-mouth and visits from field workers to share information about its services. While this method reaches many people in rural areas, the bank's presence on digital platforms like social media, websites, and apps is quite limited. As Bangladesh continues to advance in digital technology and internet access expands even in rural areas, many people especially younger individuals and those familiar with using mobile phones and the internet may miss out on important updates and opportunities from the bank. These rural residents, in a country that's moving steadily toward a digital future, risk being left behind without a stronger online presence.

Distribution Challenges in Villages: Grameen Bank has built a strong presence in rural villages, even in some of the most remote parts of the country. However, many of these local branches still focus mostly on microloans. While that support is essential, many clients unaware of easily access other helpful services like savings plans, pensions, education loans, or health-related support. Often, these services are not available in some village branches and not clearly explained to the borrowers. As a result, people still have to travel far branches or depend on others just to get the financial help they need despite having a branch nearby. This weakens the bank's overall impact and shows the need to make all services easier to access and better promoted in rural areas.

Gaps in Customer Service Quality: Customer service plays a vital role in shaping clients' trust and satisfaction with Grameen Bank. However, some staff have been reported for rude behavior and providing incorrect or incomplete information. This has led to mistrust among clients and has negatively affected the bank's reputation. Since these employees are the primary point of contact, inconsistent and unprofessional conduct poses a significant challenge to maintaining positive client relationships.

5.2 Recommendation

On the basis of the findings and analysis of the study, the recommendations are given bellow

Adapting Product for Better Fit: Grameen Bank can make its loan products better by thinking about what different people really need. Even though there are loans for micro enterprise, things like when the money is given and how it can be used are mostly the same for everyone. But a shopkeeper has different needs than a woman working from home. By adjusting these details to fit how people actually earn and spend, the bank can offer loans that really help them succeed.

Easing the Money Pressure with Smarter Repayments: Grameen Bank should consider offering flexible repayment options, such as grace periods or customized repayment schedules aligned with clients' cash flow patterns. Developing special loan products tailored for seasonal income earners, daily wage workers, and small vendors can help reduce weekly repayment pressure. These adjustments would better accommodate irregular incomes, ease financial stress, and improve repayment rates and overall client satisfaction.

Improving Digital Promotion in Rural Areas: Grameen Bank should boost its digital presence by using simple, low-cost ways to reach local communities. Creating Facebook pages to share updates, success stories, and easy-to-understand loan information in the local language would help a lot. Additionally, producing short videos or animations can make it easier for people to learn about the bank's services in an engaging and accessible way.

Making Services More Accessible: Grameen Bank should focus on making its full range of financial services such as savings plans, pension schemes, education loans, and health-related support make it more readily available at village-level branches. Branch and center staff need proper training to clearly explain these services in simple, local language, that local clients can easily understand. The bank can also rely on trusted local leaders or respected clients to share information and spread awareness within the community about the available services. This approach, along with ensuring that more financial services are actually available at local branches, can help borrower access what they need more easily. By expanding service availability and making information clear. Grameen Bank can improve its distribution channel by making more services available locally, reducing the need for clients to travel far and increasing its impact in rural communities.

Enhancing Customer Service Quality: Poor customer service, such as rude behavior or incorrect information, can damage Grameen Bank's reputation and reduce client trust. To improve satisfaction and build strong relationships, the bank should train staff in communication, empathy, and client care. Setting up a feedback system to address complaints quickly and replacing staff who don't meet standards will also help maintain quality service.

5.3 Conclusion

My experience finishing my internship with Grameen Bank has been an eye opening and beneficial. I had firsthand knowledge of how one of the most significant financial institutions in Bangladesh functions locally by active participation and direct observation at the head office and its branches. Grameen Bank's operations and marketing strategies emphasize community engagement, accessible services, poverty reduction, and social development, all of which are deeply aligned with its mission to empower rural populations.

Throughout this period, I observed both the strengths and the challenges of the current marketing mix. While the bank has established a strong reputation through its grassroots-level approach and trust-based lending There are several areas where improvements could be made, such as expanding loan options, lowering costs, and enhancing customer service. Limited digital promotion and difficult access to some village branches also affect how well clients know and use the bank's services. By offering more personalized support, training staff to better assist clients, and leveraging digital tools to reach rural communities, Grameen Bank can build stronger trust and serve its customers more effectively.

Grameen Bank has played a vital role in supporting low-income individuals, especially in its early years when microcredit options were nonexistent in Bangladesh. The bank has built a strong support system for individuals who were previously overlooked and had no access to formal credit services. Over time, it has expanded its support by offering SME loans, education loan, agricultural loan and other services that have further strengthened its positive influence on society. This experience provided valuable insight into how core marketing concepts such as the marketing mix- 4Ps and STP are applied in practical settings to address real-world social and economic challenges. The knowledge gained through this internship laid a strong foundation for a marketing career, especially in fields focused on impact, inclusivity, and social responsibility. It also helped build practical skills and a clearer understanding of professional dynamics.

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