



Credit Card of Standard Chartered Bank

PREPARED FOR

S.I NUSRAT A CHAUDHURY

Asso. Professor and Head of Career Counseling Center

PREPARED BY

Md. Dalawar Kawsar

ID No- 2002-2-10-034

BA Department

East West University

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S.I NUSRAT A CHAUDHURY

Asso. Professor and Head of Career Counseling Center

East West University,

Mohakhali C/A, Dhaka

Subject: Submission of project on Credit Card of Standard Chartered Bank.

Dear Sir:

It is my pleasure to submit the Project on Credit Card of Standard Chartered Bank, which has been prepared as a partial requirement for the BBA program.

Utmost effort has been made in the Project to give proper attention to details and to maintain clarity. I have enjoyed the research and learned many things during this whole period. While preparing this Project, I have tried to make it as thorough and comprehensive as possible by covering many issues from more than one angle. Still, if there is any room for further clarification or improvement, I will be glad to attend to it.

Sincerely Yours,



Md. Dalawar Kawsar

ACKNOWLEDGEMENT

Before starting with the project I would like to thank our honorable Teacher S.I Nusrat A Chy, Asso. Professor and Head of Career Counseling Centre, East West University to give me such an excellent opportunity to prepare this project. He assisted me to do the project on Credit Card of Standard Chartered Bank, which is a mandatory requirement of the BBA Program. I also would like to thank I am grateful to Ms. Naz Hussain, Manager, Call Centre; Mr. Ashfaq Enayet Ullah, Assistant Manager; Sadia Qadir, Officer, Branch Banking for giving me the excellent opportunity to do my practical orientation in Call Centre of Standard Chartered Bank. I would also like to thank Ahasan Chowdhury (Supervisor) & all the employees of SCB Call Centre for their continuous guidance to complete the report.

Moreover, at the end, I tried to give my best to complete this report. I must say I am fresh in the banking Sector and this few days are not enough to complete such a report. Therefore, there might have some mistakes or error whatever you say, due to my limited aptitude and time constraint. In this regard, I do believe to get a kind consideration from everyone.



OBJECTIVES

Broad Objective

The objective of this project is to describe the overall Scenario of Standard Chartered Credit Card of Bangladesh and gain an in-depth analysis of the environment in which the industry operates. In addition, it which are banks, they offer Credit Card add they try to established their position in this industry are responding to the continuous changing environment through implementation of various strategies.

Specific Objectives

- To orient the reader with Standard Chartered Bank in brief and give an idea about its activities and performances.
- To give an idea about the Credit card in Bangladesh.
- To give an idea about how to use credit card
- To give an idea about Banking sector in Bangladesh
- To give an idea about history of Standard Chartered Bank

SCOPE OF MYTHOLOGY OF THE STUDY

Within the study topic of the project, issues related only with the Standard Chartered Bank's Credit card related activities are discussed.

- In this study, to get an overview about SCB Credit card Facility some officials of SCB in the Credit card Department was interviewed
- Nineteen Credit Card offered bank's website and their offices were visited for the purpose of collecting information on ongoing projects.
- Also Information on the some major competitors of SCB Credit card were collected to present a very brief overview about their offerings similar to SCB Credit card and to make a comparison.
- In this study, both primary and secondary data is used. Primary data was the data collected from within Credit card Department of SCB.

The following methods were used to collect the required information for the study:

Documentation: Documentary information for the study includes written reports and administrative documents

Interviews: The primary data was collected through interviews. The nature of the interviews conducted was both open-ended and close-ended. These interviews were performed in a conversational manner and the respondent can answer in his or her own words. This interview form was provided by Standard Chartered Bank (SCB) and has been attached in the appendix section.

Direct Observation: Different issues related to the Credit card service processing has been collected through direct observation.

LIMITATIONS

This report is likely to have following limitations:

1. Limitation of time would be one of the most important factors to collect data. A longer time would have ensured a much better result for the study findings.
2. Every organization has its own secrecy that is not revealed to others. While collecting data i.e. while interviewing the credit officials, they would not discuss much information for the sake of confidentiality.
3. Due to lack of experience, there is a chance of having some mistake in the report though best effort would be applied to avoid any kind of mistake.



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ORIENTATION TO THE BANKING INDUSTRY IN

1.1. Banking Industry in Bangladesh: Overview

Bangladesh is a country where a substantial segment of the population lives below the subsistence level. Economy of the country is grouped in the world's most underdeveloped economies. One of the reasons behind it might be its weak and unorganized banking system. Country's banking system is characterized by strict regulations and monitoring from the central governing body, The Bangladesh Bank. As the government is often the owner and regulator as well as the supervisor and customer of a bank, there have been many opportunities for mismanagement over the years. The banking sector is plagued with a lack of credit discipline, archaic loan recovery law, corruption, inefficiency, overstaffing, etc. Several reform measures of the financial sector have been taken to improve the situation. Relative stability achieved by the support extended by both the central bank and the Government of Bangladesh in the past has restored public confidence in the country's banking sector.

Currently the banking sector of Bangladesh can be classified in five disciplines:

Bangladesh Bank

Nationalized Commercial Banks (NCBs),

Private Commercial banks (PCBs)

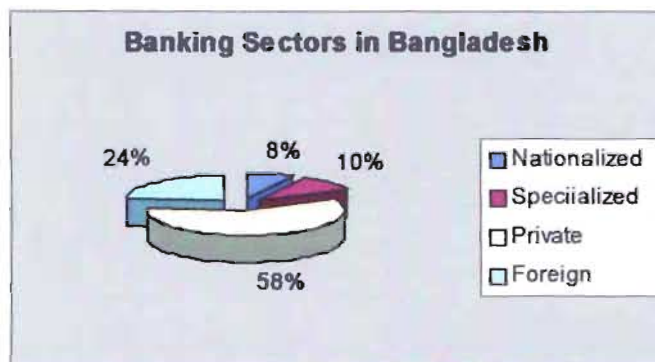
Foreign Commercial Banks (FCBs)

Development Financial Institutions (DFIs) or Development/ Specialized Banks

Bangladesh Bank (BB) has been working as the central bank since the country's independence. Its prime jobs include issuing of currency, maintaining foreign exchange reserve and providing transaction facilities of all public monetary matters. BB is also responsible for planning the government's monetary policy and implementing it thereby. The BB has a governing body comprising of nine members with the Governor as its chief.

Apart from the head office in Dhaka, it has nine more branches, of which two in Dhaka and one each in Chittagong, Rajshahi, Khulna, Bogra, Sylhet, Rangpur and Barisal. Bangladesh Bank (BB) regulates and supervises the activities of all banks. All banks are highly governed and controlled under the Banking Companies Act 1993.

Figure 1: Percentage of different banking sectors in Bangladesh



Source: Scheduled Bank Statistics, 2003-2004

Due to the tight regulations imposed by the Bangladesh Bank, the banking products offered in Bangladesh are fairly homogeneous in nature. With the liberalization of markets competitions among the banking products seems to be growing more instances each day. Competing through differentiation is increasingly difficult and other banks quickly duplicate any innovative banking service

Bangladesh Bank has been playing an important role for bringing in discipline and dynamism in the banking sector of the country. Due to stringent supervision and control exercised by the central bank, there has been a significant progress in the reduction of percentage of classified loans in the banking sector in the last few years. Some measures of the central bank to restore the loan discipline of banks include guidelines for customer and SME financing, Credit Information Bureau reporting of Credit Card advances and consumer loans, new rules on writing off bad debt, introduction of special mention account etc. The BB is now carrying out a reform programme to ensure quality services by the banks.

1.1.1. Nationalized Commercial Banks (NCBs)

Before independence of Bangladesh, all the commercial banks operating in Pakistan were privately owned except National Bank of Pakistan (Sonal Bank) and Eastern Mercantile Bank (Pubali Bank). After independence, all the banks operating in Bangladesh except foreign banks were nationalized and restructured into 6 banks. Later on, Uttara Bank Ltd. and Pubali Bank Ltd. have subsequently been transferred to the private sector in September 1983 and 1984 respectively.

Sonal Bank is the largest among the NCBs, and largest and leading among all the commercial banks of the country. Beside the Sonali Bank the other three NCBs are Janata, Agrani and Rupali Bank Ltd.

Table 1: Nationalized Commercial Banks (NCBs) operating in Bangladesh

Name Of the Bank	Date Of Incorporation
Nationalized Commercial Banks (NCBs)	
Sonal Bank	1972
Janata Bank	1972
Agrani Bank	1972
Rupali Bank Ltd.	1972

Source: Bangladesh Bank



1.1.2 Private Commercial Banks (PCBs)

Private Commercial Banks (PCBs) are the Scheduled Banks. Among the 30 PCBs Pubali Bank is the leading one. PCBs are classified into the three different segments, such as 1st Generation Private Commercial Banks (opened during 1982-88), Second Generation Private Commercial Banks (opened during 1992-96) and Third Generation Private Commercial Banks (opened during 1999-2001)

Table 2: Private Commercial Banks (PCBs) operating in Bangladesh

Private Commercial Banks (PCBs)			
1st Generation Private Commercial Banks	(1982 – 1988)	2nd Generation Private Commercial Banks	(1992 – 1996)
Name of the Bank	Date of Incorporation	Name of the Bank	Date of Incorporation
Arab Bangladesh Bank Ltd.	April 12, 1982	Eastern Bank Ltd.	Aug 16, 1992
National Bank Ltd.	March 23, 1983	National Credit & Commerce Bank Ltd.	May 17, 1993
The City Bank Ltd.	March 27, 1983	Prime Bank Ltd.	April 17, 1995
IFIC Bank Ltd.	June 23, 1983	Southeast Bank Ltd.	May 25, 1995
United Commercial Bank Ltd.	June 29, 1983	Dhaka Bank Ltd.	July 5, 1995
Pubali Bank Ltd.	Aug. 21, 1983	Al-Arafa Islami Bank Ltd.	Sept. 27, 1995
Uttara Bank Ltd.	Aug. 21, 1983	Social Investment Bank Ltd.	Nov. 22, 1995
The Oriental Bank Ltd	May 20, 1987	Dutch-Bangla Bank Ltd.	June 3, 1996
3rd Generation Private Commercial Banks	(1998 to Present)		
Name of the Bank	Date of Incorporation	Name of the Bank	Date of Incorporation
Bangladesh Commercial Bank	Jan. 1998	Mutual Trust Bank Ltd.	Oct. 24, 1999
Mercantile Bank Ltd.	June 2, 1999	First Security Bank Ltd.	Oct. 25, 1999
Standard Bank Ltd.	June 3, 1999	Premier Bank Ltd.	Oct. 26, 1999
One Bank Ltd.	July 14, 1999	The Trust Bank Ltd.	Nov. 29, 1999
Exim Bank Ltd.	Aug 3, 1999	Jamuna Bank	June 3, 2001
Premier Bank Ltd.	Oct. 26, 1999	Shahjalal Bank	May 10, 2001
Bank Asia Ltd.	Sept. 27, 1999	BRAC Bank	July 4, 2001

Source: Bangladesh Bank

1.1.3. Foreign Commercial Banks (PCBs)

At present there are thirteen (13) Foreign Commercial Banks (FCBs) are operating in the country. Among the 13 FCBs Standard Chartered has become the largest foreign bank in the country.

Table 3: Foreign Commercial Banks (FCBs) operating in Bangladesh

Foreign Commercial Banks (FCBs)	
Name of the Bank	Date of Incorporation
Grindlays Bank	1905
Standard Chartered Bank	1948
State Bank of India	1975
Habib Bank Ltd.	1976
Muslim Commercial Bank	1994
National Bank of Pakistan	1994
CITI Bank, N. A.	1995
American Express Bank Ltd.	1996
HSBC	1996
Shamil Islami Bank	1997
Credit Agricole Indosuez	1997
Hanvit Bank	1999
Commercial Bank of Ceylon	2001

Source: Bangladesh Bank

1.1.4. Development Financial Institutions or Banks (DFIs)

Development Financial Institutions or Development Banks are the Specialized Banks. Currently there are five (5) Development Banks are operating in the economy. DFIs are the Specialized Banks that deal with specific sectors or industry of an economy. For instance, Bangladesh Krishi Bank (BKB) only deals with the agricultural sector of the economy; Bangladesh Shilpa Bank (BSB) only deals with the industrial sector of the economy, etc.

Table 4: Development Financial Institution (DFIs) operating in Bangladesh

Name Of Bank	Date Of Incorporation
Development Banks	
Bangladesh Krishi Bank (BKB)	1972
Bangladesh Shilpa Bank (BSB)	1972
Bangladesh Shilpa Rin Sangstha (BSRS)	1972
Rajshahi Krishi Unnayan Bank (RKUB)	1987
Bank of Small Industries & Commerce Bangladesh Ltd.(BASIC)	1988

Source: Bangladesh Bank



1.2 Current Status of the Banking Industry

The Banking Industry of Bangladesh at present is in the growth stage. From the Year 1995 till now almost every year new private banks are coming up, new branches are opening within two to three months, and new customers are coming to open an account in different banks

Table 5: Banking System Structure for the year 2003

(billion taka)

Bank Types	Number of Banks	Number of Branches	Total Assets	% of Industry Assets	Deposits	% of Deposits
NCBs	4	3397	631.6	41.7	525.0	46.0
DFIs	5	1314	154.5	10.2	62.6	5.5
PCBs	30	1510	617.8	40.8	468.2	41.1
FCBs	13	32	110.1	7.3	84.5	7.4
Total	52	6253	1514.0	100	1140.3	100

Source: Web Edition of Asian Development Bank Statistics 2004-05

Table 6: Banking System Structure for the year 2004

(billion taka)

Bank Types	Number of Banks	Number of Branches	Total Assets	% of Industry Assets	Deposits	% of Deposits
NCBs	4	3388	683.7	39.6	567.5	42.8
DFIs	5	1328	167.9	9.7	75.1	5.7
PCBs	30	1550	749.3	43.5	588.0	44.3
FCBs	13	37	124.6	7.2	95.5	7.2
Total	52	6303	1725.5	100	1326.1	100.0

Source: Web Edition of Asian Development Bank Statistics 2005-06

1.3 Market Size and Market Growth Rate

Market size of an industry can be measured by many ways, such as Total Revenue, Volume of production number of customers and so on. However, in case of the Banking sector the measurement of market, size is quite peculiar as both the total amount of deposits and advances are taken into consideration. The following tables are provided to incorporate the information regarding branches:

Table 7: Branches of Private Banks

Year	No. of Branches	Percentage of the Total Branches
1985	632	13%
1995	1016	18%
2005	1416	7.2%

Source: Web Edition of Asian Development Bank Statistics 2005-06

Table 8: Area Wise Distribution of Bank Branches

	Urban	Rural	Total
NCBs	21.99 %	37.36 %	59.35 %
DFIs	2.45 %	17.15 %	19.60 %
FCBs	0.56 %	0 %	0.56 %
PCBs	15.22 %	5.27 %	20.49 %
All Banks	40.22 %	59.78 %	100 %

Source: Scheduled Bank Statistics, Bangladesh Bank, 2003-2004

The private sectors banks in Bangladesh seem to be very aggressive in collecting deposit and providing advances. Deposit of these banks increased significantly during the period of 1985-2004 but the growth rate came down in recent years as compared to early years.

Table 9: Deposits by Category of Banks (Amount in million Taka)

Year	NCB	SB	PCB	FCB	Total
1997	254,540	20,110	114,230	21,240	410,120
1998	277,560	21,330	129,720	27,370	455,980
1999	307,380	25,530	135,450	31,220	499,580
2000	342,390	29,660	155,180	41,940	569,170
2001	375,790	38,170	188,730	48,240	650,930
2002	400,662	44,880	222,300	60,256	728,098
2003	435,225	48,580	255,690	72,480	811,975

Source: Scheduled Bank Statistics, Bangladesh Bank, 2003 -04.

No financial system can operate if banks do not function according to commercial criteria. While supervisory and regulatory measures can help in this regard, on their own they will not be enough. They must be accompanied by a Government commitment, publicly announced and backed at the highest political level, that banks will be allowed to operate without any direct Government interference in their commercial decisions and that banking laws and financial discipline must be rigorously enforced without regard to persons. Implementation of reforms may involve pain and costs. But experience elsewhere in the world suggests that the longer the delay, the greater the pain, sacrifice and costs.

Table 10: Advances by Category of Banks (Amount in million Taka)

Year	NCB	SB	PCB	FCB	Total
1997	182,580	59,910	87,630	18,560	348,680
1998	208,620	65,370	101,280	20,410	395,680
1999	234,480	67,200	111,970	23,780	437,430
2000	260,280	91,310	130,310	27,520	509,420
2001	278,660	97,360	157,690	30,260	563,970
2002	290,800	101,450	181,380	32,980	606,610
2003	312,400	106,580	201,450	35,120	655,550

Source: Scheduled Bank Statistics, Bangladesh Bank, 2003 -04.

Chapter # 2

ORIENTATION TO THE ORGANIZATION

2.1 Standard Chartered Bank (SCB): A Brief Orientation

Standard Chartered Bank (SCB) is the world's leading emerging market's bank, employing over more than 40 thousand people, representing more than 80 nationalities, across 56 countries in Asia Pacific, the Subcontinent, the Middle-East, Africa, Latin America, United Kingdom and United States. SCB is operating in over 1200 locations (including subsidiaries, associates, and joint ventures) in 56 countries. SCB is well-established in growth markets and aims to be the right partner for its customers. The Bank combines deep local knowledge with global capability. The Bank is trusted across its network for its standard of governance and corporate responsibility as well as its commitment to making a difference in the communities in which they operates.

As a focused and disciplined bank, Standard Chartered concentrates on the core businesses of consumer and wholesale banking. The following quotes about Standard Chartered bank revealed what it is and what it does and why it does.

Our root lies in the emerging market where we have a strong and established presence. This gives us a unique knowledge, inside and understanding of these markets which have unmatched growth potential. We remain committed to excellence in customer service, to delivering consistently superior performance and to building shareholders value. We recognize our responsibilities to countries and communities in which we operate. Our values are based on trust, teamwork, commitment and pride of this organization.

Sir PATRIC GILLAM, Chairman

2.1.1 Historical Background of SCB

The Standard Chartered Group is an unusual banking business. Although its roots are dearly British, its area of operations, its network and indeed its profit stream are overwhelmingly international. The name Standard Chartered comes from two original banks from which it was founded. One of the banks is the **Chartered Bank of India, Australia and China** and the other bank is the **Standard Bank of British South Africa**. The Chartered Bank was founded by James Wilson following the grant of a Royal Charter by Queen Victoria in 1853, while the Standard Bank was founded in the Cape Province of South Africa in 1862 by John Paterson. Both companies were keen to capitalize on the huge expansion of trade and to earn the handsome amount of profits from financing the movement of goods from Europe to the East and to Africa. Both banks were prosperous in those early years. The Chartered Bank opened its first branches in Bombay (Mumbai), Calcutta (Kolkata) and Shanghai in 1858, followed by Hong Kong and Singapore in 1859. With the opening of the Suez Canal in 1869 and the extension of the telegraph to China in 1871, the Chartered Bank was determined to expand and develop its business. Traditional business was in cotton in Bombay, indigo and tea in Kolkata, rice in Burma, sugar in Java, tobacco in Sumatra, hemp in Manila and silk in Yokohama.

In South Africa, the Standard Bank established a considerable number of branches. The bank was prominent in financing the development of the diamond fields of Kimberly from 1867 and later extended its network further north to the new town of Johannesburg when gold was discovered there in 1885. Half of the output of the second largest gold field in the world passed through the Standard Bank on its way to London.

Both the banks, although they were separate entities, survived the First World War and the Depression, but were directly affected by the wider conflict of the Second World War in terms of loss of business and closure of branches. There were also long-term effects for both banks as countries in Asia and Africa gained their independence in the 50s and 60s. Each bank acquired other small banks along the way and spread their networks further- In 1969, the decision was made by both the banks to undergo a friendly merger. They

decided to counterbalance their network with expansion in Europe and US- Further expansion also took place in Standard Chartered bank's traditional markets in Asia and Africa. All appeared to be going well, but a hostile takeover bid was made for the Group by Lloyds Bank of UK in 1986.

When the bid was defeated, Standard Chartered Bank entered into a period of change. Like many British banks, provisions had to be made against third world debt exposure and loans to corporations and entrepreneurs who could not meet their commitments. Standard Chartered Bank began a series of divestments notably in the US and South Africa and entered into a number of asset sales. In mid 1993, Sir Patrick Gillam became Chairman and he made two points dear. Firstly, Standard Chartered Bank would grow and develop its strong franchises in Asia, the Middle East and Africa using its operations in the UK and North America to provide customers with a bridge between these markets. Secondly, it would focus on customer, corporate and institutional banking, and on the provision of treasury services- areas in which the Group had particular strength and expertise.

2.1.2 The Global Operating Regions of Standard Chartered Bank

The Standard Chartered Group is operating in 48 countries in various extents. These countries are grouped into 5 regions based on their locations and business core focus.

1 Asia Pacific: 17 countries are included in this region – Australia, Brunei Darussalam, Cambodia, China, Hong Kong, Indonesia, Japan, Laos, Macao, Malaysia, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

2 Africa: 11 countries are included in this region – Botswana, Cameroon, Gambia, Ghana, Kenya, Sierra Leon, South Africa, Tanzania, Uganda, Zambia and Zimbabwe.

3 Latin America: 6 countries are included in this region – Argentina, Brazil, Colombia, Mexico, Peru and Venezuela.

4 Middle East and South Asia (MESA): 10 countries are included in this region – Bangladesh, Bahrain, India, Iran, Nepal, Oman, Pakistan, Qatar, Sri Lanka and United Arab Emirates (UAE).

5 UK and USA: 4 countries are included in this region – Falkland Island, Jersey, United Kingdom (UK) and United States of America (USA)

2.1.3 Establishment of Standard Chartered Bank around the world

Table 11: Establishment of Standard Chartered Bank around the world

Country	Year Established	Country	Year Established
United Kingdom	1853	Australia	1964
China, India, Sri	1858	Mexico, Oman	1968
Hong Kong,	1859	Peru	1973
Indonesia, Pakistan	1863	Jersey	1978
Philippines	1872	Brazil	1979
Malaysia	1875	Venezuela	1980
Japan	1880	Falkland Islands,	1983
Zimbabwe	1892	Taiwan	1985
The Gambia, Sierra	1894	Cameroon	1986
Ghana	1896	Nepal	1987
Botswana	1897	Vietnam	1990
USA	1902	Cambodia, South	1992
Bangladesh	1905	Iran	1993
Zambia	1906	Colombia	1995
Kenya	1911	Laos, Argentina	1996
Uganda	1912	Nigeria	1999
Tanzania	1917	Lebanon	2000
Bahrain	1920	Cote d'Ivoire	2001
Jordan	1925	Mauritius	2002
Korea	1929	Turkey	2003
Qatar	1950	Afghanistan	2004
Brunei, UAE	1958		

Source: www.standardchartered.com

2.1.4 Strategic Alliances and Acquisitions

2.1.4.1 Acquisition of ANZ Grindlays Bank

In August 2000, the US\$1.34 billion acquisition of Grindlays Bank was completed. This made the Standard Chartered Bank the leading international bank in India and the other countries of South Asia. The acquisition strengthened the Group's competitive position in Middle East and brought to the group a respected private banking business.

Standard chartered Bank has taken the advantage of the expansion opportunities. Buying Grindlays from ANZ now propels it from number five to number one among international banks in India, with some choice extra footholds in the Middle East. At 1.34 billion US dollars, it is hard to complain that Standard Chartered Bank has overpaid. The financial ease is less compelling for ANZ shareholders, as there are advantages of getting out of a strategically peripheral business. This acquisition of Grindlays Bank has added 6000 employees and 4 countries to Standard Chartered Bank's existing network of 7000 employees and 570 offices in 50 countries. The end result is that Standard Chartered Bank, which went into the 1997 Asian crisis with strong business in Hong Kong, Singapore and Malaysia, emerges with additional core markets in India and Thailand.

The deal has made Standard Chartered Bank the largest foreign bank by assets in India, Pakistan and Bangladesh and the second largest in Sri Lanka and the United Arab Emirates. The bank has been seeking to expand in the region since the end of the Asian economic crisis, and has finally become successful in its expansion. The primary goal of the integration is to combine the best of both the banks, and put right people in right jobs on the basis of fairness and equitability. In September 2000, the group agreed to acquire Chase's Hong Kong consumer banking business for US\$1.32 billion, which makes Standard Chartered Bank the leader in Hong Kong cards- At that time it was also announced that the chartered Trust had been sold to Lloyds TSB for 627 million pounds.

Until September 2002, both Standard Chartered and Standard Chartered Grindlays operated under the same management but as separate entities. With effect from September 2002, there was not any Grindlays - only Standard Chartered Bank

2.1.4.2 Strategic Alliances and Acquisitions in 2005

2005 ushered in a historic year for SCB as it achieved several milestones with a number of strategic alliances and acquisitions that will extend its customer or geographic reach and broaden its product range.

- It completed, re branded and successfully integrated SC First Bank in Korea, which to date is the biggest acquisition in its history.
- It completed full integration between Standard Chartered Bank Thailand and Standard Chartered Nakornthon Bank in October.
- It formed strategic alliances with Fleming Family & Partners to expand private wealth management in Asia and the Middle East
- It acquired stakes in ACB Vietnam and Travelex
- It acquired the business operations of American Express Bank in Bangladesh
- It acquired a stake in Bohai Bank in Tianjin, China, making us the first foreign bank to be allowed a stake in a local bank in China.

3.1.5 Present Situation of Standard Chartered Bank (SCB)

The global strategies of Standard Chartered Bank are:

- ✓ To build and grow strong businesses in East and South East Asia- the Asia Pacific Region.
- ✓ To enhance historical position in the Middle East and South Asia region.
- ✓ To concentrate operations in those activities that support Standard Chartered Bank's remarkable franchise in newly industrialized and emerging markets.

Globally, the key resources of SCB include:

- ✓ A network of over 600 offices in 48 countries
- ✓ A staff of about 25,000 people managing assets of around 47 billion pounds
- ✓ Standard Chartered Bank's international businesses in Personal Banking, Corporate Banking and Standard Chartered Markets are its special strengths
- ✓ Standard Chartered Bank also maintains correspondent relationship with over 600 banks in 157 countries around the world.

Serving both Consumer and Wholesale Banking customers, the Bank combines deep local knowledge with global capability to offer a wide range of innovative products and services as well as award winning solutions.

2.1.6 Business Activities of Global SCB

Standard Chartered Bank operates in every Asia Pacific market with the exception of North Korea and some 60 percent of the Group's profits come from the Asia Pacific region.

Hong Kong continues to be of major importance to the group and contributes 30 percent of the total profit with around 80 branches in Hong Kong and strong representation in China, Standard Chartered- a note issuing bank in Hong Kong – is well placed to continue playing an important part in Greater China's development. A resident Group Executive Director manages the Group's business there.

Consumer banking, Corporate and Institutional Banking are managed out of Singapore each by a Group Executive Director resident in the island state. Other East Asian countries of note for the Group Malaysia, Taiwan and Thailand where, in 1999, the acquired 75 percent interest and management control in Nakornthon.

Standard Chartered is the leading international bank in Sub-Saharan Africa, operating several countries, the most prominent being Kenya, Zambia, Zimbabwe and Ghana. The Group's operations in the Gulf and south Asia are managed from Dubai.

Standard Chartered Bank provides a full range of products and services to its customers all around the world, some of which are mentioned below

- ⇒ Consumer Banking
- ⇒ Personal Banking
- ⇒ Global Corporate Banking and Institutional Banking
- ⇒ Global Custodial Service
- ⇒ International Trade Management
- ⇒ Global Cash Management
- ⇒ Global Institutional Banking
- ⇒ Global Treasury
- ⇒ Global Electronic Banking

2.2 Standard Chartered Bank (SCB) in Bangladesh

Standard Chartered Bank started its business in Bangladesh in 1905, opening its first branch in the port city of Chittagong. The bank increasingly invested in people, technology and premises as its business grew in relation to the country's thriving economy. At present the bank has 25 offices in Dhaka Chittagong and Sylhet, including the country's only offshore banking unit inside the Dhaka Export Processing Zone at Savar.

The bank opened its first branch in Dhaka in 1966 and shifted its headquarter from Chittagong to Dhaka after the birth of the Republic of Bangladesh in 1972. Today the bank has 18 branches. Among them 11 in Dhaka, 3 in Chittagong, 1 in Narayanganj, Sylhet, Khulna and Bogra respectively. The Head Office is in Hadi Mansion, 2 Dilkusha C/A, Dhaka-1000.

Bangladesh's operation is under the Middle East and South Asia (MESA) region, with the controlling office in Dubai. Its correspondent relationship exists with Sonali Bank, which give its access to the countrywide. In 1993, there was an organizational restructuring, which led to the substantial expansion of the bank's business. And after

that the amount of deposit and loan has increased by more than 5 times within five years and as a whole it shows an overall increasing trend of Standard Chartered Bank's market share in terms of deposit and advances.

2.2.1 Missions of Standard Chartered Bank (SCB) in Bangladesh

Standard Chartered Bank in Bangladesh operates with the same mission as the Group SCB subscribes to worldwide. The bank in Bangladesh has the best and dedicated human resource in the private sector banking. With an experience of 150 years, the bank has a surprising efficiency in the operational areas. The bank has a mission to build and grow on its 150 years of experience and the positive image that it has earned over the years. The underlying factor of its business mission is manifested by its five values -

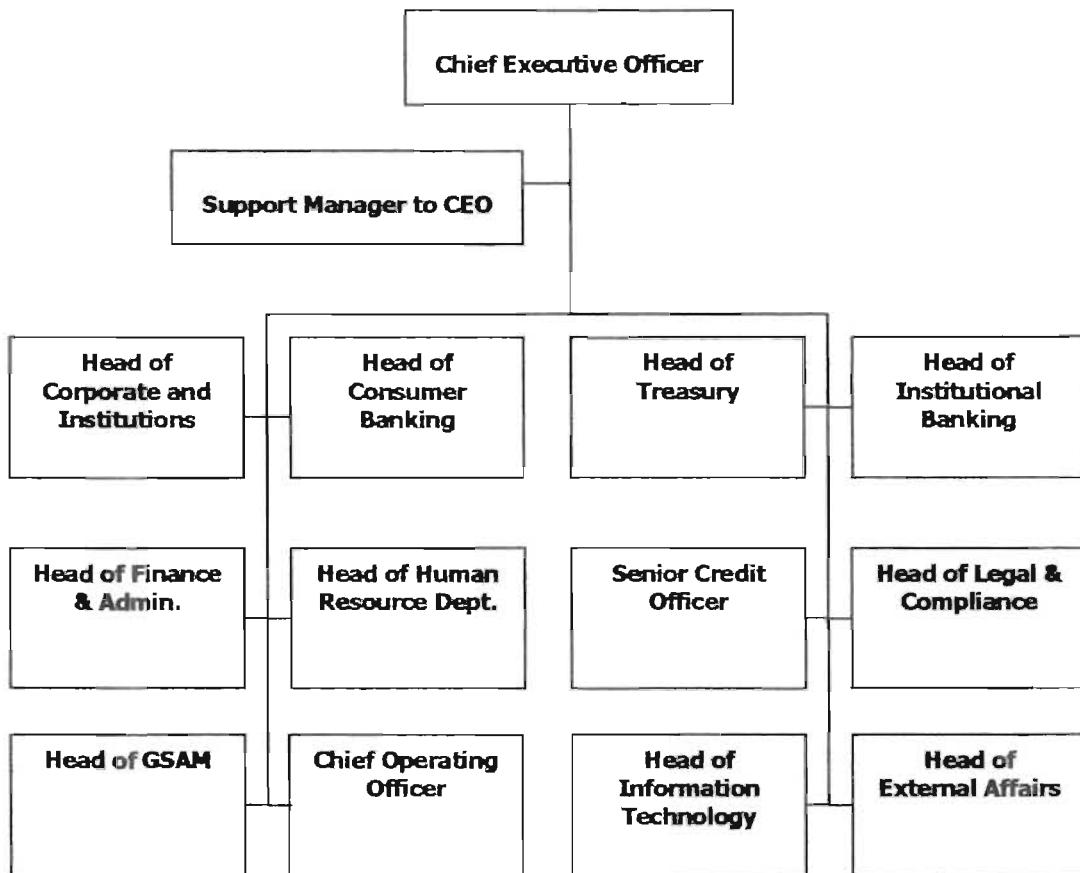
- ◆ **Responsive**
- ◆ **International**
- ◆ **Trustworthy and**
- ◆ **Courageous**

As a bank, Standard Chartered gratify to the higher level of the society, its operational strategies relies on trust and confidence building with the customers and offer them the highest sense of security and confidentiality. It has a dedicated attitude towards the community in which it operates and wants to grow and flourish along with its customer and community

2.2.2 Organizational Organogram :

The organogram of the Standard Chartered Group's operation is depicted in the following figure:

Figure 2: Organizational Organ gram



Source: Human Resource Department of Standard Chartered Group

2.2.3 The Organization Structure

The SCB in Bangladesh has its headquarters and Fourteen branches in Dhaka, Five in Chittagong and one branch in Sylhet, Khulna, Narayanganj, Saver and Bogra. While the full range of services is available at the headquarters, other branches offer specific services appropriate for the location. At the headquarter, the bank mainly consists of two divisions:

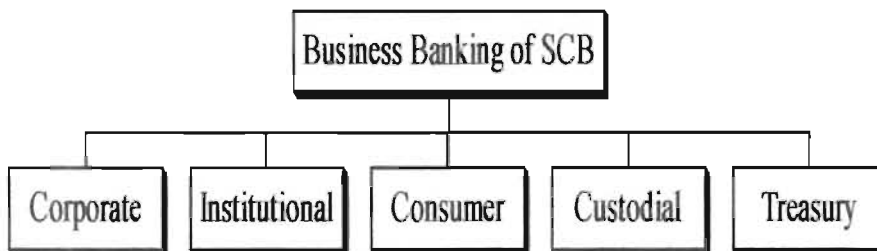
- ✓ Business
- ✓ Support

The Business Division has the following departments:

- ▶ Corporate Banking Group (CBG)
- ▶ Treasury (TSY)
- ▶ Institutional Banking Group (IBG)
- ▶ Consumer Banking (CB) Custodial Services (CUS)



Figure 3: Business Banking of SCB



Source: Corporate Banking, SCB

SCB is primarily corporate driven. More than the corporate banking generates 40% of its revenue group while Treasury contributes more than 20% to the overall revenue. The rest is generated from Personal Banking, Custodial Services and Institutional Banking.

The Support division provides assistance to the above business activities and consists of the following departments

- Operations
- Finance, Administration and Risk Management
- Information Technology Center
- Human Resource Department
- Legal and Compliance
- External Affairs
- Credit

Figure 4: Support Division of SCB



Source: Human Resource Department of Standard Chartered Group

2.2.4 The Elaboration of the Functional Areas

2.2.4.1 Business Division

The business division includes the following departments:

Corporate Banking Group

Standard Chartered Bank offers its local customers a wide variety of financial services. All the accounts of corporate clients, which mainly comprise the top local and multinational companies operating in Bangladesh, are assigned a Relationship Manager (RM) who maintains regular and close contact to cater to their needs. The objective of this department is to maintain a thorough knowledge of the client's business and to develop positive relationships with them. This is maintained through interactions to offer timely advice in an increasingly competitive business environment. The expertise of the Institutional Banking and Treasury groups is also available whenever required. The Corporate Banking Group in Bangladesh has displayed a spirit of community involvement by working with NGOs to underwrite soft loans. Standard Chartered Bank offers its corporate customers:

- The wide varieties of lending needs are catered to with skilled and responsive attention.
- Project finance and investment consultancy.
- Syndicated loans.
- Bonds and Guarantees.
- Local and International Treasury products.

Trade finance facilities including counseling, confirming export L/Cs and issuing of import L/Cs, backed by its international branch and correspondent loan network Bond and Guarantees Project finance opportunities for import substitution and export oriented projects.

Institutional Banking Group

The Institutional Banking Group of Standard Chartered Bank offers a wide variety of products and services to banks and financial institutions. It has global links with leading banking institutions and agency arrangements through its network of offices in 40 countries. The bank offers a full range of clearing, payment collection and import-export handling services. The bank offers foreign missions, voluntary organizations, consultants, airlines, shipping lines, and their personnel the following financial services:

- ✓ Current accounts in both Taka and other major foreign currencies
- ✓ Convertible Taka accounts (these funds are freely convertible to major international currencies)

Consumer Banking Division

Superior retail banking services comprising a wide range of deposit and loan products are offered by Standard Chartered Bank to its individual customers. The Consumer Banking division constantly faces challenges and meets them by developing new products and services to fulfill the specific requirements of local and foreign customers. Bank offers a 24-hour service in Bangladesh through its Moneylink ATM network and Phone-link Phone Banking services.

Custodial Service

Headquartered in Singapore, Standard Chartered Equator fulfills the group's strategic commitment to the provision of custodial service in Asia. Equator's customers are primarily foreign global custodians and broker/dealers requiring cross border information as well as sub-custodian services. Standard Chartered Bank, Bangladesh is responsible for the planning in Bangladesh, but the overall management of the custody business is based on Equator's international business strategy.

Treasury Division

The foreign exchange and money market operation of the Standard Chartered Bank in the world is extensive. Exotic currencies happen to be one of its special areas of strength. A 24 hour-service is provided to customers in Bangladesh through the Bank's network of dealing centers placed in the principal of the world. The Bank's treasury specializes in offering solutions to those who wish to manage interest rate and currency exposures that result from trade, investment and financing activities of other dynamic economies of the region. Treasury operations are developed in line with changing market conditions to provide the best services to its customers. According to BAFEDA (Bangladesh Foreign Exchange Dealers Association), Standard Chartered Bank presently controls 42% of the local foreign exchange market's traded volume.

2.2.4.2 Support Division

Major support units of Standard Chartered Bank are:

Operational Division

Operations are part of the support division, which helps to run the businesses of the bank in a smooth and controlled manner. Since it helps mainly in processing the works of the business units, any mistakes made can be easily detected and on time. Following are the main functions of the operations department:

Central operations deals with the closing and opening of accounts and other payment and account related processing of the Personal Banking division.

- Treasury operations help to deal with the processing works of the treasury division. Loan Administration Unit deals with the processing of the Corporate Banking division.
- Operations also have a department that deals with internal projects that arises from the need to deal with certain problems or to make certain changes.

Finance, Administration and Risk Management Division

The goal of SCB is to be the leading bank and retain the position from the competitive threats. To attain this goal, the overall planning is done at the headquarter level in Dhaka by the management committee known as “MANCO”, which is headed by the CEO, Mr. Osman Morad. The committee also includes all the divisional Heads from the support and business. They meet once in a month or contingent basis. The decision-making is a top down cascading process with the flexibility of incorporating the feedback from the operational areas to avoid the problems of so-called “Ivory Tower” planning. The management is thoroughly flexible to include enough room for participation from bottom and allows significant room for accommodating strategic changes. The management has clear bent for the following:

- Modernization of process and operations to achieve higher service quality, customer satisfaction and reduce the paper work.

- Recruit, develop and maintain top-grade efficient employees.
- Maintain, enhance and protect brand image.

IT Department

This department is instrumental in the running of all computerized operations of the bank. They help in the implementation and generation of computerized reports. Another major duty of the department is to maintain communication with the rest of the world.

Human Resources Division

This department manages a recruitment, training and career progression plan. Standard Chartered Bank highlights the importance of developing its people to create a culture of customer service, innovation, teamwork and professional excellence.

Legal and Compliance Division

In the UK, Standard Chartered Bank is regulated by the Bank of England, while in Bangladesh local banking laws regulate it and rules set by the Ministry of Finance and Bangladesh Bank. It also encourages its staff to conform to an internal culture of ethical behavior and sensitivities to the culture and religion of the country.

External Affairs Division

This department deals with advertising, public relations, and promotions, partial marketing which involves disseminating new products and services to customers and above all ensuring service quality.

Credit and Collections

The Credit Department approves the loans of Corporate Banking Division. The approval is mainly based on the risk analysis of the corporate clients done by the Corporate Banking Divisions.

Chapter # 3

Definition of Credit Card

Credit card is a piece of plastic, which is an alternate to cash. Using the Cardholder can withdraw cash from the ATM machine or can purchase goods from the merchant outlet.

- A plastic card issued by a bank authorizing payment for purchases. Interest is charged on the outstanding balance.
www.your-financial-advisor.com/terms.htm
- A credit card is a card whose holder has been granted a revolving credit line. The card enables the holder to make purchases and/or cash advances up to a pre-arranged limit. ..
www.rba.gov.au/Glossary/text_only.asp
- A card issued by a bank that allows the holder to buy goods and services and pay for them later. If, on the due date, the holder does not pay the balance, the bank charges interest on the unpaid balance.
www.hfc.com/learn-about-loans/help/additional_resources/glossary.html
- A revolving credit account usually managed by a bank or lender. Credit amount and interest rate are set by lender.
www.edfund.com/real/less_is_more/Main/glossary1.htm
- A bank-issued Card that allows consumers to purchase goods or services on credit.
www.icicibank.com/pfsuser/cards/creditcard/cc_glossary.htm
- An extra charge imposed on those who purchase with a credit card instead of cash. (Currently, surcharges for credit card purchases are prohibited.)
www.argmax.com/About/articles.php
- A universal payment method that allows the cardholder to make payments for goods and services and receive cash not only through the cardholder's own account resources but also through credit from the card-issuing bank
[www.plasticcard.kiev.ua/main\\$page!glossary_en.htm](http://www.plasticcard.kiev.ua/main$page!glossary_en.htm)

Source: Internet

History of Credit card:

The use of Plastic Money oriented in the United States during the 1920s, when individuals companies, such as hotel chains and oil companies, began issuing them to customers for purchasing made at those businesses. This use increase after the World War II. In 1951, **Diner Club** issued the first charge card to 200 customers who could use it at 27 restaurants in New York. With this system, the credit card company charged cardholders an annual fee and billed them on a monthly or yearly basis. Another major charge card was established in 1958 as the **American Express Card** by the **American Express Company**.

Later in the late '50s, the credit card concept emerged where the bank credit the account of the merchant as sales slips are received and assembles charges to be billed to the Cardholder at the end of billed period. The cardholder, in turn, pays the bank either the entire balance or in monthly installments with interest. The first credit card 'BankAmericard' was issued by bank of America in the late 1958 in California, USA. This system was licensed in other states starting in 1966, and was renamed as VISA in 1976. At the same times, three different groups of banks that were not franchisees of the bank of America began activities that would later merge to become today's MasterCard International.

Both organizations originally set out signings up member bank to issued cards; enroll merchants, and / or both. Competition was fierce. Bank that offered one card could not handle the other, thus losing money. More importantly, the merchants themselves were being forced to turn down sales from customers who did not carry the same card the merchant accepted. In 1978, the MasterCard International and VISA International organizations agreed to a concept to duality, in the other words, banks could honor and issue both Credit cards.

Why Easy Credit will use the people:

1. Price conscious customer is looking for
 - Product that gives him pure credit, something more than a credit card, more than a personal loan, that is cheaper and convenient to access.
 - a substitute to fixed tenor personal loans
 - a product that will assist customer's in consolidating their debt
2. To counter competition in the market with competitive product offerings





Standard Chartered Credit card:



Credit card is a piece of plastic, which is an alternate to cash. Using the Cardholder can withdraw cash from the ATM machine or can purchase good from the merchant outlet.

- Credit card is a piece of plastic, which is an alternate to cash
- Credit card is an unsecured credit
- Credit card is a revolving credit facility
- Credit card allows purchase of good and services
- Credit card allows cash withdrawals
- Credit card offer security VS cash

Unique Features of Standard Chartered Credit Card

InstaBuys - Installment Loan Facility

This exclusive feature allows the cardholders to convert any purchase over Tk. 5000/- into an installment loan at a flat interest rate of 16.95% and repay in 6.12.18.24.or 36 monthly installments as chosen by the cardholder. Special promotions are run with specific merchants where customers can avail InstaBuys facility at 0% interest.

Rewards Programme

Under this plan, SCB Taka cardholders can accumulate treasure points for their purchases and redeem the points for a wide variety of gifts offered by Standard Chartered Bank. For every Tk. 50 spend on the card, cardholders earn 1 treasure point.

Card Cheque

SCB Taka credit cardholders can avail a chequebook against their credit card and use the Card Cheque for payment to any person or establishment. Card cheque is especially useful where credit card acceptance facility is not available (e.g. house rent, school fees etc.)

Free All Accident Insurance coverage

SCB Taka (both primary & supplementary) Credit Cardholders are automatically enrolled into All Accident Insurance Coverage free of any charge.

Wide Acceptance

Standard Chartered Bank (SCB) issues both VISA and MasterCard Credit Cards., the two renowned Credit Card brands. Standard Chartered Taka Credit cards are accepted at more than **5000 outlets** across Bangladesh. Cardholders can use their cards in Hotels, Restaurants, Airlines, Travel Agents, Departmental Stores, Supermarkets, Hospitals & Diagnostic Centers, Jewelers Shops, Electronic & Computer Shops, Mobile & Internet Service outlets, Petrol Pumps etc.

Easy Repayment Facility

Standard Chartered Credit Cardholders have the flexibility to make payment of as little as 5% of the outstanding balance and carry forward the rest of the balance.

Supplementary Card

Standard chartered Credit Cardholder can enjoy the convenience of having supplementary cards for cardholders' spouse, children over 18 years of age or any family members or friends. The primary cardholder can set a spending limit for the supplementary card, which limits the maximum amount that the supplementary cardholder can spend in one billing cycle.

Cash Advance Facility

SCB Credit Cardholders can get **instant cash advance up to 50% of card limit** from any of the SCB ATMs, thus having access to cash 24 hours a day. Besides, cash can also be obtained from branches during transaction hours.

Discounts & Privileges:

Standard Chartered Credit Cardholders can avail a host of exclusive discount offers in various restaurants throughout the year. Besides, special discounts and privileges are also arranged with merchants like Hotels/Airlines/ Travel Agents/ Departmental Stores, Clothing Shops, Electronic Outlets etc. at various times.

Free Access at Balaka Business Class Lounge:

SCB Gold Credit Cardholders and their immediate family members have complimentary access to the Balaka Business Class Lounge at Zia International Airport. This facility is available irrespective of the class traveled.

Auto BillsPay facility

This exclusive feature allows Credit Cardholders to pay their monthly mobile phone bills (Aktel, CityCell, GP & Sheba), Internet Bills (Agni, BOL & Accestel), Cable TV Bill (Prisma Digital) and electricity bills (DESA) through a standing instruction on their credit card.

SafetyNet Insurance Scheme

Under this insurance scheme, the bank waives the total outstanding balance on the card in case of Death or Total Permanent Disability (PTD) of the primary cardholder. Cardholders are automatically enrolled into the program and are charged a nominal fee of 0.35% on their monthly balance.

SMS Banking Facility

This feature provides cardholders an easy 24-hour direct access to their Credit Card balance information on their GP or CityCell mobile. Cardholders availing this service will also receive a monthly mini-statement through SMS, free.

e-Statements

This is a secure and prompt way to receive Credit Card's monthly statement at e-mail address instead of receiving a paper statement. Cardholders can choose a maximum of 3 e-mail addresses for receiving their statements. In case of delivery failure (for any reason), a paper statement will be sent to the cardholder's mailing address.

I-banking Facility:

It is internet-banking services of Standard Chartered Bank. Using that customer can view his transaction detail, the customer can view his/ her current SCB Credit Card statement online and the two previous card statements anytime, and he/ she can make payment to his/ her SCB Credit Card bills by simply clicking on Card Payment under Card Services and selecting the card that he/ she wishes to make the payment to. The payment will be updated in the card account in the next 2 hours. These all of service at free of cost

24 hours Call centre:

Customers and prospective customers call the CC, the nature of request determines whether the request can be accepted only from customers of the bank. E.g. transaction details can only be given to accountholders of the bank. The primary security feature in the CC is the customer's Telephone Identification Number (TIN). Detailed procedure is laid down in the section relating to "Work Procedures". The intention of this section is therefore merely to outline the type of services offered and the persons entitled to receive these services.

For the credit Card:

Credit Card

- Authorization – Manual, Force & Reversal
- Card Activation- new & renewed
- Card Block- eg, lost/stolen report
- Card Re-instatement
- SafetyNet de-enrolment/re-enrolment
- Instabuy Transfer
- Replacement
- Reward Redemption
- Online TIN Generation
- Merchant Queries
- I-banking Enrollment
- E-statement Enrollment
- Chaque Book request (from 2nd)
- SMS banking
- Billing Date Change
- Address Change or Update contact number



IVR Transactions

- Fund Transfer within the same master
- Utility Bill Payment
- Transfer from Card to Bank Account
- Credit card Bill Payment

Important note for the SCB Credit Card user:

- Credit Card issued against certain amount of revolving credit limit.
- Cardholders use their card in POS (point of Sales) machine at merchant outlet and ATM (Automated Tellers Machine).

- Customer can get interest free period from Minimum 15 days to Maximum 45 days for the retail transaction and for issuing card cheque but for the issuing cheque, there is cheque issuing fee (Detail in fees and chares table)
- There is no interest free period for cash withdraw and interest rate charge on the daily basis @ 0.083% for the withdrawal amount
- Customers get statement Every Month and in the statement, there will be transaction detail and outstanding and last date of payment.
- Customers can pay their bill at any SCB branches or ATM (24 hours) or Bills Pays centre ((24 hours). Concocts : 01819-399999/8961151

Target market of Standard Chartered Credit Card:

- Caters to Niche market: Credit and price conscious segment of the market - Also a substitute/option to existing fixed tenor personal loan customer
- Easy credit is targeted to customers who want a pure credit instrument, with spontaneous payment capabilities
- Occasional Revolvers/Switchers who want low price propositions
- Middle/ Hard core revolvers with good utilization behaviors
- Customers with ever green pure credit needs
- Customers using Amortizing Personal loans & need flexibility in payments

More specifically Lower Middle class, middle class, upper middle class and upper class who are Salaried Self Employed for the Local Card and Global Card and RFCD Account Holders or ERQ Account Holders for the International Card

Competitor of SCB Credit Card:

Though there are many Banks operates Credit Card still Standard Chartered Bank is leading position for in the Bangladesh for the credit card business. Many banks operates credit card in Bangladesh. These are:

1. BRAC Bank Ltd.
2. Prime Bank Ltd.
3. Eastern Bank Ltd.
4. National Bank Ltd.
5. The City Bank Ltd.
6. South East Bank Ltd.
7. United Commercial Bank Ltd.
8. Arab Bangladesh Bank Ltd.
9. National Credit and Commerce Bank Limited (NCC)
10. Mercantile Bank Ltd.
11. Premier Bank Ltd.
12. Dhaka Bank Ltd.
13. One Bank ltd.
14. Lanka Bangla
15. Duth Bangle Bank Ltd.
16. Shahjalal Bank
17. Trust bank
18. IFIC Bank Limited
19. HSBC Bank Limited

However, there is no close competitor but some of banks are always trying to increase their customer by offering attractive offers with strong promotional activities and new strategies.

Lanka Bangla Bank:

MasterCard comes to you with benefits such as:

- Immediate acceptance at all MasterCard merchants in the country
- Cash Advance facility of 50% of credit limit from any MasterCard ATM in the country
- Free Membership for Spouse
- Interest Free period of minimum 15 days to a maximum 45 days
- Interest calculated from posting date meaning you don't have to pay interest on unbilled transactions
- Credit Shield coverage ensuring zero liability in case of death of Cardmember
- Free Accidental Death Insurance coverage of upto Tk.300,000
- EMI based Installment Payment Plan with selected outlets
- Payment of GrameenPhone, Aktel and Prisma Digital by Standing Instruction
- SMS Query providing you your credit card account related information
- E-Statement
- Attractive Rewards program

Additionally you will enjoy the following exclusive benefits round the year:

- 5% discount on Master Health Check at **Apollo Hospital**
- Auto enrolment in "Infinity" program of **Agora**
- 50% discount on **Price Club Wholesale** Membership Fee
- "Have Wings, Will Fly" - 6 months Interest Free Installment plan at **Wings Classic Travels**
- 10% discount at **Athena Furniture and Home**

Eastern Bank Limited

Features at a glance

1. One time Fee, Lifetime Free (after 1st year, have to do 18 txn)
2. Balance Transfer (@22%)
3. Card Cheque (1st chq book free)
4. Worldwide Acceptance
5. Immediate Cash Advance Supplementary Card (50%)
6. Risk Assurance Program (safenet ins as SCB)
7. Great Discounts
8. Shopper's Guide
9. Easy Installment Program
10. Convenient Payment Option
11. SMail Service
12. Photocard with Signature
13. Global Emergency Assistance Service
14. EBL Mobile Alert
15. EBL Rewards Program
16. Self-set Limit
17. Limited Lost Card Liability
18. 24-hour Cards Center (9571760 or 9571775 Ext. 120/130)



BRAC Bank Limited

Imagine getting a Credit Card with no annual fee or renewal fee forever... it's **FREE FOR LIFE**. You can start enjoying your **FREE** card from the moment you become a BRAC Bank Card member and transfer your existing credit card balance

Free for life: Say good-bye to annual card fee forever. It's **FREE FOR LIFE**. So start enjoying benefits from your card without worrying about annual fee for the rest of your life.

Enjoy enhanced credit limit: Your new BRAC Bank Credit Card also comes with enhanced credit limit. Enjoy up to 1.5 times higher limit than your present Credit Card limit.*

Free 10 Supplementary Cards: Present your family members up to 10 free Supplementary VISA Credit Cards and these are **FREE FOR LIFE** too.

Higher Cash Withdrawal: 60% of your assigned Credit Card limit is available to you for cash withdrawal.

50 days interest free period: You can enjoy up to 50 days interest free period for all purchases made on your BRAC Bank Visa Card.

No documentation: All you need is your valid ID and last two month's Credit Card statements to avail your **FREE FOR**

This offer is valid if you apply and transfer your Credit Card balance before December 31, 2007.

Prime Bank Limited

Prime Bank Limited obtained Principal Membership of Master-Card International in the month of May 1999. Within a period of 6 months, the bank successfully launched Master Card-Credit Card which created a new dimension in its customer service and consumer financing.

The Special feature of the Prime Bank Master Card is that it bears the card holder's photo on the card, which is the first of its kind in Bangladesh and adds security against misuse. Prime Bank Limited issues four types of cards. These are Gold Local & International and Silver Local & International. Local cards can be used in Bangladesh only

- Prime Bank Ensure High Level of Security by inserting your Photograph on the Card.
- 20 to 50 days credit form the date of transaction. When you receive your monthly statement, either you can choose to pay in full or just minimum due amount shown on the statement. No interest is charged if you pay in full within payment due date
- 24 hours a day, 365 days worldwide service.
- No joining/administrative fees.
- waiver of annual fees for International Card: If you accumulate 20,000 Prime Bank Bonus Point for your Gold Card or, 10,000 Bonus Point for your Silver Card in a year then you enjoy our Card without fees(\$ 1 purchase: 1 Bonus).
- Waiver of annual fee for Local Card: If you accumulate 10,000 Prime Bank Bonus Point for your Gold Card or 8,000 Bonus Point for your Silver Card in a year then you enjoy our Card without fees(Tk. 50/- purchase : 1 Bonus point).
- The Highest Prime Bank Bonus Point holder can enjoy free air ticket Dhaka-Bangkok-Dhaka. (Business Class).
- Cash advance facilities.
- 1, 39, 00,000 locations accept MasterCard worldwide.

United Commercial Bank Limited (UCB)

Features of UCB Credit Card:

- Truly global - Locally & internationally translatable with the same card. This is a dual product.
- Higher coverage of acceptance globally in POS terminals & ATMs.
- Latest & best quality product at lowest price (annual fee) in the market.
- Reward point for spending leads to winning of attractive prizes
- Choice of colors in Classic (Silver) products.
- Credit Card for ladies - first time in Bangladesh.

Dhaka Bank Limited:

Credit Card Services

Reasons for Preferring Dhaka Bank VISA Credit Card

- Substitute of Cash- Zero Cash Handling ensures Security
- Wide Range of Local & International Products (Classic, Gold)
- Hassle Free Documentation
- No Joining or Processing Fee
- Flexible Credit Limit Enhancement Based on Usage & Regular Payment
- Flexible Payment through Cash, Cheque or Dhaka Bank account debit
- Auto Debit Payment facilities for DBL account holders
- Auto Renewal of card before expiry date
- Competitive Fees & Charges
- Supplementary Cards for dear ones
- Separate Limits for Supplementary Cards
- Cash Advance facility upto 50% of Credit Limit
- Dedicated Sales Team and Customer Service Desk at your service
- International Card against RFCD account & ERQ
- International Card- Accepted Worldwide for Purchase & Cash Withdrawals

Premier Bank Limited

The Premier Bank is a 3rd generation private Bank that has been approved as a Principal & Plus Member of VISA International. We have launched our prestigious VISA Credit Card Services, a first of its kind by a local private Bank in Bangladesh. This is no doubt an exciting addition to our product line that not only brings additional satisfaction to our customers but also helps us achieve our goal in customer services

- Premier Bank ensures high level of security by placing cardholder's photograph on the card.
- 15-45 days credit from the date of transaction.
- When customer receives their monthly statement, either they can choose to pay in full or just the minimum due amount shown in the statement. No interest is charged if they pay in full within payment due date.
- 24 hours a day, 365 days a year worldwide services.
- No joining/ administrative fees
- Waiver of annual fees for International Card - If they accumulate 20,000 Premier Bank Bonus Point for their Gold Int'l Card or 10,000 Bonus point for their Classic Int'l Card in a year then they can enjoy their card without fees.
(USD 1 Purchase: 1 Bonus Point)
- Waiver of Annual fees for Local Card: If they accumulate 10,000 Premier Bank Bonus Point for their Gold Card or 8,000 Bonus Points for their Classic Card in a year then they can enjoy the card without fees.
(Tk 50/- Purchase: 1 Bonus points)
- The highest Premier Bank Bonus Point holder can enjoy free air ticket Dhaka-Bangkok-Dhaka (Economy Class)
- Cash Advance Facility- See detailed in Fees & Charges

Shahjalal Islami Bank Limited

Card is considered as a new dimension of product resulting from technological development in the banking arena. In line with our affiliation with VISA International for VISA ATMs and POS, the following two products are launched broadening service products of the Bank to the clients’:

1. **VISA Electron (SJIBL VISA Debit Card - local)**
2. **VISA Prepaid (SJIBL VISA Prepaid Card)**

SJIBL VISA Prepaid Card (Local): SJIBL VISA Prepaid Local Cards are open to the customers even having no account with Shahjalal Islami Bank Limited. Cardholders can have the card against prepayment and have access from anywhere in Bangladesh. SJIBL VISA Prepaid Local Cards are accepted locally at all VISA labeled merchant outlets, ATMs, etc.

SJIBL VISA Prepaid Card (International): SJIBL VISA Prepaid International Cards are also open to the customers even having no account with Shahjalal Islami Bank Limited. Cardholders can have the card endorsing US Dollar paying against Travel Quota, Exporters Retention Quota or marking Lien of his/her FC Account. SJIBL VISA Prepaid International Cards are accepted world wide at all the VISA labeled merchant outlets, ATMs, etc.

SJIBL VISA Prepaid Card (Dual): The Dual Card is a hassle free product, no need to carry two separate plastic cards for local and international card. Now, with one plastic card the Cardholders can enjoy all the benefits and make transactions locally & globally from their Prepaid card account at all the VISA labeled merchant outlets, ATMs, etc.

SJIBL VISA Souvenir Card (Gift Card – Local): SJIBL Souvenir Card is a very attractive and stylish product. Like a Gift Card, SJIBL Souvenir Card can be used by anyone wishes to. The intending customer may have the card instantly or may customize the card as required. The SJIBL Souvenir Cards are accepted locally at all the VISA labeled merchant outlets, ATMs, etc.

HSBS Bank Limited

HSBC's co-branded credit card with Prime Bank gives you the freedom to pay for goods and services without the hassle of carrying cash. The card is accepted at shops, restaurants, hotels, airlines and travel agents, departmental stores, hospitals and diagnostic centres, practically anywhere in Bangladesh displaying the MasterCard logo.

Feature:

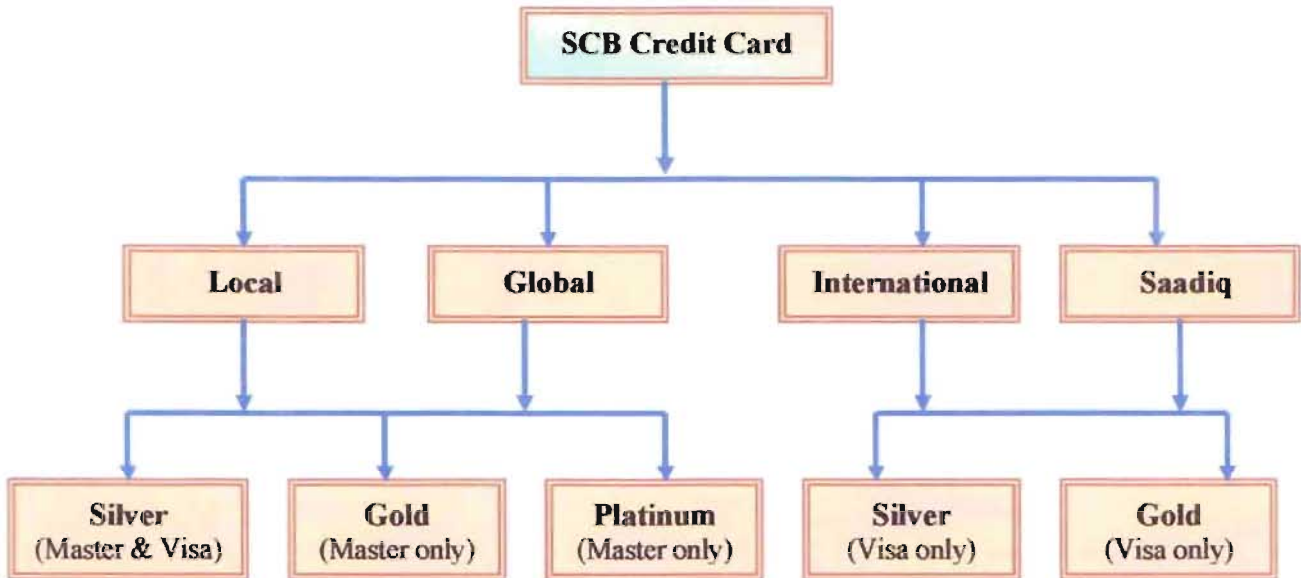
- › You can enjoy between 20 to 50 days of interest free credit from the date of each transaction;
- › After receiving your monthly statement, you can either choose to pay full or a minimum of 8% of the current balance shown in the statement or BDT 500 whichever is higher;
- › Interest is 2.5% per month and will be calculated on a daily basis;
- › Credit limit range from BDT 50, 000 to BDT 200, 000;
- › Annual fee is BDT 2, 000;
- › You can get additional first supplementary card for free, with a shared credit limit;

Comparison between SCB Card and other Bank Credit Card

Bank Name	Standard Chartered Bank	Lanka Bangla	Premier Bank	BRAC Bank	Prime Bank	Eastern Bank
Annual Free	Reward point or @ 18 TXN	Charged	Free with Reward point	Free for life	Free with Reward point	Free from 2 nd year (@18txn)
Supplementary A/F	2 supple free, subsequent will charge	Free	Charged	Unto 10 free	Charged	Charged
Call Centre	24 hours	None	24 hours	24 hours	24 hours	24 hours
Cash Advance	50% of credit limit	50% of credit limit	50% of credit limit	60% of credit limit	50% of credit limit	50% of credit limit
Interest free period	Min 15 – Max 45 days	Min 15 – Max 45 days		50 days for all txn	Min 20 – Max 50 days	Min 15 – Max 45 days
Card Chq Facility	Yes	No	No	Yes	No	Yes



Product Range of Stander Charted Credit Card:



Local Card: SCB offers different types local card. Customers can use these only within the Bangladesh

Global Card: One Plastic can be used both locally & internationally and it issue against Travel Quota

International Card

Saadiq Card: Saadiq card is an international card that combines the convenience of an internationally recognized credit card with the peace of mind of being Shariah compliant. Saadiq credit card offers customers the best experience of both worlds – international standard banking facilities, services, and interest free card that is faithful to the laws of Islam.

Local Card:

SCB offers different types local card. Customers can use these only within the Bangladesh. There are different types of card

- ❖ Visa Silver
- ❖ Visa Mini
- ❖ Visa Classic
- ❖ Visa pre-paid Gift Card
- ❖ MasterCard Cricket
- ❖ Soccer Card
- ❖ MasterCard Silver
- ❖ MasterCard Gold
- ❖ MasterCard Platinum

Global Card

- One Plastic can be used both locally & internationally.
- A convenient alternative to cash foreign currencies and TCs.
- International usage is allowed against Travel Quota entitlement.
- Can be used to withdraw money at over 850,000 Visa ATMs worldwide.
- Both Primary & Supplementary Cardholder Can avail international usage facility against own TQ entitlement
- Billing Currency is Taka so no effect on outstanding amount when exchange rate fluctuates.
- International usage facility can be turned on/off through Call centre when not traveling.

Special type of Global card - Saadiq Card (Islamic Credit card)



Saadiq Credit Card

Saadiq card is an international card that combines the convenience of an internationally recognized credit card with the peace of mind of being Shariah compliant. Saadiq credit card offers customers the best experience of both worlds – international standard banking facilities, services, and interest free card that is faithful to the laws of Islam.

Differentiating Features of Saadiq Card

- Fully Shariah Compliant Card Based on “Ujrah Concept” (fixed fee based concept)
- Incorporates a Basic Card and a Service Account (for revolving balance).
- The Service account is created automatically if the outstanding balance in Basic Card is not paid in full.
- Service account is created to facilitate the customers to revolve on their card and to allow payment of the Minimum Due Amount /more instead of paying the entire amount on the Basic Card.
- Fixed Monthly Maintenance fee will be charged irrespective of outstanding balance and credit limit in months customer revolves
- Maintenance fee will be only charged if service account has any outstanding balance or any amount is transferred to the service.
- No Maintenance fee will be charged if the service account has zero balance and not used during a statement cycle..
- The assigned credit limit is shared across the basic card and the service account.
- Balance Transfer facility from conventional card (offered once only and on conversion from conventional card only)

- Late Payment Fee will be charged to the account to discourage customers from being delinquent to recover estimated direct costs incurred by the customer's delinquency.
- Customers are not allowed to use Saadiq card for any non-islamic transactions -i.e purchase of alcohol, gambling, pornography, etc (enforced by Terms and Conditions)

International Card:

International card is dollar card. Standard Chartered Bank this card issued against RFCD Accounts All Bangladeshi, nations are entitled to open resident Foreign Currency Deposit (RFCD) a/c within 1 month of arrival from abroad with undeclared fund of at least US\$ 1000/- . Bank this fund hold as lien and Bank give 80% credit limit of that lien amount. Customers can increase credit limit by increasing his lien amount and billing currency is dollar only. There are two types of card:

- ❖ **Visa Silver (Limit \$ 500 - \$ 4500)**
- ❖ **Visa Gold (Limit \$ 5000 - \$ 2000)**

Fees and Charges of SCB credit card

SCB Credit Card Fees & Charge	Visa & MasterCard Silver	MasterCard Gold	MasterCard Platinum	VISA Classic Card	VISA Silver USD Card	VISA Gold USD Card
General						
Payment Due Date form statement date	15 days					
Minimum amount due	5% or Tk 500, whichever is higher				5% or USD 10, whichever is higher	
Cash Limit	50% of Credit Limit					
Interest Free Time	Maximum Interest – Free days available in case of 100% payment of current balance on or before due date 45 Days, Minimum 15 Day					
Fees	BDT	BDT	BDT	BDT	USD	USD
Annual Fee (Pri. card)	1500	3000	7000	950	60	105
Annual Fee (Supp. Card)	500	1000	3500	1 st card free, subsequent cards Tk 500	30	50
Annual Fee (VISA Mini Card)	500	Not Applicable				
Global usage Privileges Fee	Free	Free	Free	Not Applicable		
Card / PEN Replacement Fee	200	500	1000	300	12	
Late payment Fee	300	500	1000	350	15	
Over Limit Fee	300	500	1000	350	15	
One off Conversation Fee (Global Card)	500	1000	2000	Not Applicable		
Access to Balaka	Not Applicable	Free	Free	Not Applicable		Free
Other Fees & Charges						
Finance Charge	2.5 % per month (30 Days)					
Cash Advance Fee	2 % or Tk 50 Whichever is higher			3 % or 50 tk Whichever is higher	2.5 %	
Duplicate Statement (Last 2 Month)	100	500		300	5	
Duplicate statement (beyond last 2 month)	200	500		500	5	
Returned Cheque Book	500	1000		500	Not Applicable	
Outstation Cheque Processing	100			Not Applicable		
Voucher retrieval Fee (upto a maximum of 3 month)	100	500		500	5	
Certificate Charge	500			15		
SafetyNet Insurance Charge	0.35 % of the statement balance as at the statement date				Not Applicable	
Accidental Death Insurance	Free			Not Applicable		
Card Cheque Book	10 Leaves Tk 150 20 Leaves Tk 250			1 st one free, subsequent Chque Same as	Not Applicable	
Card Cheque Processing Fee	1 % of the Card Cheque Amount (Minimum Tk 50)			2 % of the Card Cheque Amount (Minimum Tk 50)	Not Applicable	
Instabuy Finance Charge	16.95 % pa (Flat Rate)				Not Applicable	
Instabuy Pre- Closure Fee	3 % of remaining balance or Tk 1000 whichever is higher				Not Applicable	
SMS Banking	Free					
iBanking	Free					
eStatement	Free					
Auto Billspay	Free				Not Applicable	
VAT	15 % on Annual fee (Primary & Supplementary card) and card Replacement					

Requirement for the getting SCB credit card:

Income and Age

Minimum Income	LOCAL CARD	Silver Card	-- BDT 10000 - If Salary in a/c (For Saadiq BDT 12000) -- BDT 14000 - If Salary in Cash (For Saadiq BDT 15000) -- BDT 14000 - If Self Employed
		Gold Card	-- BDT 50,000
NB: No income requirement For the International Card Because It is secured loan			
AGE	For the Primary C/h : 21 – 60 Years		
	For the supplementary C/h : 18 – 60 Years		
	For the Secured Card : Min 18 – No maximum		

Documentation SCB Local and Global Credit Card:

For the Salaried:

1. Salary certificate or Pay-slip
2. 6 Months' Bank Statement
3. Passport Copy
4. Tin number

For the Expatriate (salaried):

1. Valid work permit
2. 6 Months' Bank Statement
3. Passport Copy (mandatory)



For the limited Company:

1. Memorandum of association
2. 12 months' Bank Personal / Company statement
3. IT 88 (not mandatory)
4. Passport Copy
5. Tin Number

For the Self-employed:

1. Trade License
2. 12 months' personal/co. bank statement
3. IT 88 (not mandatory)
4. Passport copy
5. TIN Certificate

For the Partnership:

1. Partnership Deed
2. Trade License
3. 12 months' personal/co. bank statement
4. IT 88 (not mandatory)
5. Passport copy
6. TIN Certificate

For the Fast Card:

1. Letter of Lien set-off form
2. Authorization Letter to hold funds
3. Debit Authority to purchase security stamps
4. Original FDR receipt (in case of FDR)
5. TIN Certificate

For the Fast Card (SCB Savings Certificate):

1. Letter of Lien set-off form
2. Original Savings certificate (signed)
3. Debit Authority to purchase security stamps
4. Dated form
5. Undated form
6. TIN Certificate

Documentation SCB International Credit Card:

Against RFCD Accounts All Bangladeshi, nations are entitled to open resident Foreign Currency Deposit (RFCD) a/c within 1 month of arrival from abroad with undeclared fund of US\$ 5000/- in case of fund exceeding US\$ 5000/- FMJ form has to be filled out on arrival

Required Documents with card Application

1. Letter of lien set off form
2. Authorization letter to hold fund
3. Debit authority to purchase stamp
4. TIN Certificate

Note: Limit is assigned based on security amount (LTV 80%) Excess fund has to keep for paying annual fees.

Against ERQ Accounts

As per foreign Exchange policy, exporters can retain certain percentage of their export earnings in foreign currency and maintain Exporter's retention Quota (ERQ) accounts.

Required Documents with Card Application

1. Letter of lien set off form
2. Authorization letter to hold fund
3. Debit authority to purchase security stamp
4. TIN Certificate
5. Board resolution declaring
 - Nomination of top 3 executives of the company
 - Declaration of not holding any other card against the ERQ account
 - Confirmation that the all three international credit cards (if required) for the top three executives will be taken from SCB.

There are some Special types cards offered by Standard Chartered Bank:

1. Gift card
2. Travel Card
3. Soccer Card



I Gift Card I



Gift Card

Gift card is a Prepaid Visa Card issued by Standard Chartered Bank .It is a convenient alternative to traditional gift giving. SCB offers multiple card designs appropriate for any occasion. Its Minimum value is Tk. 1000/- and Maximum is Tk.100, 000/-. We Can be used to withdraw money from the ATM and Can be used at variety of outlets that accepts VISA card ONLINE.

Unique Gift for loved ones:

- Anyone above 18 can purchase and receive a Gift Card
- Instant purchase facility from SCB branches
- Purchaser can add a Personalized Message on the card.
- Safer than cash as it can be replaced if lost/stolen.
- Exclusive Discounts at Leading Merchant Outlets
- Can be used multiple times until spending value is exhausted.

Types of Gift Card:

There are two types of gift card offered by Standard Chartered.

1. Instant issue
Any one cans purchase instantly Instant Over-the-Counter Delivery of Gift Card and PIN upon payment of desired value and fee. It is Appropriate for time-pressed customers and it is will have a generic message “Best Wishes”.
2. Personalized:
These types of Gift Recipient’s Name will be printed on the Card, personalized message can be added on the surface on the card, and Card & PIN will be delivered in 5 working days

Fees and Charges:

	Value Range	Fee Amount
Issuing Fee:	Tk. 1000 - Tk. 5000	Tk. 300/-
	Tk. 5001 - Tk. 20,000	Tk. 500/-
	Tk. 20,0001 - Tk. 50,000	Tk. 800/-
	Tk. 50,0001 - Tk. 100,000	Tk. 1000/-
Other fees and Charges:	Monthly Service Fee	Tk. 60/- (After 6 Month)
	Card/PIN Replacement Fee	Tk. 230/-
	Pre-closure Fee	Tk. 230/-
	Pay-order Issuance Fee	Tk. 230/-
	Cash withdrawal Fee	2% or Tk.50/(whichever is higher)

15% VAT will be added to Issuing Fee



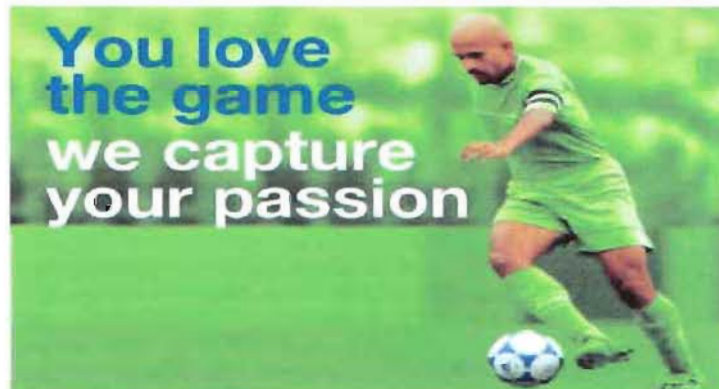
Travel Card



Travel card Key features:

- A Prepaid Visa Card issued by Standard Chartered Bank against Travel Quota entitlement
- A Convenient Alternative to Cash Foreign currencies and Traveller's Cheques
- Attractive Card Design
- Minimum value is US\$ 100 and Maximum is US\$ 1,000 for SAARC (& Myanmar) countries and US\$ 3,000 for Non-SAARC countries
- Can be used to withdraw money at over 850,000 Visa ATMs worldwide.
- Can be used at over 13 million outlets across the globe that accepts VISA card ONLINE
- Anyone above 18 can purchase Travel Card.
- No need to maintain account/card with SCB
- Safer than Cash and TC as it can be replaced if lost/stolen.
- Can be used multiple times until spending value is exhausted.
- No Air-ticket / Visa required for getting a Travel Card
- Simple Documentation (no TM Form)

Soccer Card



Soccer Card:

- New Card Design (Limited-Edition plastic) - the official Credit Card of 2006 FIFA World Cup!

- FREE Gift on Scratch Card with every Primary Soccer Card!
 - ☑ FREE DVD Player from Philips!
 - ☑ 2.50% - 10% Discount on the purchase of any Philips TV from the participating outlets!
 - ☑ This is applicable on the top of Transcom's existing FIFA Promotion on Philips TV; which includes FREE World Cup memorabilia, travel packages to Disneyland (Hong Kong) or FIFA World Cup (Germany)!!

New offers on Standard Chartered Credit card

- Super Saver
- @ 18 Transaction or Reward point
- One Card Chaque book Free from 1 January, 2008
- 2 Supplementary Card free 1 January, 2008

Findings:

Standard charted has been starting Credit Card operation more than 10 years. It is surprising that they are holding more than 25 0000 customer of credit card though their market reputation as best service provider and take higher price and they are market leader in Credit card Industry in Bangladesh.

My findings:

- Market Leader in credit card Industry
- Best Service Provider on Credit card
- Higher product Range
- Always tried to increase in product range but as well as product facility
- Maintain International Standard that why fees and charges are high compare to other bank



Appendix A: Different Branches of Standard Chartered Bank

BRANCH	Address
SCB House (Head Office)	67, Gulshan Avenue, Gulshan, Dhaka-1212
City Centre	
Motijhel/Alico	18-20 Motijheel C/A, Dh-1000
Dhanmondi 2	H # 37, R # 2, Dh. Dk-1205
Dhanmondi 5	H # 6, R # 5, Dh. Dk.-1205
Mirpur	Plot 1, Road # 12, Block # c, Section # 6, Mirpur # 11.
Old town	12,water works road,Chok bazar(dail potti)Dhaka
kawran Bazar	53, Kawran Bazar. Dh-1215
Kakrail	109 Kakrail Road, Dh.
Gulshan	102, Gulshan Avenue, Dh-1212
Gulshan # 2 (North)	189 Gulshan Avenue, Gulshan- 2(Gulshan North), Dhaka-1212(Opposite to Pakistan Embassy)
Uttara	H # 81/A, R # 7,Sec-4,Uttara, Dh-1230
Sonargoan	Hotel Sonargoan Cash Office, SCB, L-101, 107 Kazi Nazrul Islam Avenue. Dhaka-1215
Sheraton	Sheraton Office Complex, I-Minto Road, Dh.
Banani	14, Kemal Ataturk Avenue, Banani, Dh.
N"gonj	28,Shaista Khan Road.
Ctg. Main	Sheikh Mujib Road, Agrabad
Ctg.Station RD	JBC Shopping Centre, 22/23 -Station Rd.
Nasirabad Ctg GEC more	486/B Bulbul Centre, East-Nasirabad,GEC mor
CTG Agrabd.	31, Agrabad C/A, CTG
Khatunganj , CTG	Asma Chamber 1649 Ramjoy Mohajon Lane (Post Office Lane) Khatungonj
Khulna	Jiban Bima Bhaban KDA Avenue,
Bogra	Shatani House, Shepur Road, BOGRA-5800.
Savar	Zone Service Building DEPZ, Savar.
Sylhet	Fayzu Mantion, 1213 East Dargah Gate,
City centre	Plot: 5-A, Motijheel C/A

Appendix B: ATM Location of Standard Chartered Bank

BRANCH(23)	Address	ATM Booth (35)
Dilkusa/Dhaka Main	2,Dilkusha C/A, Hadi Mantion,Dh-1000	At Branch+Johnson Rd.
New SCB house	SCB house(2nd Floor) 67 gulshan avenue,Gulshan model town,Dhaka-1212	
Dhaka Main	Hadi Mention / 2, Dilkusha C/a , Dh-1000	At Branch+Johnson Road
Motijhel/Alico	18-20 Motijheel C/A, Dh-1000	At Branch
Old town	12,water works road,Chok bazar(dail potti)Dhaka	At Branch
Dhanmondi- 2	H # 37, R # 2, Dh. Dk-1205	At Branch+Shankar
Dhanmondi- 5	H # 6, R # 5, Dh. Dk.-1205	At Branch+ Shymoli / PLAZA A R
Sobhanbag DD(Mirpur)	Plot 3 1/A, Road # New13, Dhanmondi R/A, Dhaka -1205	At Branch
Mirpur	Plot 1, Road # 12, Block # c, Section # 6, Mirpur # 11.	At Branch
kawran Bazar	53, Kawran Bazar. Dh-1215	At Branch + Bashundhara
Kakrail	109 Kakrail Road, Dh.	At Branch + Gulfesha Plaza,Boro Moghbazar
Gulshan	67, Gulshan Avenue, Dh-1212	At Branch+Gulshan 1+ Price club
Gulshan # 2 (North)	189 Gulshan Avenue, Gulshan- 2(Gulshan North), Dhaka-1212(Opposite to Pakistan Embassy)	At Branch
Uttara	H # 81/A, R # 7,Sec-4,Uttara, Dh-1230	At Branch+SR Tower (Sec-7)
Sonargoan	Hotel Sonargoan Cash Office, SCB, L-101, 107 Kazi Nazrul Islam Avenue, Dhaka-1215	At Branch
Sheraton	Sheraton Office Complex, 1-Minto Road, Dh.	At Branch + MOTALIB PLAZA
UN Booth IDB	IDB Bhaban (Only for UN staff)	
Banani	14, Kemal Ataturk Avenue, Banani, Dh.	At Branch+Old Airport / BATB
N^ongonj	28,Shaista Khan Road.	At Branch
Ctg. Main	Sheikh Mujib Road, Agrabad	At Branch + Jamal Khan Road
Ctg.Station RD	JBC Shopping Centre, 22/23 -Station Rd.	Nil
Khatunganj , CTG	Asma Chamber ,1649 Ramjoy Mohajon Lane (Post Office Lane) Khatunganj	
Nasirabad Ctg	486/B Bulbul Centre, East-Nasirabad	At Branch
CTG Agrabd.	31, Agrabad C/A, CTG	At Branch
Khulna	Jiban Bima Bhaban KDA Avenue,	At Branch
Bogra	Shatani House, Shepur Road, BOGRA-5800.	At Branch
Savar	Zone Service Building DEPZ, Savar.	Nil
Sylhet	Fayzu Mantion, 1213 East Dargah Gate,	At Branch
Station rd-CTG		

Note: New 2 ATM Rampura and Kakrail

Appendix C: Bibliography

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CONCLUSION

Though Credit card have come in our country from the few years but within this short period lot of popularities have got. Still lot opportunities have in this sector. Standard Chartered bank is market leded in credit card operation in Bangladesh. Though may of bank tried to increase their market share but sill standard chartered bank are holding more than 250000 credit card customer. As an organization, the Standard Chartered Group has earned the reputation of top foreign banks operating in Bangladesh. The organization is much more structured compared to any other foreign bank operating in Bangladesh. It is relentless in pursuit of business innovation and improvement. It has a reputation as a leader in financing manufacturing sector. With a bulk of qualified and experienced human resource, Standard Chartered can exploit any opportunity in the banking sector. It is pioneer in introducing many new products and services in the banking sector of the country. Moreover, in the retail-banking sector, it is unmatched with any other foreign banks because of its wide spread branch networking thought the country.

