TRANSCOM ELECTRONICS LIMITED (TEL)

Internship Report

On

“Recruitment & Selection Process of Transcom Electronics Limited”

BRAC University

Submitted to:

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Submitted by:

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Fazla Mohiuddin,
Lecturer,
BRAC University,

Subject: Internship report on “Recruitment & Selection Process of Transcom Electronics Limited”

Dear Sir,

I am very glad to submit this internship report as a part of the completion of BBA program. It’s my pleasure to work under your active supervision.

This report is based on the topic of “Recruitment and Selection Process” of Transcom Electronics Limited. I have got the opportunity to work in Transcom Electronics Limited in the Human Resource Department under the supervision of Mr. Arifur Rahman Khan, Assistant General Manager, HR. It was such a platform which gave me chance to apply my theoretical knowledge in real life. Though I had to face some difficulties while preparing this report in such a short time duration, I have learned many things which will help me throughout the life. I hope you will give your valuable judgment on my work.

Sincerely yours

______________________
Nasrin Sultana
ID: 15204004
Acknowledgement

First of all, I would like to thank the almighty Allah for helping me throughout the whole internship period by making me complete all the responsibilities properly and prepare a report on it within the very short period.

After that my heartfelt gratitude goes to the entire BRAC Business School for this wonderful initiative towards the internship program that has made it possible to relate my theoretical knowledge with practical life. I am grateful to Mr. Fazla Mohiuddin, Lecturer, BRAC Business School for his cooperation and supervision while preparing this report.

Last but not the least, I am very mush indebted to the entire HR team of Transcom Electronics Limited. In this case, I want to highlight the name of Mr. Fazley Farazee, Asst. Manager, HR who gave me support always by providing me necessary information while making the report. Not only had that he given me instruction very nicely while performing any task over there. After that I am also grateful to Miss Tasluna Sharmin, Asst. Manager, HR for her guidance towards my work. I must mention the name of all wonderful people who helped me unconditionally in every step in making this report. And lastly I want to show my gratitude to Mr. Arifur Rahman Khan (AGM, HR) for giving me this opportunity to work with all those good people.
Executive Summary:

This is an internship report based on my three months of work experience in Transcom Electronics Limited. I have worked under the supervision of Mr. Arifur Rahman Khan (AGM, HR) in the HR department.

This report was prepared on the topic of “Recruitment & Selection Process Of Transcom Electronics Limited”. In this report, I tried to mention all the activities I have done so far working over there along with the recruitment & selection process. This company recruits people from two different sources- Internal & External. For the officer level, they prefer internal recruitment while in the case of showroom level recruitment they take help from the third party. They usually receive a huge no of CVs but hire only those who can show the outstanding performance. However, there are certain steps of the recruitment and everyone must go through all those steps. After the selection in the interview, they are provided with various training and they are finally selected and given appointment letter only when they show better performance during the assessment after the training program done successfully. Firstly, they are appointed contractually and are assessed with the completion of their 6 months of probationary period. If their performance is good, they get confirmation or sometimes their contract is increased but it depends on their performance.

I am very lucky work over their as the environment was very much favorable but still there are some limitations which must be mentioned in my report. The main problem is there is not any specific written HR policy regarding Recruitment & Selection. Apart from this, the HRIS is not updated. However, I have suggested some possible solutions against the existing problems. If the recommendation points are noticed carefully and the HR activities are revised properly, the company can get the advantage very quickly.
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Chapter-1

Introduction

Origin of the Report:

First of all, to complete graduation from the Business background, it is mandatory to do internship for three months which is a 4 credit course and this report is just the reflection of my work. Luckily I got the chance to work for Transcom Electronics Limited in the Human Resource Department. This is the result of my three months continuous effort. In this, I have tried to mention all of these what I have done and learned so far during the internship period. Not only that I have tried to relate the theoretical concepts of HR with the real life scenario which I have covered over there.

Objectives of the Report:

This report is prepared based on the two basic objectives.

1. Fundamental Objective
2. Specific Objective

Fundamental Objective: The core objective of making this report was to complete 4 credit course named BUS400 as the requirement of BRAC Business School. Therefore, I have prepared this report based on the topic of “Recruitment and Selection Process” of Transcom Electronics Limited.

Specific Objective: There are some other objectives as well. They are as follows-

- To experience the real life job scenario.
- To know about the procedure of recruiting and selecting personnel in Transcom Electronics Limited.
- To understand the corporate culture of Transcom Electronics Limited (TEL).
- To challenge myself that I can cope up with the new people and the new environment.
- To work for the betterment of Transcom Electronics Limited by discovering some limitations if exists and giving possible suggestions to work for those.
Significance of the Report:

This report might be beneficial for TEL from different perspectives. This will help the organization to focus on their strength as well as some backwardness on which they can work out. Some noticeable sides are as follows-

1. They can work out on what activities need to be modified or excluded.
2. They can have a complete picture of recruitment and selection process of TEL at a glance
3. They can utilize some of my ideas or recommendations in their business.

Scope of the Study:

This study is useful both for the organization and the researchers to know about the process of recruitment and selection in Transcom Electronics Limited and to develop some strategies as per the requirement. In addition to this, it can help top management to make new policy regarding recruitment and selection. Apart from this, this study would help management in identifying major areas of weakness as well as strength.

Methodology:

This study was completed in a very systematic procedure. It was started from the beginning of my internship till the end of preparing this report based on the study. For this, all the data are collected from various sources. Two methods are used while collecting data. They are-

Primary data:

- Observation of the activities in HR division
- Practical experience
- Interviewing different HR personnel

Secondary data:

- Previous report
- Company website
Limitations:

Since working in Transcom Electronics Limited is obviously a matter of luck, I had been through some unavoidable problems working over here and to prepare this report. They are discussed below-

1. There is not any written policy regarding recruitment and selection
2. There were scarcity of people in the HR department. Therefore the workload was always there.
3. As there was too much work load, the whole system was not that much organized.
4. The place where I used to sit, overall HR department was so congested that sometimes it used to be tough to move there and there.
5. There was no fixed desk for the interns.
6. Sometimes the system with which they used to work was not up to date. They had to use very old method while preparing monthly salary sheet which usually takes more time.
7. There was not enough data in the company website.
8. The people of HR sometimes used to be very busy. Therefore they did not have enough time to make us understand about new things.
Chapter-2

Company Overview

Historical background of the Company:

Transcom Limited has started its journey with the Tea Plantations in 1885. Transcom Electronics Limited (TEL) is a part of Transcom Group. It is a private limited company which is owned by Mr. Latifur Rahman, Chief Executive Officer (CEO). In the past, it was “Philips Bangladesh Limited” which was established in Holland with a view to producing high quality electric products. But started its journey in Bangladesh in 1962 that used to market the products of two different manufacturing companies named “Bangladesh lamps Limited” (BLL) and “Bangladesh Electronics Industries Limited” (BEIL). They were a joint collaboration till 1992 and the company of Philips N.V Holland sold their entire shares on 4th March 1993 to Transcom Group. After the acquisition of Philips, BLL, BEIL the group has changed the name of Philips Bangladesh Limited as Transcom Electronics Limited and therefore became the authorized producing and marketing company of Philips products in Bangladesh.

Transcom Electronics Limited is constituted with two sister concern and they are BLL and BEIL. The BLL is engaged in manufacturing of PHILIPS brand in Bangladesh. BEIL and TEL factory are engaged in assembling parts of Radio, TV, Freeze, Air Condition of several brands like Samsung, Hitachi, Transtec, and Whirlpool which are sold to the people around the country through different distribution outlets. Thus TEL, BLL and BEIL constitute a group, working harmoniously together under the same management and represent the global PHILIPS name is Bangladesh.
Company profile:

Corporate Head Office:

Gulshan Tower

Plot # 31, Road # 53, Gulshan North C/A,

Gulshan-2, Dhaka-1212, Bangladesh

Phone: 58814663, 9848501, 58814701, 9848502.

Fax: 880-2-9887373 (Gulshan), 9561350 (Motijheel)

E-mail: transcom@transcombd.com

fhn@transcombd.com

tel@transcombd.com

info@transcombd.com

Website: www.transcombd.com
Management Structure of TEL:

As it is a private limited company, Mr. Latifur Rahman, the Chief Executive Officer (CEO) is the main authority of the organization. He does the supervision of all the department’s head and the Executive Director (ED), is the in-charge of the department’s head. All the departments are reported to ED. There are more than 15 different departments. Such as –

1. Management Department
2. HR Department
3. MIS & IT Department
4. Security & Maintenance Department
5. Finance & Accounts Department
6. Supply Chain Department
7. Logistics & Distribution Department
8. Retail Sales Management Department
9. Transcom Digital Department
10. Dealer Sales Management Department
11. Corporate Sales Management Department
12. Admin Department
13. Product Management Department
14. Brand Communication Department
15. Merchandising Department
16. E-commerce Department
17. Customer Service Department
18. CAC Project Department
19. Lighting Projects Department
The Organogram of Transcom Electronics Limited is given below-

Source: Fazley Farazee, Assistant Manager (2018)
Corporate Mission:

1. To provide high quality product services.
2. To provide excellent customer service.
3. To maintain corporate & business ethics.
4. To follow the labor law strictly.
5. To make our own stock superior and rewarding to the customers.
6. To show team spirit and professionalism.
7. To have a sound capital base.

Culture of Transcom Electronics Limited:

This is one of the most disciplined companies in Bangladesh following a very good corporate culture which is not imposed rather achieved. Here the employees share their common belief and follow the same culture. Everybody is tied in an invisible knit. All of the employees here easily understand and emphasize the comparative importance of their customer and they are very much loyal to their own responsibilities and duties. They strictly follow the company’s code of conduct. Company’s growth is the common motive of each and every person working over there.

Holding companies of Transcom Group:

Recently Transcom has emerged a large no of businesses in Bangladesh. Up to 2003, the following companies are doing business under Transcom Group.
Transcom Electronics Limited (TEL):

The company is the official licensee of Philips Electronics N.V. Holland for lighting products, Radio and TV sets. The lighting division distributes Philips lighting products all over the country through an exclusive dealer network. The consumer electronics division distributes Philips Televisions, Radios, Music systems and domestic appliances. It is also the authorized sole distributor in Bangladesh for Changhong Television (China). In Bangladesh, it is the authorized distributor for Whirlpool, Samsung, Hitachi brands. The products include refrigerators, freezers, washing machines, microwave ovens and other domestic appliances. To meet the changing preferences of consumers, TEL has launched a new brand named TRANSTEC in 2002 for leading Bangladeshi market. It provides varieties of products including light bulbs florescent tube lights, dry cell batteries and other electrical accessory items.

The rest of the companies who are working under Transcom Group are as follows-

1. Transcom Beverages Ltd.
2. Eskayef (SK+F) Bangladesh Ltd.
3. Media Star Ltd.
4. Media World Ltd.
5. Transcraft Ltd.
6. Tea Holdings Ltd.
7. M. Rahman Tea Co. Ltd.
Distribution Centers of TEL:

TEL is distributing its products all over the country through a large no of distribution outlets. It has 51 outlets in Bangladesh. They are as follows-

<table>
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<tr>
<th>Sl</th>
<th>Outlet Name and Code</th>
<th>Sl</th>
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<tr>
<td>1</td>
<td>Dhaka Ghulshan North Outlet (DGN)</td>
<td>27</td>
<td>Chittagong Golpahar Circle Outlet (CGC)</td>
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<tr>
<td>2</td>
<td>Dhaka Gulshan Circle Outlet (DGC)</td>
<td>28</td>
<td>Uttara Gausulazam (DUG)</td>
</tr>
<tr>
<td>3</td>
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<td>29</td>
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<td>4</td>
<td>Dhaka Sonargaon Janapath Outlet (DSJ)</td>
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<td>5</td>
<td>Dhaka Gulshan Tower Outlet (DGT)</td>
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<td>6</td>
<td>Dhaka Dhanmondi (DDM)</td>
<td>32</td>
<td>Dhaka Jatrabari Outlet (DJB)</td>
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<td>7</td>
<td>Dhaka Satmosjid Road Outlet (DSM)</td>
<td>33</td>
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<td>8</td>
<td>Dhaka Mohammadpur Outlet (DMD)</td>
<td>34</td>
<td>Norsingdi Outlet (NSD)</td>
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<td>9</td>
<td>Dhaka Kawranbazar Outlet (DKB)</td>
<td>35</td>
<td>Barisal Outlet (BSL)</td>
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<td>10</td>
<td>Chittagong Outlet (CTN)</td>
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<td>Dinazpur Outlet (DIN)</td>
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<td>11</td>
<td>Dhaka Mohakhali Outlet (DMK)</td>
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<td>Kushtia Outlet (KTA)</td>
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<td>12</td>
<td>Dhaka Basabo Outlet (DBB)</td>
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<td>Dhaka Mirpur Outlet (DMP)</td>
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<td>14</td>
<td>Dhaka Pallabi Outlet (DPL)</td>
<td>40</td>
<td>Tangail Outlet (TGL)</td>
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<td>15</td>
<td>Dhaka Stadium Hockey Outlet (DSH)</td>
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<td>Tangail Mymensingh Outlet (TMR)</td>
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<td>16</td>
<td>Dhaka Dhanmondi Sankar (DDS)</td>
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<td>Jessore (JES)</td>
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<td>Dhaka Bijoy Nagor Outlet (DBP)</td>
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Marketing Strategy:

A company must not run not only by the business strategies but also it needs to implement unique marketing strategies to achieve its corporate goal or objective. It includes marketing expenditure, marketing mix and marketing allocation. (TEL has implemented a big amount of promotional activities for the marketing of its products). The light department of Transcom Electronics Limited takes care of the marketing of Philips lighting products which they produce and import. They are leading in the marketing in case of the bulb market only because of their strong marketing tricks.

Promotional activities:

TEL has implemented various promotional tools for the purpose of consumer satisfaction as well as obtaining market leading position. Following promotional tools are used widely-

- Cash discount
- Installment basis payment
- Article prize (Tea Mug, Umbrella, Pen, Watch etc.)
- Calendar
- Scratch card
- Price discount
- Pad
- Transport support scheme
- Dealer’s incentive scheme
- Retail incentive scheme based on prize bond
Chapter-3

My Job Responsibilities

I have worked at Transcom Electronics Limited for three months and I was considered as an HR personnel during the whole internship period. Therefore I had to take so many responsibilities and learned many important HR activities.

Job Description:

As I had been working in HR department, my supervisor made me understand over there what type of HR roles I need to play. Those roles are mentioned below-

1. Collecting CVs
2. Sorting of CVs
3. Calling for the interview
4. Making interview list
5. Keeping records of the interview
6. Making appointment letter
7. Fulfilling joining formalities
8. Making personnel file
9. Adding newly joined employees in the software
10. Assisting in preparing clearance letter of the employee
11. E-mail communication

Collecting CVs:

While recruiting employees for different outlets of TEL as executives, Manager, Assistant Manager and others, I used to collect Hard copies of CV which are sent to the HR department from the candidate directly or from third party. Sometimes I used to collect soft copies of CV from the email sent to the HR.

Sorting of CVs:
As it as a very renowned company, naturally we receive a great deal of CVs but everyone is not called for the interview. So we used to sort the proper candidate out of them. I specially used to check whether they have experience, their educational qualification and other criteria meet the job requirements and this is how we used to find out the proper candidate.

**Calling for the interview:**

After the selection of CVs, I was supposed to call them over phone and let them know about the interview date, time and venue. Besides these, I used to tell them if they need to bring other documents with them or not.

**Making Interview List:**

After calling to the candidate, I used to make a list of people who are coming for the interview in Microsoft excel. The date of interview, candidate’s phone no and designation are listed in that sheet.

**Keeping Records of the Interview:**

After the interview successfully done, I used to make a list in the Microsoft excel sheet in every month. I keep record about the details of the candidate. Over there I had to mention the name, designation and department, contact no, last education, employment status, reference, previous employment details and remarks etc. Not only that I used to make a list in hard copy mentioning the details of candidate.

**Making Appointment Letter:**

I was given the responsibility of making appointment letter of all the selected candidates as I was given a specific format for this.

**Fulfilling Joining Formalities:**

When a candidate is finally selected after the assessment, I used to provide them joining letter, appointment letter, guarantor form, personal history form and collect 3 copies of passport size photos from them.
Preparing Personnel File:

I was taught how to make personnel file, what type of documents are to be kept in the file. Therefore I used to collect all the necessary documents and keep them along with the CV. Following are the elements of a personnel file-

- Joining letter
- Appointment letter
- CV
- Personal history form
- Copy of all certificates
- Guarantor form
- Copy of national ID card

Adding Newly Joined Employees in the HR Software:

I used to add the information as per the requirement of the software. Then I gave them entry if they are payroll employee or contractual employee. Without adding them in the software any employee is not considered as the employee of Transcom Electronics Limited.

Assisting in preparing the clearance letter & the e-mail communication:

Apart from my own responsibilities, I did some other activities like I made some clearance letter of several employees as I was given a format before making and sent them to their line manager via company’s e-mail. Thus I learnt the email communication over there.
Recruitment & Selection Process of Transcom Electronics Limited

Recruitment is to find out the prospective employees for a specific job in the organization. Every company has its own recruitment and selection process of its own. The procedure is mentioned below which is followed by Transcom Electronics Limited.

Types of Recruitment:

There are two types of recruitment in TEL. One is for the officer level and the other is for the distribution outlets or the showroom level. Among these, there are so many positions. They make different pattern for the different positions while recruiting but some are common.

Sources of the Recruitment:

There are two basic sources of recruitment in TEL. Such as-

1. Internal source
2. External source

Internal Source:

When the company recruit people from the existing personnel, it is called internal recruitment. Most of the time they recruitment internally from the sources listed below-

1. The intern
2. Job rotation
3. Promotion

TEL basically appoints people from the internal source while they recruit in the officer level. In this case, they take written test of the intern. They judge them based on their practical performance as well as written exam marks. Moreover, they give promotion to the entry level HR personnel to the advanced level when they get experienced or they show outstanding performance. If there is
emergency of employee in any position, sometimes they do the job rotation too (Source: Tasluna Sharmin, Asst. Manager, HR).

**External Source:**

When people are hired from outside of the company, it is called external recruitment. In the case of showroom level recruitment or while they hire people for their distribution outlets, they prefer external sources of recruitment. Those external sources are as follows-

- Third party
- Reference
- BD jobs

In the past, they used to hire people from BD jobs but now a days they advertise for the vacant positions on Facebook page. Not only that they hire people from the third party and the reference base people for the distribution outlets. Third party includes the following agencies-

1. Yes private
2. Octopi
3. FMAOSL
4. Business Solution

In the case of recruitment through the third party they make a contract for two years. In this contract, it is mentioned that they will supply the employees to TEL for the showroom and they will get an amount of commission which is exactly the same amount of one month basic salary of the employee. If the employee leave job within three months, they will supply manpower in lieu of that particular employee in free (Source: Tasluna Sharmin, Asst. Manager, HR).

**Steps of Recruitment:**

From advertising till finally hiring an employee, there are so many steps to go. All those steps are not applicable for each type of employee but all the steps are given below-

1. Medical tests
2. Preliminary interview
3. Collection of CVs
4. Written tests (for the officer level)
5. Oral test/Viva
6. Psychological tests
7. I.Q. test
8. Selection by the committee approval
9. Approval by the authority
10. Orientation
11. Recruitment & Placement

**Employment Type:**

There are two types of employment here. First of all, the employees are taken as contract basis. After six months of the probationary period, they do an assessment of his/her performance. If the performance is satisfactory, then he/she gets the confirmation. Otherwise the probationary period is increased or the duration of the contract between them is increased.

**Placement and Rejection Process:**

For recruiting the product consultant and all the positions for the outlets, they are given different types of training such as –

1. Skill development training
   - Soft skill training
   - Interpersonal skill
   - Team building
   - Communication training and
   - Leadership training
2. Operational training
   - Product training
   - Retail management
   - Customer service
3. Interdepartmental training
After the completion of all the training programs, a final assessment takes place and those who can show better performance, are finally recruited. Rest of them are rejected or sometimes, if the right candidate are not found then those people are called to attend the training program with the next batch.

**Confirmation Process:**

After all the formalities done properly, the employee is given an assessment form in which there are some marks distributed for the duties or responsibilities he/she has done so far and he/she is asked to fill the form by giving him/her marks out of a certain range. After that the assessment form is sent to the line manager and the line manager is supposed to give the employee the actual marks based on the performance. Then he (line manager) sends the assessment form along with the recommendation to the department head mentioning whether he/she deserves only confirmation or confirmation along with the increment. When this is done, the head of department takes a conversation with the employee regarding this matter. After that, the head of department sends it to the Head of Finance & Accounts for the approval. Once the approval is taken, an excel sheet needs to be made by the HR department keeping all the records it includes such as how much he/she will get in a month. After all these formalities, the employee is given the confirmation letter or confirmation letter along with the increment letter and a copy of it is kept in the employee’s personnel file.
**Literature Review:**

Employee Selection refers to the process of offering jobs to the right candidate after the evaluation and collection of necessary information about them (R.D. Gatewood and H.S. Field). It is an essential element of staffing which also includes some other activities of HR. Such as Human resource planning which outlines how many employee is needed, what is the knowledge, skills and ability (KSAs). Secondly, the recruitment which means to search for the prospective employees for the organization. In this phase, the organizational duty starts from advertising for the vacant position till the selection of the employees. In between these two, there are several steps to go which are fulfilled by the interview.

Selection is the most critical part while recruiting the new employees because the future of the organization mostly depends on it as the right candidate can give the best output through their performance and effort. Thus the right selection of the employee can facilitate the business profitability with the help of their existing KSAs. Therefore the KSA is very essential for the hired employee. Consequently, this process works as the base of HR practices in the organization by providing proper job design, goal setting, compensation & rewards that inspire the employees to bring out their best according to Gatewood and Field.

All the candidates for any job are not same though they are applying for the same positions, sometimes, they differ from various aspects such as their educational qualification, general knowledge, practical skill, experience and ability to work as well as self-motivation. These things help an employee to get differentiated easily among many candidates because these differences show the employees that the employee is suitable for the job. Thus it is a very important part of the organization.

So, identify the candidate’s ability which is needed for any particular job whether he/she will be able to do that job or not but it cannot be done illegally said Mr. Gatewood and Field.
Recommendations:

Although Transcom Electronics Limited is one of the leading companies in Bangladesh, it has some limitations for which I recommend some possible solutions. These are as follows-

- To emphasize in making the written policy of each of the important HR activity especially the recruitment and selection process in Transcom Electronics Limited.
- As, the HR department works with the documents of each of the employees, it needs huge place in the department premise but the place is very congested here. Therefore the place needs to be increased so that the people who are working over there can walk easily from here and there while needed.
- HRIS needs to be updated so that the output becomes more accurate.
- There should be some more employees recruited in HR so that workload reduces.
- As HR works with the important documents, it needs to be a bit more organized so that important documents do not get missed.

Conclusion:

Transcom Electronics Limited is one of the leading companies in Bangladesh. It is a private limited company which works for the people by providing advanced qualities of electric products of different renowned brands.

Being a reputed company, TEL has a very nice and systematic way of recruitment and selection. It emphasizes on their recruitment as it believes that the employees’ who are getting hired today will run the organization tomorrow. So, it is very careful about the growth of this company. They believe that they can play an important role in achieving the organizational goal. However, TEL has some limitations regarding policy as well as HRIS and so on. If the HR activities and the existing problems are revised regularly, TEL will go far in the future.
References:

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