



**“An Evaluation of the Marketing Activities of United Commercial Bank
Limited: A Study on Manikganj Branch”**

Submitted to:

Dr. Mohammed Masum Iqbal

Professor

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Submitted by:

Prasenjit Saha

ID No: 203-14-240

Program: MBA, Major: Marketing
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

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Letter of Transmittal

27 January, 2022

Dr. Mohammed Masum Iqbal

Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University.

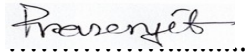
Subject: Submission of Internship report on “An Evaluation of the Marketing Activities of United Commercial Bank Limited: A Study on Manikganj Branch”.

Dear Sir,

It is indeed, an honor to deliver my internship report on “An Evaluation of the Marketing Activities of United Commercial Bank Limited: A Study on Manikganj Branch”, as a prerequisite for the completion of my MBA program, as per your instructions. In this report preparing to my best to include all the related information to make the report magnificent and workable. If I hear further clarification from you it will be a happy moment for me.

May I, Therefore, hope that you would be kind enough to accept my endeavor and oblige Thereby.

Yours Sincerely,



Prasenjit Saha

ID No: 203-14-240

Program: MBA, Major: Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University.

Letter of Authorization

This is to certify that the internship report titled An Evaluation of the Marketing Activities of United Commercial Bank Limited: A Study on Manikganj Branch is prepared by Prasenjit Saha, ID No: 203-14-240, as a requirement of MBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



.....

Dr. Mohammed Masum Iqbal

Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University.

Acknowledgement

I would like to almighty GOD for giving me strength and mobility to finish the report with in time.

I want to my sincere gratitude to my honorable internship supervisor. His valuable suggestions and guidance helped to complete the study in time.

I would also like to show respect to all the officers and stuffs at United Commercial Bank Limited at Manikganj Branch. Mention few of their names like Md. Nurul Amin Taluckder- Vice President, Supon Kumer Chakraborty- AVP & Manager Operation, Muhammad Mosharaf Hossain - Senior Officer, Rofiqul Islam-Senior Officer, Sanjay Kumar Tarafder, Cash Incharg, Md. Sanwar Hossain- Assistant Cash Officer and Sumon Mia- Assistant Cash Officer.

I am also respect to my family and friends who have helped me during internship period.

Executive Summary

Marketing activities mean any works which is related with marketing. The report, titled An Evaluation of the Marketing Activities of United Commercial Bank Limited: A Study on Manikganj Branch has been prepared for the fulfillment of the internship program. In this descriptive type of research, both primary and secondary data were used.

In part two are organization overview by company's Profile, Corporate slogan, Logo, Corporate Information, Mission, Vision, core values, and products & services. In part three are briefly discussed marketing activities in banking sector. In the main part which is analysis part is covered by the marketing strategy, segmentation, targeting strategy, positioning strategy, marketing mix strategy and SWOT analysis of United Commercial Bank Limited which they are following to improvement their bank industry.

At the last part find out some problems of the bank and some recommendation for United Commercial Bank Limited to improve their performance and conclusion that helps the bank to perform well.

Table of Contents

Preparatory Part	
Title Page	i
Letter of Transmittal	ii
Letter of Authorization	iii
Acknowledgement	iv
Executive Summary	v
Table of Content & Table of Figure	vi-ix

No.	Particular	Page No.
	Chapter- One: Introductory Part	01-03
1.0	Introduction	02
1.1	Origin of the study	02
1.2	Objectives of the study	02
1.3	Methodology of the study	03
1.4	Limitation of the study	03
	Chapter- Two: Overview of the Organization	04-09
2.0	Organization Profile	05
2.1	Corporate slogan United Commercial Bank Limited	05
2.2	Logo of United Commercial Bank Limited	05
2.3	Corporate information of United Commercial Bank Limited	06-07
2.4	Mission of United Commercial Bank Limited	07
2.5	Vision of United Commercial Bank Limited	07
2.6	Core values of United Commercial Bank Limited	07
2.7	Products and services of United Commercial Bank Limited	08
	Chapter- Three: Literature Review	09-13
3.0	Marketing Activities in Banking Sector	10
3.1	Marketing Research in Banking	11
3.2	Framework of Bank Marketing	11-12
	Chapter- Four: Analysis Part	13-25
4.0	Marketing Strategies of United Commercial Bank	14

4.0.1	Segmentation of United Commercial Bank Limited	14
4.0.2	Targeting strategy of United Commercial Bank Limited	14
4.0.3	Positioning strategy of United Commercial Bank Limited	14
4.1	Marketing Mix Strategy of United Commercial Bank Limited	14
4.1.1	Product/Service of United Commercial Bank Ltd	15
4.1.1.1	Account Product	15-16
4.1.1.2	Deposit Scheme Product	16-17
4.1.1.3	Loan Product	17
4.1.1.4	Other Product & Services	18-19
4.1.2	Place	19-20
4.1.3	Price	20
4.1.4	Promotional strategies of united Commercial Bank Limited	20-21
4.1.5	SWOT Analysis of United Commercial Bank Limited	22-23
4.1.5.1	Strengths	22
4.1.5.2	Weaknesses	22
4.1.5.3	Opportunities	23
4.1.5.4	Threats	23
	Chapter- Five: Problems, Recommendations & Conclusion	24-28
5.1	Problems Identified	25
5.2	Recommendations	26
5.3	Conclusion	27
	References	28

List of Tables

No.	Particular	Page No.
Table:01	Corporate information of United Commercial Bank	06-07
Table:02	Bank Deposit of Special Notice Deposit	15

List of Figures

No.	Particular	Page No.
Figure: 01	Logo of United Commercial Bank	05
Figure: 02	Marketing Mix of United Commercial Bank Limited	14
Figure: 03	SOWT Analysis	22

1.0 Introduction:

Banking sector is one of the most significant areas of a national economic process. Banking services play an imperative role in the national economy. The banks are everywhere though the history of the bank much older in the present day. Commercial banks play a significant roles among the other financial institutions. Banking sectors of Bangladesh really helps growing up our economy. Business sectors day by day get more competitive and more complexities. Banking sectors give priority to innovate new products and services for their customer for these reason. The commercial bank are technology based to providing better services. The prime purpose of this report is “**An Evaluation of the Marketing Activities of United Commercial Bank Limited: A Study on Manikganj Branch**”.

1.1 Origin of the Study:

The purposes of the study are to fulfill the requirement of MBA program and to gather practical knowledge.

1.2 Objectives of the Study:

The objectives of the study are following.

- To identify the marketing strategies of the United Commercial Bank Limited.
- To illustrate the marketing mix of United Commercial Bank Limited.
- To identify the problems related to the marketing activities of the bank.
- To make recommendations to solve the problems of the bank.

1.3 Methodology of the Study:

There are two types of data sources given bellow:

1. Primary Data Sources:

- Directly conversation with the officer sand staffs of the branch.
- Practical work experience in the different departments of the branch.

2. Secondary Data Sources:

- Annual report of United Commercial Bank Limited.
- Online data from the web site United Commercial Bank Limited.
- Some of course elements are related to this report.
- Various text books and journals.

1.4 Limitation of the Study:

This study might be limited with following limitations can exist:

- Lack of availability of data from the organization is a major limitation of the study.
- The study time is too short. Three months' time is not enough to complete the report properly.
- Data are confidential. For that reason all necessary late cannot be collected easily.
- Bank officials are too busy that they cannot give extra time for collecting and understanding the report.
- Some mistakes and unforeseen errors due to inexperience.



2.0 Organization Profile:

United Commercial Bank Limited (UCBL) is one of the largest 1st generation private commercial banks in Bangladesh. UCB offers a wide range of banking products and financial services to corporate. With a vast network of 204 branches along with Off-shore banking unit, mobile financial service (UCash), Upay, Agent Banking, priority banking (UCB Imperial), remittance services, credit card business. The bank has very special focus on RMG, import-export, agriculture, SME sector and retail business.

2.1 Corporate slogan of United Commercial Bank Limited:

“United We Achieve”

2.2 Logo of United Commercial Bank Limited:



Figure: 01 Logo of United Commercial Bank

2.3 Corporate Information of United Commercial Bank Limited:

Features	Values
Registered Name	United Commercial Bank Limited
Legal Status	Public Limited Company
Date of Incorporation	26 June 1983
Date of Commencement of Business	27 June 1983
Chairman	Rukhmila Zaman
Vice Chairman	Bazal Ahmed
Chairman, Executive Committee	Anisuzzaman Chowdhury
Chairman, Audit Committee	Akhter Matin Chaudhury, FCA (E&W), FCA, FCS
Chairman, Risk Management Committee	M. A. Sabur
Chairman, NRC	Dr. Aparup Chowdhury
Chairman, Shariah Supervisory Committee	Bazal Ahmed
Managing Director	Mohammed Shawkat Jamil
Company Secretary	ATM Tahmiduzzaman FCS
Head of Internal Audit	Mohammed Khorshed Alam
Chief Financial Officer	Faruk Ahammad, FCA
Date of Listing with DSE	30 November 1986
Date of Listing with CSE	15 November 1995
Authorized Capital	BDT 15,000 Million
Paid up Capital	BDT 12,175.20 Million
Total Manpower	4,900 (As on 31.12.20)
Number of Branches	204
Number of ATM Booths	556 (as on 31.12.2020)
Registered Office	Plot- CWS(A) -1 , Road - 34, Gulshan Avenue Dhaka-1212 , Bangladesh
Telephone	0088 09611 999999/008802 55668070
E-mail	nfo@ucb.com.bd
Website	www.ucb.com.bd
SWIFT	UCBL BDDH
Trading Symbol	UCB

Table 01: Corporate information of United Commercial Bank Limited

2.4 Mission of United Commercial Bank Limited:

To offer financial solutions that create, manage and increase our clients' wealth while improving the quality of life in the communities we serve.

2.5 Vision of United Commercial Bank Limited:

To be the Bank of first choice through maximizing value for our clients, shareholders & employees and contributing to the national economy with social commitments.

2.6 Core values of United Commercial Bank Limited:

- We put our customers first.
- We emphasize on professional ethics.
- We maintain quality at all levels.

2.7 Products and services of United Commercial Bank Limited:

2.7.1 Retail banking products:

- Savings Account (Any Bangladeshi National Citizen, In case of minor applicant, account will be operated by guardian).
- Current Account (Any Bangladeshi National Citizen)
- Dynamic Benefits Savings Account (Must be Bangladeshi National Citizen will operate & Minimum Account opening balance: BDT 50,000 for both urban and rural)
- Sonirvor Current Account (Current Account for SME's).

2.7.2 Deposit Product:

- UCB Earning Plus
- UCB Money Maximizer
- UCB Super Flex DPS
- Fixed Deposit

2.7.3 Loan Product:

- Personal Loan
- Auto Loan
- Home Loan

2.7.5 Others products or services of United Commercial Bank:

- Debit card
- Credit Card
- Prepaid card
- Pay Order (PO)
- SMS Banking
- Online Banking
- Remittance Services

3.0 Marketing Activities in Banking Sector:

Marketing activities:

Marketing activities mean any works which is related with marketing. It's beginning with the product manufacturing & finished when consumer consumes it.

Bank marketing:

In my eyes bank marketing is related with:

- Selling of bank offers & scheme.
- Its create the demand of banking products.
- Its fill up need of the customers.
- Its create advertising of the bank.
- Fill up the customers satisfaction.

Marketing Concept:

This is the main elements of the marketing concept-

- Find out the customer needs.
- Delivering the needs to the customer.
- Achieve customer satisfaction.

Selling Concept:

Selling concept is related with the selling products & service to their customers & clients.

Bankers are always ready to sell their offer with lot of facilities to their customers.

Marketing Orientation:

There are two main ingredients of Marketing Orientation are given bellow:

- An ability to anticipate customer needs.
- A willingness to satisfy them.

3.1 Marketing Research in Banking:

Marketing research in banking sector is available in limited version. Bank always focus on liquidity gaining & investing in business. Bank works on some areas.

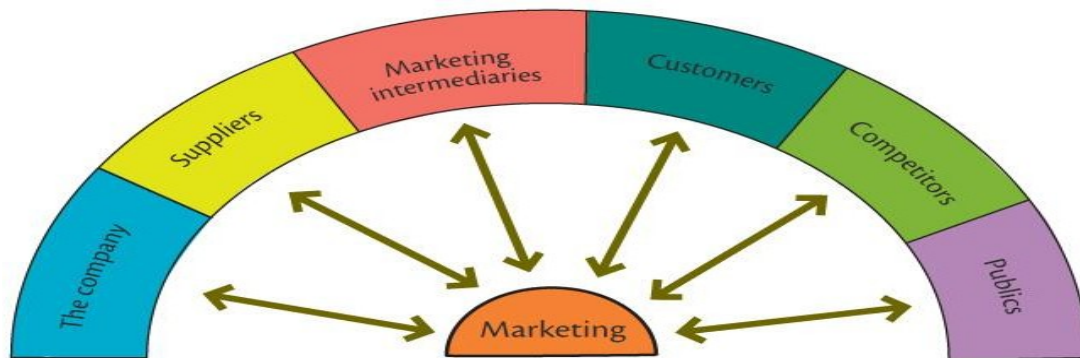
3.2 Framework of Bank Marketing:

There are main three elements related with Framework of bank marketing

- Internal Environment
- Micro environment
- Macro environment

Micro Macro & Internal Environment:

This are the elements of macro environment which include micro & internal environments also



Understanding the Customer

Understanding the customers mean study on customers – understanding the customer needs & wants. Focus on their income, understanding their culture. Bank always offer their product & service by customers ability.

The Basis of Segmentation

Banks are following main four types of market segmentations:

- Geographic segmentation.
- Demographic segmentation.
- Psychographic segmentation.
- Behavioral segmentation.

Electronic methods are using Financial Services to Distributing

To fill up the customers need with fast & online service by saving time banks follows some method which are given below:

- ATMs

- Intelligent Terminals
- Telephone Banking
- Internet Banking

4.0 Marketing Strategy of Commercial Bank Limited:

4.0.1 Segmentation of United Commercial Bank Limited:

United Commercial Bank Limited focusing on the demographic segmentation and Geographic segmentation. They focus on the upper-middle class people, working class, business class, corporate class peoples are their potential customers. Their market segmented geographical area. The rural-development area peoples are their potential customers.

4.0.2 Targeting strategy of United Commercial Bank Limited:

Market segment is the process of evaluating and attractiveness and selecting one or more segments to enter. Some kind of person is the target customer of United Commercial Bank Limited such as rich, elite, corporate clients and individuals of all sorts. But currently targeting mid-class customers.

4.0.3 Positioning strategy of United Commercial Bank Limited:

This bank is required for the "United Commercial Bank Limited Deposit Program" positioning. For utilizing product differentiation by targeting market with using recent product to its unique features those are not special feature in other bank.

4.1 Marketing Mix Strategy of United Commercial Bank:

United Commercial Bank Limited is following market mix strategy.



Figure: 02 Marketing Mix of United Commercial Bank Limited

4.1.1 Product/Service of United Commercial Bank Ltd:

4.1.1.1 Account Product:

4.1.1.1.1 Savings account:

Savings account is interest bearing account and customer can deposit or withdraw money.

- Account opening balance- Urban: BDT 2000/= Rural: BDT 1000/=
- Monthly interest accrual.

4.1.1.1.2 Current deposit (CD) account:

UCB provides you the best current account from which higher number of regular transaction are allowed without any restriction within the funds available in its credit.

- Account opening balance- Urban: BDT 2000/=, Rural: BDT 1000/=

4.1.1.1.3 Special Notice Deposit (SND) account:

This account is special and for specific purpose like salary payment etc. Interest rate are following.

Amount	Interest Rate
Below TK. 1 crore	1.75%
TK. 1-25 crore	2.00%
TK. 25-50 crore	2.25%
above TK. 50 crore	2.5%

Table: 02 Bank Deposit of Special Notice Deposit.

4.1.1.1.4 Dynamic Benefits Savings Account:

This account are provide special offer to customer.

- Minimum account opening balance BDT 50,000 (for both urban and rural)

4.1.1.1.5 Sonirvor Current Account:

"SONIRVOR Current Account" is a Current Account for SME's to encourage them to enter into the wide range of modern banking facilities.

- Up to 5% interest
- Business Debit facility

4.1.1.2 Deposit Scheme Product:

United Commercial Bank Limited is offering lot of schemes its customers. Such as

- UCB Earning Plus
- UCB Money Maximizer
- UCB Super Flex DPS
- Fixed Deposit

4.1.1.2.1 UCB Earning plus:

This is more flexible for the customers.

- Tk. 50,000 - 50, 00,000
- Older Citizens will get .25% interest more
- Tenor 3-5 years.

4.1.1.2.2 UCB money maximizer:

UCB money maximizer is a time deposit product.

- Up to BDT 2500 to 50000.
- Tenor: 3-10 years

4.1.1.2.3 UCB Super Flex DPS:

UCB brings greater convenience & superior flexibility in building up your future savings through regular monthly deposit.

- Installment up to Tk. 500 to Tk. 1 lac
- tenor of 3/5/10 years

4.1.2.4 Fixed Deposit:

Money begets money. Then why to sit idle with your hard earn money when you have the lucrative UCB Fixed Deposit schemes.

- such as 1 months interest rate is 1%, 3 months interest rate 5.6%, 6 months interest rate is 5.6%, 12 month interest rate is 5.6%, 24 month interest rate is 5.6%, 3 years interest rate is 5.6%.

4.1.1.3 Loan Product:

4.1.1.3.1 Personal Loan:

UCBL Personal Loan can be availed for any legitimate personal financial needs marriage, travel, education, CNG conversion, medical equipment purchase, treatment etc.

- Maximum loan amount of up to BDT 20 Lacs

- Loan repayment tenure of up to 5 years

4.1.1.3.2 Car Loan(Auto Loan):

UCB Auto Loan can be availed for purchasing non-commercial vehicles for personal use only. Financing for brand new and reconditioned cars of any brand.

- Maximum loan amount of up to BDT 40 Lacs or 50% of the car value.
- Convenient loan repayment tenor of up to 5 years

4.1.1.3.3 Home Loan:

UCB home loan can be availed for purchasing a new or used apartment, ready home construction of an apartment or home renovation of an existing apartment or home existing home loan pay off / loan takeover.

- Maximum loan amount of up to BDT 2.00 crores
- Flexible repayment tenure of up to 25 years

4.1.1.4 Other Product & Services:

4.1.1.4.1 Debit Card:

You have safety and convenience with UCB Visa Debit Card. With a wide network of UCB ATMs all over the country, you are now free to enjoy monetary freedom.

- Charge: 200 -400 with 15% vat charge vary on types of accounts.

4.1.1.4.2 Credit Card:

United Commercial Bank provided different types of credit card unique facilities and services. Some of card are given bellow:

- VISA Classic Card
- Visa Gold Card
- Master Gold Card
- VISA Platinum Card
- Master Platinum Card
- Visa Signature Card

All of the card provided dual currency card, maximum 45 days interest free period, life time free 1 supplementary card and money limit based on account holder deposit.

4.1.1.4.3 Prepaid card:

Card can be used to make purchases at merchant outlets & online stores outside Bangladesh.

- Maximum limit is as per Bangladesh Bank guidelines issued from time to time which is \$12,000 per annum currently.

4.1.1.4.4 Pay Order (PO):

United Commercial Bank Limited are provided pay order for any personal and business purposes.

4.1.1.4.5 SMS Banking:

They have introduced “SMS banking service” to cope up with modern banking trend. Customer gets SMS each and every transaction they made.

4.1.1.4.6 Online banking services:

Now a days online banking are important for banking sector. United Commercial Bank Limited provided modern technology based banking system with maintain highly secured. Then people highly encourages to open accounts on there.

4.1.1.4.8 Remittance Services:

United Commercial Bank has provided remittance service from different types of worldwide money transfer and money exchange organization to collect money and provide returnee with unique facilities and services. Some of money transfer organization given bellow:

- Brac Saajan Exchange Limited
- Xpress Money Services
- Western Union Money Transfer
- Continental Ex. Sl. (Ria)
- Money gram International

4.1.2 Place:

The United Commercial Bank Limited gives service by 204 branches all over the Bangladesh. The most of the branch in city, urban, and commercial areas.

4.1.2.1 Distribution channel:

United Commercial Bank Limited has provide their service to clients following two distribution channels. Such as-

- Direct distribution channel
- Indirect distribution channel

Direct distribution channel:

The United Commercial Bank Limited gives their products and services in branches that can direct channel.

Indirect distribution channel:

All of the ATM booths and internet saving money that can using for withdraw money the bank built many ATM corners and web saving money that are indirect channel.

4.1.3 Price:

The United Commercial Bank Limited have provided different pricing product to the customer need and ability. The pricing is important for collection of deposits.

- United Commercial Bank Limited provided deposit schemes to collects fund from the public.
- United Commercial Bank Limited provided deposit interests to public for the collected deposits schemes.
- United Commercial Bank Limited provided services related to deposit they takes service charge from public.

- United Commercial Bank Limited collecting deposit for loan and advances such as personal loan, car loan (auto loan), home loan, etc.

4.1.4 Promotional strategies of United Commercial Bank Limited:

United Commercial Bank Limited will promote them by branding or rebranding.

- Advertising.
- Sales advancement.
- Public connection/ Social responsibilities.

4.1.4.1 Advertisement:

Advertisement is a tool of promoting their services.

- Newspaper
- Social media
- Radio

4.1.4.1.1 Printed media:

Printed media also used to United Commercial Bank Limited to promote their offer and product. Such as

- Magazine
- Printed ads etc.

4.1.4.1.2 Electronic media:

- Television
- Radio
- Electronic media.

4.1.4.2 Sales advancement:

United Commercial Bank Limited can keep a person to sale their products or services.

4.1.4.3 Social responsibilities:

They work not only for customers but also society. This Bank have organized CSR activities in following areas:

- Education.
- Health.
- Public awareness.
- Eco friendly
- Sports (National & International).
- Cultural activities.

4.1.5 SWOT Analysis of United Commercial Bank Limited:

SWOT analysis is accomplished to discover company's strengths, weaknesses, threats and opportunities to measuring of the every organization.



Figure:03 SOWT Analysis

4.1.5.1. Strengths:

- Good quality of product.

- Youthful energetic workforce.
- Highly technology based bank.
- Solid financial position.
- Having a strong corporate social responsibility.

4.1.5.2. Weaknesses:

- Mixed quality staff.
- No customer complain desk.
- No specific marketing desk.
- Shortage of marketing communication.
- Lack of solid promoting exercises.

4.1.5.3. Opportunities:.

- Developing of customer relationship culture.
- Nationwide system.
- Expand our product mix.
- Conversant managers.
- Large population.

4.1.5.4. Threats:

- Forthcoming banks/branches.
- Comparable items are invested by different banks.
- Becoming a new customer are more price sensitive.
- Government are increase tax and VAT on profit.
- Uncertain market conditions.

5.1 Problems Identified:

United Commercial Bank Limited are faced some of problems. That's are given bellow:

- The number of branches in city, urban, and commercial areas but insufficient branch in rural areas, but large number of people living in rural areas.
- The number of ATM booths in outside of Dhaka that can't fulfill customer needs.
- The lack of promotional strategies undertaken by the United Commercial Bank Limited. These causes substantial unfamiliarity of the bank among the rural people.
- United Commercial Bank Limited have not insufficient unique selling proposition. Most of the time customers are switch to another bank.
- The bank's work would have been easier if there had been a completely separate and divided marketing division.
- In font desk, there are minimum amount of staff who can manage large number of customers.

5.2 Recommendations:

Here is some recommendation for United Commercial Bank Limited to improve their performance:

- United Commercial Bank Limited should increasing branches in rural area to capture all of the customers.
- United Commercial Bank Limited should increase the number of ATM booths in outside of Dhaka that can fulfill customer needs.
- United Commercial Bank Limited should reduce promotional strategies to attracted and introducing rural areas people who can't come in the banking sector.
- United Commercial Bank Limited needs to focus on unique selling proposition. They need to offer attractive more unique products/services for their potential customers.
- United Commercial Bank Limited should have a marketing department is separate from the other section.
- United Commercial Bank Limited should be increase officers in font desk to smooth and proper services intime for their customer.

5.3 Conclusion:

In this time banking sector are very challenging and competition. Making an effective decision in proper time is the key of success in banking. United commercial bank limited using modern technology to provide better services to their customer. United commercial bank limited provided the best customer service. The Bank also provides remittance services. This bank is modern technology based banking system meet the customer. This bank is following few traditional marketing strategy. The modern age, this bank should improve marketing strategy such as promotional activities. To develop their product and attracted more customer.

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