
A comparative analysis of deposit products in banking industry: an opportunity for eastern bank Ltd.

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Abstract: Eastern Bank Limited (EBL) is a second generation commercial bank with urban banking focus. It is offering various deposit account products under consumer banking. There are ample opportunities to explore and expand the existing customer base. The end result would be an increase in revenues of the bank. This is an exploratory research where a comparative analysis of the deposit products in banking industry has been executed and opportunities for Eastern Bank Ltd. have been identified. Several analytical tools (Comparative Study, Strategic Group Mapping analysis, SWOT etc.) has been used to analyze the findings. The researcher collected data from secondary sources. For the purpose of comparison, two types of deposit products are taken into consideration, namely: Savings Account / Special Savings Accounts and Term Deposit Accounts. After analyzing the existing product offering, market exploration and growth, EBL should offer some of the term deposit products as well as savings products with its existing products. The costs associated with the products must be considered and EBL should offer the products with significant intervals which would give the operators and sales team ample scope and time to get used to the products. Amongst the options stated above, the products that can be offered are: EBL Prepaid Savings Account; EBL Senior Citizen Account; EBL Privileged Account; EBL Millionaire Scheme; EBL Children's Education Savings Plan; EBL Holiday Plan/Wedding Plan; EBL Senior Citizen Deposit Scheme/Retirement Deposit Scheme; EBL Interest First Scheme; EBL Home Deposit Plan.

Keywords: Deposit, Interest, Savings, Service, Current, Scheme, Customer, Banking, Tenure, Fixed Deposit, Plan

1. Introduction

1.1. Background of the Study

Eastern Bank Limited (EBL) is a second generation commercial bank with 34 online branches across major cities in Bangladesh and 830 full time employees till December, 2008. It offers full range of commercial banking products and services to the Corporate, SME and Consumer segment. With urban banking focus, EBL is offering various deposit account products like Savings A/c, Current A/c, Interesting A/c, High Performance A/c, STD A/c, EBL Repeat (FDR), EBL Confidence (Monthly Deposit Scheme) and regular FDR. In order to help customer services, EBL has established ATMs, Bills Pay Machines, Kiosks, and Internet Banking etc. Unlike conventional branch banking, all business operations are processed centrally at EBL. The bank has set up a brand image attributable in part to its policy of continuous customer service excellence,

innovative products and services and maximum technology utilization. In the year 2008, the prime focus of the bank is on consumer banking. There are ample opportunities to explore and expand the existing customer base. The end result would be an increase in revenues of the bank. So, it is high time that the researcher come up with new deposit products which would mobilize wealth from the mass in order to be utilized for disbursing both long and short term credit. Here, a competitive analysis of deposit products of reputed Private Commercial Banks (PCB) has been done and internal and external factors will be considered with a view to find out some suitable new deposit products for Eastern Bank Limited.

1.2. Objective of the Study

There are several objectives for conducting this study. These are as follows:

- To find out the existing deposit products offered in leading Private Commercial Banks (PCBs) in

Bangladesh

- To have a complete understanding of the behavior and nature of the deposit
- To compare the EBL deposit products with the existing deposit products in the market
- To come up with innovative deposit products compatible to the capability and image of EBL

1.3. Methodology of the Study

Several analytical tools (Comparative Study, Strategic Group Mapping analysis, SWOT etc.) has been used to analyze the findings as well as to recommend the alternatives and new deposit product. The data has been collected from different Private Commercial Banks (PCBs) in Bangladesh. Judgmental sampling technique has been adopted for choosing the sample as bank profile and operation is taken as a major factor while selecting the sample.

1.3.1. Research Design

This is an exploratory research where a comparative analysis of the deposit products in banking industry has been executed and opportunities for Eastern Bank Ltd. has been identified

1.3.2. Sources of Information

To conduct the research study, the researcher collected data from secondary sources. The secondary data has been collected mainly from website of different banks, product brochure of different banks, annual report and PPG (Product & Process Guideline) of Eastern Bank Ltd. This secondary information was used in comparative analysis of the deposit products in banking industry of Bangladesh. Some opportunities for Eastern Bank Ltd. also came up with recommendations.

1.3.3. Data Collection Approach

The secondary data was mainly collected from the internet through website of different banks.

1.3.4. Sampling Technique

Judgmental sampling technique has been adopted for choosing the sample. The bank profile and operation is taken as a major factor while selecting the sample. Because for comparative analysis, the sample taken should be homogenous in nature.

1.3.5. Sample Size

11 banks including Eastern Bank Ltd. has been taken out of total 52 banks. The other banks are - Standard Chartered Bank, Hongkong & Shanghai Banking Corporation, BRAC Bank Ltd., Dhaka Bank Ltd., Trust Bank Ltd., Bank Asia Ltd., Dutch-Bangla Bank Ltd., The City Bank Ltd., AB Bank Ltd., Prime Bank Ltd.

1.4. Scope of Study

This study has significant scope to contribute to consumer banking of Eastern Bank Ltd. These are as

follows:

- Better understanding of the behavior and patterns of deposit products.
- Better knowledge about the deposit products in the market and come up with a better product for consumer banking in EBL.
- Finding out the missing deposit products and add to the product line for variety in EBL.
- Identifying the factors which need to be taken care of while expanding the product line.

1.5. Limitation of the Study

The study has a few limitations which are as follows:

- The sample will be chosen by using the judgmental sampling technique which is a non-probability sampling technique
- Structured questionnaire could not be used for this analysis
- There might be changes in deposit product offering for different financial institutions

2. Literature Review

2.1. Deposit Products

2.1.1. Definition

A deposit account is a current account, savings account, or other type of bank account, at a banking institution that allows money to be deposited and withdrawn by the account holder. These transactions are recorded on the bank's books, and the resulting balance is recorded as a liability for the bank, and represent the amount owed by the bank to the customer. Some banks charge a fee for this service, while others may pay the customer interest on the funds deposited.

2.1.2. Major Types

- Checking accounts: A deposit account held at a bank or other financial institution, for the purpose of securely and quickly providing frequent access to funds on demand, through a variety of different channels. Because money is available on demand these accounts are also referred to as demand accounts or demand deposit accounts.
- Savings accounts: Accounts maintained by retail banks that pay interest but cannot be used directly as money (for example, by writing a cheque). Although not as convenient to use as checking accounts, these accounts let customers keep liquid assets while still earning a monetary return.
- Money market deposit account: A deposit account with a relatively high rate of interest, and short notice (or no notice) required for withdrawals. In the United States, it is a style of instant access deposit subject to federal savings account regulations, such as a monthly transaction limit.
- Term deposit: A money deposit at a banking

institution that cannot be withdrawn for a preset fixed 'term' or period of time. When the term is over it can be withdrawn or it can be rolled over for another term. Generally speaking, the longer the term the better the yield on the money.

2.2. Current Market Situation and Deposit Products

There are numerous deposit products in the financial market offered by Private Commercial Banks. For the purpose of comparison, two types of deposit products are taken into consideration, namely:

- Savings Account / Special Savings Accounts
- Term Deposit Accounts

2.2.1. Savings Account

Savings Account is the most popular account among the account holders. Savings Account is opened by any individual for the purpose of savings. Traditionally it credits interest to the account of the customers daily/ monthly/ quarterly or half yearly subject to the policy of the bank. This deposit is intended primarily for small-scale savers. The main object of this account is promotion of saving. Hence there are restriction of withdrawals in a month and week. Heavy withdrawals are permitted only against prior notice. Interest is given on savings deposit if full fill certain conditions.

For the purpose of comparison Savings Account is divided into two parts. These are –

- Regular Savings Accounts
- Special Savings Accounts

Regular Savings Account: Certain areas which were taken into consideration while comparing the offerings.

Special Savings Account: Special Savings Accounts are separate accounts offered by some of the PCBs in Bangladesh besides the regular savings accounts. These types of accounts include Salary Account, Access Account, Graduate Account, High Performance Account etc.

2.2.2. Term Deposits

Term deposit accounts are those types of accounts where the principal amount is deposited for a particular period and the interest is credited after a particular time period and the whole amount is credited to the customer at the end of maturity. Several types of deposit products are discussed below. A fixed deposit is one which is payable after the expiry of a predetermined period fixed by the customer himself. The period varies from 3 months to 3 years. As usual, the prospective fixed deposit holder is expected to fill up an application form prescribed for the purpose, stating the amount and the period of deposit. The application itself contains the rules and regulations of the deposit in addition to the space for specimen signature. At the time of opening the deposit account, the bank issues a receipt acknowledging the receipt of money on deposit account. It is popularly known as Fixed Deposit Receipt (FDR). It contains the amount of deposit, the name of the holder of the deposit, the rate of interest, due date etc.

3. Data Analysis

3.1. Regular Savings Account

Certain areas which were taken into consideration while comparing the offerings –

- Target Customer
- Interest Rate
- Initial Deposit
- Minimum Balance Requirement
- Edge on Provided Service

3.1.1. Target Customer

Amongst the Private Commercial Banks (PCBs), all the PCBs offer regular savings accounts. Of them; SCB, HSBC, BRAC Bank, EBL and DHAKA bank have the same target customer base of Upper middle class and Upper class. Trust Bank, Bank Asia, DBBL have the target customer base of Upper middle class and Middle class. The City Bank, AB Bank and Prime Bank have target customer of Middle class and lower middle class.

Table 1. Target Customer

Private Commercial Banks	Target customers
SCB, HSBC, BRAC, DBL, EBL	Upper middle class, Upper Class
Trust Bank, Bank Asia, DBBL	Middle class, Upper middle class
The City, AB Bank, PBL	Lower Middle Class, Middle class, Upper middle class

3.1.2. Interest Rate

Amongst the above mentioned Banks; AB Bank, PBL, DBL and EBL provides the highest interest rate for different slabs subject to the minimum balance requirement and withdrawal facilities. All the foreign banks (SCB and HSBC) offers the lowest interest rate of below 5% interest rate.

Table 2. Interest Rate

Private Commercial Banks	Interest Rate
AB Bank, PBL, DBL, EBL	6%-7%
BRAC, DBBL, Bank Asia, The City, Trust Bank	5% and Above
SCB, HSBC	Below 5%

3.1.3. Initial Deposit

The initial deposit is highest for Foreign Banks (SCB & HSBC) to open Savings Account which are BDT 20,000.00 and BDT 30,000.00 respectively. Among the Private local Banks, DBL has the highest initial deposit of BDT 30,000.00 and Trust Bank has the lowest initial deposit of BDT 5,000.00. EBL and BRAC Bank has initial deposit of BDT 15,000.00. The rest of the banks have within range of BDT 500.00 – BDT 5,000.00. The initial deposit is waived in most of the banks subject to the customer profile.

Table 3. Initial Deposit

Private Commercial Banks	Initial Deposit
Trust Bank, PBL	Minimum initial Deposit
BRAC, DBL, DBBL, EBL, AB Bank, Bank Asia	BDT 5,000.00 - BDT 15,000.00
SCB, HSBC, DBL	Above BDT 20,000.00

3.1.4. Minimum Balance Requirement

SCB and HSBC customers are required to have the same minimum balance requirement of BDT 50,000.00 to avail interests. Below the above said amount will lead to a penalty. Again, among the private local banks, DBL requires BDT 30,000.00 as minimum balance requirement and The City requires BDT 200.00 only as minimum balance requirement for availing interest on Savings Account. EBL minimum balance requirement is BDT 20,000.00.

Table 4. Minimum Balance

Private Commercial Banks	Minimum Balance
The City	Minimum Balance Req.
EBL, Bank Asia, AB Bank, BRAC, DBBL, DBL, PBL, Trust Bank	BDT 10,000.00 – BDT 30,000.00
SCB, HSBC	Above BDT 50,000.00

3.1.5. Edge on Provided Services

In terms of services, all the banks provide Debit/ ATM cards. DBBL has the highest number of ATM booths all over the country in more than 300 locations. Among the foreign banks, SCB has 24-hour ATM services in 27 locations. SCB has also collaboration with DBBL for ATM usage. Again, HSBC has 24-hour ATM services in locations. SCB offers priority banking, SMS-banking, Internet banking, phone banking and evening banking in 4 branches (3 in Dhaka, 1 in Chittagong). HSBC also offers premier banking, Internet banking, phone banking and unlimited transaction facility. BRAC bank offers 24-hour ATM, Mini balance statement from the ATM, SMS banking, Internet banking and phone banking. DBBL offers internet banking, SMS banking and OD facility for debit card holders (Gold - BDT 18,00,000.00; Silver - BDT 8,00,000.00 and Blue - BDT 2,00,000.00). ATM debit card charges are highest for SCB and HSBC. On the other hand, EBL has 24-hour ATM services and Kiosks in 20 locations in Bangladesh. EBL offers Internet Banking, Priority Banking, E-statements and evening banking in 3 branches in Bangladesh.

So, if we consider different criteria stated above we can rate the PCBs in the following way:

Table 5. Edge on Provided Services

Private Commercial Banks	Provided Services
SCB, BRAC, HSBC	ATM, Phone Banking, SMS banking, Internet Banking, Evening Banking (Full Service)
DBBL, DBL, EBL, Bank Asia, AB Bank	Above Average
PBL, Trust Bank, The City	Average to Below Average

3.2. Special Savings Account

Special Savings Accounts are separate accounts offered by some of the PCBs in Bangladesh besides the regular savings accounts. These types of accounts include Salary Account, Access Account, Graduate Account, High Performance Account etc. The offerings by different banks are as follows:

3.2.1. Salary Account

Maximum PCBs offer salary account for the group of employees of an organization. SCB and HSBC have the largest book of Salary Accounts till date. This account is customized according to the contract signed by both the parties. Special arrangements are done to waive certain charges and facilitate the customer group. BRAC Bank allows the zero and negative balance facilities whereas HSBC and SCB provide the ATM facility with least charges.

EBL also customizes the salary accounts in terms of agreement between both the parties. Normal Savings rate is applicable and no minimum balance is required for most of the cases. Recently, they have launched EEPP (EBL Extra Privilege Package) where the salary account holders will have a consolidated package of benefits.

3.2.2. Cus Bonus Savings Deposit Account

Bank Asia's "Bonus Savings Scheme" is a savings account held by subscribers with a minimum balance of BDT 50,000.00 will attract not only the usual savings interest but a further 10% bonus on interest.

The City Bank has also a special scheme called "City Onayash" which is a unique kind of savings account which calculates interest on your daily balance and pays interest to you every month. Every month's interest earning goes into your account automatically. Interest forfeiture rules of a common conventional savings account do not apply here.

HSBC "Savings Plus" is a scheme where interest will be paid at the end of each month instead of six months. Minimum opening balance is BDT 5,00,000.00 and interest payable only for balance of BDT 5,00,000.00 or above. Free ATM card with daily withdrawal limit of BDT 50,000.00

DBL "Saving Bundle Product is a unique blend of all flexibilities of a current account and provision high interest on daily balance and monthly interest paid savings account in three schemes, namely- Dhaka Bank Silver Account (account opening balance: BDT 30,000.00, interest rate:

7%); Dhaka Bank Gold Account (account opening balance: BDT 50,000.00, interest rate: 7.5%) and Dhaka Bank Platinum Account (account opening balance: BDT 1,00,000.00, interest rate: 8.5%)

SCB “Super Savers Account” is an account where interest will be accrued on monthly average balance and applied at each quarter-end. Minimum opening amount is BDT 50,000.00 and interest up to 6%.

On the other hand, EBL has “High Performance Account” with minimum initial deposit of BDT 20,000.00 and minimum balance is BDT 50,000.00 to enjoy interest. Interest rate is calculated on a daily basis and credited to the amount. EBL has interesting account with minimum balance requirement of BDT 50,000.00

Table 6. Bonus Savings Deposit Account

PCBs	Products	Minimum Balance/ Installment	Interest Rate
SCB	Super Savers Account	BDT 50,000.00	6.00%
HSBC	Savings Plus	BDT 5,00,000.00	6.00%
DBL	Savings Bundle Product	BDT 30,000.00 /	7.00% /
		BDT 50,000.00 /	7.50% /
		BDT 1,00,000.00	8.50%
Bank Asia	Double Benefit Scheme	BDT 50,000.00	6.50%
The City	City Onayash	BDT 50,000.00	4.50%
EBL	High Performance Account	BDT 50,000.00	6.50%

3.2.3. Other Special Savings Deposit Account

Among the other types of special Savings accounts, SCB offers “Access Accounts” which operate in the same mode as savings accounts. “Access Account” is targeted to the non-branch account holders who transacts mostly through ATM. Target customers are the students and young age groups who prefer ATMs. BDT 20,000.00 is required as initial deposit and minimum balance to enjoy interest is BDT 1,00,000.00

Again, BRAC Bank offers “Ezee Account” with minimum initial deposit from BDT 500.00 – BDT 2,000.00 and no minimum balance is required. Zero balance concepts are applicable for this account and cash withdrawal and deposit can be done through ATM cards.

HSBC’s “Peace of Mind Savings Plan” is a special savings plan with tenor of 3 years where initial deposit is BDT 10,000.00 or BDT 50,000.00 with monthly deposits of BDT 5,000.00 (1 unit) or BDT 10,000.00 (1 unit) respectively. Exclusive discounts on various medical tests at selected diagnostic centers in Dhaka and Chittagong are available. Bonuses will be paid at end of the tenure if all installments are deposited on time (BDT 600.00 bonus for every initial deposit of BDT 10,000.00, BDT 3,000.00 bonus for every initial deposit of BDT 50,000.00). Personal accidental insurance coverage up to BDT 1,00,000.00 for

initial deposit of BDT 10,000.00 and up to BDT 1,50,000.00 for initial deposit of BDT 50,000.00 (Premium will be borne by the Bank). Overdraft facility up to 90% against your deposit with a minimum loan amount of BDT 90,000.00

DBL “Excel Account” is a tailored account where salaried individuals employed in any institution receives a credit interest based on the credit balance available in the account. They are also required to pay the bank OD interest if the balance of the account becomes overdraft. The tenure of the account will be for 3 years maximum, having renewal facility for every year until the client resigns from the institution. An OD limit is given to the account up to the amount of the salary of the individual employed at the institution. For a credit balance this facility provides an interest rate of 4.5% p.a. based on the daily balance of the account. If in the case, the account is utilized for an OD limit, the debit balance will be subject to a debit interest rate of 16% p.a.

Trust “Money Making Scheme” is an FDR for the value combining client's own deposit and bank's contribution will be issued for three years at 10.00% which will be automatically renewed for further one term of 3 years. No interest will be payable if encashment would be occurred within 6 month. If the premature encashment would be occurred after six months but less than 3 years in that case he/she will be entitled to get prevailing saving rate. If it would be encased after 3 years but less than 6 years in that case he/she will be entitled his/her own deposit + interest on FDR for 3 years and interest at savings rate for rest period which shall be more than six months. Installment will be started from the following month and deadline of each installment is 10th of every month.

3.3. Term Deposits

Term deposit accounts are those types of accounts where the principal amount is deposited for a particular period and the interest is credited after a particular time period and the whole amount is credited to the customer at the end of maturity. Several types of deposit products are discussed below –

3.3.1. Regular Term Deposit

Almost all the PCBs offer different term deposit products for 1 month/3 months/6 month/9 months/1 year/2 years/3 years/4 years/5 years with different interest rate. EBL also offers this kind of product of various maturity with attractive interest rate.

3.3.2. Monthly Interest bearing Fixed Deposit

BRAC Bank 'Abiram' Account is a special type of Fixed Deposit scheme, which offers the flexibility & comfort of having a guaranteed monthly return on investment. Monthly interest on deposit with attractive rate of return. 95% loan against deposit is available.

The City “Ichchapurun” is product that allows earning interest every month that accrues in fixed deposit account,

no matter what the term of the deposit is. There is the scope of getting personal loan worth up to 90% of value. Interest rate is 8.50% for 1 year; 8.50% for 2 years; 8.50% for 3 years and 9.00% for 5 years.

HSBC “Monthly Interest Bearing Time Deposit” is a simple, safe and convenient way to earn interest on a monthly basis with the security of a fixed deposit account. There is option of keeping the Time Deposit for a maximum period of 2 years, which will be renewed automatically every year. A minimum deposit balance of BDT 5,00,000.00 to open the account. Free ATM Card for new accounts.

DBL “Income Unlimited” is a special deposit scheme where monthly interest accrued on the deposit will be disbursed to the client through savings/current account. Deposit amount is in multiples of BDT 50,000.00, however the minimum deposit will be BDT 1,00,000.00 (singly or jointly) and the maximum BDT 50,00,000.00 (singly/Jointly). Interest rate is 12.00% and tenor is 3 years. Clients will have the option of taking advance up to 90% of the deposited amount at the time of application. The prevailing lending rate will be effected against the advance.

PBL “Monthly Benefit Deposit Scheme” is a deposit scheme where the depositor gets monthly benefit out of his

deposit. Deposit of BDT 25,000.00 and multiples thereof, but maximum BDT 25,00,000.00 shall be acceptable under the Scheme. The deposit shall be for a period of 5 years. Profit shall be paid on monthly basis @ BDT 800.00 per BDT 1,00,000.00. Advance against lien on such Receipt can be allowed up to 80% of the deposit bearing normal rate of interest prevalent at the time on Overdraft/ Loan.

Trust “Monthly Benefit Deposit Scheme” is a scheme where the benefit will be paid on monthly basis. Deposit of BDT 1,00,000.00 and multiples thereof, but maximum BDT 25,00,000.00 shall be acceptable under the scheme. The deposit shall be for a period of 05 years. Profit shall be paid on monthly basis Tk. 900 & net off taxes BDT 810.00 per BDT 1,00,000.00. Advance against lien on such Receipt can be allowed up to 80% of the deposit bearing normal rate of interest prevalent at the time on Overdraft/Loan

On the other hand, EBL “Repeat” is the same scheme where minimum principal amount is BDT 1,00,000.00. There is no maximum principal amount limit and accounts in multiple of BDT 1,00,000.00 can be opened. EBL Repeat must be kept for a term of 1 year/2 years/3 years. EBL Repeat account holders may take OD facility against EBL Repeat account (maximum 90% of the value).

Table 7. Monthly Interest bearing Fixed Deposit

PCBs	Products	Minimum Balance/ Installment	Tenor
HSBC	Monthly Interest Bearing Time Deposit	Minimum Deposit BDT 5,00,000.00	Maximum 2 years
BRAC	Abiram	Minimum deposit BDT 50,000.00	Maximum 5 years.
DBL	Income Unlimited	In multiples of BDT 50,000.00. However the minimum & maximum deposit will be BDT 1,00,000.00 & BDT 50,00,000.00	3 years
The City	Ichchapurun	Minimum deposit BDT 30,000.00	1/2/3/5 years
Trust	Monthly Benefit Deposit Scheme	Deposit of BDT 1,00,000.00 and multiples thereof, but maximum BDT 25,00,000.00	5 years
PBL	Monthly Benefit Deposit Scheme	Deposit of BDT 25,000.00 and multiples thereof, but maximum BDT 25,00,000.00	5 years
EBL	Repeat	Deposit of BDT 1,00,000.00 and multiples thereof, and no maximum limit	1/2/3 years

3.3.4. Millionaire / Double Deposit Scheme

SCB “Millionaire Scheme” is opened for the purpose of savings. Customers are allowed to open any amount of scheme and for discontinuation of installments there will be penalty of BDT 5,000.00 and for force closing of the scheme the penalty is BDT 7,500.00. Standing instruction and balance checking and record of the last transaction is available through call centers and branches.

HSBC “Smart Savers Plan” is a plan which triples the deposited amount with standard (BDT 50,000.00), silver (BDT 1,00,000.00) and gold (BDT 5,00,000.00) plan. 90% Overdraft facility is available for a minimum BDT 90,000.00.

DBL “Deposit Double Scheme” tenor is for 6 years. Minimum initial deposit is BDT 50,000.00 to a maximum of BDT 20,00,000.00 / BDT 35,00,000.00. 90% overdraft facility is available on the deposit. Installment can be made at any day of the month. The minimum monthly deposit will be BDT 500.00. The client will have the option of depositing any amount in multiples of BDT 500.00 subject to a maximum of BDT 20,000.00. The minimum tenor is 48 months and the maximum would be 144 months. 90% overdraft facility is available on the deposit and bonus points are available on payment of regular installments regardless of 2 defaults.

Table 8. Millionaire / Double Deposit Scheme

PCBs	Products	Minimum Balance/ Installment	Tenor	Provided Services	OD Facility
SCB	Millionaire Deposit	BDT 1,00,000.00	Tenor is 9 months/5 years/ 10 years	Standing instruction applicable. Penalty applicable for installment failure.	N/A
HSBC	Smart Savers	BDT 50,000.00 (Standard), BDT 1,00,000.00 (Silver) and BDT 5,00,000.00 (Gold).	Triples the amount.	Standing instruction from the savings account.	90% OD facility for minimum BDT 90,000.00
BRAC	Set-up deposit	Minimum deposit BDT 50,000.00	Tenor is 3 years. Increases the interest rate by 0.50% each year.	Standing instruction from the savings account.	95% OD facility
DBL	Deposit Double	BDT 50,000.00 to a maximum of BDT 20,00,000.00 / BDT 35,00,000.00. Minimum monthly deposit BDT 500.00	Tenor is 6 years.	Installment can be made any day.	90% OD facility.
Bank Asia	Double Benefit Scheme	BDT 1,00,000.00	Tenor is 7 years.	Amount is doubled in 7 years.	N/A
The City	Lakhpati Scheme	Minimum Initial Deposit BDT 3,000.00. Monthly installment BDT 1,075.00	Tenor is 6 years.	The account is linked with Savings A/c and the account is insured.	

Bank Asia offers "Double Benefit Plus" is a 7-year scheme. Depositor's money doubles in 7 years. Minimum initial deposit for the scheme is BDT 100,000.00 or it is multiple.

The City Bank offers "Lakhpati Savings Scheme" has an initial deposit of BDT 3,000.00 and the tenor is for 6 years. Monthly installment is BDT 1,075.00 and the account is insurance covered. After maturity BDT 1,00,000.00 will be credited to the account.

Trust "Money Double Scheme" is a deposit scheme with a minimum of BDT 10,000.00 to multiples of it. The tenor of the scheme is 6 years and the deposited amount is doubled after maturity. 80% of overdraft facility is available for this account. Trust "Lakhpati Scheme" is a scheme for 3/5/10 years. Monthly installment is BDT 490.00 – BDT 2,350.00. The interest rate is 10% and 80% overdraft facility is available against the deposit. Prime Bank Limited offers "Double Benefit Scheme" where minimum deposit is BDT 25,000.00 and multiplies thereof but maximum limit is BDT 25,00,000.00. Tenor is 6 years. Prime "Lakhpati Deposit Scheme" has a monthly installment size of BDT 250.00 – BDT 2,400.00. Interest rate is 10% and tenor is 3/5/10/15. The account holder gets BDT 1,00,000.00 after maturity. 80% loan facility is available against the deposit. Prime millionaire scheme has a monthly installment of BDT 12,465.00 / 7,890.00 / 4,570.00 for the tenor of 5/7/10 years respectively. Monthly installment is paid on the 8th day of the month.

EBL does not offer any millionaire scheme or double benefit scheme.

3.3.5. Interest First Fixed Deposit

BRAC "Interest First Deposit" is a term deposit which credits interest to the account as soon as the account is opened. Tenor is 3/6/12 months. 95% overdraft facility is

available for this account. Interest reinvestment opportunity is available and the interest rate is 9.75%.

Table 9. Interest First Fixed Deposit

PCB/NBFI	Product	Tenor	Minimum/Initial Deposit	OD Facility	Interest Rate
BRAC	IFFD	3/6/12 months	N/A	95%	9.75%
Trust	IFFD	3/6/12 months	BDT 1,00,000.00	80%	9.00% - 9.50%

Trust "Interest First Fixed Deposit Scheme" is the scheme where interest is credited to the account as soon as the account is opened. Interest reinvestment is available for the account. Minimum deposit is BDT 1,00,000.00 and the tenor is 3/6/12 months and 80% overdraft facility is available against the deposit. Interest rate is 9.00% – 9.50%.

EBL does not offer interest first deposit product.

3.3.6. Education / Marriage / Children Savings Scheme

SCB "Education Savings Scheme" is targeted for children education purpose. Standing instruction can be given since the account is linked with any of the transaction accounts and balance checking and update can be investigated from the call center. Minimum initial deposit is BDT 10,000.00 and monthly installment fee is BDT 1,000.00 per unit. Any discontinuation or closure of the account is subject to penalty for the account holder. Tenor is 3/10/15 years.

Table 10. Education/ Marriage/Children Savings Scheme

PCB/ NBFIs	Product	Tenor	Minimum/ Initial Deposit	Monthly Installment	Nature	Service
SCB	Education Scheme	3/5/10 years	BDT 10,000.00	BDT 1,000.00 per unit	Linked with Savings Account	N/A
HSBC	Education/ Children Education	1-3 years	BDT 10,000.00	BDT 5,000.00	Linked with Savings Account	Gifts are available
The City	Marriage, Junior Savers	12 years, 10 years	Junior Savers- BDT 5,000.00	BDT 250.00 – BDT 2,500.00, BDT 1,000.00	Account is insurance covered.	80% Loan facility
PBL	Education Savings Scheme	5 years	Minimum BDT 50,000.00 Maximum BDT 5,00,000.00		Installment can be payable by the 8 th day of the month.	80% Loan facility
Trust	Educare Scheme	3/5 years	BDT 10,000.00	BDT 430.00 / BDT 520.00	Interest is payable at maturity either in lump-sum or as monthly allowances	80% Loan facility

HSBC “Education Savings Plan” have initial deposit of BDT10,000.00 with monthly deposits of BDT 5,000.00 (1 unit) and 1-3 year tenor. The targeted age group is 18-60 years and purpose is higher education. Free gift and bonus is available as per smooth installment payment of the plan. “Children Savings Plan” have initial deposit of BDT 10,000.00 with monthly deposits of BDT 5,000.00 (1 unit) and it is valid up to 18 years of the child. The parents open the account on behalf of the child and the account is handed over after the child is 18 years of age. Free gift and bonus is available as per smooth installment payment of the plan.

The City Bank “Marriage Savings Scheme” is for 12 years. Monthly installment Size is BDT 250.00, BDT 500.00, BDT 1,000.00, BDT 1,500.00, BDT 2,000.00 and BDT 2,500.00. Loan facility is 80% of the deposited amount. “Junior Savings Scheme” has an initial deposit of BDT 5,000.00 and the tenor is for 10 years. Monthly installment is BDT 1,000.00 and the account is insurance covered. After maturity will be credited to the account and handed over to the beneficiary after he or she is 18 years of age.

PBL “Education Savings Scheme” is another scheme where minimum Deposit is BDT 50,000.00 and multiples

thereof and maximum limit is BDT 5,00,000.00. Tenor is 5 years.

Trust “Educare Scheme” is a scheme where the deposit with interest is payable at maturity either in lump-sum or as monthly allowances for 3/5 years starting from the completion of the term. To avail of the education allowance, the depositor is required to deposit the receipt with the Bank duly discharged by him / her with the written instruction to pay the amount to the student nominated by him / her on monthly installments basis as stipulated the scheme. Advance against lien on such Receipt can be allowed up to 80% of the deposit.

EBL does not offer Education or Marriage or Children Savings Scheme.

3.3.7. Retirement Savings Plan

HSBC Retirement Savings plan is purposed for retired officials for 3 years and initial deposit is BDT 10,000.00 or BDT 50,000.00 and monthly deposits is BDT 5,000.00 (1 unit) or BDT 10,000.00 (1 unit) respectively. For every initial deposit and yearly smooth payment of installment there is provision for bonus.

Table 11. Retirement Savings Plan

PCB/ NBFIs	Product	Tenor	Minimum/ Initial Deposit	Monthly Installment	Nature	Service
HSBC	Retirement Plan	3 years	BDT10,000.00 or BDT 50,000.00	BDT 5,000.00 or BDT 10,000.00	The amount is credited to the account after 3 years.	Initial deposit and yearly smooth payment of installment receives bonus.

No other bank offers retirement savings plan including EBL in Bangladesh.

3.3.8. Holiday Savings Scheme

Holiday Savings Scheme is planned for holiday purpose. Initial deposit was of BDT 10,000.00 with monthly

deposits of BDT 5,000.00 (1 unit) and 6 months or 1 year tenor. The targeted age group is 18-60 years and there are discount facilities for selected travel agencies. Bonus is paid for smooth installments paid yearly.

Table 12. Holiday Savings Plan

PCB/ NBFBI	Product	Tenor	Minimum/ Initial Deposit	Monthly Installment	Nature	Service
HSBC	Holiday Plan	6 months or 12 months.	BDT 10,000.00	BDT 5,000.00	The amount is credited to the account after 6 months or 12 months.	Discount on holiday packages. Initial deposit and yearly smooth payment of installment receives bonus.

No other bank offers retirement savings plan including EBL in Bangladesh.

3.3.9. Home Deposit

Prime Bank Limited offers House building deposit scheme which has a minimum equity building amount of

BDT 10,00,000.00. The tenor of the House Building Deposit Scheme will be 5/7/10 years. Loan facility of three times the deposit is available of the deposit.

Table 13. Home Deposit

EBL is yet to offer home deposit productsPCB/ NBFBI	Product	Tenor	Minimum/ Initial Deposit	Nature	Service
PBL	House Building Deposit	5/7/10 years	BDT 10,00,000.00	The amount is credited to the account after 5/7/10 years.	3 times loan Facility of the deposited amount.

3.3.10. Step up Fixed Deposit

BRAC Bank 3-year “Step Up Fixed Deposit” guarantees increase of interest rate each year. It works like normal Fixed Deposit except with one unique feature added to it i.e. the customer will get a guaranteed 0.5% increase in the rate of interest upon completion of each year as per the following schedule: 11.00% for the 1st year; 11.50% for the 2nd year & 12.00% for the 3rd year.

EBL is yet to offer step up fixed deposit products.

3.4. Strategic Group Mapping

The strategic group mapping shows the position of the competitors along with the company on the basis of several dimensions and the future strategy it might or should adopt to gain a certain competitive advantage in the market environment.

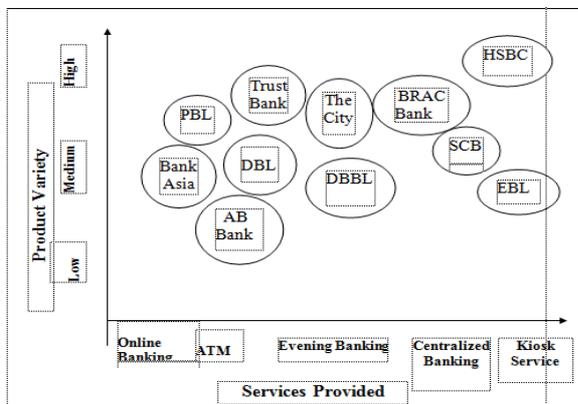


Figure 1. Strategic Group Mapping Analysis.

Here in the strategic group map, the horizontal axis represents different services provided offered by the bank

for consumer banking while vertical axis shows the products offered by the banks. The services are online banking, ATM, evening banking, centralized banking and kiosk services and product coverage has been weighted as high, medium and low depending on the variety of the products offered by the Private Commercial Banks. HSBC has the largest basket of deposit products with full services. SCB and BRAC Bank offer good range of products with adequate services whereas EBL is still lagging behind in offering variety of deposit products but as far as services are concerned EBL has an upper hand as it serves most of the basic services needed for retail banking. Other banks do not have personalized services and do not implement the full retail banking concept. So, in order to expand the deposit market, EBL should target the question mark portion in the map and optimize the use of kiosk services and introduce some of the services which are still to be introduced. Proper ensuring of the services at kiosks and variety of deposit product would definitely strengthen the retail banking of EBL.

3.5. SWOT Analysis

<p>Strength</p> <ul style="list-style-type: none"> -Brand Image -Centralized Operation -Relationship Banking -Kiosk and ATM Network -Favorable Interest Rates 	<p>Weakness</p> <ul style="list-style-type: none"> -Lack of Term Deposits -Small No. of Branches -Processing Time -Unutilized Segment -Conservative Banking Approach
<p>Opportunities</p> <ul style="list-style-type: none"> -Unexplored Market Segment -Special Savings Account -Kiosk Service -Specialized Long Term Deposits -Launching Long Term Assets 	<p>Threats</p> <ul style="list-style-type: none"> -Product Diversification -Growth of Deposit Market -Competition from Multinationals -Competition from Local Banks -Cannibalization Of Existing Products

Figure 02. SWOT Analysis

3.5.1. Strength

Brand Image

Among the local banks, EBL has an upper class brand image. Recently, EBL has been awarded with prestigious recognition as “SUPER BRANDS” that recognizes top brands worldwide on a global standard by an independent international organization. EBL is known for its transparent banking.

Centralized Operation

EBL has a centralized banking operation which ensures compliant decision making and better paper works. At the end of the day, branches are able to serve more customers.

Relationship Banking

Only 4 banks including EBL do relationship banking. This concept is an added advantage and provides the opportunity for cross-selling of products which is necessary if EBL offers new deposit products.

Kiosk & ATM Network

EBL has 44 personal ATMs and 5 KIOSK service centers. Only HSBC offers the concept of KIOSK service to the customers. So this is an advantage where EBL could capitalize when term deposits will be in the offerings.

Favorable Interest Rates

EBL offers competitive interest rates in the market. For savings accounts EBL rate is around 5.5%-6.0% which is at par with the market rate. The best rate is offered by Trust bank (7%), Bank Asia (7%) and Marcantile Bank (8.5%) in the market. In terms of term deposits, EBL rate is 10%-11.5% for different terms which is at par with the market rate. So, if EBL considers offering term deposits customers will have a positive perception about the interest rate of the product.

3.5.2. Weakness

Lack of Term Deposits

EBL offers mainly three term deposits namely EBL confidence, EBL Repeat and regular FDR. Compared to the other banks, EBL does not offer specialized term deposits like education savings, millionaire scheme, holiday plan, retirement plan or house deposit etc.

Small no. of Branches

EBL has only 34 branches all over Bangladesh. This often creates problem in getting deposit as many of the districts are out of the coverage area. However, EBL has taken initiative to open 5 new branches in every year.

Processing Time

The processing of documents at a centralized environment takes a long time. The opening of an account takes minimum of 1-2 days which is a long time compared to other local banks and multinationals.

Unutilized Segment

Certain portion of the consumer segment is still unexplored such as Mohakhali, Mohammadpur, Badda etc. More emphasis should be given to cover these areas which would contribute to the term deposits.

Conservative Banking Approach

EBL practices a conservative banking approach. BRAC

BANK and SCB adopts an aggressive banking approach which is somewhat missing in EBL.

3.5.3. Opportunities

Unexplored Market Segment

According to the recent survey, it is evident that only 45% of the market is explored as far as consumer banking is concerned. On the other hand, corporate banking has become saturated. So exploration of consumer deposit product is needed to further explore the market demand.

Special Savings Account

Special savings account is a type of account which carries special features and services among savings accounts besides regular savings accounts. EBL has High Performance Account where interest is credited on a daily balance provided the minimum balance is BDT 20000. Other special savings accounts are salary accounts and interesting accounts. But there are other accounts such as Access Account and Graduate Account offered by SCB and Ezee Account by BRAC BANK. These accounts are focused on ATM based transactions and other banking services are also available through ATM. Another area could be school banking where EBL could focus which AB BANK offers in some of the schools.

Kiosk Service

Kiosk services are an opportunity to grow relationship banking for EBL. Currently only HSBC is offering these services in Bangladesh. One or more dedicated employees of EBL could serve the customers in regular transaction which would easily decrease the pressure from branches and help to promote deposit products.

Specialized Long Term Deposits

Specialized long term deposits are needed to meet the specific demand of customers. It would highly fulfill the customer need and product variety of the bank will increase. Keeping the plan for expanding assets in mind in future, EBL can explore different types of long term deposits. To date, HSBC offers the widest range of deposits. EBL has regular FDR, Repeat and Confidence as long term deposits.

Launching Long Term Assets

EBL will launch quite a handful of loan products in the next period such as Education loan, House building loan etc. So there are ample opportunities that EBL offers term deposits to cover those assets.

3.5.4. Threats

Product Diversification

HSBC, PBL, CBL, Trust Bank offer diversified and segmented products. Of them House Building Deposit, Hajj Deposit, Retirement Plan and Education Deposit Scheme are noteworthy. These specific products have added variety to their basket and in the long run they could minimize the importance and demand of generalized term deposit products.

Growth of Deposit Market

Deposit market is growing slowly in Bangladesh because of the political situation and government regulatory requirements. Again, growing stock market is encouraging

the investors to invest in the stock market.

Competition from Multinationals

Multinationals could be a huge threat in the long run since they have an international brand value to the customers and can offer variety of products with international back up. Citibank N.A. is considering entering into the retail banking segment in the next few years.

Competition from Local Banks

BRAC Bank, PBL, CBL, DBBL, Trust Bank are the main competitors among the local banks. BRAC BANK and DBBL are doing aggressive banking through their channels and ATM networks. CBL has almost 83 branches all over Bangladesh.

Cannibalization of Existing Products

If EBL tries to offer too many term deposits at the same time, there is a possibility of cannibalization of its own product. For instance, Double Deposit Scheme or Millionaire Deposit Scheme could take out the potential customer of an FDR customer. So, the cost benefit analysis should be done.

4. Findings and Recommendation

4.1. Savings Account

Several savings accounts which EBL could offer are as follows:

1. EBL Prepaid Savings Account (Non-branch Account).
2. EBL Senior Citizen Account (Special Account for Senior Citizen).
3. EBL Privileged Account (Special Account for Women)

4.1.1. EBL Prepaid Savings Bank Account

SCB and BRAC bank offer similar kind of accounts in the market. However; if EBL introduces "Prepaid Savings Bank Account", then the characteristics will be –

- Minimum initial deposit BDT 1,000.00
- Target Group 18-40 years of age
- Purpose will be Non Branch Account
- Zero balance Savings Bank Account
- 5% interest rate for minimum BDT 20,000.00
- Interest on daily balance
- Interest is paid quarterly
- EBL Debit Card with BDT 20,000.00 daily limit.
- Cash deposit and cash withdrawal at ATM and Kiosks
- Internet Banking
- Bill payment facility
- E-Balance Statement
- Concession on EBL Gift Card
- OD facility of 80% against minimum balance BDT 20,000.00
- Avail EBL Simple Credit Card using E-balance Statement for 6 months

4.1.2. EBL Senior Citizen Account

No other bank from the sample offers this kind of account. EBL "Senior Citizen Account" may have the following characteristics –

- Resident individuals above the age of 45 years are eligible for Senior Citizen Deposits. In case of joint accounts, the primary account holder must qualify as a senior citizen
- 0.5% higher interest rate than regular savings account
- Personalized services and separate cues at all branches
- Dedicated relationship managers
- Minimum deposit amount is BDT 2,000.00
- Minimum balance requirement BDT 10,000.00
- Daily interest on balance and quarterly interest transferred to account
- Free ATM card for 1st year
- Free Quarterly statements
- Internet banking facility
- Online banking

4.1.3. EBL Privileged Account

No bank in Bangladesh offers this kind of account. EBL "Privileged" may have the following characteristics –

- Any female over 18 years is eligible to become the holder of an "EBL Privileged" account with a minimum deposit of BDT 1,500.00
- By maintaining account satisfactorily for just 6 months, account holder will be eligible to apply for a personal loan with interest at 1 % less than the normal rate
- Avail secured loan against gold jewelry at 1 % less than the normal rate of interest
- Concession on Locker services
- In addition to interest on account, account holder will also be entitled to a special bonus for a minimum balance of BDT 50,000.00 or more in account for more than a year and then will be entitled to an annual bonus of 2% of account balance
- EBL Debit Card with BDT 20,000.00 daily limit
- Internet Banking and balance transfer facility
- Special discounts @ "Persona" by maintaining account satisfactorily for just 6 months
- Bill payment facility
- E-Balance Statement
- Concession on EBL Gift Card

4.2. Term Deposits

Among the term deposits, EBL could offer several term deposits which are discussed below:

- 1 EBL Millionaire Scheme
- 2 EBL Children's Education Savings Plan
- 3 EBL Holiday Plan/ Wedding Plan
- 4 EBL Senior Citizen Deposit Scheme / Retirement Deposit Scheme
- 5 EBL Interest First Scheme
- 6 EBL Home Deposit Plan

4.2.2. EBL Millionaire Scheme

SCB, HSBC, BRAC Bank, DBL, Bank Asia, CBL, PBL and Trust Bank offer similar kind of accounts in the market. However; if EBL introduces "Millionaire Scheme", then

the characteristics will be –

- Any Bangladeshi citizen above 18 years can avail this scheme
- Terminal amount on maturity shall be BDT 10,00,000.00
- Monthly installment shall be BDT 12,810.00 / BDT 8,200.00 / BDT 4,845.00 for the tenor of 5/7/10 years respectively
- The installment shall be payable by the 10th day (in case of holiday the next working day) of every month. Advance payment of any number of installments is acceptable.
- Normally no withdrawal shall be allowed before maturity, If any depositor intends to withdraw his/her deposit due to certain unavoidable reasons before maturity (Minimum after 1 year) interest on the prevailing Savings Deposit rate may be allowed
- When a depositor fails to deposit any installment, he/she will have to pay a fine @5% of the overdue amount payable at the time of depositing the next installment or maximum BDT 500.00
- When a depositor fails to pay 3 consecutive installments at any point of time before 2 years term, the customer will cease to remain within the purview of the scheme and scheme will be treated as a Savings Bank deposit and interest will be paid on the deposited amount at prevailing Savings Bank a/c rate subject to completion of 1 year of its opening.
- Depositors will have the option of taking advance up to 90% of the deposited amount as of that day. The lending rate will be tied up with the interest rate offered on the deposit.

4.2.3. EBL Children's Education Savings Plan

There are several banks in the market i.e., SCB, HSBC, CBL, PBL and Trust Bank offer similar kind of accounts. EBL "Children's Education Savings Plan" may have the following characteristics –

- Parents with children below 18 years who are Bangladeshi can open children's savings plan
- Attractive interest rates
- No penalty for missed installments
- No initial deposit
- Sign-up fee BDT 1,500.00 with monthly deposits of BDT 1,000.00
- Any tenor (3/6/9/12 years) up to the child being 18 years of age
- Discounted medical facility at renowned hospitals for children
- EBL school bags for children between 5-10 years
- BDT 500.00 gift each year if all 12 monthly installments are deposited on time in that year
- Bank reserves the right to close the plan if the customer misses 2 consecutive installments
- If the plan is closed within first tenor, customers will get the deposited amount only and no interest will be paid for the plan

- Discontinuation fee will be charged if the plan is closed before 3 years
- 90% education loan at lower rate against deposit amount

4.2.4. EBL Holiday Plan / EBL Wedding Plan

No other bank from the sample offers holiday plan or wedding plan except HSBC in Bangladesh. If EBL introduces "Holiday Plan" / "Wedding Plan"; then it may have the following characteristics –

- Any Bangladeshi citizen between 18-60 years of age is eligible to apply for EBL Holiday Plan / EBL Wedding plan.
- Attractive interest rates
- Tenor is of 6/9/12 months
- Renewal facility for one year @ 0.50% higher interest rate
- No Initial deposit
- Sign-up fee BDT 1000.00 with monthly deposits of BDT 5,000.00 / BDT 10,000.00
- Get discounts on travel packages from selected travel agencies
- Get discounts on EBL Travel Cards
- No penalty for missed installments.
- Bank reserves the right to close the plan if the customer misses 2 consecutive installments
- If the plan is closed before maturity, customers will get the deposited amount only and no interest will be paid for the plan
- Discontinuation fee will be charged if the plan is closed before the end of the tenure
- Bonuses will be paid at end of the tenor if all installments are deposited on time
- BDT 200.00 bonus for 6 months scheme and BDT 400.00 bonus for 12 months scheme

4.2.5. EBL Senior Citizen Deposit Scheme / EBL Retirement Deposit Scheme

Only HSBC from the sample offers this kind of scheme Bangladesh. If EBL introduces "Senior Citizen Deposit Scheme" / "Retirement Deposit Scheme"; then it may have the following characteristics –

- Any Bangladeshi citizen over 50-65 years of age
- In case of joint account holders, primary account holder must qualify as a senior citizen
- Additional rate of 0.25% interest than normal deposit scheme.
- Initial deposit of BDT 10,000.00 or BDT 50,000.00 with monthly deposits of BDT 5,000.00 or BDT 10,000.00 respectively
- Tenor is 1/3/6 years for EBL Senior Citizen Deposit Scheme and tenor is 3 years for EBL Retirement Deposit Scheme
- Loan facility up to 90% of the deposit for 3/6 year term.
- Interest for the loan will be charged at 3% above the interest offered for the deposits.
- Nomination facility available

- Special waiver for issuance of foreign exchange when the depositor travels abroad

4.2.6. EBL Interest First Scheme

Only BRAC Bank, Trust Bank offers Interest First Fixed Deposit Scheme in Bangladesh. EBL “Interest First Scheme” may have the following characteristics –

- A person can open more than one account for any amount in any branch of the Bank
- Interest is payable in advance i.e., at the time of placing the deposit
- Interest reinvestment opportunity
- Minimum deposited amount is BDT 1,50,000.00 under the scheme. Maximum limit is no upper ceiling
- Terms of this scheme are 3/6/12 months
- Interest Rate is 9.00% for 3 months; 9.25% for 6 months & 9.50% for 12 months
- Loan may be allowed up to 80% of the deposited amount against lien on the same

4.2.7. EBL Home Deposit Plan

Only PBL from the sample offers this kind of scheme Bangladesh. If EBL introduces “Home Deposit Plan”; then it may have the following characteristics –

- Any person from 18-45 years of age can avail this plan
- Tenor of the Home Deposit Plan will be 5/7/10 years
- Minimum equity building amount shall be BDT 10,00,000.00 & Maximum equity building amount shall be BDT 20,00,000.00
- For terminal value of BDT 10,00,000.00; monthly deposit size will be BDT 13,160.00 for 5 years; BDT 8,525.00 for 7 years & BDT 5,130.00 for 10 years. For terminal value of BDT 20,00,000.00; monthly deposit size will be BDT 26,320.00 for 5 years; BDT 17,050.00 for 7 years & BDT 10,260.00 for 10 years
- Income Tax on interest amount shall be as per Government rule on taxation and the Bank reserves the right to deduct Income Tax
- A person can open more than one account but House Building Loan facility shall be on one account only
- The installment shall be payable by the 10th day (in case of holiday the next working day) of every month. Advance payment of any number of installments is acceptable
- Normally no withdrawal shall be allowed before maturity
- When a depositor fails to deposit any installment, he/she will have to pay a fine @5% of the overdue amount payable at the time of depositing the next installment or maximum BDT 500.00
- When a depositor fails to pay 3 consecutive installment at any point of time before 2 years term, the customer will cease to remain within the purview of the scheme and scheme will be treated as a Savings Bank deposit and interest will be paid on the deposited amount at prevailing Savings Bank a/c rate subject to completion of 1 year of its opening

- Normally no statement of the account will be served to the depositor. In case of need of any depositor, there will be no charge for that

5. Conclusion

After analyzing the existing product offering, market exploration and growth, EBL should offer some of the term deposit products as well as savings products with its existing products. The costs associated with the products must be considered and EBL should offer the products with significant intervals which would give the operators and sales team ample of scopes and time to get used to the products. Amongst the options stated above, the products that can be offered are: EBL Prepaid Savings Account; EBL Senior Citizen Account; EBL Privileged Account; EBL Millionaire Scheme; EBL Children’s Education Savings Plan; EBL Holiday Plan/ Wedding Plan; EBL Senior Citizen Deposit Scheme / Retirement Deposit Scheme; EBL Interest First Scheme; EBL Home Deposit Plan.

Acronyms

EBL	Eastern Bank Ltd.
SCB	Standard Chartered Bank
HSBC	Hongkong & Shanghai Banking Corporation
BRAC	BRAC Bank Ltd.
DBL	Dhaka Bank Ltd.
TBL	Trust Bank Ltd.
BAL	Bank Asia Ltd.
DBBL	Dutch-Bangla Bank Ltd.
CBL	The City Bank Ltd.
AB Bank	AB Bank Ltd.
PBL	Prime Bank Ltd.
PCB	Private Commercial Bank

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