Internship Report
On

Marketing Strategies of Southeast Bank Limited

Submitted to:

Sharmin Jahan

Assistant Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Submitted by:

Nusrat Dawood Khan

ID: 192-11-6294

Program: BBA

Major: Marketing & HRM

Department of Business Administration

Daffodil International University

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Letter of Transmittal

Sharmin Jahan
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report.

Dear Ma'am,

The purpose of this letter is to present my internship report titled **"Marketing Strategies of Southeast Bank Limited"** for the completion of my Bachelor of Business Administration program at the Department of Business Administration at Daffodil International University. Under your kind guidance, I completed my internship at Southeast Bank Limited and I am grateful for the invaluable training provided to me.
During my internship, I had the opportunity to work with various departments and contribute to the company's goals. It has greatly improved my skills and I believe the skills I have developed will benefit me in my future career.

I have tried to provide an indepth understanding of the report and I hope it meets your level of scrutiny. I appreciate your careful attention to detail and thoughtfulness.

Yours sincerely,

Nusrat Dawood Khan
ID: 192-11-6294
Program: BBA
Major: Marketing & HRM
Department of Business Administration
Daffodil International University

<u>Certificate of Approval</u>

This is to certify that the internship report titled "**Marketing Strategies of Southeast Bank Limited"** written by Nusrat Dawood Khan and submitted under ID no. 192-11-6294 of the Department of Business Administration, has been accepted for presentation and defense**.** The internship took place in order to fulfill academic requirements under my supervision.

I am pleased to confirm that the report provides an accurate and reliable description of the job throughout the study period. I would like to appreciate Nusrat Dawood Khan for her dedication and hard work. I wish her success in life.

Academic Supervisor

Sharmin Jahan
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Declaration

I am Nusrat Dawood Khan, a Marketing & Hrm Major in the Department of Business Administration at Daffodil International University. I hereby sincerely certify that, I am the author of the internship report titled, **"Marketing Strategies of Southeast Bank Limited''** I didn't deliberately break any copyright laws while writing the report. I further declare that, I did not submit this report to any organization to receive a degree, diploma or any certificate.

Sincerely,

Nusrat

Nusrat Dawood Khan
ID: 192-11-6294
Program: BBA
Major: Marketing & HRM
Department of Business Administration
Daffodil International University

Acknowledgement

First and foremost, I am grateful to Almighty Allah who made it possible for me to finish this report on **"Marketing Strategies of Southeast Bank Limited"** It takes an entire group of people to effectively conclude a job. For the purpose of generating this report, I also sought assistance from some extraordinary people. I want to express my heartfelt appreciation to those helpful individuals.

Without the kind donations of my honorable supervisor Sharmin Jahan, this report could not have been completed. I owe her a debt of gratitude for her unending assistance and support. I would also like to express my profound gratitude to her for taking the time to look at all of my errors and sort them out.

Additionally, I want to thank each and every employee of Priority Banking Division at Southeast Bank Limited who helped me gain practical knowledge about the Banking Industry.

Nusrat Dawood Khan
ID: 192-11-6294
Program: BBA
Major: Marketing & HRM
Department of Business Administration
Daffodil International University

Executive Summary

The major aim of this internship report is to define an action plan to implement a marketing strategy for Southeast Bank Limited with insights and recommendations for optimizing its marketing strategies, enhancing competitiveness, and achieving its business objectives.

The document was completed for the fulfillment of the degree of Bachelor of Business Administration from Daffodil International University on the basis of marketing strategies for Southeast Bank Limited.

The report encapsulates a comprehensive analysis of key elements crucial for the bank's success in the dynamic financial landscape. The report begins by examining SEBL's market positioning and its identification of target segments, laying the foundation for effective marketing campaigns. A rigorous competitor analysis highlights SEBL's relative strengths and weaknesses within the banking sector, while a critical evaluation of its product and service portfolio identifies opportunities for refinement. The study also delves into SEBL's digital marketing strategies, customer relationship management practices, and branding efforts, providing actionable insights for improvement.

In conclusion, this is a roadmap for SEBL to enhance its market position, customer satisfaction, and overall competitiveness in the ever-evolving banking industry.

This Report is designed with different chapters to explain the marketing strategies of Southeast Bank Limited with Marketing mix and S.T.P analysis.

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Chapter 01: Introduction

1.1 **Introduction**:

Southeast Bank Limited (SEBL) is a well-known financial organization dedicated to promoting economic growth and offering complete banking solutions. Founded to be the preferred bank for clients, staff, and investors, SEBL has become a reputable brand in the banking industry. Southeast Bank has made a name for itself in the competitive financial market in the area by emphasizing innovation, customer-centricity, and ethical business practices.

Since its foundation 1995, SEBL has developed continuously to satisfy the wide range of demands of its clientele. Because of its strong commitment to corporate social responsibility and its steadfast commitment to excellence, the bank has established itself as a dependable partner for people, companies, and the community at large.

Southeast Bank's fundamental principles, which direct its choices and dealings, are the center of its business activities. Integrity, openness, customer focus, creativity, and social responsibility are examples of these principles. The bank works hard to maintain the highest moral standards in all facets of its operations, building credibility and confidence with its constituents.

To meet the wide range of needs of its clients, Southeast Bank offers an extensive array of financial services and products. This covers trade financing, remittance services, retail banking, corporate banking, SME banking, and a host of other specially designed products. The bank offers a smooth and contemporary banking experience thanks to its digital banking systems, which demonstrate its dedication to innovation.

Southeast Bank has made significant investments to modernize its IT infrastructure because it recognizes the revolutionary potential of technology in the banking industry. To give consumers easy and safe methods to handle their financial matters, the bank uses digital solutions like online and mobile banking. In the digital age, SEBL is positioned as a progressive organization thanks to its dedication to technology.

Strategically positioned to meet the varied demands of people, companies, and the whole economy of Southeast Bank Limited. A comprehensive range of financial products and a customer-centric strategy allow the bank to service a broad demography. Southeast Bank seeks to be a financial partner for everyone, whether that means helping small and medium-sized businesses (SMEs) or offering cutting-edge banking services to customers who are aware of technology.

SEBL regularly participates in several CSR projects in recognition of its social duty. These could consist of community development activities, healthcare projects, and educational programs. Southeast Bank aims to have a beneficial influence that extends beyond its financial services by investing in the community.

In an era of fast digital transformation, Southeast Bank prioritizes technical advancements to ensure that its services are not only efficient but also accessible, even while it navigates the complexity of the banking industry.

This introduction provides an overview of Southeast Bank Limited's philosophy, which aims to be a catalyst for economic and financial success by fusing tradition with contemporary.

1.2 Background of The Study:

As a prerequisite for obtaining a Bachelor of Business Administration (BBA) degree from Daffodil International University (DIU), it is necessary to undertake an internship and report preparation in a recognized organization. Established in 1995, SEBL has been a prominent player in the banking sector, navigating through dynamic market conditions and evolving customer expectations. As the banking industry undergoes rapid transformations, the need to adapt and refine marketing strategies becomes paramount for sustaining growth and competitiveness.

This study delves into the historical trajectory of SEBL, examining its market entry, growth phases, and strategic shifts over the years. By tracing the bank's journey, the study aims to shed light on the factors that have influenced its marketing strategies, offering valuable insights into the dynamic interplay between market dynamics, customer behavior, and the bank's strategic responses. Understanding the background of SEBL not only provides a historical perspective but also lays the groundwork for a comprehensive analysis of the marketing strategies that have shaped its present market position. The study seeks to evaluate the marketing strategies of the SEBL and assess whether the marketing efforts of SEBL is at a satisfactory level.

1.3 Scope of The Study:

Southeast Bank Limited's marketing strategies includes a detailed examination of all the components related to the bank's methods for promoting its services, developing brand equity, establishing brand value, interacting with its target market, and meeting its marketing goals. The purpose of this study is to give readers a thorough understanding of Southeast Bank Limited's marketing-related strategic efforts.

It acts as a tool for decision-makers to evaluate the success of their present plans and choose wisely what to do for upcoming marketing campaigns. The goal of the bank's marketing initiatives is to improve client perception while also enhancing overall business performance.

1.4 Objectives of The Study:

The objectives of this study are:

- To present the organizational overview of Southeast Bank Ltd.
- To analyse the marketing strategies of Southeast Bank Ltd.
- To identify some problems related with marketing strategies of Southeast Bank Ltd.
- To suggest some recommendations of those identified problems.

1.5 <u>Methodology:</u>

Two types of data have been collected to prepare this report.

- ❑ Primary data
- ❑ Secondary data

Sources of primary data -

- In-person conversations with the manager and other officials of SEBL.
- A study on the marketing aspects of several business divisions.
- Real-world job experience in different departments of SEBL.
- The officers of the company provided pertinent field research.

Sources of secondary data -

- SEBL Website.
- SEBL's several procedural manuals.
- A variety of publications, circulars, and journals about the business policies and operations of SEBL.
- The Marketing Management book.

1.6 <u>Limitations:</u>

The study had some major limitations, which are discussed below:

- Southeast Bank Limited had policies in place that restricted the disclosure of certain data and information for security and other corporate reasons. This led to insufficient information being provided for the study.
- Secondary data was used more than primary data.
- The limited duration of the study prevented a comprehensive understanding of all the marketing strategies of the company, and many aspects could not be discussed in the report.
- The data and information provided by the bank were not organized, which made it difficult to obtain all the required information.

Chapter 02: Organization Overview

2.1 <u>Company Profile</u>:

Southeast Bank Limited was established as a public limited company on March 12, 1995, and received its operating license from Bangladesh Bank on March 23, 1995. The bank inaugurated its first branch in the Dilkusha Business District, Dhaka, on May 25, 1995, with the Finance Minister of Bangladesh as the chief guest. Over the years, the bank has grown into a leading financial institution with a reputation for innovation and quality service.
The current chairman of the bank is **Alamgir Kabir, FCA**, with a distinguished Board of Directors that includes members like **M. A. Kashem** and **Yussuf Abdullah Harun**, former president of the FBCCI. Leadership has played a pivotal role in the bank's growth, with individuals such as **Shahid Hossain**, the CEO since 2013, contributing significantly to its development.

<u>Mission</u>:

- To offer quality financial services tailored to meet customer needs.
- To ensure fast and accurate services by utilizing the latest technology.
- To promote sustainable development through ethical business practices.
- To generate fixed returns for equity shareholders while fostering growth.

<u>Vision</u>:

To be a leading company in the country and contribute to economic growth.

2.2 <u>Company Activities</u>:

Working procedure

- ❑ **Key Activities**
  - Deposit Services
  - Lending
  - International Trade Services
  - Remittance Service
  - Treasury Solutions
  - Islamic Banking
  - Services Off-shore Banking

- **Key Resources**
  - Highly Professional & Experienced Board
  - Nationwide Network
  - Worldwide Correspondent Network
  - Highly Skilled Staff
  - Dedicated Service Attitude
  - Wide Range of Products
  - Strong IT architecture
  - Strong Capital Base
- **Cost Structure**
  - Interest Expense
  - Operating Expense
  - Capital Expenditure
- **Revenue Streams**
  - Interest Income
  - Investment Income
  - Fees, Commission etc.
  - Other Operating Income
- **Customer Care**
  - KYC – Know Your Customer Personal
  - Visit Phone
  - Call/ Email/ SMS
  - Automated Services
  - Special Campaign
  - In-depth Analysis
  - Individual Solution
  - Continual Review Research & Development
  - Receiving Feedback
- **Delivery Channels**
  - Branches
  - ATMs
  - Internet Banking
  - Mobile Banking
  - Call Center
  - Subsidiary Companies
- **Customer Segments**
  - Corporate Clients
  - Small & Medium Enterprises
  - Individuals/ Retail Clients
  - Non-Banking Financial Institutions
  - Banks
  - Institutional Clients
  - Govt. & Non-Govt. Organizations
- **Key Partners**

- Customers
- Shareholders
- Employees
- Regulators
- Strategic Partners

- **Value Proposition**
    - Complete Solution of Business Needs
    - One Stop Service for Personal Banking
    - Innovative Tailor-made Products
    - Timely, Cost-effective & Superior Services
    - Geographically Well-Spread Availability

Company Expertise

In Bangladesh, Southeast Bank Limited operates as a private commercial bank. Southeast Bank Limited's area of specialization is offering a variety of financial services to corporate, individual, and commercial clients. These are some areas in which Southeast Bank, a commercial bank, usually exhibits proficiency.:

- **Retail Banking:**
    - A range of retail banking services, including current and savings accounts, fixed deposits, personal loans, and other financial products catered to specific clients, are probably provided by Southeast Bank.
- **Corporate Banking:**
    - The bank offers business accounts, trade finance, working capital loans, and other financial solutions to meet businesses' financial needs as well as other specialized services to its corporate clients.
- **Digital Banking:**
    - Southeast Bank, like a lot of other contemporary banks, probably has experience with digital banking services, including online and mobile banking options to improve client accessibility and convenience.
- **International Trade and Finance:**
    - Southeast Bank has expertise in international trade, including export and import financing, letters of credit, and foreign exchange services.
- **Investment and Treasury Services:**
    - The bank can manage assets and obligations to minimize risk and maximize returns while offering treasury and investment services.
- **Credit and Lending:**
    - Since Southeast Bank provides various credit facilities to both individuals and companies, it is likely to possess expertise in credit evaluation and lending.
- **Risk Management:**
    - Southeast Bank must be proficient in managing credit, operational, and compliance risks, as required of any financial institution.

- **Financial Inclusion:**
  - By reaching disadvantaged and unbanked communities, the bank actively promotes financial inclusion. This could be done through outreach programs or agent banking efforts, among other things.
- **Customer Service:**
  - One of Southeast Bank's primary areas of competence is offering top-notch customer service. These covers answering consumer questions and concerns, providing prompt and effective customer service, and creating user-friendly banking interfaces.

2.3 Management Hierarchy:

Name	Position
Alamgir Kabir	Chairperson
Duluma Ahmed	Vice Chairperson
M.A. Kashem	Director
Azim Uddin Ahmed	Director
Jusna Ara Kashem	Director
Rehana Rahman	Director
Md. Akikur Rahman	Director
M. Maniruz Zaman Khan	Director
Nasir Uddin Ahmed	Director
Md. Rafiqul Islam	Director
Anjuman Ara Shahid	Director
Syed Sajedul Karim	Director
Mohammad Delwar Husain	Director
M. Kamal Hossain	Managing Director

Chapter 03: Analysis of Marketing Strategies of Southeast Bank Limited

3.1 <u>Segmentation, Targeting, & Positioning</u>:

Segmentation (S)

Segmentation helps SEBL divide its customer base into distinct groups based on unique needs and preferences, enabling the bank to provide tailored financial solutions. The bank's segmentation approach encompasses four key categories:

Demographic Segmentation

SEBL segments its market based on **income**, **age**, and **occupation**, tailoring its services to meet the unique financial needs and preferences of each group.

Geographic Segmentation

The bank divides its market by **region** and **international reach**, ensuring that its services cater to both local customers and those with global financial needs.

Psychographic Segmentation

SEBL segments its market according to **lifestyle** and **personality**, offering solutions that align with customers' values, attitudes, and personal preferences.

Behavioral Segmentation

The bank segments its market by **usage rate**, **loyalty status**, and the **benefits sought** by customers, providing solutions that align with their behaviors and specific expectations.

Targeting (T)

Targeting is the process of selecting specific segments to focus on and applying tailored marketing strategies. SEBL targets diverse customer segments with services designed to meet their distinct financial needs.

- SEBL targets affluent individuals in cities like Dhaka and Chittagong with premium services like investment management, private banking, and high-yield savings services.

- SEBL focuses on tech-savvy young professionals aged 25-40, offering digital services like mobile wallets, digital savings accounts, and personal loans.

- SEBL targets Non-Resident Bangladeshis (NRBs) with services like remittance transfers, foreign currency accounts, and solutions for international trade.
- SEBL focuses on small and medium sized enterprises (SMEs) in both urban and semi-urban areas, providing services like business loans, trade finance, and corporate accounts.
- SEBL targets populations in rural and semi-urban areas with accessible services like microloans and basic savings accounts, supporting financial inclusion.

Positioning (P)

Positioning is how SEBL differentiates itself in the marketplace. The bank positions itself as a reliable, technology-driven financial institution that offers customized solutions to meet the needs of both individuals and businesses.

- **Reliability:** SEBL emphasizes its role as a dependable financial partner, offering stable and secure banking solutions that clients can trust. The bank aims to provide financial services that ensure long-term success, both for corporate clients and individual customers.
- **Technology-Driven:** SEBL prioritizes digital innovation to meet the growing demand for convenience and efficiency. By offering mobile banking, online services, and digital tools, the bank makes it easier for customers to manage their finances wherever they are. This is especially appealing to younger clients and businesses looking for quick and efficient financial solutions.
- **Growth-Oriented:** SEBL positions itself as a bank focused on fostering growth. Whether it's supporting the expansion of small and medium sized enterprises (SMEs) or helping individuals build wealth for the future, the bank provides financial solutions that enable clients to achieve long-term success and sustainability.

3.2 <u>Marketing Analysis (7Ps) of SEBL</u>:

Product/Services

Loan Products/Services:

- ❑ **Personal Loan**:
  - Designed for salaried individuals, professionals, and businesspersons.
  - Provides financing for personal needs such as education, medical expenses, or weddings.
- ❑ **Home Loan**:
  - Tailored for purchasing or constructing residential properties.
  - Features flexible repayment options and competitive interest rates.

- **Auto Loan**:
  - Financing for purchasing new or reconditioned vehicles.
  - Offers flexible terms for both salaried individuals and business owners.
- **SME Loan**:
  - Tailored financing options for small and medium enterprises (SMEs), typically with flexible repayment terms and conditions to support growth and working capital needs.
- **Corporate Loan**:
  - High-value loans extended to corporate clients for purposes such as business expansion, capital investment, or major projects, often with customized terms based on the client's financial situation.
- **Trade Finance**:
  - Financial products that facilitate international trade, including letters of credit and export financing, which help businesses manage cash flow related to imports and exports.
- **Working Capital Loan**:
  - Short-term loans designed to finance day-to-day operations, helping businesses cover operational costs and manage cash flow effectively.
- **Equipment Financing**:
  - Loans specifically for purchasing machinery and equipment necessary for business operations, often secured by the equipment itself.
- **Agricultural Loan**:
  - Financing options tailored for agricultural businesses to support crop production, livestock management, or equipment purchase.

Deposit Schemes:

- **Business Current Account**:
  - A transactional account designed for frequent deposits and withdrawals, facilitating daily business operations and cash flow management.
- **Fixed Deposit (FD)**:
  - A savings option with a fixed interest rate for a specified term, allowing businesses to earn higher returns on surplus funds.
- **Short-Term Deposit (STD) Scheme**:
  - This is a fixed-term deposit with a predetermined interest rate, typically ranging from a few months to a year, offering a short-term, low-risk investment option.
    - Monthly Saving Scheme (MSS)
    - Monthly Income Scheme (MIS)
    - Short Notice Deposit (SND)

Services:

- **Cash Management Services**:

- While not explicitly listed in original product description, cash management services are crucial for commercial banks, offering solutions for optimizing cash flow, managing receivables and payables, and ensuring liquidity.

- **Merchant Services**:
  - Include payment processing solutions that allow businesses to accept payments via credit/debit cards, online transactions, and mobile payments, which are increasingly essential for commercial banking.

Price

Loan Pricing

- **Personal Loan**:
  - Interest Rate: Typically ranges between **13.75% to 14.75%**, depending on the loan amount and tenure.
  - Early Settlement Fee: **0.50%** of the outstanding loan amount.
- **Home Loan:**
  - Interest Rate: Around **12.50% to 14.50%**, based on the tenure and customer profile.
  - Processing Fees: **0.50%** of the loan amount.
- **Auto Loan:**
  - Interest Rate: **13.75% to 14.75%**, applicable for new and reconditioned vehicles.
  - Loan Tenure: Typically ranges from 1 to 5 years.
- **SME Loan**:
  - Processing fees: Up to Tk. 50 Lac – **0.50%**; above Tk. 50 Lac – **0.30%**.
  - Rescheduling fee: **0.25%**, max Tk. 10,000.
  - Early settlement fee: **0.50%** (excludes certain categories).
- **Corporate Loan**:
  - Loan processing fees: Same as SME Loan.
  - Bank Guarantee Commission: **0.50%**, minimum Tk. 1,000.
- **Trade Finance**:
  - Declared rate: **12.50%** for export financing (PC, ECC).
- **Working Capital Loan**:
  - Declared rate: **13.50%**, covering operational costs.
- **Equipment Financing**:
  - Declared rate: **13.50%**, for machinery purchases.
- **Agricultural Loan**:
  - Declared rate: **12.50%**, supporting farming, machinery, and livestock.

Deposit Scheme

- **Business Current Account**:
  - Account eligibility: Must be at least 18 years old.
  - Pricing: Fees for opening and maintaining a Business Current Account should align with commercial banking. For example, charges might include transaction

fees or annual maintenance charges (not directly provided, but should match commercial banking details).

- **Fixed Deposit (FD)**:
  - Minimum Duration: 1 month.
  - Interest Payment: Rates depend on the term and are determined by the Head Office.
  - Special Rules: Branches require prior approval for FDs longer than a year.
- **Short-Term Deposit (STD) Scheme**:
  - **Monthly Income Scheme (MIS)**:
    - Duration: 3 to 5 years.
    - Deposit Requirement: Tk. 100,000 or more.
    - Returns: Provides a fixed monthly income to meet customer needs, and the principal is reimbursed upon maturity.
  - **Monthly Savings Scheme (MSS)**:
    - Duration: 3 to 5 years.
    - Monthly Installments: Ranges from Tk. 500 to Tk. 25,000.
    - Approximate Maturity Values:
      - For Tk. 1,000/month: ~Tk. 42,810 (5 years) or ~Tk. 81,500 (3 years).
      - For Tk. 5,000/month: ~Tk. 2,14,050 (5 years) or ~Tk. 4,07,500 (3 years).
  - **Short Notice Deposit (SND)**:
    - Higher interest rates than savings accounts, depending on the notice period and balance.

Services

- **Cash Management Services**:
  - Fees are based on transaction volume and business-specific needs, with terms customizable for clients.
- **Merchant Services**:
  - Transaction fees for card payments or online gateways are typically negotiated, reflecting the business's size and usage volume.

Place

Southeast Bank Limited (SEBL) focuses on strategic placement of its banking services to ensure accessibility to clients.

- **Branch Network**: SEBL operates **135 branches** across Bangladesh, with **47 branches** located in Dhaka. These branches are strategically positioned in key commercial and economically significant areas to serve the highest number of customers with minimal operational costs. The bank continually assesses and monitors the market to optimize branch locations.
- **ATM Services**: SEBL provides **24-hour ATM services** nationwide, with over **175 ATMs** of its own and access to more than **9,000 ATMs** through the National Payments Switching Bank of Bangladesh (NPSB). ATMs are strategically placed in **commercial**

areas, near **branches**, **shopping malls**, **student hubs**, and **public gathering spots**, ensuring maximum convenience for customers.

- **Online Banking**: SEBL offers robust **digital banking** services, including mobile banking and internet banking, allowing customers to manage their accounts, transfer funds, and perform other banking activities remotely, providing 24/7 access to banking services.

Promotion

Publicity, sales promotion, word-of-mouth marketing, telemarketing, personal selling, and advertising are all part of the promotion mix. Different levels of application are required for each of these services. These elements are employed in the banking operations of the SEBL in the following ways:

- **Advertising:** One type of paid communication is advertising. Utilizing the promotion mix component of awareness, perception, and persuasion, banking institutions aim to inform, sense, and convince their clientele. Periodically, SEBL promotes various commercials on television channels by showcasing their product to both current and prospective clients.
- **Print media:** The bank runs a variety of advertisements concerning various goods or news in newspapers and periodicals. These typically featured their most recent endeavors, such as entering into agreements with other businesses, introducing new goods, holding yearly meetings, offering Western Union money transfer services, securing large funding from another bank or banks, sending out various forms of announcements, posting job openings, supporting events, and so forth. Additionally, they print their emblem and the name of the bank on a variety of officially utilized documents, such as forms, files, checks, and billboards.
- **Publicity:** SEBL occasionally made different moves for the sake of publicity. Road performances, campus visits, and sponsorship are frequently among them. In celebration of its fifteen years in business, the bank recently decorated all of its branches, had road shows, and gave away flowers to a select group of customers. SEBL occasionally visits various campuses to assist and inform student clients about the bank's services. Additionally, SEBL sponsors a variety of activities. These consist of various knowledge-based programs, cultural events, band performances, sporting events, etc. As part of their publicity, they hand out flyers from branches promoting various services and the bank. From nearly every branch, greeting cards for various events, such as anniversaries of the bank, the English and Bengali New Year, Eid, etc.

Process

Southeast Bank Limited's Process in marketing focuses on efficient and customer-centric service delivery. The bank has streamlined processes for account opening and loan application through both branch and digital platforms. Digital banking plays a major role, allowing customers to access services like fund transfers, bill payments, and account management online, supporting a seamless banking experience. Automated notifications and a dedicated support system enhance transaction efficiency and keep customers informed.

People

Southeast Bank's strategy prioritizes skilled staff who deliver specialized financial support to businesses. Employees are trained to provide tailored services, ensuring efficient and reliable solutions for corporate clients. This focus on professional, customer-centric service strengthens client relationships and enhances business growth.

Physical Evidence

The material component of a service is physical proof. Since a service technically lacks any physical characteristics, customers typically rely on material cues. There are numerous instances of tangible proof, a few of which are as follows:

- Internet/web pages
- Paperwork
- Counter
- Machineries used in banking (e.g. calculator, money counter, protector etc.)
- Brochures
- Furnishings
- Business cards
- Computers
- Server
- Security cameras
- The building itself

Chapter 04: Findings, Recommendations, and Conclusion

4.1 Findings:

1. **Strong Market Segmentation**: SEBL effectively segments its market into demographic, geographic, psychographic, and behavioral categories. The focus on high income individuals, young professionals, Non-Resident Bangladeshis (NRBs), small and medium sized enterprises (SMEs) and growth-oriented businesses highlights their strategic approach to understanding and serving diverse customer needs.
2. **Diverse and Competitive Product Portfolio**: SEBL provides a wide array of loan and deposit products tailored to meet the requirements of various customer segments. Products like SME loans, trade finance, and specialized deposit schemes (e.g., MSS, MIS) cater to both individual and business clients, enhancing customer retention and satisfaction.
3. **Tech-Driven Services**: The bank's emphasis on technology, such as internet and mobile banking, positions SEBL as a modern, customer-centric institution. The availability of digital solutions simplifies processes and meets the needs of tech-savvy customers.
4. **Strategic Placement of Branches and ATMs**: SEBL's 135 branches and 175 ATMs are strategically located in commercial and economically significant areas, ensuring accessibility for corporate and retail clients.
5. **Emphasis on Publicity and Relationship Building**: SEBL's marketing strategy relies heavily on sponsorships, events, and traditional advertisements, which strengthens its brand visibility and customer trust.

4.2 Recommendations:

1. **Strengthen SME Support**: Expand tailored financial solutions for small and medium sized enterprises (SMEs), focusing on advisory services, flexible loan products, and digital resources that assist businesses in their growth journey.
2. **Enhance Digital Banking Infrastructure**: Increase investments in mobile apps and online banking platforms to offer more seamless, secure, and feature-rich digital services. This can attract tech-savvy clients and compete more effectively in the evolving banking landscape.
3. **Increase Outreach to Non-Resident Bangladeshis (NRBs)**: Expand marketing efforts to target Non-Resident Bangladeshis (NRBs), emphasizing services like remittances and international trade financing. Establishing partnerships with international financial institutions can improve service offerings for this segment.
4. **Leverage Data Analytics**: Utilize advanced analytics to better understand customer behavior and preferences. This can help in refining product offerings, improving service delivery, and enhancing customer satisfaction.
5. **Focus on Employee Training**: Regularly train staff on modern banking practices, digital services, and customer relationship management to improve service quality and strengthen customer trust.

4.3 **Conclusion**:

The marketing strategies of Southeast Bank Limited demonstrate a balanced approach to meeting the needs of its diverse clientele. Through effective segmentation, a broad product portfolio, and an emphasis on digital transformation, SEBL has positioned itself as a trusted partner for businesses and individuals alike. While the bank has excelled in strategic placement and traditional marketing methods, there is room for improvement in digital infrastructure, SME support, and personalized services. By addressing these areas, SEBL can continue to thrive as a leading commercial bank in Bangladesh, fostering long-term relationships with its customers and contributing to the economic growth of the nation.

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Marketing Strategies of Southeast Bank Limited

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