



Internship Report on  
SQUARE Food & Beverage Limited



Report On  
**Human Resource Management Practices:**  
**A study on “Recruitment and Selection Process of SFBL”**

By  
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Student ID: 17104064

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

**BRAC Business School**  
Brac University  
October, 2021

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## **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:**

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**Sumaiya Mustary**  
Student ID: 17104064

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

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**Jubairul Islam Shaown**  
Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Jubairul Islam Shaown  
Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship working Report

Dear Sir,

This is my pleasure to display my entry level position provide details regarding' Recruitment and Selection Procedure of SQUARE Food & Beverage Ltd., which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

---

Sumaiya Mustary  
17104064  
BRAC Business School  
BRAC University  
Date: October 2, 2021

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Square Food & Beverage Limited and the undersigned student at BRAC University named Sumaiya Mustary as a form of pledge to ensure that there will be no disclosure of unauthorized confidential information of the company by the student.

## **Acknowledgement**

First of all, I would like to thank almighty Allah for his grace in accomplishing my internship report timely.

I would like to express my gratitude to my academic supervisor **Mr. Jubairul Islam Shaown** from the core of my heart for his kind support, guidance, constructive supervision, instructions and advice and for motivating me to do this report.

I am also thankful to **Mohammad Aminul Islam Khan, Head of HR** Department of Square Food and Beverage Limited (SFBL) for giving me the opportunity to conduct the internship in SFBL. I would like to thank **Tahmin Begum, Senior Executive** of HR Department of SFBL for her continuous support.

I am also grateful to **Md. Sabbirul Islam, Senior Executive** of HR Department of SFBL and my reporting personnel for being an encouraging supervisor throughout my internship session. They helped me to a great extent to collect the information correctly. They have been very cooperative in showing me the work process and provided relevant information for my report whenever I approached. It was a great opportunity to do internship in such a well renowned organization. The amount of corporate experience I have gathered will be a privilege for building my future career plan.

Further on, I want to express my sincere gratitude to my beloved parents for their relentless care and support that helped me to overcome all of the obstacles during my internship period.

## **Executive Summary**

In this report, I have described the current situation of SFBL and their HR activities. I have also explained some of their complications they can fix for the betterment of the HR department. Through the improvements on these issues, they can add more value to the company as a whole.

This report is prepared on the basis of my three-month practical experience at SFBL. This internship program helps me to learn about the practical scenario of corporate company. SFBL is one of the dynamic and leading companies. Having the local tradition at its core, SFBL is capturing the market share day by day with their innovation and creativity.

Square Food and Beverage Limited (SFBL) started in 2001. SFBL is the leading FMCG company in the country. This company is currently employing over 4000 employees ensuring their consistent welfare and security. Due to its healthy work environment and highly motivated employee, SFBL has one of the employee turnover rates. SFBL emphasizes on equal employment opportunity.

This report has been prepared based on my observation and experience that I gather from this organization. The report is based on “Recruitment & Selection of Square Food and Beverage Limited” which is a part of their Human Resource Department. The purpose of this report is to understand their process of recruitment and selection process, and HR related activities. The report also consists recommendation and conclusion according to my point of view and I think that will help the department as well as the organization to improve their growth.

**Keywords:** SFBL; Human Resources; Recruitment; Selection; Leave Management.

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## **List of Acronyms**

FAT	Factory Assessment Training
BIM	Bangladesh Institute of Management
DCCI	Dhaka Chamber of Commerce and Industry
MDP	Management Development Program
FMCG	Fast Moving Consumer Goods
SFBL	SQUARE Food and Beverage Limited
HR	Human Resources
ISO	International Organization for Standardization

## **Chapter 1: Overview of Internship**

### **1.1 Student Information**

Name:	Sumaiya Mustary
ID:	17104064
Program:	Bachelor of Business Administration (BBA)
Major:	Human Resource Management (HRM)

### **1.2 Internship Information**

#### **1.2.1 Company Information: SQUARE Food and Beverage Limited (SFBL)**

SQUARE Food and Beverage Ltd. has started its journey in 2001 as a member of SQUARE Group, the leading corporate house in Bangladesh. Their corporate office is located in Banani, Dhaka. They have several departments including Accounts & Finance, Human Resource, Local Marketing, Sales, International Marketing, Commercial, MIS, General Service, Internal Audit, Product Development, Legal, and Technical Services.

Address: SFBL Tower, House: 11/C,

Road: 27, Banani, Block: F, Dhaka- 1213.

#### **1.2.2 Supervisor's Information**

Internship Program of Brac University is a graduation requirement for the BBA students. This report is a partial requirement of the Internship program. This project was assigned by the

Organizational supervisor **Tahmin Begum**, Senior Executive at HR department of QUARE Food & Beverage Ltd. And was approved by Faculty supervisor **Mr. Jubairul Islam Shaown**.

### **1.2.3 Job Scope**

Job Description:

- Lead training & development function.
- Assisting for smooth and on time recruitment.
- Supporting KPI and performance appraisal system.
- Assisting in the preparation, maintenance & upgradation of ISO documentation, CIP related documentation and other HR documentation process.
- Coordinate with different department & factory for HR and admin related issues.

## **1.3 Internship Outcomes**

### **1.3.1 Student's Contribution to the company**

I have worked sincerely to gain practical knowledge and know corporate culture from the scratch:

- Updating company database
- Assist in posting job advertisements
- Suggestion to improve the Hiring procedure.
- Carrying out several paper works regarding recruitment
- Assist in organizing interviews by informing interviewees over phone
- Assist new intern regarding organizational behavior and company policy

### **1.3.2 Benefits of the student**

The primary reason of writing this report is to fulfill the internship requirement of BBA program. The prime objective of the study is to evaluate the overall recruitment and selection procedure of SQUARE Food and Beverage Ltd.

To achieve the prime objective; this study aims at attaining the following SFBL operational objectives:

- To get a clear and practical knowledge about the business of SFBL.
- To understand the perspective of creating and presenting the new idea.
- To fulfill the requirement of the Bachelor of Business Administration Degree.
- To get practical idea about organizational environment.
- How management is analyzing work and planning for people.
- What factors are most important to consider in developing the hiring process.
- To know the recruitment process for Executive level.
- To know the selection process for Executive level.
- To know the recruitment and selection process for the field force.

### 1.3.3 Limitation

The working environment of SFBL is conventional. The employees here are quite friendly to each other. Even though I have got the amazing work ambience in this company, still, I have found some challenges while working on the project with the department. The constrains that some of I noted are described below –

- **Huge amount of paper work:** Though they have several software and data based system, they use to keep a lot of paper. For example, they put all the information related to recruitment and selection in their software but still they have to keep all the paper and registered copy for future approval.
- **Poor seating Capacity:** At the beginning of my internship journey, on the first month, SFBL corporate office was situated at 11<sup>th</sup> and 12<sup>th</sup> floor of Mohakhali Rupayan center, which was not large enough to accommodate the ample amount of employees SFBL has. As a result, the office place seemed clumsy and crowded. The image of the organization as well as the productivity level of the employees was being hampered due to the insufficiency.
- **Working hour:**  
The office hour starts at 8.30 and ends at 5.30 The employees have to work 9 hours while the standard working hour is 8 hours. There is a lunch break for 1 hour in other offices. As SFBL provides lunch for every employee, they do not provide any specific break time for lunch.
- **Access Denied:**  
The financial reports were not accessible to the intern thus the financial analysis part could not be shown in the report.

#### **1.3.4 Recommendations**

SFBL should go digital for their future internship programs. They get huge internship requests due to their brand image. They can make the program more attractive through initiating competitions from campus to campus. They should organize various job fairs to recruit students from various universities. Thus, they can introduce their brand more on the youth. They will be able to hire excellent candidates from the young talents. They can also initiate on-campus recruitment.



## **Chapter 2: Organization Part**

### **2.1 Introduction**

#### **History of SQUARE Group**

Square is a famous Bangladeshi industrial conglomerate where SQUARE manages the combination of various corporations who are engaged in absolutely different types of business like textiles, Pharmaceuticals, Toiletries, Consumer products, Health care (Hospitals), Information and Communication Technology etc. who fall under one center structure the “SQUARE Group”. Throughout the time Square has become a successful multi-industrial company.

Mr. Samson H. Chowdhury is the founder of Square Group. After the completion of his education life in India he returned to Bangladesh (Former East Pakistan), and he started a small pharmacy company in Ataikula Village which was away from the capital Dhaka, in the north-west part of Bangladesh, in 1952. In 1958 he ventured into a partnership business in a pharmaceutical company along with three of his friends. The entrepreneurs of Square were very much cautious about the quality management and producing good quality products. Square started its journey in 1958 as a small business firm which has now become a well-diversified group of companies which is known to us as Square Group, where currently 70000 (approx.) people are employed and its current year group turnover is 616 million USD. Early this year, after the demise of Mr. Samson H. Chowdhury, currently Mr. Samuel Chowdhury is the Chairman and Mrs. Ratna Patra has become the Vice Chairman of Square Group and Mr. Samson H. Chowdhury recognized as Founder Chairman.

Square has successfully expended its business from pharmaceutical products to consumer products, toiletries, Health products, Agro vet products, Information technology, Airlines, Healthcare, Spinning mill, Fashion, Fashion and Textile etc. This massive success of Square

was possible only due to the entrepreneur's hard work, creativity, relentless effort, commitment, innovative thoughts and patients as well as utmost confidence that played significant role to get Square this far.

## **2.2 Company Overview**

### **SQUARE Food and Beverage Limited (SFBL)**

SFBL has been able to create a strong foothold in the market through its quality products and services within a short span of time. For its obsession with quality management, the company had obtained the international quality standard ISO 9001 in 2005. Strong commitment to quality, adoption of advanced technology, stress on human resource development, focus on continuous improvement and introduction of new products for the growing markets has given the company a decisive position in the industry. Recently the company achieved ISO 22000 for its food safety management system. Square Food and Beverage Ltd. has introduced three popular brands in the market namely Radhuni, Ruchi and Chashi. Radhuni is the flagship brand of the company. At the moment of its arrival in the market, Radhuni drew the attention of housewives who demanded convenience and time saving cooking. The product range of Radhuni is enriched with basic spices, mixed spices, cereals and pulse based products, edible oil and dairy. On the other hand, Ruchi is providing ready-to-eat snacks like Chanachur, fried Dal, Banana Chips, Jhuribhaja, Peanut, Chutney, Pickles and Honey. Ruchi has won the heart of the youngsters for its healthy, tasty and innovative ground breaking products. The new brand of the company, Chashi is the landmark of those products which are collected directly from the farmers having the indigenous essence and freshness.

The company assures to meet the increasing demand for quality products both at home and abroad. The products with international standards are being exported to more than 22 countries.

Dedication to quality, innovative products, customer service and reasonable price has given the company a unique position in the food market.

## **2.3 Management Practices**

### **2.3.1 Executive Management**

The Executive Management is headed by the Managing Director, the Chief Executive Officer (CEO) who has been delegated necessary and adequate authority by the Board of Directors. The Executive Management operates through further delegations of authority at every echelon of the line management. The Executive Management is responsible for preparation of segment plans/sub-segment plans for every profit centers with budgetary targets for every item of goods & services and is held accountable for deficiencies with appreciation for exceptional performance. These operations are carried out by the Executive management through series of committees, sub-committees, ad-hock committees, standing committees assisting the line management.

### **2.3.2 Corporate Social Responsibility of SQUARE Group**

SQUARE recognizes that progressive labor policies are good business practices; especially for a company like us that has global ambition. We follow laws and encourage work environment that welcomes diversity and also follow non-discrimination and fair treatment policy both in the recruitment and selection process and performance management system. We have Trade Union and our HR policies have been continuously up-to-dated as per existing labor law of the country. We do not allow any female employees during night shift operation and we strictly prohibited any form of forced labor. We actively pursue the policy of **No child labor in SQUARE.**

Transparency & business ethics is the core value of SQUARE and it is strictly followed at every step of the business processes. Every business in SQUARE is modeled in a way that enables the management to ensure highest degree of both financial and behavioral accountabilities. Square's pursue **Zero Tolerance** policy against all kinds of corruption. Some other CSR activities are –

- Quality Lunch facility with a clean dining
- Women empowerment
- Celebrate international women day
- Transport facilities for executive level, Corporate Head Quarter, Dhaka
- Square kindergarten for employee's children at Pabna, Shalgira

### **2.3.3 Corporate Governance**

As per provisions of the Article of Association, Board of Directors holds periodic meetings to resolve issue of policies and strategies, recording minutes/decisions for implementation by the Executive Management.

### **2.3.4 Mission Statement of SFBL**

We want to be the world-class food products manufacturer in Bangladesh by ensuring intrinsic quality products and customer services with state-of-the-art technology and motivated employees.

### **2.3.5 Objectives of SFBL**

- To continue to provide the very best of what the consumer wants
- To explore new segments of market and to cater to it
- To continue to assure intrinsic quality of hygienic food products
- To enhance consumers' standard of food habit

- To ensure that the products are available at consumers' doorsteps
- To enhance the strength and skill of the organization that will contribute to company's increasing growth both in domestic and global markets business.

### **2.3.6 Slogan of SFBL**

“Khati Maaner Nischoyota”

### **2.3.7 The Human Resource Department of SFBL**

SFBL values productivity as the spontaneous contribution of Human Resources. Strategic Human Resource Development Programs are the energy sources for SFBL, HR for running towards the zenith of success. Flow of clear and specific information and justification of queries play the vital role to ensure the market reputation of Square as the most trusted and transparent company and it enriches the motivation level of HR who are the real contributors and owners of his/her own jobs. At SQUARE, HR department symbolizes the unique blending of professionalism as well as sharing the stress and success equally like a family where every member has deep concern, feeling and pride for their own company Square. HR ensures the strong supporting role to develop and implement HR policy guidelines for ensuring uninterrupted operation and spontaneous participation to achieve organizational objective as well as fulfillment of employee needs. HR is maintaining an effective way to deal with labor union and still no unrest has been recorded at dispute personnel working here are taking care of SQUARE as it is their own family.

## 2.4 Marketing Practices of SFBL

All ages and class of people are the target customers of Square Food and Beverage Ltd. The company assures to meet the increasing demand for quality products in home and abroad. The products with international standards are being exported to more than 18 countries. Dedication to quality, innovative products, customer service and reasonable price has given the company a unique position in the food market.

### Featured Products:

- **Radhuni:**

  - Basic Spices

  - Mixed Spices

  - Cereals and Pulses

  - Edible Oil

- **Ruchi:**

  - Munching Range

  - Chewing Range

- **Chashi:**

  - Minicate Rice

  - Kalijeera Rice

- **Chopstick:**

  - Instant Noodles

- **Aaram:**

  - Beverage

<b>Brand Name</b>	<b>No. of SKU</b>	<b>No. of Products</b>	<b>No. of Categories</b>
<b>Radhuni</b>	76	38	4
<b>Ruchi</b>	55	22	2
<b>Chashi</b>	3	2	2
<b>Chopstick</b>	3	1	1
<b>Aaram</b>	1	1	1

Table 2.11: Product Summary

## 2.5 Operations Management and Information System Practices

SFBL produces quality product which includes different identity, smell, essence, and taste in the market. In details:

- **Finest Ingredients**

Using quality products like spices and edible oil easily makes good cooking much easier. Square Food and Beverage Limited takes special care in selecting the raw materials.

- **Technology**

Square Food & Beverage Ltd. provides consumers those spices which are made from the choicest raw materials maintaining the highest processing standards.

- **Manufacturing Unit**

The manufacturing unit of SFBL is located at Pabna, the northern part of Bangladesh, which is prominent for agricultural products and thus it is convenient to source specific variety of raw materials.

- **Quality Certification**

Due to the excellent quality management system, SFBL obtained ISO 9001 in 2005. Moreover, the company has obtained ISO 22000 for its food safety management system. Strong commitment to quality, adoption of advanced technology, stress on human resource

development, focus on continuous improvement and introduction of new products for the growing markets has given the company a decisive position in the industry.

- Leadership ability of the human resources
- Involvement of people
- Process approach
- System approach to management
- Continual improvement
- Factual approach to decision making
- Mutually beneficial supplier relationships

## **2.6 Industry and Competitive Analysis of SFBL**

### **Porter's Five Forces**

SFBL is currently the leading FMCG company in Bangladesh. According to porter's five forces, the position of SFBL is shown below:

Industry Rivalry:

There are a lot of consumer goods industry blooming around in Bangladesh. The consumers can easily switch from one firm to another. Thus, the industry rivalry is high for SFBL.

Bargaining power of SFBL's suppliers:

Bargaining power depends on the amount of supply available for the suppliers in the market. In this case, the population is higher than the amount of the suppliers. The suppliers need to meet the demand of the whole population. Thus, bargaining power is moderate of the suppliers.

Bargaining power of SFBL's buyers:



The power of bargaining for the buyers of SFBL is very limited. Their price is fixed thus the buyers do not bargain. Though SFBL set the price of their product a bit higher than its competitor, they maintain a certain standard which attracts their buyers.

**Threat of New Entrants:**

SFBL have set their standard so high that it will be difficult for new local brands to compete with it. On the other hand, foreign brands can easily grab their customer base if they focus on product differentiation techniques.

**Threat of Substitutes:**

This is not the strong factor for SFBL as there are many substitutes for their products. It can have impact on their total revenue.

**SWOT Analysis**

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Consumer demand on quality products</li> <li>• Having strong position in the market</li> <li>• Support from SQUARE group</li> <li>• Support from Govt.</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Financial Inability</li> <li>• Less effort in product innovation</li> <li>• Insufficient distribution policies</li> <li>• Lack of coordination among departments</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Increasing number of customers</li> <li>• Resource accessibility</li> <li>• Cheap labor cost</li> <li>• Export products</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• Increasing competitors</li> <li>• Change in customer demands</li> <li>• Costly technologies</li> <li>• Costly equipment</li> <li>• Changes in political environment</li> </ul>

## **2.7 Summary**

I am eager to do my Internship at SFBL and my report on the above mentioned topic which is directly related with my acquired knowledge. I have got a lot of practical experience on Recruitment and Selection Process, which is under HR functions as I have done my major in Human Resource Management. I have got the awareness about the office codes, office environment, and to get real life example by working in a renowned organization such as SQUARE Group. The main reason of this study is for familiar with the practical knowledge about the Recruitment and Selection process which followed by Square Food and Beverage Ltd. Human Resource is the key to all success for SQUARE. This field has become more important because employees need to learn new skills, advance their knowledge, and meet the challenges of technology in achieving high performance. Square Food and Beverage Ltd. always concern about their continuous development for their executive which increase the efficiency level. I have selected the organization as my Internship Report for this reason.

## **2.8 Recommendations**

- They should hire more employees as they are having a huge work load.
- The management and non-management employees should be more mindful.
- The management should be less strict in terms of employees' freedom of choice.

## **Chapter 3: Project Part**

### **3.1 Introduction**

#### **3.1.1 Literature Review**

According to William B. Werther and Keith Davis, “Recruitment is a discovering potential applicants for actual or anticipated organizational vacancies. Or from another perspective, it can be looked at the linking activity bringing together those with jobs and those seeking jobs.”

According to Dale Yoder, “Recruitment is a process to discover the sources of manpower to meet the recruitments of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.”

Mathew Caldwell has said, “Recruiting should be viewed as a business partner, someone who is critical to the success of the business.”

A formal definition states, “It is (Recruitment) the process of finding and attracting capable applicants for the employment. The process begins when new recruits are sought and end when their applicants are submitted. The result is a pool of applicants from which new employees are selected.”

According to Edwin Flippo, “Recruitment is the process of searching for prospective employees and simulating them to apply for jobs in the organization.”

According to Heinz Wehrich and Harold Koontz, “Selection is the process of choosing from the candidates, from within the organization or from outside, the most suitable person for the current position or for the future positions.”

Decenzo and Robbins have explained, “Selection activities follow a standard pattern, beginning with an initial screening interview and concluding with final employment decision.”

As per M. Ataur Rahman. “Selection is the screening and filtering process of job applicants who have been invited to apply for the vacant positions through which the process comes to an end.”

Dale Yoder has defined, “Selection is the process by which candidates for employment are divided into two classes whose who will be offered employment and those who will not.”

The selection procedure is the system of functions and devices adopted in a given company for the purpose of ascertaining whether or not candidate possess the qualifications called fo by, a specific job. (M.J. Jucious)

In today's world, choosing the right person for the operation of an organization is very crucial. The objective of the recruitment and selection process is to find the right candidate to supply for the desired parts of an organization. It can be a competitive advantage to secure the most excellent candidates for a part of an organization. On the contrary, an ineffective recruitment process will cause long-term costs. The goal of this process is to secure successful, reasonable, and impartial appraisal exercises.

### **3.1.2 Objectives**

The objectives are given below:

- To know overall about the company and also know each and every steps of the Recruitment and Selection Process.
- To focus on the updates and better methods of modern hiring technique.
- Ensure the timely reporting and accurate recording of recruitment.
- Provide framework for granting and administration of hiring.

- To know about the separate process of recruitment in different departments.

### **3.1.3 Significance**

This project is significant both for the intern and the company. Through this project an intern gets to know the hands on hands working process of the company. S/he can utilize his/her educational knowledge into the practical world. As the intern represents the youth population, the company on the other hand, get the idea of how they should prepare themselves for the new recruiters.

### **3.2 Methodology**

In order to conduct this internship report both primary and secondary data have been utilized.

The sources of data are:

#### **1. Primary source of Data:**

- Face-to-face conversation with my respective Department Head, Supervisor, Managers, Executives and stuffs of the head office.
- Direct observation

#### **2. Secondary source of Data:**

- Annual Report of Square Food and Beverage Ltd.
- Website of SFBL
- Text Books
- Online articles related to this study

### **3.3 Findings and Analysis**

#### **3.3.1 Recruitment Process**

Recruitment is a crucial function in the field of human resource management. It has a bunch of benefits that incorporate picking up suitable employees, ensure cultural bonding, save time and money, enhance employee satisfaction, and lastly, keep up with a positive brand image. The skills that need to acquire to perform functions in teams, to ensure that a team strives to achieve a high level of productivity, achieve desired results, and work effectively towards objectives, can be achieved if an organization has a department of human resources in charge of the recruitment process. The HR team specifically hires those people who will fit in their organizational culture. Through this process, the right candidate will be chosen for the right position that will be cost-efficient for the organization.

#### **3.3.2 Selection Process**

It makes the recruitment process easier. By filling up a form, the applicants go through the selection process. It helps to compare the performance between the candidates. It has various steps. It helps the organization to find suitable applicant for the relevant job. If the employees do their job according to their skills, they will do their task more effectively. In the matter of fact, it will be beneficial for the organization. The performance of the overall organizational depends on selection process. If the HR team succeed to hire the right people, the company will perform better in future. If the HR team fails to find the right candidate, the company will most likely suffer in the long run. The inappropriate human resource is harmful for the company. If the selection process is not followed carefully, it can even damage the entire reputation of the company.

### **3.3.3 Objective of Recruitment and Selection Process**

The recruitment process has been developed to –

- To create a talent pool
- To attract and engage top talent
- To improve the quality of work
- To find the best fit for the company culture
- Increase of employee efficiency and productivity
- For better employee engagement
- Increase of retention rate
- Increase of brand image

### **3.3.4 Stages of Recruitment process in SFBL**

Square Food and Beverage Limited follows several steps in their recruitment process. They have an organized process from the beginning to the end. The various stages in SFBL recruitment process are as follows:

#### **3.3.4.1 Defining the Job Role:**

This is the first stage where the job roles and name of the vacant position are defined. The recruiter needs to understand the required responsibilities for the position. The recruiters initially prepare a draft of the job responsibilities. They discuss it with their immediate supervisor and prepare an effective and clear job description. Alongside job description, it has some other parts, such as –

- Company Overview
- Job specification
- Educational Qualification
- Desirable criteria

- Personal Specification

#### **3.3.4.2 Generating Applicants from Candidates:**

This is the stage where the company uses different strategies to reach their job circular to the maximum people. SFBL mostly uses the online platform named bdjobs.com that is very popular to the job seekers in Bangladesh. There are other methods as well, for example –

- Internal sources
- Employee referral schemes
- External recruitment services

#### **3.3.4.3 Monitoring the Entire Application Process:**

In this stage, the recruiters shortlist the candidates for a written test. They go through all the CVs to find the best match according to the job description. After completing the task, they schedule for the written test and inform it to the candidates. The assessment part of the test is very confidential thus it is fully observed by the senior executives of HR. Those who pass the written test are then shortlisted for the interview.

#### **3.3.4.4 Offering the Employment:**

This is the last stage of the recruitment process. In this stage, the selected candidates are offered for the job. In this stage, SFBL checks the background of each candidate very carefully. They verify the originality of all the documents provided by the candidates.

#### **3.3.5 Selection process in SFBL**

The selection process in Square Food and Beverage Limited is pretty straightforward. They follow the traditional process. There are three steps in selection process –

- i. CV sorting
- ii. Written Test
- iii. Panel Interview



In the first step, the candidates are selected by the requirements of the job description. If their CVs match the job description and company requirements, they have a higher chance to get selected for the next stage. The shortlisted candidates are now qualified for the second step which is the written test. An HR executive examines the answer scripts cautiously afterwards. The senior executive of Human Resource department of SFBL coordinates the entire evaluation process by herself. The candidates who pass the written test get selected for the third and last stage. In this step, the selected candidates need to face the panel interview where an interview board is set up of at least 3 interviewers. The interview panel consists of the HR head, the concerned departmental manager and another manager from a different department of SFBL. The final selection is done by the panel members.

### **3.4 Analysis on HR Department**

Through my three-months working experience in SFBL, I have tried to figure out how the Human Resource department can be more effective and efficient in their upcoming days. I have observed their day to day working process sincerely. I have figured out the areas for improvements. I have briefly explained some of these issues below –

#### **Unsatisfactory Training Program:**

SFBL has few training programs initiated by the HR department. They only perform training on their sales team. There is no scope for training and development activities for the executive members in SFBL. The new employees have to face difficulties mostly for this reason.

#### **Insufficient Evaluation:**

The HR team focuses on the candidates' educational qualification and working experiences. They rarely check out background history for the candidates. It can effect on the entire brand image of SFBL if accidentally any occurrence take place. As we all know, the employees cannot only increase the brand image but also they have the power to destroy it completely.

#### **Traditional Method:**

The HR team still follows traditional ways to operate their day to day activities. They use the backdated software. They store all the important documents manually. For this reason, they waste a lot of papers everyday which is harmful for the environment.

#### **Delay in Talent Acquisition:**

The selection team takes a huge time to sort out CVs at the first place. The process gets delayed. In the next step, the recruitment team again takes a huge time to choose the candidates for the

interview after the written test. It causes the whole process expansive. It decreases the productivity and revenue of the company.

### **Inadequate Performance Management:**

SFBL has a poor constructive performance management system. The employees have few option to get promoted before a certain period of time. It effects on the employees' confidence. They do not feel worthy. For this reason, the experienced employees tend to switch their job within a short period of time. It also creates a negative impact on the managers. They cannot easily trust their subordinates. As a result, it leads to high rates of employee turnover in the organization.

## **3.5 Summary and Conclusion**

It has been a great experience for me to get an opportunity to complete internship at Square Food and Beverage Limited. SFBL is such an organization where everything is organized. The corporate culture that I have learned from SFBL is one of the biggest achievement in my life. Along with academic learning from my undergrad courses, practical working experience that I have gathered from SFBL was a bliss.

I have observed plenty of important functions that the human resource department is supposed to do in daily basis. For instance, leave management process, office management, personal counseling, maintaining hierarchy and so on. I have learned many things which will help me in my professional and personal life.

SFBL is one of the leading company in Bangladesh. There is a possibility to become the market leader in near future in Asia. They should try to make their recruitment and selection process more effective by analyzing the recruitment and selection process of global organizations.

### **3.6 Recommendations**

The role of the human resources department in a company affects all aspects of the company as it supports the employees and their most important resource is their employer. Human Resource is the lifeblood of the organization. Through ensuring the right person for the right job, they make sure that the company gets the most out of its employees. The HR department is responsible for the creation, implementation and monitoring of policies among employees and the company's management team. I have briefly suggested some of the approaches below that can be taken for the advancement of the HR department –

#### **Provide Training and Development:**

To increase the employees' performance, training and development programs are very beneficial. SFBL can also perform online and in-person training opportunities for the employees. Through in-house training, boot-camp activities, third party training, they can provide the employees great opportunities to improve themselves that will increase the productivity of the company.

#### **Sufficient Evaluation:**

They should not only focus on the educational qualification or experiences but also check their background history properly. To keep the standard of the company, the HR team should properly evaluate the CVs, especially, for the lower level positions.

#### **Advanced Methods:**

SFBL should reduce bureaucratic process in their day to day activities. They should develop their own software. They should train their employees to adapt with the changes. There should be no use of paper work. It will save their time and money. Through this organizational change,

the quality of the work will be improved. The HR department should focus more on workplace modernization

### **Development in Talent Acquisition:**

The HR team should reduce the hiring process. The process should be expeditious. If the process becomes lengthy, there is a high risk to lose an exceptional candidate, and, vice versa. The candidates' experience can be improved through an accelerated hiring process. The quicker the vacancy fills, the more company will be profitable.

### **Strategic Performance Management System:**

The HR should concentrate on the strategic way of the performance management system. Through the continuous monitoring of the performance, the employees will always be motivated and excited. They will tend to start a healthy competition among themselves in the organization. The performance management will increase employee retention in SFBL.

### **Increase of Human Capital:**

They should hire more employees in HR department as they are having a huge field force. The existing employees are having a huge pressure due to the lack of human capital. To perform each and every task within a certain time frame, adequate number of employees should be recruited in the HR team of Square Food and Beverage.

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