



***Internship Report on Recruitment and Selection Process of Square
Toiletries Limited***

Prepared for:

Mr. Arif Ghani

Lecturer- 2

BBS

BRAC University

Prepared by:

Md. Mohsin Islam Khan

ID # 12104229

BBS

BRAC University

Date: 7th November, 2016

LETTER OF TRANSMITTAL

November 7th, 2016

Mr. Arif Ghani

Lecturer- 2

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Sir,

I am submitting my Internship Report, which is a part of the BBA Program curriculum. It is really a great accomplishment to work under your active supervision. This report is based on, “Recruitment and Selection Process of SQUARE Toiletries Limited”. I have got the opportunity to work in SQUARE Toiletries Limited in “Human Resource Department”, under the supervision of **Ms. Monami Haque**, Assistant General Manager STL, Human Resource Department.

This project is a combination of my academic and practical knowledge. Firstly I learned about the organizational environment of this toiletries industry. Secondly, the project gave me the chance to extend a network with the corporate environment.

I am grateful to you and your kind cooperation at every step of my endeavor on this report. I shall remain deeply grateful if you kindly find this report useful and informative and oblige me thereby.

Sincerely Yours,

Md. Mohsin Islam Khan

ID: 12104229

BRAC University

Acknowledgement

First of all, I want to express my gratitude to the almighty ALLAH for giving me the strength to perform and complete my responsibilities as an intern in Square Toiletries Ltd. And now the report has been prepared for the submission and presentation.

I must gratitude to my University Advisor **Mr. Arif Ghani**, Lecturer-2 of BRAC University for his whole-hearted supervision.

I am also grateful to **Ms. Monami Haque** AGM HRD STL, as my organizational supervisor. I must express my gratitude to Mr. Shahnur Rajib, Executive HRD STL, Mr. Masudur Rahman, Executive HRD STL and Ms. Anisha Hossain, Senior Executive, HRD STL, also Mr. Hasan Mir, Senior Office Assistant HRD STL and Mr. Mahedi Hasan, Junior Officer HRD STL for helping me in furnishing the report. Moreover, I would also like to express my gratitude to my Square Toiletries Ltd fellows, and senior colleagues who gave me good advice, motivation, suggestion, inspiration and support. I must say about the working environment and about employees of this organization that has taught me to deal with a lot of things. It would have been very difficult to prepare this report without their guidance.

TABLE OF CONTENTS

Executive Summary.....	5
Introduction.....	6
Objective of the report.....	6
Department of STL.....	12
Recruitment and Selection Process in Square Toiletries Ltd.....	13
Human Resource Management Process:	13
Recruitment Process	14
Source of Recruitment.....	14
Internal Source.....	14
Job-posting programs.....	15
External Source.....	15
Advertisement	15
Employee referrals.....	16
Employment Agency.....	16
Walk-in and Write-in	16
Consulting the CV Bank.....	16
Selection Process	16
Screening and Short-listing Applications	17
Written Test.....	17
Selection Interview.....	17
Reference Check.....	17
Employment Decision	17
Pre-employment Medical Check-up:	18
Joining of the Candidate:	18
Offering the Role:	18
Overview of the Recruitment and Selection Process of STL.....	19
CRITICAL OBSERVATIONS.....	20
RECOMMENDATIONS.....	22
CONCLUSION	24
APPENDIX.....	25
REFERENCES.....	26

Executive Summary

This report on SQUARE Toiletries Ltd. was prepared on the basis of my three months' internship experience. This internship program nurtured me to know the practical scenario of a Toiletries Company and moreover how this industry operates. The report highlights the problems of the recruitment and selection process and there could be some betterment in areas like background-check, introduction of computerized inventory system, better training facility, medical test before joining, standardization of question paper, competitive salary packages are the key findings of the research. These findings have been included with detail analysis. In the later part, there are some recommendations to improve the process. Some of the key recommendations are addition of more steps in the selection process for more correct employment, introduction of specialized trainings, modifications of the existing interview evaluation forms, alteration in the advertisements, participations in job fairs etc. In addition, the complete recruitment and selection process has been explained with a few examples of the company's recent recruitments. There are described steps as in HR planning, CV sorting, recruitment sources, written tests, interviews etc. The report as a whole gives a complete idea about the recruitment and selection process of the Square Toiletries Ltd. In spite of having the challenges, I finally noted some problems that can be terminated in order to develop the process and also the recommendation is given properly which would improve the organizational environment if implemented.

Introduction

Business world is a very complex world. To survive, each and every company have to take a dynamic role in this world to flourish in every business unit. Most of the companies are now using the Human Resources software system to keep an updated profile of all its employees. It helps improves the business to be more efficient and effective in executing its strategies. Some companies went ahead introducing business transforming program in order to get a competitive advantage over the competitors.

In this report, I have tried to identify the Recruitment and Selection process of Square Toiletries Ltd. Here I imply my academic knowledge and also use my experience from STL. This report shows how the work condition of SQUARE Toiletries Ltd looks like. It presents the recruitment process, management, and its working environment. I have concentrated on the current HR practices that STL is performing efficiently on their recruitment department to make their employee more productive.

Objective of the report

Primary Objective

To provide necessary information about the procedures of Recruitment and selection techniques, followed by the Square Toiletries Ltd through the HR Department and recommendation.

Secondary Objective

- a) Find out what is happening in the HR department
- b) Find information and clear insight about the recruitment and selection process in the organization.
- c) Find out the different system that is followed in SQUARE Toiletries Ltd.

d) Find out the relation between the theoretical and practical way of recruitment and selection process of SQUARE Toiletries Ltd.

Methodology

This topic was selected and then the final preparation was set in motion. The main part was to identify and collect data. This report consists of qualitative data concerning the efficiency of the recruitment and selection process of STL. The problem was they were mostly classified, so they were thoroughly analyzed and interpreted to find the vital points. It is more explained further.

Sources of Data

Data are collected both primarily and secondarily. Firstly, through the observations of the employees and discussions with few officials and concerned experts, I could derive some information useful for this report. Secondly, I used annual reports, newspaper articles, internet and textbook to gather more information regarding the recruitment and selection process of SQUARE Toiletries Ltd.

Collection of Data

The observation method subjected me for face to face communication with the officials and the secondary data was collected from the website and related documents.

History of the Company

Square today symbolizes a purpose – A condition of perfect example. Regardless its endeavor of the Growth What's more achievement need been no bed of roses. Beginning with those starting point to 1958, it require today prospered under a champion amongst the top banana agreement organizations secured close by Bangladesh. Square might be A Bangladeshi cutting edge undertaking. Those business ventures under this conglomeration fuse Textiles, Pharmaceuticals, Toiletries, customer comes about. Benefits Gave Eventually Tom's examining square consolidate social protection (Hospitals), information What's more correspondence designing association. Square toiletries set (STL) off to 1988 as a distraction what's more ISO: 9001 affirmed specific association. On 1994 square toiletries confined began its endeavor concerning delineation and private limited association. Immediately STL will be the nation's heading loose producer from asserting worldwide bore cosmetician and toiletries comes about. Toward present, STL is those nation's setting out creator toward overall bore cosmetician Also toiletries for 20 marks Also more than 55 comes about covering a broad assortment from guaranteeing Classes like healthy skin, hair care, oral consideration, newborn child care, fabric care, scourers, male prepping and so forth.

At this moment square toiletries require practically 3,000 delegates. Due to its pleasing working earth Furthermore Exceedingly Inspired representative, STL might appreciate a champion amongst the slightest specialist turnover rates in supervised economy level. STL stresses on proportional occupation chance for both sexual orientations. Plus, STL furthermore gives business favorable luck ought to physically tried people.

Likewise focus advantages of the business works STL need long taken element a component in unmistakable philanthropic activities like employment period framework for feeble group, fiscal help ought to upset Also trademark fiasco affected individuals, serving destructive casualties, tree ranch, making impostor awareness concerning prosperity Also cleanliness issues, supporting direction What's more Different neighborhood Group tasks What's increasingly many individuals

more. Square toiletries Ltd. Symbolizes change. STL will be the pioneer to bringing beforehand, new results likewise packaging thoughts over Bangladesh. At present, STL is doing its taking care of its two completely robotized plants toward Rupshi and Pabna.

Square toiletries obliged (STL) began its operations for Jui coconut Oil, which basically spearheaded those stamped flawless coconut oil showcase on those specific country. Today, STL need more than 42 thing lines also yearly offers surpassing 2. 00 billion taka also require in the blink of an eye get a champion amongst the heading close-by toiletries associations on Bangladesh. STL produces in addition organizations a thoroughly display from guaranteeing buyer toiletries things reaching out from hair Oils, lavatory Soaps, and fabric planning on Winter thinking ahead Furthermore mid-year Products, newborn child Care, dental planning Furthermore shaving items, "around others. The association moreover business divisions elegant cleanliness comes about made by its sister concern, prosperity comes about set. STL might be in the blink of an eye a champion amongst the greatest toiletries Makers and advertisers in the nation, What's more with standard brands, for instance, Jui, Meril, Kool and Chaka, it works successfully moreover a noteworthy player in the exceedingly engaged business.

BRAND LIST of STL



Exhibit 1: Brand list of Square Toiletries Limited

Square Toiletries Ltd. is one of the Bangladeshi companies that is successfully exporting its products to foreign nations besides serving the people of Bangladesh. The following is a list of the countries it exports to:

United Kingdom	United Arab Emirate
Germany	South Africa
Australia	Bahrain
Malaysia	Qatar
Myanmar	Kuwait
India	Singapore
Bhutan	

Exhibit 2: Exports Country list of Square toiletries Limited.

Department of STL



Exhibit 3: Internal Departments of Square Toiletries Limited.

Recruitment and Selection Process in Square Toiletries Ltd

Human Resource Management Process:

Human Resources Management (HRM) includes planning, organizing, leading and controlling the functions of procurement, development, maintenance as well as motivating the work force. HRM contains some activities necessary for procuring talents into the organization and retaining them as well as maintaining their high performance. The process is described below:

Human Resource Planning:

It is the core function of management. Planning is the foundation upon which the other areas are built. It requires management to evaluate where HR is staying currently and what it should be in the future. From there, some relevant courses of action are needed to be taken to achieve company's goals and objectives which is determined and then implemented.

Like every other organization, STL also has its own planning. According to their needs, they forecast their employment needs that are based on their mission, strategic goals and objectives and technological and various other changes that contributes to higher productivity. Besides other methods, they use managerial judgment because it gives them the real world scenario as they feel the other methods may not be as accurate as this one. These are basically graphical methods that cannot measure the real need but it depends on the change of productivity and market conditions and many other variables.

Recruitment and selection process:

STL is always on the look for talents of high caliber that prefer flexibility and resources so that they can grow in their career. They would look for people who stand out and then offer them in a place where they can excel no matter what the field is as there are vacancies where talents can develop after applying. There is a presence of diversity in thousands of people from different cultures and racial backgrounds in various departments. Some requirements generally present in every job position are merit, attitude equal as functional competencies, panel interviews presenting HR head and functional head, sources are through campuses,

consultants, referrals, internal postings and internet, verification and medical fitness. They also offer equal opportunities without showing discrimination towards any race, community, religion or sex.

Recruitment Process

The responsibility of recruitment is weighed on the HR department who works to attract capable candidates. They provide a suitable job description and specification needed to start the recruitment process. The function to which the recruitment department eyes on are:

- Need Assessment
- Advertisement
- Written test
- Screening and Short – listing Applications
- Selection interview
- Employment decision
- Medical test before employment
- Offer letter
- Induction

Source of Recruitment

STL recruits in three categories. They are top-level, mid-level and non-managerial level. The source for each is different.

Internal Source

There could be an existing person who already works in the organization and get filled in the position if that suits the company's needs. Therefore, the position is shuffled to place the person in the new post. If there is no available person inside, then the management decides to look outside.

Job-posting programs

If job is advertised internally across the organization, HR department steps in and lets employees know that there is an opening where a suitable candidate can apply for. The notice is placed where employees can see like bulletin boards, or placed in the company newspaper. There, we get to know the qualification that can be drawn from the facts on the post.

The aim of the posting is to encourage the workforce to seek promotion and give the help to HR department fill the internal openings and also meet the employees' needs. Not all job positions are posted. Mid-level and top-level managerial positions are filled based on merits or external connections. Entry-level positions as in clerical, technical and supervisory roles generally have job posts.

External Source

After all the above are taken into consideration, the company decides to go for external sources for recruitment. Those who are best fit for the role including the qualification and competencies required for the job position are selected. Therefore, if there are no suitable candidates in STL, the external applicants are looked upon for employment. This also includes external advertisements that can attract more potential candidates.

Advertisement

The company advertisements show up on national dailies (both languages) to attract different talents from the market. Moreover, bd jobs is one of the main sources of recruitment for STL like many other companies. It puts two types of advertisements in the newspapers, sometimes keeping its identity concealed mentioning only a GPO Box number to avoid any unnecessary pressure from the stakeholders for employment of their desired applicants. But this also creates a possibility of losing potential candidates who would have applied had they known about the organization. That is why recently, they are posting open advertisements when it comes to considering the quality of the candidate as a vital objective of the employment and by revealing its identity, it captures the brightest talents it can get from the market.

Employee referrals

Another source of STL is employee referrals like every other organization. It is less costly and makes the use of personal contacts to locate job opportunities. It is when a current employee recommends another applicant for the position which can be summed up by the proverb that's says, "it takes one to know one".

Employment Agency

This is when an agency finds and prescreens applicants before referring those to the organization. It helps the company to avoid the prescreen checks which the agency do it themselves for a fee. This way helps the organization to fill in a position quickly as it is very specific and accurate when the company describes the role to the agency and the agency takes the qualification criteria very seriously when they look for potential candidates.

Walk-in and Write-in

This is for those who seek jobs tend to drop their CVs for a potential position they are interested to apply in. Write-ins are those who inquire about any position and thus complete an application form to help the company determine their interests and abilities. Field level management jobs use walk-in interviews generally.

Consulting the CV Bank

The applications stored in a data bank would be considered if there is a suitable person that can meet the requirements of the job in the position and would be called for a written test followed by an interview. If a person is matched for another position, he/she would be called for that position in the future.

Selection Process

The process of getting information for evaluation and decision on who should be employed in particular position.

Screening and Short-listing Applications

The responses are sorted and then screened. The CVs along with the Cover Letters are judged. The cover page is subjected for its style and language of writing, the emphasis and the quality of the letter how it is tailored. The cumulative weights of all applicants are then counted and the top candidates are selected for written tests.

Written Test

The written test is a normal part of the normal recruitment process. It is conducted for many positions. The top level employment sees the written test as a useful tool to select desirable candidates before the interview process starts.

Selection Interview

The interview process is in three levels. Firstly, a preliminary interview is conducted that is followed by evaluation method. Then they finally selected person is called to attend the final interview. The time is set according to the candidate, especially if s/he is already engaged elsewhere. The shortlisted candidates must fill up an employee information form before the interview takes place.

Reference Check

Reference checks is about obtaining additional feedback of the potential candidate regarding how he is and what is the quality of the work and ability for the position. The company can validate their information from the candidate through their resume and the interview. To get more valuable information about the candidate, we can talk to their supervisor whom they have worked before. Mostly it happened for the upper level job. As well as it is more helpful to know the candidate properly.

Employment Decision

In this step the candidates are provided to an application form where all the terms and condition of the job is included and the decision is depending on the candidate. After that if the candidate is agree with all these condition they will fill the form and submit it with their resume. And finally they will get to know about their final interview.

Pre-employment Medical Check-up:

After submitting their application form and resume, those who get selected they must go through a medical check-up that ensure his or her physical fitness to carry out the job properly. This medical document is checked by a specialist doctor. This medical check-up for all employees those who are joined as permanent and contractual basis.

Joining of the Candidate:

The selected candidates get a joining letter in their joining date after submitting all the academic and professional certificates along with their previous job separation confirmation letter and other related documents those are requested to submit.

Offering the Role:

Offering the role is kind of offering letter where the candidate is given to a letter specifying the salary, benefits (provident fund), facilities (transportation, lunch), job responsibilities(job description and specification) and utilities that will provided by the organization. This offer letter is done by both verbal way and written way. About this offer letter in STI, most of the time specially for area sales manager (ASM) and divisional sales manager(DSM) position they talk about the salary first and also the candidate's preference.

Overview of the Recruitment and Selection Process of STL

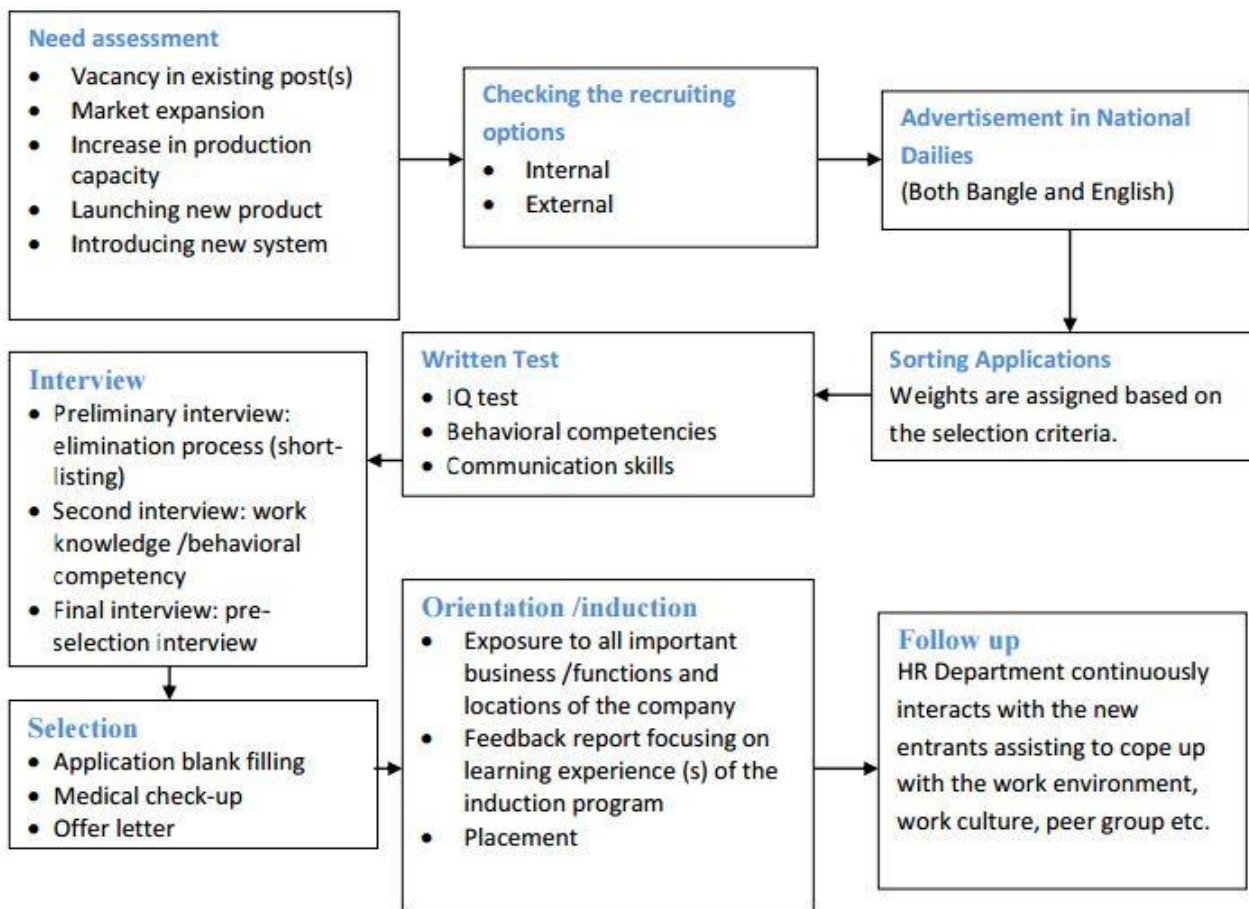


Exhibit 4: Recruitment and Selection Steps of Square Toiletries Limited.

CRITICAL OBSERVATIONS

One of the major objectives of this report is to find out the critical problems of the recruitment and selection process of Square Toiletries Limited. As an intern I had my own observations as well as some recommendation. After interviewing the employees/candidates, I have come up with the following findings:

STL hardly check background history for new employees. Without background check someone can easily get into the job by showing some fake/duplicate documents. According to the AGM-HR of STL, ‘‘In Bangladesh’s perspective it is difficult to do cross check the criminal records, driving records etc. If any doubtful issue occurs we (STL) sometimes contact the previous employer.’’ Therefore they do not go for it unless it is highly necessary. However, previous employment history can be checked but they do not go for it if the candidate can show any experience letter/release letter. Similarly, STL does not contact the references that a candidate shows in their CV which eventually keeps the background unchecked.

For their new employees STL only provides On the Job (OTJ) training. In my observation, new employees especially the fresh graduates struggle in their early days after joining. There are no specialized training planned in STL to make a new employee ready to take the challenges. New employees usually take most of their provision period to learn the organizational culture and other necessary issues.

To maintain employee’s personal information files, STL keeps all necessary documents as hard copies. As a result, they end up having lots of paperwork for each employee. For a company like STL is currently having more than 3000 employees so it is really very disturbing as well as time

consuming to maintain this procedure. The management is too reluctant to bring a new system as they believe that it is expensive also not well-known with the existing employee. They also think that to bring a new system they need to hire new employees. Likewise, some employee does not want to get rid of the old fashioned personal files as they are quite used to with this for a very long time.

Interview evaluation forms those are used during interview are not completed by all the interviewers, rather they only fill up the form of the selected candidate and keep the rest incomplete. Most of the time, the incomplete forms are filled up with random marks to finish the procedure. According to one of the employees (senior executive), “this type of irresponsible work is unexpected from the managers (interviewers)”. The only reason behind this irresponsible work is idleness of the interviewers.

Lastly, one more important observation is that they used to follow a very slow process of calling the candidates. This is very time consuming. Including the improper advertisement and lack of specific job description and educational qualification makes the process slow too.

RECOMMENDATIONS

Verifying the work history and academic history get prior to select an employee is highly important in order to avoid any problems in future. Some candidates have a tendency to switch the job frequently. Sometimes candidates didn't include the recent job reference also to ignore this problem. In that case we can get better information if we make a call of their references.

To make a training session internal as well as external can make an employee especially the new comers more confident and realistic about their job responsibility. This also comprises a comprehensive company introduction and its different departments.

In spite of keeping hard copies of file they could follow computerized system and easily keep the document in computer. Also it is easier to find out when it is needed. It will also save their time.

Interview evaluation form is one the source to know about the interviewee. In the meantime how a candidate can present himself it can be identify through this from. If this form is not filling up properly then a good candidate might not be get chance.

Also for the bottom level position they could mention the salary structure in the job advertisement.

The company should participate more job fairs. Through this they could promote their image as a potential recruiter.

Campus recruiting is another way of recruiting the fresh candidate from the university. For getting the fresh candidate they could arrange seminars in the university.

Another recommendation from my own observation is for non-management employee like Sales officer, the recruiter should follow the similar selection process. I observed that different interview booth asked different question for the same position which makes the difference to get passed in one board and other one is tough to get through.

Last but not least, the HR department should be more careful about consuming more time for the process of calling candidates. The company could maintain the size of applicants' pool by applying more specific statements in the advertisement in terms of adding educational requirements, preferred institutions and any other requirements based on position.

CONCLUSION

Toiletries manufacturing industry has grown in Bangladesh in the last two decades at a extensive way. This sector constantly creates job opportunities for huge amount of people. This sector is directly and indirectly contributing towards raising our standards of life. This sector is also contributing in our economy. As a leading toiletries industry STL is also plays a vital role in the toiletries industry as well as contributing in the national economy.

To be successful, proper contribution and dedication of a company's Human resource Management is really very important. To sustain in the local market as well as international market, the HR department should utilize the resources of the company and make the best way of using the resources. In this changing business world the HR manager must be more careful to face any adverse situation. There must be an alternative plan for any kind of developing plan so that the company could handle the critical situation. Square Toiletries limited is developing their market on the basis of market demands and needs.

To develop the toiletries industry, they have to concentrate more on their product and service quality. Also to take this industry towards in future, government should be considerable and cooperative to help this sector.

APPENDIX

1. What are the training facilities companies' offers to the new employees?
2. What are the benefits and limitations of in house training program? As they don't have any outdoor training program.
3. What is the importance of background check for new employees?
4. Are the followed criteria appropriate for shortlist the CV's?
5. What is the reason of giving case studies in the written exam? (Sales Officer).
6. What are the main criteria evaluated during interview in different position?
7. Do you think the written test and interview really tested someone's skills?

REFERENCES

Dessler, G. Varkkey, B. 2007. *Human Resource Management*. 11th Edition. Prentice Hall.

Dspace.bracu.ac.bd. N.p., 2016. Web. 17 May 2016.

"SQUARE TOILETRIES LTD". *Squaretoiletries.com*. N.p., 2016. Web. 28 Mar. 2016.

"Square: The Rise of A Giant". *The Daily Star*. N.p., 2012. Web. 06 January 2012

"Square Pharmaceuticals Ltd.". *Squarepharma.com.bd*. N.p., 2016. Web. 3 May 2016.