



Thesis Report on  
**Marketing strategy**  
Of  
**Janata Bank Limited**

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Date: 08/01/2022



**Marketing Strategy  
Of  
Janata Bank Limited**



**Topic-  
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Of  
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## **Letter of Authorization**

I, Mr. Md. Shahbub Alam Lecturer, Faculty of Business Administration, Sonargaon University (SU) hereby certify that the Thesis work entitled as “**Marketing Strategy Practices in Janata Bank Limited**” has been prepared by **Rubaiya Ahmed ID MBA-2101022001**, department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment for the degree of the Masters of Business Administration (MBA) with major in Finance. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and /or suggestion made in this study are entirely that of the author of this thesis paper. The report is an original work and prepares as a partial requirement of the degree the Master of Business Administration.

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## **Letter of transmittal**

08/01/2022

**Md. Shahbub Alam**

**Lecturer**

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**Subject:** Submission of Internship Report.

Dear Sir,

It is a great pleasure to submit the Internship report on “**Marketin Strategy of Janata Bank Limited**” as the fulfillment of partial requirement of the MBA program.

The topic that you gave me is really an important fact for the Finance students. With the textual studies, acquiring practical orientation of the country knowledge of which you have created a big chance for me that must help to work with efficiency in future.

I appreciate having this Report. I have prepared this report with sincerity and serious efforts. If you need any further assistance in interpreting or in implementing this report, please call on me and I will try my best to make myself available at your convenience.

Sincerely yours,

---

**Rubaiya Ahmed**

**ID No. 2101022001**

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**CERTIFICATE**

This is to certify that the internship report on “**Marketing Strategy of Janata Bank Limited**” is prepared by **Rubaiya Ahmed (ID No. 2101022001)** of MBA Program as a partial requirement of the degree of Master of Business Administration.

The whole work of this internship report has been planned and carried out by this student under supervision and guidance of the faculty member of Sonargaon University Dhaka, Bangladesh.

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**Md. Shahbub Alam**

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## **Acknowledgement**

First of all I would like to thank almighty Allah for help me to finish the report on time in a satisfactory level. Then I would like to thanks our supervisor **Md. Shahbub Alam, Lecturer**, Department of Business Administration for give me the opportunity work on a such an interesting topic which give me an opportunity to understand the marketing analysis and forecasting with the real life experiment.

I also thankful to those people who help me in different way with the cooperation and valuable time, which made us the term paper easy and success.



## **Executive Summary**

Bank provides means and mechanisms of transferring commend over resources those who have an excess of income over expenditure to those who can make use of the same for adding to the volume of productive capital. The bank provides them with the safety, liquidity and profitability of savings.

Janata Bank Limited is scheduled commercial bank registered by the Bangladesh Bank. The functions of the bank cover a wide range of banking and functional activities to individuals, firms, corporate bodies and other multinational agencies.

The main objective of the study is to give an overview and identify the strength, weakness and critical risk factor of this bank.

Data collected for the study in two different modes namely primary and secondary. Face to face conversation with the respective officer of the branch was the main mode to collect primary data and for secondary data various publications and related body are observed.

The main limitation of the study was short time limit and authenticated data insufficiency. Officer of the bank are capable. Even though many of them simply know the working procedure of what they are doing but don't know the philosophy behind doing those.

The synergy of dedicated manpower, technology, and market opportunity can lead the organization to achieve the goal; a bank must establish and hold fast to adequate policies, practices and procedures for evaluating the quality of asset and the adequacy of loan provision.





## Table of Contents

Serial Name	Topic Name	Page Number
Chapter one	Introduction	1
1.1	Original Report	1
1.2	Back Ground	1
1.3	Objectives' of the study	2
1.4	Data Collection Method	3
1.5	Scope of the Report	4
1.6	Importance of the study	4
1.7	Limitations	4
Chapter two	History of Janata Bank	5
2.1	Vision of JB	5
2.2	Mission of JB	6
2.3	Commitments	6
2.4	Goal of the Bank	6
2.5	Management system of JB	6
2.6	Top management structure	7
2.7	Board of directors	7
2.8	JB's library	7
2.9	Branches	7
2.10	Corporate culture	8
2.11	Janata Bank foundation	8
2.12	Janata Bank library	8
Chapter three	Marketing strategy	9
3.1	Market segmentation	9-12
3.2	Marketing mix	13-15
3.3	Market positioning	16-19
3.4	Market targeting	20-22
Chapter four	Conceptual frame work	23
4.1	Bank	23
4.2	General Banking	23
4.3	GB sections	23
4.4	IT	24
4.5	DD	24
4.6	Electronic fund transfer	24
4.7	Automated clearing house	24
4.8	Cheques	24
4.9	Fixed deposits	24



4.10	Job part	25
4.11	Actual task part	25
4.12	Job responsibilities	25
Chapter five	JB Function and Activities	26
5.1	Accounts Opening	26
5.2	Closing Accounts	26
5.3	Receive Cheque Requisition	26
5.4	Pay Order Issue	27
5.5	Features of JB	27
5.6	Authorized and Paid Up Capital:	27
5.7	Deposits:	27
5.8	Investment	27
5.9	Grameen & Small Investment Scheme	27
5.10	Activities of JB	28
5.11	Cash section	29
5.12	SWOT Analysis of JB	30
5.13	STRENGTHS	31
5.14	WEAKNESS	31
8.1	OPPORTUNITIES	32
Chapter six	Recommendation	33-35
6.1	Conclusion	35
6.2	Bibliography	35
6.3	References	35



## **Chapter One**

### **Introduction Part**

#### **1. Introduction:**

Janata Bank Limited, the 2nd largest State Owned Commercial Bank (SCB) in Bangladesh, is playing pivotal role in overall financial activities of the country. The Bank emerged as 'Janata Bank' by combining the erstwhile United Bank Limited and Union Bank Limited under the Banks Nationalization Order (President's Order- 26) of 1972 and was restructured as a limited company in November, 2007. Since inception in 1972 the Bank has commendably contributed to the socio-economic development of Bangladesh and helped structuring solid financial ground of the country as well. Janata Bank runs its business with 908 branches across the country including 4 overseas branches in United Arab Emirates.

#### **1.1 Origin of the Report**

Practical Orientation and evaluation of banks performance is a part of the MBA program provided by JanataBank Ltd University. This report is the requirement of that Practical Orientation. Bank is service-oriented organization. So the practical orientation has been made as an integral part of the MBA degree requirement. JB pursues decentralized management policies and gives adequate work freedom to the employees. This results in less pressure for the workers and acts as a motivational tool for them.

#### **1.2 Background:**

With the emergence of Bangladesh as an independent, sovereign state in 1971 after a devastating nine month war against the West Pakistani occupation army, a war, full of blood and tears, trauma and pain of millions of our beloved ones, the legacy of rebuilding the already broken financial base of the country was felt as an urgent call of the day against a collapsed economic reality of a newly born state.



### **1.3 Objectives of the Study:**

The first objective of preparing this report is to fulfill the partial requirements of the MBA program. In this report, I have attempted to give an overview of JanataBank Limited in general. Also in the major part, this report is based on exploratory research. Because, to make SWOT analysis, Findings, Ratio analysis I required to investigate on various sources. In order to make the report more meaningful and presentable two sources of data and information have been used widely.

**“The primary sources”** which are as follows

- ❖ Face-to-face conversation with the Executives and officers of Bank.
- ❖ Informal conversation with the client.
- ❖ Practical work exposures from the different desks of the various departments of the Branch covered.
- ❖ Relevant file study as provided by the officer's concerned.

**“The Secondary Sources”** of data and information are:

- ❖ Annual Report of JanataBank Ltd.
- ❖ Periodicals published by Bangladesh Bank.
- ❖ Various books, articles, compilations etc. Regarding general banking functions.



#### **1.4 Data Collection Method:**

The collection method of primary and secondary data differ since primary data are to be originally collected, while in case of secondary data the nature of data collection work is merely that of compilation. There are several methods of collecting primary data, they are as follows:

- Face to face conversation with the respective officer of the branch.
- Exposure on different desk of the bank.
- Relevant file study as provided by the officers concerned. Secondary data may either be published data or unpublished data.

#### **Usually published data are available in:**

- Various publications of the central, state and local governments.
- Various publications of foreign governments or of international bodies and their subsidiary organization.
- Technical and trade journals, Report and publications of various associations connected with business and industry, banks, stock exchange



### **1.5 Scope of the report:**

The scope of the organizational part covers the organizational structure, background, and objectives, functional, departmental and Business performance of as a whole and the main part covers foreign exchange department.

### **1.6 Importance of the study**

- ❖ To identify the problem.
- ❖ To achieve practical knowledge of banking side.
- ❖ To observe interrelated activities of foreign exchange department.
- ❖ To gain practical knowledge about over all banking system & especially foreign exchange sector.

### **1.7 Limitations:**

- ✚ Objective of the practical orientation program is to have practical exposure for the students. My tenure was for twelve weeks only, which was somehow not sufficient.
- ✚ After working whole day in the office it way very much difficult, it not impossible to study again the Theoretical aspects of banking. On the other hand to prepare my internship report I have faced some limitations as follows.
- ✚ It is a common tendency of any departments to keep back their departmental data and information.
- ✚ Unavailability to required published documents.



## **CHAPTER - TWO**

### **Profile of Janata Bank Ltd**

#### **2. History of Janata Bank:**

The Bank emerged as 'Janata Bank' by combining the erstwhile United Bank Limited and Union Bank Limited under the Banks Nationalization Order (President's Order- 26) of 1972 and was restructured as a limited company in November, 2007. Since inception in 1972 the Bank has commendably contributed to the socio-economic development of Bangladesh and helped structuring solid financial ground of the country as well.

Janata Bank Ltd. has 908 branches and a total of 13,833 employees (As on 01.04.2016). Its authorized capital is Taka 30,000 million and the paid-up capital is BDT 19,140 million.

The Bank is committed to contribute significantly to the national economy. It has made a positive contribution towards the socio economic development of the country with 908 branches of which 04 is AD throughout the country.

The equity of the bank stood at Tk. 14478.06 million as on 31 December 2014, the manpower was 2387 and the number of shareholders was 58466. It has achieved a continuous profit and declared a good dividend over the years. High quality customer service through the integration of modern technology and new products is the tool of the bank to achieve success. The bank has a diverse array of carefully tailored products and services to satisfy customer needs.

#### **2.1 Vision of JB:**

To be the effective largest commercial bank in Bangladesh to support socio-economic development of the country and to be a leading bank in South Asia.



## **2.2 Mission of JB:**

- Janata Bank Limited will be an effective commercial bank by maintaining a
- stable growth strategy,
- delivering high quality financial products,
- providing excellent customer service
- through an experienced management team
- And ensuring good corporate governance in every step of banking network.

## **2.3 Commitments**

- ❖ To deliver financial services with the touch of our heart to retail, small and medium scale enterprises, as well as corporate clients through our branches across the country.
- ❖ Our business initiatives are designed to match the changing trade & industrial needs of the clients.

## **2.4 Goal of the Bank:**

The motto of the JanataBank Ltd is to explore a new horizon of innovative modern banking creating an automated and computerized environment providing one stop service and prepare itself to face the new

## **2.5 Management System of JB:**

An Eleven member Board of Directors are responsible for the strategic planning and overall policy guidelines of the bank. Further, there is an Executive Committee of the board of dispose of urgent business proposals. The executive Committee is assembled by seven members. Besides, there is a three member Audit Committee in the board to oversee compliance of major regulatory and operational issues. Key issues are managed by a Management Committee headed by the CEO and Managing Director to facilitate rapid decisions.



**2.6 Top Management Structure:**

An Eleven member Board of Directors are responsible for the strategic planning and overall policy guidelines of the bank. Further, there is an Executive Committee of the board of dispose of urgent business proposals. The executive Committee is assembled by twenty six members.

**2.7 Board of Directors:**

There are 11 members for the bank's Board of Directors. Among them 11 represents as the sponsors and general public, 1 CEO & Managing Director official as Company Secretary and another four Deputy Director as the Shareholder Director. Managing Director is the ex-official Director of the Board.

**2.8 JB's Library:**

The JB's library houses a vast collection of more than 4000 books on, law, economy, and banking. The library was primarily established with the aim of serving Board's research team and the JB staff. The facility is also accessible to the bank's customers, researchers and the students of higher education.

**2.9 Branches:**

JanataBank has a strong network of branches to cover all the imperative investments, trade and commerce of the country. It has broadly established 908 branches to cover the banking line throughout the country. Of them only 4 are AD branches. Almost all the branches are equipped with computers, ABABIL software and professionally component manpower in addition to facilitate the customer modern facilities and logistics

**2.10 Corporate Culture:**

Janata bank is one of the most disciplines banks with a distinctive corporate culture. Here they believe shared meaning, shared understanding and shared sense making. The people in this bank can see and understand events, activities, objects and situation in a distinctive way.

The Bank has a Foundation launching philanthropic activities. Janata Bank Staff College, Dhaka and Janata Bank Library are major two wings for launching philanthropic activities.

**2.12 Janata Bank Library :**

Library is the carrier & reservoir of knowledge. Janata Bank ltd has shown that other than generating profit, it can also contribute significantly in the field of providing good source of knowledge by establishing a public library at 32, Topkhana Road, Chittagong Bhaban (1st floor), Dhaka, thus strengthening social development. It is situated in a sound, healthy surroundings. It harbors 23,000 books of reference for the researchers, students, professionals, bankers, physicians, engineers, politicians, writers or journalists, even for the kids. It is open to all from the year 2000 and well located & accessible to everybody.



## CHAPTER THREE

### **Marketing strategy**

A plan of action designed to promote and sell a product or service.

Marketing strategy discuss about-

1. Market segmentation
2. Marketing mix
2. Marketing positioning and
4. Market targeting.

These are as follows-

#### **3.1 Market segmentation-**

Market Segmentation is a process of dividing the market of potential customers into different groups and segments on the basis of certain characteristics. The member of these groups share similar characteristics and usually has one or more than one aspect common among them.

The concept of market segmentation was coined by Wendell R. Smith who in his article “Product Differentiation and Market Segmentation as Alternative Marketing Strategies” observed “many examples of segmentation” in 1956. Present day market segmentation exists basically to solve one major problem of marketers; more conversions. More conversion is possible through personalized marketing campaigns which require marketers to segment market and draft better product and communication strategies according to needs of the segment.

#### **Basis of Market Segmentation**

Segmenting is dividing a group into subgroups according to some set ‘basis’. These bases range from age, gender, etc. to psychographic factors like attitude, interest, values, etc.



## **Gender**

Gender is one of the most simple yet important basis of market segmentation. The interests, needs and wants of males and females differ at many levels. Thus, marketers focus on different marketing and communication strategies for both. This type of segmentation is usually seen in the case of cosmetics, clothing, and jeweler industry, etc.

## **Age group**

Segmenting market according to the age group of the audience is a great strategy for personalized marketing. Most of the products in the market are not universal to be used by all the age groups. Hence, by segmenting the market according to the target age group, marketers create better marketing and communication strategies and get better conversion rates.

## **Income**

Income decides the purchasing power of the target audience. It is also one of the key factors to decide whether to market the product as a need, want or a luxury. Marketers usually segment the market into three different groups considering their income. These are

- High Income Group
- Mid Income Group
- Low Income Group

## **Place**

The place where the target audience lives affects the buying decision the most. A person living on mountains will have less or no demand for ice cream than the person living in a desert.

## **Occupation**

Occupation, just like income, influences the purchase decision of the audience. A need of an entrepreneur might be a luxury for a government sector employee. There are even many products which cater to an audience engaged in a specific occupation.



## **Usage**

Product usage also acts as a segmenting basis. A user can be labelled as heavy, medium or light user of a product. The audience can also be segmented on the basis of their awareness of the product.

## **Lifestyle**

Other than physical factors, marketers also segment the market on the basis of lifestyle. Lifestyle includes subsets like marital status, interests, hobbies, religion, values, and other psychographic factors which affect the decision making of an individual.

## **Types of Market Segmentation**

### **Geographic Segmentation**

Geographic segmentation divides the market on the basis of geography. This type of market segmentation is important for the marketers as people belonging to different regions may have different requirements. For example, water might be scarce in some regions which inflate the demand for bottled water but, at the same time, it might be in abundance in other regions where the demand for the same is very less.

People belonging to different regions may have different reasons to use the same product as well. Geographic segmentation helps marketer draft personalized marketing campaigns for everyone.

### **Demographic Segmentation**

Demographic segmentation divides the market on the basis of demographic variables like age, gender, marital status, family size, income, religion, race, occupation, nationality, etc. This is one of the most common segmentation practices among the marketers. Demographic segmentation is seen almost in every industry like automobiles, beauty products, mobile phones, apparels, etc and is set on a premise that the customers' buying behavior is hugely influenced by their demographics.

### **Behavioral Segmentation**

The market is also segmented based on audience's behavior, usage, preference, choices and decision making. The segments are usually divided based on their knowledge of the product and usage of the product. It is believed that the knowledge of the product and its use affects the buying decision of an individual. The audience can be segmented into –



- Those who don't know about the product.<sup>11</sup>
- Ex-users,
- Potential users,
- Current Users,
- First time users, etc.

People can be labeled as brand loyal, brand-neutral or competitor loyal. They can also be labeled according to their usage. For example, a sports person may prefer an energy drink as elementary (heavy user) and a not so sporty person may buy it just because he likes the taste (light/medium user).

### **Psychographic Segmentation**

Psychographic Segmentation divides the audience on the basis of their personality, lifestyle and attitude. This segmentation process works on a premise that consumer buying behavior can be influenced by his personality and lifestyle. Personality is the combination of characteristics that form an individual's distinctive character and includes habits, traits, attitude, temperament, etc. Lifestyle is how a person lives his life.

Personality and lifestyle influence the buying decision and habits of a person to a great extent. A person having a lavish lifestyle may consider having an air conditioner in every room as a need, whereas a person living in the same city but having a conservative lifestyle may consider it as a luxury.



### **3.2 Marketing mix**

The **marketing mix** is about putting the right product or a combination thereof in the place, at the right time, and at the right price. The difficult part is doing this well, as you need to know every aspect of your business plan.

The marketing mix is predominately associated with the 4P's of marketing,

#### **Marketing Mix 4P's**

Marketing expert named E. Jerome McCarthy created the Marketing 4Ps in the 1960s. This classification has been used throughout the world. Business schools teach this concept in basic marketing classes.

The marketing 4Ps are also the foundation of the idea of marketing mix.

#### **1. Marketing Mix- Product**

A product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods.

You must ensure to have the right type of product that is in demand for your market. So during the product development phase, the marketer must do an extensive research on the life cycle of the product that they are creating.

A product has a certain life cycle that includes the growth phase, the maturity phase, and the sales decline phase. It is important for marketers to reinvent their products to stimulate more demand once it reaches the sales decline phase.

Marketers must also create the right product mix. It may be wise to expand your current product mix by diversifying and increasing the depth of your product line.

All in all, marketers must ask themselves the question “what can I do to offer a better product to this group of people than my competitors”.

#### **2. Marketing Mix – Price**

The price of the product is basically the amount that a customer pays for to enjoy it. Price is a very important component of the marketing mix definition.

It is also a very important component of a marketing plan as it determines your firm's profit and survival. Adjusting the price of the product has a big impact on the entire marketing strategy as well as greatly affecting the sales and demand of the product.



This is inherently a touchy area though. If a company is new to the market and has not made a name for themselves yet, it is unlikely that your target market will be willing to pay a high price.

Although they may be willing in the future to hand over large sums of money, it is inevitably harder to get them to do so during the birth of a business.

Pricing always help shape the perception of your product in consumers eyes. Always remember that a low price usually means an inferior good in the consumers eyes as they compare your good to a competitor.

Consequently, prices too high will make the costs outweigh the benefits in customers eyes, and they will therefore value their money over your product. Be sure to examine competitors pricing and price accordingly.

When setting the product price, marketers should consider the perceived value that the product offers. There are three major pricing strategies, and these are:

- Market penetration pricing
- Market skimming pricing
- Neutral pricing

### 3. Marketing Mix- Place

Placement or distribution is a very important part of the product mix definition. You have to position and distribute the product in a place that is accessible to potential buyers.

This comes with a deep understanding of your target market. Understand them inside out and you will discover the most efficient positioning and distribution channels that directly speak with your market.

There are many distribution strategies, including:

- Intensive distribution
- Exclusive distribution
- Selective distribution
- Franchising

### 4. Marketing mix- Promotion

Promotion is a very important component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements like:

- Sales Organization





- Public Relations
- Advertising
- Sales Promotion

Advertising typically covers communication methods that are paid for like television advertisements, radio commercials, print media, and internet advertisements. In contemporary times, there seems to be a shift in focus offline to the online world.

Public relations, on the other hand, are communications that are typically not paid for. This includes press releases, exhibitions, sponsorship deals, seminars, conferences, and events.

Word of mouth is also a type of product promotion. Word of mouth is an informal communication about the benefits of the product by satisfied customers and ordinary individuals. The sales staff plays a very important role in public relations and word of mouth.

It is important to not take this literally. Word of mouth can also circulate on the internet. Harnessed effectively and it has the potential to be one of the most valuable assets you have in boosting your profits online. An extremely good example of this is online social media and managing a firm's online social media presence.



### **3.3 Market positioning**

A positioning strategy is a deliberate branding plan or process that operates on the symbolic levels of consumer consciousness, where meanings and associations – even of individual words – really hold weight. A market positioning strategy is built on business data and seeks to compose the precise chain of words to balance concepts of differentiation, distinction, and similarity in a unified brand-narrative. It is a long-term effort to solidify the identity of a company, and its products or services, in a unique space within the minds of the target audience. It is an organized attempt for a brand to set itself apart from the crowd and influence the way their target audience perceives them.

The idea of market positioning was first introduced in 1969 by Jack Trout in a paper published by Industrial Marketing Magazine. The concept was later popularized when Trout and co-author Al Ries published a bestselling book under the title, *Positioning – The Battle for Your Mind*, in 1981. Ries and Trout's book describes the positioning strategy as an organized system for finding a window in the customer's mind, based on the idea that communication can only take place at the right time and under the right circumstances.

Market positioning follows seven basic steps listed below:

1. Draft a positioning statement
2. Compare and contrast to identify your own uniqueness
3. Competitor analysis
4. Determine current position
5. Competitor positioning analysis
6. Develop a unique positioning idea
7. Test the effectiveness of your brand positioning

The Steps to an Effective Positioning Strategy

**A. Determining Current Market Position** -One of the telltale signs that a brand has neglected their market positioning is that they feel misunderstood by their target audience. If your audience misunderstands you, there's a good chance that you misunderstand yourself on some level. To sort this predicament out, or avoid it altogether, there are a few questions you need to answer decisively.



- Who are you as a brand and what do you stand for?

The most unique attributes of your business will set you apart from the competition, but establishing difference or uniqueness is not all there is to an effective positioning strategy. ‘Distinction’ of those attributes and values that only your company can provide to customers, also needs to be established. So does ‘attraction’, which can be expressed in terms of attributes and values that the target customer base genuinely wants or needs.

- Who are your target customers and what do they want or need?

With difference, distinction, and attraction determined, you can then shift the focus outward to determine which customers your company best serves. Those customers will represent the market segment your final market position will be set up to serve.

- How will you reliably meet those needs?

Great brands understand that it simply isn’t possible to please all people, in all ways, all the time. Instead they rely on a clearly defined market segment where they can serve the customer base more meaningfully because of their unique attributes.

- Who are your competitors and what do you do differently?

Trying to slot your company into a market position already occupied by a competitor entails a tough uphill battle. It’s also a bad idea to try and leverage another brand by likening yours to it. Imitation may be the highest form of flattery, but in business, flattering the competition too

**B. Competitor Analysis-** Next, you want to conduct a thorough competitor analysis to understand who they are, what strategies they use or may have planned, how they may react to your strategic actions, and how your actions may influence their behavior to your advantage. Some of the data you’ll need is easy to find. Some will take time and effort to gather and analyze.

A thorough competitor analysis can be broken down into four subcategories.

1. **Competitor Objectives** — These aren’t necessarily financial objectives, and may instead relate to market share or growth rate. If you can pinpoint one or two crucial objectives such as short-term revenue vs. investing in research and development, or whether they are investing in translation software to serve international market segments, then you can act and react accordingly.
2. **Competitor Assumptions** — General, and typically unqualified data that may include past experience, market trends, and regional cultural factors, should be noted for reference against the rest of the data.
3. **Competitor Strategy** — This is probably the most difficult information to uncover but also the most useful. Check press releases, white papers, shareholder reports,



promotional campaigns, mergers, acquisitions, and hiring practices for deeper insight into the direction the competition is moving. 17

4. **Competitor Capabilities** — The answers to the above three questions should outline a comprehensive story of what the competitor's capabilities are. That information should inform an understanding of where their strengths and weaknesses lie, which will help you direct focus to where your efforts will be most effective at the end of the market positioning process

**C. Competitor Positioning Analysis-** Michael Porter of Harvard Business School says that there are five forces of competitive position analysis that determine the competitive intensity and attractiveness of a market, and point to the place where power lies in any business situation.

Porter's five forces are:

1. **Supplier Power** — How easy is it for suppliers to raise prices? The number of suppliers, the uniqueness of their products or services, their relative size and strength in the market, and the cost of switching between suppliers all factor into the answer.
2. **Buyer Power** — How easy is it for buyers to drive prices down? The number of buyers in the market, the importance of their patronage to the supplier, and the buyer's cost of switching between suppliers can all be relevant. Suppliers with a handful of powerful buyers are usually vulnerable to the terms buyers want to set.
3. **Competitive Rivalry** — How many competitors exist in the given market? The more competitors there are offering similar products or services the less attractive the market is.
4. **Threat of Substitution** — How many similar products exist in the market? Where an abundance of similar products exists, the likelihood of price-driven brand switches runs high. Suppliers have less power in saturated markets so those markets are less attractive.
5. **Threat of New Entry** — How profitable is the market? More profitable markets attract newcomers, eventually eroding profitability unless there are barriers to entry such as patents, economies of scale, government compliance issues, et

**D. Competitor Compare and Contrast-** Now gather together your company's version of the same set of information that you sought out in the competitor analysis and the competitor positioning analysis. Hold the two data sets up for comparison. It should become pretty evident where your market positioning strategy should place its focus. Market positions that allow you to take full ownership of a niche are rare but valuable.

**E. Develop a Unique Positioning Idea-** Once the ideal market position is identified the goal is to create a unique impression in the mind of customers that associates something specific and desirable about your brand that is distinct from the other competitors in the space. With all this information in hand, you should be able to clearly and specifically state who you are as a company, who you are not, what problems exist in the market, how you solve for those problems, and how to cater to the customer base that will benefit from the solutions you offer.?



## **F. Drafting a Positioning Statement-**

The formula for the market positioning statement will probably look very familiar. It might even seem simplistic. But, all the investigation and data analysis you've done up to this point should indicate that a positioning statement is far more than just a chain of hollow platitudes. Every word of the positioning statement is deliberate and backed by the data you have gathered. It is from that process that the authority and credibility of your brand should be built.

The positioning statement, which becomes the basis for subsequent advertising and communication initiatives, first identifies who the company is and what it stands for. From that point it identifies the target customer, what their needs are, and then states how those specific needs will be addressed by the brand. Then the positioning statement transitions to a statement of distinction that sets the brand apart from the competition.



### **3.4 Market targeting**

A target market is the market a company wants to sell its products and services to, and it includes a targeted set of customers for whom it directs its marketing efforts. Identifying the target market is an essential step in the development of a marketing plan.

#### **A. Undifferentiated (Mass) Marketing**

#### **B. Differentiated (Segmented) Market Targeting**

#### **C. Concentrated (Niche) Market Targeting**

#### **D. Micromarketing – Narrow Market Targeting**

#### **A. Undifferentiated (Mass) Marketing --**

Following an undifferentiated (mass) market targeting strategy, the company decides to ignore differences between market segments and to focus on the whole market with one offer. Therefore, the firm has to focus on what the whole market has in common in terms of the needs of consumers, rather than focusing on what is different. Since the company wants to address the whole market, it needs to design a product and a marketing program that will meet the needs of an appeal to the largest possible number of buyers.

There might be some doubts whether this market targeting strategy is the right one. Certainly, difficulties can arise in developing a product that is capable of satisfying all consumers. In addition, companies that follow this strategy often struggle to compete with those companies that pursue a more focused strategy. Those focused companies simply do a better job at satisfying the unique needs of specific segments and niches, whose presence cannot be denied

#### **B. Differentiated (Segmented) Market Targeting--**

A differentiated market targeting strategy means that we decide to target several market segments and also design separate offers for each. To return to our previous example, the pie, we would now select the most delicious ones and focus on eating these.

Most large companies follow the differentiated market targeting strategy. For instance, a car company produces several different models of cars, and often even offers different brands. Fiat, for example, consists of more than the core brand Fiat. Think of Ferrari, Alfa Romeo and Lancia. Each brand targets its own segment of car buyers. P&G, to give another example



market more than one detergent brand, each targeting a different segment. Thus, we select several segments to serve and design separate offers for each.

The reason of pursuing this market targeting strategy is that higher sales and a stronger position within each segment can be the consequence. Certainly, a strong position within several segments generates higher total sales than an undifferentiated marketing across all segments. However, differentiated market targeting strategies also increase costs. These come from the fact that different offerings have to be developed for each segment. Instead of producing one product 10,000 times, the company has to produce 10 products 1,000 times each. Also, the development of separate marketing plans for each segment involves additional research, analysis, planning and forecasting. Consequently, the company should weigh increased costs against the benefits when deciding on a differentiated market targeting strategy.

### **C. Concentrated (Niche) Market Targeting--**

Following the concentrated market targeting strategy, the company focuses on one or a few segments or niches in a market. The aim is then to reach a large share in this segment or niche, instead of going after a small share of a large market.

Why should a company do so? Clearly it will be able to achieve a stronger market position in the chosen segment because its knowledge of the consumer needs in the niche is larger. Also, it may acquire a special reputation for delivering exactly what the consumer wants in that niche. The company can fine-tune its products, marketing program and prices to the specific needs of consumers in the niche. Therefore, its marketing becomes more effective. But marketing may also become more efficient, because the company can tailor its offerings, channels and program to the needs of those consumers it can serve best and most profitably.

The difference between a niche and a segment is the size. While a segment is rather large and will in most cases attract several competitors, a niche is quite small and may be focused on by few competitors only. Niching thus allows especially small companies to focus their limited resources on serving niches. The key is to find those niches that are overlooked by larger competitors

### **D. Micromarketing – Narrow Market Targeting--**

In fact, micromarketing means nothing else than tailoring the marketing program and products to the needs and wants of individual consumers or local customer segments. This is the narrowest market targeting strategy possible. Instead of seeing a customer in every individual, we see the individual in every customer. We can tailor our products and program to suit the tastes of specific locations of specific individuals. Therefore, micromarketing can take the form of local marketing and individual marketing.

Under the local marketing strategy, we tailor brands and promotions to the specific needs and wants of groups of local customers. These may be cities, neighborhoods etc.



The most extreme market targeting strategy option is individual marketing. Then, we tailor our marketing program and products to the needs of individual customers. This is also called one-to-one marketing, markets-of-one marketing and mass customization. Today, this customization for individual customers is facilitated by new technologies, such as databases, robotic production and flexible manufacturing.

In micromarketing, a relationship with the few customers the company focuses on is of utmost importance. The company can simply not afford to lose one of the few, but highly profitable customers





## **Chapter four**

### **Conceptual Framework**

#### **4.1 Bank:**

A bank is a financial institution and a financial intermediary that accepts deposits and channels those deposits into lending activities, either directly or through capital markets. A bank connects customers that have capital deficits to customers with capital surpluses.

Due to their critical status within the financial system and the economy generally, banks are highly regulated in most countries. Most banks operate under a system known as fractional reserve banking where they hold only a small reserve of the funds deposited and lend out the rest for profit.

#### **4.2 General banking**

General banking department is the heart of all banking activities. This is the busiest and important department of a branch, because funds are mobilized, cash transactions are made; clearing, remittance and accounting activities are done here. Financial institution/intermediary that mediates or stands between ultimate borrowers and ultimate lenders is known as banking financial institution. Banks perform this function in two ways- taking deposits from various areas in different forms and lending that accumulated amount of money to the potential investors in other different forms. General banking department aids in taking deposits and simultaneously provides some ancillaries services. General banking is the front-side banking service department.

#### **3.3 GB Sections:**

There are various sections in this department, which are as follows: -

- Cash Section
- Accounts Opening Section
- Cheque Clearing Section
- Remittance Section



### **4.3 TT**

Telegraphic Transfer or Telex Transfer, often abbreviated to TT, is an electronic means of transferring funds overseas. A transfer charge is collected while sending money. .

### **4.4 DD**

A demand draft, also known as a remotely created check, a tele-check, or check by phone, check by fax or e check, is a check created by a merchant with a buyer's checking account number on it, but without the buyer's original signature.

### **4.5 Electronic funds transfer**

Electronic funds transfer (EFT) is the electronic exchange or transfer of money from one account to another, either within a single financial institution or across multiple institutions, through computer-based systems.

### **4.6 Automated Clearing House**

Automated Clearing House (ACH) is an electronic network for financial transactions in the United States. ACH processes large volumes of credit and debit transactions in batches. ACH credit transfers include direct deposit payroll and vendor payments. ACH direct debit transfers include consumer payments on insurance premiums, mortgage loans, and other kinds of bills.

### **4.7 Cheques**

Cheques are a type of bill of exchange and were developed as a way to make payments without the need to carry large amounts of money. While paper money evolved from promissory notes, another form of negotiable instrument, similar to cheques in that they were originally a written order to pay the given amount to whoever had it in their possession (the "bearer").

### **4.8 Fixed deposits**

Fixed deposits are a high-interest-yielding Term deposit offered by banks. The most popular form of Term deposits are Fixed Deposits, while other forms of term Deposits are Recurring Deposit and Flexi Fixed Deposits (the latter is actually a combination of Demand deposit and Fixed deposit).

**4.10 Job part-****4.11 Actual Task Part:**

In the period of my three months internship program, I got a position and some duties in Janata Bank Limited, Hatkhola Branch. My observation and responsibilities were in General Banking Department like opening & different types of DPS or FDR opening (Deposit Schemes). I worked with Mr. Abu Hena Mustofa kamal and Mrs.Nasrin jahan, Executive Officer of JanataBank Limited, Hatkhola Branch who manages the front desk. On that time I mainly worked in Customer Service Department &observed the rules and regulations of Deposit Schemes and the procedure which they followed in the Deposit Section. I also worked Investment and Retail banking section for few days.

**4.12 Job responsibilities:**

There were several responsibilities carried out by me in general banking division of Bank Limited (Hatkhola branch). Every day I used to start my job at 10:00am and it ended at 05:00pm. Within this time different types of job were done by me and those are given below



## **Chapter five**

### **Function and Activities**

#### **5.1 Accounts Opening:**

Account opening is the most important issue in general banking. It is the first phase of customers who are going to get services from the bank. Before opening of any account it is very important to know the target customers of the bank. The targeted customers may be individual, partner, joint stock companies, trustee/clubs/associates and different types of institutions. It is also important to know why the customer wants to open account at this branch. If account opening officer is experienced and intelligent s/he can easily expose the purpose for opening account from customer himself.

Al Bank Limited offers different types of account for their target groups. These are as follows:

- Current Account
- Savings Account
- Fixed Term Deposit account (FDR)
- Short Term Deposit (STD/DPS)

#### **5.2 Closing Accounts:**

Customer accounts are closed for many reasons. So I closed accounts with maximum attention to the customer so that next time when they will think about opening a bank account, JanataBank Limited will come to their mind as a preferred choice.

#### **5.3 Receive Cheque Requisition:**

A cheque requisition is received from the customer for giving a new cheque book containing a specific number of pages mentioned by customer. I received the cheque requisitions throughout the day and sent the list to the head office at the end of the day.



#### **5.4 Pay Order Issue:**

Pay order has been issued to serve the customer who wants send money not in cash rather in cheque. It reduces the cash carrying risk. I filled up the pay order slip to help out the customers.

#### **5.5 Features of JB:**

- ✚ The bank is committed towards establishing welfare oriented banking system, economic upliftment of the low- income group of people, create employment opportunities.
- ✚ According to the needs and demands of the society and the country as a whole the bank invests money to different halal business.

#### **5.6 Authorized and Paid Up Capital:**

The Bank Company Act 1991 which amended in March 2003 includes a provision of raising the capital. The authorized capital BDT 30,000 Million and paid up capital BDT 19,140 million at the end 2014.

#### **5.7 Deposits:**

The total deposit of the bank was BDT 5, 16,010 million at the end 2014, of which bank deposit was 3,676,315,890 taka. At the same time in the last year 2008, the amount of total deposits was 23,009,128,287 million taka.

#### **5.8 Investment:**

At the end of the year 2012, the amount of investment of the bank was Tk.17423.19 million in comparison to tk.11474.41 million of the last year 2011. The amount of investment has increased 5948.78 million taka within this period, which is around 5184%.

#### **5.9 Grameen & Small Investment Scheme:**

An Investment product “Grameen and Small Investment” is in operation. The objective of this project is to introduce banking system in rural and village area, creating employment through financing to low income group build up savings attitude improvement of living standard of rural low income mass people, creating



opportunity to carry out lifestyle by way of alleviating poverty and at the same time to make other financially established by investing in small introduced in two branches of JB i.e. Gallai, Comilla and Ruposhpur, Srimongol. There is a plan to expand this project gradually in other rural branches.

Within the scope of Grameen and Small Investment scheme, investment has been made in the following sectors:

1. Fisheries
2. Poultry Rearing
3. Cattle Rearing
4. Vegetables business
5. Tailoring business
6. Cultivation of Betel leaf
7. Work of Bamboo and Cane
8. Cultivation of Principle

#### **5.10 Activities of JB:**

Bank is nothing but an intermediary between lender (surplus unit) and borrower (deficit unit). Savings and deposits are the main strength of the banks to provide loan. And the interest earned from the difference borrowing and lending is the major portion of banks income. Banks also earns from variety of operation. Branch banking includes four operational divisions in JanataBank Limited. They are:

- 1.General Banking
- 2.Accounts Division
- 3.Loan And Advance
- 4.Foreign Exchange

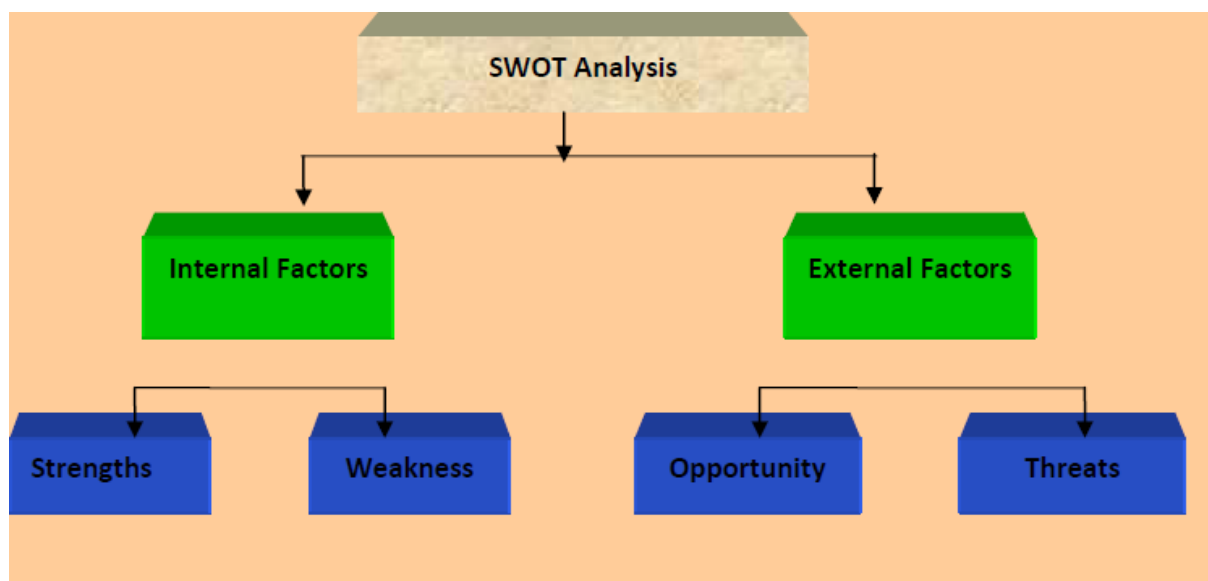
**5.12 Cash section:**

The most vital and important section of the branch is Cash Department. It deals all kinds of cash transactions. This department starts with the day with cash in vault. Each day some cash that is opening cash balance are transferred to the cash officers from the cash vault. Opening cash balance is adjusted by cash receipts and payments. This figure is called closing balance. This balance is added to the vault. This is the final cash balance figure for the bank at the end of any particular day. There is an important clause and duty practiced by the branch is to refund the principal amount that exceeds more than Tk. 1 cr. at the principal branch of the bank.



### 5.13 SWOT Analysis: -

Not surprisingly, in the competitive arena of marketing era SWOT analysis is a must base on Product, Price, Place and Promotion of a financial institute like private bank. From the SWOT analysis we can figure out ongoing scenario of the bank.



In SWOT analysis two factors act as prime movers.

- ♣ Internal factors which are prevailing inside the concern which include strengths and weakness
- ♣ On the other hand another factor is external factors which act as opportunity and threat.





#### **5.14 STRENGTHS**

- I. Wide Image.
- II. Enthusiastic employee.
- III. High deposit.
- IV. Higher profit rate to client.
- V. Excellent Management.
- VI. High commitment of customer.
- VII. JB banks has strong non-interest earning base.
- VIII. Wide Branch network among the 3<sup>rd</sup> generation banks.
- IX. Qualified & experienced human resource.
- X. Satisfactory Environment.
- XI. Wide product line.
- XII. Low infection in loan exposure.

#### **5.15 WEAKNESS**

- I. It has high cost fund.
- II. It has highly exposed to volatile garment business.
- III. It has highly exposed dependency on term of deposit.
- IV. Inadequate IT infrastructure.
- V. Inadequate delegation of power.
- VI. The bank has limited ATM service.
- VII. Officers have limited experience and not enough trained.
- VIII. Marketing policy is not well setup.



### **5.16 OPPORTUNITIES**

- I. Increasing demand of client finance.
- II. Investment potential of Bangladesh.
- III. Good prospect of more export import business
- IV. Relationship management.
- V. Complacency among rival firms.
- VI. It has credit card business.
- VII. It has scope of market penetration through diversified products and wide banking network.
- VIII. It has regulatory environment favoring private sector development.
- IX. Develop relations and correspondence with foreign banks.
- X. More concentrated Banking based on Islamic Banking.

### **5.17 THREATS**

- I. Lacking of customers awareness regarding Islamic banking
- II. Some other banks also follow the Islamic banking policy.
- III. Similar types of retail banking products.
- IV. Certain Bangladesh Bank's rules and regulations.
- V. It has increased competition for the market for public deposit.
- VI. Market share for lowering interest rate.
- VII. Deteriorated export, import and guarantee business due to indecent competition as well as economic slump.
- VIII. Bangladesh Bank has no well-established Islamic Banking rules
- IX. Entrance of new private commercial banks.
- X. Young, energetic, dynamic, talent and smart work force of competitors.  
Govt. imposes high rate of taxes and vat.



## Chapter six

### RECOMMENDATION & CONCLUSION

#### RECOMMENDATIONS

In order to get competitive advantage and to deliver quality service, top management should try to modify the service.

- According to open a new account JB must require more and valuable documents from new customers. It would be very helpful both Bank and the customers.
- It seems to me that day-by-day customer's cooperation is increasing. Individual employee has to handle different types of job. But that is pock a back for an employee. As a result it might be happen any big mistake by the employee and service is also timed consuming and customer has to suffer for this situation. May be it would be the reason for employee's demonization as well as the customer's dissatisfaction.
- They should also focus on the marketing aspects to let customers know about their products and offerings and more promotion should be given to attract new customer. – Bank should offer more facilities to the customer's such as credit visa card, ATM machine etc.
- JB must develop electronic banking system to moderate the service. Technology advantage of a bank ensuring its competitive edge in the market place can only be achieved by efficient manpower. It is market share to reduce its operating cost and to generate new revenue. Electronic banking system also allows increased access to the financial system by its customer's.
- As soon as possible the bank should sort more branches in Dhaka city as well as the other cities of the country.



- Now a day's world is going very fast. Now most of the banks open online customer service system. So in order to compete in the world market they should adopt online banking system.
- One of the business strategies is promotion. Successful business depends how they can promote their products or service to the consumer.
- Customer. JB should focus on their promotional activities. In this connection to improve the business status bank should introduce more promotional program.
- In general banking department it is necessary to implement modern banking process instead of traditional system. Be more computerized.
- In addition with the present service they should include more services. It is badly needed to provide more service to the customer in order to complete in the market.
- Database networking is the most modern technology to transfer data from branch to branch head opposes and vice versa. So they must use this technology in IT department of the bank.
- As the clients are not in favor of introducing system, if possible the rule of introducing to open an account should be changed. Because many people face in problem to arrange an introducer in the time of opening account.
- The bank can offer to its customer better service if all of its department are computerized and incorporated under local area network.
- At the entry passion the bank should enroll more expertise people to augment quality service.
- They need to provide more training facilities, more computerized system and strong network connection.
- They need systematic process in cash counter to give customer well and fast facilities.



**Some other Important Factor that should be focused on the Development Process:**

Time consumed at service level should be minimized at optimum level.

Evaluate customer's needs from their perspective and explain logically the shortcomings.

Customer's expectation and employee's perception.

**6.1 Conclusion:**

This report gives a clear idea about the activities, function and operational strategies of Janata bank Limited. JB started their journey in 1971 with the said principles of mind and to introduce a modern banking system. During these 47 years of its operation, the bank has been widely acclaimed by the business community from small business persons to conglomerates for forward looking outlook and innovative financial solutions. The Hatkhola Branch of Janata bank conducts general banking activities. As perform the full of the foreign exchange activities by its own. The fund of bank strongly depends on deposits and it has a big influence through the number and the amount of deposit. The bank has to give huge concentration on better customer service and satisfaction.

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*THE END*

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