



Internship report on

“Development of HR Division-IDC Limited”

BUS-400

Prepared For

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Dr. Suman Paul Chowdhury

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Subject: Internship Report On International Distribution Company Bangladesh PVT Limited.

Dear Sir,

With due respect, I am submitting my report on “How To Make A HR Department For A Distribution Company” as a part of my Bachelor Program (BBA). This is my privilege to work with IDC and make internship report on this company. After a long three month of hardships, I am assigned to make this report to fulfil the requirement of my BBA program. This was an amazing experience for me to gain a supreme idea about future life by doing internship and making the whole report all by my own way.

I am thankful by your enough guidance, recommendations and fruitful criticism during the creation of this report which helped to further excellence. I hope that, you would indeed enjoy about the companies operational procedures and besides just evaluating the work based on the grading conditions set for this research.

Yours Sincerely,

Mahzabeen Bhuiyan

ID: 13304036

BRAC Business School; BRAC University.

Student Declaration:

With due respect I would like to mention some people who have helped me making my report and supported me throughout the whole internship journey. I would like to thank you all.

In this educational research, I would like to thank at first Almighty to provide me enough strength preparing my report within the specified time. Secondly, I would like to thank the company “International Distribution Company Bangladesh (PVT) Limited” along with my team-mates. Finally, My Advisor who have helped me enough to continue the report in the appropriate way and although being in a tough routine he has guided me in the best way, helped me in every difficulties and also he is very well-mannered.

I declare that, this report has been solely made by me and to the best of my knowledge. It contains no material formerly circulated or written by any other person which accepted by BRAC University or any other institution. I am the first person, who has been completed Internship in this company and the information regarding this company has been provided by the respected officers.

Mahzabeen Bhuiyan

ID: 13304036

BRAC Business School, BRAC University.

Table of Content:

Executive Summary:

The purpose of this research is to collect the required information from the potential workers.

The survey includes – study via books and browsing internet to find out ways making a Human Resource Department for a sales distribution company. This report includes the company background, timeline and limitations along with other necessary steps which helps to make HR department. They were asked about their principles and criteria of the products, their working environment as well as present and future growth together with goals. These information which has been collected through my internship period has helped me to provide recommendations to the respected company and besides completing my report on time.

If sales and distribution channel expands then, it will be profitable for the customers to buy Nivea, Ferrero, Amul and Unilever products which is going well but the number of people are increasing day by day. So, by this study reader will understand how HR department can help a team by organizing day to day records.

Now-a-days, consumer wants their valuable products in one place and our company makes sure that they get it so, we supply to modern trade and general trade all over the country.

Table of Content

| No | Chapters | Page no |
|---|-------------------------------------|---------|
| Chapter One: Introduction | | |
| 1.1 | Background | 1 |
| 1.2 | Objective | 1 |
| 1.3 | Timeline of the report | 1 |
| 1.4 | Methodology | 2 |
| 1.5 | Limitations | 2 |
| Chapter Two: Company Overview- IDC Limited | | |
| 2.1 | Background of the company | 3-4 |
| 2.2 | Corporate Vision | 4 |
| 2.3 | Corporate Mission | 4 |
| 2.4 | Core Values | 5 |
| 2.5 | Products and Services | 5 |
| Chapter Three: Internship Experience | | |
| 3.1 | Background | 6-7 |
| 3.2 | Job responsibilities and Experience | 7 |
| Chapter Four: Making a structure based on the information I have collected | | |
| 4.1 | Background | 8 |
| 4.2 | Importance of HR division in IDC | 8-10 |
| 4.3 | Development of HR Division in IDC | 10-13 |
| Chapter Five: Conclusion | | |
| 5 | Conclusion | 14 |
| | References | 15 |

Chapter 1: Introduction

1.1 {Background}

After completing all the courses of our respective universities we are ordered to take an internship program which carries 4 credit. Though, it varies to the university to university. It is not mandatory to have it, students can also apply for direct job but they have to submit a report on time. As a private university student, I am also doing this internship program to complete the total 130 credit and also to gather the experience of the office environment which will support me in future.

1.2 {Objectives}

I am a student of BRAC University and I have completed my Under-graduation / BBA in Accounting {major} and Human Resource Management {minor}. Like other students, I have applied for internships in many companies. After two weeks I got the desired one and the company is “International Distribution Company” which is one of the leading distribution companies in Dhaka, Bangladesh right now. Internship is not only an experience for a student but also a touch of future in many ways and no matter which department an intern works, the experience they gather in these few months they get an idea of their future hard working days. At the time of making the report, a student get a chance to talk with their seniors of their respective office to get the information and not only the environment influences them but also their advisor and also under whom they make the report drives a student to get used to the hard working life.

1.3 {Timeline of the report}

Every report has a length of timing and internship depends on the company. To illustrate, the company I am working they have given me three months and after finishing my duty as an intern, I can apply for the permanent job or as a temporary employee I can change the company. In the same way, the timing of the report has been set by the university premises and as a student of BRAC University I am used to their deadlines. After completing three months it is mandatory to provide the soft and hard copies of the report at any cost to the advisor.

1.4 {Methodology of the study}

The information are gathered by me from my advisor and HR admin based on our office. I am working as HR executive and their HR department have recently started so, in this situation, I am helping them to make their Job Description and Job Specification, Policies, organogram etc. I am also using our MD sir's interview via internet where he taught about his whole planning about IDC because they have not released their website yet so it is a bit tough to get information but still I will say that, I am lucky enough to get friendly colleagues who have supported me throughout the whole internship days.

1.5 {Limitations}

I have some limitations in my work as I am not their permanent employee and I do not know that after finishing my internship they will appoint me as an permanent employee or not. At the time of internship, I faced many limitations like they will not allow me to know their financial data, I am not allowed to seat anywhere to work; they have given me a place where sales managers work ,basically they stay outside during their work in the market and I am the first person who is doing internship in this company so, they could not provide separate place. I can only use laptop of CFO sir because, they do not provide separate laptops yet for the interns. In my point of view, I think these limitations are quite common for the newcomers.

Chapter 2: Company Overview

2.1 {Background of the company}

Ashraf Bin Taj is the co-founder and Managing Director of “International Distribution Company Bangladesh [IDC]”, a fast-growing marketing and distribution company based in Dhaka. Sir, had started this amazing journey based on his experience, his connections, ideas and the management capabilities. Started in 2013, with 26 people and one brand, today IDC is a team of 330 people, works with four international brands, also has a growing business and ogling the next segment of expansion.

One day, Sir shared his plan with one of his known person “Sufian” who was a country manager of Ferrero back then informed him that Ferrero was looking for new distributors in Bangladesh. Later, only with 26 people IDC was selected in August’13 when the top management of Ferrero including sales and finance directors came to Bangladesh.

IDC fundamentally, distribute international products to the various corners of Bangladesh right now and they have achieved excellent reviews whereas they just started in 2013.

In 2013, IDC started its journey with four “Ferrero” brands including “Kinder Joy”. Then they started working for “Amul” in December, 2013. In 2014, they had launched their trading business; they were listed supplier to BATA. In 2015, “Nivea” as well shortlisted 5 companies among IDC because Nivea was looking for distribution-ship in Bangladesh and finally, after a long hardship IDC got the award.

The performance of Ferrero chocolates and Nivea in the market we see today, proudly we can say that IDC is the contributor of all of these products. In a very short time with hardships and scuffle made a different frame of IDC and also this company itself is an example for those who are truly interested to be an entrepreneur, indeed.

Later on, they started working with Unilever Asia; a company of Unilever that deals with brands that are not available through Unilever Bangladesh in our local market but available in other markets. IDC have already been awarded the distribution rights for ‘Ponds Talcum Powder’, ‘Pears Soap’, ‘Camay-Soap’ and ‘Kissan’ branded food products. There are few more that will be added to the portfolio.

They have dedicated teams for each brand and also currently cover 26 thousand outlets all over the country along with all the modern trades.

By the end of 2018, their ambition is to cover 50 outlets more. Their future plan is to grow more by launching their own brands and they believe in diversification.

They supply their goods to many institutions. They have a B2B department that looks after their institutional sales. They now have a network of 91 distributors across the country and their business size has also grown markedly.

Their accountability system is very strong, they maintain a good communication hoop and also they maintain a very personal relationship with their people. They are a growing company and they are not only trying to advancement but also they are trying their level best to deliver stronger security to their employees.

IDC have boundaries what other companies also have, but IDC look beyond it.

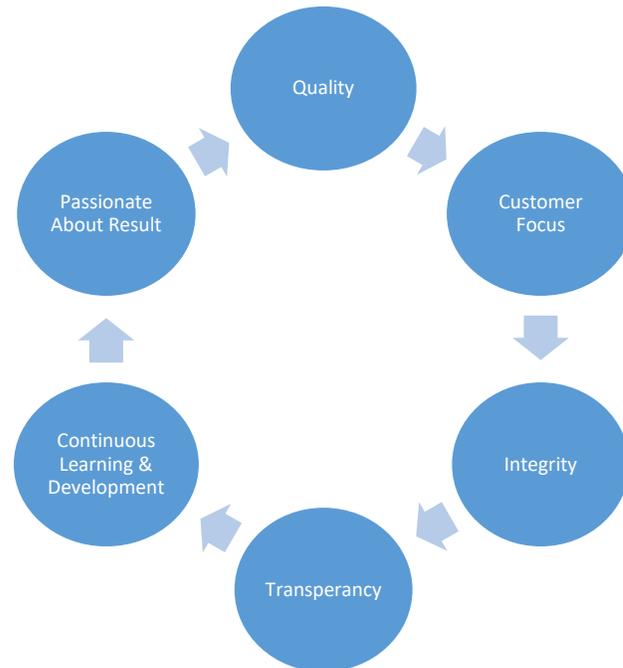
2.2 {Corporate Vision}

There is nothing to write about the definition or the importance of “Vision” for a company because now, the whole world knows how much important it is for a company. IDC’s vision is to become the most admired sales and distribution company in the country by helping world class brands to realize its full potential with Bangladeshi trade and consumers.

2.3 {Corporate Mission}

IDC’s mission is to act as a game changer in the field of FMCG distribution by introducing and nurturing best in class customer management practices and safeguarding interest of the principles for long term benefit of the brands it is entrusted with. IDC is committed towards pursuit of excellence through representing world class brands, using relevant modern age technology, harness a culture of continuous learning through its team of empowered employees delivering high level of customer satisfaction and earn deep trust from its stakeholders.

2.4 {Core Values}



2.5 {Products and Services}

IDC serves International products to the whole Bangladesh and here are some of the products and their criteria:-

- Nivea – Body spray, Lotion, deodizer, Roll-onetc
- Ferrero- Ferrero rocher, Tic-tac, Nutellaetc
- Unilever- Kissan, Camay soap, Pears soap etc
- Amul- Butter, Cheese, etc
- Kellog’s– Cornflakes, Chocos, Oats etc
- Pringles – Hot and spicy, Original, Sour cream and onion etc

Chapter 3: Internship Experiences

3.1{Background}

At first, I have applied for IDC because I wanted a bit different. Like other students I didn't want to do internship in Banks or any other big companies at first; I was never scared, not even overconfident but I wanted a different company to work with. It's not about how big or famous the company is, it is about the achievement; means as a newcomer or beginner how much a person can learn, later you can provide to a company specially, to a newly started department and will get a chance to display your potentiality ultimately. To display what you want, readymade places are never enough and to do something like that, I prefer to work from the level "zero". World defines "Zero" means "Fail" but for me it is wrong as "Zeroes" basically help the numbers to create Billions.

I was always fascinated a lot for IDC and fortune finally worked for me. Working under a person like Ashraf Bin Taj is like dream become reality. I heard about him and his professional life from my Father who also worked under Sir, in ACI. I searched for a challenging place where I will work, learn to grow, I will understand many scenarios because learning has no "full stop" or "the end" and this place is challenging assuredly.

Their company's HR has just started yet, so their HR portion is not strong like Finance/Accounts department or any other department. My major is accounting but I took HR because I wanted to learn HR related works. Many asked why I chose my minor for internship then I replied that, I will work in future based on my major subject so, I am gathering experience in Human Resource. By the way, I am always interested to learn new subjects. The growth of this company is a big hope, like other departments HR will be stronger after a period. I will be suggesting them as a fresh graduate that, how they can make a strong HR team, HR policies and many more works which are related to HR Fields.

I have been taken as HR-Executive where, I will be reporting to the HR-admin and my advisor. It is a 3 months internship program. I am predominantly, helping them to make Job-Description, Job-specification, policies, organogram and many more HR related works.

First 2-3 weeks I observed the whole company, I talked with everyone, I roamed and saw their store rooms as well, saw that how a office runs specifically a distribution company, how each and every department are working and various scenes I noticed. When I started making JD & JS I personally talked with the employees and in this case, my HR-Admin and Advisor helped me a lot. They are very helpful, friendly, quick-witted and behaviour is very good especially towards the beginners and their work-life is a proof itself that this company indeed have a high ambition.

3.2 {Job responsibilities and experience}

Well, like all the employees I have equally treated in some circumstances like timely entry in the office premises, work and then provide it to the advisor, having lunch at the time of lunch hour with all the employees, getting tea breaks and some other facilities too. About their behavior towards all, have been written before and these areas are almost known to all though, all interns in every offices are not treated in the same way because I have received many negative reviews where, interns are having bad experiences. My classmates are doing internships as well but based on some examples I better say, the environment should be like my company - no, it is not – the environment could be better like appreciating the works of interns who are trying to display their knowledge and creativity. I think supporting, teaching and showing intern's flaws in front of them can make a future leader and also senior officers can learn from interns.

As an intern, my responsibilities are working with the HR team as I am HR-intern but in the office there is only HR-admin who is also new and the team recently started. The field group have been organized and run by our CEO, Finance/Accounts department, marketing department and others. They are working to separate it and trying to make a huge HR group like other companies and also providing training to the HR-admin so that, she will be able to run it. Other departments are very strong comparing to HR department. What I can see, they are quite work enthusiast people they will be able to make the change as soon as possible. I have been given to make a company organogram, job responsibilities and specification, work to make policies and many more.

Chapter 4: Development of HR Division

4.1 {Background}

Human resource management is a subject but also a criteria for a student where they learn and get an idea about the practical environment and for a company it is to evaluate the future growth of them depending on the human resource. This department manipulates everyone in the company in many ways as an example they track us in our day to day work life plus in our personal life in a sense, tracing us in the social networking sites.

4.2 {Importance of HR Division in IDC}

IDC ltd have manpower outside but in the head office it is not organized in a sense, they have only their HR admin who handles alone day to day records and the person is also helped by his/her colleagues sometimes. They have a plan to shift their office in a nearby area and that place is bigger in size than the present one and also they are planning to appoint many employees. Nevertheless, they have come far in these years like it is their sixth year running and they are called one of the fastest growing companies as well as one of the strongest distributors in Bangladesh.

Human Resource Management got many things to learn, to apply and to maintain in an organizations. Each and every big or small companies have this portion; if not then today or tomorrow they will make it.

After the top priority – cash flows, financial analysis/accounts management, revenue growth a company always struggles when they in need of human power. Many small or big companies still do not have the HR division then, either this portion relies on one person or directly on the CEO/MD/Bosses.

At the time of compliance with laws and regulations – many avoids that they do not need employment laws but later they are bound to regret. I prefer as laws and regulations vary country to country, so reading the book of labor laws which has been suggested by government can . It is not mandatory to apply all but some are should be on the list.

As business grows its internal and external process changes, structure and strategies changes and people come and go. In this scenario, many are not able to adapt the changes and along with them company also faces various troubles. I prefer that company should discuss in weekly or monthly meetings about present and upcoming changes so that, they will be able to continue and it will be fruitful for the company as the staffs will be able to adapt the changes.

There is no doubt that HRM surely provides leadership skills and by practicing it, it becomes a habit to accomplish goals and practices again to gain more skills. It motivates them in their works and encourage them to take responsibilities in future.

Having a loyal and productive team company by practicing HR can provide online training program because practically at the time of session, it is notice that back-benchers don't concentrate always. Even from my personal observation at the time of sessions it becomes harder sometimes to concentrate continually.

Technology is changing rapidly, in this case learning new technology has become a major priority in our generation. Business must be quick to adapt and team must be answerable of "when, why and how" - or else risk may flush out the whole business in a minute. HRM supports to find out all the answers.

Based on companies structure of compensation management is another term to work on. We may reward employees to make lower salary but at one point salary should raise and it depends on the CEO/MD at first, employee's positions, their work nature and many more records. To make a win-win situation bonuses or other profits could be supportable.

At the time of recruiting and retaining talented employees – it's hard for the companies to hire the right person all the time. Talents are two typed from my point of view – brilliant in result and another one is entrepreneurs/other workers who are not that much brilliant in education sector but understand how to apply subjects in practical field that means experience based person. Now, it depends on the company's needs. Staffing can provide a company to get a precise future worker or even business partner. Right now, competition of talented employees are rising higher than before and except big companies small or middle or startups companies do not have big budgets to take expensive insurance plans, retirement plans so in this case, they need to search employees for their own benefits which matches to their level.

Finally, Human Resource have the power to raise the advantages for a company's future and decreases the number of disadvantages. It makes the relationship stronger between the workers and the mentors. Human Resource provides a great impact towards every scenario, every departments and especially in decision making in a company.

It is obvious now for a company like IDC BD PVT ltd to make a human resource department continuing the growth of the company.

4.3 {Development of HR Division in IDC Limited}

As an intern I made a job description and job specification for all the departments like – Head of Finance and Accounts and under it there are four divisions and similarly Marketing, Head of Store and HR got four divisions under them.

Then I did their organogram where you can see the whole worker around Bangladesh – Nivea, Kelloges/Pringles, Ferrero {Ferrero Rocher, Tictac, Nutella, Kinder joy}, Amul products, Unilever International{Camay soap, Ponds, Pears, Kissan}. They are right now our principles.

Policies are quite important part of a company what can be an advantage or it can be a severe damage if we start to ignore it. Numbers are not a big matter, the maintenance is all that matters. Comparing to all the famous or work-oriented companies or even only with the distribution companies, can led us to take a different move for a better position in upcoming days and later out of the border. Policies vary company to company which is true, though it helps in many ways; to illustrate, we can say polices are surely mandatory for a company as well as for the employers plus all level workers also. Inside the company, it helps in developing all the workers responsibilities, regular duties, provide respect to any particular employee or co-worker and if I add our MD sir as an example only, then I can easily write about a person's duty towards the company and his fellow colleagues as a boss because, in my country, I have noticed in many places that bosses are just called by their position and name but they forget easily that, a simple person's behavior, knowledge, experience and love for work can encourage others to do something really creative for the company and then finally for the country.

Job responsibility and specification is the first important portion in a sense, it provides information to all about the employers and employees. It helps the seniors, mentors, bosses to see the chart and promptly make a decision to whom they want to assign for specific work or they want to change the position or replace the person etc. It helps a lot to select the top performers or brand wise performers yearly/weekly/monthly.

Organogram which is another chart shows the whole company's employers and employees at a glance, where, we can notice everyone along with their position, their duties plus posting, brands based posting etc. The chart shows that how everyone is running the whole company and also maintaining the duties. It's a common phenomenon for all the company.

How a HR department can be developed in a company like IDC is described below –

Strategic Issue's:- Now to answer my boss's question, to make a HR department what type of research I have to do and firstly, I would chose to make strategic plan which is obvious because mission goals and strategic plan is a great guide to focus on time, talent and resources to run a successful entrepreneur. Mission plan means what is the mission and vision of the company and how deeply the meaning is understood by the employers and employees. In strategic plan, to illustrate, when key stakeholder come together then, they cheers and energizes other participants to think creatively and innovative possibilities are envisioned.

Secondly, I have to find out the values what are being added or not, if not then what is the reason behind it. Basically, need to see the job description and job specification and by this I will be able to make a function list. In this scenario, I can use commercial human resource audit book. Then I have to either add to the list or subtract from the list to make it right. Minute detail is not required until I will be able to make the human resource list. At the end, I have to confirm which functions are working and which are not.

Thirdly, I can meet even with my fellow workers who can help me to make a strong HR plan and how this plan can satisfy my goal, mission and vision as well. Their knowledge can help us in many ways such as, adding some additional points or work and re-organize the list or even deducting those points which are not important. We can supply questionnaires to our fellow

colleagues to get the help and later they can provide feedback. Feedbacks are always useful in our everyday life and in official cases it helps to spark the plan for the future growth and challenges. However, at the end of the response I will be able to present the choices by ranking or rating format; because I will have my internal and external information. However, this is the key concept within an organization to understand what the line managers and employees fundamentally wants from Human Resource Department. The purpose of asking is to find out what our customers want from us finally. There are huge formats to make HR plan now it is up to the company that which way they want to make. I prefer to get knowledge from SHRM or different HR magazines so that, it can help us to think which portion of HR should be expand or not.

Next need to make HRIS key functions because it is so sophisticated that it can even paralyze a HR department of any company. However, we have to add these points:-

- Data such as the basic means title, names, address, salary, then position history and present level, reporting structures, performance appraisal and other critical information should be done.
- In IDC It skills and development process is up-to-date and fast so they are doing very well by organizing company related documents and benefits administration. Here we can see employee related different documents and then enrollments, status changes, personal information updating etc. At this point IDC got their own software to manage and handle each and every information and updates.
- Complete integration with payroll means financial and accounting software which is really strong in IDC because IDC works with numbers and they got many different mathematical terms to use where Finance and accounting is common. Their payroll system is indeed high.
- Applicant tracking and resume management can be easier by using software not manually and from this year IDC is working on it. Resume management should be done manually and also managed by software. It is hard to find and manage it so this function should be prepared as soon as possible.

- Performance development plans can be recorded in central system and also based on the position of the employees. However, IDC make plans for their future targets what is profitable for them. Their planning management and employee relationship is very deep so the way they are making is up to the mark.

Not only this, there are many more points to think about and I prefer to be a part of SHRM to gain knowledge about HR plans. I prefer to read the book of law (based on the country as an example, we have “Bangladesh Law Book”, “Company Act”, “Bangladesh Labor Act and Rule” etc) where different policies are provided based on different companies like Tea plantation, garments, etc. In this case, it is hard to make policy alone so they better make by themselves (CEO/MD, Top management, Finance/Accounts department, Marketing department and rest of the company) by meeting. However, the points which are mainly added with IDC company been described. IDC is a sales and Distribution Company where it works with numbers and numbering is a regular task for all. Keeping all the records is one of the major key course for them. IDC needs to design their HR team which is till now not organized just. On the other hand, other teams are not only strong but also organized. They just need to put more effort concentrating on the HR department.

Chapter 5: Conclusion

After concluding the bachelor degree the journey is at the bottom line as I have finished preparing my internship report. Internship indeed taught me a lot to know the hardships of the future because there is no elevator to success, we need to take the stairs. The whole research process and the environment provided me practical knowledge and also energized me with the necessary information. To recapitulate, from the beginning till the end it was a definitely a great expedition as an intern to work in a office like IDC and also I am overwhelmed by the company, my university premises and especially my advisor.

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