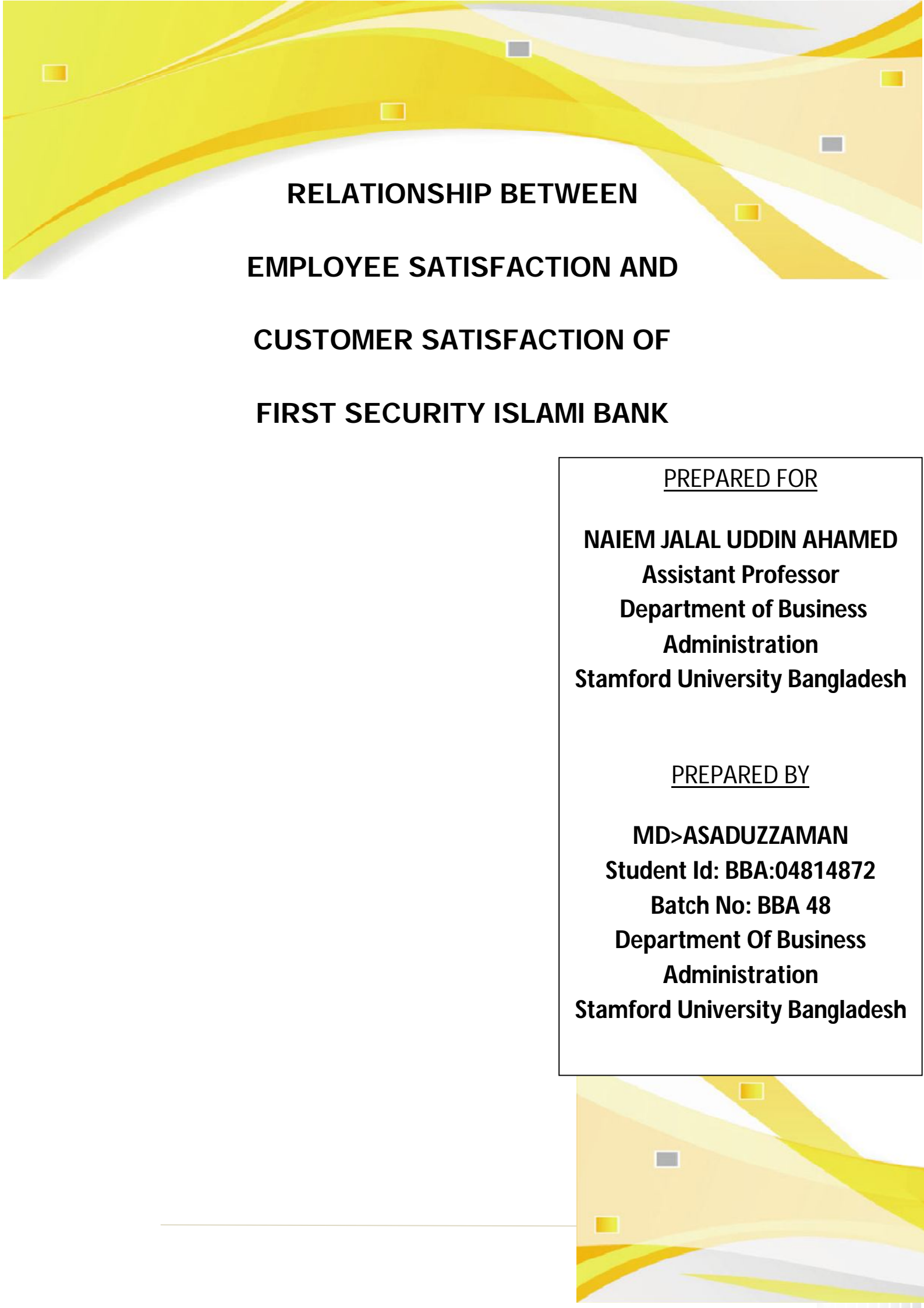


RELATIONSHIP
BETWEEN
EMPLOYEE
SATISFACTION
AND
CUSTOMER
SATISFACTION



**RELATIONSHIP BETWEEN
EMPLOYEE SATISFACTION AND
CUSTOMER SATISFACTION OF
FIRST SECURITY ISLAMI BANK**

PREPARED FOR

**NAIEM JALAL UDDIN AHAMED
Assistant Professor
Department of Business
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Stamford University Bangladesh**

PREPARED BY

**MD>ASADUZZAMAN
Student Id: BBA:04814872
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Department Of Business
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LETTERS OF TRANSMITTAL

To
Naiem Jalal Uddin Ahamed
Assistant Professor, Department of Business Administration
Stamford University Bangladesh

Sub: Submission of Internship Report.

Dear Sir

I am submitting my internship report on “Relationship between Employee Satisfaction and Customer Satisfaction of First Security Islami Bank Limited, Motijheel Branch which has assigned to me as a part of my BBA program. To prepare this report I have conducted interview with the officials of the bank and clients to collect my required data, papers and documents etc. I have done my internship and prepared the internship report.

Your acceptance and appreciation would surely inspire me. For any further explanations about the report, I will be gladly available to clarify all the things.

Would you please kindly accept my paper and oblige thereby.

Sincerely yours

.....

Md: Asaduzzaman
ID-BBA 04814872
Major in Marketing
Department of Business Administration,
Stamford University Bangladesh

STUDENT DECLARATION

I do hereby declare that this report entitled “*Relationship Between Employee Satisfaction And Customer Satisfaction Of First Security Islami Bank Limited, Motijheel Branch*” submitted by me to Stamford University Bangladesh, for the degree of Bachelor of Business Administration is an original work.

I also declare that the report has not been submitted earlier either partly or wholly to any other University or Institution for any Degree, Diploma, Associate-ship, Studentship, Fellowship and other similar title or prizes.

.....

Md: Asaduzzaman

ID-BBA04814872

Major in Marketing

Department of Business Administration

Stamford University Bangladesh

ACKNOWLEDGEMENT

At the very beginning, I would like to express my deepest gratitude to the Almighty Allah for giving me the ability and the strength to finish the task successfully within the scheduled time.

This report “: An Internship Report based on Relationship Between Employee Satisfaction And Customer Satisfaction Of First Security Islami Bank, Motijheel Branch” has been prepared to fulfill the requirement of BBA degree. I am very much fortunate that I have received sincere guidance, supervision and co-operation from various persons.

I would like to express my heartiest gratitude to my supervisor, Naiem Jalal Uddin Ahamed, Department of Business Administration, Stamford University Bangladesh. His valuable suggestions and strict guidance made it possible to prepare a well-organized report.

I would like to thank the authority of the First Security Islami bank Limited, Human Resource Division, and Head Office and specially Motijheel Branch for allowing me to complete my internship period in this bank.

Besides I want to express my gratitude to all the employees and clients of Motijheel Branch who have been very helpful and cooperative to me.

Executive Summary

As banks play the key roles in the economy, it is important to know the performance of banks in their operational areas. In addition to this, banks' performances should be measured because of the several parties related to the banking industry. Depositors evaluate performance to make a decision regarding whether to trade with the bank, bank-managers evaluate performance to formulate a strategy, and regulators evaluate to ensure whether the banks' performances align with the legal and societal structure of the country.

The objective of the study is to analyze the "Loan Disbursement" A Case Study on First Security Islami Bank Limited

Though primary objective of preparing this paper is to fulfill the requirement of BBA internship program but this study will serve as a reference for any kind of further research both for academic or business purposes.

From the study we will get a clear picture of overall performance of FSIBL and also special scenario of customer satisfaction level of monthly savings scheme. Overall customer satisfaction depends on what type of service marketer providing to customer. Customers expect more return on their savings which is comparatively lower than other private commercial bank.

The study has some shortcoming are lack of knowledge to such type of survey, time limitations, respondents' unwillingness to cooperate and limited sample size. This report is prepared on the basis of information collected from both secondary and primary sources and every effort has been made to ensure that the information compiled in the report is accurate.