



Inspiring Excellence

Internship Report On
Training and development process of North End Coffee Roasters
(Shahajadpur, Dhaka)

Prepared For:

Mr. Md. Fazla Mohiuddin
Lecturer
BRAC Business School
BRAC University

Prepared By:

Asik Iqbal
ID: 12304016
BRAC Business School
BRAC University

Date of Submission: 19/04/2018



Craft Great coffee and Create Great Community

Letter of Transmittal

April 5, 2018

Mr. Md. Fazla Mohiuddin

Lecturer

BRAC Business School, BRAC University

66 Mohakhali, Dhaka

Subject: Submission of internship report.

Dear Sir,

With due respect, I would like to submit my internship report on “Training and Development process of North End Coffee Roasters” as a requirement to complete B.B.A. program. I have learned a lot throughout my internship period which I have tried to highlight by writing this report. I tried my best to include all relevant information about training and development activities that I have got the chance to collect. Though it was challenging, I really enjoyed my internship period because of the friendly environment of North End coffee roasters.

So, I hope you will accept my report positively and hence looking forward to your valuable suggestions and guidance.

Sincerely yours,

Asik Iqbal

ID: 12304016

BRAC Business School,

BRAC University

Executive Summary

I have completed the report using knowledge of 3 months' internship. I was assigned to pursue internship on training and development process of North End Coffee Roasters. There are some differences between theories and practice. The employee who associated with HR activities helped me to complete the report by providing enough information and certain help.

North End coffee roasters is very attractive café in Dhaka and day by day its growing and increasing to every corners of Dhaka city. It gives a real taste of coffee and some delicious pastry that ever made in Dhaka city. Their mission statement is “Craft grate Coffee and Create Great Community”. With this vision they started to achieve every objectives. As an intern I had the opportunity to see all the HR activities, so that I can tell you in the report.

In total three months of internship I also learn how to setup training process for a company like North End and also I got the chance to see job recruitment process how improve day by day. Shahriar Rupoom HR manager of the company helped me a lot to complete the report from top to bottom. Muhit Imtiaz branch manager of lk tower also helped me collect the information that seek.

The report will tell you about the company and its structure. And how do people run it with various activities. The training process will show how smooth it is to implement with the employees. Core value of the organization will tell how strong it is from the root level and also the commitment of the organization.

Acknowledgement

At first I would like to express my gratitude to Almighty Allah who has given me opportunity to go through the total process of internship and to write a report in this regard.

I would like to take the opportunity to express my gratitude to Mr Md. Fazla Mohiuddin, Lecturer, BRAC Business School, whose direction, guidance and support helped me a lot in writing this report.

It was a great pleasure for me to work in North End as an intern and also as a permanent employee. I thank all the employees for being friendly and cooperative. I was taught lots of important things throughout my internship career because of their proper attention and co-operation.

My deepest appreciation and special thanks goes to Md. Shahriar Rupoom HR manager, for extending his support in compiling this report. Moreover, I would like to thanks Mr. Muhit Imtiaz, manager of LK tower branch for his effective supervision and leadership.

Lastly, I must mention the wonderful working environment and group commitment of Café that has given me the opportunity to observe and learn the certain activities. And also, I convey my sincere thanks to my friends and family who inspired in different ways to complete the report and the course as well.

TABLE OF CONTENTS

1. Introduction.....	7
1.1 Rationale of the report.....	7
1.2 Objectives.....	8
1.3 Company Background.....	8
2. About North End Coffee Roasters.....	10
3. The organizational structure.....	11
3.1 Organizational hierarchy.....	12
4. Organization Wide.....	13
4.1 Training method of North End Coffee Roasters.....	13
4.2 Training design process.....	15
5. Other relevant activities.....	16
5.1 Commitment of the organization.....	16
5.2 Core value of the organization.....	17
5.3 Management system of the organization.....	19
6. Observed in the organization.....	19
7. Experience as a HR intern.....	22
7.1 Suggestions.....	24
8. Conclusion	26
Reference.....	27

1. Introduction

1.1 Rationale of the study

I always wanted to work in the Human resource department. Specially focus on 'Training & Development part. I consider it is one of the important procedure of the company. Every company makes their own Training and development strategies, policies, organized methods or process, selecting, negotiation, also managing employee-organization relationship. To maintain a standard environment in the organization, they have to maintain a good process of made the best for the employee, so that they could build a good relationship with the inside and outside customers. It is the base of any organization because a company runs by humans/employees and best employee can bring best result for the organization.

The reason behind proposing this study is that, I think I will manage to get some valuable Practical experience in terms of how to train and develop the best employee and predicting the future value.

I wish to become an HR professional in my future career. So having a practical knowledge of how to maintain and deal with different types of employee and take the right decision that will be an essential knowledge for building my future career. So I believe that this study will help me a lot in my near future for having a good growth in my job life.

1.2 Objectives

- To identify the training method of North End Coffee Roasters.
- To know the perspective of the employee regarding and development program of North End Coffee Roasters.
- To identify the obligation of training and development of North End Coffee Roasters..
- To suggest some possible recommendations to overcome the problem.
- To know the objectives of training and development process of North End Coffee Roasters.

1.3 Company Background

Founded In	• Dhaka, 2011
Founded By	• Rick Hubbard
Type of Industry	• Food & Beverage

North End Coffee Roasters is their single source for fresh-roasted coffee in Bangladesh. “North End” situated at the North part of Dhaka and our roots in the famous Italian-American “North End” of Boston.

At the beginning of 2011, we offer both premium quality single-origin coffees from around the world and locally-grown blends. Their emphasis is quality roasting, drawing from years of experience in the industry. North End also partners with other community organizations in developing coffee and pastry services.

North End has a competitive advantage which it has obtained against its competitors by providing quality products over the years. The company now needs to maintain this competitive advantage by continuously following through with their total quality management approach and producing products consumers love. North End can learn what the consumers want by interacting with them and being loyal to them by providing quality coffee. This interaction can occur by working with the branch managers working and communicating with the community and finding out what they like and enjoy. As a customer driven business organization North End, has a strong focus on customer needs and this is what earns this coffeehouse the high reputation it has today.

Vision of North End Coffee Roasters says “Craft great coffee and create great community”

And the mission of "North End" states the following:

- Creating a culture of warmth and belonging, where everyone is welcome.
- Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
- Being present, connecting with transparency, dignity and respect.
- Delivering our very best in all we do, holding ourselves accountable for results.
- We are performance driven, through the lens of humanity. (North End Coffee Roasters)

2. About North End

The story of north end starts a long time ago when Rick(Company owner) used to be a manager of Starbucks. After that he realize he can open his own café restaurant and he can also cultivate coffee because Rick knew how to roast coffee. Then he came to this country saw a big opportunity for this kind of business. When he first came to Bangladesh he started as a teacher of a school and in the same time he also started coffee cultivating in Chottogram. After 6-7 years he opened 1st branch at Shahzadpur Dhaka.

Why it is names as north end?

Answer is simple. Long time ago Rick and his wife when were Bachelor, used to go to the north side of Boston in U.S.A to date. In the north end of Boston there are 50 or 55 houses built with attractive architectural design and all house are coffee roasting houses and pastry houses too. And also most of them are Italian-American café and restaurant.

3. The Organization structure

North End has a matrix organizational structure, which is a hybrid mixture of different features from the basic types of organizational structure. The following are the main features of North End Coffee Roasters organizational structure:

- 1. Functional structure**
- 2. Geographic divisions**
- 3. Product-based divisions**
- 4. Teams**

1. Functional Structure: The functional structure refers to North End Coffee's organizational structure which is grouping based on business function. For instance, the company has an HR department, a finance department and a marketing department. These departments are most pronounced at the top levels of North End Coffee's organizational structure.

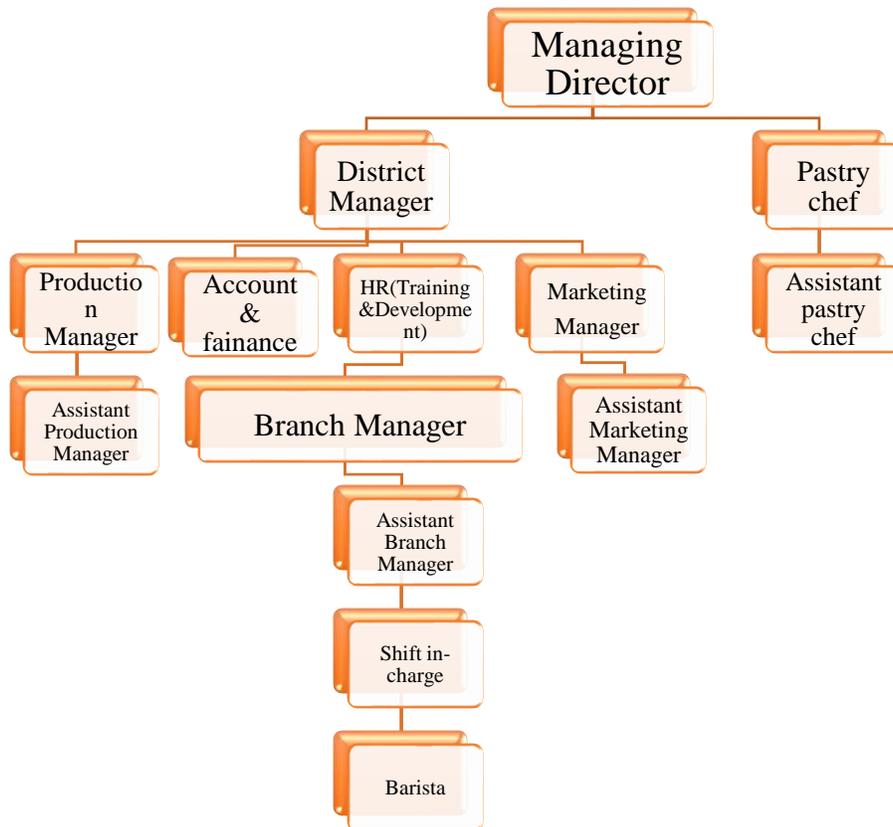
2. Geographic Divisions: North End Coffee's organizational structure also involves geographic divisions. At present, the company has five regional areas for the divisional market. Now they have eight branches at Dhaka. And continue to exploring by opening new branches. This feature of North End Coffee's organizational structure supports closer managerial support for geographic needs. Each area head is given a high degree of flexibility in adjusting strategies and policies to suit specific market conditions.

3. Product-based Divisions: North End also uses product-based divisions in its organizational structure. These divisions address product lines. For example, North End has a division for coffee and related products, another division for baked goods, and

another division for merchandise like mugs. This feature of the firm’s organizational structure enables focus on certain product lines. In this way, North End effectively develops and innovates its products with support from its organizational structure.

4. Teams: Teams are used in different parts of North End Coffee’s organizational structure. However, teams are most notable at the lowest organizational levels, particularly the North End cafes. In each café, the firm has teams organized to deliver goods and service to customers. This feature of North End Coffee’s organizational structure enables the company to provide effective and efficient service to consumers.

3.1 Organizational hierarchy



4. Organization wide

4.1 Training method of North End coffee roasters

Several methods can be used to satisfy on organization training needs and accomplish its objectives. The North End classified their training by:

1. Barista Basics Training Program
2. Shift Supervisor Training Program
3. Retail Management Training Program
4. District Manager Training Program
5. Class room training: <ul style="list-style-type: none">✓ Lecture✓ Practical work✓ Role playing

- 1. Barista Basics Training Program:** The Barista Basics Training Program provides the initial training for a newly hired barista on essential skills and knowledge required to the barista role at North End Cafe. Through the use of simple and intuitive tools, skills are taught through one-to-one delivery and on-the-job training. It is a highly effective learning experience for a new barista that quickly enhances confidence and competence in delivering customer service.

- 2. Shift Supervisor Training Program:** The Shift Supervisor Training program emphasizes on the basics of people management, training new partners, supervisory skills, floor supervision, cash controller responsibilities, ensuring the delivery of the North End Experience and more. This program includes training on a shift supervisor's responsibilities for running a shift and on additional responsibilities for supporting the store manager in running an effective store. The program uses a combined delivery method of classroom and in-store training.
- 3. Retail Management Training Program (Assistant Store Manager or above):** The Retail Management Training Program contains information on effective management practices and includes topics on motivation, delegation, problem solving, improving performance, managing the North End Experience and maximizing profits. The program uses a combined delivery method of classroom and in-store training and application.
- 4. District Manager Training Program:** The District Manager Training Program is a foundational training program that prepares a new district manager to be successful in their role. This foundational training is delivered over a fifteen-week period. It includes paper and online training modules, in-store skill practice and one-to-one delivery.
- 5. Class Room Training:** Classroom training is conducted off the job and is probably the most familiar training method. This training is an effective means of imparting information quickly or large groups with limited. This training is more frequently used for technical, professional and managerial employee.

4.2 Training design process

1. Conducting Need Assessment:

- Organization Analysis.
- Person analysis.
- Task analysis.

2. Ensuring employee's readiness for training:

- Attitudes and Motivation Basic Skills.

3. Creating a Learning Environment:

- Learning object.
- Meaningful Material.
- Practices.
- Feedback.
- Community of Learning.
- Modeling.
- Program Administration.

4. Ensuring Transfer of Training:

- Self-Management.
- Peer and Manager Support.

5. Developing an Evaluation Plan:

- Identifying Learning Outcomes.
- Choose Evaluation Design.

- Plan Cost-Benefit Analysis.

6. Selecting Traditional Method:

- Traditional.
- E-learning.

7. Monitoring and Evaluating the Program:

- Conduct Evaluation.
- Make Changes to Improve the Program. (Technology, Business, 2013)

5. Other relevant activities

5.1 Commitment of the organization

Not only providing the fresh coffee but also North End can partner with your business or institution to develop your coffee and pastry services:

- North End supply all your fresh coffee needs.
- North End provide training on brewing / espresso equipment, barista skills, service of coffee, and cleaning and maintenance of equipment.
- North End provides menu development for coffee drinks, pastry selections and desserts.
- North End provides inspection & quality supervision.
- North End provides retail coffee to sell at your café.

5.2 Core Value of the organization

Core value and life seminar

- **Human value:** Showing respect to all.
- **Integrity:** Honesty with yourself and others.
- **Connecting:** Principles for effective communication.
- **Keeping clear relationship:** Conflict resolution.
- **Teamwork :** Working together for greater benefit.
- **Servant leadership:** Taking initiative to help.

6 core values and their application

- **Who:** New personnel and potential future managers.
- **What:** One value taught every 2 weeks.
- **Where:** Board room.
- **Why:** Having clear vision and goals is critical for success.

North End Vision

Mission: “Craft Great coffee and Create Great Community”

Goal: To Create Great Community.

- By crafting great coffee.
- By providing a relaxing and enjoyable experience in the café.
- By training, equipping and providing fair wage and safe working environment for all employees.
- By making an honest profit by providing.
- A quality product at a reasonable price with excellent customer service.
- By positively influencing other local businesses and business leaders to do the same.

Result = A Great Community

5.3 Management system of the organization

The management team of the North End Coffee Roasters consists of high motivated, well-educated and high skilled and dynamic executives who have been contributing substantially in the continued growth and progress of the company. The management is heavily supported and assisted by well-motivated and experienced officers and members of staff.

North End has a competitive advantage which it has obtained against its competitors by providing quality products over the years. The company now needs to maintain this competitive advantage by continuously following through with their total quality management approach and producing products consumers love. North End can learn what the consumers want by interacting with them and being loyal to them by providing quality coffee. This interaction can occur by working with the branch managers working and communicating with the community and finding out what they like and enjoy. North End, being a customer-driven organization, has a strong focus on customer needs and this is what earns this coffeehouse the high reputation it has today.

6. Observed in the organization

On the basis of my observation and practical experience of three months Internship Program, I have figured out the following inspections:

- Employees are not getting fully proper training. Therefore unskilled employees spend considerable time seeking help to perform their jobs or they could perform tasks to their understanding, to the detriment of the work process. This could lead to errors and injury.

- Because of the lower hierarchy North End is unable to do their training evaluation properly. And without the proper training evaluation program it's not possible to fully generate the training and development process of a company.
- North End doesn't have the job rotation process. The utilization of job rotation may have the effect of reducing a workforce because of the cross-training involved. Company may not need to hire additional staff to cover positions and may possibly layoff current employees no longer considered necessary.
- Each recruitment step followed by the company is sequential. The company gives low importance on advertisement for recruiting organizational personnel. Because maximum of their employee are recruit internally and that is a reason that they never get any professional Barista who have at least some experience related coffee.
- Low concentration to the training and development program by providing more service. They don't have the maximum trainer to go through every branch and give employee training while they are on job.
- Unable to maintain all seven steps of training design process because of proper supervision of management. Facing problem to achieve some methods of training process by give more concentration to their service related matters.

- The lack of proper marketing relative to the product is related both to product quality and the ability of the product or service to provide value to consumers based on their interests, needs and preferences. It includes product, price, place and promotion which include advertising and must all be considered and managed effectively.

Here I have learned all the things that one needs to cope up in real life. But I think they could provide me extra things like:

They could give me more practical experience about the course I had done. At my entire BBA program I didn't go for any study tour which is really needed for one's mind recreation and also they could take us to visited organization for our course perhaps. I have experienced the practical knowledge of an organizations training and development program and I saw all the activities are not give the same result for every time. Sometime while it comes a matter of customer satisfaction I had to go through some service related manners to attract and make a better communitarian to the customer while I as an employee. There are so many industries are increasing every day in our country. But lacking of knowledge, experience, and guidance industries are totally unable to reach their achievement within their time limit. So, a better knowledge of work maintains can be solve all practical experience. (Richards, 2018)

7. Experience as a HR intern

Employee Training and Development Process

Being an intern at "North End Coffee Roasters" I have figured it out that it aspires to be an active contributor in the transformation of our economy by unleashing individuals' potential and developing human capital. Considering the enormous potential of our country and its transformation, together we all have a role to play in unleashing individuals' potential and developing human capital. Towards this direction, "North End Coffee Roasters" assist its employee in enhancing organizational capabilities to meet tomorrow's challenge. "North End Coffee Roasters" has a strong and dedicated pool of resources with diverse background and insights to support its employees' needs relentlessly. I also went through each and every single step of training process at "North End Coffee Roasters" as I was assigned by my supervisor to work with the training process and procedures followed by "North End Coffee Roasters". Their training process and procedures are very systematic and sequential. I helped the company in each single step starting from employee development to commencement and feedback.

Tasks which I had performed during my internship are mentioned below:

- I was assigned to work for assisting the store manager in maintaining a positive environment, which provides fast, efficient, and friendly service ensuring a Total Quality Experience for both our customers and team members.
- After this project I was included in another project of customer service, product knowledge and education, encouraging safe work practices, and a demonstrated commitment to our Guiding Principles and House Rules.

- Then, I analysis communication and feedback on performance should happen every day where people are working together effectively, but regular structured appraisals are also important to enhance individual and business performance.

- Then, I have worked as shift supervisor and evaluate the performance of workers, reward high performers and discipline employees who fail to live up to the company's expectations.

- Coffee firms are increasing so fast in our country. And one firm acts as a competitor to another. Keeping this thing in mind "North End Coffee Roasters" should try to find out more better and efficient way to provide training and development of each specific areas.

- Coffee industry believes in links and connections. And "North End Coffee Roasters" knows it very well. Therefore it should maintain networks with other coffee sectors and with its clients so efficiently.

- Each recruitment step followed by the firm is sequential. But the firm seemed to give low importance on advertisement for recruiting organizational personnel. So the firm should make sure that it's giving importance over advertisement.

- The hierarchy of "North End Coffee Roasters" is a bit small. This is common that the smaller the hierarchy the smaller the responsibility. So the firm should keep an eye over increasing the responsibility by making the hierarchy longer. It would also help the firm to make its development process much more efficient.

- "North End Coffee Roasters" give importance over cost minimization. The firm has to bear an amount as expenditure for the development process. Therefore the firm should start thinking how cost can be minimized in each step of providing training and development process.

By this project I realize for maintenance of the company's goal, management must have good communication skills to lead and clearly explain duties to workers. Strong leaders also have the ability to motivate, make decisions, manage time and evaluate the performance of others. Supervisors must be able to perform any of the jobs on the shift and be prepared to pitch in and help whenever necessary.

7.1 Suggestion

- Trainer should give more time to develop each side of employees also identifying training and development needs through job analysis, appraisal schemes and regular consultation with business managers and human resources departments.
- Effective personal development must also consider: individual potential (natural abilities often hidden or suppressed); individual learning styles; and whole person development (life skills, in other words). Where training or teaching seeks to develop people (rather than merely being focused on a specific qualification or skill) the development must be approached on a more flexible and individual basis than in traditional paternalistic (authoritarian, prescribed) methods of design, delivery and testing.

- Company needs to Identify the needs of the business, Define the job, Determine the selection criteria and attributes required for the position, and create a profile of the 'ideal' candidate, Write a short advertisement, including salary range, and include any extra information which may help prospective candidates decide if they might be suitable, Prepare for the interview, Conduct the interview, Remember to check qualifications and references from former employers, Make the decision, Offer the job to the chosen applicant, using a clearly worded letter of offer, Take the successful applicant through an induction process, Monitor their performance at regular basis and provide constructive feedback.
- The key is to get started. Start simple, but start. Do the best that company can for now. There is no perfect plan. HR doing the plan according to their nature and needs. Also, it's not important to stick to the plan for the sake of the plan. Deviations from the plan are to be expected. It's important that deviations are recognized and explained.
- Each of these goals will be associated with, learning objectives that when reached by the learner will result in the learner reaching the overall training goal. (More about learning objectives later in a basic framework for developing a training and development plan.)
- Offer promotional products. The majority of people love freebies, and creating an event at which company give away products is more likely to draw customers that might not otherwise have been interested. In addition, a promotional event creates an opportunity for companies to send out a press release about the event--as well as the product--and thus utilize the local media outlets, such as newspapers and news programs, for getting the word to the public.

8. Conclusion

Human resource management is a function in organizations designed to maximize employee performance in service of their employer's strategic objectives. HR is primarily concerned with how people are managed within organizations, focusing on policies and systems. HR departments and units in organizations are typically responsible for a number of activities, including employee recruitment, training and development, performance appraisal, and rewarding, managing pay and benefit systems. HR is also concerned with industrial relations, that is, the balancing of organizational practices with regulations arising from collective bargaining and governmental laws. It has four basic functions: staffing, training and development, motivation and maintenance. Staffing is the recruitment and selection of potential employees, done through interviewing, applications, networking, etc. Training and development is the next step in a continuous process of training and developing competent and adapted employees. Motivation is the key to keep employees highly productive. This function can include employee benefits, performance appraisals and rewards. The last function of maintenance involves keeping the employees' commitment and loyalty to the organization. Nowadays, it has become very important for the organizations to attract, screen and select qualified persons. And I have chosen "Training and Development" as the topic of this report because I want to gather knowledge about the system and practice that organization uses to select and employ the capable candidates for the positions available in the organization. Depending on the size and culture of the organization recruitment may be undertaken in-house by managers, human resource generalists and recruitment specialists. I also want to emphasize how training and development process can be made better as well as cost effective.

Bibliography

(n.d.). Retrieved from <http://www.northendcoffee.com>: <http://www.northendcoffee.com/about-us/>

(n.d.). Retrieved from <http://www.northendcoffee.com/about-us/>

Technology, Business. (2013, October 21). *Slide share*. Retrieved April 17, 2018, from <https://www.slideshare.net>: <https://www.slideshare.net/iDocs/ippt-chap001>

North End Coffee Roasters. (n.d.). *About North End*. Retrieved April 17th , 2018, from www.northendcoffee.com: <http://www.northendcoffee.com/about-us/>

Richards, L. (2018). What is Lack of Proper Marketing. <http://smallbusiness.chron.com>.