



Inspiring Excellence

# Internship Report On Stencil Bangladesh Limited

## **Supervised By:**

Mr. Ariful Ghani

Lecturer

BRAC Business School

BRAC University

## **Prepared By:**

Nazifa Hoque

ID: 11104087

BRAC Business School

BRAC University

**Date of Submission:** 7th September, 2016.

# Acknowledgement

---

Above all, I want to express my gratitude to Almighty ALLAH the most gracious and most merciful because of whom it is possible for me to finish this report within the scheduled time. Also I am indebted to my family, whose value to me only grows with age. It could have been an impossible task to accomplish without their immense support and strong sense of judgment.

My special gratitude goes to my internship supervisor, Mr. Ariful Ghani, Lecturer, BRAC Business School, BRAC University for his generous guidance, Supervision, inspiration and patience I would not have completed this report.

Afterward, I am very grateful to Stencil Bangladesh Limited for giving me the opportunity to complete my internship program. I want to thank Mr. Zaidul Khan, Mr. Babbar Karim and Ms. Afia Siddique for their guidance, encouragement and providing valuable information & suggestion to carry out the report in a right way.

I would like to thank all of the employees in Stencil Bangladesh Limited for sharing their experience, knowledge and valuable time with me and my heartfelt thank to other persons who were involved and helped directly or indirectly during the period of Internship.

# Letter of Transmittal

---

07<sup>th</sup> September, 2016

Mr. Ariful Ghani

Lecturer,

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

Submission of the Internship Report on the “Recruitment and Selection Process of Stencil Bangladesh Limited” which is obligatory requirements for the BBA Program of BRAC Business School is a great opportunity for me.

My aim was to discuss on the Recruitment and Selection Process of Stencil Bangladesh Limited and what are the flaws in their recruitment process through this report. I tried my best to work sincerely and to cover all aspects of this topic. Overall, this report has enhanced my knowledge as well as developed my writing skill. The report was prepared on the basis of the theoretical and practical learning & experiences from Stencil Bangladesh Limited.

The report is submitted to you for the evaluation of my internship dated 10<sup>th</sup> May, 2016 to 10<sup>th</sup> August, 2016. Moreover, I would like to thank you for giving me this opportunity to learn and enhance my knowledge.

Sincerely,

---

Nazifa Hoque

ID: 11104087

BRAC Business School, BRAC University

# Declaration

---

I, Nazifa Hoque, a student of BBS (2011-2016), ID: 11104087 of the BRAC Business School, BRAC University, would like to solemnly declare here that the internship report on “The recruitment and selection process of Stencil Bangladesh Limited”

A study on Stencil Bangladesh Limited has been authentically prepared by me under the supervision of Mr. Ariful Ghani, Lecturer, BRAC Business School of BRAC University.

While preparing this internship report, I have not breached any copyright act intentionally or unintentionally.

---

(Nazifa Hoque)

ID: 11104087

BRAC Business School

BRAC University

# Table of Contents

---

Executive Summary.....	7
SECTOR 1: The Organization	
Introduction.....	9
Corporate Information.....	11
History of the Company.....	13
Philosophy of Stencil Bangladesh Limited.....	13
International Affiliation.....	13
Vision.....	14
Mission.....	14
Aim of Stencil Bangladesh Limited.....	14
Board and Management.....	15
Departments of Stencil Bangladesh Limited.....	15
Hierarchy.....	17
Organogram.....	18
Services of Stencil Bangladesh Limited.....	19
Market.....	19
SWOT Analysis:	
Strengths.....	20
Weaknesses.....	21
Opportunities.....	21
Threats.....	21
SECTOR 2: Job Responsibilities	
Employee Portfolio Automation.....	23
Reaching Selected Candidates.....	23
Managing Written Exam and Interviews.....	24

Managing the Joining of New Staff.....	24
Arranging the Joining of Interns.....	24
Making the Salary Sheet of Interns.....	24
Assembling New Employee files.....	25
Keeping Leave Application Form.....	25
Preparing the Welcome Kit.....	25
SECTOR 3: Stencil Bangladesh Limited HR	
Detailed View of Stencil HR.....	27
Recruitment System in Stencil.....	27
Recruitment Sources.....	28
Selection Process.....	29
Limitations in Selection Process.....	30
Effectiveness of Recruitment and Selection Process.....	31
Analysis form Employee Database.....	32
Recruiting Yield Pyramid.....	33
SECTOR 4: Reflection of the Report	
Review.....	35
Objectives.....	36
Methodology.....	36
Sample Size.....	37
Limitations.....	37
Recommendations.....	38
Conclusion.....	39
Appendix .....	40
References.....	41

# Executive Summary

---

Human resource management is a function in organization designed to make best use of the skills and knowledge and enhance the performance of the employee in service of an employer's and company's purpose. Mostly, HR is concerned with the management of people within the organization, focusing on policies and systems. HR departments in organizations usually carry out a number of actions, including employee recruitment, benefits of employee's, training and development, performance appraisal and rewarding.

Stencil Bangladesh Limited is an outsourcing company for image editing and graphic designing. This company considers their members as their priceless asset. It is a wing of Asiatic 3Sixty- the largest marketing communication group of companies in Bangladesh, the local affiliate of WPP companies, JWT and GroupM.

Among all the functional departments, Human Resources department of Stencil Bangladesh Limited plays a crucial part in the total organizational functioning of the company. The recruitment and selection forms a core part of the central activities and Stencil Bangladesh Limited handles the process smartly in a structured way. Recruitment is the process of attracting talented and proficient job seekers to apply for employment to an organization. Selection is the process by which a company uses specific tools to choose the perfect employee from those job seekers who would succeed in the job(s), given management goals objectives.

Recruitment and selection is a continuous process in Stencil Bangladesh Limited that happens round the year. Throughout this report, some statistical analysis has been done based on the recruitment and selection process of Stencil Bangladesh Limited and assigned project Recruitment and Selection Process of Stencil Bangladesh Limited .

In the ending of this report some recommendations will be made which will be beneficial for the company in future. With the help of the recruitment record I can say that during last three month Stencil Bangladesh Limited has selected 10 employees in different departments.

# SECTOR 1

## The Organization



# Introduction

---

Asiatic is one of the leading marketing communication firms of Bangladesh. Stencil Bangladesh Limited is one of the wings that are the ultimate solution to all image editing and graphic designing outsourcing needs of Asiatic 3sixty. Stencil Bangladesh Limited is also a member of Bangladesh German Chamber of Commerce and Industries. The company started its operation in 2011 and now has grown to become nations one of the leading Image Post Processing company. In Bangladesh, Asiatic has been operating in the business environment over the last four decades. The group consists of 13 companies that facilitate its clients with Communication, Activation, PR, Audio-Visual Production, Media consultancy and Broadcasting. Today, Asiatic has over 875 employees and it takes pride in being one of the preferred employers in Bangladesh.(Asiatic360)

It is also associated with J. Walter Thompson (JWT), world's best-known marketing communications agency, with nearly 150 years of experience pioneering in brand-building marketing communications (Asiatic 360, 2016). The relationship that Asiatic has developed with the leading business houses, industrial undertakings, NGOs, Government bodies, industrialists, Entrepreneurs, businessman, marketers, executives and bureaucrats is supreme.(Asiatic360)

Stencil Bangladesh Limited is the oldest and largest image editing and graphic designing outsourcing agency in Bangladesh which provides all kinds of Image Post Processing services to its clients. The company is constantly building upon its portfolio and has worked with the leading international brands all over the world.

The company listed under categories:

## *Clipping Path*

It is a form of masking or stenciling where we can draw an outline around the image where you want it to be visible, whereas the remaining areas become transparent.

### *Multi Path*

Multiple clipping paths are an extension to the use of clipping paths. Multiple clipping paths are mainly applied for different colors of an image and where the color theme is changed for a new fresh look of an image.

### *Image Masking*

Photoshop Image Masking Service is mostly used for creating product catalogs.

### *Reflection Shadow*

Adding a reflection shadow or mirror effect creates the illusion that the product featured in your image is not simply a disembodied picture,

### *Neck Joint*

Neck joint is done to get a more accurate view of the shirt as a whole.

### *Image Retouching*

Retouching an image is the perfect solution to ensure a great look for media to attract. However, getting the perfect image is not always that easy.

### *Color Correction*

Color Correction services, which is complex retouching area like recreation of photo areas, faces, skins, objects, products etc. along with color/perspective correction etc.

Stencil Bangladesh Limited ensures its customers the best quality of image editing and graphic designing service while maintaining the punctuality required by the clients.

# Corporate Information

---

## **Year of Establishment**

2011

## **Country of Incorporation**

Bangladesh

## **Status**

Private Limited Company

## **Business Line**

Image Post Processing

## **Main Country of operation**

Bangladesh

## **Registered Office**

House 74, Road 7, Block H

Banani, Dhaka - 1213, Bangladesh

Tel +880 2 9872364

Asiatic 3Sixty has a lot of other companies (separate firms) under its umbrella that allows them to provide a full three sixty degree marketing communications solutions.

The following concerns are under its belt:

<b>Marketing Branch</b>	<b>Firm Name</b>
Communications	Asiatic Marketing Communications Limited, Asiatic Talking point communications Limited.
Media	Maxus, Mindshare, MEC active entrepreneurs.
PR	Forethought PR
Audio-visual Production	Dhoni Chitra Limited, Nayantara Communications
Activation	Asiatic Experiential Marketing Limited, Footprint
Printing	Moitree Printers Limited
Research	MRC-MODE Limited
Broadcast	Radio Shadhin
Out Sourcing	Stencil Bangladesh Ltd

**Figure 1:** Entities of Asiatic360 Communications Limited (Asiatic360)

## History of the Company

---

Asiatic started its journey in 15th March, 1966 as East Asiatic. It started servicing the generic business in the absence of brands (for instance - jute mills; they worked on a campaign to communicate the important role of jute mills in people's lives). In 1994, East Asiatic was transformed into Asiatic Marketing Communications Ltd. Asiatic was one of the very first companies to seek international partners. In 1996, Asiatic built international partnership with J Walter Thompson. (Asiatic JWT, 2013-2014)

Later in 2005, the agency was "re-launched" by dropping the name *J. Walter Thompson* in exchange for **JWT**. As being a part of the JWT family, the oldest advertising agency in the world, it has pioneered many of the advertising innovations in Bangladesh. JWT, the fourth largest marketing communications network in the world, has nearly 10,000 employees in more than 200 offices in over 90 countries, serving over 1,200 clients. Asiatic is a multi-dimensional communications company providing proactive, pragmatic and total communication solutions to a multitude of local, regional and international clients. (Asiatic JWT, 2013-2014)

## Philosophy of Stencil Bangladesh Limited

---

An image editor must provide edited images that are superior, price which is negotiable and quick delivery time. They believe that images are the representative of an online shop through which a shop can be more popular than others. With this belief they provide the best quality of image in a short with a flexible rate. The slogan of Stencil is: Human Resource consists of young and talented professionals with a dedication toward work.

## International Affiliation

---

Stencil Bangladesh Limited is a member of Bangladesh German Chamber of Commerce and Industries (BGCCI). It is the biggest bilateral business chamber in Bangladesh. BGCCI has 600 member companies from Bangladesh, Germany and Europe. (bgcci)

## Vision

---

To add science in the art of communication is the vision of Asiatic marketing communication Ltd. Science teaches us to know, Art teaches us to do. The company makes their best effort to ascertain the financial wealth and moral gains as a part of the process of the human civilization.

The Company's passionate effort to achieve excellence in all spheres of its operation and its keen endeavor to incorporate innovative new ideas into communication practice puts in ahead of its contemporaries. (Asiatic JWT, 2013-2014)

## Mission

---

Their mission is to introduce scientific marketing and social communication as viable business in Bangladesh. (Asiatic JWT, 2013-2014)

## Aim of Stencil Bangladesh Limited

---

The aim of stencil Bangladesh Limited is to help the growth of outsourcing in Bangladesh. Also their aim is to flourish as the best as well as the biggest image editing company in Bangladesh. (Asiatic JWT, 2013-2014)

## Board and Management

---

Stencil Bangladesh Limited is managed by the Board of Directors and the Business Head. It consists of members including the Group Chairman Aly Zaker and Group Managing Director Sara Zaker. They are also in the Board of Directors with two other Executive Directors Iresh Zaker and ASM Ferdous Hasan Neville. Mr. Zaidul Khan is the business head of Stencil Bangladesh Limited.

This Management committee is responsible for both operational and financial performance of the company. This board is also accountable for budget approval, policy adoption or changes, new project review, compliance audit etc. The Management Committee reviews and manages day-to-day business operation and recommends strategy options to the Board of Directors. (Asiatic JWT, 2013-2014)

## Departments of Stencil Bangladesh Limited

---

Stencil Bangladesh Limited has following departments:

- HR and Admin
- Marketing
- Accounts and Finance
- IT
- Client Service
- Support

### *HR and Admin*

The HR team of Stencil Bangladesh Limited looks after proper execution of all the HR policy and procedure of recruitment, selection, compensation, benefits and health. The team is also working on implementation of modern HR functions.

The admin department is partly supervised by HR. Logistics, transportation and other operations are responsibility of admin team.

### *Marketing*

Since Stencil is an image editing outsourcing company its marketing style is a bit different. Telemarketing is their strategy to gather customer. Through telemarketing company can have a better idea about their client's wants and demands.

### *Accounts and Finance*

All types of revenue and expenses are administered by this department. They also take care of the billings from and to clients.

### *IT*

Since it is an outsourcing company IT is an important sector. A standby team of 5 members are always ready to handle any kind of technological problem.

### *Client Service*

To keep up a good affiliation with the clients and prospects is the essential job of client service department. Understanding the demands of the clients, maintaining company rules and policies while managing the clients and make them be aware of the company procedure. Maintain and renew stakeholders list.

### *Support*

The designers who work in the editing studio are the support team. They are the people who maintain the company reputation through their hard work. Around 60 designers work in 3 shifts.



# Hierarchy

---

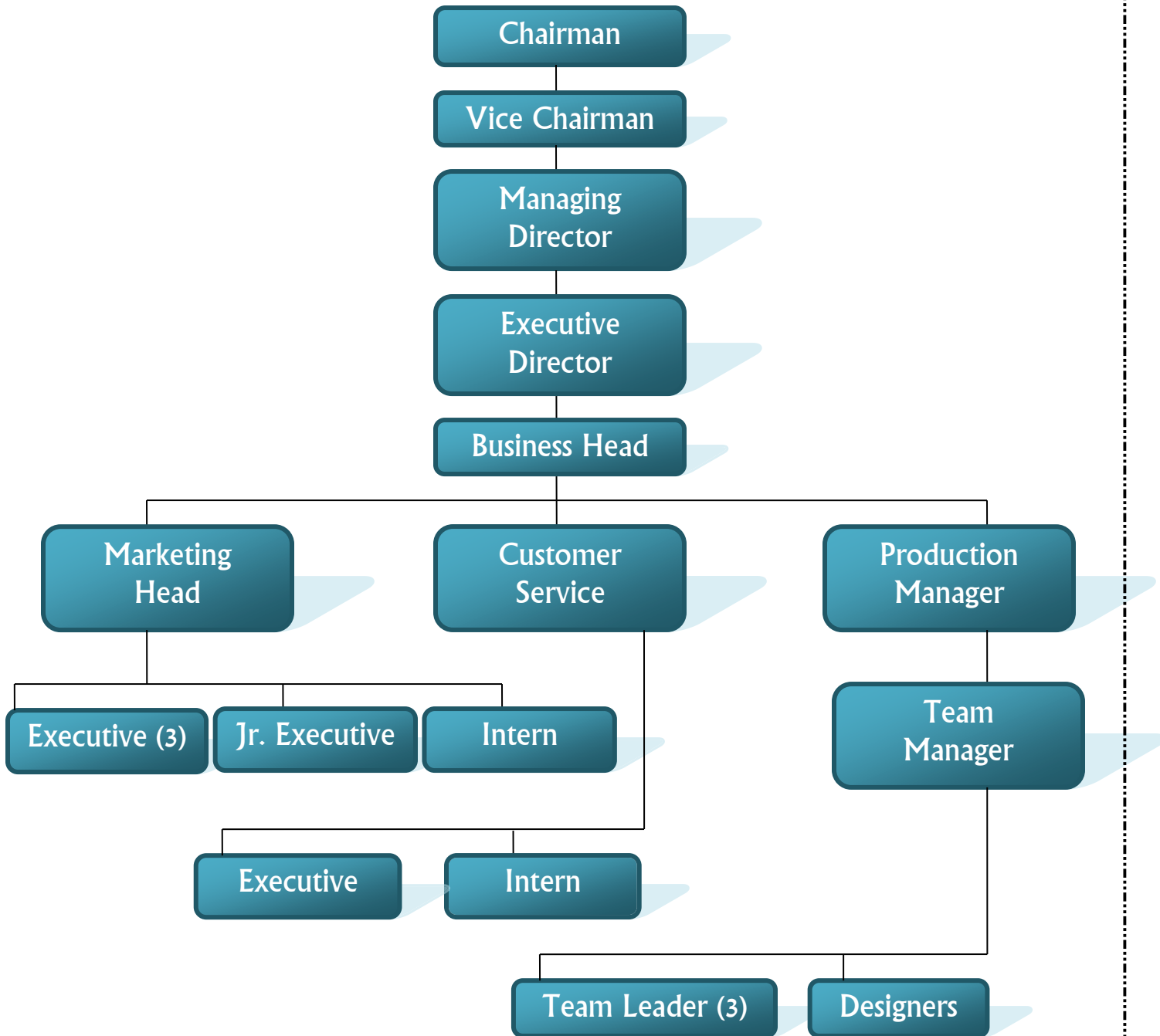
Shown below is the hierarchy of Stencil Bangladesh Limited:



**Figure 2:** Hierarchy of Stencil Bangladesh Limited

# Organogram

Organogram of Stencil Bangladesh Limited:



**Figure 3:** Organogram of Stencil Bangladesh Limited

# Services of Stencil Bangladesh Limited

---

- Clipping Path
- Multi Path
- Image Masking
- Drop Shadow
- Natural Shadow
- Reflection Shadow
- Image Manipulation
- Neck Joint
- Image Retouching
- Color Correction
- Raster to Vector

## Market

---

Currently Stencil is leading the image editing and graphic designing outsourcing industry. It is ranked number one among 10 other graphic designing companies. Stencil achieved annual sales turnover of BDT 2 billion in 2013. Being one of the largest graphic designing companies of Bangladesh the company is working with big-shots as its clients. Mango, Wal-Mart, Amazon.com, Stylistpick.com, BooHoo.com etc. are some clients of Stencil Bangladesh Limited.

# SWOT Analysis of Stencil Bangladesh Limited

---

Stencil Bangladesh Limited is the leading company in graphic designing field of Bangladesh. Established in 2011, Stencil has been doing a great job in graphic designing that have placed them in the top.

## Strengths

### *Size and Diversification*

The size of its operation and the variety of their services has been added a strong value in their no. one position.

### *Research and Development*

Stencil Bangladesh Limited has an unbending attitude towards the expansion of image editing and graphic designing arena in our country. Their approach is quite unusual to find the next enrichment technique. Consequently their portfolio shows a high quality variety of effective rapport with more than hundred online shops and agencies. They keep researching on finding different ways to enhance their designing and editing quality.

### *Efficient Employees*

To take an organization in the top position the very primary condition is to have workforce with all-around feature. Stencil Bangladesh Limited has constantly overrun them in terms of preparing extraordinary staff and experienced employee. Training program, motivational seminars and many other skill enhancing workshops is a usual incident in Stencil Bangladesh Limited.

## Weaknesses

- i. Because of manpower deficiency they have insufficient number of division head.
- ii. The groups of the company need to better exchange policy to hold the position.

## Opportunities

Stencil works with only online shops and photography agencies. They can expand their business if they start working with photography studios and freelance photographers. Also trying different marketing sector is also an opportunity for Stencil. It will help them to reach more proficient clients.

## Threats

This image editing and graphic designing market in Bangladesh is in growing stage. Soon Stencil will start experiencing strong competition. So they should keep improving their business policies if they do not want to fall in the trap of their competitor.

# SECTOR 2

## Job Responsibilities

Since I was an intern besides HR I also worked in the client service and marketing department. In HR department my responsibilities were:

- Collecting and screening CV's of candidates according to the criteria mentioned.
- Fixing interview sessions with the candidates through direct communication.
- Creating separate file for each candidate for interview and evaluation procedure.
- Updating the employee database with proper data and condition of recruitments.
- Arranging the training programs.
- Gathering the response of training program from the employees.
- Calculating and assembling bills for training programs.
- Writing joining letters for employees and interns.
- Planning and organizing orientation for the new recruits.
- Making the welcome kit for new staff.
- Preparing and planning materials for meeting as briefed.

## Employee Portfolio Automation

---

Stencil Bangladesh Limited is taken decision to gather different functions of HR under one roof which is Human Resource Information System (HRIS). Now they are turning all the hard copies into soft copy. My main responsibility was to scan all the personnel file and documents. Following work is to enter the data in the HRIS system to make the HR department extra efficient.

## Reaching Selected Candidates for Written Exam

---

Candidates who are chosen for written exam needed to know about their exam timing. I was provided a list of candidates who are going to appear in the written test. My work was to personally call them and inform about the exam schedule. Schedule includes time, date and venue of the written exam.

## Managing the Written Exam and Interview

---

Coordinating the written exam was also a part of my responsibility. With the help of the list of timing for each candidate I used to arrange the queue. Also for the written exam I work was to collect the signature of the candidates in the attendance sheet and also guarding the exam hall.

## Managing the Joining of New Staff

---

When a new staff joins the company they need to fill some forms. Sometimes my job was to assist them filing up those forms. Those forms include joining letter, gratuity, employee disclosure form, certificate of compliance. Also a contract form is there which have to be signed by the employee.

## Arranging the Joining of Interns

---

When interns join in the company they need to fill up several forms with proper guidance. I used to provide them the guidance and also the joining letter signed by the GM. Also helped them to filling up the Declaration of Confidentiality form provided them attendance sheet and helped with salary sheet fill up.

## Making the Salary Sheet of Interns

---

Stencil Bangladesh Limited has different policy for intern's salary. Unlike regular employee, interns were given salary as per day. Preparing the salary sheet at the end of the month was my duty. After calculating the attendance of the interns, I prepared the salary sheet with Microsoft Excel and verified it. Following job was to submit the sheet to finance.



## Assembling New Employee Files

---

Employee file contains a lot of information about an employee. Every time a employee joins the company a new file is opened. My work was to open the file and update them time to time following the chronological order.

## Keeping the Leave Application Form

---

Stencil Bangladesh Limited has a leave application form. Employees have to fill it up to take leave and it has to be signed by the department head. I provided the application form when someone needed it and collected the filled form. I also collected sign from department heads in that form.

## Preparing the Welcome Kit

---

Stencil gives their new employee a warm welcome by organizing orientation with a present which is a welcome kit. My duty was to make preparations for the induction ceremony and also preparing the welcome kit.

# SECTOR 3

Stencil Bangladesh Limited  
HR

## Detailed View of Stencil HR

---

From recruitment and selection of employees to industrial relation, HR department plays a vital role in the total organizational function. Employee recruitment, selection, transfer, promotion, performance appraisal, transfer, needs and wants of employees are taken care by this department. Stencil HR department have some great person as HR manager who lead their employees to be more effective and efficient.

“Set in winning culture where people always try hard to excel” is the mission of Stencil HR. After giving a lot of effort to overcome all the change and challenge, Stencil managed to formulate and implement the HR strategies in the company. Stencil HR department believes in:

- ◆ Hiring employees who are dedicated toward work.
- ◆ Decrease the gap among top level and lower level management.
- ◆ Attractive reward system to improve performance.

## Recruitment System in Stencil

---

To create a collection of potential candidate for the company recruitment is the crucial process. Recruitment is the process of produce a pool of competent people to communicate for employment to an organization (James A. Breugh). As Stencil is one of the leading companies of our country, they believe in attracting and retaining the finest personnel who will contribute in the company through their idea and hard work. Stencil always looks for proactive, committed and talented candidates who will make a real difference in the growth of the company. To make that possible Stencil has various ways of attracting fresh talents in the company. Unlike other companies they have decreased the number of newspaper advertisement; rather they search for talents in a more modernized way. In bdjobs.com, which the largest online job portal of Bangladesh they have their separate server. Also they increased their liaison with different universities to get fresh talent.

# Recruitment Sources

---

To recruit employee a company follows different type of sources. For Stencil Bangladesh Limited the major sources of recruitment are, as follows:

- Internal source of recruitment in Stencil is transfer and promotion. Internal recruitment may lead to increase in employee” productivity as their motivation level increases. It also saves time, money and efforts. (Griffin, 2007)
- Different universities have their own career counseling centre. Stencil collects CV’s of fresh graduates from them.
- Also sometimes existing employees often refer possible candidate for an unoccupied position.
- Stencil also hire employee from the interns working with them. If interns can satisfy higher authority with their performance, he/she can be hired as permanent employee.
- Internet is a good source for head hunt. Mentioned early Stencil has their separate server in bdjobs.com also they now use LinkedIn as a source of recruitment. Besides university’s career centre’s have their official Facebook page where representatives from different companies can post job vacancy notice.
- As they are in the leading position, many people want to work with them. Many candidates send their CVs through mail so that if any position becomes vacant company can contact them.

# Selection Process

---

Stencil has different selection policies for different departments. They know that each departments need and want vary from each other so they follow a formatted selection procedure. The selection process begins with screening of CV's and selecting employee for the company ends the process.

Their selection process is shown below:

## *Preliminary Screening of Applications*

Usually for any vacant position company receives a huge number of applications. So it is extremely difficult to select the right person from this massive pool of applicant. To overcome this challenge managers find out the candidates who meets the maximum criteria for a particular position.

## *Primary Interview*

After short listing the applicant, Stencil calls those applicants for an interview. The major purpose of the interview is to give the applicants some idea about the job, judge their abilities through various conversations if they fit for the position or not. The intention of the conversation is to get information about the candidate's family background, educational background, experience, training, hobbies and interests. Through these information's interviewer can evaluate the candidate's suitability. Since Stencil follows a structured interview protocol, the interviewers has to go through an interview guide before starting the interview. This interview also determines who is going to be selected for next level.

## *Assessment Test*

After that it's time for the assessment test. Assessment tests are different for each position. For executives they have to sit for written test, designers have to pass the test of using various photo editing software's since it is a graphic designing company.

### *Final Interview*

The candidates who perform well in the assessment test get selected for final interview. Business head of Stencil takes this interview. This is mainly check if the candidate is dedicated for the job, motives, commitment level of the candidate. After this final interview they get the right person for the job.

Afterwards, candidate gets the joining/offer letter to join with the company. Later than the employment contract and other formalities are done and company starts preparing for induction program for their recently joined employee.

## Limitations in Selection Process

---

While conducting different phrases of the selection process, I have some observation:

- ✚ I had to reschedule the interview or the assessment tests several times due to interviewer's busy schedule. Though the interview timing was given to the candidates after consulting with interviewers because of work pressure they could not start the interview on time. As a result interviewee had to wait.
- ✚ Sometimes problem also occurs from candidates. After getting selected in the preliminary interview some candidate do not appear for the assessment test. Also after pass the assessment test some candidate do not show up in the final interview which is very disappointing. They waste the opportunity for other candidates who could have got selected in their place.

# Effectiveness of Recruitment & Selection Process

---

Stencil Bangladesh Limited follows a structured recruiting and selection process which increases the effectiveness of the procedure. The effectiveness of the process can be measured through the points stated below:

➤ **Client Satisfaction:**

Client satisfaction rate is higher in Stencil. They are able to recruit such employee who knows how to handle their clients in a proper manner. Since it is an outsourcing company, Stencil always deals with foreign clients.

➤ **Turnover Rate:**

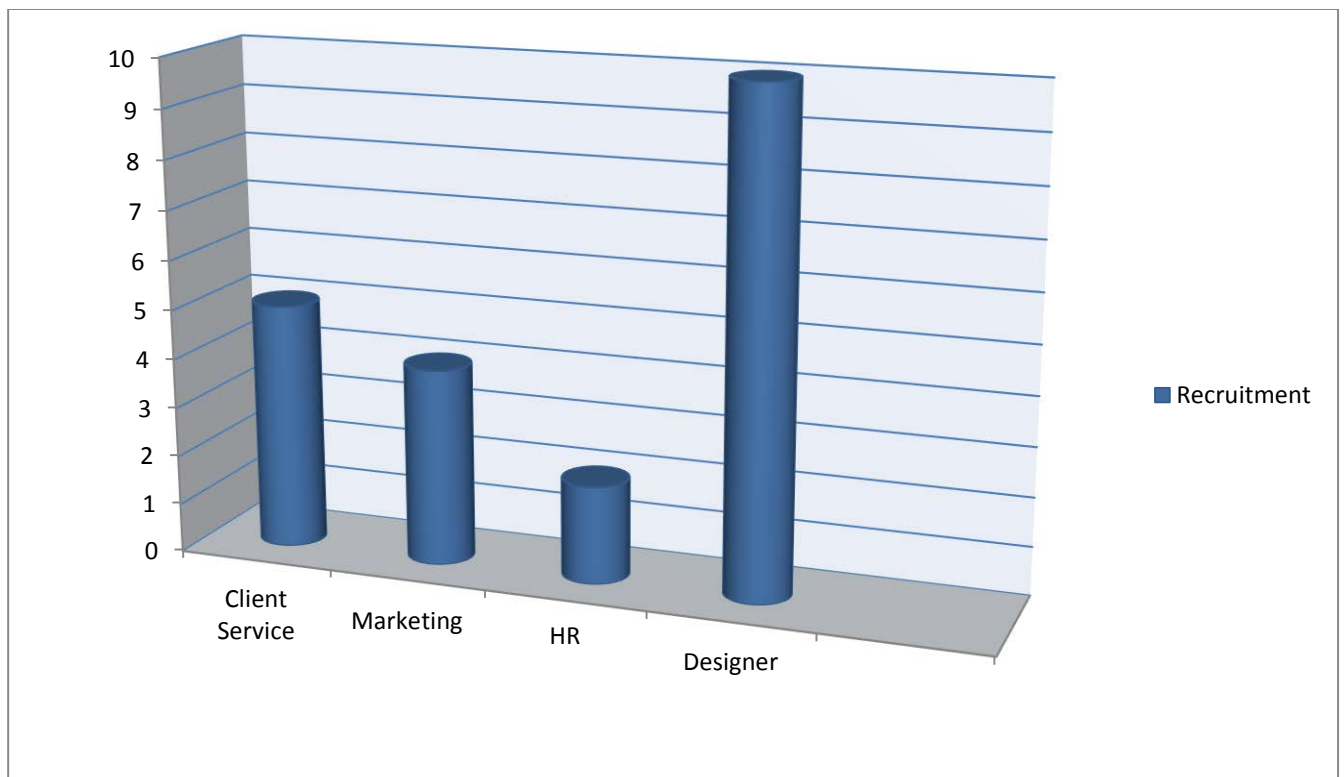
Unlike other companies, Stencil has low turnover rate. They hire employees who are dedicated and well fitted for the work. Dedication towards work makes those employees satisfied towards their job.

➤ **Training:**

Stencil believes ineffective employees cost money, lots of time, energy and resources. To make them effective company needs to arrange several training session. By hiring proficient employee they ensure the saving of their valuable resource, time and money.

## Analysis from the employee database

From May 10<sup>th</sup>2016 to August 10<sup>th</sup>2016, there were many interviews and assessments for several positions. In the figure below it is clearly shown that the graphic designing department has the maximum number of recruits. Almost every month new designer and senior designer joins Stencil.



**Figure 5:** New recruits in different departments

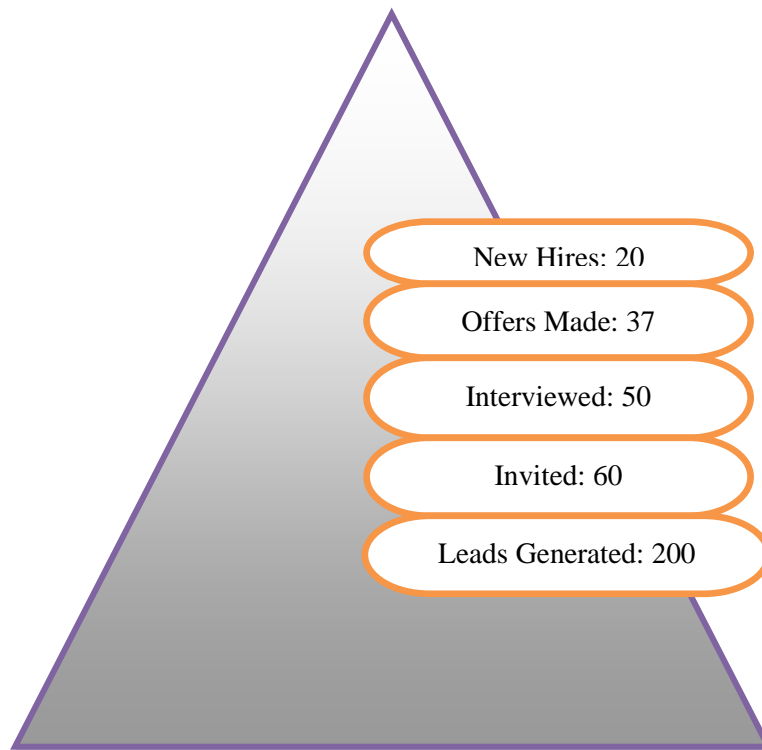


# Recruiting Yield Pyramid

---

Recruiting Yield Pyramid is usually used to calculate the number of applicants they must generate to hire the required number of new employees. (Dressler, 2007)

It is an arithmetic relationship between recruitment leads, invitees, interviews, offers made and offer accepted. If we put the numbers from the selection of the period (May 2016 to August 2015) in the recruiting yield pyramid we will get this figure shown below:



**Figure 6:** Recruiting Yield Pyramid

# SECTOR 4

## Reflection of the Report

# Review

---

Recruitment and Selection plays a vital role in the Human Resource Management system of a company. A pool of capable and efficient work force can be generated to apply for employment by the recruitment procedure. Selection is the process by which managers and others use specific instruments to choose from a pool of applicants a person or persons more likely to succeed in the job(s), given management goals and legal requirements (Bratton and Gold, 2007).

As defined in the report, Recruitment and Selection plays a crucial role in forming a company's performance and success if the company is capable to get hold of employees who already possess the required skill and knowledge to do the job. To make it possible the HR team should precisely plan their recruitment and selection strategies. This entire process starts from posting job advertisements and ends with selecting and hiring staff. The perfect strategy can facilitate the company to gain success and to maintain the leading position in the market because work forces of the company are an asset for them who runs the business. Each position needs different type of strategies for recruitment.

This report "Recruitment and Selection Process of Stencil Bangladesh Limited" is a partial requirement of BBA program. I have got a chance to observe and learn closely the HR functions of the company Stencil Bangladesh Limited. Especially the recruitment and selection process of HR functions. It was a great experience for me since I got chance to work in a real company as an intern. This opportunity helped to understand the HR functions, rules, policies and activities of an organization. The information's provided in this report are collected from various sources, some primary and some secondary sources.

My heartfelt gratitude to Mr. Ariful Ghani and Ms. Afia Siddique for their constant help and cooperation with me while preparing this report. It would be impossible to complete the report without them.

# Objectives

---

To write this report there was two objectives;

- i. Broad Objective
- ii. Specific Objective

## *Broad Objective*

The broad objective of the report is to learn and understand about Human Resource Management system of a company. How a company's HR policies work and how a company finds an efficient employee for their company through recruitment and selection process.

## *Specific Objective*

- Get to know about different recruitment and selection method and tools.
- The activities of recruitment and selection procedure followed by Stencil.
- Getting employee feedback about the company's recruitment and selection procedure.

# Methodology

---

The data provided in this report are two types;

- i. Primary Data
- ii. Secondary Data

Through face to face interview, discussion and survey I collected all the primary data provided here and got all secondary data from [www.asiatic360.com](http://www.asiatic360.com) and [www.stencilbangladesh.com](http://www.stencilbangladesh.com).

## Sample Size

---

The sample size of my survey was 10 employees.

Employee Category	Number of Respondents
Executives	4
Team Leaders	2
Designers	4
Total	10

**Figure 4:** Survey Sample Size

## Limitations

---

While preparing this report I faced some limitations. The main challenge was to collecting information since HR related information's are confidential. Disclosing the information is risky for the company. Some other limitations are:

- ❖ It is really difficult to learn and get hold of all the HR process of a company.
- ❖ Getting enough time to do the survey as employees are busy with their work.
- ❖ Being an intern of the company it is not possible for me to provide some sensitive and classified information.
- ❖ Updated information was not available in some of the areas.
- ❖ The company website not up to date with current status of the company.

# Recommendations

---

After spending three months at Stencil and analyzing their recruitment and selection process I want to make some recommendations that might be helpful for the company. Stated below some recommendations for Stencil Bangladesh Limited:

- ◆ Stencil should plan more campus recruitments following the graduation time of the universities.
- ◆ Taking part in different job and career fair held by governments and universities will be beneficial. Through this they could get fresh graduates and interested candidates right in front of the door. Moreover, arranging and taking part in this type of fairs also a marketing strategy.
- ◆ In case of pressure they should make the best use of the candidate's references to reduce the recruitment and selection time.
- ◆ Stencil should not biasness towards some specific educational institution. Since they believe in diversification they should take fresh graduates from various institutions. Else their company will be deprived from getting diverse talent.
- ◆ Stencil can engage employees more with the company by discussing with them about the goals and objectives of the organization.
- ◆ Their business could grow more by practicing different form of marketing. Stencil's marketing team has to come up with new and improved marketing strategies. Trying new marketing strategies would help the company reaching new clients.
- ◆ Currently they use general image editing and graphic designing tool. Modernizing these tools would assist them to keep their leading position maintained. Also they should constantly upgrade their machineries.
- ◆ Stencil can please their clients by giving them sudden discounts on the service. It will increase the loyalty for the company. Clients will feel more attachment toward them. In this way customer satisfaction rate will increase.
- ◆ Stencil can also improve their business through evaluating their price often. Also they should find more ways to reduce their cost.

## Conclusion

---

Stencil Bangladesh Limited has established their name in the industry through inventive services. They always maintained and followed all rules and regulations of Bangladesh government. This organization is getting more up to date with its technology, efficient service and clients satisfaction.

Stencil has the most talented, experienced and hard working board members. The company reached the first place because of their dedication towards work. Besides, without their trained employees and other staff it was not possible either. The whole organization works together like a family for the betterment of the company.

For Stencil Bangladesh Limited recruitment and selection is a very important and effective tool. At the end of this report the fact is understandable that their recruitment and selection process is fairly structured through which they recruit capable employees throughout the year. Most of the recruitment throughout the period (May 2016-August 2016) was in the support department. Other departments also hired talented employees but the number is less than support department. Overall, from this report it is acceptable that Stencil Bangladesh Limited has an effective and efficient recruitment and selection procedure for their company.

The effectiveness of the process is defined by low turnover rate, employee loyalty, customer satisfaction and job satisfaction. This is happened because they follow a structured process of recruitment and selection. Also they maintain all the laws and regulations of Bangladesh Government which are created for business organizations. They also try to keep up and balance with all type of business environments of our country which one of the key to success for Stencil Bangladesh Limited.

# Appendix

## Interview Evaluation Sheet

**STENCIL**  
Bangladesh Limited

Name of Candidate: \_\_\_\_\_

Date of Interview: \_\_\_\_\_

**Current Job Status:** \_\_\_\_\_

Position: \_\_\_\_\_ Department: \_\_\_\_\_ Work Place: \_\_\_\_\_

Years of Experience: \_\_\_\_\_

SL	AREA	RATING		
1	COMMUNICATION (VERBAL, CLARITY AND CONCISENESS, BODY LANGUAGE, LISTENING SKILLS- ABILITY TO UNDERSTAND)			
2	PERSONALITY (ATTITUDE-POSITIVE , BEHAVIOR- WEAK/ASSERTIVE, TURNOUT- PRESENTABLE/PERSEVERANCE)			
3	ANALYTICAL SKILLS (INNOVATIVE, PROBLEM SOLVING, CLEAR THINKING)			
4	CREATIVITY			
5	TEAM PLAYER			
6	MATURITY			
7	LANGUAGE PROFICIENCY			
A	BANGLA			
B	ENGLISH			
8	REASON FOR LOOKING FOR CHANGE	WORK COMPENSATION CO IMAGE CAREER GROWTH		
	OTHERS (specify)			
STRENGTHS				
AREAS OF IMPROVEMENT				
OTHER DETAILS	Last Drawn Gross Salary: Expected Gross Salary: Recommended Salary:	Expected Position: Recommended Position: Notice Period/Date of Joining:		
Overall Evaluation	1	2	3	4
Recommended for Employment	Yes		No	
Panel Members	Name	Designation	Signature	



# Reference

---

Akib, T. (2014). Recruitment and selection process. 8th edition.

Asiatic360 ([www.asiatic360.com](http://www.asiatic360.com)).

Annual report of Asiatic-JWT-2013-2014.

Bratton, J. and Gold, J. (2007). Human Resource Management Theory and Practice. 4th ed. London: Palgrave Macmillan.

Dessler, G. (2005). Human Resource Management. 10th ed. Pearson prentice Hall, International edition.

K, A. (2005). Human resource & personnel Management. 4th ed. Delhi: Tata MC Graw Hill.

Kyriazoglou, J. (2013). How to Improve your Workplace Wellness. 2<sup>nd</sup> edition.

Senyucel, Z. (2016). Managing the Human Resource in the 21st century.

Stencil Bangladesh Limited ([www.stencilbangladesh.com](http://www.stencilbangladesh.com)).