Capital mobilization at Joint Stock Commercial Bank for Foreign Trade of Vietnam - Hai Phong branch

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Research purposes:
- Systematize the matters of fundamental theoretical nature relating to mobilization of commercial bank.
- Research, analyze the status in raising capital at Commercial Joint Stock Commercial Bank for Foreign Trade of Vietnam - Hai Phong branch. Thereby, draw existing shortcomings, cause.
- Propose the solutions and suggestions to promote mobilization activity at Commercial Joint Stock Commercial Bank for Foreign Trade of Vietnam - Hai Phong branch

New contributions:
The author points out objective and subjective factors affecting capital mobilization activity at Commercial Joint Stock Commercial Bank for Foreign Trade of Vietnam - Hai Phong branch. Referring to the subjective factor, the authors clearly stated: first, analytical work of capital mobilization is not effective, structure of capital mobilization and use not reaching to optimal efficiency, leading to increase in expenses, affects to building and performance of customer policies, marketing. Branch does not separate the expenses for each type of mobilization. Secondly, the interest rate policy is not flexible. The interest rate provided by the branch is not excellent & on time and, it always be slower than the commercial banks in the area. Thirdly, diversified types of capital mobilization are not strict. Products of bank capital mobilization are on a large scale for all customers. Fourthly, there is no policy to select specific objectives of market segment. Referring to the objective factors, the thesis points out Vietcombank’s accounting software is still in the upgrading process and bank capital mobilization activity is deeply influenced by legal environment, socio-economic characteristics and changes in the macroeconomic environment. Especially in this period of high inflation devalued domestic currency affecting depositors psychology, customers tend to accumulate and invest in other types of asset.

The author has also clarified the shortcomings that structure of capital mobilization remains reasonable; capital mobilization product is not diversified, capital mobilization is high
and risk management in raising fund is poor. Although target of capital mobilization growth rate always be positive but in decreasing tendency. Foreign currency amount increases over the value but the growth rate tends to decrease. Then suggest the measures to promote activities to raise capital at the Joint Stock Commercial Bank for Foreign Trade of Vietnam - Haiphong Branch.

Diversified types of funding: In addition to expanding and promoting traditional capital mobilization products, Vietcombank Hai Phong need to build various types and forms of new funding to attract customers, diversified capital source structure such as: expanded form of raising capital in payment, applying saving type of study aboard, issuing card payment, extending form of raising capital in the form of issuing valuable papers, certificates of deposit, notes, bonds, etc.

Complete customer policies, offer reasonable policies, the most effective for each customer division. Branch needs to promote to attract new customers through planned marketing program. Branch needs to issue regulations on customer marketing policy, set up procedures and regulations on marketing activities in order to create a professional and highly active. An independent department is required to acts as a division of the bank to promote and advertise Vietcombank Haiphong Branch name.