

REPORT ON
“EMPLOYEE PERFORMANCE MANAGEMENT:
POLICIES AND PRACTICES IN PARTEX GROUP”

By
Mastura Naz Shammi
19164034

An Internship report Submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Masters 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 original work while completing my 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 that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all the main sources of help.

mastura naz shammi

Mastura Naz Shammi

ID: 19164034

BRAC Business School, BRAC University



Dr. M. Nazmul Amin

Internship Supervisor

Adjunct Faculty

BRAC Business School, BRAC University

Letter of Transmittal

October 22, 2021

Dr. M. Nazmul Amin

Adjunct Faculty

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Sir

I am honored to have completed my internship report, which is titled “Employee performance management: policies and practices in Partex Group”. Working as an intern at Partex group has been an excellent opportunity for me because I believe this learning time will benefit my future career. Throughout this period of learning, I've attempted to learn the duties of the human resources department and integrate them with the theoretical information I've acquired during my academic years. Finally, I attempted to summarize and analyze all of the data in my report. The report is based on the experiences of the previous three months, which began on 24 August 2021 and ended on 21 October 2021.

I'd want to take this opportunity to express my gratitude for your ongoing support and guidance. I have made every effort to produce this report to the best of my ability. This is my humble request for your consideration of my report. I hope you will consider my efforts and pardon my errors.

Sincerely Yours

mastura naz shammi

Mastura Naz Shammi

ID: 19164034

BRAC Business School, BRAC University

Non-Disclosure Agreement

This agreement is established and entered into by and between Partex Group and Mastura Naz Shammi, a student at BRAC University, for the purpose of preventing the unauthorized disclosure of any private information of the company.

mastura naz shammi

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Mastura Naz Shammi

ID: 19164034

BRAC Business School, BRAC University

Acknowledgment

To begin, I want to express my gratitude to Allah for keeping me healthy and providing me with the strength to complete the report. I'd want to express my gratitude to Dr. M. Nazmul Amin, my internship advisor, for providing me with the necessary direction to complete my internship report on my own time.

Working as an intern at Partex Group provided me with a wonderful opportunity to further my education and career development. I consider myself fortunate to have had the opportunity to work in such a diversified organization, as it provided me with invaluable experience and enhanced the worth of my curriculum vitae.

I would like to express my gratitude to Mr. Nahid Yousuf, Assistant General Manager, Partex Group, for providing me with ample opportunity and flexibility to complete my internship program. I am grateful to SM Rajib Kodat, Senior Officer (Admin), for assisting and supporting me in gaining an understanding of the company's commercial activities and human resource duties.

I'd also like to express my gratitude to my coworkers for their unwavering support and important time. Without their direction and cooperation, this report would not be possible as an instructive and valuable document.

Executive Summary

This paper describes my internship experience at Partex Group, outlining all of the program's learnings, outcomes, and experiences while working in the organization. There includes an overview of Partex's general activities, the company's human resource practices aimed at improving employee performance, and concise information about other departments. The major objective of this study is to ascertain the rules and practices governing employee performance management especially regarding training facilities as well as compensation structure by the organization's human resource department and to recommend the needed change in the circumstances.

To begin, an overview of the daily operations of several departments, their activities, and the organization's regulatory and operational framework is provided. Additionally, this section discusses the company's marketing methods and how it maintains a strong market position. Then, in the findings and analysis section, I discussed their training and pay policies in order to ensure effective staff performance. This report covers the company's procedures for maintaining employee accountability and managing overall employee performance.

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Chapter 1: Overview of Internship

1.1 Student Information

Name – Mastura Naz Shammi

ID-19164034

Program- Masters of Business Administration

Concentration: Major in Human Resource Management

1.2 Internship Information

1.2.1 Internship details:

Period – From August 24, 2021, to 21 October 2021

Company name – Partex Group

Department – Marketing

Address – 74, Bir Uttam A.K. Khandaker Sarak, Mohakhali C/A, Dhaka – 1212, Bangladesh.

1.2.2 Internship Company Supervisor's Information:

Supervisor's Name- Nahid Yousuf

Position- Assistant General Manager, Marketing Operation

1.2.3 Job Scope – Job Description/Duties/Responsibilities:

I worked with marketing operation department and as per requirement of the report I had to maintain collaboration with personnel of HR department. In both departments, staff assist me in my work. I learned the soft skill especially the way of communication in a professional context. Moreover, I came to know about marketing operation, report generation, brainstorming within an organizational context.

1.3 Internship Outcomes

1.3.1 Contribution to the company:

I regularly joined the group discussion session with the marketing and HR teams. One of my ideas was picked by HR team and they will implement it very soon. Moreover, I used to prepare sales report for the marketing team.

1.3.2 Benefits of this internship:

- Excellent work experience in a certain industry and on the job market.
- Become familiar with diverse departmental working practices.
- Microsoft's concept has become more practical.
- Gaining new knowledge and skills.
- Placing together a report on what I've learned in real life.
- More professionalism, punctuality, and the ability to deal with a variety of people have been created.

1.3.3 Problems/Difficulties:

Because the organization was well-organized and the employees were helpful, I did not have any major problems throughout my internship. However, because this is a traditional company, there were certain difficulties in gaining access to some divisions. The organization maintains its secrecy. As a result, gathering data was a restriction.

1.3.4 Recommendations:

- The internship program should be established in a more organized manner.
- To encourage applicants to participate in internships, a pay-for-service program should be developed.
- Internship jobs need to be specified further.

Chapter 2: Organization Overview

2.1 Introduction

2.1.1 Objective:

- To learn more about the aspects that contribute to successful employee performance management.
- To gain a general understanding of the company's HRM practices.
- To assess the organization's role in implementing long-term policies to improve the working environment.

2.1.2 Methodology:

I compiled all of the materials using both primary and secondary sources.

- Primary data: Predominantly, my on the job experience has been reflected on the report. Moreover, I interviewed different key personnel of the company to collect information regarding policies and practices.
- Secondary Data: Additionally, I incorporated secondary data into my research, the majority of which came from the company's own website.

2.1.3 Scope of the study:

This part of this report provides an overview of the company's major divisions, management structure implementation, and organizational involvement in performance management.

2.1.4 Limitation of the study:

Despite the fact that it was a well-coordinated organization with helpful personnel, I had some difficulty gaining access to some departments because it was a typical corporation. The firm

maintains strict secrecy. As a result, gathering information was restricted. Furthermore, the time limitation is an issue. Six weeks is not enough time to produce a comprehensive research report. However, I made every effort to gather as much information as possible and assess it in the report.

2.1.5 Significance of the study:

In particular, I concentrated on the overall details of the company, the performance management system, the work in progress of the various divisions, and an overview of the company's role in the industry. Consequently, completing this phase of the study was quite important in terms of information gathering efforts. But I tried to prepare the complete report with adequate material in a logical and structured manner so that it would be easier to comprehend by others who were not familiar with it.

2.2 Overview of the Company

Background:

The Partex Group is one of Bangladesh's leading private sector manufacturing and service firms, with over twenty units providing superior value to all clients. Our company began modestly in 1959, thanks to the foresight of Founder Chairman, Mr. M.A. Hashem. Tobacco, food, water, soft drinks, steel containers, edible oil, cotton yarn, and the information technology industry are all businesses in which we have a stake. Following Bangladesh's independence, our Chairman established M/S Hashem Corporation (Pvt.) Ltd. in Chittagong to meet the considerable need for food and materials required to satisfy the demands of a newly independent nation through imports. The next logical step and stepping stone into manufacturing was import substitution, which grew into the Partex Group's multimillion-dollar global investment today. Our success has been built on a committed workforce and board of directors led by our Chairman and underpinned by a market-oriented corporate strategy. The group has grown to include over twenty family-owned private limited companies with a considerable revenue stream. Ours is a dynamic organization that is constantly on the lookout for new ways to grow and prosper.

2.3 Mission and Vision:

2.3.1 Vision

- To be an entrepreneurially driven organization - To think creatively and innovatively about all aspect of the business, from technological to commercial, in order to achieve success in the long term success.
- To be extremely competitive in whatever we do, and to do so by always improving on the standards we set for ourselves.
- In order to become an internationally preferred business associate, we must be an entrepreneurial company with a responsible concern for employees, the environment, society, and the value of all stakeholders.
- Striving to deliver the best possible value to all of the associates through continuous innovation and the adoption of universal best practices, while also continuously improving upon all of the touch points that have a direct impact on the business.
- To provide our employees with a workplace that is both dynamic and demanding.
- As a responsible business, we will seek to align all of our activities and reactions with the global environment and will work aggressively try to mitigate our environmental impact.

2.3.2 Mission

The objective is to combine aggressive strategic marketing with high-quality products and services at competitive prices to deliver the best overall value to consumers. Profitable expansion is achieved by superior customer service, product innovation, a commitment to excellent quality, and a strong work ethic.

2.3.3 The Aim

Although the sky is not the limit for us, expectations are within reasonable bounds. As a result, our imagination flies above and beyond conventional limitations. Our future is intertwined with that of our dear motherland. We wish to be of assistance to her in the larger effort to improve the national situation.

2.3.4 The Way

For a true traveler, the journey is never too far away. "Progress in diversity and service via entrepreneurship" is what we believe in. We are entrepreneurs and missionaries, doers and visionaries, merchants and professionals, and we are an eclectic bunch of individuals. We are futuristic, placing a strong focus on the development of creative thought and dynamic activity.

2.3.5 The Spirit

Our spirit is one of enterprise. We develop outstanding import-substitute consumer and industrial items that are competitive with imported products. Because of our cutting-edge precision, , we are able to improve public resource and hygiene while simultaneously protecting the environment and human habitation. It is precisely this component that underpins our firm's integrity and reputation, and we strive relentlessly to safeguard it on a daily basis. Thousands of minds in our community have contributed their collective wisdom to keep the wheels turning, which in turn moves us closer to our objective of summiting. This accumulated knowledge power is necessary today to identify novel solutions to the myriad difficulties posed by rapidly changing financial, social, and ecological contexts.

2.3.6 Values

The financial management of Partex Group is competent, and the company has a well-defined corporate strategy, which has enabled it to achieve consistent growth. Our strategy of delivering high-value business applications effectively to highly regulated industries has proven successful, enabling us to manufacture and provide high-quality products and services to customers throughout the United States and globally. We provide in-house and global training opportunities for our employees, and we endeavor to maintain a dynamic work atmosphere in all of our operations. Partex Group adheres to and practices the following values:

- Excellence in the way things are done
- Encourage the development of new ideas.

2.4 History of the Organization

The Partex Group began in 1959 with M.A Hashem, a trendsetter who later became the group's first chairman. M.A Hashem, the living legend, oversaw the company for 50 years with such unmatched dynamics and abilities that the organization expanded rapidly and currently consists of 60 enterprises, the majority of which are diverse industrial units.

The great development and achievement of anticipated success triggered a natural exodus from the patrimonial management system, with the Partex serving as a springboard. For 50 years, we have been admired both at home and internationally for our commitment to values, creation of high-quality products, and business ethics.

Mr. Aziz Al-Kaiser and his sons Mr. Aziz Al-Mahmood and Mr. Aziz Al-Masud, as well as Mr. Showkat Aziz Russell and Mr. Rubel Aziz, have carried on Partex's pioneering spirit with the passage of time and the development of the business, as demonstrated by the family generation consisting of Mr. Aziz Al-Mahmood, Mr. Aziz

Notably, Partex Group, a subsidiary of the Partex Group, is successfully managing its operations under the direction of Mrs. Sultana Hashem, Chairman, and Mr. Aziz Al Kaiser, Vice Chairman.

The Partex Group consists of seventeen enterprises. The company anticipates revenue of Tk. 8,000 million in fiscal year 2000-2001, growing at a 15% annual rate. The net worth is estimated to be Tk. 7,500 million at current market prices. The products and services are distributed throughout the United States by over 350 distributors. Around 45,000 points of sale are used to sell and promote items. Partex's movement is complex. It is actively extending its network across a range of industries, from dairy to steel products.

Partex Group, as a well-known company, is committed to assuring the quality of its products and the satisfaction of its clients. It employs roughly 1400 people at the moment. Each member of that staff is genuinely committed to increasing the company's earnings while also enhancing their own well-being. Additionally, Partex Group offers a range of incentives to motivate their employees. The following summarizes significant milestones in the Partex Group's history:

- The PARTEX group was founded in 1959.
- The PARTEX ensemble made its national debut in 1962.

- In 1991, Danish Condensed Milk commenced operations.
- In 1997, Dhakacom (ISP) was established.
- Partex incorporated Royal Crown (RC) International Company in Bangladesh in 1997, and
- PARTEX Plastics Ltd. commenced commercial manufacturing in 2004.

2.5 Partex Group Business

Domains

Partex beverage

A major sister concern of the company is partex beverage, which is one of the most essential. It first appeared in 1997, accompanied by only a few products. 150 employees were hired as a starting point. However, the company now offers three product categories: soft drinks, mineral water, and energy drinks, each of which comes in six flavors. The annual revenue of this company is Rs. 200 crores. Soft beverages such as RC Cola and MUM mineral water are among the company's trademarked products, as is an energy drink known as BIG Boss. Fruit juice and jeera pani are examples of new products that the company is attempting to introduce. In its pricing strategy, the company places a strong emphasis on competitive pricing. They have carried out a variety of activities to assist the company's marketing function.

Danish Condensed Milk Bangladesh Ltd

It primarily sells two product lines: "Danish" Sweetened Condensed Milk and "Silver Cross" Full Cream Sweetened Condensed Milk, that are both packaged in 397-gram tin canisters. Australia Dairy Corporation assists the dairy industry with technological assistance to maintain consistent production of high-quality products at all levels. The firm meets the entire need for condensed milk in Bangladesh by establishing a nationwide distribution network system through distributors approved by the corporation.

Danish Foods Limited

Danish Fruit Juice is the brand name for the company's fruit drinks, which are of the finest quality. Customers in Bangladesh have embraced the mango, fruit combination, and orange-flavored drink, which comes in sterile containers. This drink is suitable for people of all ages, especially when served chilled during our hot summer months. Danish Foods also produces a variety of additional items, including Danish biscuits, Danish spices, Danish Muri, Danish Semai, and so on.

Partex Builders Limited

Housing is in high demand in the country, and Partex Builders Limited is an initiative to address that demand. To keep up with demand in this highly specialized and essential sector of the country's economic growth, it is critical to stay current on the latest discoveries and ideas. The growing demand in this business, combined with the need for further investment, encouraged the Partex Group to join this project. Partex enters this industry with a team of innovative and creative professionals.

Partex Agro Limited

Partex Agro Ltd. is a subsidiary of the Partex Group of companies. The division's major objective is to conduct research and development on hybrid seeds, as well as to manufacture, process, and distribute them. Along with these other products, the corporation also deals in pesticides and fertilizer. The company has expanded as a consequence of constant innovation across all aspects of its operations, including research, manufacturing, processing, and marketing. Partex Agro Ltd. commenced operations in the first quarter of 2009 with the aim of producing high-quality seeds and other agricultural inputs at a cheap price and making them available to farmers.

Rubel Steel Mills Ltd.

It is equipped with the most advanced technologies for automatic container manufacturing. It creates barrels that are designed and constructed exclusively for the purpose of storing refined

culinary oils such as soybean, palm, mustard, and coconut oil in bulk. They are also suited in addition to glycerin and oils including such liquid fuels and lubricating oil.

Corvee Maritime Co. Ltd.

CMCL now has a contemporary oil tanker with a capacity of 1000 M.T., which is a significant improvement over its previous fleet. It is constantly improving and expanding its service. CDSO, fat products, and other oil products are the primary cargoes carried by the vessel. Iron and steel company Ferrotechnic Ltd.

It manufactures products that are alternatives for wood in the building and fixture industries. In addition, the business manufactures high-quality furniture out of Partex board materials. The company has built a reputation for producing high-quality items with exceptional finishing in the fields of premium furniture, home décor, and design, and for doing so consistently.

Danish Milk Bangladesh Ltd

Aiming to distribute high-quality whole milk powder throughout the country, the company was established in 2003. It sells spray dried full cream milk powder under the brand name "Danish," which comes in sachet packs, and it contains vitamins A and D.

2.6 Management Practices

A critical acknowledgment of the Partex Group is that its employees are the company's most significant asset. As a result, individuals from multiple divisions, areas, and places are united in their dedication to strengthening and progressing the organization collectively.

The management practices of the Partex group are extremely well-maintained. Everyone would be given an equal opportunity to improve, according to the code of behavior established by the management body. It is possible to divide the Human Resource Management department into many parts, such as the recruitment division, training and development division, compensation and payroll division. Every sub-department has been established to carry out specialized tasks relating to the department's overall mission.

2.7 Recruitment division

When it comes to hiring, both external and internal choices are available. The division in charge of human resource management is in charge of all forms of recruitment operations. When it comes to external recruitment, the organization strives to give equal employment chances for everybody, regardless of gender, race, or other characteristics. The eligible applicants are subjected to an interview process, with the most qualified being offered the opportunity to become firm workers.

2.8 Unit of Compensation and Payroll:

This unit is responsible for developing a complete set of standards for the organization's pay system and benefits packages, as well as a thorough process for encouraging fair treatment throughout the organization.

2.9 Professional Development:

The management team is well-informed about the company's ongoing activities as well as any potential problems. In this regard, management ensures that their personnel are trained by experts and also calls for meetings with manufacturing staff, often with the head office, to aid departmental staff in receiving an overview update on all company activities from time to time, as well as with the head office. Even the newly hired staff receive sufficient mentoring and coaching to ensure that they accomplish their jobs to the best of their abilities.

2.10 Purposes

The following are the objectives of Partex Group's personnel design:

1. To ensure that PSG recruits and keeps the widest possible range of employees with the appropriate skills, experience, and competences.
2. To ensure that management, staffing, and associated costs are as effective as possible.
3. To assist in the most efficient allocation of resources so that any human surpluses or shortages are predicted and relieved to the greatest extent possible.

2.11 Marketing Practices

2.11.1 4P for Beverage business:

Product:

Partex is constantly striving to meet the needs of its customers by providing them with high-quality products. This company has a rigorous inspection system that includes advanced quality-control measures and features. In addition, they have a 2-3 fold checking policy in place to verify that their drinks are consistent. Furthermore, all product approval and monitoring are performed to ensure that the integrity of the product is maintained for subsequent processing.

Price:

Partex strives to provide its customers with the greatest bargain possible, especially in the face of price competition. Pricing quotes are developed with the involvement of the head of the marketing department, and rational judgments are made with the assistance of managers.

Place

In terms of location, they have a nationwide distribution route that is handled by distributors who source items from a central warehouse. Territory managers carry out their responsibilities in order to achieve primary and secondary sales. They do, however, indirectly contribute to the continuation of the offtake or tertiary sales process.

Promotion:

Partex employs a variety of ATL category promotional tactics, including television commercials and radio advertisements. Furthermore, they have a significant presence on social media platforms such as Facebook. They do, however, employ BTL advertising methods such as festoons and wall-painting to lure customers in rural areas.

2.11.2 Marketing practices for other businesses:

Other industries, such as food and furniture, follow the same business strategy. They do, however, carefully pick distributors because they are the foundations of the company's success. Partex has been in the same area of business for a long time, so the distribution channel has become rather strong, and new products may be supplied quickly through the line.

2.12 Financial Performance & Accounting Practices

Finance and accounting divisions are liable for the company's cash flow and expenditures. The following are the tasks they are expected to complete:

- Preparation of annual financial statements for the entire company
- MIS preparation
- Keeping track of data and looking for updates
- The monies are in your control
- Bank loan development and repayment, intercompany registration, and cash incentives
- Obtaining a tax assessment and paying the necessary payments
- Opening and running bank accounts, monthly paycheck cash, honoring cheques over the phone, annual examination of HSBC's personal loan arrangement
- Creating a remuneration framework for overseas employees.

Due to the fact that this department is in charge of the company's cash flow and expenditures, it is the most confidential and is not permitted to share information with anybody. As a result, one of the downsides for me was being limited in my ability to obtain data.

2.13 Operations Management and Information System Practices:

2.13.1 Management of operations:

Corporate office provides a wide range of services to help manage the factory's whole operation. The company's directors are actively involved in overseeing and controlling the entire business. Partex has numerous lines of business, and in order to continue operations, the corporation has the following departments:

HR and Administration- This department is in charge of the company's human resources, administration, and compliance. They are in charge of hiring, performance management, training and development, legal matters, logistics, and cleaning.

The factory operating department is in charge of producing commodities for the company. They keep a tight eye on the manufacturing plant, its efficiency, and the timely delivery of products to the warehouse.

The Purchase and International Procurement department is in charge of ensuring that all necessary raw materials and items are delivered to the headquarters and facility. whenever it's required It could be machinery, parts for machinery, raw materials, and so on.

Commercial department- This is a large department that includes import, export, customs, and audit sectors to help coordinate the activity.

2.13.2 Information system practices:

The Partex Group has an information system management department that provides technical support to all of the company's other departments. partex uses Oracle software to manage payroll, data entry, recording, work orders, requisitions, bill input, payment follow-up, and audit monitoring, among other things. Because all of the dates are put into the software at the same time, this oracle software allows the factory and headquarters to operate efficiently. Partex also uses the Outlook email platform to communicate with buyers and suppliers both internally and externally.

2.14 Industry and Competitive Analysis

2.14.1 SWOT Analysis of Partex group:

A SWOT analysis is used in business to determine a company's opportunities and threats. The strengths and weaknesses of an organization are critical indicators of its internal capability and aptitude. On the other hand, opportunities and hazards define the company's external environmental effects, which the company cannot control. The following page contains a SWOT analysis of the Partex group:

Strengths

- Market dominance in selected markets
- Client franchise
- A strong regional emphasis
- A wide range of products
- A capable and experienced management team
- Improved infrastructural capabilities
- The company's goodwill and reputation
- Profitability and growth are strong, and internal capital generation is strong
- A larger number of corporate clients.

Weaknesses

- Top-tier brands have limited room for expansion
- SQ: does not meet consumer expectations
- Inadequate up-country coverage
- A sense of an inflexibility while dealing with various banks
- Employee turnover and issues with long term staffing
- A sizeable portion of the market
- Absence of full-fledged automation.

Opportunities

- The Middle Market Is Underserved
- Obtaining Corporate Clients
- Bangladesh's economic development
- A nationwide network
- Market penetration through a variety of products
- The government's export promotion policy
- A regulatory environment that encourages the development of the private sector
- People's purchasing power is increasing
- A growing tendency in international trade.

Threats

- International and local conglomerates compete aggressively
- Political unpredictability and regulatory barriers
- Personnel losses due to competition
- Increased industry competitiveness for market share
- The government's frequent adjustments to industrial rules
- Political disturbance on a national and international scale.

2.14.2 Porters analysis of Partex- Beverage as an example:

The major opponents for RC Cola Bangladesh are the soft drink industry giants, Coca-Cola and Pepsi. These two market competitors existed from the very beginning of RC Cola's existence, but it still managed to grab market share in 2009, but couldn't maintain it.

Industry Rivalry:

If a segment already has a lot of strong or aggressive competitors, it's undesirable. This is the most difficult component for RC Cola to deal with and endure. This situation is forcing this product into a costly competitive conflict. The product must be able to withstand recurrent pricing wars, advertising conflicts, and so on.

Threats of New Entrants:

In Bangladesh, the entry barrier is low, as any beverage firm can enter the market with little difficulty. On the other hand, because of the substantial investment of organizations' fixed assets, exiting the market for a corporation will result in a significant loss. This is primarily why RC Cola is failing during economic downturns. Existing competitors, on the other hand, are already bringing new items to market without difficulty. Pran, for example, just introduced “MAXX Cola” to the Bangladesh beverage industry.

Threat of Substitute Products:

When there are actual product replacements. Threats are a natural part of life. The juices of Pran, Sezan, Aarong, and others are posing a threat to RC Cola.

Bargaining Power of buyers:

In today's world, buyers have a multitude of options when it comes to beverages. As a result, purchasers' bargaining power is expanding all the time. RC Cola is attempting to grab the market through a low-cost strategy in which consumers may purchase a large number of product at a low price.

Bargaining Power of suppliers:

One frequent complaint from merchants and dealers was that "we were unable to obtain supplies due to the closure; the factory remained closed for the majority of the time due to the covid-19 crisis and lockdown." This had a significant effect on the market. By this time, people had begun to acquire the other products. Thus, these types of supply chain challenges might result in decreased sales, which can have a negative influence on the company's profit forecasts.

2.15 Summary and Conclusion

Partex group has been in business for a long time, and during that period they have achieved significant success as a result of their innovative business processes. As they have progressed through the ranks of business, they have found themselves in a more competitive market where many local and multinational enterprises have set up shop side by side in the same space. Partex has extended their product ranges and pragmatism in business in order to discourage the competition as well as to position themselves on a strong footing. They do, however, have space to improve the efficiency of their company model.

2.16 Recommendations

- They might obtain the aid of industry specialists in order to optimize the organizational structure in a more systematic manner. In this situation, consulting could be an excellent

strategy.

- In order to succeed in the industry with a more stable position, the company must improve the way in which it can identify its function according to the product life cycle. As a result, they would have an easier time taking future action and exerting effort to compete.
- In order to gain a strong position in this competitive market, the company must be more innovative in its function. They can establish a design department, which will provide the organization with an additional competitive advantage. This would make it easier for them to grasp their progress in the industry.
- The organization should adopt the BCG (Boston Consulting Group method) matrix technique in order to determine its annual growth.

Chapter 3: Employee Performance management: policies and practices in Partex Group

3.1 Introduction

3.1.1 Background of the study:

I interned in marketing at Partex Group, but I also maintained a positive working relationship with the human resource department. I completed my internship report based on this company and industry as per my internship requirement and supervisor's instructions. At my report, I've concentrated on the knowledge I've gained by doing my job in this company and observing and sharing about company culture. During my learning period, I visited the majority of the company's departments, and based on that, I focused on recognizing employee performance management, its challenges, and attempting to clarify the disadvantages.

3.1.2 Goals and Objectives

- Explicitly state the employees' training requirements
- Review and analyze the current performance evaluation process in order to determine the strengths and weaknesses of the current performance.

- To evaluate the compensation management practice

3.1.3 Significance of the study:

This research is enormously significant. As a result of writing this report on the performance management system, I've had the opportunity to speak with the organization's HR and administrative professionals, and I've tried to observe how they manage their employees' performance. It's a fantastic opportunity for me to advance my knowledge in this field. The report I've written is more likely to be based on my own experiences than on what I've learned from books. I attempted to organize and systematize the knowledge for future learning opportunities.

3.2 Literature review

Performance management is a critical management strategy that enables managers to monitor and evaluate their employees' performance. Performance management's objective is to foster an environment in which individuals can work to their maximum capacity and deliver the highest-quality work in the most efficient and effective manner possible.

According to (McAfee & Champagne, 1993) Employee performance and productivity can be improved through performance management. There are three parts to this strategy: performance planning, performance management, and performance evaluation.

(Buchner, 2007) claimed that a recent difficulty that has gone unnoticed by businesses has prompted them to refocus on their performance management process in order to investigate ways to improve employee performance.

Performance management is a key component of a company's productivity (Cardy, 2004). It is a crucial fact of regulating Human Resources because it is the principal system through which tasks can be done (Pulakos, 2009). As a result, ensuring performance management should be a top priority for supervisors (LAWLER, 2009).

According to (Klein & Kozlowski, 1967), to put it simply, performance management is the broad range of actions taken by a corporation to improve single people's or teams' performance, mostly with the purpose of increasing productivity.

In order to improve performance management, it is necessary to promote committed personnel who are aware of their obligations. (Gruman & Saks, 2011).

(Mone & London, 2018) stated that the effective use of performance management would assist the company in establishing and maintaining a high degree of employee commitment to work tasks, and the firm would achieve remarkable levels of performance.

Performance management, according to (Verweire & Berghe, 2004), entails building goal-setting motivation and commitment. As a result, achieving progressively proximate results is a critical step in establishing a performance management system.

According to (Gruman & Saks, 2011), the traditional approach to performance evaluation is appropriate for established occupations with formal requirements that are only visible.

As a result, Armstrong noted that the performance management system incorporated Human Resources' entire plan of action.

The comprehensive processes covered all organizational tactics, exercises, and a configuration that directly engaged enhancing employee performance (Cardy, 2004).

According to the estimation results, higher academic staff performance management satisfaction is linked to more internal consistency, communication, and control. Because satisfaction with employee performance management varies with tenure, institutions should consider a more diverse employee performance management strategy. (Adeleian et al.,2012)

3.3 Methodology

I took help from both primary and secondary data to compile all of the report.

Primary data: I went to the Partex Group's HR department. In addition, I spoke with employees at all levels to learn about their experiences with the Partex group's HR processes. These talks have provided me with some raw and reliable information. In addition, I attended a training session led by in-house experts, which provided me with accurate information.

Secondary Data: I also used secondary data in my report, which was primarily sourced from the company's official website.

3.4 Analysis and Findings

In general, Partex Group employs prior employee job performance and behavioral actions with coworkers and management as part of employee management. Employee remuneration is enhanced with confirmation after a one-year provision period, as per the company's present policy. Employees are exposed to many sorts of training during their probation period. Employees who have completed the training are expected to take the practical and theatrical tests. They get promoted to an executive position if they are successful. Workers are provided training in the learning and development center even before they begin work, where they are taught the skills required for their position. Following the course, a test will be administered. Those that excel at their jobs are hired as company employees. They are now constantly supervised and guided by their individual supervisors in order to complete their responsibilities to the best of their abilities. Partex has over 70000 employees for whom they have a pay system that complies with government and labor wage rules. Every employee must work for 8 hours per day, six days per week, for a total of 8000 takas each month. If any employee wishes to work overtime. He/she is entitled to an extra 40 taka/hour if he/she works up to 24 hours per week on overtime. Executives on probation, on the other hand, begin their careers with a salary of BDT 20000. Their compensation is changed based on their performance after completing a one-year trial period.

Each company strives to provide its employees with a variety of benefits, including financial and non-financial advantages. I'm going to concentrate on the non-financial benefits provided by Partex Group in this part. Officers and executives are given a travel stipend by the company. Partex, on the other hand, has a fleet of vehicles that it uses to transport its personnel. Partex also includes an emergency medical service. Doctors and nurses work from 9 a.m. to 6 p.m. at the organization, and sick employees and workers are given free medicine. If a pathological examination is needed, the organization has a specific partnership with Labaid hospital that allows employees to get the test done for a low cost. They are constantly ready to provide medical assistance in the event of an accident. If a worker suffers a serious injury while on the job, Partex assumes complete responsibility for the medical bills, as well as compensation for the worker's family. In addition, for the well-being of its employees, Partex has created a group health insurance policy. Last but not least, Partex offers a variety of vacation options to its employees in order to comply with labor law's leave regulations as well as for employee relaxation.

Human resource management in the workplace improves the organization's equilibrium and makes it easier to run. Many HR professionals believe that their role as a business partner necessitates business decision-making. To be more successful, they must be strategically focused. This job is more difficult, and you'll be in charge of the HR profession's evolution. At the time of writing,

During my internship at Partex, I learned about the company's HRM practices' strengths and weaknesses. Partex complies with both domestic and international labor laws. They maintain a safe, clean, and healthy working environment for their employees. Furthermore, the performance management system is fairly modern, and it provides incentives for outstanding performance. In addition, the supervisors maintain cordial relationships with the allocated employees and laborers. Furthermore, they are constantly motivating the supervisees. Although employees are obedient to their team leader to the nth degree, they are free to raise any rational explanation with them, which is a good HR practice. Furthermore, if employees have a positive attendance record, they are rewarded with additional income, which is a motivating incentive for them. I've seen positive office politics in action, which is a good indicator of competitiveness and productivity. So far, no oppression or blatantly uneven treatment has occurred in this company, indicating that it has a sound HR policy.

Partex, on the other hand, has some flaws that need to be rectified. The appraisal approach is only based on performance, which limits the scope of employee evaluation. The company's information is currently being added to the website, which is still under construction. Furthermore, the organization does not often advertise in media venues such as local newspapers or internet media, which may be a deterrent to prospective personnel. Furthermore, many individuals lack job security as a result of the demanding work environment and the need for continual improvement.

3.5 Conclusion and Summary

Performance management is a means of assessing an executive's or personnel's performance and progress on the job, as well as their potential for future advancement. It includes all standardized ways for evaluating employee attitudes, accomplishments, and talents. Today's business

environment necessitates that HR provide a value-added service. This necessitates a sharp business focus from HR practitioners, as well as the installation of a high-quality HR system that is integrated with the company's strategy and operations.

Employees are the most essential resource for organizational development in the beverage and other industries where Partex operates, according to the report "Performance Management of Partex Group." As a result, the importance of a dynamic HRM approach is extremely critical in order to improve the efficiency of employees' overall performance.

3.6 Recommendations

During my internship at Partex Group, I identified various areas of development on which the organization might focus. As a result, these are my suggestions:

1. The incentive system is a crucial motivator for employees to improve their performance. As a result, the company's incentive system should be more organized.
2. It is critical to distinguish between appraisals and incentives. Appraisals should focus solely on an employee's training needs, results, and career advancement; nevertheless, yearly pay evaluations should be conducted to decide employee benefits and rewards.
3. They can use more specialized performance evaluation methodologies to assess the workers' performance.
4. They may consider awarding diplomas and good feedback to staff in order to boost their self-esteem, which will be reflected in their achievement.

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Appendix

Personal Interview Question

1. How Partex group maintain the diverse operations through different sister concerns as well as different departments?
2. How does Partex recruit its employees?
3. What are the key perspectives of managing Employee performance in Partex?
4. Do you think that employees are obtaining adequate training related to their jobs?
5. Why do you believe that a robust compensation and incentive system is critical for managing employee performance?