

Report On  
Employee Satisfaction of Unicorn Distribution Ltd.

By

**Pujan Dewan**  
**16204072**

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School  
BRAC University

January, 2021

© 2021. BRAC University  
All rights reserved.

## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

---

**Pujan Dewan**

16204072

**Supervisor's Full Name & Signature:**

---

**Rahma Akhter**

Lecturer, BRAC Business School

BRAC University

## Letter of Transmittal

Rahma Akhter

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report on “Employee Satisfaction of Unicorn Distribution Ltd”

Dear Madam,

This is my pleasure to show my entry-level position giving insights about “Employee Satisfaction of Unicorn Distribution Ltd.” Which I was appointed at your direction.

I have tried my best to complete the report with the necessary data and suggested proposition in a meaningful, compact and thorough way as possible.

I believe that the report will fulfil the desires.

Sincerely yours,

---

Pujan Dewan

Student ID: 16204072

BRAC Business School

BRAC University

Date: January 1st, 2021

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Unicorn Distribution Ltd. and the undersigned student at BRAC University Pujan Dewan, ID of 16204072

## **Acknowledgement**

It was a great opportunity for me to complete my internship period at Unicorn Distribution Ltd.

Firstly, I want to give my heartiest appreciation to God for making everything sensible and make me competent to set up my report inside the given time.

I also would like to thank my internship supervisor Rahma Akhter Ma'am, who guided me in every step and helped me by giving valuable solutions to solve any kind of problem I have faced during the internship period. I am also grateful to all my faculties who have enlightened me with their knowledge during the 4 years of my undergraduate program

Moreover, I would also like to thank my assistant manager and supervisor at Unicorn Distribution Ltd. Mr Hedayetullaha Al Mamun (Assistant Manager) and Mr Susmoy Evans Rozario (HR-Executive) for guiding me and providing me with necessary information throughout my internship period which helped me a lot in finishing this report. I am also thankful to many other persons who have helped me with their support to finish this report.

## **Executive summary**

It is a great opportunity for me to finish my 3-month internship program at Unicorn Distribution Ltd.

Unicorn Distribution Ltd began its journey in late 2018 under the umbrella of Shopfront Ltd. Unicorn Distribution Ltd is a distribution company that is working its business in both conventional and creative manner. It is genuinely new in the business so the organization is as yet not enormous even though its parent organization Shopfront Ltd just extended to India. The organization has a solid activity and the HR office. The business, stock and activities are controlled by the activity office. This office is doing amazingly well in bringing deals. To ensure the activity is run easily by able representatives the ability to obtain the unit of the HR division has been remarkable in providing effective labour to the organization.

From my experience of the entry-level position in this association what I have noticed is that notwithstanding having a few impediments UDL centres around improving the nature of the workplace of its representatives as the organization knows the noteworthiness of the fulfilment of its workers. That is the reason even with certain issues the workers are generally satisfied. This is because they centre around the wellbeing, security and cause the workers to feel that the association is worth to build their careers at. They are endeavouring to fuse all the important environmental factors that can satisfy the labourers more vitally. This is the way they are intending to improve and keep up extraordinary work in the company which will, at last, make the organization loaded with incredible skilled brilliant employees thus the association will sustain longer in the future.

## **List of Acronyms**

**UDL:** Unicorn Distribution Ltd

**HRM:** Human resource management,

**HRIS:** Human resource information system

# Table of Content

List of Figures .....	9
Chapter 1: Overview of Internship.....	10
1.1: Student Information: Name, ID, Program and Major/Specialization .....	10
1.2 Internship Information.....	10
1.2.1 Period, Company Name, Department/Division, Address .....	10
1.2.2 Internship Company Supervisor’s Information: Name and Position .....	10
1.2.3 Job Scope – Job Description/Duties/Responsibilities .....	10
1.3: Internship Outcomes: .....	11
1.3.1: Student’s contribution to the company.....	11
1.3.2: Benefits to the student .....	11
1.3.3: Recommendations (for and suggestions to the company on future internships).....	11
Chapter 2: Organization Part: Overview, Operations and a Strategic Audit .....	12
2.1 Introduction (Objective, Methodology, Scope, Limitation and Significance – for chapter 2) ....	12
2.1.1 Objective .....	12
2.1.2 Methodology.....	12
2.1.3 Scope.....	12
2.1.4 Limitations.....	13
2.1.5 Significance of the study .....	13
2.2 Overview of the Organization .....	14
2.3 Management Practices .....	15
2.4 Marketing Practices .....	16
2.4.1 Marketing 4P analysis .....	16
2.5 Financial practices.....	17
2.5.1 Operation management.....	17
2.5.2 Information Systems .....	18
2.6 Industry and competitive analysis .....	18
2.6.2 SWOT analysis .....	19
2.8 Recommendation.....	20
2.9 Summary and Conclusions .....	20
Chapter 3: Satisfaction of the employees at Unicorn Distribution Ltd.....	22
3.1: Introduction .....	22
3.1.1: Background .....	22
3.1.2 Objective .....	22
3.1.3 Significance of the study .....	22
3.1.4 Scope.....	23



3.2 Methodology.....	23
3.3 Findings and Analysis .....	24
3.4 Recommendation.....	30
3.5 Summary and conclusion .....	30
Appendix .....	31
Bibliography .....	34

## List of Figures

Figure 1:Gender distribution.....	24
Figure 2: Duration at the organization.....	24
Figure 3: Friendliness of co-workers .....	25
Figure 4: Supportiveness of co-workers .....	25
Figure 5: Appreciation of supervisor.....	26
Figure 6: Worthiness of benefits and compensation.....	26
Figure 7:Connection with Company Culture.....	27
Figure 8: Motivation for the job.....	27
Figure 9: If on-field training is enough.....	28
Figure 10: Stressfulness of work .....	29
Figure 11:Satisfaction level of employees .....	29

## Chapter 1: Overview of Internship

### 1.1: Student Information: Name, ID, Program and Major/Specialization

This report is conducted by Pujan Dewan, ID:16204072. This report is done to finish academic internship which is a criterion to complete the Undergraduate BBA program at BRAC University. My specialization /major is in Marketing and Finance.

### 1.2 Internship Information

#### 1.2.1 Period, Company Name, Department/Division, Address

The length of the internship was 3 months. I started on the 10th of October and ended on the 10<sup>th</sup> of January. The address of the office where I have worked is at the B112 Road-06, Mohakhali DOHS, Dhaka 1206 which is the headquarter of Unicorn Distribution Ltd.

#### 1.2.2 Internship Company Supervisor's Information: Name and Position

I have done my internship and made the report under the supervision of Susmoy Evans Rozario who is Executive of HR Department at UDL. He is usually in charge of all the interns of the HR department at UDL.

#### 1.2.3 Job Scope – Job Description/Duties/Responsibilities

My main responsibility was to assist my supervisor. My specific responsibilities included organizing the personal filings of all the existing and new employees of the organization and also doing data entry in their HRIS of the information of the employees from the personal files. Then I have also made many new employees follow the joining procedure of the organization. My responsibility also included sourcing employees from sites such as BD jobs and LinkedIn.

### 1.3: Internship Outcomes:

#### 1.3.1: Student's contribution to the company

During my internship, I have finished both the backlog and front log of the personal files of the company which is collecting the personal documents of the existing and new employees and make personal files of each employee. I have also maintained the HRIS system on a day-to-day basis by inputting the personal information of the employees in the HRIS. I have also assisted my supervisor in conducting an interview.

#### 1.3.2: Benefits to the student

The internship is the transition point where a person learns to adapt to the corporate culture and leaves his/her student life behind. In this period, I have gathered a lot of experiences from my observation while working. An internship lets the decrease the gap between theoretical knowledge and practical knowledge. I have learned a lot from my supervisors, such as how to conduct interviews, how to speak to customers, how to source talents from around the country, learning how a startup operates business compared to a large organization and many more. I think the internship program is the best place for a student to prepare for corporate life.

#### 1.3.3: Recommendations (for and suggestions to the company on future internships)

While working there in the organization I have faced some problems. First of all, the company should not frequently change its policies regarding the requirement of documents pf new employees. This not only causes confusion among the interns but also causes difficulty in the joining procedure, Secondly, there should be more training sessions for the interns so that they can develop their skills and prepare themselves for their future corporate life. Lastly, they should let the interns give feedback about the program so that the experience of the future interns is improved.

## Chapter 2: Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction (Objective, Methodology, Scope, Limitation and Significance – for chapter 2)

### 2.1.1 Objective

The primary objective of the research is to find out the major elements that influence the satisfaction level of the employees of the organization.

Including the primary objectives, there are some other objectives

Some of the secondary objectives are:

- How the HR of an organization manages to maintain and improve the working environment.
- To figure out how the HR of an organization implement strategies to adapt to the rapid growth and frequent changes in operations.

### 2.1.2 Methodology

Since UDL is still a new company and there is not much information on the internet so I had to use mostly primary data which are from the practical knowledge that I gathered while working in the organization, by conducting an online survey and from my observation.

To make this report more effective I have also incorporated my theoretical knowledge.

### 2.1.3 Scope

As many studies has been done on the Human resources management practices of Shopfront Ltd which is the parent company of UDL and so the practices of HRM are similar in all the subsidiaries. However, there are not so many studies made on the working environment of Unicorn Distribution Ltd. This report gives the insights of the working environment at UDL, the employees satisfaction and how the organization can improve to make sure their employees are satisfied working here.

#### 2.1.4 Limitations

Even though the opportunity to learn at UDL while working was great certain protocols are needed to be followed such as confidentiality of some resources. These resources would have made the content of this report even more effective.

As I have mentioned before since the company is still new there are not many secondary data available. So, I had to solely rely on the primary data that I have collected while working in the organization.

Moreover, the internship period of 3 months is not enough to get enough information to make this report more detailed.

#### 2.1.5 Significance of the study

Job satisfaction is one of the key elements for an employee to be dedicated and productive. So, the satisfaction of the employees is one of the key factors that lead to more efficiency and success of an organization. The motive behind this study is to figure out the satisfaction of the employees of this organization. This study is going to be helpful for the organization as they can see what their employees feel about working here and if the organization want, they can continue this research in a much more detailed oriented way.

Based on the research they can implement strategies to increase the satisfaction of the employees which will lead to a much efficient operation in the organization. Moreover, this study is also very important for the people who are willing to work here in the future as they can know about the work environment and the condition of the current employees

## 2.2 Overview of the Organization



Unicorn Distribution Ltd (UDL) is the first distribution company that operates like a traditional distribution business and also as a tech distribution company. UDL implements the use of app known as “Mokam” through which the retailers place orders instead of the sales representatives physically going to retailers to collect orders like the traditional way. As I have mentioned before UDL still also side by side conducts as traditional distribution business as well. Unicorn Distribution Limited was started back in December 2018. It is one of the subsidiaries of Shopfront Limited which is otherwise known as ShopUp. Shopfront Limited.

UDL is divided into two entities which are

### UDL Branded:

UDL branded distributes the branded products to the retailers at the right time. Branded products mean the products that are branded which include the products of Coca Cola, Keya, Unilever and many more.

### UDL Unbranded

UDL unbranded in contrast to UDL branded distributes unbranded products such as groceries like rice, sugar, etc.

## **Vision**

UDL did not publicly state their vision statement but it has an expanding inward vision imparted to the personnel to make them more associated with it. UDL plans to be a 360 solution to the retailers and superior distribution channel to the big organization whose products they distribute.

### **2.3 Management Practices**

The management of the UDL is well established. The board of management ensures that the organization operates smoothly.

The Human Resource Management department consists of many subdivisions. This includes the Payroll unit, talent acquisition unit, and shortly there will be a unit for training and development. The tasks of each unit result in synergy results in a great pool of talented employees working effectively and efficiently.

The talent acquisition department is responsible for recruiting, pooling talents, joining, and many more. The recruitment is done fairly from both internal and external source. However, the recruitment process is different for different vacancies. Some vacancies require bulk recruitment such as the position of the distribution sales representative, sales representative, Van Drivers, etc. and others are such as for the position of a Senior Executive position a long process of recruitment is required which includes multiple interviews and also tests such as excel tests.

The pay-roll unit is responsible for setting policies of compensation, salaries, bonuses, benefits, etc. of the employees working there.

Lastly, the learning and development unit. This unit is still yet to be formed. The training that is currently given to the employees is conducted while working on the field by their respective supervisors. However, there is still no arrangement of a proper training session of the employees as there is still no formal unit to conduct such training.

## 2.4 Marketing Practices

Even though its parent company which is Shopup or Shopfront Ltd and other subsidiaries such as Redx, BlueX extensively use digital marketing and also traditional marketing, UDL does not use any form of marketing form promotion. Since UDL distributes the products of the big corporations it doesn't need to promote those products. However, to drive its sales it relies on the salesmanship of its Sales Representative and Territory Officers. These employees are given sales targets and if they can achieve those targets man incentives are given to motivate them to drive the sales up.

### 2.4.1 Marketing 4P analysis

#### Product

UDL is a distribution company which means they act as a middle man between the manufacturers and the retailers. So, they sell the products of the big FMCG companies like Coca-Cola, Unilever and many more to the retailers. There are around 50 distribution houses around the whole country and each distribution house sells different products of these big FMCG brands such as the distribution house at Mohakhali sells only Keya products whereas on the other hand, the Distribution house at Rangpur sells the products of Transcom Beverage Ltd.

#### Place

As mentioned before, UDL currently has 50 distribution houses around the country, from Teknaf to Tetulia and they are planning to open even more distribution houses to drive their sales revenue as they will be able to cover even more area and so more retailers.

#### Price

Since the distribution industry is growing and there are a lot of competitors. To capture market share they either need to do have product differentiation or they have to price their products lower than the competitors. UDL is following price penetration strategy currently as they are fairly new to the industry. To enter the market and sustain for the long run they are pricing the products lower than their competition



## Promotion

UDL mostly relies on the salesmanship of their sales representative to drive their sales up. They do not use any other traditional promotional ways nor the advanced promotional campaigns such as social media marketing, etc. However, since they do take orders through the “Mokam” app as well and so they are planning to promote it through digital platforms in the future.

### 2.5 Financial practices

Even though the organization is not a financial institution but it still does huge monetary transactions every day. To have a well organized financial system the finance department of the organization uses Oracle Net Suite financial software for the input of financial entries or journal entries and many more functions. This software helps the organization to maintain a clean financial record. The finance department is mainly responsible to input the transactions and also all the day to day financial calculation of the organization. The financial data are then at the end of the day uploaded to a central server which is accessible to the finance department and the management boards.

#### 2.5.1 Operation management

The whole operation of the organization is led by the Chief of Staff Zia Ul Hossain. He is then reported by the Regional Managers which are responsible for the sales of the operation of the regions. The regional managers are reported by the operation managers who are responsible for the sales, operation and inventory of some multiple distribution house and the operation manager himself specifically runs one distribution house. The operation manager is then reported by the Distribution Managers who are responsible for the inventory management, operations, sales and many more. In each Distribution house, there are multiple sales representatives whose job is to go to the retailers and make sales by bringing orders from the retailers and then on the next day, the Distribution Sales Representative with a van driver and a loader goes to the retailers and delivers the products physically. At the end of the day, the amount of sales done is reported to the cash officer and computer operator who input the data to the server and report both to the distribution manager and the assistant manager in the finance department.

### 2.5.2 Information Systems

As I have mentioned before the Finance department of the organization uses the Oracle Net Suite for maintaining all the financial transactions and the journal entries.

Moreover, the HR department uses a Human Resource Information System (HRIS) called Talent X where they input the information of every employee working under the shopfront limited umbrella which includes UDL. Information such as Birthdate, employee previous organizations, educational qualifications, etc. are being inputted in that system

### 2.6 Industry and competitive analysis

The FMCG distribution industry is huge. There are a lot of distributors in the industry who are same as the UDL distributing FMCG products and also other types of goods. The competition is high as anyone can start a distribution business. Some of the competitors are

- A.H. Khan & CO
- ARC Distributions
- Brandwin Trading Corporation Ltd.

and many more

### Power of Buyer

The FMCG sector is flourishing day by day in Bangladesh. As a result, there would be many competitors. Since there are a lot of competitors in the market the power of buyer is higher as they can choose any distributor over anyone even if there are a lot of retailers in the market as well. The competition is high all over the country even though there are a lot of retailers. So, the organization needs to differentiate itself in this highly competitive industry. Either they have to go for differentiation or charging price low compared to the competitors.

### Power of Supplier

The power of supplier in this industry is low as even though there are a lot of competitors in the industry but there are a lot of FMCG companies whose products can distributed as well. Even if the organization does not get to distribute the goods of one company it still can survive in the industry by selling or distributing other companies' products.

### Threat of new entrants

The threat of new entrants is very high as the cost to enter the industry is very low. There are very fewer barriers to enter the industry. So, anyone can enter the industry and start its own distribution company. As the industry of FMCG is flourishing and so as the distribution channel and so the industry would attract more companies to enter the industry.

### Threat of substitution

There is a threat of substitution in this industry. Since all the distributors are sort of middlemen in a long supply chain so the retailers can directly buy from the manufacturers which will cost them less than buying from the distributors.

### Rivalry in the industry with the competitors

Since the industry is full of a lot of competitors and so the competition will be cut-throat competition. The competitors will fight aggressively for the share of the market.

## 2.6.2 SWOT analysis

### Strength

As I have mentioned before the talent acquisition team of the HR department of UDL is strong as a result they have a strong pool of employees to make the operation of the company smooth. Moreover, unlike other distribution companies, UDL also implements technology in their operation. Their use of the Mokam app for getting orders directly from the retailer through the app gives them the edge over other competitors. This also helps to keep the cost down for the organization as the territory officers or the sales representatives have to go to the retailers less.

### Weakness

Unlike other competitors since UDL is still a new company in this industry, it is not big enough to give products to retailers on credits. The retailers expect to get some products in credits as they do order a large number of goods and so often time, they do not have the liquid cash on

hand. This puts the organization at a disadvantage over the competitors. Since the industry is very competitive this is a major issue

### Opportunity

UDL can go for sole distribution in the future such as ACI Motors Ltd being the sole distributor of Yamaha Music Instruments in Bangladesh. This way UDL can grow spontaneously in the future and sustain in the long term in the industry. Moreover, as recently ShopUp has expanded in India as well so UDL can also expand its business over there. Since the parent company is already operating in India so it would be easier for UDL to expand its operation in that country.

### Threats

Since the World is still going under a pandemic and the second wave of the Covid-19 is there. In the coming future again there would be business disruption. However, since the vaccine is on the way hopefully the business operation will go back to being normal soon.

### 2.8 Recommendation

After working there in 3 months and from my observation during my internship period I have come up with this recommendation for the organization

- Even though the organization operates in B2B it still should promote itself through all kinds of marketing.
- They should have their websites and social media pages.
- Should quickly set up the training and development department in HR
- Should not change policies frequently

### 2.9 Summary and Conclusions

Unicorn Distribution Ltd is a distribution company that is operating its business in both traditional and innovative way. It is fairly new in the industry so the company is still not large even though its parent company Shopfront Ltd just expanded to India. The company has a strong operation and the HR department. The sales, inventory and operations are run by the operation department. This department is doing extremely well in bringing sales. To make sure the operation is run smoothly by capable employees the talent acquisition unit of the HR

department has been outstanding in supplying efficient manpower to the operations department.

To conclude the organization should implement more strategies to expand the business. Since the FMCG industry is still growing UDL should plan on to sustain longer in this industry. To expand they need to bring sales more and should provide more benefits to its customers – the retailers such as goods on credits and many more. If they can do that they can sustain longer in the industry.

## **Chapter 3: Satisfaction of the employees at Unicorn Distribution Ltd.**

### 3.1: Introduction

#### 3.1.1: Background

The topic “satisfaction of the employees at UDL “has been chosen from my curiosity towards Human Resources Management. I am doing an internship at the headquarters of Unicorn Distribution Ltd and also the headquarters of its parent company the Shopfront Ltd.

This is a research report is done to fulfil one of the criteria that are required to finish an internship to complete the BBA undergraduate program. The report is based on the findings and analysis that is conducted by me while working at the organization. The report consists of the mixture of my academic knowledge that I have gathered while completing my BBA program at BRAC University and also the real-life experiences that I have gathered from my observation while working at the organization.

#### 3.1.2 Objective

The main objective to conduct this research was to find out the satisfaction level of the employees at UDL. Moreover, another objective was to find out the gap between what employees feel about the organization and what the organization thinks what its employees feel about the company.

#### 3.1.3 Significance of the study

The result and the findings will help understand better the major elements that affect the satisfaction and motivation level of the employees. This directly or indirectly affects the productivity of the company and hence also the success rate. This study will assist with distinguishing what are the variables that disappoint the employees explicitly. This report will also help the organization understand how can they take steps to incorporate strategies to improve the satisfaction level of the employees.

#### 3.1.4 Scope

This report represents the general workplace with the topic on employee's satisfaction and their point of view towards UDL as there was sufficient scope of work to be done with the workers directly with the support and guidance of the supervisors with their significant direction and course.

#### 3.2 Methodology

For this research, I have conducted an online survey on the employees. The data that I found from the survey is the primary data. I have decided to do an online survey as it was quick and easy to conduct. The online survey consists of some questionnaires which are related to the satisfaction of the employees. However, I could not include any secondary data due to the privacy policy of the organization. In this report, there is no disclosure of personal information of any of the employees in the organization

### 3.3 Findings and Analysis

#### Sex

20 responses

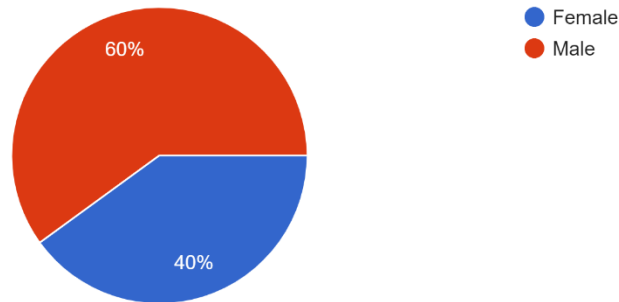


Figure 1: Gender distribution

#### How long have you been working for this organization?

20 responses

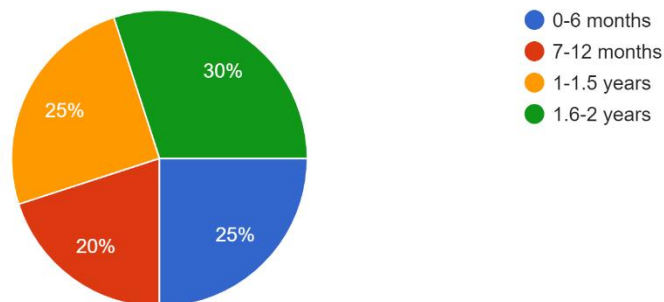


Figure 2: Duration at the organization

Figure 1 and 2 gives us the overall demographic structure of the employees who participated in the survey. In figure 1 as you can see there are 60 percent male and 40 percent female. Figure 2 on the other hand shows that different employees have been working here for a different period of time. This shows that the organization is hiring consistently throughout the years.



Are your co-workers welcoming and friendly?  
20 responses

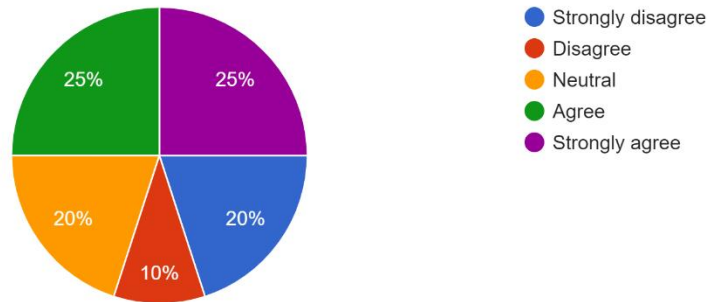


Figure 3: Friendliness of co-workers

You get enough help and assistance from your co-workers  
20 responses

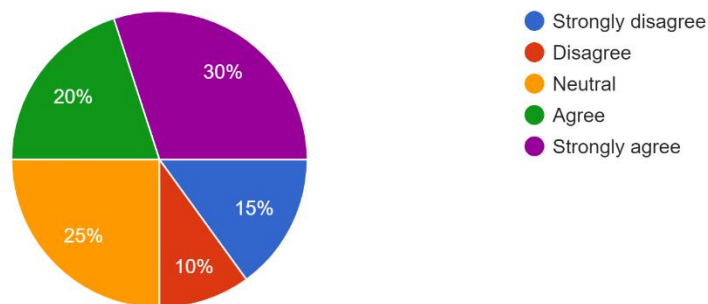


Figure 4: Supportiveness of co-workers

Figure 3 and 4 show how the employees feel about working with each other. From both of the figure, we can see that most of the employees feel that their co-workers are friendly and helpful. However, some may differ as since many of the employees are very new at the company and so it would take a while for them to break the ice with the old employees.

How often does your supervisor appreciate your work?

20 responses

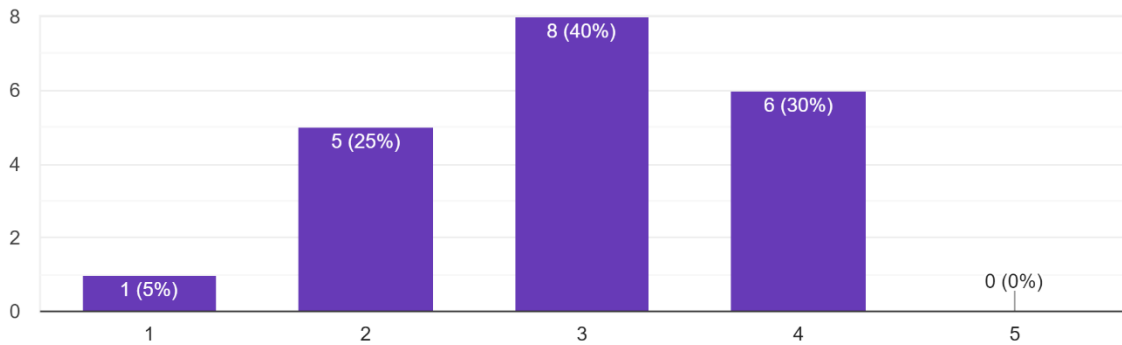


Figure 5: Appreciation of the supervisor

Figure 5 shows us that some employees do not appreciate at all by their respective supervisors and some do get a lot of appreciation. However, most of the employees which make 40 percent of the sample think they are appreciated but not as frequent as they want.

Do you think the benefits and compensation that you get are enough for the tasks you do?

20 responses

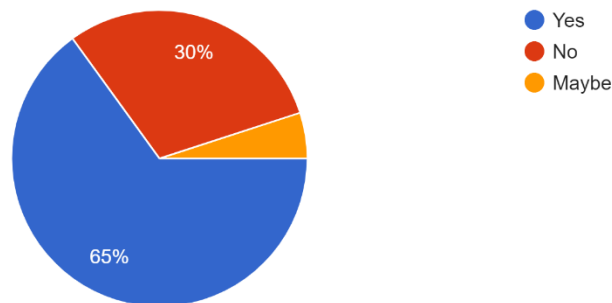


Figure 6: Worthiness of benefits and compensation

The figure shows the majority of the employees which make the 65 % of the respondents feel they are satisfied with the compensation and benefits they get from the organization is relative to the number of tasks and working hours they have to spend in the organization. However, a large chunk of 30% of the respondents feel that they are underpaid for the amount of work they have to do in their job.

I connect with the company's culture and goal

20 responses

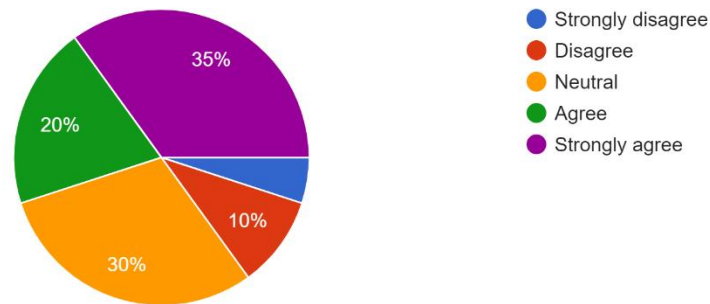


Figure 7: Connection with Company Culture

This figure shows us that majority of the employees which is 65 % do get what the company stands for and they can connect with the vision that the organization has. Which usually results in more satisfaction at the job and more loyalty towards the organization. The 30% who are still figuring out are the ones who are fairly new employees. So, it will take time for them to understand what the company stands for.

How motivated you are towards your job?

20 responses

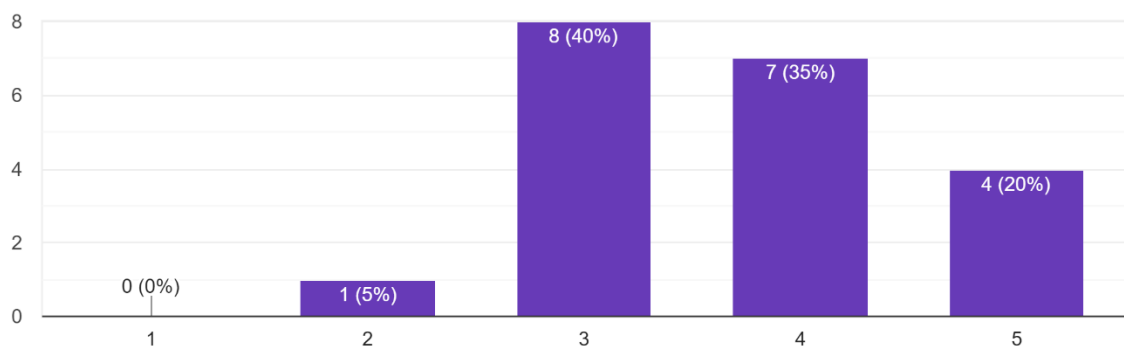


Figure 8: Motivation for the job

Figure 8 shows that 35% of the respondents feel that they are motivated towards their job and 20% feel extremely motivated. However, most of the employees which consist of 40% of the respondents feel that they somewhat feel motivated. As we have seen in the previous figures that most of the employees feel that they are not much appreciated by their supervisor. So, if they get more appreciation, they will have more motivation towards their job.

Do you think the on-field training from your supervisor is enough?  
20 responses

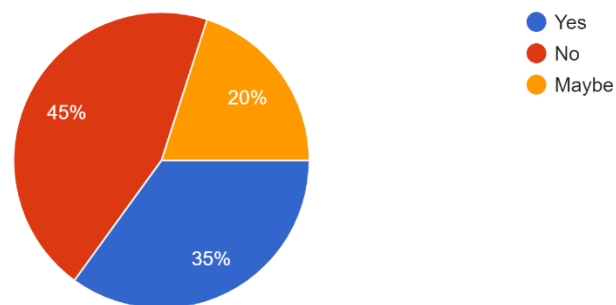


Figure 9: If on-field training is enough

Figure 9 tells us that majority of the employees which make 45% feel that the on-field training they receive is not enough for them. Which means they feel they are not gaining enough knowledge from the job which means they feel they are not growing. To not make them feel like the organization must arrange proper training sessions.

How often do you get stressed out at work  
20 responses

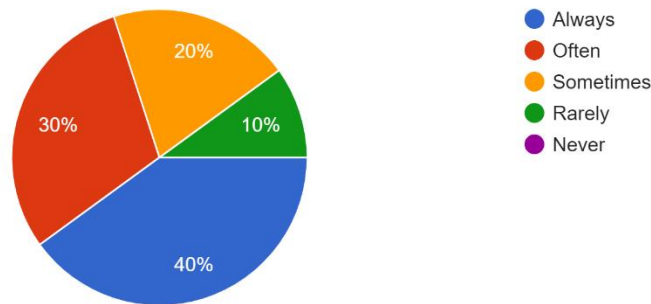


Figure 10: Stressfulness of work

The figure shows that the majority of the employees feel always stressed out. This means they often burnout from the work they do in their jobs. This overall reduces the satisfaction of the employees

How satisfied are you with your job?  
20 responses

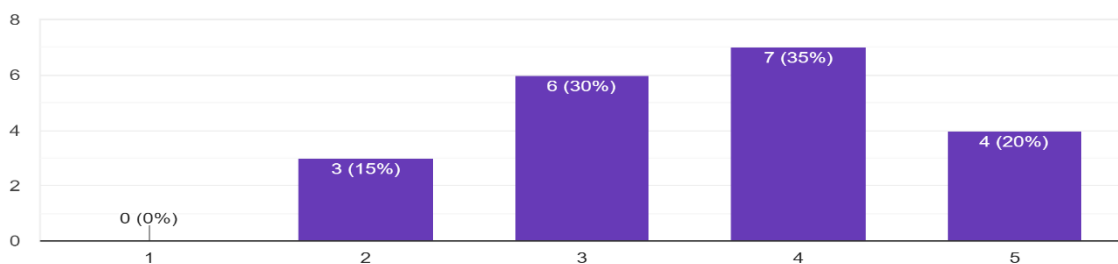


Figure 11: Satisfaction level of employees

This figure shows the overall satisfaction of the employees. Most of the employees are satisfied with their job. This is because the company provides a lot of benefits such as life insurances. The organization has issued health insurance for the employees so that if an employee gets affected by covid-19 the cost of the treatment will be covered by the insurance. Similar to that the organization does provide a lot of other benefits. However, there is still a significant portion of the employees are somewhat satisfied this is because these employees feel stressed from their job. If the intensity of their tasks is reduced then they will feel more satisfied

### 3.4 Recommendation

Even though most of the employees are satisfied with their job the organization still can implement some steps to improve the satisfaction level of the employees. The supervisors should appreciate the work of the employees. If an employee is working long hours and doing overtime the supervisors should make sure they feel like their hard works are valued. From the survey, we can see that most of the employees feel stressed at work which the organization is understaffed. The organization should hire more people to reduce the pressure on the employees. The company should implement performance evaluation of 360 where the evaluate and value each other for their role and the work they do in the organization.

### 3.5 Summary and conclusion

Even though the organization is fairly new the HR department of the organization is doing a very good job in keeping the employees happy. The ratio of male to female is good and they are planning to make it equal. The organization puts a lot of effort in ensuring the proper work environment for the employees so that they are satisfied working here. This shows in the survey as the workplace is safe, secured and friendly.

From my experience of the internship in this organization what I have observed is that despite having some limitations UDL focuses on improving the quality of the working environment of its employees as the organization knows the significance of the satisfaction of its employees. That is why even with some issues the employees are overall satisfied. This is because they focus on safety, security and make the employees feel that the organization is worth to build their career in the future. They are attempting to incorporate all the major factors that can fulfil the workers in a more noteworthy manner. This is how they are planning to improve and maintain a great work environment in the organization which will ultimately make the organization full of great talented bright employees and so the organization will sustain longer

## Appendix

1. Sex

Female

Male

2. How long have you been working for this organization?

0-6 months

7-12 months

1-1.5 years

1.6-2 years

3. Are your co-workers welcoming and friendly?

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

4. You get enough help and assistance from your co-workers

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

5. How often does your supervisor appreciate your work?

---

1      2      3      4      5

---

Rarely                     Everyday

---

6. Do you think the benefits and compensation that you get are enough for the tasks you do? \*

- Yes
- No
- Maybe

7. I connect with the company's culture and goal

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

8. How motivated you are towards your job?

---

1      2      3      4      5

---

I hate it                     I absolutely love it

---

9. Do you think the on-field training from your supervisor is enough?

- Yes
- No
- Maybe

10. How often do you get stressed out at work?



- Always
- Often
- Sometimes
- Rarely
- Never

11. How satisfied are you with your job?

	1	2	3	4	5	
Extremely dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely satisfied

## Bibliography

- Ahkhan.com. (2021). Retrieved 1 January 2021, from <https://www.ahkhan.com/about-us/company-overview/>.
- *ARC Distributions*. Arc-bd.com. (2021). Retrieved 1 January 2021, from <http://arc-bd.com/arcdistributions.php>.
- Limited, B. (2021). *Home - Brandwin Group of Companies Limited*. Brandwingroup.com. Retrieved 1 January 2021, from <https://www.brandwingroup.com/brandwin-trading-corporation-ltd.php>.
- *ShopUp - Enabling Small Businesses via Technology..* ShopUp. (2021). Retrieved 1 January 2021, from <https://shopup.com.bd/>.
- BRAC University. (2021). *An Analysis of Automation in Recruitment Process at ShopUp*. Dhaka: Ibna Shad Anik.