

Report On
“The Compensation Management System of LA MODE Bangladesh”

By

Safayet Ahmed
17304135

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

BRAC Business School
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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:

Safayet

17304135

Ahmed

Supervisor's Full Name & Signature:

Ms. Sohana Wadud Ahmad

Lecturer , BRAC Business School

BRAC University

Letter of Transmittal

Ms. Sohana Wadud Ahmad

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship Report on “The Compensation Management System of La Mode Bangladesh.”

Dear Madam,

This is an extraordinary opportunity for me to present this proposition on the Topic of “**The Compensation Management System of La Mode Bangladesh.**” I have organized this report as satisfaction of the course BUS 400. I have tried my level best to set up this report to the essential standard and endeavored to cover all the things I could and endeavored to adhere to all the directions from my administrator. It was totally an amazing open door for me to work at this paper to rehearse my hypothetical information in the practical field.

At last, I am a lot of grateful to you for the assistance and bearings you gave me while making this report. I offer my heart full thanks to you to experience this report and offer your significant remarks. It would be amazingly sort of you; you don't mind assess my exhibition with respect to this proposition.

Sincerely yours,

Safayet Ahmed

17304135

BRAC Business School

BRAC University

January 1, 2020

Non-Disclosure Agreement

The understanding infers not to share organization's information and delicate data (assuming any) with any outsider without the earlier assent of the organization. The gathered information may be utilized for this report and just my scholastic manager will access there.

Acknowledgement

Firstly, I would like to express my gratefulness to the all-powerful Allah for being so kind to permit me to deal with this task progressively.

Then, I want to offer my thanks to Brac University where I am doing my necessary courses to be qualified to set up a report. The instructions gained from the instructors and the entire framework of my University really has enhanced my degree of competency and considerations during my learning period.

Furthermore, I would like to thank Ms. Sohana Wadud Ahmad, for her support and guideline which has enabled me to prepare such a report. She has assisted me with kind heart at whatever point I looked up for help from her. She gave me legitimate thought regarding the structure of the report and assisted me with seeing how I can put my hypotheses and reasonable theories which I learned in the entry level position program in the report. I give special thanks to Mr. Fahim Shafiul Alam managing director La mode BD and My onsite supervisor Mr. Raihan Khan Apurbo for their constant support. They gave me appropriate data and rule to achieve this report. Also, they generally gave me the chance and various errands to see how the functions are done in the organization and appropriate inputs about my work. I additionally need to thank all my office my office partners for their help. In spite of the fact that we never met face to face because of work for home yet they encouraged me immediately on the off chance that I thumped them for help.

At long last, I might want to thank every one of my companions, family and guardians additionally who gave me steady help, consolation and direction to complete this report

Executive Summary

While working as an intern I talked with some employees of La Mode BD through social media as I was working from home. I attempted to see if they are happy with the current pay arrangement of the association or not as this report is about pay the executives' framework. The greater part of them addressed emphatically yet need a few changes like boost in salary should be based on experience and performance. This report will show a whole picture concerning their satisfactory level about present compensation system. Finally, I have put a few proposals and recommendations like adding intermittent changes, recruiting advisor or giving industry instructive help to the workers so they can depend more on their organization and organization ready to pick up trust of their representatives.

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Overview of Internship

1.1 Student Information

Name: Safayet Ahmed

ID: 17304135

Major in Human Resource Management

BRAC Business School

BRAC University

1.2 Internship Information

1.2.1 Company Name: LA Mode Bangladesh

Department: Online Operation

Address: Level-3, Rosa Bella, House No.3, Road No.17, Block-D, Banani, Dhaka.

Period: August 2020 to January 2021

1.2.2 Company Supervisor: Raihan Khan Apurbo

Chief Operations officer

1.2.3 Duties and Responsibilities:

Capturing daily Orders, Delivering Products, Communicating with the delivery agencies, communicating with the Branch managers, Maintain Daily follow-ups, making performance index, solving client's problems.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

I started at La Mode on 10th August 2020 and I will finish my intern January 2021. I is very grateful to have had the chance to work here. The atmosphere and culture of the job were fantastic. Numerous say that they confront diverse issues in their work put with respect to the culture. But here I never felt such sort of issues as I was working from home it was much easier for me. Advance here I got the chance to meet a few brilliant individuals who were

exceptionally much neighborly, supportive and kind when I met them for meeting. I never felt that I here as it were for six months as an intern. They acknowledged me exceptionally cheerfully and continuously made a difference me out at whatever point I require them. Here I performed various types of tasks. Mostly I had to capture orders from online platforms. As I was capturing orders I was contributing to organizational growth by increasing sales. I was responsible for solving problems that are faced by the customers so I was also maintaining company image to the clients. Finally, I was contributing to fulfill daily and monthly targets that help all the employees who were working with me.

1.3.2 Benefits to the student

It was a great opportunity to learn the corporate culture that was totally unknown to me. I am able learn how to handle a pressure situation when I was solving problems. As I was working under online operations I am now know how an online business works. I was able to see practically all the theories that were taught in the university. Finally and most importantly I knew about the importance of team work in corporate world. Previously it was group project where some of the students were very much cooperative but some of those were very lazy. But in corporate world team work is the something different. We had to contribute equally every day in every situation. That was a very important lesson for me.

Chapter 2

2.1 Methodology, Objective and scope of the study

2.1.1 Methodology

The study is performed based on the data extricated from diverse sources collected by performing a particular strategy. The research about work is done based on subjective research strategy where research was done based on information collected from La Mode BD. To fulfill the objectives, the study pursues answer of the following queries.

- Human resource Management practice in La Mode BD.
- Overall framework of the organization.
- Strategies followed to set up salary and rewards.
- Strategies to motivate employees.

In order to make the study more important and satisfactory, two sources of information and data have been utilized broadly.

1. Primary sources
2. Secondary sources

Primary sources:

Primary information has been collected for this report through individual perception and meeting the representatives: I have talked with the representatives of La mode when i went there for any work. Which offers me to watch their developments and perused their confront expressions when I was inquiring various questions. In spite of the fact that they were replying emphatically more often than not yet I felt that they were not satisfied or insist with a couple of decisions or steps that has been taken by the organization. It encourages me comprehend their real good level. Though I was working there as an assistant, I got a rundown from my manager where they list down the employees data in an excel sheet, their participation, their fundamental compensation, leaves that they have been taken and so on when I was setting up those there got some data about on which premise their compensation has been repaired, their rewards and how much will be deducted for missing. These assist me with getting additional data about them.

I truly had a great relation with my Supervisor. He gave me parts of time from his active plan to assist me out. He told me approximately the compensation scale of each worker. At that point how they recruit employees, what sort of qualification and aptitude they hunt for etc.

I also took help from Google if I face problem with any topic. Then I showed it to the supervisor.

Secondary Sources:

Secondary data I have collected generally from HR Manual of La mode BD. Instead of this, a few office records and records which were made by my boss and HR Manager offer assistance me to gather data. Furthermore, I have examined diverse books and diaries with respect to this subject and look in several websites for HR report and year end reports from various organizations.

2.1.2 Objective of the study

The primary target of this examination is to assess that how much significant the pay advantages to motivate workers of La Mode Bangladesh. The investigation likewise has some particular target. For example, to perceive the long-and transient procedures and systems used inside the organization. To break down the sufficiency of compensation benefits those are being used by the organization in case of Organizational Development and Reward System.

To investigate an exhaustive working data on the HRM rehearses inside the association. To break down which variables are more powerful to inspire the presentation of workers.

These are the main objectives to make this report.

2.1.3 Scope and Limitations of the study

Scope of the study:

La Mode Bangladesh is one of the most popular brands in Bangladesh who produces and sells women shoes and bags. This organization is a reputed and leading one in our country for its performance. I had been assigned there to learn practical knowledge helped by my internship supervisor. During this time of pragmatic direction various elements of Human Resource Department have been covered and attempt to picture the area of organizational overview, conclusion & recommendation.

Limitations of the study:

The primary limitations of the examination are insufficient admittance to data and office's secrecy which has hampered the extent of the investigation needed for the study. It was very difficult for me to collect information from the employees as I was working from home. Though it was a huge risk for me to go there physically to take interviews because of covid 19 outbreaks I managed to take few. The information regarding my topic was very confidential that's why I was getting trouble to collect them. My supervisor was very kind to share that with me. However, I was unable to collect different companies' information because of the topic. That is why I couldn't compare with other companies policies with La Mode BD. Although there is a very few information available outside I tried to cover all of them. The time was likewise inadequate to know all exercises. In addition, the requirement of time was very hard to utilize appropriately as I needed to counsel the representatives of the association according to their reasonable time. At long last, Because of the restriction of data, some supposition that was made. Along these lines, there might be some close to home missteps in the report.

2.2 Overview of the Company

La Mode is a French word which means the fashion. La Mode Bangladesh is online based ladies footwear and bag producer and selling company. La mode was launched on the 5th of February 2012 & founded on July 2011 with an aim to provide best attire with reasonable price. Since then La mode established itself as a trusted source of unique ladies footwear. They have four showrooms in Dhaka as well as online platform. Through their online platform they reached their customers all over Bangladesh. All of their products are handmade. La Mode established itself as a trusted source of unique ladies footwear as they proudly announce their products as Made in Bangladesh. La Mode was founded by Fahmida Islam who is also the head of the creative and co-owner. La Mode dedicates itself to quality, unique design, and exceptional value for the price. They started their journey with very little number of employees and capital now they have over thousand employees working for La Mode.

Vision:

To establish La Mode as an internationally recognized and trusted brand for ethically produced handcrafted products. Their Vision outlines:

- Bringing La mode to the world stage
- Gaining international recognition for Bangladesh's handcrafted shoe-making industry
- Bringing La mode to all parts of Bangladesh

Mission:

Their mission is to make La Mode a household name by keeping commitment to producing high- quality items from sustainable, ethically sourced materials and by providing superior service to everyone. Their Mission outlines:

- Making La Mode a household name
- Producing high-quality handcrafted items
- Providing superior service
- Keeping commitment to quality

2.3 Management practice In La Mode

Human Resource Management is the process of managing and monitoring the employees in an organization with a proper system. The worldwide HR management system incorporates several processes like recruitment, Job positions, monitoring, and storing data, appraisals, and attendance data and so on.

2.3.1 Recruitment:

The recruitment and selection process depends on the category of the post. They have done job analysis for different type of posts. Based on that they give ads on various portals. They also recruit internally. For external recruitment they target fresh graduates mostly from reputed private university of our country. They have also many posts for students who need part time jobs.

2.3.2 Training:

La Mode has a team who looks after the new entrants. They train the new employees as well as look after their regular works. I was lucky to have head of the operation as my trainer. It normally takes two to three months to complete the training.

2.3.3 Data storing:

La Mode uses their own server to store all their data. They use various types of sheets. They are keeping track of every employee through their server by looking at it. Every employee needs to sign in and out at their specific time. They also keep information about the customers in the server.

2.3.4 Job Positions at La Mode BD:

Employees of the La mode BD are classified into the following graded. Designations of the employees may be fixed as deemed appropriate by the management. I have shown their classification under a table below.

Top Management	Managing Director
	Executive Director
	Asst. Executive Director
Senior Management	Chief Operations officer
	Asst. Chief operations officer
	Head of HR
Managers	Managers
	Asst. Mangers
Officers	Senior officers
	Junior Officers

Classification of posts at La Mode Bangladesh

2.4 Marketing practices of La Mode Bangladesh

La Mode is basically very popular among the young girls. And their target market is also younger women in our country. As they are online based Brand most of their marketing policies are depend on the online based platforms or we can call it digital marketing.

Here I'm listing down their marketing activities.

Facebook post boosting:

Dhaka city is the second largest city in terms of active Facebook users. More than half of them are female so it becomes very easy for La Mode to reach their clients through Facebook. They post their ads on Facebook and give boost by paying a certain amount of money to Facebook. Facebook boosting can be customizing by age, gender, region, institute etc. Facebook also have all the data of the customers so they can suggest us which audience is to target. For these notable reasons now a day Facebook boosting is a very common tool among the marketers.

Instagram Paid ads:

It is very similar to Facebook boosting. La Mode pays Intagram to promote their product to a specific number of people that are customized by La Mode.

Social Media Influencers:

This is very new and unique style of marketing practice. La Mode sends many gifts to social media celebrities. They take pictures with the products and post it on their social media pages. Their followers can know about La Mode from theirs posts.

Client Feedback:

La Mode kept their client feedback very carefully. They collect their photos wearing La Mode products and post it on their pages and also boost it. For these clients become a model for La mode and it pleases the clients a lot. All other people get influenced by it and want to be part of La Mode.

These are actually unique and mostly used marketing tools by La Mode. Along with these they also use bill board and newspaper magazine ads to launch a new product or a new showroom.

2.5 Financial performance of La Mode

I was working from home and La Mode doesn't release their financial report publicly so it was very hard to collect the entire information about the financial condition of La Mode Bd. I have talked to my onsite supervisors and he gave me few of the information.

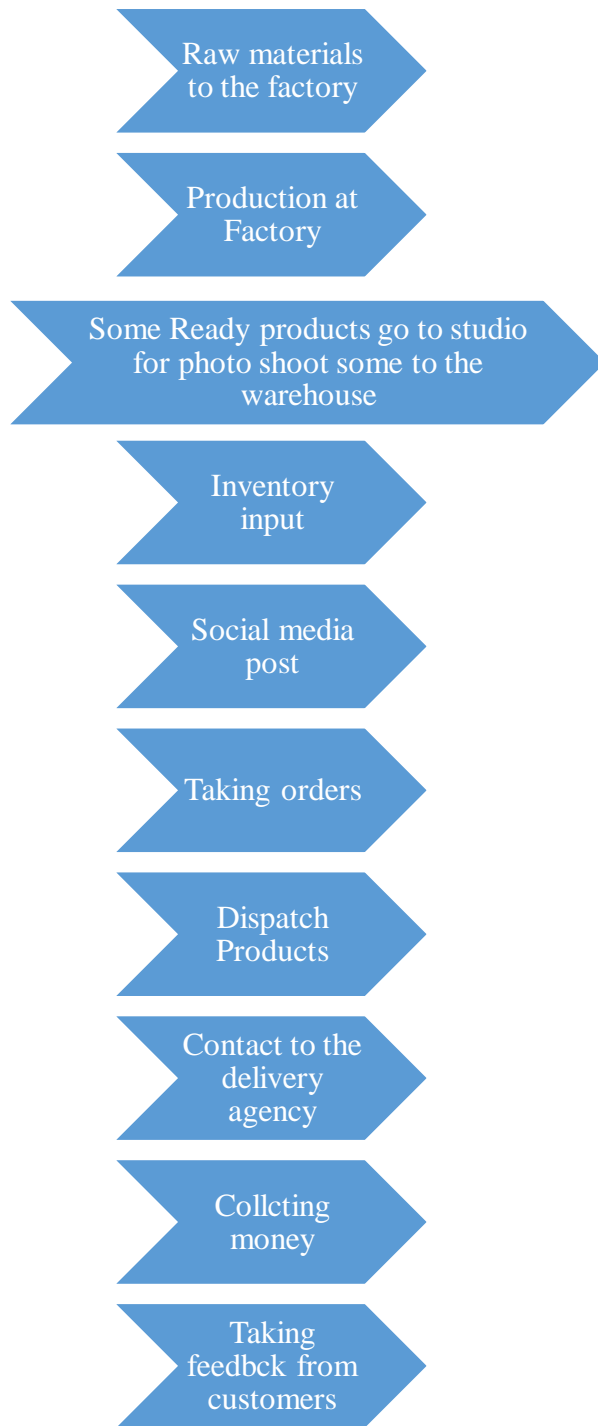
Based on that I made a financial performance table for La Mode BD

Return on Investment	40%
Number of Share	None
Profitability Ratio	.10%
Return on Asset	0.03%
Return on Equity	8%
Earnings Per Share	none
Damage Per Share	None

Financial performance of La Mode

2.6 Operation management Of La Mode

Operations Management is the way toward changing over contributions to wanted yields. While the chiefs are engaged with arranging, putting together and controlling, tasks directors have the immediate duty of taking care of business opportune, monetarily and with quality. I was very lucky to work under the chief of operation at La Mode. For this I know exactly how everything works under operation department. I am showing the Operation process below.



2.7 Industry Analysis

2.7.1 Industry Overview

Leather Products industry is send out arranged while both homegrown and fare request drives footwear industry in Bangladesh. The measure of cowhide delivered every year is 350 million Sq. ft. Out of the complete calfskin creation; 20-25 percent is utilized to fulfill the homegrown need while the rest is traded. Inside the footwear business, Bangladesh produces 378 million sets of shoes every year. Bangladesh right presently remains at eighth situation inside the overall footwear industry regarding creation volume. The homegrown market size of footwear is around TK 170 billion. Homegrown interest for footwear industry is around 200 to250 million sets every year. Out of the absolute homegrown interest, roughly 24 million sets were imported each year. Homegrown footwear industry of Bangladesh has two sections marked or coordinated footwear industry and non-marked or sloppy footwear industry. Chaotic footwear feature actually overpowers the bigger piece of arrangements. Regardless, the piece of the pie of marked footwear is extending and as of now remains at 30% of the general piece of the overall industry. Coordinated footwear market of Bangladesh was overwhelmed by unfamiliar organizations primarily by Bata even 10 years prior. A large portion of the nearby makers were centered around sending out their items. Yet, in the new year's, neighborhood produces are entering the homegrown footwear market with their own image to gain by the developing interest in the homegrown market. Just about 30 exporters have presented nearby brands. A portion of the neighborhood mainstream marks that are presently working in the market are Bay, Fortuna, step Orion and so forth

So the opportunity was always there to gain market share in this industry. As the number of internet users was increasing at that time and there was no brand who were operating only for female via online La Mode grabbed that opportunity. They were starting with one outlet and one warehouse because they needed more capital to set up more outlets. As their capital was low they went online version because it takes very little capital to start any online page or website. Previously I mentioned many footwear brands but there is no specific competitor to La Mode because of their handcraft shift. No other brands make their product totally by human hand. This uniqueness gave La Mode extra benefits.

2.7.2 Porters five forces Model for Leather Industry

Porter's Five Forces is a simple but powerful tool for understanding the competitiveness of business environment, and for identifying strategies. I have done the analysis for the leather industry of our country.

Forces	Reaction	Reason
Threats of new entrants	Low	Requires high investment
		Poor infrastructure
Bargaining power of supplier	Low	Available raw materials
		Low cost Import from China, India etc.
		Many Unorganized Suppliers
Threats of Substitutes	Low	There is no substitutes for footwear
Bargaining power of Buyers	High	Multiple brands are available in the market
Competitive Rivalry	High	So many brands are operating at the same time

Porter's five forces model

2.7.3 PESTEL analysis

A PESTEL analysis is a framework or tool used by businesses to analyze and monitor the macro-environmental (external marketing environment) factors that have an impact on an organization. PESTEL stands for: P – Political factors, E – Economical factors, S – Social factors, T – Technological factors, E – Environmental factors, L – Legal factors.

Political factors:

1. The world of politics is significantly flimsy with strikes and conflicts between the major ideological groups.
2. The government approaches are significantly positive with the division being declared a "Push" division, whereby getting a charge out of 7% loan cost for credits, strengthened dispersion place and reinforced stockroom office along with 15% money motivators.
3. An Exchange game plan settled by the public authority has persistently been good for organizations despite the way that regulatory arrangements have consistently forestalled the smooth tasks of trade.

Economic factors:

1. The economy has been expanding at more than 5 percent in the course of the most recent decade and is set to proceed with this pattern for quite a long time. This has expanded the quantity of center to big league salary bunch in the economy who can manage the cost of cowhide products with higher than normal dispensable.
2. Loan costs have been set in any event possible level by the public authority whereby ensuring the modest wellspring of capital for the business.
3. Trade rates are strongly checked by the national bank and are consistently positive for the exporters. Nonetheless, the moderately debased neighborhood money makes imports of synthetics utilized in the preparing of rawhide and hardware utilized in the creation cycle costly.

Social factors:

1. Social elements like the worthiness of calfskin products by far most of the populace help the area acquire fame.
2. The pattern of the current age to lean towards popular and costly items like cowhide belts, side sacks, coats and so on expanded the possibility of the area.

Technological Factors:

1. The closes by organizations are missing behind major overall brands regarding advancement and quality.
2. The little firms in the neighborhood market are dominated by the fat cats delivering in huge scope considering them to have the option to bear the cost of costly advances.

Environmental factors:

1. The long envisioning move of the tanneries to Savar from Hazaribagh is anyway to perceive any light of day. At the point when done, it'll merciless expensive relocation for the tanneries, and without a doubt more troublesome expenses to the little organizations that won't be assigned any land inside the picked region.
2. The ETPs in Savar will permit expanding the worth and agreeableness of the nearby cowhide whereby considering premium valuing and passage into the beforehand undiscovered market because of limitations.

Legal Factors:

1. Health and wellbeing rules in Bangladesh are scarcely checked and controlled.
2. Labor rate is the most minimal on the planet and there is by all accounts no revenue in the public authority to push the bar higher soon. There are no major prohibitive laws set up that hamper the smooth activities of the organizations. These are the external factors that have an impact on leather industry in our country.

2.7.4 SWOT Analysis of leather industry Bangladesh

A SWOT analysis is a compilation of your industry's strengths, weaknesses, opportunities and threats. The primary objective of a SWOT analysis is to help organizations develop a full awareness of all the factors involved in making a business decision. For leather industry in Bangladesh SWOT analysis is given below

Strengths:

1. Available natural resources.
2. Favorable geography.
3. Low cost labor.
4. Increasing per capita income.
5. Low raw material cost.

Weakness:

1. Lack of skilled workforce.
2. Inadequate market knowledge.
3. Poor infrastructure and technology.
4. Lack of skilled creative person.
5. Limited access to financial capital.

Opportunities:

1. Huge Market and Investment opportunity.
2. Byproduct industry.
3. Govt declared trust sector.
4. Price advantage in international market.
5. Low wage workforce.

Threats:

1. Low priced synthetic products.
2. Illegal export import of raw materials.
3. Corruption and political instability.
4. No skill development institute.

This was an overall analysis for leather industry in Bangladesh. In spite of all those challenges leather industry of Bangladesh looks very lucrative sector to invest.

Chapter 3 Literature Review

Compensation is a piece of human asset the executives that manages various sorts of remuneration and advantages which fundamentally an employee acquires through giving awesome exertion and meeting the assumptions for that association. For any affiliation it's needed to offer remuneration to its delegates. These sorts of remuneration can be both monetary and non-monetary. Monetary remunerations are salary, wages, provident and so on and non-monetary pay are social acknowledgment, promotion, good and friendly working environment, medical help etc.

As per Dale Yoder, "Remuneration is paying people for work". "Remuneration is the thing that workers obtain responsible for their commitment to the association".

Cascio has depicted remuneration as follows; "Pay incorporates direct money installments, diagonal installment looking like employee favorable circumstances and motivations to thought process work force to go after better degrees of profitability

3.1 Types of Compensation

There are different types of compensation.

- Non-monetary Compensation.
- Direct Compensation
- Indirect Compensation.

Non-monetary Compensation

Non-financial advantages are fundamentally those sorts of advantages which do exclude cash yet at the same time seriously required by any worker. Right off the bat, need a decent workplace and conditions. Without a decent climate, workers won't want to manage their work or may not have a sense of safety. So it is significant for that association to give them great climate. At that point comes clinical assistance. Numerous mishaps can occur at the work place. So giving on spot clinical assist will with guaranteeing the representatives that can depend on that association at serious risk. Additionally, at times association mastermind

outing or plan excursion for their representatives so they ought not get dull about their work. In conclusion vocation advancement comes. On the off chance that the association give legitimate acknowledgment to their representatives and update their position time to time they feel persuaded towards their work. These are essentially some non-financial advantages

Direct Compensation

Direct Compensations are money related remunerations. Pay, compensation, house protection, medical coverage, clinical recompense, fortunate asset, reward and so on are immediate pay. Each association should have these remunerations. Else they will be not ready to pull in individuals to work under them or hold their representatives. In the event that they not have this, at that point representative turnover rate will be expanded and benefit rate will be diminished.

Indirect Compensation

Indirect compensation is likewise a kind of non-money related pay. Like retirement program, paid leave, moving cost, childcare, various protections and so on After retirement representatives in some cases feel defenseless on the grounds that a fixed measure of cash quit going to the house. All in all, in period of any scarcity they get exceptionally on edge about various things? For them retirement plan is extremely useful. Association gives a fixed measure of cash after their retirement so uphold them.

Protections are for certain mishaps. Anything can occur throughout everyday life. Workers may analysis with any extreme infection or may pass on in any sort of mishap. These protection plans are fundamentally for those minutes so they can feel their association will consistently have their back in period of scarcity.

Social acknowledgment, advancement or prizes are some sort of circuitous remuneration which generally encourages them to keep spurred towards their work as they realize that on the off chance that they put exertion, association will give awards to that.

3.2 Objectives of Compensation Management

In compensation management system, both the association and the representatives need to be profited. Representatives consistently attempt to get as high as they can procure from that association and bosses consistently attempt to decrease their expenses. Fundamentally remuneration the board can be portrayed as the term in which bosses and workers set a few guidelines through conversation which will support both gathering simultaneously. Objectives of compensation management is;

To Attract Top Talent

At the point when an association will give a superior compensation plan framework, any one will pull in towards them. Every worker needs a decent return of their persistent effort. So on the off chance that they see that the association is contributing on them, at that point they will invest more energy to their work

To retain employees

Organization ought to give compensation to hold representatives since, supposing that they see better open door in some other association then they will move to that association decisively. It will make an extraordinary misfortune that organization. Benefit will go down and association should designate more cash to enroll or enlist new workers.

Inspiration Increasing

A decent compensation plan can drive motivation among the gathering. In some cases representatives put such a lot of exertion on their work or worry about a gigantic concern in the work place. Be that as it may, administrators don't pay a head to them even once in a while put more weight on them. This sort of conduct disturbs the worker a great deal. Regularly they simply consider quit their place of employment. However, in the event that the chiefs acclaim them for their work or plan a few prizes for them then it generally support up their inspiration and furthermore increment their degree of work.

To be acquiescent

In each nation there are some work laws for the improvement of the works. Each association needs to adhere to those laws as per the nation. Compensation framework isn't just a sensible inside the workplace, additionally suggested by the public authority of that nation. So it is an

unquestionable requirement to follow this by any association. On the off chance that anybody disrupts this norm, at that point legitimate charges will be documented against them.

To get maximum output

By providing compensation, organizations invest on their employees. They believe that in the event that they give offices to their workers, at that point they will likewise invest more energy in their work. This will assist them with acquiring more benefit. Pay urges them to utilize new strategies, methodologies, build up their abilities so they can accomplish the acceptable degree of that association and make their selves qualified to those compensation arranging.

Compensation the board programming can smooth out orchestrating methodology to help with achieving the whole of the objectives recorded above without overburdening HR. Also, anybody can tailor it to their relationship to put together the objectives that are for the most part basic to them.

Chapter 4

Findings and analysis

A worker gets Recompense or compensation as a token of security and esteem that their organization is watching their both physical and mental commitment towards the company. It does not as it were incorporate compensation but too a few other benefits, rewards and administrations as an entirety bundle to spur the representatives time to time. La Mode Bangladesh moreover gives this recompense bundle to the all level of representatives to pull in them and thought process them to put exertion in their work conjointly to diminish turnover rate.

4.1 Compensation and Benefits for Management Employees

Salary

La Mode worker's salary depends on Gross compensation. It is paid month to month in the portions of fundamental compensation, Travel Allowance and web stipend. 7% plant remittance is given to the individuals who work in the plant. The evaluation and compensation lattice of La Mode is made out of 10 arranged evaluations for Executives and above levels and 5 grouped evaluations for Non-Management level.

Each evaluation has pay ranges sectioned in 5 states and the obsession of Gross compensation during arrangement or yearly examination totally relies upon worker's experience, accomplishment and execution. The compensation structure is kept carefully private and not imparted to workers or outside aside from approved authorities.

For a total month, one-month fundamental compensation applies however for partial period; supportive of rata essential is determined by utilizing the accompanying formula.

Annual Gross Salary X Number of days

365

Mode of Payment

All the payments were done through bank in Bangladeshi currency. La Mode encourages their employee to open an account in Eastern Bank.

Appraisal

Appraisals are given to the meriting representatives with the end goal of perceiving their best administrations delivered to the Company dependent on their exhibition of the year. During Annual Performance Appraisal, increase choice is taken dependent on worker's exhibition. The executives' circumspection is crucial with respect to endorsement of appraisal.

Contributory Provident Fund

Like most other organizations, La Mode doesn't give the privilege of having Provident fund to its employees. Most of their employees are on contractual basis or part time employees so they don't have the provident fund option.

Allowance from Salary

These will incorporate those allowances legally necessary, including payee's annual assessment. La Mode won't add to the payee personal assessment and 100% Tax will be borne by the representative. Different allowances may incorporate non-attendance and non-paid leaves.

Bonus

In spite of the fact that there are such countless celebrations in each religion however as it is a Muslim nation workers will have the option to get two celebration rewards in a year as there are two principle festival, one is Eidul Fitar and another one is Eidul Adha. Below I'm showing their festive bonus structure.

Confirmed employees	Basic * 2
Legally binding worker's \geq 6 Months	half of a month ago compensation
Legally binding representatives < 6 Months	No bonus
Probationer representatives \geq multi month	half of a month ago compensation
Probationer employees < 1 month	No bonus

Festive bonus of La Mode

Extra time Payment

Any laborer working notwithstanding customary working hour will be entitled for extra time remittance at the pace of twice of the essential compensation for the extra hours worked. This payment has benefited both the contractual employees and part time employees. They can easily grab more numeration by doing overtime.

Sales Bonus

This is the most lucrative bonus that La Mode offers to their employees. As the whole organizational growth depend upon sales La Mode give numerous bonuses to boost their sales. Every month they give a target for sales employees and if the target is fulfilled then every sales employee get bonus of 50% of their basic salary. It doesn't matter which member did well which did bad. Every member of sales team get that bonus if the target was fulfilled.

Uncommon Increment

The Managing Director, at his/her prudence, may allow one exceptional addition to a worker thinking about the representative's exhibition and responsibility and such cases ought to be accounted for to the Board for data as it were. The Managing Director may likewise consider/suggest endorsing more than one exceptional augmentation to a worker.

Award for long term service

La Mode has executed this arrangement to support their workers and inspire them, who are serving the association for quite a while. The reason for this arrangement is to perceive the drawn out responsibility of representatives and set up a straightforward framework. Likewise make belongingness and pride for workers.

Internet Allowance

Because of current situation most of the employees are working from home. All the employees who are working from home get monthly allowance. Besides La Mode always has a team who were working from home from the beginning. Those employees got internet connection from La Mode.

Medical allowance

Though La Mode doesn't provide medical allowance to their employees but they provide paid holidays if someone got sick.

4.2 Performance Management

Performance Execution Appraisal is a cycle of correspondence between the individual who allots the work and the individual who performs it in wording assumptions set toward the start of an exhibition year. Worker's exhibition consistently or in determined period ought to be assessed in a reasonable and deliberate way. Execution Planning is a significant advance to draw in and empower workers to convey their commitment to business achievement. Similarly as essential to recognize and acknowledge individual open doors for improvement.

La Mode follows "Pay for Performance" approach, which makes it critical to have a sound process for measuring performance. The tools they use

- Performance Planning
- Setting Objectives
- Ongoing Feedback
- Annual Performance Appraisal

Performance Planning

As it is as of now motioned that prizes dependent on execution, might be given to the representatives on the off chance that they have ready to accomplish the palatable degree of their administrators by their enormous work. For that there should be a determinant at which level of execution should be picked to prompt that compensate. At the beginning of the presentation year, chief will look at around a couple of exercises that will degree the predetermined execution conjointly set up a couple of rules and a specific target usually. At the beginning of the execution time frame till to the finish of the execution year, chairmen and managers will analyze and record their exercises to degree whether they meet the cravings and ready to arrive at the goal.

Setting Objectives

Setting Objectives is an organizing instrument used to portray specific, versatile time-bound focuses on that are correct currently performed by a man. It also portrays markers that will be used to degree achievement inside a demonstrated time-frame. The destinations are one of the vital parts of execution arranging and advance will be surveyed inside the mid-year execution review and yearly assessment measure.

- Objectives ought to be set for the coming year amid yearly execution evaluation process. The goals can be revised or changed with the common understanding of the line manager and supervisee.
- Priority Objectives are directly related to the Annual Operational Plan of the organization, functions or divisions, where identifying appropriate activities can make significant contributions.
- Personal development objectives are related to the development need of the staff.

Ongoing Feedback

Ongoing feedback is something which can separate the limit among agents and manager regarding any work. More often than not specialists dread to talk around their issues with the executive while playing out any work. In progressing input cycle, administrators or chief will give assistance to the representatives and furthermore give them recommendations to take care of their work appropriately. There will be no appraising structure, in a manner of speaking a standard correspondence between them. Henceforth they will have the option to push ahead their work.

Annual Performance Appraisal

The Annual Performance Appraisal fills in as the reason for the individual presentation reward. Representatives who have finished a half year of occupation starting at 31 December are qualified for the Appraisal. The Appraisal is a fundamental apparatus for representative turn of events. Workers ought to plainly comprehend zones where they dominate and regions, which should be improved. Managers likewise ought to plainly depict the help they may offer to assist workers with reinforcing their presentation.

The work execution of all affirmed staff or agreement staff that has finishing a half year

should be assessed toward the year's end by utilizing execution examination design. Representative will set up his/her self-assessment yet the obligation regarding finishing the yearly exhibition examination lies with the individual Manager showing on Job Description. In view of the undertaking achievement against every standard both Manager and worker will offer their remarks and will get reward.

Legally binding Non-Executive's examination will be finished utilizing at the hour of agreement reestablishment. Reward appropriation will be settled on the most recent examination of the Contractual Non-Executives.

Rule for Distributing Individual Performance Bonus

The rule is as per the following except if there is further audit by the Management and subject to endorsement by the board.

Gold Performers	=	2 bonuses.
Silver Performers	=	1 bonuses.
Bronze Performers	=	1/2 bonus.
Poor performers	=	0 bonus.

Note: One Bonus means one Basic salary

4.3 Survey results

I have included many questions in my survey from that ten questions were chosen essentially. The questions were made so that it can back the subject of the research. In any case, the information that we have found from the survey was truly interesting. I was able to get 20 responses.

Question: 1- Do you agree an employee's Performance is highly influenced by his/her salary and benefits?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

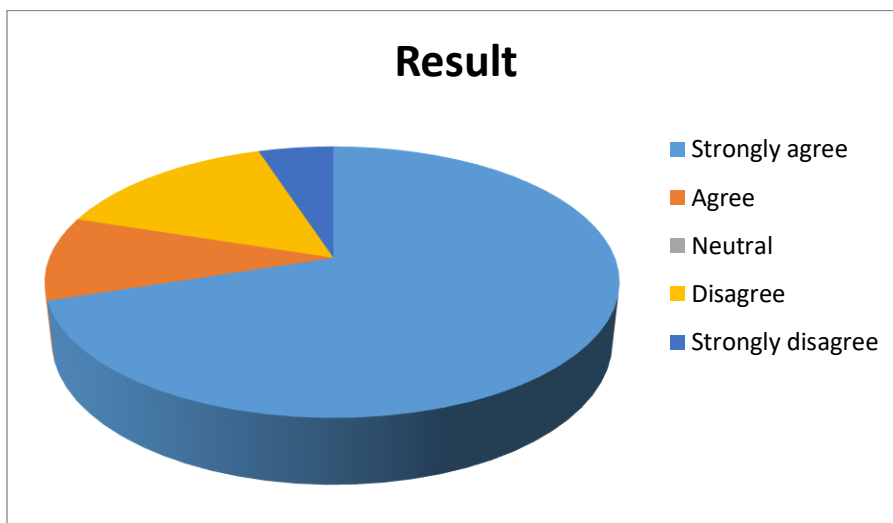


Figure 1 Performance Influenced by Salary and Compensation Benefits

In the event that we investigate this diagram, we can see that a worker's Performance is profoundly impacted by his/her compensation and other remuneration benefits, most extreme respondents give positive reaction about this assertion. This choice is upheld unequivocally by 70% of the respondents. Then again, 20% respondents don't uphold with this assertion.

Greater part upheld that remuneration benefits function as an exceptionally help for representatives execution. All out 80% of respondents believe that worker's presentation is impacted by remuneration benefits.

Question: 2- Do you think Pay increments should be based only on performance?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

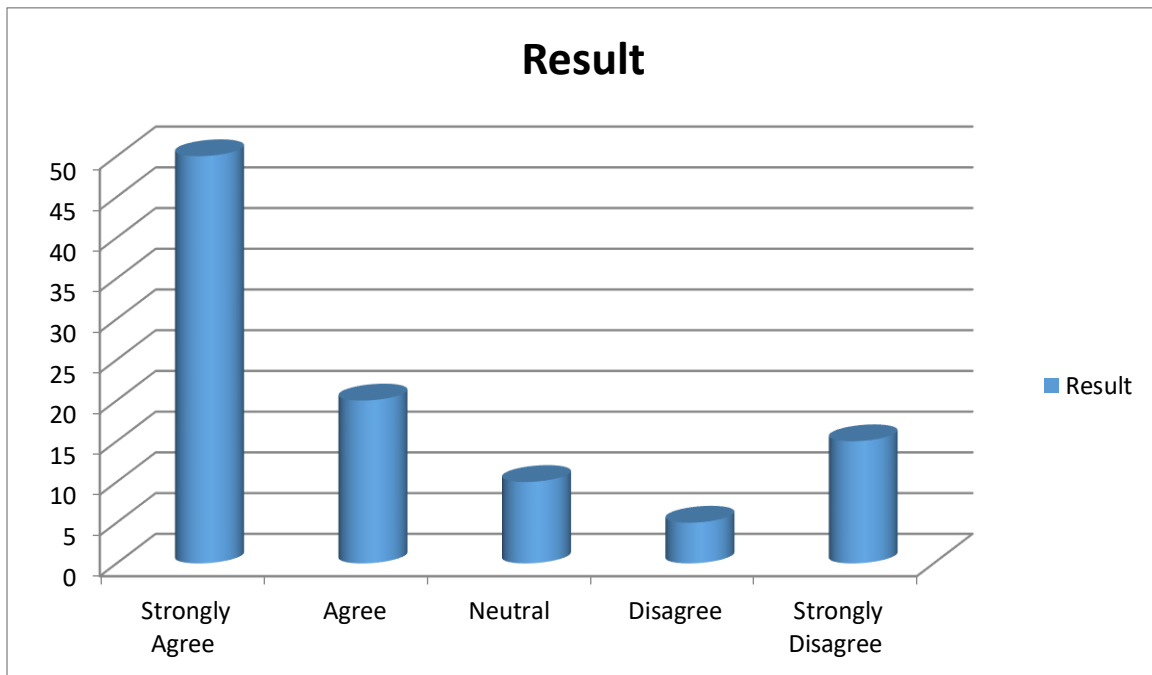


Figure 2 Pay Increase Based on Performance

From the outline ready to see that, they acknowledge that pay augmentation ought to be founded on execution. Here, 10 respondents firmly concur and 5 respondents are concurred. One respondent was neutral and others didn't agree. They think appraisal shouldn't be only on performance. Experience need be added with performance. However, they have a strong point majority says increments should be based on performance only.

Question: 3- Pay increments should be based on longevity.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

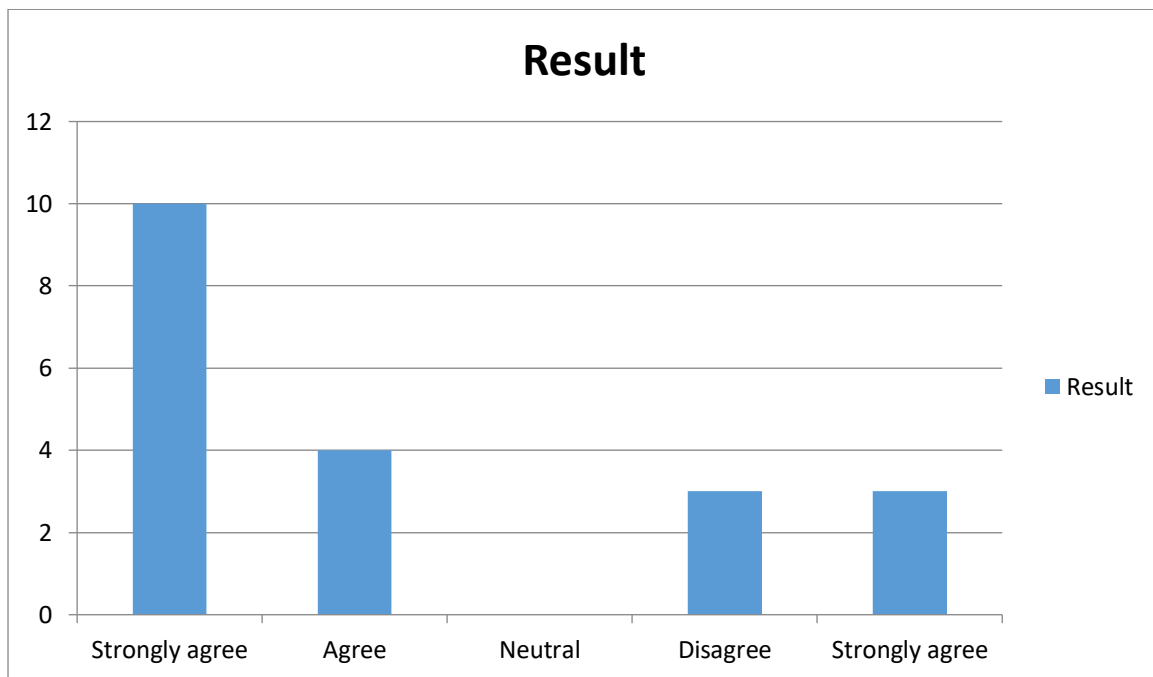


Figure 3 Pay Increase Based on Longevity

It is discovered that 10 respondents addressed alternative A which is about boosts in compensation ought to be founded on life span. Again 4 respondents concurred and no respondents stay unbiased with this assertion. Nonetheless, 6 respondents can't help contradicting this assertion. With by far most we can see they need their installment increment as they stay long.

Question: 4- What do you think Reward System should be provided as variable pay or not?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

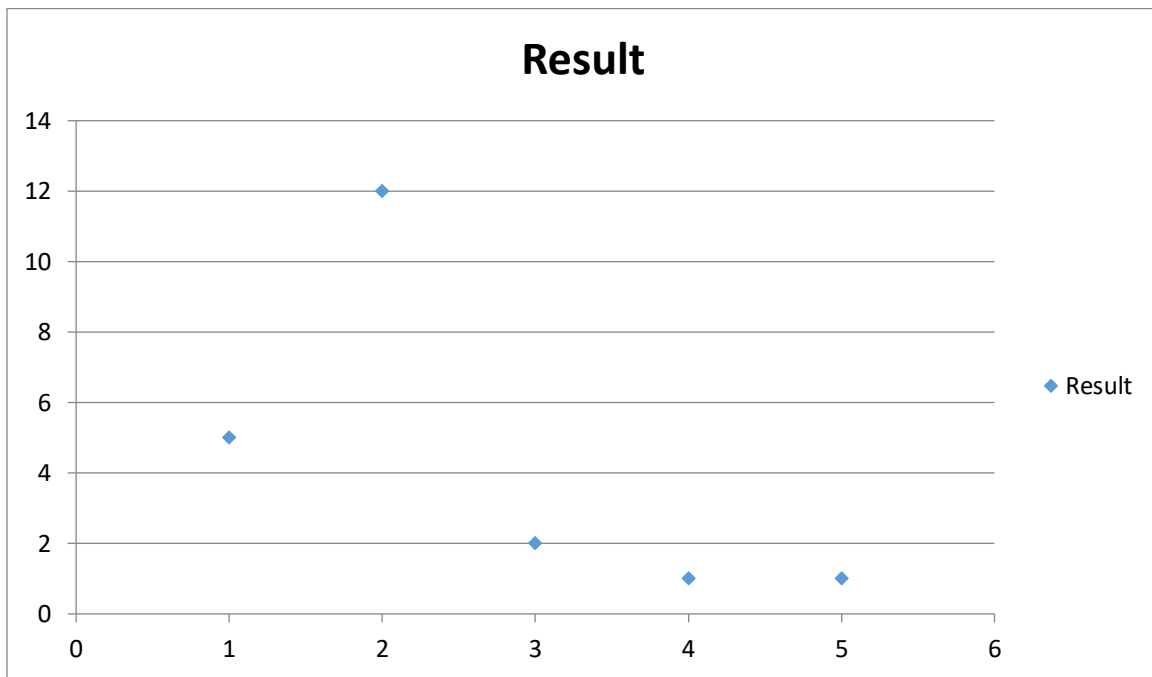


Figure 4 Reward Should be as Variable Pay

Examining this diagram, I found that respondents don't feel that the prize ought to be given as fixed compensation framework. The greater part of the respondents believe that reward framework ought to be given as factor pay framework. Here 16 respondents concur with this statement while 4 firmly concur. Once more, we can see that of the all out workers are stay impartial is 2 and 2 representatives absolutely can't help contradicting this assertion.

Question: 5- Will you perform extra tasks if you receive extra compensation?

- a) Yes
- b) No

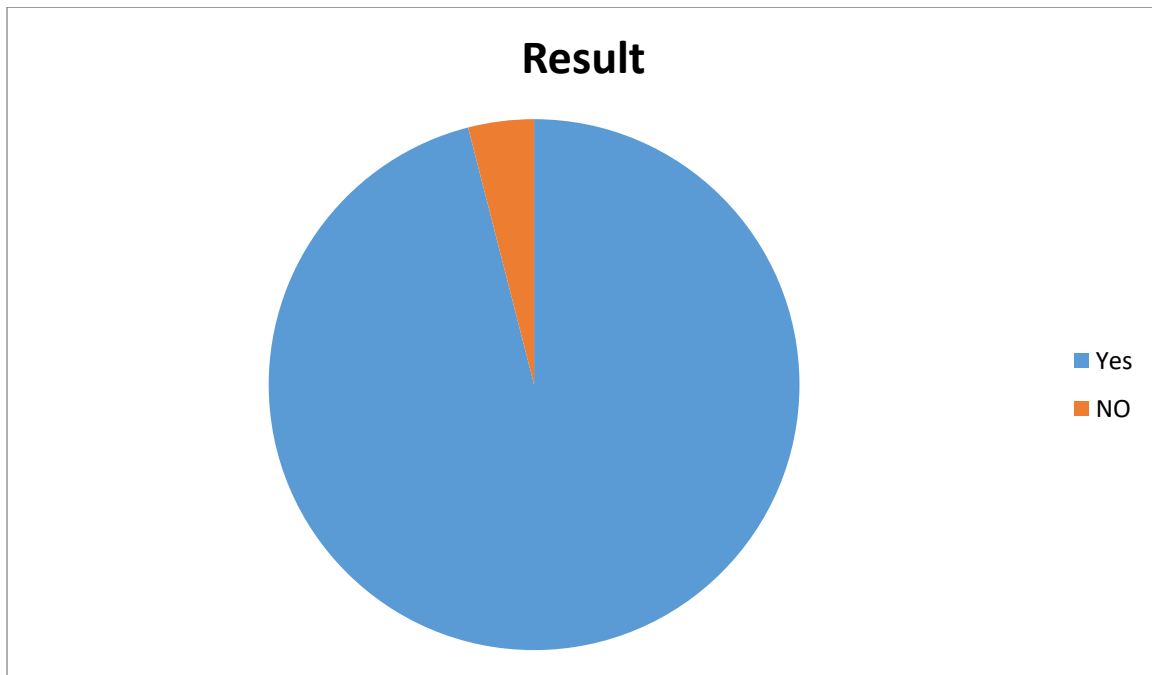


Figure 5 Extra Compensation for extra Work.

I found from the review that 96% of the all-out respondents said that on the off chance that association repaid representatives to perform additional assignments, at that point they will do it in any case. However, 4% said- organization compensates or not they do won't perform other tasks. But they expect the organization would treat equally all the employees. Otherwise it will be unethical and employees will become demotivated about the organization.

Question: 6- Monetary compensation motivates more for better performance.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

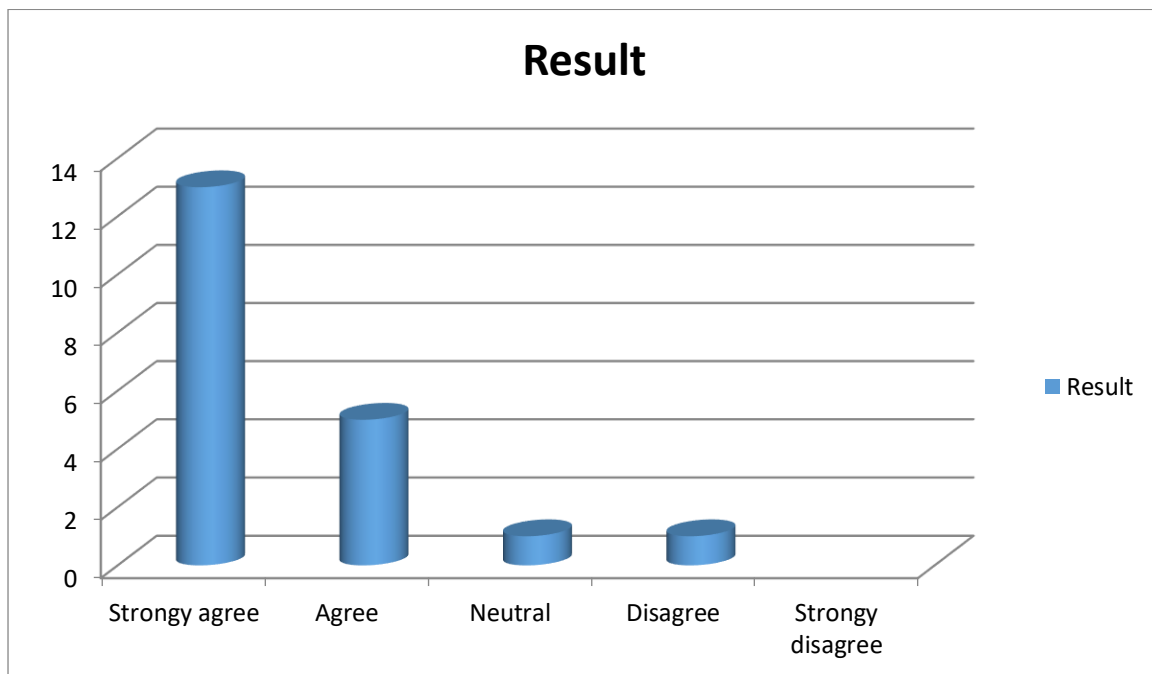


Figure 6 Whether Money is an Effective motivator or not

From the chart, we can without much of a stretch see greater part accept that cash as most significant inspiration of worker's exhibition. 18 among 20 of the respondents accept that the cash works adequately to inspire worker's presentation. Once more, just 1 of the respondent totally rejects that cash can't have the option to propel the representatives with respect to their exhibition.

As greater part accepts that cash is a significant help factor to persuade workers, so the association should think about cash as a significant spark.

Question: 7- Does your Organization concern about the pay satisfaction of yours?

- a) Yes
- b) No

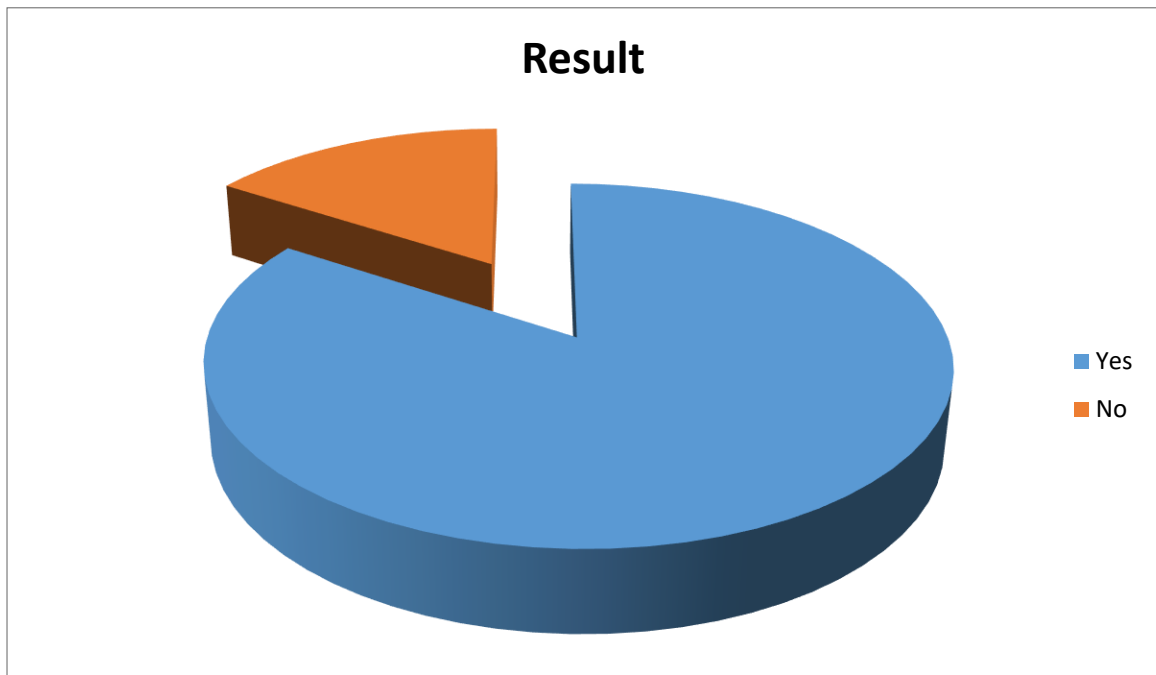


Figure 7 Organization’s Concern about Pay Satisfaction

From this review I came to realize that La Mode is worried about the compensation fulfillment of their workers. 84% respondents accept that the association does think often about the compensation fulfillment of La Mode's representatives. Once more, different respondents totally reject that this association isn't worry about their fulfillment with the installment strategies. It shows their disappointment about the associations pay strategy.

Question: 8- What is your organization's compensation policy?

- a) Stay even with the market
- b) Stay ahead of the market
- c) Stay even with industry pay practices
- d) Stay ahead of industry pay practices
- e) I don't know the policy

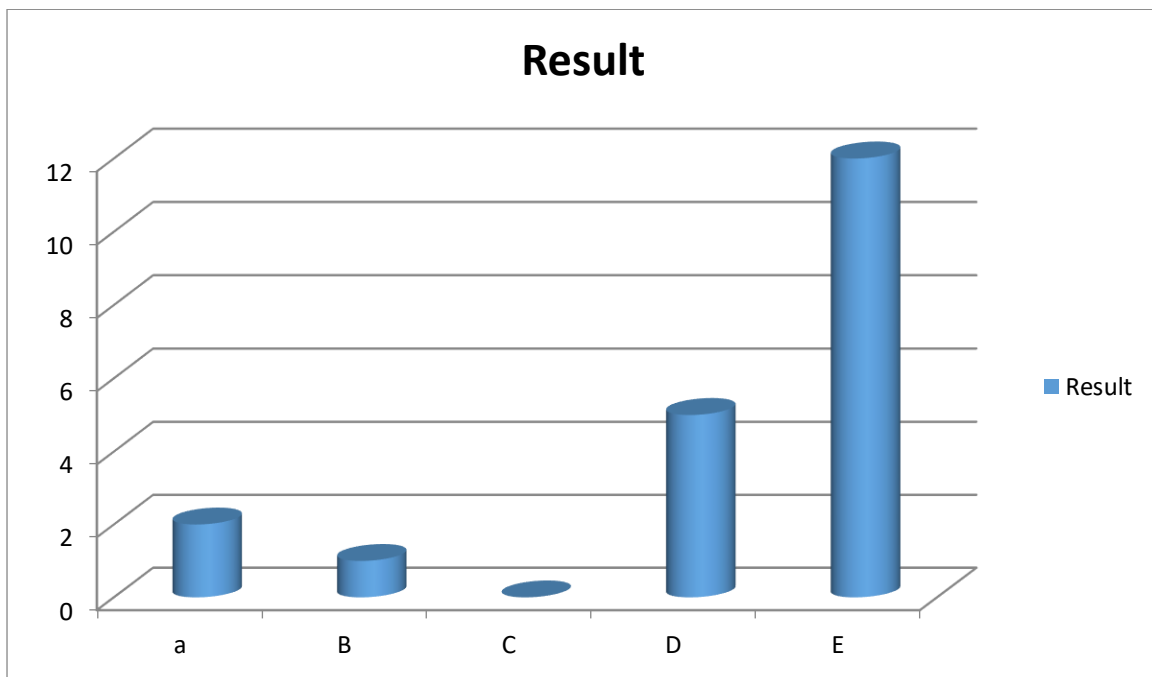


Figure 8 Organization's Compensation Policy

Analyzing the answers, I found out 12 out of 20 of respondents actually don't know the compensation policy. However, at the same time, Very few of respondents think that they shouldn't know the policy. They were giving answers randomly. So, about the organization compensation policy there are so many confusions from the respondent. But they should have tried to know about the policy of their own.

Question: 9- Which types of compensation system do you prefer?

- a) Fixed Pay System
- b) Variable Pay System
- c) Both of this
- d) None of this
- e) Contractual pay system

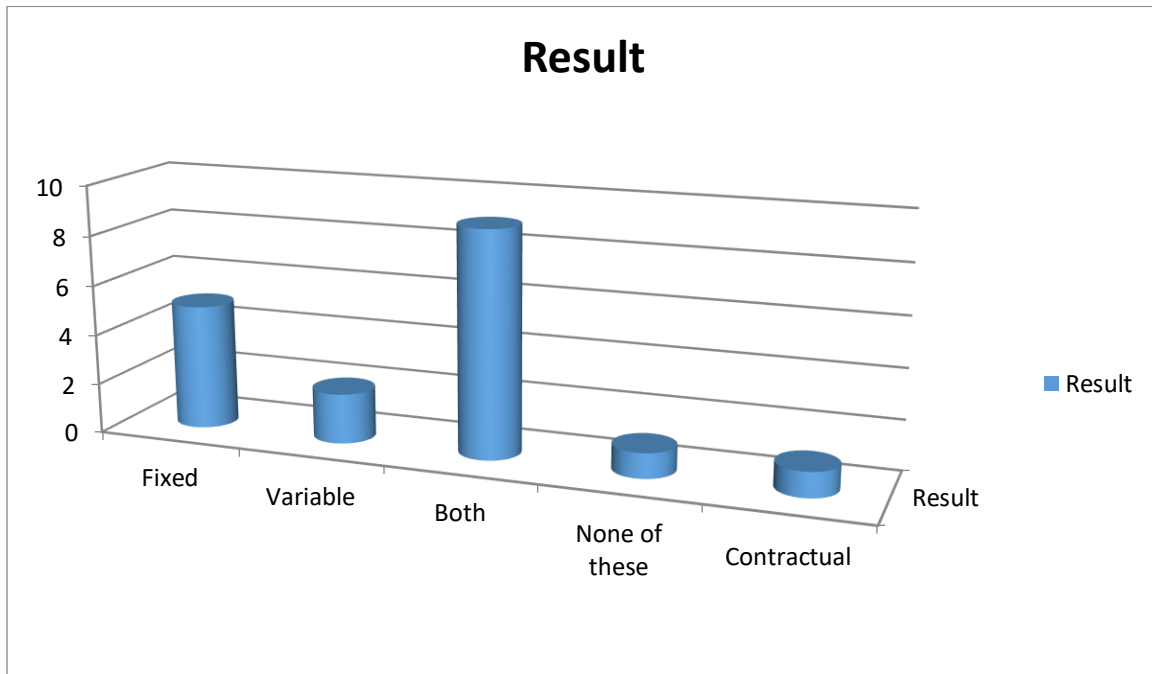


Figure 9 Preferred Compensation Payment Systems

Just 2 representatives favor the variable compensation framework. Furthermore, 5 respondents incline toward fixed compensation framework. Though 9 of the representatives imagine that they lean toward both of this (fixed compensation framework and variable compensation framework). Shockingly, just a single worker favored authoritative compensation framework. I figured this number ought to be higher. Legally binding positions have adaptability however they said they need professional stability more than adaptability.

Question: 10- How do you rate your company's working conditions?

- a) Excellent
- b) Very Good
- c) Good
- d) Average
- e) Poor

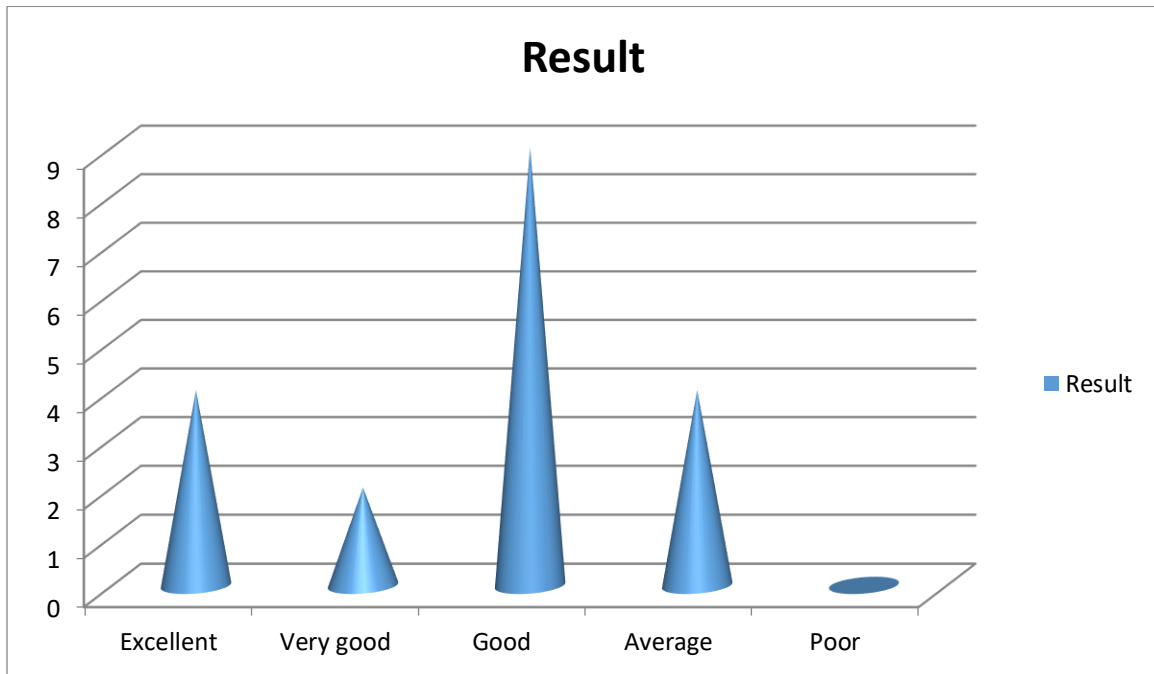


Figure 10 Working Condition

We can see that about working condition of La Mode maximum respondents said that the working condition is better than average. On the other hand, none of them said it is poor. By this we can say that the working condition of La Mode Bangladesh is pretty good.

Chapter 5 Conclusion & Recommendations

5.1 Conclusion

An association has incredible effect on that nation's economy. Female footwear area is blasting now daily. So new administrations needed in the field. Like other association this industry additionally relies upon labor. La Mode accepts that lone capable and handy representatives will have the option to help them in achieving their objective. Accordingly it has made a significant spot in the nearby market through contributing on their kin. I am exceptionally lucky that I got the chance of doing my entry level position in this association.

Internship job is a significant piece of an understudy life. It instructs the estimation of the real world and how things are, in actuality. It is an extension among hypothetical and down to earth parts of instruction and life. It was charming to work with La Mode which made the work intriguing and productive. I was telecommuting so workplace was extremely useful to me. I got genuinely appended with the association and I was propelled to put forth a valiant effort. It was an extraordinary occasion to find out about the reasonable work. I found out about Marketing area, operational area, Business Development lastly the Human response the executives. This Internship has improved information and disposition about the field to a huge degree. I need to express gratitude toward Brac Business School for the qualities and information they have furnished me with and for allowing me the chance to apply my insight basically in corporate life through this temporary position. Finally one thing I will say working in an association like La Mode will consistently do right by me and stay with me as a long lasting learning experience.

5.2 Recommendations

Inside the advanced years when the corporate world is arranging more forward-thinking strategies for making laborers and holding them. La Mode BD is no chance to get behind and the authoritative structure is with the end goal that people work connected at the hip to change the hierarchical targets with the person's destinations. Still there are a couple of articles which are needed to be incorporated and observed fittingly in their reward organization structure for the improvement of the association and people.

Industry instructive support

In advanced work environments, workers who are pushed to develop to be long lasting amateurs frequently rise as best entertainers. By giving those work power the instruments and assets to accomplish industry accreditation and degrees can help in making the tall nature of work, while presenting a basic vocation inspiration that is perceived through all. La Mode needs to give educational support to its delegates so they can transform into an asset for the association.

Utilize the market to decide pay increments

In this day and age everything has gotten extremely dubious. Ordinary new organizations are arising and high level organizations are going down out of nowhere. In this way, it has gotten imperative to notice the market every day to anticipate what's to come. As per the market development compensation rate ought to be expanded or diminished.

This will guarantee that you are staying aware of industry midpoints and proceeding to remain serious with your pay rehearses. La Mode should set their remuneration and different compensations for their workers as per the market development.

Award increases dependent on execution

Each association takes after a scale in their compensation system. Yet, a portion of the time they should disrupt their norms reasonable for convince their laborers. Like who gave truly uncommon execution, their compensate ought not be bound the system at times. They ought to be conceded by their presentation so that, him just as different laborers get it that their work has been perceived really by their association. Also, this will offer help to diminish laborer turnover rate. La Mode takes after this structure by then they will have the option to keep their laborers satisfied which offer will help them to win more and less turnover.

Consider utilizing an expert

Consider utilizing a compensation expert. Regularly it is problematic to need on a remuneration masterminding stretch out without requiring asking numerous inquiries to a great extent. Along these lines, by then they should enroll an expert who will help them out with a legitimate orchestrating framework by checking all the classifications which must be made sure about inside the arranging. It'll be steady to La Mode if they enroll a pay expert not for consistently yet who will offer help them in their essential situation to get accept of their laborers.

Infrequent changes

Elements taken into thought in incidental compensation changes will incorporate assistant modifications just as execution changes. The change is totally subordinate on the commitments of the position. In a couple of specific businesses laborers get perplexed over a couple of topic that how should play out that task. At conclusive, they do the development as envisioned or they do not-that there are not many openings to perform over and past activity wants. Execution based pay is anything but an incredible decision in those reaches. There may moreover be cases in which performance-based totally pay may extra since it should be executed on a gathering premise. After my study and from my own experience I concocted those suggestions. I think it is pertinent for any impending association who needs to keep their workers fulfilled.

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Appendix

Survey questions

Question: 1- Do you agree an employee's Performance is highly influenced by his/her salary and benefits?

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Question: 8- What is your organization's compensation policy?

Question: 9- Which types of compensation system do you prefer?

Question: 10- How do you rate your company's working conditions?