

Strategic players  
have increased  
significantly, the  
market is

[Business](#), [Industries](#)



Strategic management is the art, science and craft of formulating, implementing and evaluating cross-functional decisions that will enable an organization to achieve its long-term objective (Pearce and Robinson 2003). The main reason of strategic planning is to increase the efficiency and effectiveness of organizations. The strategic planning looks for taking advantages of new opportunities to achieve goals and long term objectives. The mature banking industry-comprised of different services ranges from taking deposits, providing various loans and services-is faced with increased competition.

Since the number of players have increased significantly, the market is saturated. Attracting new customers within the limited cutthroat market space is more challenging and difficult than before. In addition, while the banking business and the needs of customers are changing, it is imperative for banks to differentiate their service. While private commercial banks are leap in value creating for their loyal customers base, public commercial banks losing their customers.

Banks business are evolved so much, customers are more conscious and want better services, and this poor quality services provided by Agrani Bank or other private banks will experience a huge downfall threat in future. It is evident that this bank is unable to differentiate this business. It is always an issue that government have resource constraints in terms of manpower and budget allocation.

It makes difficult to differentiate the business to find an attractive base of profitable base of customers. Mostly the customers in government banks take

the basic services. And the branches outside Dhaka are dispersed to ensure services to less affluent people so equality in receiving services is ensured. So it is quite clear that this bank adopts low cost providing strategy.

In some instances the customers who are in the bottom of the pyramid price matters a little. Based on the socio-economic consideration, the government formulated the credit expansion policy and banks were directed to sanction credits to public sector enterprises and priority sectors. Banks were bound to provide funds to the priority sectors with low interest rates. This enabled to gain competitive advantages by lowering overall cost compared to that of competitors especially the private banks which is entitled with heavy charges. Agrani Bank Limited is operating with its existing product lines efficiently across the country throughout its branches. It is important for service industry to provide a satisfactory service.

Nevertheless, setting a standard is very difficult while there are resource constraint. Compare to other private banks the services Agrani bank renders are quicker and quality one.