

Report on:

**Recruitment & Selection Process of Daraz
Bangladesh Ltd.**

Prepared by:

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ID: 18104271

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

BRAC Business School

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing a 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 include any information that has been accepted or submitted for any other university or other institution's degree or credential.
4. I've acknowledged all major sources of support.

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Letter of Transmittal

Zaheed Husein Mohammad Al-Din
Senior Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on Recruitment & Selection Process of Daraz Bangladesh Ltd.

Dear Sir

Hope you are safe & sound by the grace of Almighty. After successful tenure of internship at Daraz Bangladesh Limited, I am presenting my internship report to you as mandatory part of the BBA program. Completing the BUS-400 course and preparing the whole internship report under your tremendous supervision has been a phenomenal experience for me.

Here, I am presenting the complete internship report on Recruitment & Selection Process of Daraz Bangladesh Limited. I worked here as an intern in the HR department from October 6, 2021 to January 3, 2022. The internship program of three months has allowed me to gain on the job experience in the HR field. I have learned things about the whole HR process which could not have been possible otherwise. I have given my best at preparing the internship report in the most organized way maintaining the official guideline.

Therefore, I hope that you will approve & evaluate my report by giving your valuable judgements.

Sincerely yours

Ahmed Imtiaze Sharon

ID- 18104271

BRAC Business School

BRAC University

January 6, 2021

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the company and the student]

This agreement is created & signed up by the company and the assigned student (Ahmed Intiaze Sharon, ID-18104271) at BRAC University.

Acknowledgement

Working with Daraz Bangladesh Limited has been one of a kind of experience for me. Here, I would like to show my whole-hearted gratefulness to the company for assisting me in creating the internship report by providing all necessary data and resources.

In addition, I would like to show my gratefulness to my respected and beloved supervisor Mr. Zaheed Husein Mohammad Al-Din for his tremendous supervision by providing with all types of support and also responding to any type of queries.

Executive Summary

Over the last decade, e-commerce sector has played a crucial role in Bangladesh's economy. Over the last few years, there has been a significant growth in the e-commerce industry of Bangladesh. There are over 20 e-commerce sites operating in Bangladesh as of 2021. Currently, Daraz is the largest e-commerce company in Bangladesh by scale and market-share.

This study is primarily based on Daraz Bangladesh's Recruitment & Selection Process. The report will give an insight of the Recruitment & Selection Process including the overall activities of the HR department and the organization as a whole.

As a whole, there are three chapters in this report with different sub-chapters covering various aspects of the report in compliance with the internship guideline. The first chapter is known as overview of internship where we include details like name, ID, institution name, name of the organization I worked with, my duties & responsibilities and so on. In addition, it includes details like my contributions toward the organization I worked for and also what sort of benefits I availed from the organization as well as my recommendations for future.

The second chapter known as organizational part given an overview of the organization. It also covers the overall management & marketing practices as well financial analysis, operational activities along with the information system followed by Daraz Bangladesh Ltd.

The third or last chapter, also known as the project part covers the overall Recruitment & Selection Process of Daraz Bangladesh Limited including the findings, analysis in details. In this section, important recommendations are given for the results derived from analysis. At last, the report is concluded with a verdict comprised of analysis and recommendations.

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Chapter 1: Overview of Internship

1.1 Student Information:

Name: Ahmed Imtiaz Sharon

ID: 18104271

Program: Bachelor of Business Administration

Major: Double major in Marketing & Human Resource Management

1.2 Internship Information

1.2.1 Period, Company name, Department, Address

Period: 90 days

Company name: Daraz Bangladesh Limited

Department: Human Resources

Address: Asfia Tower, 11th floor, House-76, Road-11, Banani, Dhaka-1213

1.2.2 Internship Company Supervisors: Name, Position

Name: Abdullah Al Mahbub Eshan

Designation: Senior Executive

Department: Human Resources

Company: Daraz Bangladesh Limited

1.2.3 Job Scope & Job Responsibilities

The list of my job responsibilities is given below:

- ❖ Coordinate with the recruitment and selection process
- ❖ Preparing job ads, conduct tests/interviews and determining the selection criteria
- ❖ Planning and executing the on-boarding program for the new hires
- ❖ Conducting orientation of new employees
- ❖ Creating & maintaining personal file
- ❖ Preparing all kinds of office notice, notes & letters
- ❖ Proper tracking of job applications, generating a list of potential candidates, conducting initial screening of CV's, arrange pre-employment test and conduct necessary interviews by collaborating with Project Leaders
- ❖ Ensuring the proper enforcement of office ethics, etiquette and code of conduct
- ❖ Maintain liaison with other departments and solve internal workforce issues
- ❖ Ensuring and enforcing positive discipline
- ❖ Gathering referrals from current employees and external networks
- ❖ Maintaining positive work relationships with others, assist team to attain common goals, listen and respond appropriately to the concerns of other employees

1.3 Internship Outcome

1.3.1 Contribution to the company

It was a wonderful experience for me working as an intern in the Talent Acquisition wing of HR department in Daraz. I was the only intern working with talent acquisition. The hiring process was very difficult but I was lucky enough to get the opportunity.

The most exceptional part of doing internship in Daraz was that they do not consider you or limit your work activities like most traditional companies do at internship. They consider you as a part of the team and you have to work, perform just like a full-time employee. Therefore, I firmly believe that I made a good contribution to my team and it makes me feel proud of my working experience.

Here, I was directly involved with the core activities of the Talent Acquisition team in HR department of Daraz. I directly coordinated with the recruitment & selection process, ensured proper onboarding of employees with proper orientation, created & maintained personal files of the employees, handled the contract create & renewal of employees all over Bangladesh, CV sorting, sourcing CV's of blue-collar employees, preparing all sort of office letter, notes, ensuring compliance on the office and so on.

Overall, by participating directly with all the activities of Talent Acquisition team, I firmly believe that I made a strong contribution to the company.

1.3.2 Benefits to the student

As said before, I had a wonderful working experience working directly with the talent acquisition team. By directly participating with various activities of HR department, I as an apprentice greatly benefited from it.

By coordinating with the recruitment & selection process, ensured proper onboarding of employees with proper orientation, created & maintained personal files of the employees, handled the contract create & renewal of employees all over Bangladesh, CV sorting, sourcing CV's of blue-collar employees, preparing all sort of office letter, notes, ensuring compliance on the office and so on, I gained practical work experience which will greatly help me in professional life. Therefore, it was actually a win-win situation.

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Objective:

The main purpose of this study is to gain some insights about the company Daraz Bangladesh Limited and its various operations. In addition, this report also focuses on giving insight about the key operations, activities, policies and organizational practices in various aspects such as marketing practices, management practices, financial & administrative practices and so on. At the same time, another key objective is to implement SWOT analysis along with Porter's five forces to determine the strengths, weaknesses, opportunities & threats of the company.

2.1.2 Methodology

The report is primarily based on practical work experience, interview, conversation with various employees from the organization, observation at work and studying relevant resources. The combination of all of these really helped me in preparing my report in the most comprehensive and ideal manner.\

2.1.3 Scope

This report will certainly assist many students & researchers in their own research/report creation and give them a proper understanding about the core functions of Daraz Bangladesh Limited specially the Recruitment & Selection process. It will

certainly give them the opportunity to examine the overall operations, functions & get a deeper understanding for their own research/ report. However, depending on various needs, further research can be conducted in future.

2.1.4 Limitations

Although, there were several limitations but one of the most impactful was time. For a detailed report like this, we need more time to get better understanding about an organizations various operations or functions. Specially, for a massive organization like Daraz, the time we got for preparing the report was very limited. There were other limitations such as privacy concern for confidential information which impacted the financial portion of the report and so on.

2.1.5 Significance

This report will provide its readers/researchers with clear insight of Daraz Bangladesh's core operations/ functions specially the Recruitment & Selection process and how efficiently it performs various functions. Moreover, various shortcomings of Daraz in respect to the Recruitment & Selection process also carries a significance in the report.

2.2 Overview

2.2.1 History

Daraz first started its journey in 2012 as an online retailer in Pakistan. Eventually, it evolved and turned itself into a commercial online store for various items during the

end of 2014. After that in 2015-16, Daraz started its business activities in Bangladesh, Nepal, Sri Lanka as well as Myanmar.

Surprisingly, in 2018, Daraz was acquired by the Chinese e-commerce giant Alibaba. Since then, there has been massive changes to how Daraz operates in various countries specially in Bangladesh. It has changed its goals & objectives and also reset the bar of priority for different countries or target market. As Bangladesh has the largest number of customers and market, it gives more priority here than the other markets. There has been changes in the investment plan, budget and so on according to the priority of the market.

In 2021, Daraz became the largest e-commerce platform in Bangladesh by userbase and market-share. The key markets of Daraz in Bangladesh, Sri Lanka, Nepal, Pakistan, Myanmar is comprised of over 450 million individuals and over 50% of its userbase are young people.

As Bangladesh possesses an enormous population, it gives a massive scope to the company for growing by providing online shopping experience. In the last decade, number of internet users in the country are growing rapidly and currently, there are over 12 crore people in the country who are actively using the internet and a good portion of them are using various online services through various digital mediums. At present, e-commerce industry is one of the most booming sectors. Since the allowance of online transactions by Bangladesh Bank in 2009, the product & services related to online platform have seen a significant growth. Specially, the use of various social media platforms has massively contributed to the boom of e-commerce industry.

2.2.2 Vision

The vision of Daraz is in alignment with the vision of its parent organization Alibaba which is to aspire to be a company which will survive 102 years & aims to shape the future of e-commerce.

2.2.3 Mission Statement

Basically, the mission of Daraz is to become the largest platform of e-commerce in South Asia serving 100m by the year 2030.



Figure: 1

2.3 Organizational Structure (Organogram)

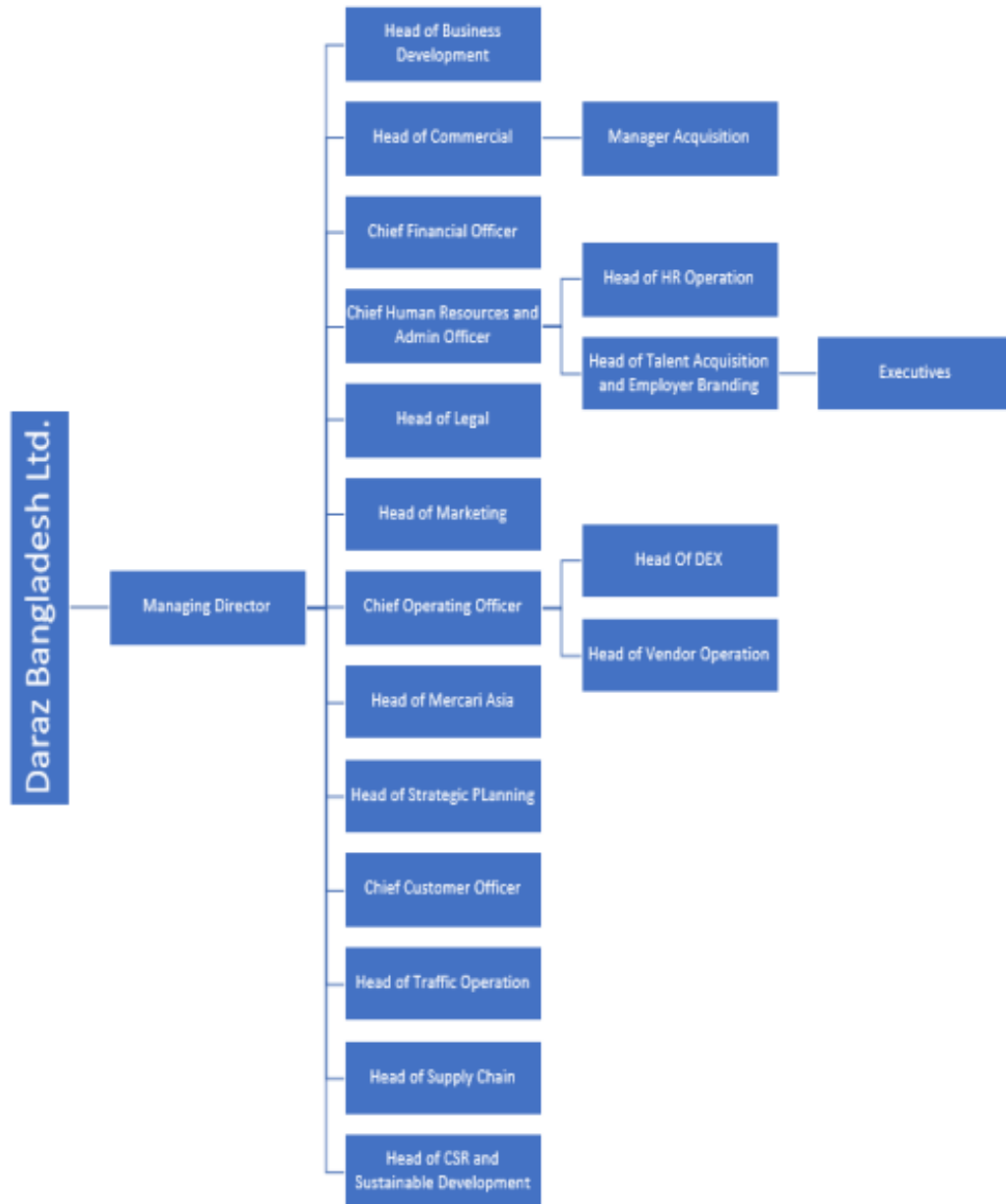


Figure: 2

2.4 Organizational Culture

The organizational culture or work culture at Daraz is very dynamic, employee friendly and integrated. The majority of the workforce is very young and full of positive energy. Daraz makes each employee feel the ownership of work which as a result drives them to perform better with increased productivity. The organizational culture here very empowering & engaging at the same time. People working in same department under a shared room & desk which makes all types of communication very easy and transparent. While work people share their difficulties & experience with each other which in end helps them to overcome difficulties by providing a better understanding.

There are several events organized throughout the year at various campaigns which includes employee engagement programs, fun games to win vouchers, prizes etc. Daraz values its customers & sellers the most as they are the main stakeholders who keeps the business running from both ends. Daraz ensures that its customers & sellers get the topmost satisfaction while doing business in their platform and availing various services.

2.5 Strategic Business Units

Currently, there are three separate business units of Daraz and they serve different purposes. For example, **SourceCo** is a sister concern of Daraz which supplies grocery, FMCG products to customers via online.



Figure: 3

HungryNaki is a new business unit of Daraz which is acquired recently and provides food delivery service just like FoodPanda.



Figure: 4

Mercari Asia Limited is another business unit of Daraz which operates independently as a marketing consultancy agency and provides service to various vendors.



Figure: 5

2.6 Management Practices

2.6.1 Overview of Human Resources Activities

The Human Resources Department is responsible for managing the entire workforce of the organization. Daraz Bangladesh Limited has a very strong and dynamic Human Resources department which takes care of the entire workforce of the organization all over Bangladesh. The HR department controls the entire management of workforce from the head office situated in Banani, Dhaka. There are several wings in the HR department such as Talent Acquisition, HR Operations, Employer Branding & Organizational Development. Each of them operates independently with individual head of departments and subsequent employees.

The Talent Acquisition wing is responsible for all the talent hunting & management all over the organization. The HR Operations wing is responsible for taking care of various operations related to HR such as payroll, HRIS etc. The Employer Branding & OD wing takes care of various employee privilege programs which assists in employee engagement.

2.6.2 Recruitment & Selection Process

The recruitment & selection process in Daraz Bangladesh Limited is very thoughtful, dynamic & organized. The company focuses on hiring individuals who are not only a good match for organizations goals, objectives but also has the potential to excel in

their role. Daraz believes in providing equal employment opportunity for both male and female.

The recruitment process in Daraz is continuously being worked upon to improve its ability in hiring talented & efficient people who are best suited for a particular position while maintaining the requirements, standards of the organization. Over the last few decades, it has been demonstrated by various researchers that recruitment process is very crucial in finding the best candidates who are best match for a particular position. Therefore, Daraz Bangladesh gives top most priority in the quality of the recruitment process.

2.6.3 Training

Training is a crucial part in developing individual employees to their maximum potential to be competitive in this era. Training is the process which helps in keeping the individual employees updated to the latest trends, methods, innovations and those trained individuals in result will assist the organization with new ideas and increased productivity.

Daraz Bangladesh offers fully subsidized training programs to the deserving candidates so that they can develop to their maximum potential. Most of the training programs are fully sponsored by company and deserving candidates can take full advantage of it. The training programs are available across the board for various departments and to employees of various level.

2.6.4 Compensation & Benefits

Compensation & benefits is the portion which carries significant importance than anything else and is considered to be the deciding factor whether individual employees will join, stay or leave any particular organization. If an organization offers compensation & benefits which is not up to the mark & industry standard, it is less likely that good performing and qualified candidates will show any interest in joining the organization. However, if a particular organization offers competitive & industry standard compensation & benefits, it will more likely attract and retain good performing candidates.

Daraz being a renowned MNC offers industry standard compensation and benefits with world class working environment. The salary range is actually slightly above the industry standard in many ways besides all other benefits.

2.6.5 Safety & Security

Daraz Bangladesh offers safety & security which is not only matches the legal compliance but also excels it in many ways. All the floors of office are equipped with industry leading fire protection, natural disaster resistance and so on. There are dedicated security teams which continuously monitors the entire workplace and ensures the safety of employees.

2.7 Marketing Practices

2.7.1 Marketing Strategies

Daraz Bangladesh being the leading e-commerce platform in Bangladesh has its own marketing strategies to stay competitive and gain market share in a consistent manner. Here I will be explaining the marketing strategies of Daraz using the 4P's.

1.Products & Services:

Daraz is basically a online platform which provides e-commerce service to millions of customers and they can avail various types of services, purchase different products from here. Daraz promotes its platform via mobile app store, website, tv advertisement, google ad-sense & so on.

Over the last decade, use of online platforms or services have drastically increased and nowadays most of the people are used to or familiar with some sort of online shopping experience. Therefore, Daraz promotes its services using various online mediums which include YouTube, Facebook, TV advertisement, online affiliate marketing and so on. It has seen tremendous success by using these platforms for promoting & marketing its services and making the consumers aware of its existence.

2.Price

When it comes to pricing, it is one of those significant factors which determines the success of a business and whether it will sustain in the long run or not. If we observe the recent trend in e-commerce sector of Bangladesh, we can see the arrival of new

e-commerce platforms in the market with suspicious and unrealistic pricing for which many consumers fell for. And within a year, we can see what was actually their business purpose by one of the worst e-commerce scandals in the country. Many of them flew away with hundreds of crores of taka of consumers and many of the people lost their everything.

However, Daraz Bangladesh never followed such unethical business practices by giving unrealistic offers. Rather, it focused on giving the best e-commerce experience to the consumers with the most relevant and competitive pricing. Additionally, during various campaigns all throughout the year, it provides discount offers which are realistic but also provides the customers with some incentives. Therefore, currently Daraz has become the leader in e-commerce with the highest market share and top most customer satisfaction. It has become the most lovable brand in e-commerce.

3.Place

Daraz although provides virtual shopping experience to consumers but to ensure the smooth service it has branches of office, delivery hubs all over the 64 districts of Bangladesh. Only in Dhaka it has over 30 massive delivery hubs with over 10 office branches. Currently, there are over 12000 employees in Daraz working in various posts to provide the best possible e-commerce service to the customers.

4.Promotion

Over the last decade, use of online platforms or services have drastically increased and nowadays most of the people are used to or familiar with some sort of online shopping experience. Therefore, Daraz promotes its services using various online mediums which include YouTube, Facebook, TV advertisement, online affiliate

marketing and so on. It has seen tremendous success by using these platforms for promoting & marketing its services and making the consumers aware of its existence.

2.8 Industry & Competitive Analysis

2.8.1 Porters Five Forces Analysis

Porters five forces analysis is one of the renowned ways to measure an organizations current market environment and is used vastly in competitive analysis of industry.



Figure: 6

1.The Threat of New Entrants:

Technological advancement has drastically changed the way businesses operate nowadays. Especially when it comes to businesses which solely depends on online mediums have taken the most advantage of it. But besides its advantages, it has also made it easier for new competitors to enter the market. Daraz has been operating in Bangladesh for over five years and during this period of time, it has faced the competition in e-commerce market due to new arrival of several e-commerce platforms. Though, after the recent scandal in e-commerce market has almost destroyed the competition but it is also possible that in near future new competition may arise once again. Currently, the parameter is positive and in favor of Daraz.

2.The Threat of Substitutes:

The threat of substitutes or available alternatives is something that keeps the market competitive. It is good for a healthy market environment and keeps companies away from playing monopoly in the market. Just before few months, Daraz was facing tough competition from market with availability of new e-commerce sites providing unrealistic offers. However, their unethical business model did not allow them to last long in the market. If we observe the market situation currently, Daraz practically has no other viable substitute and the situation is in favor.

3. Bargaining Power of Buyers

If there are more competitors available in the market, the bargaining power of buyers increases. But there is less competition in the market or less available alternatives, the bargaining power of buyers decreases. Currently, if we observe the market situation in e-commerce industry in Bangladesh, Daraz has practically no competition or viable substitutes. Although, Daraz follows very ethical strategies in its business operations and always tries to offer the best bargaining power to consumers. But if we think about it practically, currently bargaining power of buyers in the e-commerce industry is very low. Currently, this parameter is positive and in favor of Daraz.

4. Bargaining Power of Suppliers:

In the current market environment of the e-commerce industry, the bargaining power of suppliers is comparatively lower. As due to the advancement of technology, the access to global market has become easier and open trade with other countries has increased drastically. It has also benefitted the suppliers. Now the number of suppliers in the market are more than ever before, which in result has decreased the bargaining power of them. But in the end, it drives or passes the incentive to end customers. Currently, the parameter is very positive and in favor of Daraz.

5.Rivalry Among Existing Competitors

Just before few months, the result of this parameter would be different because of the market situation. There was very high rivalry in the e-commerce market due to competition from new competitors. But after the scandal of e-commerce market, the result of this parameter in the current market is quite the opposite. As there is no viable competitor to Daraz in the e-commerce industry now, currently there no point of rivalry. Overall, the parameter is very positive and in favor of Daraz.

2.8.2 SWOT Analysis

SWOT Analysis is one of the most commonly used frameworks to analyze any particular organizations strengths, weaknesses, opportunities-threats in market and determine its competitive position to develop new strategies.

Here's a SWOT Analysis of Daraz Bangladesh Limited to analyze its strengths, weaknesses, opportunities-threats in market and determine its competitive position to develop new strategies.



Figure: 7

1.Strengths

Considering the current situation in the e-commerce industry and as an organization

Daraz has the following strengths-

- Abundance of funding from parent organization Alibaba
- Good brand image in the market
- Largest market-share in the e-commerce industry
- Strong and rigid administrative system to control all the operations

2.Weaknesses

Considering the current situation in the e-commerce industry and as an organization

Daraz has the following weaknesses-

- Weaker logistics support in districts outside of Dhaka
- Lack of strong quality check before delivery
- Lack of importance in verifying genuine sellers who will provide authentic service

3.Opportunities

Considering the current situation in the e-commerce industry and as an organization

Daraz has the following opportunities-

- Capture the market to its maximum potential considering the current situation in e-commerce

- Grow and retain the trust of customers by providing with better quality of delivery
- Enrich the logistics support in districts outside of Dhaka
- Become the leading e-commerce provider in South Asia

4.Threats

Considering the current situation in the e-commerce industry and as an organization Daraz has the following threats-

- New arrivals in the market due to easier access and technological advancement
- Potential intervention from govt. hampering its day to day operations and consumer trust after the recent e-commerce scanda

Chapter 3: Project Part

Recruitment & Selection Process of Daraz Bangladesh Limited

3.1 Introduction

3.1.1 Background

The recruitment & selection process in Daraz Bangladesh Limited is very thoughtful, dynamic & organized. The company focuses on hiring individuals who are not only a good match for organizations goals, objectives but also has the potential to excel in their role. Daraz believes in providing equal employment opportunity for both male and female.

The recruitment process in Daraz is continuously being worked upon to improve its ability in hiring talented & efficient people who are best suited for a particular position while maintaining the requirements, standards of the organization. Over the last few decades, it has been demonstrated by various researchers that recruitment process is very crucial in finding the best candidates who are best match for a particular position. Therefore, Daraz Bangladesh gives top most priority in the quality of the recruitment process.

3.1.2 Objectives

3.1.2.1 Broad Objective

Evaluation of the recruitment & selection process of Daraz Bangladesh Limited.

3.1.2.2 Specific Objective

- To get a better understanding about the recruitment & selection process
- To identify gaps or areas of improvement in the recruitment process
- To measure the efficiency & outcome of the recruitment process

3.1.3 Significance

This particular research will assist in understanding and getting a better insight of the recruitment & selection process of Daraz Bangladesh Limited and also help in identifying areas of improvement for overcoming those and making the recruitment process more effective.

3.2 Methodology

This specific report is particularly based on practical job experience, observation, conducting interviews and also secondary research. Additionally, there is use of primary & secondary data in preparing this report.

3.3 Findings & Analysis

After in depth observation and research in the workplace, here are some of the issues that has been found with the recruitment & selection process.

- Immediate hiring deadlines result in less quality hiring
- The process of onboarding is sometimes very lengthy due to various reasons

3.3.1 Issues with Immediate Hiring Deadline

Daraz is actually a very large organization operating in several countries. Daraz Bangladesh has over ten thousand employees working all over Bangladesh and it is continuously expanding. The amount of recruitment HR has to face is inevitable. Thus, it comes with sudden or immediate deadlines and it could be very challenging at times. Filling vacancies with immediate deadlines in many cases results in hiring of less quality hiring as quality hiring takes time.

3.3.2 Issues with Lengthy Onboarding

There are several issues while onboarding new joiners and there are some issues with the efficiency of the administration department which works collaboratively with HR. Sometimes due to the inefficiency of administration department, candidates have to wait a long time before the onboarding formalities are fulfilled.

3.4 Summary & Conclusions

The recruitment process in Daraz is continuously being worked upon to improve its ability in hiring talented & efficient people who are best suited for a particular position while maintaining the requirements, standards of the organization. Over the last few decades, it has been demonstrated by various researchers that recruitment process is very crucial in finding the best candidates who are best match for a particular position. Therefore, Daraz Bangladesh gives top most priority in the quality of the recruitment process.

However, the issues we have found with the recruitment & selection process by practical work experience, observation is undeniable. These issues are outcome of the deficiencies existing in the recruitment & selection process. If these issues are resolved with proper coordination and by taking necessary steps, the overall recruitment & selection process will improve drastically and it will become more effective than ever before.

3.5 Recommendations

With working experience as an intern in the HR department and being involved directly with the recruitment & selection process, here are the recommendations I have:

- To ensure quality hiring, pressurizing on immediate deadlines should be reduced by making sure that employees do not get to leave without following HR policy

- Proper orientation should be given indicating strict policies before an employee leave the organization
- Increasing the efficiency of onboarding time by reducing the lengthy processing of various administrative operations
- Better collaboration between the HR and Administration department is needed