

Internship Report On
Recruitment & Selection Process of
GETCO Business Solution



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Letter of Transmittal

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Subject: Submission of Internship Report

Sir,

This report has been prepared and submitted for the complementation of the course BUS 400. It has been prepared as per your instructions and guidelines. After 4 years of academic studies in BRAC University, finally I got the chance to implement the knowledge I acquired from BRAC University and this project is based on my 3 months internship period in GETCO BSL. GETCO BSL is a very small company which works for a little department of Unilever Bangladesh. Still I tried to gather as much information I could and tried to make this project presentable according to you. If you want me to make any further changes please let me know.

Regards,

Sincerely,

Nusrat Alam Chowdhury

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BRAC Business School,

BRAC University.

Acknowledgement

In the beginning, I would start thanking the almighty Allah for making me able to complete my internship report. First of all, I would like to thank and honor my advisor, Mr. Ariful Ghani, lecturer of BBS, BRAC University for all the supports and guidelines he has provided me with. Since day one he has been supporting for this internship project and always manages to communicate amongst his busy schedule. His proper guideline has shown me the path and as a result this report has been completed. Special thanks goes to BRAC University, whatever last 4 years I have learned from there helped me a lot during my internship period. I would also like to thank the organization GETCO BSL which let me work with them for last 3 months and provided me with as much information as they could. Special thanks goes to Mr. Saimon Bhuiyan, the project manager of CEC, Unilever Bangladesh and Mr. Rakib Hossain, the Team Leader of CEC, Unilever Bangladesh. Both of them supported me and also provided me information I needed. At the end I would like to thank my family and friends who have given me moral support so that I can come to this level and accomplish my project.

Executive Summary

GETCO BSL is a company of GETCO group which basically works for the CEC team of Unilever Bangladesh. In simple words it can be called a call center of Unilever Bangladesh. GETCO group has many companies working for variants of top companies of Bangladesh. I got the chance to work in GETCO BSL which gave me the opportunity to work for Unilever Bangladesh. This report basically focuses on the recruitment and selection process of GETCO BSL. As this company is affiliated with Unilever Bangladesh, the recruitment and selection process does not limit to GETCO BSL only. I made this report on the three months experience I gathered from the company. For better result I also questioned my team leader and line manager to provide me with sufficient information. GETCO BSL follows their recruitment and selection procedure in order to meet their organizational need and also to maintain the standard provided by Unilever Bangladesh. As Unilever Bangladesh never compromises with the quality of their services and employees, they always make sure that they are hiring the best of the best employees to meet their organizational goals and achieve their long term goals. I tried to jot down all the information regarding recruitment and selection of GETCO BSL and make this report fruitful.

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Chapter 1: The Organization

1.1 Introduction:

GETCO Business Solution Limited is a Bangladesh-based Call Center Outsourcing Services company that provides performance-driven and high quality outsourcing services. It aims to fundamentally reshape the face of outsourcing and customer relationship management (CRM) through strategic solutions that fulfill its clients' overall mission GETCO BSL Customer facilitates. Through GETCO Business Solution Limited I got the opportunity for working Unilever Bangladesh Limited (Ltd.).

1.2 History:

GETCO is a well renowned conglomerate in Bangladesh having diversified business. It works as Consultants, dealers, distributors of a number of world class companies. GETCO was established in 1972 as a private limited company. Over these years, it has built effective business relationship with various government and semi government organizations as well as private companies. GETCO works on behalf of its Principals to secure contracts and provides necessary after sales services to its customers. In the case of turnkey projects, it provides logistic, administrative, and advisory services to the Principals in order for them to execute the contract(s) in a timely and professional manner.

Since its inception, GETCO has dedicated its resources in developing a high level of expertise in marketing and sales of engines, machines, generators, telecom products and services, IT related products and services. It also deals with other products and services related to oil and gas, power, aviation and defense sectors. In doing so, GETCO has built an enviable reputation for integrity, reliability, resourcefulness and services. GETCO has established a relationship with Can trade Capital Inc. (CCI) in

Canada to represent GETCO in North America with a view to sourcing principals and projecting the company in Americas and Europe.

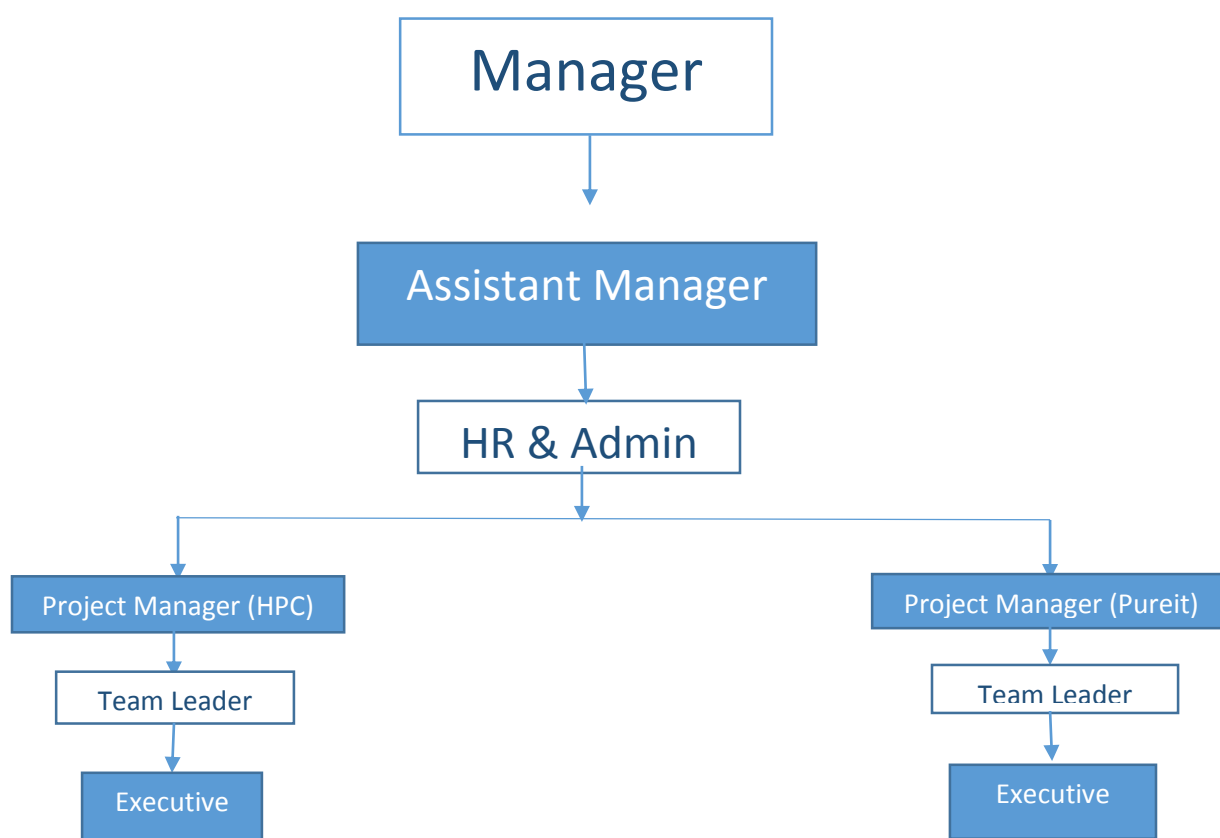
1.3Product/Service Offerings:

While working in GETCO Business Solution Limited, I was given the opportunity to work in the HPC department, HPC stands for “Home and Personal Care”. We all know that Unilever Bangladesh is an FMCG company. The brands of Unilever operating in Bangladesh are given below:

- Axe
- Brooke Bond Taaza
- Clear
- Close Up
- Dove
- Fair & Lovely
- Knorr
- Lifebuoy
- Lux
- Pepsodent
- Ponds
- Pureit
- Rexona
- Rin
- Sunsilk
- Surf-excel
- Tresseme
- Vaseline
- Wheel

In HPC department, we work for all the brands but Pureit. Pureit is focused by a different department which only focuses on Pureit. So basically we were working for all the home and personal care and food brands of Unilever Bangladesh Limited.

1.4 Organizational Chart:



1.5 Goals and Objectives of GETCO Business Solution Limited:

The objective of this report is divided into two parts given below:

Broad objective:

The broad objective of doing this study is to gain knowledge and experience about the recruitment and selection process of GBSL and different strategies which a customer relationship officer does (in the perspective of GETCO Business Solution Limited).

Specific objectives:

- To know how to select candidates for a specific position.
- To know how to interview candidates.
- To learn how to lead a team.
- To know how make a good relationship with customer.
- To know about the customer and corporate behavior.
- To know how to develop a higher level of consumer satisfaction
- To know corporate sales structure, tasks and their operations.
- To understand different markets and their buying as well as sales behavior.
- To get the idea or action of the current competitors of Unilever.

1.6 Mission:

The mission of GETCO BSL is to provide world class service to its client company. Unilever Bangladesh is GETCO BSL's one and only client so they always try to provide best of the best customer service so that they can always remain partner with them and be their only one business partner in CEC (Consumer engagement center) department.

1.7 Vision:

The Vision of GETCO Business Solution Ltd. is to be the number one customer service provider in Bangladesh, and be in the epic position, double the size of their business and be always the number one business partner of Unilever Bangladesh Limited.

Chapter 2: Job Description

2.1 Job Title: Internship

2.2 Position: HR intern

2.3 Job Responsibility:

- Assisting the team leader on HR activities
- Taking inbound calls and making outbound calls
- Making the list and helping the team leader to make the schedule for executives as in GETCO BSL, schedules are planned on a weekly basis
- Forwarding complaint mails to the care line manager and brand manager of Unilever Bangladesh
- Responding consumer through social media websites.

2.4 Description:

As a Human Resource (HR) intern and executive at GETCO BSL, I was assigned to focus on HR engagement activities and theories of GETCO BSL. Besides, my team leader gave me a task to do research on CEC (Consumer Engagement Center) which will make the job easier as the CEC department of Unilever Bangladesh is solely managed and supervised by GETCO BSL. I had to assist my team leader with his HR activities such as making the schedule, measuring the employees' productivity, coming up with proper training idea if needed to improve the quality of performance. I also had to interact with consumers of Unilever Bangladesh through social media websites. If there was any complaint from any consumer, I had to go through the case thoroughly, make a complaint file and email it to my team leader and to the CEC manager of Unilever Bangladesh. Also at the end of each day, I had to submit a report to my team leader on the progress I had made so far.

2.5 Critical Observation and Recommendation:

My total internship period was of 3 months, this time period is not enough to understand totally a company's HR policies while recruiting and selecting. Firstly, the HR department of GETCO BSL follows the protocols of Unilever Bangladesh when it comes to recruiting and selecting employees for different departments. Secondly, the actual and final decision is always taken by the managers of Unilever Bangladesh. Thirdly, the authority and management cannot finalize any candidate whom they might think as suitable and perfect for any vacancy.

According to me, there is nothing much to recommend as it follows the rules-regulations of Unilever Bangladesh. However, I feel the interns should get opportunity to work under the managers of Unilever Bangladesh for at least 7 days as most of the works are observed and evaluated by them. I also feel that the management team of GETCO BSL should also have some right while taking the final decision as the employees will be working with them and they have to train them and make the employees capable of working for Unilever Bangladesh.

Chapter 3: The Project

3.1 Summary:

GETCO BSL works as a third party or business partner of many government, semi-government or private companies. Currently the biggest business partner of GETCO BSL is Unilever Bangladesh. GETCO BSL is working solely on the Pureit and HPC & Trade department of Unilever Bangladesh. GETCO BSL provides sales and marketing and also after sales services to its customers. To provide with best result, GETCO BSL always tries to train its employees regarding sales and marketing properly. The company has different skilled employees in every sector who are highly trained and well educated with lots of experience.

I worked as an intern in GETCO BSL. As an intern I basically had to assist and support my team leader in office activities. I also used to call selected candidates for interview, for written exam I used to coordinate the candidates and provide them with proper instructions, help selected candidates understand the next and last procedure of their interview in Unilever Bangladesh, creating new employee files, helping the team leader to prepare the schedule. In GETCO BSL, selecting employees is kind of a lengthy process. As it is affiliated with Unilever Bangladesh, it has to follow all the rules and regulations provided by them. Not only that, the final selection or decision is taken by Unilever Bangladesh. Rest of the details of GETCO BSL recruitment and selection process will be explained below.

3.2 Objective of the Study:

Primary Objective: The primary objective of this report is to analyze the actual process of selection and recruitment process of GETCO BSL HR department.

Specific Objective:

- Recruitment & Selection Process

3.3 Methodology:

- **Primary Data** – Face to face interview and detailed discussion with the Line Manager and Team Leader
- **Secondary Data** – GETCO BSL website, Unilever Bangladesh website, journals and reports

3.4 Limitations:

- The authority and management not being flexible in sharing information
- Duration of Internship allowed minimum exposure
- Hesitation of the Line manager to share internal data and detailed information
- The employees of GETCO BSL are not that much interested to share all the specific details
- Huge workload and pressure on the managers

Chapter 4: Job Part

Calling Candidates for Interview:

During the interview and written test, GETCO BSL HR makes a list of the candidate and call them accordingly just before 2 days of interview date. The HR line manager of mine used to provide me with the list and all the relevant information of the candidates. This was a part of my work to call and fix time with the applicants according to the given schedule made by the line manager as well as the HR department.

Interview and Written Exam Coordination:

On the date of interview and written exam my duty was to ensure that each And every applicant is presented. Before the interview night I had to call each of them as a part of reminder. On the day of interview I have been told and assigned for the duty of taking signature from each of the candidates who are attended. During the written exam I have been provided with the script and I had to pass it to the applicants after making them sit on their specific place according to their names. During the day of interview I had to invigilate the applicants for the post. And later on, I had to call them for verbal interview one by one.

Coordinate the Joining of New Employees:

After the selection of an applicant for GETCO Business Solution, the new employee is required to fill up different forms provided by the HR department. One of my duties was to guide the employee and assist for filling up the joining letter.

Coordinate the Joining of Interns:

GETCO BSL does not provide internship opportunities that much. They hire at maximum two-three interns for each department each trimester of the year. I had to make the new intern understand their basic duties and also I used to give them a form in which all the work related information, schedule system, attendance, break time and other details were explained. GETCO BSL also has many deduction policies from employees' salaries which are also needed to be explained before joining.

Preparing the Salary Sheet of Interns:

GETCO BSL pays the interns on a daily basis, it means if an intern is absent for a day, his/her one days salary will be deducted. Each department has different attendance book for the interns. Every day after the working hour starts, I used to go and collect all the signatures in the attendance sheet and then file in a specific excel sheet. If someone is late, then a red mark is put beside that interns name and for the late present, one day's salary is deducted.

Chapter 5: Recruitment & Selection Process

Many people think that recruitment and selection is the same thing which is not. Recruitment involves locating individuals, with appropriate qualifications which will fit with the job description and in sufficient numbers and encouraging the candidates to apply for jobs. The next step of recruitment process is the Selection process. These process are completed step by step. Selecting candidates is the process where suitable and appropriate candidates are selected for a specific job or who match with a specific job description. Recruiting and selecting the proper candidate for a position is very much important as the suitable candidate will help an organization to get its ultimate goal and destination.

5.1 Internal Recruitment:

GETCO BSL does not go for internal recruitment. Most of the time they prefer external recruitment. But sometimes if they feel that they have suitable candidate in their organization, the HR department just sends an email internally to inform about the vacancy. Then they do the rest of the procedures to recruit and select a candidate.

5.2 External Recruitment:

GETCO BSL never hires any third parties or other HR agencies or farm for their recruitment or selection process. They do all the formalities and everything on their own. The HR department of GETCO BSL handles very efficiently. But at the end of all formalities and procedures, candidates are sent to Unilever for a final interview and the care line manager and brand manager take the final decision.

5.3 Preliminary Steps for Recruitment:

There are some steps followed by GETCO BSL HR department for recruitment and selection process. Those are given below:

- **Requisition:** Whenever there is a vacancy or a position is open in a department, the line manager of that department immediately informs the HR department of GETCO BSL and the HR department starts its procedures.
- **Timing:** The HR department of GETCO BSL usually takes 40-60 days for the recruiting and selecting procedure. They try not to exceed 60 days as they claim. Still for further extension the decision of the HR department is finalized.
- **Recruitment budget:** GETCO BSL follows a fixed budget when it comes to recruit and select and most of the time the budget depends on Unilever Bangladesh. For example, this year Unilever Bangladesh has locked their budget for next two years, which is why GETCO BSL will not be hiring any management level employees.
- **Sources of candidates:** GETCO BSL follows the current trend of recruiting and selecting which is the online method as they think this way is more efficient. They always post about their vacancies in various online job portals and websites such as “www.prothom-alojobs.com” and www.bdjobs.com or in various university websites such as in OCSAR website for BRACU students. Most of the time they call candidates from these websites for interview.

5.4 Recruitment and Selection Process:

There are six steps in the recruitment and selection process of GETCO BSL, which are first shown as a flow chart below and later it has been discussed in detail:

Requisition of employee recruitment



Advertise about vacant position



Sorting of CV's



Written Test



Oral Interview



Final Selection

Requisition of employee recruitment:

A manpower requisition form is a very important form for hiring a new employee for a vacant position. First of all the department which has vacancy fills the requisition form and sends it to the HR department. The HR department goes through all the details, collects all the necessary information such as how many vacancies are there, what type of qualifications must be needed for that vacant position etc. Then according to that specific criteria, the HR department of GETCO BSL does their job accordingly, recruits and selects appropriate candidate for the vacant position.

Advertise about vacant position:

Once the manpower requisition form is signed by the HR head of GETCO BSL, they give add on “www.prothom-alojobs.com” and www.bdjobs.com and in various university websites such as in OCSAR website of BRACU. In that job advertisement they mention how many vacancy they have, educational qualifications, which gender of employee they prefer, what type of experience they prefer and sometimes they also mention the salary range etc. Usually there is no deadline mentioned for job application. GETCO BSL calls candidates within 2-3 weeks. Initially, GETCO BSL collects the soft copies of the CV’s, later on they ask for hard copies while taking the interview.

Scanning of CV’s:

After getting CV’s from the huge pile of candidates, GETCO BSL goes for the sorting of the CV’s. First of all, the HR department sorts the CV’s according to educational qualifications and then they go for the working experiences. After finding the suitable CV’s, the HR department calls the candidates appropriate for the vacant position for interview.

Written Test:

In GETCO BSL, written test is not always mandatory. For entry level job position, GETCO BSL makes sure candidates are sitting for a written test. In that test employees are basically tested whether they have enough knowledge about household products or not. As Unilever Bangladesh works with all household products, so it is a mandatory task for an employee to have knowledge on these too. Also the candidates are tested how much capable they are in terms of customer services. But for senior level positions, written test is not mandatory.

Oral Interview:

The candidates who are called for an entry level position are often called for an interview after qualifying the written test. GETCO BSL always conduct two interviews:

- First interview
- Second interview

GETCO BSL always goes for double interviews. The first one is taken by them in their main office. Once they are done with their first interview, they call the candidates and call them in Unilever Bangladesh head office for the final interview. During the second and final interview, the care line manager and the respective brand manager takes the interview.

Final Selection:

Finally after the second and last interview, the brand manager and care line manager selects and decides which candidate is appropriate and perfect for the vacant position. So basically candidates need to face the managers of Unilever Bangladesh to get hired.

Chapter 6: Analysis

- GETCO BSL selects their candidates for interview from a vast number of applications.
- GETCO BSL firstly gives importance to the candidates who have prior working experience in care line companies.
- For internal recruitment, GETCO BSL always announces about the vacancy and if there is a suitable candidate amongst the current employees, GETCO BSL immediately offers him/her for that position.
- For external recruitment GETCO BBSL goes for the advertisement in various job websites such as bdjobs.com, prothom-alojobs.com and also posts in various university websites for example OCSAR of BRAC University.
- Interns are recruited based on their performance.
- GETCO BSL employees do not think of the recruitment and selection process happens the same way. Half of them think mostly it happens internally and rest think it happens externally.

Chapter 7: Conclusion

Unilever Bangladesh is leading the entire industry of the FMCG market of Bangladesh. It has been considered as a market giant in every form of its products, from hair care to dish wash, from skin care to home care as well as snacks foods everything. I am very much lucky to be able to work for Unilever Bangladesh under GETCO BSL which allowed me to learn and explore a lot. It always makes a warm working environment for the employees with different recruiting and selecting process. GETCO BSL always follows rules and regulations of Unilever Bangladesh which is why every process is very systematic.

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