
Submitted To: Mr. Feihan Ahsan
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Internship Report on:

“HRM Practices of Square Toiletries Limited”
December 20, 2016

Feihan Ahsan
Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka- 1212

Subject: Application for acceptance of the Internship Report on Square Toiletries Limited

Dear Sir,

It is my pleasure to submit you my internship report on “HRM practices of Square Toiletries Limited” which I was assigned as a partial requirement of my graduation program. I enjoy preparing this report, which enriched my partial knowledge of the theoretical concept. I tried to reflect the operational activities of the renowned company, which is complementary to the theoretical lessons.

I am very much glad that you have given me the opportunity to prepare this report for you and hope that this report will meet the standard your judgment.

Sincerely Yours,

Katha Das Gupta
ID- 12104178
BRAC Business School
BRAC University
At the beginning of this report I would like to express my deepest gratitude to the Almighty. For endowing me with the ability to complete such a huge task of preparing this report as outlined. After successful completion of BBA Program, a student is required to submit an Internship report based on a chosen topic. I have been working in Square Toiletries Limited since September 5, 2016 as an Intern. In connection to this my topic for the Internship report has been carefully and relevantly chosen as “HRM practices of Square Toiletries Limited”

Before proceeding further, I would like to thank those persons without whose help and guidance it was almost impossible for me to complete this report. It would be my honor to convey my special thanks to my Honorable Supervisor Mr. Feihan Ahsan, Lecturer, BRAC Business School, BRAC University, for his constant supervision, moral support, valuable instruction & helpful advice throughout the preparation of this report.

My warmest thanks go to Square Toiletries Limited where I have completed my internship program. I would also like to thank specially Ms. Monami Haque, AGM, Human Resources and Mr. Muhammad Shahnur Rajib, Executive, Human Resources as well. Without their help and encouragement I would have never complete this report.

I am also grateful to all senior colleagues in the office for being so cooperative to me and for not being bothered by my enthusiasm. At last I cannot help but mention the wonderful working environment and commitment of the officials that has enabled me to make best use of my time and thus enriched myself with an experience that worth more in the upcoming future.
This report has been prepared on the basis of experience gathered during the period of internship at Square Toiletries Limited. Basically; it is a reflection paper which includes my learning from day to day activities on HR functions to scheduling and organized works of the company. The report mainly portrays my duties, activities, learning, achievements and other issues related to my workings during the internship period.

The first section of the report includes basic introduction on human resources, origin of the report, methodology, objectives, scopes and limitations of the report.

Followed by in second part of the report it contains the overview of the organization and industry, history of Square Toiletries Limited, structure and products of STL.

Moreover, in third part of this report consists of the duties and responsibilities which I have done so far during my internship period.

Furthermore, in forth part it gives an overview on analysis and interpretation based on some parameters which ultimately show the position of Square Toiletries Limited that what they have and how they can improve their position for enjoying more profit as well.

After that, in fifth part of that report I tried to show some findings based on my observation about the company while working with it and suggest some recommendations through which Square Toiletries Limited can improve further.

Finally at last part which is sixth part, I conclude the whole report of my internship period in Square Toiletries Limited.
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1. INTRODUCTION

1.1: About Human Resources:

Today’s world is business world. Every company runs their business by following some strategies and by maintaining some rules and regulations to achieve organizational goals. Organizations have different departments for smooth operation having coordination between departments. Human Resource is that division of an organization which focused on activities relating employees. Activities involved
recruitment, firing, training and development, compensation and benefit, performance appraisal, promotion and keeping up to date with any laws that might affect the company and its employees. This particular department is an essential and as well as critical as because it deals with manpower of any organization. It chooses right person for the right job shoots in it. Moreover, it's focused basically on maximizing employees’ productivity and also protecting company from any issue that may arise from workforce as well.

1.2: Origin of the report:

Internship is a part of BBA program under BRAC University. The report is originated from the curriculum requirement of BBA program. The topic of my report is “HRM Practices of Square Toiletries Limited”. For this purpose, I have observed their functions and operational activities closely. I accommodate my Internship Program with Square Toiletries Limited and as per consultation with my academic supervisor Mr. Feihan Ahsan; I chose the topic “Square Toiletries Limited” for my study and analysis.

1.3: Objective of the study:

The objective of the study is divided into two steps. These are given as bellow-

1.3.1: Primary Objective

The primary objective of preparing this report is to fulfill the requirement of BBA program. This contains four credits for internship and to apply the theoretical knowledge gained from the coursework of the BBA program into a specific field of real life.

1.3.2: Secondary Objective

- To acquaint with Human resource of Square Toiletries Limited
- To relate the theoretical learning with the real life situation
- To assemble various policy, procedure and practices regarding Human Resources
- To gain a vast knowledge on how operations of departments are really takes place
- To formulate recommendations for possible improvement

1.4: Methodology:

1.4.1: Type of report:

This report is exploratory in nature focusing on qualitative analysis and description.

1.4.2: Population and Sample:
The population covers 157 regular staffs of Square Toiletries.

1.5: **Sampling Method:**
Data have been collected through working, random and convenience sampling, interview, conversation, and previous documentary evidences.

1.6: **Sources of Data Collection:**
Data collected from primary and secondary sources.

1.6.1: **Primary Sources:**
- Data has been collected through working in the HR department of Square Toiletries.
- Officials from HR department of Square Toiletries have provided information.
- Additional information was collected through interviewing method key informant- interview, informal conversational interview and semi-structured interview.

1.6.2: **Secondary Sources:**
Secondary data was collected from different sources like: reference books on HR, different website on current HR practices, annual report, and internal information system of Square Toiletries Limited.

1.7: **Scope of the study:**
The scope of this report is to cover how the theoretical concept is implemented for improving the material and parts management. For this Purpose data was collected from primary and secondary sources.

1.8: **Limitations of the study:**
While preparing the report, I faced some problems which have limited purpose of the report. The limitations are as followed---
• It was difficult to collect information regarding some aspects of bonus and compensation, as the authority regarded this information highly confidential.
• The internship has been made for three months long duration but it is very much difficult to set true practical experience with current world circumstances in this short span of time.
• Legal issues can be a parameter of evaluation of bonus and compensation. However, it was not considered as a parameter in this report due to lack of comprehensive knowledge in legal issues.

In spite of all these limitation I have tried to put the best effort as per as possible.
2. ORGANIZATION OVERVIEW

2.1: Organization Overview:
Now a day’s Human Resource department has become an integral part of all organizations. Its importance cannot be ignored in current era. To follow and implement HR policies in any organization is not an easy task at all. This department needs to be conscious always about all other departments as it recruits employees for all departments to meet organizational goals. In this report, I will be working on HR department since I have working for this department as an intern in Square Toiletries Limited. Square Toiletries tries to follow each HR policies as per regulation to maintain a smooth operation and helps departments to run its functions properly. Considering the fact that, Square Toiletries has one of the best HR departments I have tried to gather information on how they implement strategies to boost up their functions and maintain a proper operation.

2.2: Fast Moving Consumer Goods (FMCG) Industry:

FMCG sector is one of the rapid growing sectors in Bangladesh as it touches every aspects of human life. Though Bangladesh has a harsh economic condition, but still FMCG industry continues to grow at a significant rate of over 9%. Bangladesh is a populated country which makes the FMCG industry more potential through its large number of people. Top FMCG companies are categorized by their ability to produce highest demanding product items demanded by consumers and, at the same time, develop loyalty and faithfulness towards their brands. Products that are sold quickly with comparatively low price basically falls under FMCG sector. It includes non-durable products so consumers buys these products in a continuous cycle which leads companies to produce more products for consumers as per required. As the buying behavior of people changed and spending on personal-care items increased by 40%, on home-cleaning products by 68%, and on floor- and toilet-cleaning products by 104%, so by catching this, FMCG companies are more likely to invest in these behaviors and thus this industry are moving fast with their regular daily life products.

2.3: History of Square Toiletries Limited (STL):

Square, today symbolizes a name- a state of mind. Fifty years of hard work, passion and commitment have brought this company where they are today from the very incept in 1958, when Square Pharmaceutical Ltd, the flagship company of Square Group, was founded by Mr. Samson H Chowdhury. Today Square Group has burgeoned into one of the top-line esteemed conglomerates in Bangladesh.

Square Toiletries Ltd. started its journey back in 1988 with a single product as a separate division of Square Pharmaceuticals. In 1994, Square Toiletries Ltd. becomes a private Ltd. company. Square Toiletries Ltd. always symbolizes innovation. Moreover, STL is the pioneer for bringing in new products and packaging concepts in Bangladesh. Currently, STL is carrying out production in its two fully automated plants one at Rupshi Plant and another at Pabna Plant.

At present, STL is the country’s leading manufacturer of international quality cosmetics and toiletries with 20 brands and more than 55 products covering a wide range of categories like-

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<th>Hair Care</th>
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Besides core business functions STL has long been taking active part in different CSR activities like financial aid to disadvantage and natural disaster affected people, helping acid victims, tree plantation, creating mass awareness on health and hygiene issues, supporting in education and various local community programs, introduced a telephonic service where doctors give advice to mothers from pregnancy to childhood development both to rural and urban mothers, associated with sports and many more. Currently STL is employing over 2,000 employees ensuring their consistent welfare and security. Furthermore, STL is enjoying one of the lowest employee turnover rates. This company emphasizes on equal employment opportunity resulting in 38% women employees. Like Square Toiletries there are many sister concern of Square group like-

- STL defines the term ‘SQUARE’ as ---
  - S for Sharing is Caring
  - Q for Quality for the Loved ones
  - U for Unique and Unconditional
  - A for Aura of Tranquility
R for Relations we care for
E for Essence of Purity

It needs to mention that Square has a very enriched and experienced management team under which it runs its business smoothly. Management team supervises each activities of the company very well. Under their supervision departments operate their activities accordingly and thus lead them to achieve success or organizational goal year by year. Position holds of this successful management team are ----

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<td>Mrs. Ratna Patra</td>
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<td>Mr. Tapan Chowdhury</td>
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<td>Dr. Kazi Harun Rashid</td>
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<td>Mr. Anjan Chowdhury</td>
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<td>Mr. Kazi Iqbal Harun</td>
<td>Independent Director</td>
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<td>Mr. M. Sekander Ali</td>
<td>Independent Director</td>
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<td>Mrs. Nihad Kabir</td>
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<tr>
<td>Mr. Anjan Chowdhury</td>
<td>Member</td>
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<td>Mr. Kazi Iqbal Harun</td>
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<td>Mr. Tapan Chowdhury</td>
<td>Chairman</td>
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<td>Mr. M. Ashiquil Hoque Chowdhury</td>
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<td>Mr. Muhammadul Haque</td>
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<td>Mr. Md. Mizanur Rahman</td>
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<td>Mr. Md. Kabir Reza</td>
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<td>Mr. Mahbubur Rahman</td>
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<td>Mr. M. Nawabur Rahman</td>
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<td>Dr. Md. Zahurul Hossain</td>
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<td>Mr. Md. Mizanur Rahman</td>
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<td>Mrs. Nasrin Akter</td>
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<td>Head of Admin &amp; Supply Chain</td>
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<tr>
<td>Mr. Muhammadul Haque</td>
<td>Head of Marketing</td>
</tr>
<tr>
<td>Mr. Md. Mizanur Rahman</td>
<td>Head of Operations</td>
</tr>
<tr>
<td>Mr. Md. Kabir Reza</td>
<td>Head of Accounts &amp; Finance</td>
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<tr>
<td>Mr. Mahbubur Rahman</td>
<td>Head of Engineering</td>
</tr>
<tr>
<td>Mr. M. Nawabur Rahman</td>
<td>Head of Production (Dhaka Unit)</td>
</tr>
<tr>
<td>Dr. Md. Zahurul Hossain</td>
<td>Head of Human Resources</td>
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<tr>
<td>Mr. Md. Mizanur Rahman</td>
<td>Head of Quality Operations</td>
</tr>
<tr>
<td>Mrs. Nasrin Akter</td>
<td>Head of Production (Pabna Unit)</td>
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2.4: Product Development
Among all of these above mentioned departments, I got the opportunity to closely work with Human Resources Department as being a HR major. It is needed to mention that, HR, Sales, Marketing, Production, Export, Commercial, Accounts and Finance, MIS departments are operate their activities in Head Office, Dhaka. However, the rest departments run their operations in factories at Rupshi and Pabna.

2.5: Structure of Square Toiletries Limited (STL):
Figure: Organizational Organogram of STL

It is the general overall hierarchy of STL which is maintained by employees of all departments and it is updated once every year after consultation with the department heads.
Moreover, there is also a management hierarchy and field hierarchy exists for ensuring proper information flow and proper direction by superiors.

Figure: Management Hierarchy of STL
Furthermore, STL also has a proper reporting floe for its field force as well. It includes both management and non-management hierarchy as below:

**Figure: Management Hierarchy of Field Force**

**Figure: Non-Management Hierarchy of Field Force**
2.6: Products of Square Toiletries Limited (STL):

Square Toiletries has a huge variety of precuts under each brand. From hair care to men grooming they have more than two or three product in each category. The brands STL has are as bellow----

Square Toiletries started its journey with only one product which is Jui Coconut Hair Oil and now it has 20 different brands. Products such as- Jui, Senora, Supermom, Kool, Sepnil, Zerocal etc. are some of the leading products in FMCG industry and giving a food fight against their competitors like- Unilever, ACI, Meghna group, Abul Khair, Abdul Monem, PRAN, Kohinoor Chemicals, Reckitt Benkiser, GlaxoSmithKline etc.
Some of the products of STL are----

All of these products are being manufactured in Rupshi and Pabna factory under good supervision with clean environment. Nevertheless, departments’ like- product development, production is trying to come up with new innovative products which will be helpful for customers in their daily life which will meet customers’ need.
STL builds partnership with different companies of different countries like Cognis and Clarient from Germany, Uniqema from Malaysia, IFF from UK and lastly Firmenich from Singapore so that consumers can get quality products of STL with consistently delivery.

Moreover, based on these products STL tries to reaches many parts of the world where it successfully exports its products. Asia, Middle East Asia, Europe, North America, Africa and Australia have the products of STL in many of their countries.

![Exporting Countries of STL products](image)
CHAPTER- 03
DUTIES & RESPONSIBILITIES
3. DUTIES & RESPONSIBILITIES

3.1: Duties and Responsibilities:

As a HR intern I have to perform many HR functions during my whole internship period. From recruitment to employee promotion, I worked in those sectors. Currently, Mr. Muhammad Shahnur Rajib, Executive, Human Resources handle all the recruitment of STL under the supervision of Ms. Monami Haque, AGM, Human Resources. In case of recruiting new employees, STL follows some policy under which all the steps are done smoothly. Recruitment processes of STL are---

- Hiring requisition from department
- Approval of requisition from MD
- Internal/External Circular or CV sourcing
- Shortlist potential CV based on standard criteria
- Written Test
- Final Interview
- Selection
- Medical Test
- Prepare proposal
- Approval of proposal from GM-HR and MD
- Handover appointment letter
- Joining
- Orientation and Placement
- Personal database maintain at HRIS and close recruitment

Figure: Recruitment Policy of STL
1. Hiring requisition from department:

First of all, department feels the need to join new employees to fulfill their operation. When they ran out of required manpower then department head give requisition of hiring new employees for that particular department to fill the demand.

2. Approval of requisition from MD:

After giving the hiring requisition from department head, that paper is submitted to MD for approval. If MD gives the sign then the proposal comes to HR department and thus recruitment process starts.

3. Internal/External Circular or CV sourcing:

HR of STL sources CV’s from various ways. They try to get the most appropriate CV for the position.

![Figure: CV Sourcing of STL](image)

In this sector I sourced CV’s for different department’s recruitment. STL has a unique e-mail address which is used for collecting CV’s from candidates. Applicants are supposed to mail their CV in that address which is mentioned in ads of STL. The e-mail is “hrd-stl@squaregroup.com”.

From that, I have to collect appropriate CV’s based on some criteria which matches the requirement. Moreover, I also sourced CV’s from BDJobs as well. STL has an authentic account in BDJobs.com where candidates can also drop their CV. Furthermore, there is also an opportunity for applicants to submit the hard copy of their resume directly at the Head Office of STL. By doing so, one candidate can visit the
office and look into its environment at a glance. Nevertheless, there is an also internal reference existing while sourcing CV’s and those CV’s gives preference based on criteria.

Figure: Recruitment Advertisement of STL

This advertisement goes in newspaper as a print ad, bdjobs, prothom-alo jobs and etc. By seeing this advertisement interested candidates send their CV as per their convenient way.
4. Shortlist potential CV based on standard criteria:

After receiving CVs’ I have to short them based on some criteria. All the CVs’ are not appropriate for the required position. So I have to select the most accurate CVs’ for written test.

All of my shorted CVs’ checked by Mr. Muhammad Shahnur Rajib, Executive, Human Resources and after that it again cross checked by Ms. Monami Haque, AGM, Human Resources. Without the approval of AGM mam and the particular department head for which CVs’ are collected, candidates are not get call for the written test.

5. Written Test:

After getting confirmation from AGM, HR and particular department head shorted candidates get call for written test. I called candidates to let them know the venue, time, date, required documents of written test. For the test, an attendance sheet needs to prepare to record that how many applicants present for the test. As because this attendance sheet is a necessary one while doing the joining proposal or doing the overall recruitment summery for audit as a proper documentation.

Figure: Attendance sheet for Written Test
6. **Final Interview:**

After finishing the written test, scripts are checked by the department head and transferred it to back again HR department. I have to calculate all the numbers of the scripts and create a result sheet by showing how much percentage an applicant gets.

![Written Test Result](image)

**Figure: Written Test Result by showing percentages**

Based on the highest percentage get by applicants, the hard copy of this result sheet need to be printed out for the approval of AHM, HR and department head on up to how much percentage get candidates are going to call up for interview. For that, I have to printed out the hard copy, get signed from AGM, HR and department head and give call to the respected candidates for facing the final interview.
In the viva board, it is not possible for the interviewer to go through the whole CV of a candidate. For that, a summary of candidates need to create based on their CVs’ for the interviewer and along with that an evaluation sheet also need to put in front of each of the interviewer.

![Summary sheet](image)

**Figure: Summary of selected candidates for final interview**

This summary sheet needs to present always in front of interviewer at time of interview instead the whole CV as it saves time and easily look into core requirements.

As early mentioned, along with the summary sheet an evaluation paper also need to be there in front of interviewer. Before starting the interview session I have to arrange the board accordingly and put all the required documents for interviewers.
While interviewing the interviewees, interviewers put marks on that given evaluation form. After done with the interview session over, I need to re-arrange all the documents accordingly by each candidates evaluation. Followed by a sheet of showing the rate of viva needs to develop as it needs later on for doing proper documentation.

![Result Sheet of Interview](image)

**Figure: Result Sheet of Interview**

### 7. Selection:

After all the interview procedure done, AGM, HR need to go through all the evaluation sheets of recommended candidates and select the final candidate to join STL. Thus selection of final employee is done.
8. **Medical Test:**

Selected candidate then call for a medical test. At that test, the fitness of the candidate is checked. Moreover, any previous medical history or ongoing medical treatment is also being checked as well.

9. **Prepare Proposal:**

As all the procedures done, then comes the proposal for joining that particular candidate. In the meanwhile, salary range is also discussed briefly with the candidate whether by the Executive or AGM, HR. After all the agreements, joining proposal is being made for the candidate to be a employee.

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**Figure: Recruitment Proposal**

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10. Approval of proposal from GM-HR and MD:

In the above figured proposal, approve by proposed Executive, HR; AGM, HR; GM, HR and MD is mandatory to effect the proposal. After singing the proposal form by Executive and AGM, HR this file send to GM, HR for sign and finally it send to MD for final approval.

11. Handover appointment letter:

After done with all the formalities, the appointment letter is handed over to the selected final candidate. He or she came at Head Office and collect the appointment letter by hand to hand.

12. Joining:

By receiving the appointment letter, one is ready to join STL with proper documentation and with full sewing. I need to write a joining letter with the sign from MD, GM-HR, department head, AGM-HR, Accounts & Finance Department. This letter needs to have two copies. One is for the employs and another is for office which is ultimately go in the individual employee file for documentation with the sign of that particular employee.
It is needed to mention that, I also did mail merge in excel sheets to create several copies of this letter with different employee names, different market, different ID etc. This mail merge saves time and helps to create a lot individual employee job confirmation letters with a minimal error. Mail merge is basically joining the files of Microsoft Word and Microsoft Excel.

Figure: Mail Merge for writing Job Confirmation letters

13. Orientation and placement:

Once a candidate joins STL from then he or she marks herself or himself as an employee of STL. Orientation by introducing that employee to everyone in the department, by giving the required documents, by posting his or her in work station done after joining.
14. Personal database maintain at HRIS and close recruitments:

Nevertheless, after done with all the formalities I have to create individual employs file with the print ad, candidate attendance list, summary, proposal, joining letter, medical certificate, academic certificate and etc. All that information is then record in the HRIS database so that it can easily be seen whenever needed and thus finally the recruitment process is being closed for that particular position of that department.

Apart from all of these above mentioned activities, I also worked for promotion of current employees’, performance appraisal and training as well. In case of promotion, I did the promotion proposal for current executives employees’ as they give presentation or promotion test in front of higher management and non-executive based on some criteria like- education, service length, age etc. After preparing that proposal I gave it to AGM, HR for approval and sign.

![Promotion Proposal for Executive level](image)

Figure: Promotion Proposal for Executive level
For non-executive promotion I did excel sheet to check whether the criteria matches with the requirement or not by using “IF” formula.

Moreover, after doing the proposal I have to write the promotion letter for the particular employee whose information matches with requirements.
Furthermore, for doing the performance appraisal HR looks some category in which employees gave their best performance. Solving a critical situation in favor of company, achieving profit for company, less absenteeism, finishing projects on time, achieving targets etc. considered while doing the appraisal.
For doing the appraisal, job responsibilities, interview percentage which is taken by management, service length, education etc. is being considered.
Nevertheless, in time of giving training to sales officers I have to conduct the overall session by arranging time schedule, taking exams, checking those scripts etc.
STL gives training on company background, toiletries and its future in Bangladesh, incentive policy, target set policy, product orientation, TA/DA policy, leadership and team work, overall sales idea, mock call etc. After completing the training period sales officers have to gone through an interview session where executives measure overall learning’s of individual employees.
Not only field force of STL but also executive level employees along with top level employees are also send in different places for training, like- manager and above send to XLRI institution and IIM, Kolkata for training. Moreover, outside trainers are often come for assessment center. Also training can be get for those employees who have the nomination of department head which offered by bdjobs, employers’ federation and etc. institutions.

3.2: Long-Term View:

After completing my internship at STL, I can say that I have learnt a lot about practical activities of HR. the functions of HR are not an easy task at all. I have learnt how recruitment, training, promotion, performance appraisal takes part in real field work. I have learnt how to solve problems when arise due to technical issues or misunderstanding. Moreover, I have learnt a huge task of excel files or sheets and how to work on it. HR department of STL also helps me to learn how to do all functions in a proper organized way. As HR needs to recruit employee for each individual department, so I have learnt how to create bridge or connections between departments. A HR specialist have to have knowledge about each field or unless the proper recruitment would never be possible.

All this learning’s will help me in my future career a lot. When I will be in a permanent position of any organization I need to follow the process, proper documentation, proper recruitment and selection and etc. By keeping all in mind I have to work further accordingly and need to be productive for that organization which STL helps me to learn.
4. ANALYSIS & INTERPRETATION

4.1: Analysis & Interpretation:

There are some factors under which analysis of STL can be done.

1. **Cost:**

Each and every company tries to minimize its costs. STL is not different. HR department minimizes its costs by applying many methods. They give their recruitment ad in newspaper and in online rather giving it to television. Now a day’s almost everyone check news in online. So by giving ad in online STL is able to reach many people with a minimal cost. STL expenses only approximately 17 million on advertising and promotion which is about 10% and comparatively low in a year. Moreover, they take exams, interview, and training in their own office which helps them to save cost rather organizing outside with a high fare. Furthermore, they appoint intern with a minimal payment rather appointing a full time employee and give workload to them accordingly.

Although after all the expenses, STL enjoys approximately 20% of profit margin and which ratio is growing. So by seeing the above chart it can say that STL always tries to minimize its cost.

2. **Resources Required:**

STL does not have enough resources as required. They have a small place for their office and it leads them to have fewer employees to work. They need to re-arrange their sitting order again and again. It creates a bad impression for new employees. Moreover, they have also less technical products like laptops, projectors etc. STL needs to broaden the area of their office or meeting room so that clashes
between departments can dissolve. Sometimes departments are having conflicts regarding meeting room that they cannot get it on time due to having fewer meeting or conference room.

As we can see from the above figure that both the asset turnover and inventory turnover ratio is decreasing from 2010 to 2014. By seeing that, STL needs to bring more resources and create more employment so that their sales can increase and also they can enjoy a better official environment in a broader space.
3. Feasibility:

STL have high feasibility to improve their staffs as per needed. They can broaden up their area for having enough employees with huge workload. Also STL can invest in their infrastructure to improve it for creating a successful business or office environment with a handsome amount of employees and thus can help to create employment.

It is figured that STL enjoys an increasing nature in terms of the net profit margin. Net profit margin increases from 1.35% to 6.33% from year 2010 to 2014 which is a significant positive change for STL. By seeing that it can say STL has the possibility to enjoy more profit in upcoming years. However, for that STL needs to invest in their infrastructure to develop it more which will ultimately lead them to enjoy more profit.

4. Effectiveness:

In case of employees, STL has very effective departments with an efficient manpower. Each and every department is active and does their jobs with a very effective manner. As early mentioned, STL enjoys less turnover so it can say that they have a very effective work force.
It is clear from the above line chart that, the efficiency of departments, employee involvement towards works increased from previous years which showed that Square Toiletries Limited carry effectiveness in terms of operations.

5. **Staff Involvement:**

Employees are dedicated to their work of STL. STL offers a nice salary structure with numbers of bonuses. For that reason, employees are active with their work and motivated towards their activities. It has a friendly environment so employees can get involved in their deeds.

As shown in the chart employee involvement increased than previous year and as the working environment is suitable for employees, so the turnover rate is also comparatively less according to HR, STL. So it can say employees of STL are quite comfortable enough to work with the official environment.
CHAPTER- 05
FINDINGS & RECOMMENDATION
5. FINDINGS & RECOMMENDATION

5.1: Findings & Recommendation:

- While doing the internship at STL, I observe some facts that can be considered to improve by them. Some findings and recommendations on that are as bellow -----
- During giving joining to new employees, HR of STL does not check the background of that employee. It leads them to may face problem in future from that employee. So they need to investigate or know the proper background of an employee before giving joining to STL.
- STL do only On the Job (OTJ) training to their new recruited employees. For new employees it is not enough to know the overall culture or process of the organization especially for fresh graduates. To overcome the hesitations of new employees, STL may introduce some other training or program to let them know about necessary staffs.
- While working with the employee file I found that they have a lot of hard copy paper files of individual employees. Currently they have more than 2000 employee file which is really hard to manage. Rather keeping hard copy of files STL may introduce new software where all individual employee file records will be kept. Many organizations now a day’s has software for keeping necessary records of each individual employee data.
- Evaluation form of candidates which given in time of interview, sometimes are not properly filled by the interviewer. It may leads HR to face confusion which candidate is good to call and which is not. Laziness of interviewer’s can take a misleading decision. To overcome that, each interviewer must fill the evaluation of each individual employee just at the time of interview. For cross checking, these forms can be checked by executives and let the interviewer know just after the interview done to fill that form.
- The financial benefits offered by STL is comparatively low than the other competitor companies according to candidate’s point of view. Non-financial benefits may not be motivated for maximum employees. So STL can increase its financial benefits to get preference from candidates or employees.
- The venue for written test of STL is not enough to accommodate 40-50 candidates. It creates hassle if the numbers of candidate rise. To overcome that problem, STL can take steps accordingly by broaden up the space.
- From my observation, HR now prefers less female candidates for proposed positions. It may lead them to decrease the ratio of female worker. For that, STL needs to encourage female candidates for applying and give preference while sorting CVs.
- STL has a very narrow space for its canteen which can accommodate highly 20 persons at once. Many employees have to wait a long for having lunch. So they might think to broaden up the area for their canteen space.
CHAPTER- 06
CONCLUSION
6. CONCLUSION

6.1: Conclusion:

Square Toiletries Limited is doing a great job with their all-around product line despite of having large number of other multinational toiletries and cosmetics companies in Bangladesh. Toiletries industry helps to boost up the economy of this country by their huge annual turnover, local production, exports and last but not the least by creating employment opportunity for people. As their product line is something that will have a demand among people almost forever, this industry is not expected to decline at a significant level in the near future. Inclusion of new competitors will make the current companies more competitive, strategic and stronger to face the upcoming challenges.

With its decade long business Square Toiletries Limited employing plenty of people at its various sectors every year. They have a wonderful HR team which is taking care of this massive manpower. Starting from recruitment, following the labor law, maintaining all necessary HR operations, every essential activities are here properly run by the HR department. Similarly they are running their recruitment in a smooth manner. This report showed an in-depth analysis of their recruitment process along with training, promotion, performance appraisal with some problem identifications as well as some possible solutions as recommendations.

Finally, the contribution to the country’s economy will continue to grow with the input from the toiletries and cosmetics industries. From its own position Square Toiletries Limited will run and keep growing with the help of their fruitful manpower. With the wonderful contribution of manpower it will continue to assist in the country’s economic development as well as promote itself as a potential recruiter of this country.
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