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*Letter of Transmittal:*

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28<sup>th</sup> August, 2017

Shamim Ehsanul Haque

Assistant Professor,

BRAC Business School BRAC University

*Sub:* Submission of Internship Report for completion of course

Dear Sir,

This is to inform you that I have completed the report which I have been assigned to in order to complete my internship Bus-400 course. In writing this report, I have followed the instructions I have been provided with to write the report and give detailed information about my work and the subject I have choose to put emphasis on.

The preparation of the report has given me an insightful experience and in-depth knowledge on Recruitment ad Selection process. Doing elaborate research I have finally compiled my paper in a comprehensive manner with sufficient resources. Though I have faced some challenges but everyone helped me to overcome them.

Lastly I would like you to kindly accept my internship report and acknowledge my hard work.

Thank you.

Sincerely,

Anika Bushra Ahmed

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BBS

BRAC University

## *Acknowledgement:*

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At the outset, I would like to thank the almighty for the successful completion of this report. I would also like to thank our honorable sir Mr. Shamim Ehsanul Haque for providing me with the opportunity to work on project and gain a real life experience.

I show my gratitude to my office supervisors, Muhammad Shahnur Rajib, Senior Executive; Azaz Ahamd, Executive; Khandker Nabil Abrar Junior executive, other staff members and especially Ms Monami Haque, Assistant General Manager, Square Toiletries Limited for giving me the opportunity to work with them and educating me with real life corporate culture.

I also thank my only peer the other intern Mirza Bushra for helping me throughout the whole three months. We have learned a lot.

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## *Executive Summary:*

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It was a great opportunity for me to complete my internship from Square Toiletries Limited. I got the chance to learn many things from this company. I am also thankful that I got such mentors as my supervisors. I have put all my learning's and observation into this report. I have discussed about the company profile, their mission, vision, organogram. I have discussed in detail about their recruitment and selection process. After that part I have analyzed the part to show the authenticity and effectiveness of the process. The questions I have asked to my supervisors are in the appendix. I also provide bibliography from which I have taken the information about the company. I hope this report will give a proper understanding of Square Toiletries Limited's recruitment and selection process.

# *Chapter 1: Introduction*

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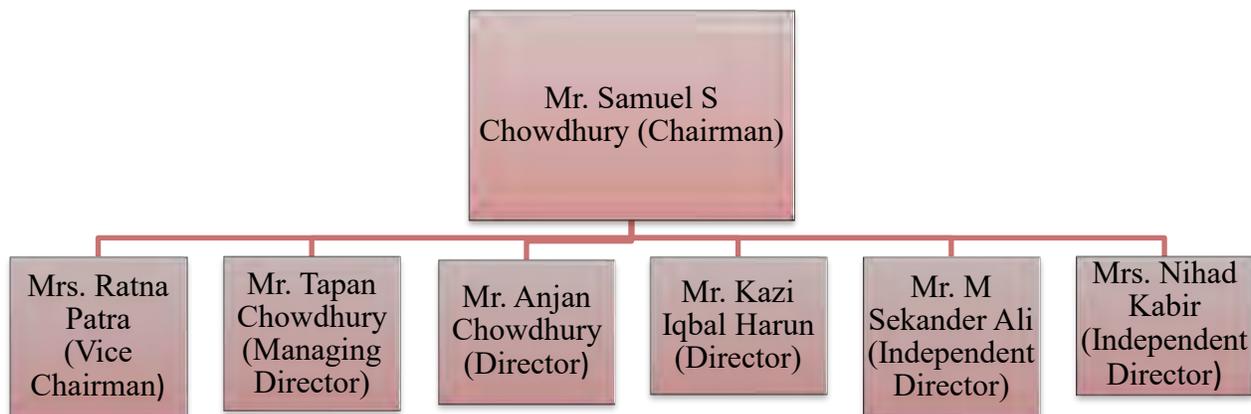


quality cosmetics and toiletries which includes 20 brands and more than 55 products covering a wide range of categories like skin care, hair care, oral care, baby care, fabric care, feminine hygiene etc.

Other than center business capacities STL has long taken dynamic part in various altruistic exercises like work era program for defenseless group, monetary guide to distraught and cataclysmic event influenced individuals, helping corrosive casualties, tree ranch, making mass mindfulness on wellbeing and cleanliness issues, supporting instruction and different neighborhood group programs and numerous more. Square Toiletries Ltd. symbolizes development. STL is the pioneer in acquiring new items and bundling ideas in Bangladesh. At present, STL is completing its creation in its two completely mechanized plants at Rupshi and Pabna.

STL is presently one of the best toiletries makers and advertisers in the country, and with popular brands, for instance, Jui, Meril, Kool and Chaka, it works successfully as an essential player in the exceedingly competitive market.

### 1.3: Board of Directors



#### **1.4: Mission**

- To treasure consumer understanding as one of our most valued assets and thereby exerting every effort to understand consumers' dynamic requirements to enable us in offering maximum satisfaction.
- To offer consumer products at affordable price by strictly maintaining uncompromising stance with quality. With continuous R&D and innovation we strive to make our products complying with international quality standards.
- To maintain a congenial working environment to build and develop the core asset of STL – its people. As well as to pursue for high level of employee motivation and satisfaction.
- To sincerely uphold the responsibility towards the government and society with utmost ethical standards as well as make every effort for a social order devoid of malpractices, anti-environmental behaviors, unethical and corruptive dealings.

#### **1.5: Vision**

We attempt to understand the unique needs of the consumer and translate that needs into products which satisfies them in the form of quality products, high level of service and affordable price range in a unique way.

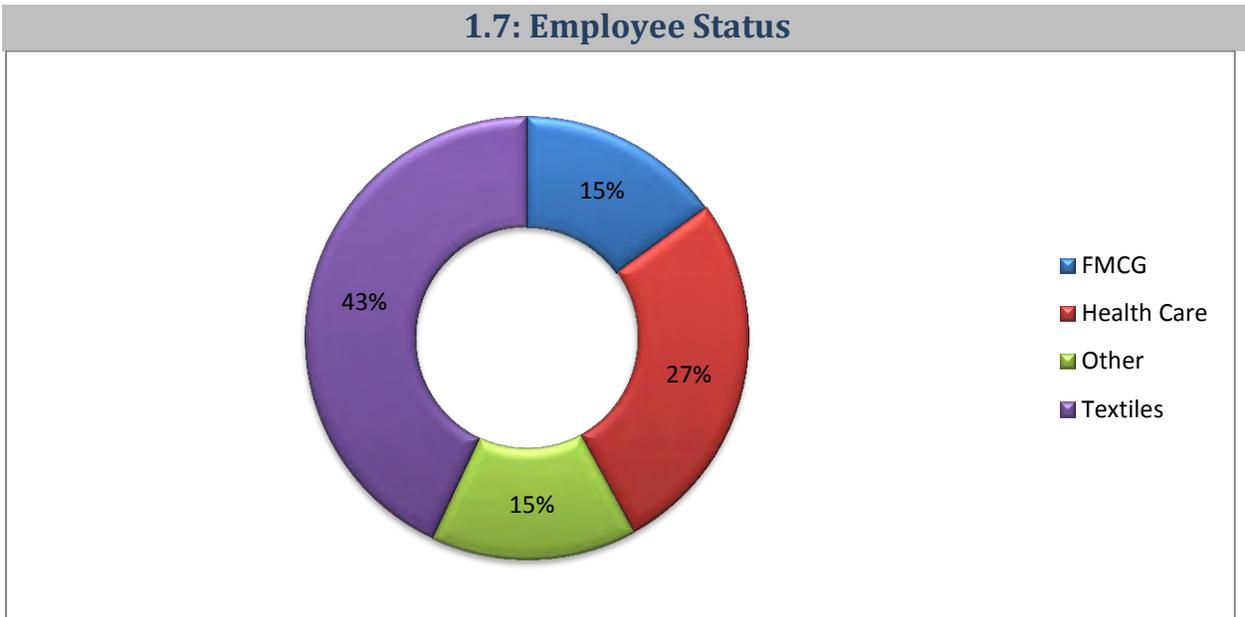
#### **1.6: Value and Principles**

Well-being of consumer, employee and society are the three foundation pillars of the values and principles of Square Toiletries Ltd. Square Toiletries Ltd. believes that it is their obligation to work for the welfare of society. In spite of being a commercial organization STL doesn't always opt for profit, rather it tries to be even more focused towards the fulfillment of its commitments to society and hence has an intense sense of responsibility to its customer, its people and its society as a whole. From the day to day business operation to quality policy, in every single activity of STL these core values and principals are reflected.

## Quality Policy

- Dedicated to make every effort to understand consumer needs to provide maximum satisfaction and to achieve market leadership.
- Strive to continuously upgrade manufacturing technology and to maintain optimum level of quality measures in conformity with the international standard – ISO 9001: 2008.
- Committed to achieve quality objective through continuous employee training and maintaining congenial working environment.

### 1.7: Employee Status



### 1.8: Sister Concerns of Square Group

Square has 16 sister groups. Each has different targets. Some provides service and some provides products. They are dealing in their individual markets but provide help to each other to promote themselves. They work in different sectors but have unity among them.

	SQUARE Hospitals Ltd.
	SQUARE Toiletries Ltd.
	SQUARE Herbal & Neutraceuticals Ltd.
	SQUARE Food & Beverage Ltd.
	SQUARE Informatix Ltd
	SQUARE Textiles Ltd.
	SQUARE Fashions Ltd
	Maasranga Communications Ltd.
	Mediacom Ltd.
	Sabazpur Tea Company Ltd.
	Aegis Services Ltd.
	SQUARE School & College
	<b>SQUARE Formulations Ltd.</b>
	SQUARE Agro Development & Processing Ltd.
	SQUARE Air Services Ltd.
	SQUARE Pharma Package Ltd.

## 1.9: Organogram



For field employees they follow the below organogram



## *Chapter 2: Internship Activity*

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## 2.1: Internship Period

I got the chance to work in Square Toiletries Limited from 18 April 2017 to 18 July 2017 under Ms. Monami Haque, Assistant General Manager of Human Resource Development. As I am a student of Human Resource Management I got a vast chance to turn my academic education into real life education. I got the chance to fully observe and work with them and got to know how things really work in corporate world.

## 2.2: Duties and Responsibilities

I had the opportunity to work with three dynamic persons who are the main persons for recruiting employees in the most demanding positions. They were the persons who mainly search for the right employees. My work was mainly to do the same work as a helping hand.

The work I had done:

<ul style="list-style-type: none"><li>• CV sorting (according to the job description I was provided with)</li></ul>
<ul style="list-style-type: none"><li>• Shortlisting the CVs to give them to my immediate supervisor</li></ul>
<ul style="list-style-type: none"><li>• Text them for attending written exam</li></ul>
<ul style="list-style-type: none"><li>• Invigilate the exam hall</li></ul>
<ul style="list-style-type: none"><li>• Script checking</li></ul>
<ul style="list-style-type: none"><li>• Call the shortlisted candidates (selected through written test)</li></ul>
<ul style="list-style-type: none"><li>• Make a short summary about them</li></ul>
<ul style="list-style-type: none"><li>• Coordinate the interview session</li></ul>
<ul style="list-style-type: none"><li>• Make proposal for the selected candidates</li></ul>
<ul style="list-style-type: none"><li>• Compile personal files of the employees who recently joined</li></ul>
<ul style="list-style-type: none"><li>• Preparing written grade sheets</li></ul>
<ul style="list-style-type: none"><li>• Preparing viva grade sheets</li></ul>

## 2.3 Learning's I have received

### Personal Skills

- Time management
- Working under pressure
- Being responsible of the work I had done
- Multi-tasking

### Corporate Skills

- Talking with people professionally
- Taking decision in some task by myself
- Spontaneous in work
- Work out of comfort zone
- Confidentiality

### Soft Skills

- Microsoft excel application
- Using tools to work fast

## *Chapter 3: Objective and Methodology*

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### 3.1: Objective

*Objective of this report is to discuss the process of the Recruitment and Selection, how they select and offer the job and the potency of this process, if the process is good enough to recruit new people.*

### 3.2: Methodology

#### Primary data Collection:

As I worked in there I have seen the process by myself. But to know more in depth about this I have questioned my supervisors in office. As for the potency of this process I also have made a set of question to ask them. My office supervisors work in different recruitment section so I was able to get a full view of the process and was able to know an honest review about the potency of the process.

The HRD personnel I have questioned are:

*Muhammad Shahnur Rajib*, Senior Executive (Responsible for senior level recruitments)

*Azaz Ahamd*, Executive (Responsible for Territory Sales Officer recruitments)

*Khandker Nabil Abrar* (Responsible for Sales Officer recruitments)

#### Secondary data collection:

- Square Toiletries Limited's website
- Previous reports about STL
- News article, journals about STL

### 3.3: Limitations

- ✓ Three month time period was not enough to be trained in such a vast organization
- ✓ Because of some confidential subject every part cannot be disclosed
- ✓ Mainly have to use observing method as not everything will be discussed in front of a contractual employee.

*Chapter 4: Square Toiletries Limited's  
Department*

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## Departments of Square Toiletries

Product Development
Production Planning and Inventory Control
Production
Quality Control
Commercial
Engineering
IT Service
Marketing
Export
Sales and Distribution
Accounts and Finance
Human Resource Development

Human Resource Department mainly dealt with all the other departments. It goes through every department in order to know if they need new employees or the existing employees are working accordingly. The compensation schedule, performance management, selection and recruiting section everything is under Human Resource Development.

As Square Toiletries do not have their own building, so the departments are kind of divided among floors of same building and other building. Because of this issue the work has got tied up and the executive cannot see through every sector.

The main concerns lie on Recruitment and Selection and there are mainly three persons to look each recruitment process, one person to see the internal office staff recruitment and one person to maintain the attendance schedule, one to look after the system is updated with new employees and above all of them is Assistant General Manager.

## *Chapter 5: Recruitment and Selection Process*

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Square Toiletries always gives chance to the people who have the potential to excel. STL chose people with merit and attitude and groom them to be a person who is ready to face any challenge in any working environment. A person has to go through three to four screening before he got the job.

Recruitment and Selection Process has been discussed below:

### 5.1: Recruitment Process

Before the recruitment process the HR department has to make certain decision in order to what they are looking for and how they are going to portrait the job so, that will attract people's attention. There are also other things which need same attention and they are:

- Need Assessment
- Job Description
- Job Specification
- Advertisement portals
- Internal Options
- Written test
- Interview session
- Interview Board
- Time schedule for written test and viva

 *Recruitment Source:*

The recruitment process in divided in three parts:

- Entry Level
- Mid/ Senior Level
- Grade Staff

A. Internal Source: After going through the job description and specification some time existing employees suggest whom they know and will be applicable for the position,

therefore they recommend them but that does not mean the candidate are chosen, they have to go through the same process according to the company policy.

B. External Source: It mainly is advertisement portals. When there is vacancy for any post HR department will post the advertisement in BD jobs, newspapers etc.

C. Employee Referrals: For the post which need immediate employee HR department contact with internal employees to refer someone who will be applicable for the job. It is mostly done in Sales Officer post, the territory sales officer recommend sales officer to fill the position.

## 5.2: Selection Process

In here employees are selected. But not so easily there are many steps before an employee is chosen. Even after being appointed for the position one has to be in probation period for six months and then have to sit for another round of interviews to get permanent. Sometime the employee again get probationary period, then again have to be there for six month and have to show improvement to get to be permanent.

The stages of selection process are:

CV Sorting: After receiving CVs from different sources it's time to sort them out according to the job description and candidates' experience. Even if some CVs come from internal source which do not math with the criteria it will not be selected. STL is very attentive in this kind of works

Written Test: After CV sorting it is time to let them know about the exam schedule and what they have to bring with them. STL have account in Grammenphone which have given an account and number to Square to text a number people at a time. Still to make sure if they got the messages randomly people are being called.

There are mostly three parts. One part is mathematics, second part is analytical analysis and third part is writing.

Interview Session: Now comes the interview session. Before that the script are thoroughly checked and grade sheet are prepared. According to merit list candidates are called to attend the interview session.

After being qualified they will be called for a final interview session where top management will select the final one.

Other parts: After being selected the candidate has to do a lot of paper works. He will have to give his educational certificates, medical certificates, insurance form, character certificate, previous job's clearance etc. Then there will be orientation program, briefing session of how to do the work, probation period adjustment and many more.

To see the recruitment and selection process at a glance:



## *Chapter 6: Analysis of the Process*

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After knowing the process it is time to analyze in which basis they follow and maintain this process. Is it the best option for them to recruit and select or there can be any other way to do it. The analysis is based on my observation and the answers I receive from my office supervisors.

### **6.1 Effectiveness of the job sources**

As we have seen the job source is mainly depends on two kinds of portal, internal source and external source. In these two sources there is nothing to be hide about one is coming solely from a trusted portal and another is coming from an unknown link through BD.jobs and Prothom alo job portals. Though some time it may seem the internal source candidates get the most preference and some may think they are being selected but Square Toiletries Limited took pride in being honest and fair regarding these matters. Father more they take exams and interview of all the candidates fairly and with sincerity.

Therefore, it can be said that the job sources are authentic and trustworthy. The candidates drop their CVs by seeing the job advertisements in which the job description and specifications are written for the candidates what they are expected of.

### **6.2 Factors based on which CVs are selected**

- A well written cv
- Age limit
- Educational qualification
- Experience (if mentioned)
- Matching other criteria that have been mentioned in the job advertisement

Therefore, it is clear they chose the CVs according to the job description and not by their personal choice. The rules are very strict and one has to follow or have to answer the higher authority for being wrong or biased.

### 6.3 Factors based on which the written script are checked

- Has attempted every question.
- Knowledge and skills in analytical ability and mathematics portion
- Writing skill in free writing portion
- Adoption in the translation part

The senior executive himself prepare these questions so no one can know the question. And in his supervision the questions got printed and executive himself take the responsibility to keep it safe. The questions are being made following IBA, SAT, Renowned university question pattern. So if someone put a little bit effort he/she can excel in the exam and will be selected in the interview session.

It can be said the question is not too hard and is made in a way that the talented one got select. For the possibility of the question being liked is very low as it's under the protection of a senior level management whom has to answer if something happens with the questions because it is a matter of company's reputation. So the process is well organized and well maintained.

### 6.4 Reliability of the interview sessions

The most important thing for the company is there reputation and they won't be doing anything that will harm their reputation. They produce the best product and provide the best service so the consumers trust on them and continue to buy their product. It also goes with hiring the right person as he/she will be a representative for Square Toiletries Limited.

Interview sessions are in three parts.

- With senior management but choosing in a more relax way
- Second with senior management but with more putting pressure on the candidate
- After got selected initially the candidate have to meet the department head and have to receive the "OK"

As there are three stages and all with the senior level management it is very difficult of being biased. The ultimate power is upon senior management's hand whom are experienced and know their field very well. It will be fair and justified.

## 6.5 Post joining activities

It is also a necessary part for Square Toiletries Limited because one a person is linked with this company they took care of their people. They prepare their insurance papers; they took the paper of their family members, job history, and medical history and update their system with it so if there is any problem with the employee they can took action immediately.

The best part about being an employee of Square Toiletries Limited is they are very transparent about what they are offering you and the extra benefits they offer to their employees and to their family is very attractive. They will be fair to their employee and also will be transparent as they will sign every paper which are related with these types of thing and moreover will provide you with the same copy documents, if there any need arise employee will be able to show it.

The above analysis gives a clear view of the authenticity of Square Toiletries Limited. They are fare and follow every rule their organization. They try to choose the best employee and give him/her the best experience of working there.

## *Chapter 7: Conclusion*

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Being a reputed company in this country is not an easy thing as there are many corrupted company and people know about them. Many companies hire people in exchange of money and after some time the company is gone. This kind of harassment is a common phenomenon in our country and people have difficult time to trust because of this. In this whole situation being a trusted company not only in production but also in hiring new employees is a big thing.

By making this report in this particular topic was very tough as I tried my best to give the information I received from working there but also taking care of the confidential matter of them. It was my honor to be a part such a company and I am thankful to my office supervisor for teaching me so much and be so patient while doing so. It was a great experience.

## Reference

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## *Appendix A*

1. Are the job sources reliable and effective?
2. What are factors in which the candidates are fit for the job is justified?
3. How long it takes to start the recruitment process after knowing a employee is needed?
4. Are the questions well prepared?
5. Is there any way that the questions can be stolen from office?
6. Are the interview sessions unbiased?
7. Are the post joining activities takes too much time?

## Appendix B



**Do you have the  
SQUARE  
qualities?**



**SQUARE**

**SQUARE TOILETRIES LTD.**, a sister concern of **SQUARE Group** is currently looking for dynamic, hardworking, intelligent & self-driven candidates for the following position:

**Position: Executive**  
**Department: Production**  
**Work Station: Rupshi Factory, Narayanganj**

**Responsibilities:**

- Prepare production plan, schedule and monitor accordingly
- Maintain production process as per SOPs
- Prepare batch reconciliation and relevant production report
- Minimize process loss and maximize the output

**Requirements:**

- MSc in Chemistry/Applied Chemistry or BSC in Mechanical/Industrial Production Engineering from any reputed university
- 1/2 years of experience in any Pharmaceutical or Toiletries Company will get preference
- Age within 32

If you think you are the right person we are looking for, please submit your resume with cover letter and 2 (two) recent passport size colour photographs (not more than 6 months old) by **28 January 2017** addressing to **General Manager, Human Resource Department, Square Toiletries Limited, Rupayan Centre (11th floor), 72 Mohakhali CA, Dhaka 1212** or e-mail through [hrd-stl@squaregroup.com](mailto:hrd-stl@squaregroup.com)

- The position applied for must be mentioned in the subject line of your mail.
- Square Toiletries Ltd. is an Equal Employment Opportunity provider.

[f/STL.SquareGroup](https://www.facebook.com/STL.SquareGroup)  
[www.squaretoiletries.com](http://www.squaretoiletries.com)



## আবেদন

**ISO 9001:2008** সনদপ্রাপ্ত এবং দেশের অন্যতম শীর্ষস্থানীয় টয়লেট্রিজ ও কসমেটিক পণ্য উৎপাদনকারী প্রতিষ্ঠান স্কয়ার টয়লেট্রিজ লিমিটেড-এ নিম্নোক্ত পদে জরুরিত্বিত্তে কিছু সংখ্যক পরিশ্রমী ও উদ্যমী প্রার্থী প্রয়োজন।

**পদের নাম:** বিক্রয় প্রতিনিধি  
**কর্মস্থল:** বাংলাদেশের যেকোনো স্থান

**দায়িত্ব ও কর্তব্য:**

- স্টেশনারি, ঐষণ, মুদি ও টং দোকান থেকে অর্ডার নেয়া
- পার্টি-ভিত্তিক পণ্য সরবরাহ নিশ্চিত করা
- বিক্রয় লক্ষ্য অর্জন করা
- পরিবেশকের সাথে সুসম্পর্ক বজায় রাখা

**প্রয়োজনীয় যোগ্যতা ও দক্ষতা:**

- স্নাতক অথবা সংশ্লিষ্ট ক্ষেত্রে ২-৩ বছরের বাস্তব অভিজ্ঞতাসহ উচ্চ মাধ্যমিক পাশ হতে হবে
- দেশের যেকোনো স্থানে চাকরি করা এবং ব্যাপক ভ্রমণের মানসিকতা থাকতে হবে
- বয়স অনূর্ধ্ব ২৭ বছর

উপরোক্ত পদে আগ্রহী প্রার্থীদের সম্প্রতি তোলা দুই কপি পাসপোর্ট সাইজের রঙিন ছবি, শিক্ষাগত যোগ্যতার যাবতীয় সনদপত্রের সত্যায়িত ফটোকপি, জাতীয় পরিচয়পত্রের ফটোকপি, জীবনবৃত্তান্ত এবং বহুতে লিখিত আবেদনপত্র আগামী ১৫ মার্চ ২০১৬ তারিখের মধ্যে মহাব্যবস্থাপক, মানবসম্পদ বিভাগ, স্কয়ার টয়লেট্রিজ লিমিটেড, রূপায়ন সেন্টার (১১ তলা), ৭২ মহাখালী বাণিজ্যিক এলাকা, ঢাকা ১২১২ ঠিকানা বরাবর পাঠাতে হবে।

মনোনীত প্রার্থীদের নিম্নোক্ত ঠিকানায় লিখিত ও মৌখিক পরীক্ষা অনুষ্ঠিত হবে-  
**বক্তা:** উত্তরা ট্রেনিং ইনস্টিটিউট, ভাই পাখলা মাজারের পিছনে, বক্তা  
**ঢাকা:** স্কয়ার টয়লেট্রিজ লিমিটেড, রূপায়ন সেন্টার, ৭২ মহাখালী বা/এ, ঢাকা ১২১২  
**চট্টগ্রাম:** স্কয়ার টয়লেট্রিজ লিমিটেড, ১/সি বায়েজিদ বোস্তামি রোড, পূর্ব নাসিরাবাদ (মিমি সুপার মার্কেটের পাশে), চট্টগ্রাম  
**বরিশাল:** স্কয়ার টয়লেট্রিজ লিমিটেড, ১৪০৬ রাজকুমার খোষ সেন, সিএনবি রোড, হাতেম আলী কলেজ চৌমাথা, বরিশাল  
**সিলেট:** স্কয়ার টয়লেট্রিজ লিমিটেড, ৪৪ পায়রা দর্শন দেউলী, সিলেট

প্রার্থী উপরের যে কেন্দ্রে পরীক্ষায় অংশ নিতে ইচ্ছুক তা অবশ্যই খামের উপর উল্লেখ করতে হবে।



## যদি আপনার থাকে বাংলাদেশকে বিশ্বমঞ্চে তুলে ধরার সংকল্প তাহলে যোগ দিন আমাদের সাথে



**ISO 9001:2008** সনদপ্রাপ্ত এবং দেশের অন্যতম শীর্ষস্থানীয় টয়লেট্রিজ ও কসমেটিক পণ্য উৎপাদনকারী প্রতিষ্ঠান স্কয়ার টয়লেট্রিজ লিমিটেড-এ নিম্নোক্ত পদে জরুরি ভিত্তিতে কিছু সংখ্যক পরিশ্রমী ও উদ্যমী প্রার্থী প্রয়োজন।

**পদ:** টেরিটরি সেল্‌স অফিসার **কর্মস্থল:** বাংলাদেশের যেকোনো অঞ্চল

**করণীয়:**

- বিক্রয় প্রতিনিধি আর ব্যবসায়ীদের কাজ দেখাশোনা করা; তাদের মানচিত্র বুঝিয়ে দেয়া
- পণ্যের ইউনিটগুলোর দেখাশোনা করা আর ইউনিটভিত্তিক পণ্যের বিক্রয় নিশ্চিত করা
- বাজার আর প্রতিযোগী ব্র্যান্ডগুলোর ব্যাপারে প্রয়োজনীয় তথ্য সংগ্রহ করা

**প্রয়োজনীয় যোগ্যতা:**

- সুপরিচিত কোনো বিশ্ববিদ্যালয় থেকে যেকোনো বিষয়ে স্নাতক
- বিক্রয় পেশায় কমপক্ষে ৪ বছরের এবং সুপরিটাইজার পদে ২ বছরের কাজের অভিজ্ঞতা (এফএমসিজি কোম্পানিতে কাজ করার অভিজ্ঞতাসম্পন্ন ব্যক্তিদের অগ্রাধিকার দেয়া হবে)
- বয়স অনূর্ধ্ব ৩৫ বছর

যদি আপনার মনে থাকে বাংলাদেশের ব্র্যান্ডকে বিশ্বমঞ্চে প্রতিষ্ঠিত করার সংকল্প আর যদি থাকে প্রয়োজনীয় যোগ্যতা, তাহলে ১৭ ফেব্রুয়ারি ২০১৭ তারিখের মধ্যে একটি আবেদনপত্রসহ সিডি এবং দু'টি সদ্য তোলা রঙিন পাসপোর্ট সাইজের ছবি নিচের ঠিকানায় পাঠিয়ে দিন।

**জেনারেল ম্যানেজার**

হিউম্যান রিসোর্স ডিপার্টমেন্ট, স্কয়ার টয়লেট্রিজ লিমিটেড, রূপায়ন সেক্টর, ১১ তলা, ৭২ মহাখালী বা/এ, ঢাকা ১২১২

অথবা আপনার আবেদনপত্রসহ জীবনবৃত্তান্ত ই-মেইল করুন এই ঠিকানায়: [hrd-stl@squaregroup.com](mailto:hrd-stl@squaregroup.com)

**দ্রষ্টব্য:** খামের ওপর বা ই-মেইলের বিষয় লাইনে পদের নাম অবশ্যই উল্লেখ করতে হবে।

**SQUARE TOILETRIES LIMITED**



