

An Analysis of the Retail Products Marketing of
Global Islami Bank Limited:
A Study on Mawa Branch

**An Analysis of the Retail Products Marketing of Global Islami Bank Limited:
A Study on Mawa Branch**

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Letter of Transmittal

Date: 01-12-2021

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Subject: Submission of Internship Report on An Analysis of the Retail Products Marketing of Global Islami Bank Limited: A Study on Mawa Branch.

Respected Sir,

This is a great pleasure for me to submit my internship report on **An Analysis of the Retail Products Marketing of Global Islami Bank Limited: A Study on Mawa Branch**. During the preparation of the report, I have worked as an intern at Global Islami Bank, Mawa Branch under the supervision of Mr. Md. Hasan Ali, First Assistant Vice President and Manager of the Branch.

During the preparation of the report, I have reviewed few journals, articles & books from the web and conducted few interviews. I am confident enough that this report will meet all of your requirements and expectations. I will be glad to hear from you for further clarification.

Therefore, I hope that you will accept my internship report and oblige thereby.

Sincerely Yours,



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Certificate of Approval

This is to certify that the internship report entitled an Analysis of the Retail Products Marketing of Global Islami Bank Limited: A Study on Mawa Branch prepared by Jisan, ID: 171-11-5336, as a requirement of BBA program, under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

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Acknowledgement

At the very beginning, I would like to express my profound gratitude to Almighty Allah for giving me the strength and fitness to complete my internship program and to finish the report as expected. During completion of this report, numerous individuals have provided their assistance to me.

I am deeply indebted to my Supervisor, Professor Dr. Mohammed Masum Iqbal, Dean, Department of Business Administration who gave me the underlying rule for preparing the report. Without his support and assistance, it would be very complicated for me to complete this report just time. It's an honor and blessing to get the presence of such personality as a Supervisor.

I would also like to express my gratitude to the Manager of Global Islami Bank, Mawa Branch who encouraged me continuously during my internship program. I am also thankful to all the employees of Global Islami Bank, Mawa Branch for giving me suggestions and guidance to finish the full report in a right manner.

Finally, I am also grateful to all of my Faculty members, officials, seniors and classmates who have provided me the assistance for collecting information and completion of the report.



Executive Summary

An Analysis of the Retail Products Marketing of Global Islami Bank Limited: A Study on Mawa Branch has been prepared to identify the marketing strategies of the retail products marketing of Global Islami Bank Limited mawa branch. This research is a descriptive research in nature.

In the report, the researcher has made four types of analysis like SWOT analysis, STP analysis, 4Ps analysis and lastly Comparative analysis on some private banks with GIBL. The researcher has applied theory based learning at Global Islami Bank during the work.

GIBL doesn't provide emphasize to the the promotional activities that results in less popularity of the bank. And it has an impact on GIBL mawa branch as well. GIBL should advertise on electronic media and print media so that each and every initiative and specific provision of the bank can reach out to the clients.



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Chapter 1

Introduction to the Study



Introduction to the Study:

Global Islami Bank was established on July 21, 2013 with a vision to become exceptional brand in the financial sector by offering service excellence and creating value for everybody. This is reflected on their tagline which is “Banking with Faith”. On September 2020 the bank authority changed the name of the bank maintaining all the procedures and regulations imposed by Bangladesh Bank to blend her conventional banking with Islamic Banking operations formulated on Shari’ah concepts.

Global Islami Bank has achieved goodwill for ensuring superior service, corporate culture, good governance and brand image as a fourth generation bank. Global Islami Bank is being operated by some prudent minds who are thoroughly professional and deted. The bank has kept her footprint already in all areas of business operation and occupied an enviable position among its competitors.

The bank is being driven by Corporate Banking, SME & Retail Banking, Islamic Banking and International Banking. Retail Banking prevails for the general public which is often called wholesale banking. GIBL provides a wide variety of products and services including checking and saving accounts, certificates of deposit, mortgages, automobile financing, debit and credit cards, line of credit such as home equity LoC and others personal LoC and foreign currency and remittance services.

To be a BBA student of Daffodil International University, the researcher had this excellent occasion to take part in this Internship Program for the Summer-21 semester. During the tenure as an internee, the researcher had the scope to gain expertise on General Banking, Retail Banking and somewhat at Foreign Exchange Division. The researcher worked in the retail banking department of the bank mostly. It provided the researcher to grow an in general idea regarding the work of a bank, their products and services to offer and how the whole banking process runs etc.



1.1 Background of the Study :

This report is a deliberation of three months of internship that is compulsory to be graduated from DIU. Bachelor of Business Administration requires a three months' or more working expertise with an organization followed by a report coordinated by a supervisor of an organization and validated by a faculty advisor. To be graduated in BBA program, the researcher had to complete four credits which are allocated for the internship and the researcher took the opportunity to complete the internship in Global Islami Bank Limited Mawa Branch. The faculty supervisor Professor Dr. Mohammed Masum Iqbal, Department of Business Administration, Faculty of Business and Entrepreneurship, DIU, has also approved the topic and authorized the researcher to prepare this report as part of the fulfilment of internship requirement.



1.2 Scope of the Study :

The internship report mainly focuses on the retail products marketing of Global Islami Bank Limited, Mawa Branch. This report will analyze the marketing strategies of retail products marketing and explain the marketing mix of the retail products marketing for Global Islami Bank Mawa Branch. This report has been completed through the researchers' perception during the internship period, conversations with the management and customers. At the hour of setting up this report, The researcher had an incredible experience to have a piece of depth knowledge on all the exercises essentially.



1.3 Objective of the Study :

Broad Statement : To have a broad idea of GIBL Mawa Branch STP marketing, marketing mix & problems analysis and recommendations from the perspective of retail products.

The objectives of the study are following:

1. To identify the marketing strategies of the retail products of Global Islami Bank Mawa Branch.
2. To explain the marketing mix of the retail products marketing of Global Islami Bank Mawa Branch.
3. To identify the problems related with the retail products marketing of Global Islami Bank Mawa Branch.
4. To make recommendations to solve the problems.



1.4 Methodology

This research is a descriptive research in nature and the researcher has used both primary and secondary data to conduct the research.

1.4. a . : **Primary Data Collection** : The primary data has collected from various sources and they are as follows:

- ❖ Face to face conversations with the employees and opportunities were given by the management to work in the relevant field by Global Islami Bank Limited.
- ❖ Rigorous interview of some managers, workers and supervisor were conducted.
- ❖ Interviewing and interrogating with several customers at Global Islami Bank Mawa Branch.
- ❖ Observing different organizational course of action.

1.4. a . : **Secondary Data Collection** :

- ❖ Website of Global Islami Bank Limited.
- ❖ Different books, journals and periodicals.
- ❖ Internet and newspapers.
- ❖ Any types of information regarding banking sector.



1.5 Limitations of the Study :

- ❖ The research was carried out within the bounds of the customers of Mawa Branch of Global Islami Bank only.
- ❖ As the timeframe of the internship program was 3 months only, conducting large scale research was not possible because of time constraint.
- ❖ In the working hours, the officers were so much busy. There was a possibility to cause delay to the customers sometimes.
- ❖ Collection of relevant data and documents were difficult because of the confidentiality issue.
- ❖ The officers were eager to assist the researcher but due to scarcity of time they couldn't. The customers were also shown business and reluctance to share information. This was the main limitation of the study.



Chapter 2

Company Analysis



2.1 Organizational Overview :

Global Islami Bank was established on July 21, 2013 with a vision to become exceptional brand in the financial sector by offering service excellence and creating value for everybody encompassing customers, shareholders, partners, society and economy through transparency, technology, innovation & integrity. This is reflected on their tagline which is “Banking with Faith”. Global Islami Bank has achieved goodwill for ensuring superior service, corporate culture, good governance and brand image.

2.2 Mudaraba Hasanah :

Global Islami Bank started its operation on July 21, 2013 with a different name “NRB Global Bank”. Later, on September 2020 the bank authority changed the name of the bank maintaining all the procedures and regulations imposed by Bangladesh Bank to blend her conventional banking with Islamic Banking operations formulated on Shari’ah concepts. GIB has set an example of such kind of blending.

In 2020, the bank has initiated an edge to recognize her IB (Islamic Banking) undertakings by a specific name “Mudaraba Hasanah” – which has been owned in The Holy QU’RAN and The Hadith multiple times to indicate ethical act, well-being, morality etc. that shows Global Islami Banks’ desires to work for the welfare of mankind through IB.



2.3 SWOT Analysis :

SWOT analysis is framework for identifying and analyzing an organizations' strengths, weaknesses, opportunities and threats. The main goal of SWOT analysis is to assist organization to increase the awareness of the factors in decision making. It yields the organization an opportunity to enhance its position in the market prudentially. The SWOT analysis of Global Islami Bank Limited are as follows:

Strengths:

- ❖ **Innovative Products:** Global Islami Bank Limited offers different types of deposit schemes where people have the privilege to money. Comparatively, this bank offers more number of deposit schemes to customers.
- ❖ **Good Customer Service:** Global Islami Bank provides standard services to their customers comparatively others bank. The prime goal of this bank is to build long term relationship with its customers and create value for them.
- ❖ **Efficient Administration:** The bank is being run by some efficient personnel. All the works are completed in a systematic and timely manner due to the well organized and structured management. The rapport between the top level management and the employees in the hierarchy maintained rigorously.

Weakness:

- ❖ **Training:** Global Islami Bank Limited has its own training organization to build up the efficiency of its human resource. However, there has some shortages for some specific training for some specific jobs.
- ❖ **Technology:** Limited use of technology is one of the major weakness of Global Islami Bank Limited. In this competitive era, every organization has to come forward with technological revolution.



Opportunity:

- ❖ **Training Facility:** Global Islami Bank Limited provides in house training facilities, workshops and seminars to its employees. Though they have some shortages in the training facilities now with further upgradation of the training institute it would be beneficial for them.
- ❖ **Branch Expansion:** Global Islami Bank is expanding themselves rapidly all over the country. They are no more confined themselves within the urban area rather they are now available in the rural area operation.
- ❖ **Banking Software:** Ensuring standard services is the prime goals of Global Islami Bank Limited. Despite falling back in the upgradation of their software system, the bank has the likelihood to sort out superior banking software that will draw up the banking operations smooth and easier.

Threat:

- ❖ **Technological Advancement:** Time to time technology is becoming advanced and updated and many top graded private banks are reforming their software system to compete or stay alive in the industry despite facing higher cost. Global Islami Bank Limited lags behind in this area.
- ❖ **Level of Competition:** Competition is a big warning for any organization. In the past few years, the number of private bank is increasing significantly in Bangladesh. These banks will create threats for others offering quality services, innovative technology, new product line etc. That's why the level of competition rises and creates threats for Global Islami Bank Limited.



2.4 STP Marketing Strategy Analysis :

STP is a concept that is an absolute key to serve a market successfully. It refers to three activities like segmentation, targeting and positioning. The use of STP model has become more and more popular due to the diversity in customers' needs and the ability to reach niche segments.

- ❖ **Segmentation:** GIBL mawa branch has divided its market into distinct groups of customers like behavioral, demographic, psychographic and geographic segmentation. GIBL mawa branch divides the behavioral segments based on the amount of purchase and frequency of purchase. This group ultimately bears almost 50-60% of the total cost of the branch. For that the bank management ensures some extra concern to retain the group. GIBL mawa branch also segments the market based on gender, religion and occupation. The branch has attracted the female portion of the area by launching “Women Help Desk” where all the female audiences ask for queries whether it is SME loan or bank account opening or others things. GIBL has turned out to a full fledged Islamic bank recently which is a strategic move by the management to attract the Muslim majority of the country. Definitely this has an impact on mawa branch too. Most of the top level business magnet in mawa are used to transect through GIBL mawa branch because of the good relationship, loyalties and corporate environment. GIBL mawa branch also segments the market geographic and psychographic point of view. The branch locates in a very strategic position. It can collect all the utility bills from every end for this advantage. In the public bank, the environment normally is totally different comparatively to a private bank. Due to the differences in lifestyle, many people avoid public banks and GIBL mawa branch has eyed on it.



- ❖ **Targeting:** GIBL mawa branch targets two segment mostly. One is behavioral and another is demographic segmentation because this two segment is actively growing, has high profitability and has low cost of acquisition. The area where the branch is located is rapidly developing because of the infrastructural development. Due to that people has found a rise in the income level and purchasing power. It is increasing the numbers of businessmen and encouraging people for savings and to withdraw loan for financing. This group is less costly for the management but profitable. The branch has found some significant rise of women entrepreneurs for micro-credit. The branch authority is expanding the micro-credit scheme for that. And the Islamic minded customers in the branch are also increasing day by day.
- ❖ **Positioning:** GIBL mawa branch has set some of its products and services apart from their competitors. The management felt that it should have something that would make them stand out differently than its competitors. GIBL mawa branch is the first private bank in mawa which have changed the perception of people regarding bank. People has some emotional connection with this branch. GIBL mawa branch is the only branch in the territory who offers ATM services which none has offered yet. GIBL mawa branch sometimes grants money to some of its star customers without some particular necessary documents! This has been possible due to the strong relationship between two parties. GIBL has been turned into a full fledged Islamic bank recently which is creating a soft corner in peoples' mind as people live in the area are mostly Muslim. GIBL mawa branch abandons their banking activities in the prayer time and let all the employees and customers perform prayer inside the bank except employees and customers of different religious views. GIBL mawa branch is used to patronize in the sports events organized by the local youths. This is how the branch positioned itself among the people.



2.5 Marketing Mix Analysis :

The marketing mix refers to the set of actions or tactics that a company uses to promote its brand or product in the market. The 4Ps makes up a typical marketing mix. The 4Ps of GIBL mawa branch are as follows:

- ❖ **Product:** Product refers to a good or service that a company offers to its customers. It means that a product can be either tangible or intangible. GIBL mawa branch offers various types of products and services to its customers in a competitive market as the branch is facing competition from its contemporary banks in the territory. GIBL mawa branch provides services in the large, medium and small sectors. GIBL mawa branch offers various types of deposit products (Mudaraba Juniors Savings, Mudaraba Monthly Profit Deposit Scheme, Mudaraba Salary Savings etc.), Foreign Currency Deposit Account (Mudaraba Swadesh Savings Account etc.), Treasury (Treasury Bills, Treasury Bonds etc.), Special Service (Cash Services, ATM Services, Foreign Currency, Inter-Branch Money Transfer etc.), Credit Card, Value Added Service (Locker Service, Insured Deposit), Different Types of Loans (Home, Car, Marriage, Travel, Festival etc.).
- ❖ **Price:** All the banks in Bangladesh have to follow the rules and regulations set by Bangladesh Bank. So there would be slight changes in the pricing function among the banks. The main source of revenue of GIBL mawa branch includes interest rates, consulting and commission charges. The commission rates however monitored by the regulatory bodies of GoB. Pricing in case of products is more complicated than products because the price of products depends on the service provided by the bank on a respective product to the customers. Pricing of banking products and services changes time to time so it becomes hard for a bank to become stable in a certain level. Thus GIBL mawa branch charges customers slightly higher than its competitors due to providing superior services to the customers.



- ❖ **Place:** This is a tool of marketing mix from where customers receives the products and services directly. GIBL mawa branch has been placed in a very strategic location which connects people not only of mawa but also connects people of three to four villages of the nearest areas. The connectivity of this branch with the customers is also well developed. Few months ago, there has been a new sub-branch inaugurated by the GIBL mawa branch at Konoksar another nearest place from the branch. The sub-branch is operated by the supervision of mawa branch. GIBL mawa branch is ensuring its footprint everywhere to connect all the actual and potential customers. Another important thing of this branch is that it is the only branch in the territory which has ATM services to offer to the customers.
- ❖ **Promotion:** GIBL mawa branch does not solely promote their products and services through electronic and print media. These activities are done by the head branch of the bank and all the main and sub-branches are the beneficiaries of that. GIB now promote their products and activities through Facebook and Youtube. GIB also gives discounts and offers to customers on the interest rate and also provides gift prizes to its customers. GIB mostly promotes the brand through performing CSR activities. Recently the management contributed 50 lakh BDT to the Prime Ministers' fund to battle the COVID-19 pandemic. These are the activities that have certain influence on all the branches and sub-branches. Besides GIBL mawa branch is used to patronize in the sports events organized by the local youths.



2.6 Nature of the Job and Contribution at Retail Banking :

During the internship period at Global Islami Bank, the roles and responsibilities of the researcher were versatile because work in the bank happens continuously. Customers come to the bank every day and are required to be served duly. These are the things that make the work in a bank very frantic though it gives the researcher some distinctive experience. As an Intern, the researcher didn't need to carry out the tasks what a regular employee does in a bank. Even so, the researcher did several things where the researcher was able to learn some new activities, some new notion and acquainted with the banking activities.

2.7 At Retail Banking Division :

Being an intern, the researcher has learnt a lot of things. Few of them are as follows:

- ❖ **Update Customers Information:** The researcher role was to update customers' information. Basically, customers who opened their account in 2015 needed to update some information like address, transaction profile or even photo. The researcher had to collect all information from the customers.
- ❖ **Retail Banking Activities:** The researcher worked at Retail Banking Division at GIBL mawa branch. The researcher collected all the essential papers from the clients who came to open bank account like national ID card, photo, TIN certificate, trade license etc.
- ❖ **Account Opening of Savings Account:** The researcher opened savings account and collected all the essential papers from the clients.
- ❖ **Address Change and Name Correction of Customers:** This was one of the key role. The researcher corrected clients name and address whether it was obligatory. The researcher called customers on phone and informed that the name or address had to be resolved.



2.8 Critical Observation and Problems Identified :

Internship is the platform for a to be graduate to be involved in the real work field for the first time. So, it is usual to face several complexities while experiencing something for the first time in life. That's why it was not dissimilar in case of the researchers as the researcher faced different types of complexities throughout the time of internship at GIBL mawa branch.

- ❖ First of all, getting accustomed with a quite new atmosphere was very arduous and challenging. Being formal in the very early hours of the morning and ensuring to attend on time was a quite new event for the researcher which took one or two weeks to cope with.
- ❖ When a customer comes to close an account after or before the maturity, the customer gets the money after two or three working days. Nowadays it should not be more than one working days for a commercial bank.
- ❖ There had some others affairs which the researcher faced as well. For instance, at the time of internship, there didn't have any sitting arrangement for an intern inside the office! That's why the researcher worked in the meeting room. But It made troublesome in the time of a meeting. The researcher waited outside to enter to the room and to rework. It was disgraceful for the researcher as well!
- ❖ Sometimes the researcher made realization that the jobs which was performed like exchange of documents, searching those from old files or doing photo copies etc. These are the roles that sometimes confused the researcher as it had no relation with the academic background.



2.9 Comparative Analysis :

According to the supervisor, Mr. Md. Hasan Ali, First Assistant Vice President and Manager of mawa branch told that the extension of banking industry relies largely on the flow of retail banking. Mr. Hasan also told that Global Islami Bank Limited provides different types of loans and retail banking services for housing, education, marriage, car, medical, travel etc. based on Islami Shari'ah. Mr. Hasan also mentioned that the bank has been offering most of the products and services according to customers' demand and satisfaction. The management have developed mobile banking, internet banking and ATM services.

In the following, there is a comparison between Global Islami Bank and NCC Bank Limited to show a comparative analysis:

Factors	Global Islami Bank Limited	NCC Bank Limited
Customer Service Quality	This department of Global Islami Bank Limited is very coordinative and they give superior service as feasible.	NCC Bank Limited doesn't provide conventional services in relation to others.
Promotional Activities	This bank has a plenty of promotional undertakings to fascinate and hold on customers.	NCC Bank has some lacking in promotional activities.



Islamic Banking	Global Islami Bank offers all of their banking services in accordance with Islamic Shari'ah.	NCC Bank has not introduced any kind of Islamic Banking services to their inventory yet.
Number of Branch	Global Islami Bank is being expanding rapidly all over the country by its new branches and sub-branches.	NCC Bank is mostly Dhaka city centric. They are operational in some few locations in the country.
Number of ATM Booths	Global Islami Bank tries to ensure ATM booth with all of its branches.	The number of ATM booths is less than Global Islami Bank.

Table 3: Comparison between Global Islami Bank and NCC Bank

Source: Authors' Compilation

Global Islami Bank Limited is one of the fast growing private commercial bank with modern amenities. This bank is keeping its contribution in Bangladesh socio-economy. Doing this efficiently and constantly, this bank is gratifying customers. The above chart shows that, Global Islami Bank Limited successfully market its retail products and services by executing various marketing tactics and others promotional campaign.

The service superiority percentage differs from one bank to another. For example, Standard Bank, Dhaka Bank & Dutch Bangla Bank are pledging the highest number of services with 92.90 percent to the clients. In the group of Islamic Bank, Islami bank Bangladesh is pledging a great number of tech oriented services to its clients with 64.30 percent where Global Islami Bank Limited is pledging 85 percent of services in terms of technology.



The progress of banking sector relies on the advancement of knowledge of customers and promotional tactics are keeping the key role. To attract existing and potential customers, most of the commercial banks makes use of psychological plea in the advertisement. Customers receives different types of information from advertisement and others task. Word of Mouth plays vital role in convincing customers about online service provided by different banks.

Dutch Bangla Bank is the pathfinder in mobile banking where BRAC Bank launched online shopping and City Bank introduced ‘citytouch’ a matured internet banking in Bangladesh. To generate awareness regarding online banking, commercial banks uses advertisement, newspaper as a medium of marketing.

Nowadays some commercial banks have also opened full-fledged Islamic banking branch. For example, Prime Bank. This bank has started full-fledged Islamic banking operations in its two new branches. Islamic banking has been widespread all over the world including some non-muslim nations. Right now, almost 200 banks based on Islamic banking and financial institutions are being operated around the world. The most significant difference in the customs of Islamic banking is offering interest free loan. All the rules and regulations of Islamic Banking are maintained strictly by Shari’ah principles.



To enlarge banking business, it is essential to enhance the quantity of branches and ATM booths nowadays. This enlargement of banking business, banking organization can maximize profits.

Number of Branches of 4th Generation Banks in Bangladesh:

SL. No.	Number of PCBs	Branches
1	Global Islami Bank	157
2	NRB Bank	46
3	NRBC Bank	319
4	Modhumoti Bank Limited	12

Table 4: Number of Branches of 4th Generation Banks

Source: Respective Website of Each Bank

Number of ATM Booths of 4th Generation Banks in Bangladesh:

SL. No.	Number of PCBs	ATM
1	Global Islami Bank	92
2	NRB Bank	48
3	NRBC Bank	39
4	Modhumoti Bank Limited	26

Table 4: Number of ATM of 4th Generation Banks

Source: BanksBD.Org



Chapter 3

Problems Identified



3.0 Problems Identified :

After collecting and analyzing the data of GIBL head branch and mawa branch, the researcher has found several areas where the authority need to give much attention. During the internship period at GIBL mawa branch, the researcher has experienced some morals, people, work environment and fundamental of the organization.

Analyzing the overall SWOT, STP, 4Ps and Competitive analysis of Global Islami Bank Limited mawa branch and head branch, the researcher has found the following issues:

- ❖ GIBL doesn't provide emphasize to the the promotional activities that results in less popularity of the bank. And it has an impact on GIBL mawa branch as well. The bank normally tries to attract customers through public relation and personal selling. They are becoming successful by this strategy but in the long run to compete with BRAC Bank, Dutch Bangla Bank, Standard Chartered Bank etc. and to maximize the market share, they must invest on sales promotion more.
- ❖ In terms of service quality, GIBL mawa branch has some limitations comparatively to the amount they charge on the customers because the branch charge more than its contemporaries in the territory. It has a huge impact on the selling of retail products of the branch as customers always want to expense less amount of money to get quality products and services.



- ❖ GIBL mawa branch sells almost all types of retail products but the management has some limitations because the branch sells some long term financing like automobile financing, home loan etc. to some certain group of people.
- ❖ GIBL mawa branch lacks in cause related marketing for its retail products. Cause related marketing links a company and its products and services to a social cause or issue.
- ❖ GIBL mawa branch is serving a total of almost 15-20 thousand people with just one ATM booths! Customers can not withdraw and deposit money to the required accounts on time.
- ❖ GIBL isn't technologically very advanced due to the unavailability of their presence in virtual platform. That's why customers can't check their present status of current account, savings account, debit and credit cards etc. which has a great impact in mawa branch too.



Chapter 4

Recommendations



4.0 Recommendations :

The findings of GIBL mawa branch are measurable in several factors. In this part, some suggestions according to the researchers' academic knowledge for the betterment and to improve the overall performance of GIBL mawa branch are shared:

- ❖ GIBL should advertise on electronic media and print media so that each and every initiative and specific provision of the bank can reach out to the clients. GIBL has to come up with new promotional and marketing events to market their existing and potential product line for example mobile banking, internet banking, ATM services and several loan schemes. Ultimately this will help GIBL mawa branch to attract and retain customers.
- ❖ It is the customers who helps an organization to grow, same happens to banks. That's why all the banks invest to satisfy customers. The service quality of GIBL mawa branch is satisfying. And to provide these services the bank charges higher amount than its contemporary banks. But it is the customers who need to bear the extra charges ultimately. It could be a threatening remark to hold on faithful customers and to fascinate new customers in the long run. So, all the costs charged on services should lessen to some degree. GIBL mawa branch management should uphold this issue to its top level.
- ❖ GIBL mawa branch should diversify its area of providing long term loan and others retail products. Rather than selling retail products to a certain group of people only, the management should target lower middle class of people as well. Now the branch sells those products to the lower middle class people but the branch should increase the frequency. That would boost the bank to people relation and the selling of retail items as well.



- ❖ GIBL mawa branch lacks in cause related marketing. The branch can't relate its retail products and services to social cause or issue. In the society, there has different types of social issues like unemployment, women inequality, dowry etc. GIBL mawa branch has different types of loan and deposit schemes that could solve these issues. Even the branch has dedicated women entrepreneur desk. The branch should make different types of campaign regarding these issues and discuss in front of the mass public about the products and services that could solve the issues.
- ❖ Nowadays most of the customers specially the young generation opens a bank account or purchase retail products and services just to get a debit or credit card. GIBL mawa branch should launch additional ATM booths besides school, college and market area that would be operational 24/7 with the purpose that anyone could withdraw anytime they want. Even the authority should advance the ATM networks. It would be great whether the bank authority set up few more booths next to the bank because it would release the pressure of the clients if any complexities and difficulties arise when withdrawing or depositing money.
- ❖ GIBL mawa branch should take initiative to establish its presence virtually by collaborating with the head office. The top management could develop new android & iOS application to connect users virtually to provide all the customers real time data.



Chapter 5

Conclusion



5.0 Conclusion :

GIBL is providing almost all types of banking services to the market. The bank has still kept its footprint in some limited area of the country but it has to be illustrated that the bank has launched almost 157 branches & sub-branches and 92 ATM booths across the country within this short period of time since its establishment and very few banks in the country could have achieved this good stands. GIBL has adopted some certain long-established marketing plan of actions and it has done outstanding so far. But in this competitive era, GIBL has to enhance its marketing plan of actions and promotional undertakings. If it enhances its marketing plan of actions and promotional undertakings, it will fascinate new clients and also retain existing customers which will results in profitability of the bank. GIBL is quite successful to ensure superior services and to tailor the retail products according to customers' demand. They have confidence in establishing steady and vigorous relations with clients so as they initiate superior banking services and the creative retail items to the existing and potential clients. What's more, when GIBL can overcome this sort of issues then it would be more organized contrasted with some others bank working neighborhood or foreign in Bangladesh.



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Global Islami Bank Website:

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