



Daffodil
International
University

An Analysis of the Marketing Activities of Modhumoti Bank Limited



Daffodil
International
University

An Analysis of the Marketing Activities of Modhumoti Bank Limited

Submitted To

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Submitted By

Ashikur Rahman Polok
ID: 151-11-4458
Program: BBA
Major in Marketing
Department of Business Administration
Daffodil International University

Submission Date: April 20, 2019

Letter of Transmittal

Date: April 20, 2019

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

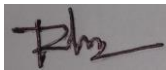
Subject: Submission of Internship Report titled An Analysis of the Marketing Activities of Modhumoti Bank Limited.

Dear Sir,

This is a great pleasure for me to submit this internship report titled An Analysis of the Marketing Activities of Modhumoti Bank Limited duration of this program is from 7th January to 7th April, 2019. This is a privilege for me to meet the prerequisite for the partial fulfillment of the course –Bachelor of Business Administration.

So it was a wonderful opportunity for me to work on this topic and I am very grateful to you for giving me this opportunity.

Sincerely yours,



Ashikur Rahman Polok

ID: 151-11-4458

Batch: 40th

Program: BBA

Major: Marketing

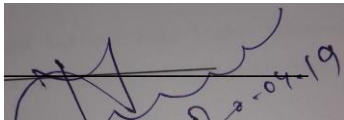
Department of Business Administration

Daffodil International University

Supervisor's Certificate

This is to certify that the internship report titled An Analysis of the Marketing Activities of Modhumoti Bank Limited is prepared by Ashikur Rahman Polok, (ID: 151-11-4458) as a requirement of Bachelor of Business Administration (BBA), major in Marketing from Daffodil International University. The report has been prepared under my guidance.

I wish his every success in life.

A rectangular box containing a handwritten signature in blue ink. The signature is stylized and appears to read 'Masum Iqbal'. To the right of the signature, the date '22-04-19' is written.

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Acknowledgement

To prepare this report a significant documents and informal inputs from several sources were involved. I would like to take this chance to convey my sincere gratitude to those without whose blessing and co-operation those report would not have been possible. At the very outset. I would like to pay my gratitude to Almighty Allah to keeping me well and successfully complete this report. Then my grateful appreciation goes to Modhumoti Bank Limited for rendering me their expertise knowledge and giving me the opportunity of having a practical experience through this internship program.

I would like to give my gratitude to our honorable Professor Dr. Mohammed Masum Iqbal Department of Business Administration, Daffodil International University for outlining and finalizing the whole report I gratefully acknowledge for his constructive supervision and instructions. Because of her kind supervision and guidance, I am able to complete my internship report properly.

Last but not least I also acknowledge my family and friends for their support and encouragement throughout my internship period.

Executive Summary

The topic of study is “An Analysis of the Marketing Activities of Modhumoti Bank Limited. The objective of the study were to identify marketing strategies, explain marketing mix to spot out of the problem relating to marketing activities and to furnish some recommendations to solve the problems.

Modhumoti Bank offer different types of financial product and services to their clients. Retail Deposit, Retail Loan, Modhumoti Credit Card, Agent banking, Corporate banking, Trade service, International banking, NRB Service. Develop a data-driven, customer-focused bank pricing strategy are better positioned to use pricing as a competitive advantage across market and customer. The Bank 35 branches, 32 ATM and 295 agent point under its control. For remaining of sufficient branches Modhumoti Bank Limited can give some special customer services to the customer as for urban and rural area of Bangladesh. Marketing team uses this to achieve bank’s goals and objectives. Modhumoti Bank Limited mainly uses advertising, publicity, online promotion. Mohdmoti Bank Limited is involved in the use of banking services directly or indirectly, adding significant value to the distribution of enhanced marketing, knowledge workers, employees, management and other consumers, often providing total goods or services. Modhumoti Bank Limited is the major activities of banks follow Bangladesh Band Guidelines. There has to be adherence to certain rules and principles in the banking operations. The activities have been segregated into various departments accordingly: Standardization, Customization, Simplicity, Customer involvement. Modhumoti Bank Limited, physical evidence is the material part of a service. Strictly there are no physical attributes to a service, so a consumer tends to rely on material cues.

There are some problems in the marketing activities of the company which are few branch and noneconomic area, lack of dynamic and prompt service, lack of effective advertising and promotion. So the bank should proper advertising and promotion, renovation of customized banking product and services, should emphasize their branch area, open more branches in economically important area.

Table of Contents

Chapter One	1
Introduction	2
1.1 Modhumoti Bank Profile	2
1.2 Vision.....	3
1.3 Mission.....	3
1.4 Corporate Tagline	3
1.5 Strategies of Modhumoti Bank Limited.....	3
1.6 Departments of Modhumoti Bank Limited	4
1.7 Background of the Study.....	5
1.9 Objective of the Study.....	6
1.10 Methodology of the Study	7
1.11 Limitations of the Study	8
Chapter Two	9
2.1 Marketing Strategies of Modhumoti Bank Limited	10
2.2 Modhumoti Bank Limited Marketing Mix	11
2.3 Product	12
2.3.1 Agriculture Banking.....	12
2.3.2 SMEs Banking	13
2.3.3. Retail Banking	14
2.3.4 Modhumoti Credit Card	16
2.3.5 Agent Banking	16
2.3.6 Corporate Banking	17
2.3.7 Trade Services	17
2.3.8 Modhmoti Probash Cash	17
2.4 Price	18
Interest Rate on Deposit (%)	18
2.4.1 Type of Deposit	18
2.4.2 Special Notice Deposit (SND).....	18
2.4.3 Fixed Deposit.....	19
2.4.4 General Customers	19

2.4.6 DEPOSIT SCHEME (For Modhumoti Freedom Fighters Savings Account Customers)	20
Interest Rates for Loans Advances	20
2.4.7 Agriculture Loan.....	20
2.4.8 Term Loan	20
2.4.9 Working Capital Industry	20
2.4.11 Trade Finance/Commercial lending	21
2.4.12 Consumer Credit	21
2.2.13 Modhumoti Home Loan	21
2.5 Place/Distribution	22
Branches & ATM	22
2.6 Promotion	23
2.6.1 Modhumoti Bank Limited Advertising	23
2.6.2 Online Promotion.....	24
2.6.3 Public Relation and Publicity	25
2.7 People.....	26
2.8 Process	27
2.9 Physical Evidence	29
Chapter 3.....	30
3.1 Problems Identified	31
3.2 RECOMMENDATIONS	32
3.3 CONCLUSION	33
References	34

Chapter One
Introduction

Introduction

1.1 Modhumoti Bank Profile

Modhumoti Bank Limited has been established as a fourth generation private commercial bank of Bangladesh.

The bank has concerned its banking operation on September 19, 2013 focusing to be a responsible bank which is not limited just to a stable financial institution with quality products, but also becoming an integral part of the community, help other go to ahead for positive change and improve the life of people around by providing stakeholders the highest level of stability, reliability, honesty and quality of services through practicing standard principles in accordance with the guidelines by Bangladesh Bank.

The bank has developed various customized product for corporate, SMEs, Agro based, green based enterprises as for retail customer for meeting financial needs of all segments to maximize its service net through establishing 35 branches and 1 off-shore banking unit as well as 265 agent banking points in UDCs under agent banking operation with a view of financial inclusion.

Legal Status	Public Limited Company
Date and Place of Incorporate	4 June 2013, Dhaka, Bangladesh
Date of Commencement of Business	4 June 2013
Banking License No. and date of obtaining Banking license from Bangladesh Bank	বিআরপিডি (পি-৩)৭৪৫(৬৪)/২০১৩-২৭৩৭ 9 June 2013
Date of Inception of Banking Operation	19 September 2013
Authorized Capital	BDT.20000.00 million
Paid-up Capital	BDT.4520.00 million
Face Value of Each Share	BDT.10.00
No. of Outstanding Share	452 million
Shareholding Pattern	Wholly owned by the Sponsors
Registered Office	Banglar Bani Bhaban 81 Motijheel C/A Dhaka-1000
Chairman, The Board of Directors	Mr. Humayun Kabir
Chairman, Audit Committee of the Board	Mr. Shaikh Salahuddin
Chairman, Executive Committee of the Board	Barrister Sheikh Fazle Noor Taposh
Chairman, Risk Management Committee of the Board	Mr. Mostafa Kamal
Managing Director & CEO	Mr. Md. Shaiful Azam

Corporate Vision and Mission of Modhumoti Bank Limited

1.2 Vision

Their vision is to lead the new generation of local commercial banks by excelling in customer delivery through insight, empowered employees, smart use of technology and a full range of highest quality products and services.

1.3 Mission

- Fast customer service.
- Maintain sustainable growth.
- Follow strong business ethics.
- Offer quality financial services with latest technology.
- Provide smooth return on shareholder's equity.
- Attract and retain qualified human resource.
- Maintain Corporate Social Responsibility.
- Explore un-banked areas.

1.4 Corporate Tagline

“Your Access to Success”

1.5 Strategies of Modhumoti Bank Limited

- The Sponsors are eminent personalities from the field of Trade, Commerce, Legal and Education sectors.
- The bank aims to be highly progressive.
- Major Emphasis will be given on service sector
- Specialized services will encourage increased remittance.
- Aims to offer Green Banking.

1.6 Departments of Modhumoti Bank Limited

In Modhumoti bank limited, each division operates as a separate unit but sometimes they work together in order to operate more efficiently or to solve a common problem. Such departments are also treated as a separate entity. Different departments are specialized in one particular area of business unlike a branch, which has to be involved in multiple tasks. Examples of few other departments at Modhumoti Bank Ltd are given below:

- Human Resources Division (HRD).
- Financial and Administration Division (FAD).
- General Banking Division.
 - i. Accounts opening section.
 - ii. Cash section.
 - iii. Remittance section.
 - iv. Bills and clearing section.
 - v. Accounts section
- Foreign Exchange Department.
 - i. Import section.
 - ii. Export section.
 - iii. Foreign remittance section.
- Retail &Marketing Division.
- Public Relation Division (PRD).
- Credit Risk Management (CRM).
- Treasury Division.
- International Division (ID).
- Computer and Information Technology Department (IT).
- Credit Division.
- Corporate Affairs Division (CAD).
- Anti-Money Laundering Division (AML).
- Board Operation Division (BOD).
- Establishment of Common Services Division (E&CSD).

- Card Division
- Loan Recovery Division.

1.7 Background of the Study

I have worked as an Intern in Modhumoti Bank Limited, for 3 consecutive months. So according to procedure I have to submit a report.

Thus, the report cover, “An Analysis of the Marketing activities at Modhumoti Bank Limited”

1.8 Scope of the Study

Banking sector is a large and difficult area. A bank has different products, different services and different customers. Different departments of a bank perform different activities. However, the scope of present study was limited in a specific area and the activities of Modhumoti Bank Limited, Head Office Branch. This study covers An Analysis of the Marketing activities of Modhumoti Bank Limited.

1.9 Objective of the Study

The study has been carried out with the following objectives.

- To identify the marketing strategies of Modhumoti Bank Limited;
- To explain marketing mix of Modhumoti Bank Limited;
- To identify problems related to the marketing mix of Modhumoti Bank Limited;
- To make recommendations to solve the problems;

1.10 Methodology of the Study

Different data and information are required to meet of this report. Those data and information were collected from various sources as, primary and secondary which is showed below :

Primary Sources of Data:

- Observation of banking activities.
- Face to face conversation of the officers and employees.
- Working at different desks of the Bank.

Secondary Sources of Data:

- Annual report of Modhumoti Bank Limited.
- Audit reports.
- Internet & websites of Modhumoti Bank Limited.
- Official document.
- Several kinds of Academic text-book.

1.11 Limitations of the Study

Some of the limitations faced in preparing this report are:

- It was very difficult to collect the information from various personnel for their job constraint.
- There were some difficulties in understanding some activities.
- Due to confidentiality the Bank's policy restricts disclosing some data.
- The study of such a short course of time is not free from limitation. So time limitation is the main point of limitation.
- Working in a practical banking environment is different from academic knowledge.
- Employers are too busy with their desk work so they have less time to make me understand the desk job.
- Bank has to maintain lot of secrecy so as an intern I was not allowed to know all stuff and information.

Chapter Two
**An Analysis of the Marketing Activities of Modhumoti Bank
Limited**

2.1 Marketing Strategies of Modhumoti Bank Limited

- **Segmentation:** The process of dividing a market into distinct groups of buyers who have different needs, characteristics, or behaviors, and who might require separate products or marketing programs. Consumers can be grouped and served in various ways based on geographic, demographic, psychographic, and behavioral factors. Modhumoti Bank Limited segmentation process is consisting of Farmers, Freedom fighters, Non-resident, School and College students, Women entrepreneurs, urban or rural, small industry, corporate service sectors.
- **Targeting:** The process of evaluating each market segment's attractiveness and selecting one or more segments to enter. A Bank should target segments in which it can profitably generate the greatest customer value and sustain it over time. There are four generic target marketing strategies such as undifferentiated marketing, differentiated marketing, concentrated targeting, micro marketing. Modhumoti Bank Limited is following differentiated segment targeting strategy that differentiated product/service for different consumer. Such as Agricultural Loan (Modhumoti Shamolima, Shamolchhaya and Shamolmaya), SMEs Banking, Retail Banking, Agent Banking, School Banking and Corporate Banking.
- **Positioning:** Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers. Marketers plan positions that distinguish their products from competing brands and give them the greatest advantage in their target markets. Modhumoti Bank Limited is the fourth largest private bank of Bangladesh operates nationwide 295 agent banking point. Modhumoti Bank promotes Agent Banking in the name of Digital Banking and 295 Agent Point established by each Union Information and Service Center.

2.2 Modhumoti Bank Limited Marketing Mix

The marketing mix refers to the set of actions, or tactics, Modhumoti Bank Limited uses to promote its brand or product /service in the market. Modhumoti bank make up a typical marketing mix 7Ps-Product, Price, Place, Promotion, People, Process, Physical Evidence strong conviction of applying to attract and serve wide range of customers from individuals to corporate and SMEs and even public sector. The Bank through its existing and prospective products and services aims to reach all client segments across the country.

Modhumoti Bank Limited Marketing Mix

- Product
- Price
- Place
- Promotion
- Process
- People
- Physical Evidence

2.3 Product

Modhumoti Bank Limited design product strategy for customer like Agriculture banking, SMEs banking, Retail Deposit, Retail Loan, Modhumoti Credit Card, Agent banking, Corporate banking, Trade service, International banking, NRB Service.

2.3.1 Agriculture Banking

Modhumoti Bank Limited has already taken a few steps for the betterment of the sector by launching a few products of agricultural loan namely Modhumoti Shamolima, Modhumoti Shamolchhaya and Modhumoti Shamolmaya.

- **Modhumoti Shamolima**

For the cultivation of peasants and landless farmers, fertilizer pesticides, irrigation and seeds of various crops and vegetables will help to bear the cost of farming. The loan amount will be recovered from the sale proceeds of 3 lakh taka, the maximum amount of the crop after the harvest, six months before the loan period. There are no advance fees for loan repayments, easy and fast loan processing.

- **Modhumoti Shamolchhaya**

Project loan for fisheries, hatchery, poultry farm, cow fattening dairy farms, biogas plant etc., loan or ongoing and permanent capital support, the amount of loan up to Rs 100 lakh, 3 years of loan, easy and fast loan processing.

- **Modhumoti Shamolmaya**

Loan in the projects of agriculture machinery / equipment, solar power pump, nursery, rural transport, tissue culture tissue culture, mushroom farming, crop preservation and marketing etc., loan or current and permanent capital support, the amount of loan is 100 lakhs, the loan is valid for 5 years, easy and fast loan processing.

2.3.2 SMEs Banking

MBBL has already formulated a comprehensive policy on SME financing and made gradual progress in this sector. The Bank is offering tailor made congenial loan products and services to accommodate SMEs to full-fill their financial needs so that it can grow and contribute more to the GDP. At present MBBL have Modhumoti Goti for starting up small entrepreneurs, Modhumoti Progoti for capital financing, Modhumoti Agrogoti for working capital financing, Modhumoti Moushumi for financing seasonal businesses and Modhumoti Labannyo for women entrepreneurs.

- Modhumoti Goti

Modhumoti goti is a business loan to meet any kind of urgent business needs for Small enterprises, which provide up to BDT 10 Lac. The full amount will be allowed without any collateral security, attractive interest rate, suitable EMI method maximum 3 years easy & quick loan processing, loan takeover facility from other banks.

- Modhumoti Progoti

Modhumoti Progoti” is a loan facility for Small & Medium Entrepreneurs to meet Capital expenditure of business needs up to BDT 500 Lac against registered mortgages property or FDR. Term loan, lease finance, hire purchase, loan (G), L/C, LTR etc. as per customer’s requirement.

- Modhumoti Agrogoti

Modhumoti Agrogoti is a loan facility for Small & Medium Entrepreneurs, to meet working capital of business needs, Modhumoti Agrogoti is offering up to BDT 500 Lac loan against registered mortgages or FDR.

- Modhumoti Moushumi

Religious, cultural festivals and seasonal aspect create additional business opportunities for Small and Medium Enterprise (“SME”) customers. In order to make sure that SME customers do not miss any opportunity from various festivals and seasonal events, Modhumoti Moushumi is a loan facility for Small & Medium Entrepreneurs.

- MODHUMOTI LABONNYO

Modhumoti Bank Limited (MABL) recognizes the need for introducing a specialized loan product solely geared to catering the need of women entrepreneurs. Therefore, it has introduced “MODHUMOTI LABONNYO” for SME women enterprise to meet up their business expenses up to Tk 50.00 lac as a tribute to women entrepreneurs and to help strengthen women entrepreneurs’ business in a supportive manner.

2.3.3. Retail Banking

Retail sector are developing at a fast pace in the light of sheer scale of saving and lending prospects. Now-a-days a bank without retail banking facilities is hard to imagine. Retail saving and credit are of the promising sectors of the banking industry with high potential growth, as there is a decreasing trend in demand as well as interest rate in corporate sector, in the other hand increasing tendency of enjoying lifestyle by middle class and higher-middle class segment of the society.

- Retail Deposit

- i. MODHUMOTI FREEDOM FIGHTERS

It is an interest bearing local currency savings account for the Honorable Freedom Fighters who are treated as privilege banking customer. In every branch there will be a

special counter/privilege lounge for the freedom fighters and extra care and service to be ensured for them. In time of opening saving a/c, Freedom Fighters can avail 0.25% extra interest from regular savings rate, free smart debit card facilities, no service charge except Govt. excise duty.

ii. MODHUMOTI Pathshala

School Banking Account is an interest bearing local currency joint savings account for school going children aged up to 18 years under School Banking for minors, which is operated by their guardian/parent till they become adults.

iii. MODHUMOTI SALARY ACCOUNT

Modhumoti Salary Account' is a savings account in nature specially designed for the salaried individuals where his/her salary account is maintained with us. Modhumoti Salary Account is an individual account for employees of different MNCs, LLCs, Mid Local Corporate, NGOs, Large and Reputed Proprietorship & Partnership Firm (Except for Foreign Nationals).

iv. MODHUMOTI TARUNNO

MODHUMOTI TARUNNO savings account is an interest bearing local currency savings account for students of colleges & universities aged 18-25 years.

- Retail Loan

Modhumoti Bank Limited has introduced different personal lifestyle products i.e. personal loan, home loan, auto loan considering the fixed income individuals.

2.3.4 Modhumoti Credit Card

Modhumoti Bank furnished different products under three types, such as VISA Classic, VISA Gold and VISA Platinum with lower annual fee and competitive interest rate in the current card industry of the country.

- VISA Dual Platinum Card

The fabulous & prestigious VISA Platinum Credit card has a limit facility as far as you desire for. It can be used both locally & internationally at any VISA certified ATM/POS/E-commerce/Bank POS outlets with the credit limit facility up to BDT 20,00,000.00 or USD 25,000 (Credit limit shall be sanctioned as per credit card policy of MMBL).

- VISA Dual Gold Credit Card

The Gorgeous VISA Gold credit card can be used both locally & internationally at any VISA certified ATM/POS/E-commerce/Bank POS outlets with the limit credit limit facility Up to BDT 5,00,000.00 or USD 6,000.

- VISA DUAL CLASSIC CREDIT CARD

The colorful VISA Classic Credit card can be used both locally & internationally at any VISA ATM/POS/E-commerce/Bank POS outlets with the Credit Limit facility up to BDT 75,000.00 or USD 1,000.00.

2.3.5 Agent Banking

Agent Banking means providing limited scale banking and financial services to the underserved population through engaged agents under a valid agency agreement, rather than a teller/cashier. It is the owner of an outlet who conducts banking transactions on behalf of a bank.

2.3.6 Corporate Banking

Modhumoti Bank Limited provides the credit facilities to finance current assets and loans to finance fixed assets in the form of Working Capital Finance, Capital Machinery Finance, and Real Estate Finance, Work order Financing/Construction Business, Import and Trade Finance.

2.3.7 Trade Services

Facilitating International Trade through Import and Export financing is one of the key activities of the Bank. The environment in banking industry has become highly competitive and banks are now exposed to various types of financial and non-financial risks. Risks have become multidimensional especially in Foreign Exchange business.

Regular Trade Services Products	Specialized Trade Services Products	Other Trade Services Products
<ul style="list-style-type: none"> • Letter of Credit • Back to back letter of credit • Shipping guarantee • Packing Cash Credit • Export LC • Letter of Guarantee 	<ul style="list-style-type: none"> • EDF Loan • Cash Incentive Financing • Demand Loan 	<ul style="list-style-type: none"> • IMP Reporting • EXP Reporting • Web Based Reporting to Bangladesh Bank • Return & Statements • Matching Bill of Entry with IMP, TM, From-C reporting • SWIFT Operation

2.3.8 Modhmoti Probash Cash

Modhumoti Bank Limited helps remittance balance of payments, increasing foreign exchange reserves, enhancing national savings and increasing velocity of money. It affects almost all the macro-economic indicators of a country positively.

2.4 Price

Modhumoti Bank Limited Banks that develop a data-driven, customer-focused bank pricing strategy are better positioned to use pricing as a competitive advantage across market and customer segments, as well as the entire portfolio of deposit, lending, and transaction products and services. So the bank provides prestigious interest, consulting fees, commission for deposit and credit.

Interest Rate on Deposit (%)

2.4.1 Type of Deposit

Category	Proposed Interest Rate
Modhumoti Salary Account (NIL Balance)	4.00%
General Savings Account (Min. Balance Tk. 1,000.00)	5.00%
Modhumoti Tarunno Savings Account (Min. Balance Tk. 1,000.00)	6.00%
Modhumoti Pathshala School Banking Savings Account (Min. Balance Tk. 100.00)	6.00%
Modhumoti Freedom Fighters Savings Account (Min. Balance Tk. 1,000.00)	6.00%
Modhumoti Labonnyo Savings Account (Min. Balance Tk. 1,000.00)	6.00%
Modhumoti Borshian Savings Account (Min. Balance Tk. 5,000.00)	6.00%
Special Corporate Deposit Account (Min. Balance 10 Crore)	8.00%
High Performance Savings Account (Min. Balance 1 Crore)®	9.25%
Corporate Saver's Account (Min. Balance 1 Crore)	5.00%
Current Deposit (Min. Balance Tk. 1,000.00)	0.00%

2.4.2 Special Notice Deposit (SND)

Category	Proposed Interest Rate
Below Tk. 1.00 Crore	3.00%
Tk. 1.00 Crore to Below Tk. 25.00 Crore	3.00%
Tk. 25.00 Crore to Below Tk. 50.00 Crore	3.00%
Tk. 50.00 Crore to Below Tk. 100.00 Crore	3.50%
Tk. 100.00 Crore and Above	4.00%

2.4.3 Fixed Deposit

Category		Proposed Interest Rate
1 (One) month and above but less than 3 (Three) months		5.00%
3 (Three) months and above but less than 6 (Six) months		6.00%
6 (Six) months and above but less than 12 (Twelve) months		8.00%
Below Tk. 1.00 (One) Crore		
Tk. 1.00 Crore to Below Tk. 25.00 Crore		8.50%
Tk. 25.00 Crore and Above 12 (Twelve) months		9.00%
Tk. 25.00 Crore Double Benefit Scheme: (Tenor 6 years 6 months)		11.25%
Triple Benefit Scheme: (Tenor 10 Years)		11.61%
Monthly Savings Scheme (MSS)		
3 (Three) Years	11.00%	Tk. 42,435
5 (Five) Years	11.50%	Tk. 79,759
Monthly Income scheme(Benefit per lac per Month)		
3 (Three) Years	10.00%	Tk. 833.33
5 (Five) Years	10.00%	Tk. 833.33

2.4.4 General Customers

Deposit Amount Per Month	1 year	2 years	3years	4years	5years	6years	7 years	8 years	9years	10years
BDT 500	6,295	13,298	21,124	29,836	39,623	50,666	63,179	76,626	92,594	1,09,435
BDT 1000	12,591	26,597	42,248	59,672	79,246	1,01,332	1,26,358	1,53,253	1,85,188	2,18,870
Interest Rate	9.00%	10.00%	10.50%	10.75%	11.00%	11.25%	11.50%	11.50%	11.75%	11.75%

2.4.5 DEPOSIT SCHEME (For Modhumoti Labonnyo Account Holders)

Deposit Amount Per Month	1 year	2 years	3years	4years	5years	6years	7 years	8 years	9years	10years
BDT 500	6312	13366	21284	30137	40125	51440	64314	78211	94767	112314
BDT 1000	12624	26732	42568	60275	80250	102881	128628	156423	189535	224628
Interest Rate	9.5%	10.00%	11.00%	11.25%	11.50%	11.75%	12.00%	12.00%	12.25%	12.25%

2.4.6 DEPOSIT SCHEME (For Modhumoti Freedom Fighters Savings Account Customers)

Deposit Amount Per Month	1 year	2 years	3years	4years	5years	6years	7 years	8 years	9years	10years
BDT 500	6,328	13434	21444	30441	40633	52227	65469	79831	96994	115272
BDT 1000	12657	26868	42889	60882	81266	104454	130939	159662	193989	230544
Interest Rate	10.00%	11.00%	11.50%	11.75%	12.00%	12.25%	12.50%	12.50%	12.75%	12.75%

Interest Rates for Loans Advances

2.4.7 Agriculture Loan

Interest rate Band(p.a)	Mid-Rate
9.00% (Highest)	

2.4.8 Term Loan

Category	Interest rate Band(p.a.)	Mid-Rate
a) Large Corporate	9.75%-12.75%	11.25%
b) Medium Enterprise (ME)	9.75%-12.75%	11.25%
c) Micro Cottage and Small Enterprise(MSE)	13.00%-16.00%	14.50%

2.4.9 Working Capital Industry

Category	Interest rate Band(p.a.)	Mid-Rate
a) Large Corporate	9.75%-12.75%	11.25%
b) Medium Enterprise	75%-12.75%	911.25%
c) Micro Cottage and Small Enterprise	13.00%-16.00%	14.50%

2.4.10

Category	Interest rate Band(p.a.)	Mid-Rate
Export Finance(PC,ECC)	7.00% (Highest)	

2.4.11 Trade Finance/Commercial lending

Category	Interest rate Band(p.a.)	Mid-Rate
a) Large Corporate	9.50%-12.50%	11.00%
b) Medium Enterprise	12.00%-15.00%	13.50%
c) Micro Cottage and Small Enterprise	12.50%-15.50%	14.00%

2.4.12 Consumer Credit

Personal Loan	Interest rate Band (p.a.)	Mid-Rate
a) Salaried Individual	3.50%-16.50%	15.00%
b) Businessman & Land Lord/Lady	13.50%-16.50%	15.00%
c) Professional	3.50%-16.50%	15.00%
d) Employee Modhumoti Bank Limited	12.50%-15.50%	14.00%
e) MMBL Salary A/c Holders	12.50%-15.50%	14.00%
f) Modhumoti Dishari (Teachers loan)	12.00%-15.00%	13.50%
Secured		
For 100% secured	10.50%-13.50%	12.00%
For 50% secured	11.50%-14.50%	13.00%
Modhumoti Vehicle Loan	Interest rate Band (p.a.)	Mid-Rate
a) In case of car purchase from enlisted vendor	10.50%-13.50%	12.00%
b) In case of car purchase from non-listed	11.00%-14.00%	12.50%
c) vendor Modhumoti Vehicle Loan (Special)	11.50%-14.50%	13.00%

2.2.13 Modhumoti Home Loan

Category	Interest rate Band (p.a.)	Mid-Rate
Modhumoti Thikana	11.50%-14.50%	13.50
Modhumoti Asroy	13.00%-16.00%	14.50%

2.5 Place/Distribution

Modhumoti Bank Limited has one Head Office and 35 branches, 32 ATM and 295 agent point under its control. For remaining of sufficient branches Modhumoti Bank Limited can give some special customer services to the customer as for urban and rural area of Bangladesh.

Head Office:

Modhumoti Bank Limited

DCCI building 2nd, 3rd & 4th Floor,

65-66, Motijheel C/A

Dhaka-1000.

Branches & ATM Booths

Modhumoti Urban Branches	Modhumoti Rural Branches
Modhumoti Motijheel	Modhumoti Ashumlia
Modhumoti Amberkhana	Modhumoti Kanaipur
Modhumoti Gulshan	Modhumoti Jinnahnagar
Modhumoti Mitford	Modhumoti Sakhipur
Modhumoti Agrabad	Modhumoti Kanchon
Modhumoti Uttara	Modhumoti Aganagar
Modhumoti Rajshahi	Modhumoti Pirgon
Modhumoti Charfassion	Modhumoti Shekhar Nagar
Modhumoti Shibchar	Modhumoti Sheikh Fajilatunnessa Mujib Eye Hospital
Modhumoti Khulna	Modhumoti Shambhugonj
Modhumoti Sheikh Kamal Saroni	Modhumoti Mawna
Modhumoti Banglamoto	Modhumoti Bheramara
Modhumoti Mirpur	Modhumoti Ashuganj
Modhumoti Naogaon	Modhumoti Konkapoit
Modhumoti Pabna	Modhumoti Shibpur
Modhumoti O.R. Nizam Road	Modhumoti Muksudpur
Modhumoti VIP Road	Modhumoti Kalia
	Modhumoti Chhagalnaiya

2.6 Promotion

Modhumoti Bank Limited is a special combination of promotional method that is basically used for specific product or service. Its elements are: Advertising, Sales promotion, Public relation, Direct marketing, Internet marketing, Personal selling, merchandising. Marketing team uses these to achieve company goals and objective. Generally, they use promotional term such as ads, promotions and online promotions

2.6.1 Modhumoti Bank Limited Advertising

Modhumoti Bank is the action of calling public attention and informs the consumers about the banking product and service. Generally, focus to the

- Prestigious deposit scheme
- SME banking
- Agricultural loan
- Agent banking
- School and University banking
- Special offer for credit card
- Special service for Freedom Fighter
- Rural Banking opportunity



Figure: Newspaper advertisement



Television advertisement



2.6.2 Online Promotion

Modhumoti bank limited does Internet promotion mainly by social networking site Facebook. They regularly post pictures of the promotional or a new promotional offer, answer the question of the customer and even try to solve the customer complain. They have a website where they post about their recent updates and most demanded products and Service.

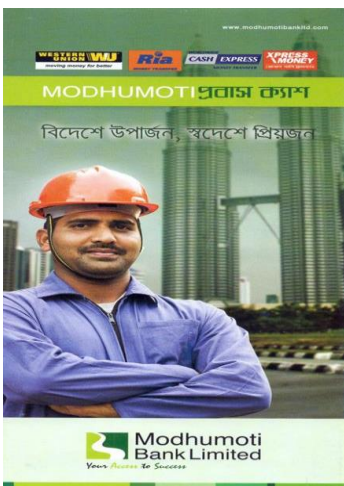


Figure: MMBL Website



Figure: Facebook

2.6.3 Public Relation and Publicity

Modhumoti Bank Limited has corporate social responsibility, commonly abbreviated 'CSR is a corporation's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing. So the bank contributes

- Father of the Nation Bangabandhu Sheikh Mujibur Rahman Memorial Trust 20.00 (Million BDT).
- Prime Minister's Relief Fund 7.50 (Million BDT).
- Contribution for development of girls' education 1.00 (Million BDT).
- Donation to the families of the deceased policemen who were killed in 2.00(Million BDT) terrorist attacks at Gulshan, Dhaka and Sholakia, Kishoreganj.
- Donation to a bank-employee for treatment 0.30 (Million BDT) conduct relief work directly through branch officials in Shibchor, Madaripur.



The Bank Officials distributed relief to flood victims at Shibchor in Madaripur.



2.7 People

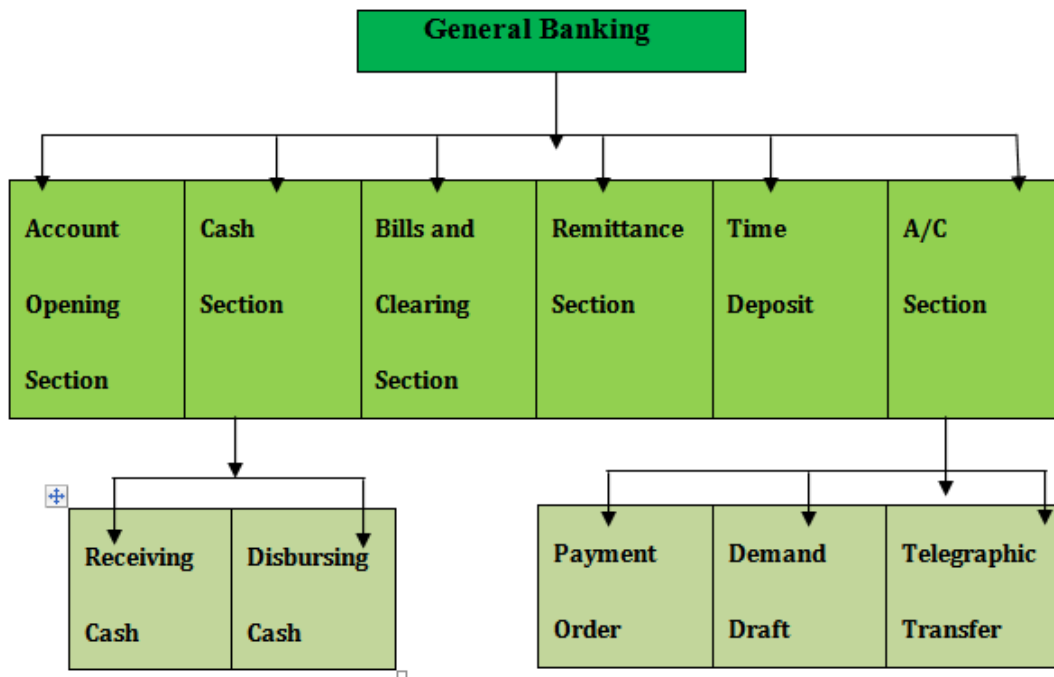
Mohdmoti Bank Limited is involved in the use of banking services directly or indirectly, adding significant value to the distribution of enhanced marketing, knowledge workers, employees, management and other consumers, often providing total goods or services.

Managing Director & Chief Executive Officer	Md. Shafiul Azam
Deputy Managing Director	Kazi Ahsan Khalil
Head Of Division	48
Branch Manager	35
Total Employees	622
Agent	295
Customer	1 lakh

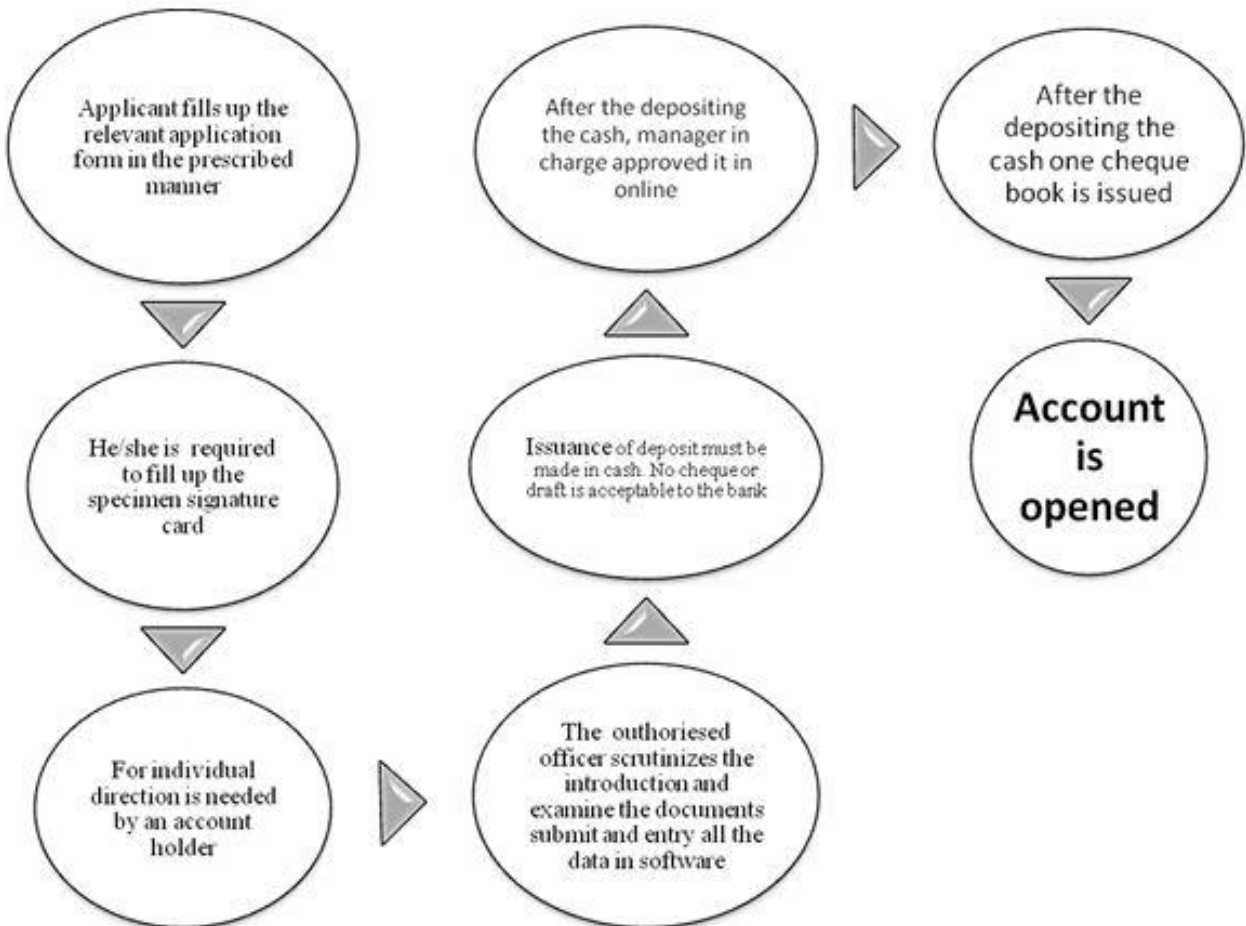
2.8 Process

Modhumoti Bank Limited is the major activities of banks follow Bangladesh Bank Guidelines. There has to be adherence to certain rules and principles in the banking operations. The activities have been segregated into various departments accordingly: Standardization, Customization, Simplicity, Customer involvement.

2.8.1 General Banking Process



2.8.2 Opening a Saving Bank Account



2.9 Physical Evidence

Modhumoti Bank Limited, physical evidence is the material part of a service. Strictly there are no physical attributes to a service, so a consumer tends to rely on material cues. Modhumoti Bank physical evidence are:

- Signage
- Financial Reports
- Tangibles- Pens, Writing Pads to the internal customers
- Passbook and Cheque books to the customers
- . Billboards and Hoardings
- Corporate Tagline - **“Your Access to Success”**



Figure: logo



Figure: Modhumoti Bank Branch

Chapter 3

Problems and Recommendations

3.1 Problems Identified

- As Fourth generation bank, the strategies of Modhumoti Bank Limited can't provide effective internet banking services. Most of the private banks encourage the customer to use internet banking service.
- Now a day, mobile banking is one of the popular financial services. Modhumoti Bank Limited has no mobile banking facility.
- Mohdumoti Bank Limited has 35 branches and ATM booths, but most of the 18 branches are in non-economic and rural location. Most people in the village are not interested in the bank's investment, borrowing due to their seasonal business.
- There is no dynamic and effective plan to implement Advertisement and Online Marketing (Credit card, Loan, different traditional festival offers). The bank has the tendency to invest low amount in promotion. It is difficult to attract and offer customer about banking products and services.
- Generally, 10/12 Employees are required in the urban branch, but only 6/7 Employees are found at the urban Branch of Modhumoti Bank and for this reason service process is slow. So the urban branch does not provide the expected service to most of the valued customers.

3.2 RECOMMENDATIONS

- The strategies of Modhumoti Bank Limited should focus on effective internet banking services. The Bank should encourage customers to use Internet banking services.
- Modhumoti Bank's mobile banking service should be launched soon. The bank should create mobile banking service opportunity for the customers.
- Modhumoti Bank Limited should open more branches and ATM booths in economically important areas in order to satisfy customers demand and to achieve their goals.
- Madhumoti Bank Limited should focus on advertising campaigns in order to build up strong image and reputation among potential customers and ensure proper marketing promotional activities. (TV, Radio, Billboards, & Newspaper and Online).
- Modhumoti Bank Limited should increase the number of skilled employees so that they can provide services up to customer expectations.

3.3 CONCLUSION

Modhumoti Bank is one of the top class private banks in Bangladesh. This report reflects a clear idea of different activities, financial performance of Modhumoti Bank Limited. I have gained knowledge for prepare my internship report by doing internship in Modhumoti Bank Limited, Head Office Establish and Common Service Division. My objective is about an analysis of the marketing activities of Modhumoti Bank Ltd. There is different type of banking facility like Retail Banking, Corporate Banking, SME Banking and NRB banking. They offer different type of products, deposit schemes, loans. To identify the success of any organization it is required to give keen sight in each section of the work place.

References

✓ Books

- Philip Kotler, Principles of Marketing 13th Edition, Inc, USA, 2005.
- Modhumoti Bank Limited Annual Report: 2016-2017

✓ Websites

- <https://www.modhumotibankltd.com/>
- <https://www.facebook.com/modhumotibankltd/>
- Guidelines for internship report (different websites)