



# Brac Business School

Internship Affiliation Report

On

**Recruitment Policy at Grow n Excel**

An internship report presented to the Faculty of Brac Business School in partial fulfillment of the requirements for the **Degree of Bachelor of Business Administration**

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## **Letter of Endorsement**

The Internship Affiliation Report entitled Recruitment Policy of Grow n Excel has been submitted to the Office of Placement of Alumni, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in E-Business, faculty of Brac Business School on August 27, 2015 by Mr. Md. Redwanullah [ID:101014174]. The report has been accepted and may be presented to the Internship Defense Committee for evaluation.

(Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions.)

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**Mr. S. M. Arifuzzaman**

# Letter of Transmittal

To

**Mr. S. M. Arifuzzaman**

Assistant Professor

Brac Business School

Subject: **Submission of Internship Report on “Recruitment Policy at grow n excel”.**

Dear Sir,

With due respect and honor, I have much pleasure to present the affiliation report of the internship program “Process & Procedure of Executive Search at grow n excel”. I am submitting this report as a part of my internship program in "grow n excel". This report is going to provide valuable assistance to me in finding out the executive search or recruitment process. Working in grow n excel was an inspiring experience for me. The officers were very cordial and extended their hands within the limit of their authority.

Therefore, I need your kind attention to evaluate my report taking into consideration the limitation of the study. Your kind suggestion will encourage me to perform improved work in future.

Sincerely yours,

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Name: Md. Redwanullah

ID No.: 10104174

Major in E-Business

Department of Business Administration

## **Acknowledgement**

From its first scrutiny until its final completion, the success of the study rest of many persons who have inspired and guided my work. First of all, I would like to acknowledge my Supervisor and teacher, Mr. S. M. Ariffuzaman, who has provided me continuous constructive counsel and guidance for completing my report. In frequent time, I have gone to him for the purpose of preparing my report and accordingly he has rendered all required support, encouragement, guidelines as well as generous comments and suggestions. I am grateful to my teachers and department (Brac Business School) for providing the opportunity of undertaking the study.

I also wish to express a deep sense of gratitude to Mr. M. Zulfiquar Hussain, Lead consultant and Chief Executive Officer of "Grow n Excel" for welcoming me in his firm.

I am also thankful to Ms. Fatema Moriam Nisha, Business Operation Manager, Mr. Abu Usuf Rashedul Amin, Assistant HR Manager and all other officers and employees at "Grow n Excel" for creating such an environment, where I felt comfortable to work with, which gave me the enthusiasm to learn about the Recruitment procedures and processes practically. I have taken help from some books, term papers, journals etc. I am really grateful to the authors of those books and journals.

Finally, I would like to take the opportunity to express my wholehearted gratitude to my fellow friends, near and dear ones who offered encouragement, information, inspiration and assistance during the period of constructing the internship report.

## **Executive Summary**

As a part of the BBA program, Each and every student has an option for spending an internship period of three months and so have I with "Grow n Excel", Human Resources and management consultancy where I observed and learned Brand Management as well as Human Resource Management. "Grow n Eexcel" is engaged in providing wide range of HR & Management consulting services. They have in depth knowledge and understanding of best in class HR practices which help them to successfully deliver customized services to our clients. "Grow n Excel" aspires to be the premier Human Resources & Management consultants in the country and is strongly driven by its core values - Professionalism, Passion and Client focus. "Grow n Excel" has a strong value proposition in relation to assisting their clients in searching right candidates. It does have in-depth understanding of employment market and wide network. "Grow n Excel" also has knowledge and skills to identify right caliber of talent to meet its client's needs. It follows a systematic process to search candidates. Their team contains deep technical experience of all elements of recruitment & selection. Again they can deliver the project within your time scale- with a clear focus on client service and quality of advice.

This report basically provides information about the overall process and procedures of recruitment of Human resources consultancy firm. And this report has been made within the frame work of internship program of Business Administration Department, American International University Bangladesh. The insights of recruitment processes and procedures have been tried to be revealed while preparing this report. And few advices as recommendations have been prescribed at the end of this report.

While discussing different aspects and functions of the firm, Importance has been given to depict the real situation of recruitment process and procedures of grow and excel. Again study on the finding is done to class out the major aspects of recruitment system and to illustrate major interfaces.

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## **Introduction**

Human resource management is a function in organizations designed to maximize employee performance in service of their employer's strategic objectives. HR is primarily concerned with how people are managed within organizations, focusing on policies and systems. HR departments and units in organizations are typically responsible for a number of activities, including employee recruitment, training and development, performance appraisal, and rewarding, managing pay and benefit systems. HR is also concerned with industrial relations, that is, the balancing of organizational practices with regulations arising from collective bargaining and governmental laws. It has four basic functions: staffing, training and development, motivation and maintenance. Staffing is the recruitment and selection of potential employees, done through interviewing, applications, networking, etc. Training and development is the next step in a continuous process of training and developing competent and adapted employees. Motivation is the key to keep employees highly productive. This function can include employee benefits, performance appraisals and rewards. The last function of maintenance involves keeping the employees' commitment and loyalty to the organization.

Nowadays, it has become very important for the organizations to attract, screen and select qualified persons, and recruitment is the process of attracting, screening and selecting the competent and skilled employees for the vacant position. I have chosen "Procedure and Process of Executive Search" as the topic of this report because I want to gather knowledge about the system and practice that organization uses to select and employ the capable candidates for the positions available in the organization. Depending on the size and culture of the organization recruitment may be undertaken in-house by managers, human resource generalists and / or recruitment specialists. I also want to emphasize how recruitment process can be made better as well as cost effective.

### **Rationale of Selecting the Topic**

I always wanted to work in the Human Resource department. Specially focus on 'Selection & Recruitment part. Because I believe that it is the most important initial stage of achieving the goal or we can refer it as the stage of choosing the best man power for the organization. Every company makes their selection and recruitment strategies, policies; it's including advertising,

collecting CV, organized methods or process, selecting, negotiation, also managing employee-organization relationship, every kind of human resource management staff for having a good growth into the whole company. For having a good growth or profit into the organization, they have to maintain a good process of choosing the best candidate, so that they could build a good relationship with the inside and outside customers. It is the base of any organization because a company runs by humans/employees and best employee can bring best result for the organization. I want to gather the experiences what kinds of criteria are been follow for selecting best employee for the position.

The reason behind proposing this study is that, I think I will manage to get some valuable Practical experience and tips in terms of how to select and recruit the best candidate and predicting the future value.

I wish to become an HR professional in my future career. So having a practical knowledge of how to maintain and deal with different types of candidates and take the right decision that will be an essential knowledge for building my future career. So I believe that this study will help me a lot in my near future for having a good growth in my job life.

## Objectives

Broad Objective:

- How to Implement the Human Resources Management method into corporate world.

Specific objectives of this study are:

- To identify the process and procedure of executive search in "Grow n Excel".
- To know how to communicate and maintain professionalism with the clients.
- To identify major constraints.
- How to write a report.
- To identify how the process and procedure of executive search can be improved.
- To identify that how the HRM academics things are directly involved practically in organization.



## Company Background



Founded In	<ul style="list-style-type: none"><li>• Dhaka, 2007</li></ul>
Founded By	<ul style="list-style-type: none"><li>• M Zulfiquar Hussain</li></ul>
Type of Firm	<ul style="list-style-type: none"><li>• HR management and consultancy firm</li></ul>

"Grow n Excel" is basically a human resources consultancy firm. It got established in 2007 with a mission to help individuals and organizations, "Grow n Excel" is engaged in providing wide range of HR & Management consulting services. We have in depth knowledge and understanding of best in class HR practices which help us to successfully deliver customized services to our clients. "Grow n Excel" aspires to be the premier Human Resources & Management consultants in the country and is strongly driven by its core values - Professionalism, Passion and Client focus. Considering the enormous potential of our country and its transformation, together we all have a role to play in unleashing individuals' potential and developing human capital. Towards this direction, "Grow n Excel" assists its clients in enhancing organizational capabilities to meet tomorrow's challenge. "Grow n Excel" has a strong and dedicated pool of resources with diverse background and insights to support our clients' needs relentlessly. In addition, it also involves highly experienced professionals and industry experts to ensure quality outcome. "Grow n Excel" constantly updates itself with best practices which we implement pragmatically to match our clients' expectation. It follows an inclusive project

approach. M. Zulfiquar Hussain is the CEO and Lead Consultant of "Grow n Excel". He has more than 12 years' experience as Human Resources Director/Head of Human Resources in Citycell & Nestle. He was a key driver behind various change management initiatives in Citycell. Prior to joining in Citycell, he was the Human Resources & Corporate Affairs Director of Nestle Bangladesh Ltd. (a fully owned subsidiary of Nestle S.A. Switzerland) where he worked as Head of Human Resources for more than a decade. Mr. Hussain set up the HR function at Nestle as well as played an important role in establishing Nestle's operation in Bangladesh.

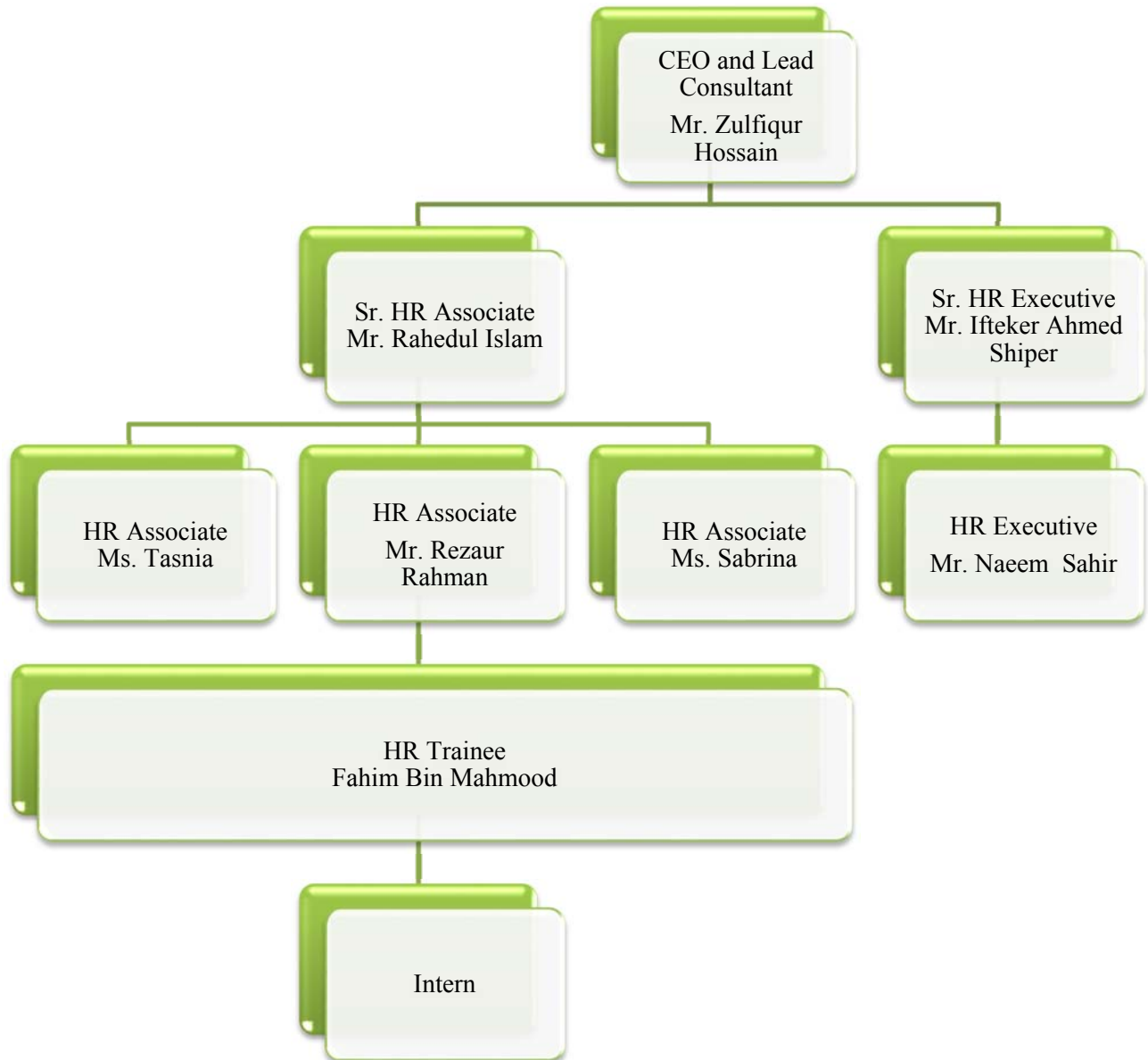
Vision of "Grow n Excel" says "To emerge as a top Human Resource and Management consultancy service provider and become a consulting firm of choice in attaining a leadership position within the industry."

And the mission of "Grow n Excel" states the following:

- Provide quality service to organizations which respect & acknowledge the value of HUMAN RESOURCE and their development.
- Align HR and business planning.
- Integrate specialist advice, implement and maintain on-going service provision to deliver seamless HR solutions for their clients.
- Proactively support organization's business strategy through a relentless focus on Organizational Excellence, providing and retaining the right people to meet your business needs.
- Ensure workplace leadership by building a community of exceptional professionals who, individually and collectively, want to contribute to and be part of a high performance organization.

- Assimilate talent, expertise and commitment into providing innovative HR solutions in order to ensure growth and development of organizations and the people within organizations; hence improving their clients' business performance.

### Organizational Hierarchy



## **Work Related**

Being an intern at "Grow n Excel" I have figured it out that it aspires to be an active contributor in the transformation of our economy by unleashing individuals' potential and developing human capital. Considering the enormous potential of our country and its transformation, together we all have a role to play in unleashing individuals' potential and developing human capital. Towards this direction, "Grow n Excel" assist its clients in enhancing organizational capabilities to meet tomorrow's challenge. "Grow n Excel" has a strong and dedicated pool of resources with diverse background and insights to support its clients' needs relentlessly.

I also went through each and every single step of Recruitment process at "Grow n Excel" as I was assigned by my supervisor to work with the recruitment process and procedures followed by "Grow n Excel". Their recruitment process and procedures are very systematic and sequential. I helped the firm in each single step starting from employee search to commencement and feedback.

Tasks which I had performed during my internship, are mentioned below:

### **Mapping and data entry:**

I was started working with data entry and mapping. I collected all the information of HR persons of the entire Bank in Bangladesh. Then as our organizations criteria I input all the data.

### **Executive search project:**

I was assigned to work in executive search project along with my supervisor. In the project we had to recruit for the position of Chief Financial Officer (CFO) for "Doreen Group". I searched the CVs which match the criteria and requirements of such a position and then my supervisor short listed the CVs and shared the job opportunities with them over phone.

After this project I was included in a project of executive search. It was for total 60 recruitment for the positions of Senior Executive, Assistant Manager and Manager at "Rupayan Group" in the Marketing Department.

Also here, I searched the CVs in the online database. Then my supervisor short listed the CVs and this time I shared the job opportunity by communicating over the phone. After communicating with all the candidates, we arranged an interview and I coordinated everything outside the interview board both at "Grow n Excel" and Rupayan Head Office.

After the end of the Rupayan project, I have worked to recruit some small and contractual positions for the companies like Diamond world and Gsk.

#### Reference Check:

I was assigned for reference checking task. Whose employee were recruited by us in HSBC and Coca Cola I checked their information which is mentioned to the CV like education check, address check etc. by going their manually. Then send all the documents with verification evidence to the HSBC and Coca Cola

#### Recruit General Managers and Directors:

My last project was to recruit General Managers and Directors which were the top positions for ten departments of Sunman Group. The ten departments and the positions are:

1. Marketing - GM & Director
2. Merchandising - GM & Director
3. Store - GM
4. Production - GM
5. Financial - Director
6. Procurement - GM
7. Shipping - Director
8. Quality Assurance (QA) - GM
9. Administration - GM
10. Marketing, Textile - GM

In this project I solely collected all the CVs for each position and communicated with the candidates which were short listed by my supervisor. Besides that, I have also contributed to recruit various positions in companies like AK Khan Furniture, Holcim, Accenture, HSBC etc.

## Major constraints/challenges for "Grow n Excel"

- **Lack of IT Support:**

Grow n Excel don't have their own customized software system. So that they can't organize their data in a proper way, Example; there are too many information about HR of different organization which has to be operated by their own software system.

- **Lack of Motivation:**

In Grow n Excel the Jr. Employees need appropriate feedback from their Supervisor or Sr. but they don't get any proper feedback from them so as a result the motivation level is going to decrease. So for this reason the junior level employee's efficiency level of work is decreasing.

- **Training and Compliance:**

Training is an essential aspect of employee development; both for their own education but also to ensure to get the best from employee workforce. But in Grow n Excel didn't provide proper training the fresher employees are manually learnt their activities orally.

- **Lack of Resources:**

In Grow n Excel there are lots of activities and they need to be providing all the resources like computer, scanner, printer etc. for individual employee as well intern. But there is lots of lacking in resource at Grow n Excel. For this reason the activities are wedged.

## Constraints identified as an intern

- **Problem with excel:**

I started with mapping and data entry so it's difficult for me to do this in Microsoft Excel because that was first time for me to do work with excel.

- **Lack of trust in Management:**

Lack of trust is also working as a constraint for this firm. When I used to work for Doreen Group then I need to know the whole system of CV sorting salary range and other requirements but they did not share whole information with intern. If the firm do not trust with interns then the interns are suffered so much because the lack of information.

- **Lack of Resources:**

When I was doing Reference check task then I need the machinery which is needed for printing scanning and sending mail to the clients but I shared my machinery with others just because of shortage of these resource.

- **Immense Responsibility:** All the organization maintain some limitation for giving responsibility to their intern but Grow n Excel did not maintain this limitation they believe that all of their employee are same so the tasks they given to the HR executive are remain same for the intern.
- **Mismatch in Task:** Then I faced some mismatch between assigned tasks like in CV sorting we do not know that the CV format should be given in BD Jobs. Format. In our academic course Business Communication we learned the basic CV writing process but it was not matched with the requirements of the clients of Grow n Excel.

### Academic Preparation

- When I used to work for data entry and mapping the procedure were not well known for me because I didn't know how to do mapping and what is the meaning of mapping. But in the organization like Grow n Excel mapping is very familiar word so it makes a mismatch with our academic course.
- In this organization they usually don't hire top level management. They focus on the entry level position like intern, Jr. Executive to make them experience and effective for their top management.
- As an Intern in a consultancy firm like "Grow n Excel" was really very helpful to get familiar with the practical world, while Human resources departments and practices among the organizations are growing so fast. And therefore doing my internship in a human resources firm was such an experience.
- And it was quite appropriate with the academic preparation to the present assignment and future job requirements of the organization.

### Missing Knowledge:

I have prepared the following Implications for the university:



- Human resources consultancy firms are increasing so fast. Therefore The University should introduce and transmit Subjects related to consultancy firms.
- Students who enter into the corporate world as interns usually don't have prior knowledge about corporate work. It becomes very difficult for the students to adapt corporate environment at the very beginning. So university should give a practical guideline to the students about corporate environment before students start their internship program.
- Again University should develop its student placement centre by making strong collaboration with ranked and well recognized organization existed in our country.
- The University should add new subjects regarding Human Resources management and Consultancy firms.
- The university should send the students on field in different human resources consultancy firms. This will help the students to gain practical knowledge about consultancy firm and they will not be facing any kind of problem when they will be doing their internship program in a consultancy firm.
- The university also should make the students familiar with the business related to HR consultancy firms.
- The university should be adding excel practice in our academic course.
- Most important thing is the university should implement the viva session for students. Because as a student of this university we are enough strong in presentation skill. But if the university polished us in our interview facing skill like presentation then it will be a great for students.

### **Lessons Learnt in the Organization**

On the basis of my observation and practical experience of three months Internship Program I have figured out the following inspections:

- Human resources consultancy firms are increasing so fast in our country. And one firm acts as a competitor to another. Keeping this thing in mind "Grow n Excel" should try to find out more better and efficient way to recruit experienced people.

- Corporate world believes in links and connections. And "Grow n Excel" knows it very well. Therefore it should maintain networks with other corporate sectors and with its clients so efficiently.
- Each recruitment step followed by the firm is sequential, but the firm seemed to give low importance on advertisement for recruiting organizational personnel. So the firm should make sure that it's giving importance over advertisement.
- The firm always tries to keep updated database to recruit employees, but sometime due to technical complications it faces lack of database management. So, the firm must hire experienced it specialist who will be helping to minimize the technical complications related to employee database management.
- The hierarchy of "Grow n Excel" is a bit small. This is common that the smaller the hierarchy the smaller the responsibility. So the firm should keep an eye over increasing the responsibility by making the hierarchy longer. It would also help the firm to make its recruitment process much more efficient.
- "Grow n Excel" should also give importance over cost minimization. The firm has to bear an amount as expenditure for the recruitment process. Therefore the firm should start thinking how cost can be minimized in each step of recruitment process.

#### **Lessons Learnt as an Intern:**

On the basis of my observation and practical experience of three months Internship Program I have learned the following;

- The core activity of a Human resources consultancy firm that means the recruitment system for another company.
- Corporate world believes in links and connections. And as a consultancy firm they convinced lots of networks. So I learned that hoe to convince or I can say how to make a business deal.

- Each recruitment step followed by the firm is sequential. So I got the knowledge of recruitment system from advertisement to Joining.
- The firm always tries to keep updated database to recruit employees. I learned how to make a separate database for different position. And it was collected from secondary source like internet.
- The hierarchy of "Grow n Excel" is a bit small. This is common that the smaller the hierarchy the smaller the responsibility. So I learned the position based work. Because different position holder have different types of activities.
- How to write a perfect report.

## **Recapitulation**

The recruitment process and procedure existed in "Grow n Excel" is up to the level. The officials of "Grow n Excel" follow the process very systematically and sequentially, but still it is not that easy to operate a recruitment agency especially when you cannot facilitate the complete recruitment and selection process and mainly nowadays the recruitment agencies are using the most advanced and sophisticated testing techniques for their clients. Actually today's human resources consultancy firms cannot think of competing with others leaving their recruitment procedures backdated and unchanged. As Human resources consultancy firms are increasing in our country so fast therefore "Grow n Excel" must check their each step very carefully to improve their recruitment process and procedure. It should find out any scope to improve its recruitment process better than others. It can give the firm a competitive advantage. Whatsoever, "Grow n Excel" always provides better and efficient candidates to its clients through its effective and progressive recruitment process and procedure.

## **Recommendation**

I have following recommendations for the firm:

- The organization should have their own software system. Although they only have the payroll management system but the whole HRIS system should be implemented by Grow n Excel.
- The Supervisor of the organization should give proper feedback.
- The firm should provide proper training to their entry level employee before giving any tough task.
- The organization should be providing more resources, office environment and they should provide strong guideline.
- The officials should be more careful while scoring the candidates in the processing of candidates involved in recruitment process.

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## Appendices

### Services Offered at "Grow n Excel"



## Processing of applicants

All applicants in "Grow n Excel" are subject to screening and a rigorous interview process. Our interviews are generally conducted by 2 consultants and during this process we use competency based and behavioral questioning techniques to gain a true understanding of the candidates' abilities. We also take the time to give the individuals career advice and counseling so even if they are unsuccessful in their application they will have gained something through the process. After the completion of the process the consultants prepare a detailed candidate Summary Report that we submit to the client. The processing of applicant usually starts with written test where the candidates are judged by their numerical ability, verbal ability and their ability to analyze the complications existed in the cases. With written test potential applicants are also evaluated through talent assessment. Applicant's talent assessment basically helps the Evaluator to find out candidates analyzing ability. It shows extent that the candidates can think for a complicated case. It also helps the evaluator to find the candidates having the utmost capacity of thinking for cases with complications. Then candidates are told to get prepared for rigorous interview held at "Grow n Excel" by the experienced assessors.

The processing of applicant consists of the following:

- **Written test:** "Grow n Excel" organizes a complete package of written test for the potential candidates. And the written test consists of quantitative aptitude, critical reasoning and essay writing, grammatical check, general knowledge. And specific time is assigned for each part of the question paper. Each candidate has to complete the specific part within the given time. The firm scores the candidate in following way:



## Written Test Assessment Form

SL	Name	Numerical reasoning (Marks obtained in percentage)	Verbal reasoning(Marks obtained in percentage)	Critical reasoning(Marks obtained in percentage)
1	Mr. X	37.5	35.71	0
2	Mr. Y	0	7.14	20
3	Mr. Z	37.5	28.57	40
4	Mr. ZX	75	42.86	60
5	Mr. ZY	62.5	21.43	20
6	Mr. YZ	62.5	14.29	0

- **Applicant talent assessment:** After written test a talent assessment on the candidates is done. Candidates are given a case to solve and critically analyze the article. Applicants have to go through the case and analyze the case. Then the candidates make power point slides regarding the case for further discussion.
- **Rigorous interview:** After talent assessment candidates go through a rigorous interview based on the case given before. Here the following things of applicants are judged:
  - ✓ Candidate’s communication ability.
  - ✓ Candidate’s personality
  - ✓ Candidate’s way of presenting the article
  - ✓ Candidate’s understanding ability
  - ✓ Candidate’s fluency over English language
  - ✓ Candidate’s professionalism.
  - ✓ Candidate’s analyzing ability.

The interviewee is judged by 3 or 4 assessors. And the assessors judge and mark the interviewee as shown in the following table. This table shows a vacant position of territory manager at a MNC who is one of the clients of "Grow n Excel". And the

interviewees applying for the position are marked by the assessors in the following way:

### Rigorous interview Assessment Form

SL	Indicator	1	2	3	4	5	Remarks
1	Energy, Passion, Perseverance	*	*	*	*	*	If any
2	Openness to change and ambiguity	*	*	*	*	*	If any
3	Business Understanding	*	*	*	*	*	If any
4	Data Analysis and commercial acumen	*	*	*	*	*	If any
5	Competitiveness	*	*	*	*	*	If any
6	Deliver customer service excellence	*	*	*	*	*	If any
7	Engage directly with customer	*	*	*	*	*	If any

- Reference or Background check:** There are many types of reference checks available including criminal history search, national criminal scan, Social security/name trace, credit report, motor vehicle records and so on. "Grow n Excel" gives importance on the background checks of the potential candidates for its client. And each type of background check can provide useful information. These background checks vary in "Grow n Excel" depending upon the position for which the applicants are hired. If the firm feels that it's not getting all the information it needs, it doesn't hesitate to ask the reference to suggest another person who has experience with the applicant. This offers the option of better understanding how well the applicant is qualified for the open position. "Grow n Excel" finds the following benefits through the reference checks of the applicants:

- ✓ Reference check helps the firm to confirm factual information that candidates provide.
  - ✓ The company gets the revealed in-depth information about the candidates such as quality of performance, strengths and weaknesses or perhaps criminal conviction.
  - ✓ Again references checks with former employers and the office of human resources may identify individuals who are not desirable to hire.
  - ✓ It also ensures the firm to make better and more informed hiring decisions.
- **Verification of prior employment:** The firm does have experienced verifier to confirm information on the applicant's resume. Employment Verification helps to differentiate honest mistakes from blatant misrepresentations and outright lies. The firm uncovers these attempts to further one's career through blatantly inflated claims of salary and responsibility, or even attempts to cover up significant gaps in employment that should otherwise be explained.

### **Submission and Interview**

When candidates are thought worthy of submission, the firm sends their Summary Report and the candidates CV in the following format. Candidates' summary report contains candidates' names, their ages, Educations and qualifications. It also shows the client about the applicant's work of experience and the subject they are skilled in.

## Candidates Summary Report Sample

<b>S L</b>	<b>Nam e</b>	<b>Age</b>	<b>Educati on</b>	<b>CGP A</b>	<b>Education al Institution s</b>	<b>Pass Year</b>	<b>Subject</b>	<b>Work Experiences</b>	<b>Potential ty</b>
<b>1</b>	Mr X	25	M.B.A (CONT) B.B.A	3.65 3.32	EWU EWU	(Con t.) 2009	Marketi ng  Marketi ng	1. Reckitt Benckiser (Bangladesh) Ltd. Distribution Planning Officer	High potential
<b>2</b>	Mr Y	26	M.B.A B.B.A	3.18 3.53	AIUB AIUB	2011 2007	Marketi ng  Marketi ng	1. RobiAxiataLimi ted TSO	High potential
<b>3</b>	Mr Z	30	M.B.A B.B.A	3.25 3.54	IBA, DU IBA, DU	2009 2005	Marketi ng  Marketi ng	1. Rahimafrooz Bangladesh Limited (RABL) Marketing manager	Potential
<b>4</b>	Mr ZY	28	M.B.A B.B.A	3.51 3.56	IUB IUB	2011 2006	Marketi ng  Finance and Marketi ng	Research Asst. Manager, Marketing- Orascom Telecom Bangladesh Ltd.	Low potential

Candidates summary report shows a potentiality of the applicants which is sent to the clients of "Grow n Excel". By going through the candidates summary reports and the curriculum vitae of the respective candidates, clients get to know which candidates are more potential and deserve the available post. Then again the firm follows up the email with a call and arranges an interview time suitable for both parties.