Internship Report on

Marketing Strategy of Social Islami Bank PLC

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Submitted By:

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Program: BBA

Major: Marketing

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Letter of Transmittal

Ms. Farhana Noor

Assistant Professor

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Subject: I have submitted my internship report on the topic of the marketing strategy of Social Islami Bank.

Respected Madam,

I am delighted to submit my internship report on the Marketing Strategy of Social Islami Bank Plc, which I have made under your guidance as part of my Bachelor of Business Administration Program requirements. The main focus of the report is to explore the campaign tactics that are used by the staff of the Social Islami Bank PLC. Your imaginative guidance has been instrumental throughout the system. I have made every effort to make sure that the report is of a classy, dexterous quality.

Participating in this program has been a valuable learning experience, and I sincerely hope it meets your expectations. In this regard, a heartfelt thank you for your precious time and excellent patronage.

"Yours faithfully "

Md. Abdul Kaium Onik

Student ID:201-11-6503

Program: BBA

Major: Marketing

Daffodil International University

Student Declaration

I, Abdul Kaium Onik, hereby certify that the internship report on “Marketing Strategies of Social Islami Bank Plc” is entirely my original work and has not been presented, in whole or in part, to any other university or institution for educational or specialized objectives..

This report has been written only to fulfill the academic requirements, I hereby declare that this report will not be used for any reason other than for educational purposes.

…………………………………

Md. Abdul Kaium Onik

Student ID:201-11-6503

Program: BBA

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Supervisor Certificate

This internship report assesses the marketing strategies staff at Social Islami Bank PLC, A dominant financial entity in Bangladesh. This letter serves to ensure that Abdul Kaium Onik is registered as a BBA student in the Marketing major in the Department of Business Administration with Student ID NO-201-11-6503. He has completed the course on Marketing Strategies of Social Islami Bank PLC, and he has fulfilled all the course requirements. This report was written under my Supervision.

……………………………………

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

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Daffodil International University

Acknowledgement

This report could not have been completed without the help of many people, and I would like to thank first of all the academic supervisor, Ms. Farhana Noor, for her firm guidance and support without her proper support I didn’t able to complete the report, she is supporting me every time whenever I face any problem and give me the right direction for complete the report easily, and secondly I would like to thank Mohammad Abdullah AL Mamun, Senior Vice President and Manager of Social Islami Bank Dhaka Ashulia Branch, for his valuable advice and give me the chance to achieve the experience practically, and the Head of Operations Md. Nurul Amen Tanim Sir, for her valuable guidance and support in this period of internship, Rashidul Alam, Kajal Bashak, Senior Marketing Officer & Anayetul Karim SPO, and the rest of the staff for their support. Thanks are also due to the staff of Social Islami Bank PLC and Daffodil International University for their cooperation and help in completing the report. This report could not have been completed without their efforts and support.

Finally, I have to express my gratitude towards everyone at Social Islami Bank PLC and Daffodil International University for their cooperation and for helping me complete this report.

Executive Summary

The internship report evaluates the marketing strategies employed by Social Islami Bank Limited, a leading financial institution in Bangladesh. The report emphasizes the bank's use of various marketing techniques and communication channels to attract and maintain customers in a competitive banking environment. The report is organized into seven chapters. Chapter 1 is the introduction, which summarizes the scope and objectives of the report. Chapter 2 is an overview of SIBL detailing its history, mission, vision, Corporate Social Responsibility (CSR) efforts, and strategic objectives. Chapter 3, Internship Role and Responsibilities under Role and Responsibilities, Rationale of those roles and responsibilities. Example of the task: Chapter 4, Key Learnings and Experiences, Important Learnings, Rationale of those roles and responsibilities, Connection with academia, Example, Chapter 5, Critique and Reflections. Critical evaluation, Key challenges faced during the entire internship period, Learning from Challenges, Overall Reflection, Chapter 6, Conclusion, and finally Chapter 7, Applicability of Academic Learning, Organizational Impact, Industry Relevance, Lessons Learned, Skill Development, References, makes practical recommendations, provides conclusions, and presents a list of references.

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Chapter 1 Introduction

1.1.Intoduction

Banks are an essential part of every country's financial framework and have a vital role to play in consolidating the stability and growth of the global economy. And they contribute significantly to national development by naturalizing the effective functioning of the monetary system and by mobilizing savings, providing credit, and encouraging investment. National Banks, particularly in developing countries and emerging markets, have historically proved their worth by supporting government-driven economic initiatives and enhancing financial inclusion. They often act as catalysts for change, assisting in poverty curtailment, job creation, and the overall advancement of underserved communities. In contrast, commercial banks form the basis of the modern financial system by offering a large scope of services to fulfill the diverse needs of consumers, businesses, and organizations. They play a vital role in promoting economic growth and stability, from accepting deposits and providing loans to facilitating international trade and investment. From accepting deposits and providing loans to facilitating international trade and investment. The Social Islami Bank Limited (SIBL) is a leading privately owned merchant bank in Bangladesh, playing by the principles of the Islamic Shariah and playing an important role in the country's banking sector. Established in 1995, SIBL has steadily grown to become a trusted and renowned institution in the country's financial sector. It offers a broad scope of services, including consumer banking, corporate banking, SME banking, and investment banking, designed to meet the evolving needs of a diverse range of customers.. With a special emphasis on ethical banking, SIBL integrates social responsibility into its fundamental operations and actively promotes sustainable development through community engagement, green financing, and socially responsible investment. With the current rapid growth and competitive landscape in the banking industry, organizations such as SIBL need to implement a dynamic and innovative marketing strategy. Effective marketing programs not only increase brand awareness but also foster trust, attract new customers, and strengthen relationships with existing ones. Developing effective marketing is particularly important for a bank operating in the specialized field of Islamic banking to inform the public about Islamic banking, differentiate itself from conventional banks, and communicate the significance of ethical financial practices.SIBL's ability to adjust its marketing practices in line with customer expectations, technological advances, and socio-economic developments has a significant

1.2 Background of the study

The internship started on February 2, 2025, and lasted till April 30, 2025, at Social Islami Bank Limited. I was initially assigned to the general banking department, where I gained a great deal of experience. During my tenure at the bank, I gained a thorough understanding of the functioning of the banking system. This internship has greatly improved my skills with the tasks I have performed, and the experience I have gained in the banking environment has been very beneficial. And it has equipped me with the ability to manage stress, optimize time, and deal effectively with customers. The following is a summary of the duties I undertook during my internship.

1.3 The objective of the study is:

Broad objective: The broad objective of this study is to analyze the marketing strategies of social Islamic banks.

Specific objective :

- Assessing the Segmentation, Targeting, and Positioning (STP) Strategy Used by Social Islamic Banks
- To assess the 4Ps (Product, Price, Place, and Promotion) used by the bank.
- To recognize important problems or issues in SIBL's existing marketing strategy.

1.4 Methodology of the study :

Data gathered from various sources was used to develop this analysis. The data and information were sourced from various primary and secondary sources, detailed below:

Sources of Primary Data:

- Discussions with staff members
- Monitoring

Sources of Secondary Data:

- Books
- Yearly report.

- Internet

1.5 Constraints of the study :

In the course of my research, I faced several limitations:

❖ The constraints of time prevented the possibility of conducting extensive research.

❖ The organization's confidentiality made it difficult to collect pertinent data and documents.

❖ Bankers' demanding schedules left minimal opportunity for consultation.

Chapter 2: Organizational Profile of SIBL

2.1 History of SIBL

Founded in 1995, Social Islami Bank Limited (SIBL) is one of the leading Shariah-compliant banking institutions in Bangladesh, providing comprehensive financial services in line with Islamic principles. The bank demonstrates its commitment to providing diversified services by developing its operations through several subsidiary entities, including SIBL Investments Limited, SIBL Foundation Hospital, and SIBL Securities Limited.SIBL places great emphasis on collaboration with its customers and stakeholders and on improving the quality of its services through the integration of advanced technologies and innovations. The bank is customer-centric and strives to build lasting business relationships to support the financial success of its customers. Currently, SIBL has 179 branches and 107 sub-branches across the country with around 4,000 employees. In addition, the bank has 218 correspondent banking outlets, ensuring access to banking services even in the remotest parts of the country.

2 Mission Statement

Operationalize the tri-sectional banking pattern.

- Transform into a profitable, service-oriented, technology-enhanced banking organization.
- Provides a prompt, responsive as well and favorable client service encounter.
- Develop a comprehensive renewable energy strategy.

- Maximizing Returns to Equity Partners
- Launch state-of-the-art Islamic banking services.
- To support underprivileged households and create local employment opportunities.
- Supports poor households and creates opportunities for working here within the region.

2.3 Vision Statement:

The vision starts with a commitment to “Work Together for a Caring Society” as outlined in the Bank's Outline of the constitution of the organization, which aims at “Reducing Poverty Levels.” SIBL aspires to operate as a socially responsible organization that engages in community development and promotes sustainable economic advancement. The organization aims to

Build lasting relationships with clients, staff, suppliers, partners, investors and beyond investors built on the principles of confidence, openness, reliability and moral integrity.

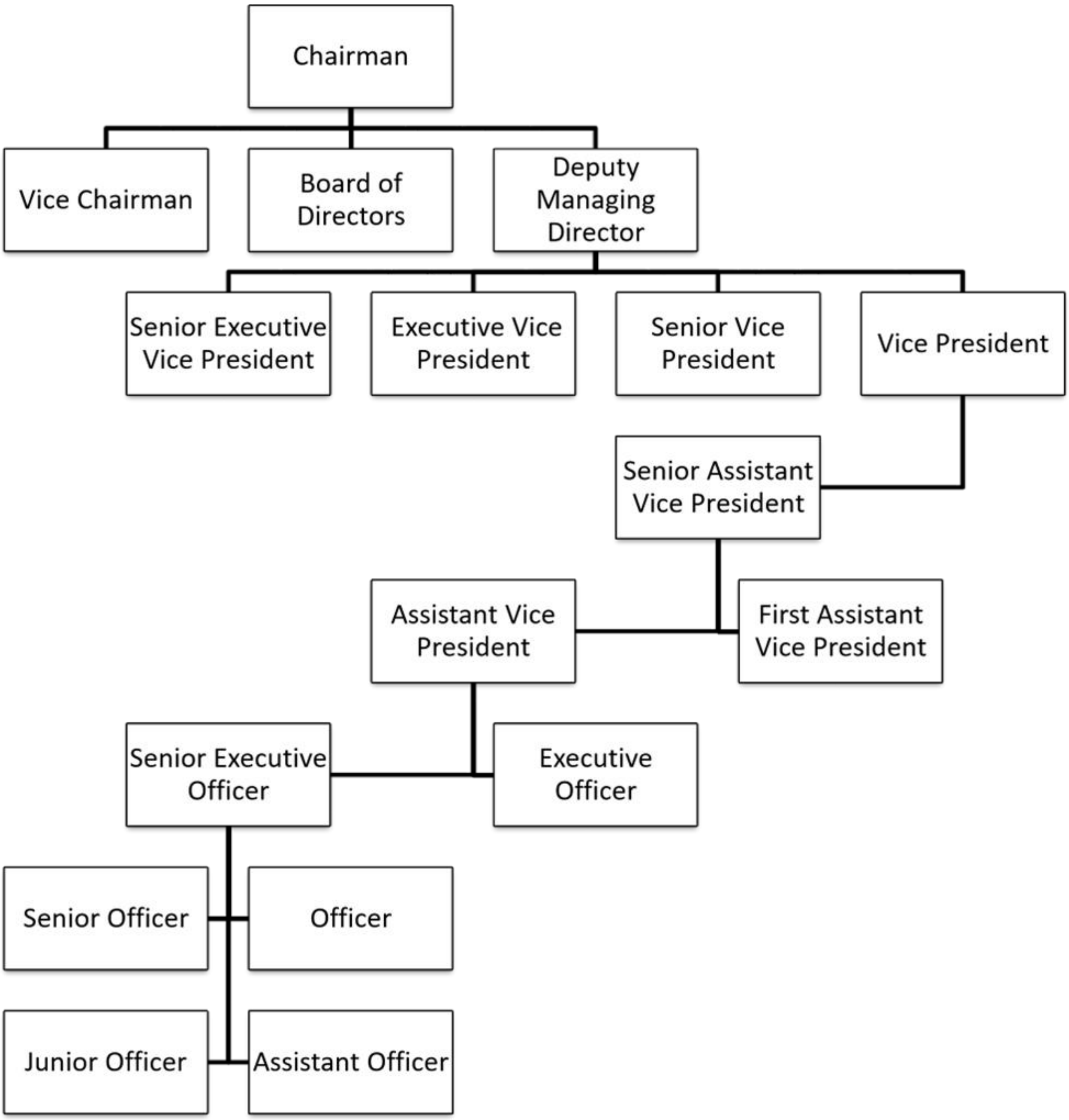
2.4 Corporate Social Responsibility

As an Islamic financial institution, SIBL recognizes its obligation to positively impact society and actively seeks opportunities to fulfill this commitment. The bank has established a dedicated Corporate Social Responsibility (CSR) Desk aimed at promoting humanitarian efforts through various philanthropic activities, with particular emphasis on health, education, disaster response, rehabilitation, and poverty alleviation. SIBL believes that participation in social and charitable activities can significantly improve the lives of the nation's disadvantaged populations.SIBL stands as a national frontrunner in CSR initiatives, encompassing both institutional welfare and support for individuals in distress. Each year, the bank allocates a substantial budget for community welfare. SIBL continuously explores new avenues to extend its assistance. In times of humanitarian crises, such as floods, cyclones, earthquakes, and fires, SIBL is among the first to respond. The bank's mission is to build a caring and sympathetic society, and it works tirelessly to fulfill that vision.

2.5 Strategic objective of the Bank

- To guarantee customer gratification through the delivery of exceptional financial services.
- To secure the effectiveness of intended savings initiatives.
- To promote diversification in retail and financing for small and medium enterprises, as well as women entrepreneurs, based on sector, size, economic objectives, and geographical location for investment and growth.
- To invest in key and lucrative sectors of the economy.

2.6 SIBL's Organizational Structure



Chapter 3: Internship role and responsibilities

3.1. Role and Responsibilities

During my internship at Social Islami Bank Limited (SIBL), I worked in the capacity of a Relationship Officer. My main responsibilities included:

- Assisting customers with opening and maintaining accounts.
- Guiding clients about various banking products and services, such as savings accounts, fixed deposits, and SME loans.
- Supporting customer service by responding to client queries and resolving service-related issues.
- Helping senior officers with the documentation and processing of customer files.
- Promoting bank services to walk-in clients and ensuring customer satisfaction

3.2 . Rationale of those roles and responsibilities

For a commercial bank like SIBL, the role of a Customer Relationship Officer is critical. The duties of my role are directly related to the bank's objectives of ensuring customer satisfaction, building long-term relationships, and improving customer retention rates. The Customer Relationship Officer is the gateway between the bank and the customer. By directing customers towards completing the bank's business processes and providing appropriate financial solutions, the Customer Relationship Officer contributes to the operational efficiency and business development of the bank. I was tasked with performing support for the general banking department, which is often the first point of contact for the majority of clients, thereby making this role critical to keeping the bank's quality of service and positive reputation intact.

3.3. Examples of Tasks:

During my internship, I have learned so many practical things, some of which are given below :

1. **Account opening:** Under the guidance of my supervisor, I helped fill out the Know Your Customer (KYC) form, gathered the necessary documents, and verified the information.
2. **Product promotion:** I describe the advantages of fixed deposit schemes and SME loans to curious customers, contributing to the bank's marketing endeavor.

3. **Client issue resolution :** I help the customer service desk in resolving issues related to ATM card problem and account statement requests often following up with internal departments for quicker resolutions .
4. **Data entry and documentation:** I renovated the customer's records in the bank database and helped organize the customer's file for audit readiness
5. **Know about the RTGS:** Real time gross settlement its help to transfer customer money from on bank to another bank within a few minutes.
6. **Know about Beftn:** Bangladesh Electronic Fund Transfer Network. Its help to transfer money from central bank to local bank .

Chapter 4 key learning experience

4.1. Important Learnings

Throughout my three-month internship at Social Islami Bank Limited, I gained hands-on knowledge and developed essential professional skills. I became familiar with real-life banking procedures, particularly in the area of customer service. One of the key things I learned was how to assist clients effectively and maintain positive relationships. I also learned how to work with banking software for handling customer records and transactions. Additionally, this experience improved my ability to manage time, handle pressure, and communicate clearly with both customers and colleagues.

4.2. Rationale of Those Roles and Responsibilities

As a Relationship Officer Intern, my responsibilities were aligned with the bank's goal of maintaining excellent customer service. My role was part of the front-line team that interacts with clients daily, which means I had a direct impact on how customers viewed the bank. By helping clients with account-related services and offering information about financial products, I contributed to both the bank's operational efficiency and its efforts to build long-term client relationships. This made my position valuable in supporting the overall structure of the organization.

4.3. Connections to Academia

The internship provided me with the perfect chance to apply what I had learned in the real world in a real-world setting.. As a business administration major, I acquired theoretical knowledge about customer service, marketing strategies, and financial institutions. Throughout my internship, I was able to see how these concepts work in a real-world banking environment. For example, there I applied marketing techniques when presenting banking services to customers and explained banking products to customers using the communication skills I learned in my academic presentations. That experience helped me relate my academic background to a real-world situation.

4.4. Example

One of the most rewarding experiences during my internship was when I helped a customer who was confused about the terms of a fixed deposit account. By listening to the client's concerns, I calmly explained the details of the product and ensured that they were satisfied with the information provided. After the matter was resolved, the client thanked me for my help. The experience taught me how to handle challenging situations professionally and taught me the importance of patience and effective communication when dealing with customers.

Chapter 5: Critique and Reflections

5.1. Critical Evaluation of the Internship

I interned with Social Islami Bank Limited for three months as a Customer Relationship Officer, which gave me a real insight into the working environment of a professional bank. I valued the opportunity to work closely with real customers and bank employees and discovered my strengths and areas for improvement during my internship. For example, I was able to apply classroom theories to practical tasks such as helping to open accounts, promoting banking products, and maintaining customer relationships. The duties of my duties, however, were difficult to fully understand at first due to the lack of an organized presentation. Nonetheless, the overall environment was very favorable, and over time, I grew accustomed to the culture and work expectancy.

5..2 Main challenges faced

There is one of the biggest challenges, which is adapting to the stress of handling multiple customers at the same time, especially during busy banking periods. Initially, I also found it difficult to understand the different financial products and services offered by the bank, especially when customers asked detailed questions. In addition, my patience and professionalism were put to the test when faced with customers' expectations, especially when they were frustrated or dissatisfied. In such situations, quick thinking and calm communication are required.

5.3. Lessons Learned from These Challenges

As difficult as these challenges were, they became key learning moments for me. Dealing with multiple clients taught me how to prioritize my work and be more efficient. Understanding banking gave me the confidence to explain financial information clearly. Dealing with complex or emotional client issues improved my communication and conflict management skills. These experiences taught me the value of active listening, opposing opinions, and staying calm under pressure, all of which are essential qualities for those pursuing a career in banking or finance.

5.4. Overall Reflection

Looking back at the whole internship process, I consider it to be a crucial stage in my academic and personal development. It helped me go beyond textbook knowledge and gave me practical experience in a real banking environment. I became more confident in my communication, more organized in my daily work, and more aware of the responsibilities I have when dealing with customers. Having this experience has helped me develop a passion for banking or financial services and has provided me with a solid foundation for my career path.

Chapter 6 Conclusion

The internship I did at Social Isami Bank was not just a short-term job, but a value-added learning opportunity for discovery, growth, and development. For this report, I explored the nature of customer satisfaction through SIBL's marketing strategies.

I recognized that while SIBL shines in the quality of its products and the attractiveness of its brand, there is still a need for continuous improvement, especially in the areas of customer communication services, customer interactions, and methods of loyalty development. Knowledge gained during my internship has not only benefited the company but has also been very rewarding for me. This experience gave me the chance to translate my theoretical knowledge into practice, hone my problem-solving and communication skills, and understand the critical importance of a customer-oriented mindset. Above all, it solidified my passion for marketing and established the requirements of working in an industry where strategy meets creativity and customer insight is at the frontline. As I look to the future, I have learned more than just knowledge; I have gotten a clear picture of where I want to go and what kind of professional I want to be. The internship was more of an end than a beginning.

Chapter 7: Implications

7.1 Applicability of Academic Learning

This internship provided me with a real-world platform to apply previously learned concepts in finance, marketing, and business communication. Topics such as customer relationship management, financial services, and business ethics proved to be particularly important. For example, my understanding of financial product positioning and service delivery has helped me to communicate more effectively with clients and understand their needs.

7.2 Organizational Impact

Although I was a trainee, I was given tasks that helped improve the daily efficiency of the contact team. By assisting with customer queries, documentation, and account updates, I helped reduce the workload of the core team and contributed to faster service delivery. By getting involved in the promotion of certain bank products, such as savings accounts or deposit programs, I also contributed in a small but significant way to the bank's customer acquisition targets.

7.3. Industry Relevance

This experience gave me a good understanding of how the banking industry works, particularly in terms of customer service, compliance, and product marketing. I also learned how banks build trust with their customers and manage financial relationships in a competitive market. The exhibitions helped me understand the dynamic evolution of the banking sector and its customer-centric philosophy, as well as the increasingly important role of digital services in customer engagement.

7.4. Lessons Learned

The most important lesson I learned was the value of patience and professionalism, especially when dealing with an angry client. I also learned the importance of strictly adhering to internal processes to ensure regulatory compliance. I also learned the importance of teamwork in a service-oriented environment, where coordinated and clear communication between colleagues is key to customer satisfaction.

7.5. Skill Development

During my entire internship, I built several foundational skills. These skills include

1 Communication **Skills:** Improved through daily interactions with clients and coworkers.

2. **Problem-Solving Skills:** Gained by handling service-related issues and client concerns.

3. **Time Management:** Learned by balancing multiple responsibilities and deadlines.

4. **Behavioral skills:** handling customers and solving their problems.

5. **Teamwork and collaboration: Learned about how to work together and achieve the goal.**

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