

**Internship Report**  
**On**  
**Marketing Activities of**  
**The City Bank Ltd.**



**Internship Report  
On  
“Marketing Activities of  
The City Bank Ltd.”**

**Submitted To:**

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**STAMFORD UNIVERSITY BANGLADESH**

**Date of Submission: 19<sup>th</sup> August 2017**

# Letter of Transmittal

Naiem Jalal Uddin Ahamed  
Associate Professor  
Department of Business Administration  
Stamford University Bangladesh

**Subject: Submission of Internship Report.**

Dear Sir,

This is my great honor to submit the report of my Internship Program. The Internship Report titled “**Marketing Activities of The City Bank Ltd.**” is the final outcome of successful completion of my Internship program at the The City Bank Ltd.

It has been a joyful and enlightening experience for me to work in this esteem organization and prepare this report. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on this issue.

Thanking you.

Yours sincerely

.....

Abdulla Al Mubin  
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# Acknowledgement

First of all I am expressing my sincere gratefulness to Almighty God for enabling me to prepare this term report in complete form.

Now, I would like to express my gratitude to my supervisor Naime Jalal Uddin Ahamed, Associate Professor, Department of Business Administration, Stamford University Bangladesh for his continuous guidance and support regarding this report.

I express my deep gratefulness to director, for his kind permission to allow us for practical orientation in The City Bank Ltd.

I am very grateful my Internship Report supervisor of Stamford University Bangladesh to help me a lot. Without their helping and friendly behavior it will be very much difficult task for me to complete my report in time.

So again I want to express my gratitude to them.

.....

Abdulla Al Mubin

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MBA Program, Batch 061

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## **Certificate of Supervisor**



### **To whom it may concern**

This is certify that the internee report on “Marketing Activities of the City Bank Ltd.” For the degree Masters of Business Administration (MBA) major in Marketing from Stamford University Bangladesh carried by Abdulla Al Mubin, ID:MBA 061 16782 under my supervision. No part of this report has been submitted or any degree, diploma, title, or recognition before.

.....  
Naiem Jalal Uddin Ahamed  
Associate Professor  
Department of Business Administration  
Stamford University Bangladesh

# Executive Summary

This report will give a clear idea about the Marketing Activities of The City Bank Ltd. CBL has introduced a number of income generating programs for the millions of urban and rural poor. With that objective in view CBL has formulated a profitable live in a better society with greater security and peace.

The main objectives of this report are: To find out the overall Marketing Activities of CBL, to find out the overall pictures of CBL, to identify strength and weakness of CBL and to identify price, place, product and promotion of CBL.

The report is an outcome o three months career at CBL prepared as the partial requirement of MBA program at Stamford University Bangladesh. The topic of the report is “Marketing Activities o The City Bank Ltd.”

Mission of CBL: To offer financial solutions that create, manage and increase our clients’ wealth will improving the quality of life in the communities we serve.

Vision of CBL: To be the bank of first choice through maximizing value of our clients, shareholders & employees and contributing to the national economy with social commitment.

There are lots of products of CBL. These are- CBL Multi Millionaire, CBL Money Maximize, CBL Earning Plus, CBL DPS Plus, Western Union Money Transfer, SMS Banking Service, Online Service, Credit Card, One Stop Service etc.

During intensive internship program, an approach has been taken to get an inside out scenario of Marketing Activities of CBL. At the beginning of paper an introduction of CBL has been given. In next chapter, overview, mission and vision and some other important details discussed. Marketing analysis, share and strategy are discussed in chapter 3. After closely observing Marketing Activities of CBL the problem and shortfall in the Marketing activities has been tried to find out. Regarding that problems and short fall some recommendation has been specified.

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