

Report On  
**The HR Functions of grow n excel and Its Significance  
on Recruitment and Selection Process**

By

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17304065

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

BRAC Business School  
BRAC University  
October, 2021

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## **DECLARATION**

It is hereby declared that

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

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

**Jubiyer Ali**

**17304065**

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

**Mr. Feihan Ahsan**

**Lecturer**

**Brac Business School**

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## **LETTER OF TRANSMITTAL**

2<sup>nd</sup> October 2021

Mr. Feihan Ahsan

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

**Subject: Submission of Internship Report.**

Dear Sir,

I, Jubiyer Ali (ID 17304065), with due respect, would like to express my gratitude for your assistance and support throughout the writing of this report. It has been a privilege to conduct this research paper named **“The HR functions of grow n excel and its significance on recruitment and selection process”** which is a prerequisite of BBA program under your supervision. I would like to convey my gratefulness Mr. Hridoy Shashi Dam Uthsa, HR Associate of grow n excel, for providing me the best possible supervision during my internship at the company.

The purpose of this research is to analyze and define the many types of recruitment patterns utilized in the corporate world, as well as the function of grow n excel as an effective recruitment partner in a variety of industries. Making this report allowed me to obtain knowledge and competence in the practical recruitment function, solve client problems, and conduct a comparison study between the academic lesson and the practical recruitment function.

As a result, I ask for your highest praise for this report, as well as any helpful suggestions for future changes. I appreciate your guidance and effort during the completion of my report, and it was an honor for me to work under your direction. I tried best to achieve the appropriate level of writing and willing to make modifications if necessary.

Thank you very much for all your assistance and help.

---

Sincerely yours,  
Jubiyer Ali

ID: 17304065

**INTERNSHIP REPORT**  
**ON**  
**THE HR FUNCTIONS OF GROW N EXCEL AND ITS**  
**SIGNIFICANCE ON RECRUITMENT AND SELECTION**  
**PROCESS**



## **ACKNOWLEDGMENT**

The trip of an intern can be simplified, fascinating, pleasant and complete by a skilled supervisor. Though I have completed my report, it cannot be denied the underlying support and advice I have received. I want to begin by thanking the Almighty to give us the opportunity to continue their studies.

I would like to express my profound gratitude to Mr. Feihan Ahsan, lecturer at BRAC Business School, who was assigned as my academic supervisor. He is an understanding person who has given me sufficient freedom to complete the report. He provided me his valuable time to write the paper, real support, smart guidance.

The organization, grow n excel, where I had the chance to work as an intern. I have been worthy of my internship due to the good work atmosphere, cooperation, a learning setting, flexibility and everything else in this pandemic. I want to express my heartfelt thanks to our honorable CEO, M. Zulfiquar Hussain, a dean in the human resources industries for giving me the opportunity to complete the Internship.

Perhaps, I would also want to thank all the authorities who have worked in the recruiting department, in particular the teams I have worked with and the other teams in recruitment department. Especially, I want to mention the name of our senior HR associate Hridoy Shahi Dam Utsha and Associate Manager Roby Gonsalves for providing me with all the internal information that enabled me to produce an overview of my firm and a study of the industry. They treated me not as a subordinate from the very first day and literally enhance my interest in human resources management with new duties, tasks and admiration. Moreover, I have developed my ability via their perceptive learning, correction and acknowledgment of my performance as well as my colleagues who provided me the opportunity of learning more about grow n excel every day in detail.

## **NON-DISCLOSURE AGREEMENT**

This agreement is made and entered into by and between grow n excel and the undersigned student at BRAC University named Jubiyer Ali, ID: 17304065 of the year 2021.

## **EXECUTIVE SUMMARY**

The research focuses on the efficiency of grow n excel method, one of Bangladesh's top recruitment and consultancy firms for human resources. The department of head hunting and managerial search has its own database and security to meet the customer's needs. The recruiting procedure depends on the job descriptions that the clients supply.

As an HR student, it was my honor to work as an intern at grow n Excel – an HR consultation company which carries out all key roles in the management of human resources and offers a wide variety of HR services. I'd like to call the last three months a massive learning experience that increases my interest in building up careers and gaining practical information on human resources. In the first place I got to know about the numerous recruiting services and afterwards I worked under the supervision of our Talent acquisition and Head-Hunting Department. I also had the chance to write a brochure about one of their sister's worries.

The papers I wrote concerns the important approach to recruiting services particularly in the business sector by grow n excel. They provide diverse human resources services like a HR consultant and recruiting company, although recruitment is the major portion of this company. The primary purpose of the company is talent acquisition as mid-level hunting. One of her sister's concerns began to serve the proper RMG sector. Dynamic Resource is another sister concerns of this company. Currently has three sorts of recruiting –Recruitment service for mid and entry level position and volume hiring means supplying right caliber of talents in bulk, staffing depicts to sort of outsourcing service for big organization. The background check is successful for an employment. As a result, grow n excel has emerged, entitled Smart Check, with its sister concerns, which works vitally that verifies its client applications. I tried to write comprehensively about their duties, processes, activities and recruitment clients in these four departments. I've tried to show a complete overview of the growing recruitment service. There is also an attempt to discuss why recruitment/management search firms are chosen and why the company has made the most of their benefits. The important performance and success in just nine years are shown via the analysis of the above specified factors. I interviewed the staff there and their database as my major source of data. And I choose the website, the textbook and the website articles of recruiting for secondary sources.

I have summarized my report by last three months of experience with the observations and related recommendations. There is no work over criticism in this society, therefore I have also identified several loopholes, including manpower, technical stagnation and branding. So, I suggest some approaches to overcome these problems with my limited knowledge.

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# **CHAPTER 1: OVERVIEW** **OF INTERNSHIP**

## **1.1 Student Information:**

Name: Jubiyer Ali

ID: 17304065

Program: BBA

Major: Human Resource Management

### **1.1.1 Internship Information:**

#### **1.1.2 Details:**

Period: 3 Months

Company Name: grow n excel

Address: 1<sup>st</sup> floor- A1, House No. CWS (B) 6 Road No. 33 Gulshan-1, Dhaka-1212. Tel:  
+880258813388

#### **1.1.3 Supervisor Details:**

Name: Hridoy Shahi Dam Utsha

Designation: Senior HR Associate

#### **1.1.4 Job Scope:**

During this pandemic, it's hard to do office physically but it's common for an intern to work for a variety of various departments within an organization in order to learn new lessons as well as skills. From the very beginning, I was assigned to the Talent Acquisition and Headhunting division, where my primary tasks were talent acquisition and headhunting. In this section, I'll outline my job and the work I've done at grow n excel. To begin with, my job is to find the perfect match candidates for our client's requirements. There are several companies I have worked for headhunting in the past including Marico Bangladesh, BAT, Unilever Bangladesh, Avery Dennison, and many more and I have held positions ranging from distributor sales representatives to deputy branch manager. There are several steps in the search process that are very specific.

## 1.2 Internship Outcomes:

### 1.2.1 Contribution to the Company:

First, I used to have a briefing session with my supervisor based on the job description provided by our clients. Every time a vacant position was advertised, the job description provided detailed information about the type of person they were looking for, the required qualifications (both academically-based and professional-based), and if there was If you're interested in applying for a position, we'll take a look at the company's financial health, its culture I, along with the rest of the staff, had a common goal to find the best possible CV in the shortest amount of time. Following that, we would usually have a brief phone call with our clients. On that page, we inform them that we can recommend resumes as well as our preferred monetary values for this specific job. If they had agreed, we would have started looking for resumes. In addition, I used to set up an HRIS (Human Resource Information System) where all resumes are organized by industry. As a result, this is an excellent method for saving time while maintaining confidentiality. As a backup, I'd look to outside sources to find the right candidates. Bdjobs.com was used as a CV bank and we segmented the CV bank to make the job easier.

- Industry segmentation
- Business Type
- Departmental segmentation
- Competency in a Skill
- Education
- Experience

My next step was to call the target candidates and ask for their updated resumes. A different folder was created for all the CVs they sent. In addition, I had to make sure that each resume was free of common errors, fix them, and brand them with a Grown Excel watermark before converting them to PDF. From the list of interested candidates, we selected the best candidates, ranked their resumes, and then sent them to our clients for consideration.

**Mapping:** It is a term that refers to the improvement of employee databases from specific or various industries all over the country. Specially trained interns are tasked with this task.

Grown Excels' database has been updated several times over the course of my internship. For work, I've built an extensive database of HR directors and important HR positions in various industries, as well as marketing sector officials with excellent academic credentials from all over the country.

**Brochure and proposal writing:** A client from different industries must be expected since grown excel has three sister companies. Each sister concern has its own brochure and proposal in order to entice them. Proposal writing necessitates more time, employee creativity, and sitting up together to specify and merge the contents. As an intern, I had the opportunity to collaborate with

the consultancy department's Senior HR Associate, Sabrina Arifin Khan, to write and modify a brochure on Dynamic Resources. At the time, I was a student intern with little knowledge of the functions and areas of focus of that sister company, and it was my first time writing a content piece. This meant that we had to spend a lot of time together for me to understand the topics that needed to be highlighted for our clients and how to cover the entire theme in a few pages.

**Recruitment Process Outsourcing:** Since grow n excel is an established Human Resource firm, they are always ready to assist their clients in any way possible. As a result, they used to offer recruitment process outsourcing services, where they would arrange the recruitment session on behalf of their clients, taking on all the duty and liability associated with it. As part of a team, I was able to successfully outsource the recruitment process of two multinational companies during my internship. These two are:

1. Avery Dennison: Post; EHS Manager, my job was searching out the suitable candidates for this post and make an excel file and report it to the supervisor.
2. Unilever Bangladesh: Post; Regional Manager, my duty was short listing the candidates, data base entry as well as calling and CV checking.



Figure 1: RPO Process followed by grow n excel

### 1.3 Factors of Job performance:

During our BBA academic courses, we typically only learn about the theory side of HR, including the origins of various theories and their categories, as well as need analysis and how to apply it in the real world of HR. This gives us the opportunity to put our academic knowledge into practice, as well as demonstrate our abilities. Three months is a short period of time, but I prefer to think of it as a learning period. As a result of this internship, I was able to get a taste of the corporate world, develop and refine my career goals, and become more familiar with HR procedures. There are a few things that can be said about my internship.

- **Increased ability to communicate:** It was my duty as a headhunter to keep in touch with both clients and candidates, but especially with the candidates. It was difficult to get them to understand the job description over the phone, but there was no other choice. Due to this, I requested that we communicate in a clear and specific manner and maintain a high level of professionalism. I also had to inform my supervisor of the progress of my work. As a result of this, my communication skills have improved.
- **Advance MS Word Skills:** Working with employee databases, brochures, and proposals have improved my proficiency in MS Word, MS PowerPoint, and Microsoft Excel. As a result of writing proposals, I was able to improve my writing skills, vocabulary, and ability to write strategically. When I was working on the brochure, I learned how to use different power-point functions, which improved my professionalism. My data entry speed has improved since learning some keyboard shortcuts, as well as database management.
- **Enhance Analytical skills:** As part of my job, I had to be highly analytical and well-versed in order to respond quickly. I also had to work under pressure when many submissions were due in a short period of time, which was not uncommon. It helped me become more analytical and efficient in my work, in general terms.

**CHAPTER 2:**  
**ORGANIZATION PART**  
**(grow n excel)**

## 2.1 Introduction

grow n excel is a well-known human resources management firm that specializes in executive search and recruiting process outsourcing. Apparel Talent, Dynamic Resources, and Smart Check Limited are three more sister companies. Apparel Talent oversees the entire process of recruiting for the Bangladeshi clothing industry. The Dynamic Resources are volumes and payrolls, and the entire verification process is under the control by the Smart Check Limited. Grow n Excel is the parent company and started 10 years earlier. The aim of growing n Excel is to provide HR and Management Consulting services for the person and the company. The organization has comprehensive knowledge of HR practices that helps its clients with excellent services. Grow n excel is one of the country's leading human resource management consultants motivated by key characteristics such as professionalism, enthusiasm and customer attention. Considering our country's great potential, it is aimed at determining individual prospects and building strong and developed human capital by supporting its customers in increasing their organizational capacity to address future problems.

grow n excel consists of a specific resource package with a diverse background through which customers may always be supported. Highly experienced experts are also involved in the process of delivering excellent results that ultimately meet customers' expectations. The firm attempts to comprehend the projects of the customer and to comply with the requirements within a certain time frame.

### 2.1.2 History of the Company

grow n excel was founded and launched in year, 2008. M. Zulfiquar Hussain, The CEO and lead consultant of grow n excel. He had been the Director of Human Resources and Head of HR in Citycell & Nestle for more than 12 years. He was a major individual who brought several improvements to Citycell management. Prior to joining Citycell, he had served for more than a decade as the Director of Human Resources and Corporate Affairs at Nestle Bangladesh Ltd. (a wholly proprietary subsidiary of Nestle S.A. Switzerland). He played a significant role in Nestlé Bangladesh and established up the company's HR function. In this field of human resources management, leadership and change management, he took part in many training programs, seminars and workshops in different country areas, and continues to organize training programs. He has engaged actively in several HR forums of various chambers and organizations, as well as lecturer at Bangladesh's major business schools (North South University, BRAC University). Over the last few years, grow n excel has been a leader in the recruiting sector and has continually extended its wings to other sectors by servicing a specific market.

### 2.1.3 Mission

Employees at Grow n Excel are well-versed in best-in-class HR practices. These are all factors that assist Grow n Excel in delivering high-quality customized services to its clients. Professionalism, Passion, and Client Focus drive is the leading sector of grow n excel.



### 2.1.4 Vision

Considering our country's enormous potential and its transformation, we all have a role to play when it comes to emancipating individuals' potential and developing human capital. In order to achieve this, we help our clients improve their organizational capabilities in order to meet the challenges of the future. (Source: grow n excel office)

## 2.2 Services of grow n excel

**HR planning Strategy:** grow n excels services include HR planning and strategy. In order to achieve long-term success, the company assists its clients in establishing appropriate values frameworks. As a result of these sessions, the company can build a clear vision for the organization, as well as gain a better understanding of its values by asking well-structured questions. Final presentation to senior management addressing next steps and findings and making them aware of how their strategy will be implemented in the future is then performed by the organization.

**Employment Value Proposition:** EVP is then developed to recruit and retain the talent section of an organization. As a result of the employee value proposition (EVP), employees are more likely to want to work for the company, and the company gains a competitive edge for both the existing and prospective employees. They come in all shapes and sizes, and each of them focuses on a different set of features.

**Executive Search:** When it comes to finding the right applicant for the job in a business, grow n Excel has a strong network of people who can help. Companies that specialize in this field have a thorough understanding of how to find candidates with the relevant skills and experience. Recruiting and selection are done in a systematic manner, and all members of the team have a thorough awareness of the process, and they strive to complete projects on time for their clients. A professional technique is used to discover qualified people by Grown Excel. The company must understand the client's needs and their business operations as well as their work environment, their organizational culture, and their future growth objectives before it can begin to provide services. The company's active data bank uses this method to shortlist candidates based on the benchmark. Next, candidates are interviewed one to one to see if they are qualified for the role, and an evaluation is offered in a structured fashion to determine their suitability for the post. After that, the organization assists in finalizing applicants with a suitable pay plan.

**Recruitment & Selection Process:** An important task is to find and hire the proper kind of individual. Recruiting may be a time-consuming and costly process for many companies. The Grow n Excel team may assist clients with their regular placements or large recruiting campaigns by completing our proposed procedure in its entirety or in part. Since a result, the customers profit greatly, as it saves a great deal of management time and lowers the recruiting costs. This enhances the client's selection of applicants for a specific position. When it comes to hiring, the firm has a systematic procedure with tools for specific recruiting and selection, Candidates are shortlisted depending on the criteria or job description. This is followed by a pre-interview that includes an aptitude and writing exam.

**Talent Management & Succession Planning:** One of the biggest problems in business is finding, maintaining, and developing talent, which is a vital element of leadership development. To lead a firm and handle all these things at the same time is really challenging. When it comes to talent management and succession planning, grow n excel assists their clients by following a planned and consistent approach, and the results of talent management review are integrated. This service involves establishing a review guideline with a suitable matrix for talent management. Talent pools are identified according to agreed-upon criteria/guidelines. Moreover, succession planning profiles are established, and talent pools are evaluated appropriately. Basically, it's a design development intervention we also provide services in the area of succession planning, which involves the identification of important roles based on factors such as the size of the firm. A success profile for chosen jobs is created, as well as an evaluation of how well the succession planning process is going in terms of preparedness, individual capabilities compared to the success profile.

### 2.3 Headhunting Process of grow n excel

**Headhunting Process:** Grow n excel headhunting processes are like those of other human resource consulting firms in the country, and it occurs when hiring new employees. As soon as a firm decides to use Grow n Excel's services, it checks out their website to learn more about their offerings, where their offices are located and who some of their clientele are, as well as the phone number. However, the company's reputation cannot be seen on the website, therefore the customer must rely on other sources such as word of mouth and social media as well as those who have used the company's services in the past and have left good comments on the website.

Afterwards, they contact the hotline number and arrange a meeting with the headhunter's team leader. Then they go to the workplace and learn about all the services that the firm offers on the market in detail, before leaving. You then send them an official mail to the company address stating that you agree with the company's policy and would like to take advantage of the headhunting and executive search program. If you accept the terms and conditions, you will be given a proposal letter with all the terms and conditions enclosed.

It's at this point that you send your client's job description to the headhunting team. According to the experience of each team member, positions are assigned to each member of the team by the team leader. Afterwards, each person is allocated a certain role, and they carefully review the job description and try to create a benchmark based on it. Because every business has its own set of benchmarks, the members examine them by looking at current and former employees' profiles. First, all types of criteria are established, including experience, education, industry, function, etc.

They next look for resumes that are 80-90 percent or more like the job description. Even though it's tough to discover resumes that fit the job description 100 percent, some do. To identify the right applicant, each member of the team looks through 100-150 resumes for each post. Thirty to forty resumes are shortlisted as a result of that search and are then examined by the team leader. He calls the shortlisted applicants after getting the go-ahead from his commander. Candidates learn about the company's client and the role. Then, the position's responsibilities, pay range, and other benefits are discussed with them. Candidate's updated resumes are asked if they agree with all the criteria. Is there any history of applying to the client within 1 to 1.5 years? This is because the client stipulates in their agreement that applicants who have applied before are not eligible to apply again. About six to ten of the 30 to 40 applicants agree to take the post and submit their CV.

"Branding" involves placing a corporate logo on their resumes, removing any superfluous information, and ranking them based on that. This is followed by a formal email being sent by a team leader, which includes resumes (Figure 6). They evaluate them and then let us know when they're available for interviews (Figure 8). If the resumes are not strong enough, we must send additional resumes to our clients and this procedure is done again (Figure 9). A reminder is given to the candidates via email or SMS when the interview schedule has been finalized. The interview schedule is then emailed to the clients, including when the interview will begin and when each applicant is expected to arrive. There is a follow-up call the day before the interview. Mapping is the process of creating an excel file that contains all the candidate's information for future reference (Figure 7). We receive an official message from the customer after each interview with the names and resumes of the individuals who were selected. This is followed by a payment and a feedback form from the client. The customer may be required to attend the interview in the company's office. As a result, the client may perform the session without any issues.

Over the last ten years, grow n excel has grown and developed over the past decade. Local firms like Ranges Limited and Transom Limited were able to hire executives from global corporations like Citi N.A, Marico, International Beverage Private Limited, among others. As a result of this, the firm plans to expand its activities to other parts of the world.

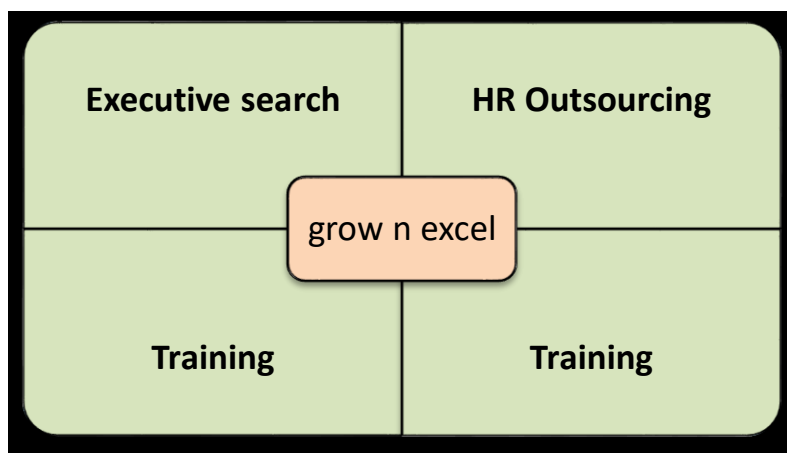


Figure 2: Headhunting Process of grow n excel

**Executive search:** One of Grow n Excel's most significant divisions is executive search. As soon as the firm was founded, this wing was born and has been growing ever since. To discover the appropriate applicant for the right role, executive search must consider every element of the business as well as a prospect's potential. It's up to the customer to share a job description with the team and then send back applicants that meet the needed requirements.

**HR Outsourcing:** This is also a highly essential element of the headhunting team. When another organization's human resources department asks the firm for aid with the recruiting process, the company is happy to oblige. Majority of the time this is done by international firms, because their HR department is overburdened with coordination with other departments, making it difficult for them to find the right applicants. Both parties value this since hiring the wrong person may be costly and lead to a bad situation.

**Training:** Candidates from diverse organizations are trained in this area of the headhunting department in accordance with the organization's policies. Grow n Excel's CEO and main consultant oversees much of the training. Through this training, applicants can tell their future employer about themselves, as well as their future employer is able to make a better-informed choice about the employee and job that he or she will be filling.

### 2.3.1 Search process of grow n excel

grow n excel uses a thorough and organized search process to set itself apart from the competition. Strong resources, well-trained employee base, market knowledge, and industry expertise, the search process has become as efficient as possible while maintaining a consistent performance level. Upon completion of the search, they begin a strategic mapping process that they can use as a database in the future. In this way, they can find the right kind of candidate who is able to meet the client's needs and requirements. Moreover, Candidates who have been short-listed are then invited to participate in a telephone interview, during which time they are notified of the job offer and the interviewer takes note of the candidate's speaking ability, accent, and positive attitude. Afterward, the best resumes are sent to the client after the second round of shortlisting has taken place. It is based on a partnership model that ensures the success of both its clients and candidates.

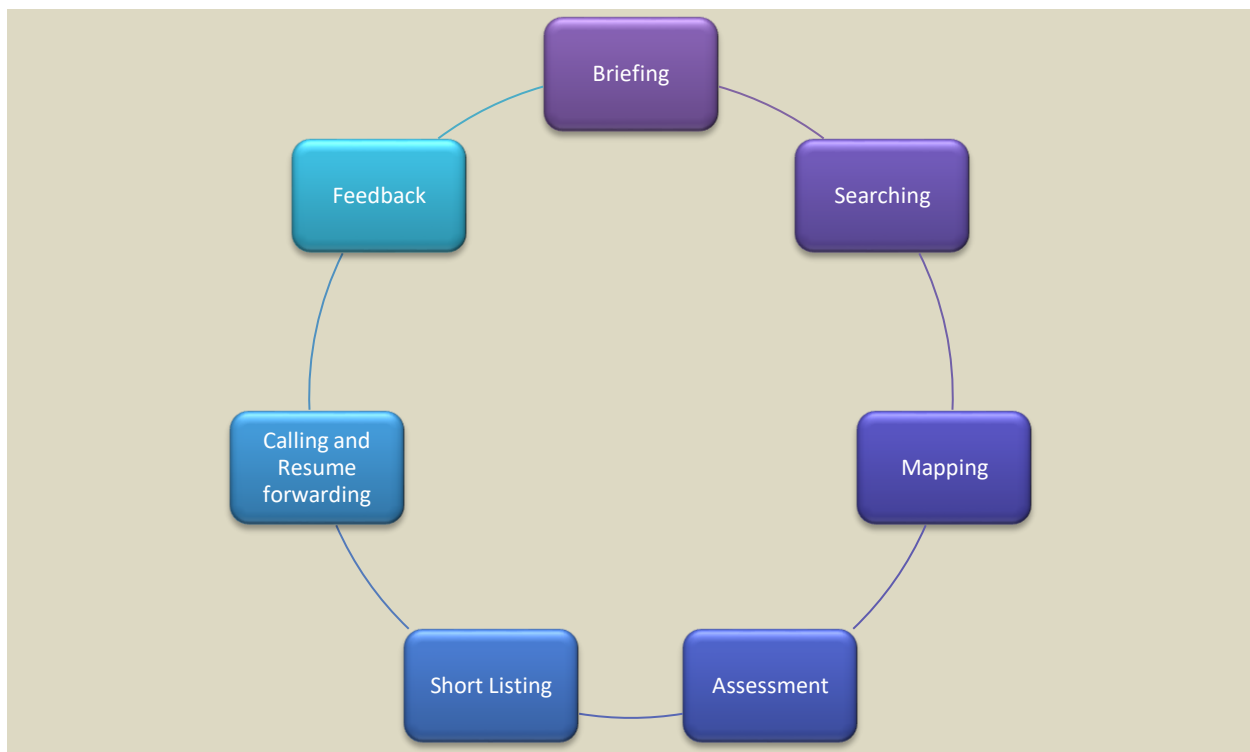


Figure 2.1: Search process of grow n excel

**2.4 Competitors in the Market:** There are more than 32 headhunting businesses operating in Bangladesh. Recognized and used by many organizations, corporations are increasingly outsourcing their recruiting processes. This is happening because the recruiting process may be outsourced, saving time and increasing efficiency. Also, headhunting firms specialize in finding the appropriate applicant for the right job, thus the odds of finding the correct candidate are quite high. Monowar Associates is one of the market's oldest firms. They've been in company since 1992 and are one of the market's most formidable rivals. As a result of their extensive network and expensive prices for the services they provide, they have a large clientele. Therefore, many firms do not want to use their services since it raises their expenses. However, their services are not up to par. As a result, firms are hesitant to outsource their recruiting processes to this specific company. Nevertheless, as time goes on, they are striving to improve their service and attract more consumers. In addition to those listed above are firms like Talent Centric Inc., Front Desk Inc. Consumark Inc. Infiniti HR Company Limited and several of them compete daily. In order to maintain their existence, expand n excels services cannot decline.

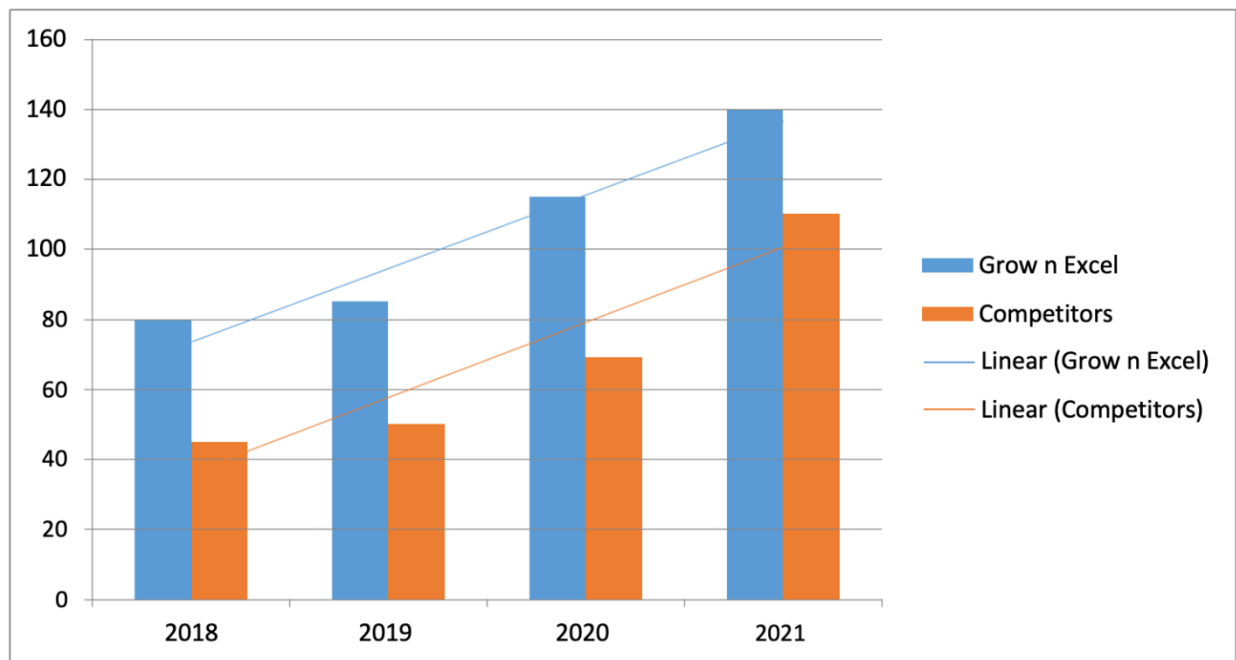


Figure 3: Number of jobs filled in the last four years

**2.4.1 Performance of the Candidates:** Get the best recruiting service from Grown Excel, a renowned HR consulting business in Bangladesh. They all come here since it assures them that they will be provided with the most suited job or applicant, bearing in mind all the requirements that fit. As a result, individuals can discover their inner potential and do what they anticipate. It is because grow n excels source people by industry, function, education, and experience and finds the proper job responsibility for the individual, all of this is feasible. As a result, the applicant will be able to perform well in the workplace due to their specialization. These results show clearly that those situated appropriately do better than those who are not. Thus, individuals become more effective at their jobs and the organization where they work also benefits from this improvement in efficiency and production. Candidate enthusiasm rises when they are placed in the proper position, and they stay in the organization for a long time. The applicants that choose to stay are given training, which raises their level of expertise. A company's management is compelled to spend more in its human resources because of their enthusiasm for the job.

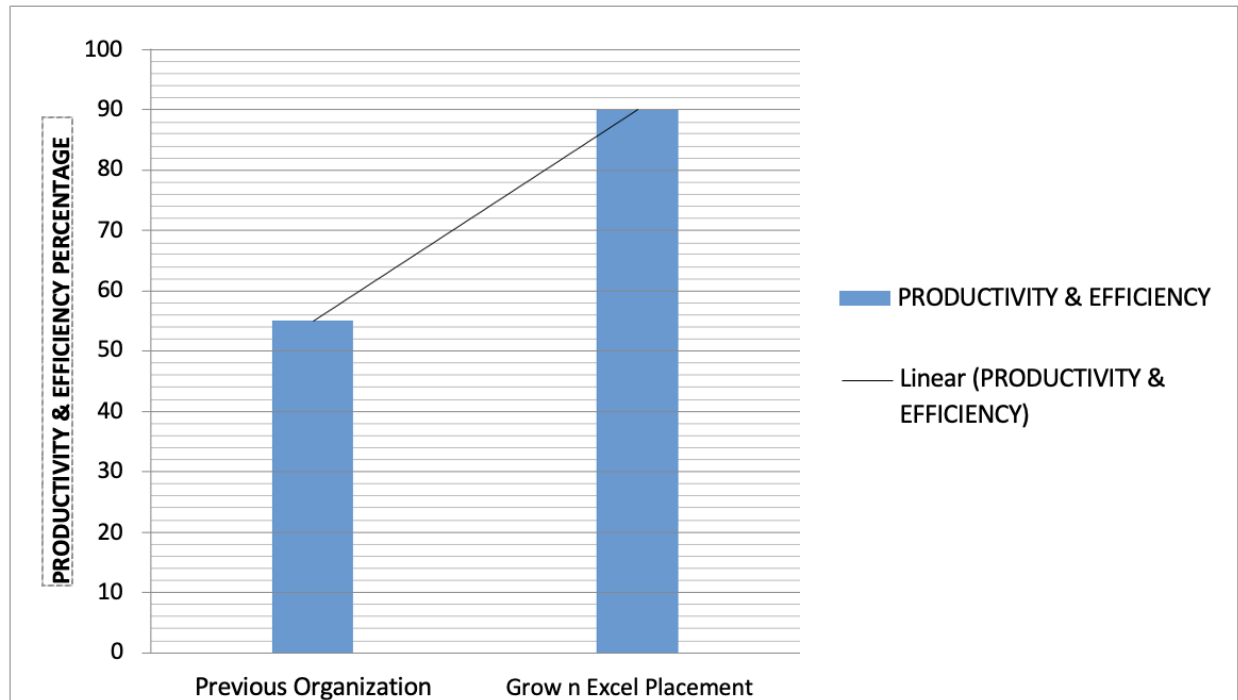


Figure 4: Productivity & Efficiency of Candidates in %

**2.4.2 Perspective from Clients:** It's been a long time since Grown Excel has been able to help clients. A renowned HR consulting firm was created as a result of this. A client's total trust in them is a result of the high quality of their services. Due to intense market rivalry, it's tough to find the appropriate individual for the right job. This occurred because there are many candidates on the job market, but the number of positions available is relatively low. Candidates are often put in the incorrect positions, preventing them from performing as they should. A candidate's job description or expectations may not reflect the candidate's role, industry, education, and/or work experience. Employer's use Grown Excel to find qualified individuals who match their skills and expertise. As a result, companies can fulfill their aims and objectives, and candidates are able to improve their efficiency. While this report was being prepared, a survey was conducted, and the results show that the client's comment on service given by the firm is positive.

**2.4.3 Job openings during the last few years:** We have an excellent reputation since develop n excel has established itself as a top HR business in India. For many years, it has been able to fulfill a variety of roles in a variety of sectors. This is due to its high level of quality and timely delivery. TIC philosophy is followed by this business: Timeliness, Inquiry and Completeness. When it comes to filling a position, every employee must adhere to a theory created by the company's top experts. On time means that each person on the headhunting team is on time. Providing fast service to its clients is a fundamental role of the headhunting team because the market is competitive. When looking for and shortlisting resumes within the specified timeframe is required. For each assignment entrusted to them, the team members must demonstrate curiosity. to clients are of high quality and productivity. In addition, clients will be strongly motivated to recommend the firm to other companies. Completeness refers to how well a service is delivered to the client. It is the responsibility of the headhunting team to guarantee that the client is completely happy and that the headhunting team has provided them with a complete package whenever a job is filled. the previous four years, develop n excel has been able to meet the needs of its customers. After joining the firm, the headhunters had easy access to the database and had to go through a variety of training sessions. For this reason, clients and positions are in great demand at the firm. While its rival, HR Kites, filled around 45 positions with 15 clients in 2013, expand n excel filled roughly 80 posts with 15 clients in 2013. Because of the company's quality and efficiency, the number of positions filled grew during the next three years. Due to the competition in the industry, HR Kites was forced to close its doors in 2015. When enrouted appear on the market, it was a danger to expand n excel. It is still in direct competition with other companies in the market. The company filled 140 positions for 30 local and global firms in 2016, and it is expected that the number will increase soon.

## 2.5 SWOT Analysis

As the concept of Human Resource consultation grows in popularity, more businesses are joining the market to provide comparable services. To survive, each of them relies on their core talents and distinctiveness.

### Strengths:

- Networking is strong and effective
- Productive recruitment team
- Capability to work at various levels of the hierarchy
- Database accuracy Capability to fulfill clients
- Capability to please applicants
- Proper client correspondence
- Significant Brand Value

### Weakness:

- Brand New
- Inadequate understanding of the service
- Lack of dependability and faith
- Negative consequences of recession

### Opportunities:

- Firms are more likely to use third-party recruiters
- The practice of outsourcing a company's human resources needs
- The greater the number of businesses, the greater the amount of opportunities
- HR students are eager to work with such companies

### Threats:

- Strong Rivals
- Inadequate financial support
- Uncertain Political Situation



## 2.6 Organizational Organogram

There's a staff of highly qualified, energetic and experienced recruiters at Grow n Excel that's always ready to take on any task and provide any sort of outsourced service. When it comes to HR services, there is many young professionals that are enthusiastic and committed enough in order to. Most of the time interns are hired by the firm once their internship is up.

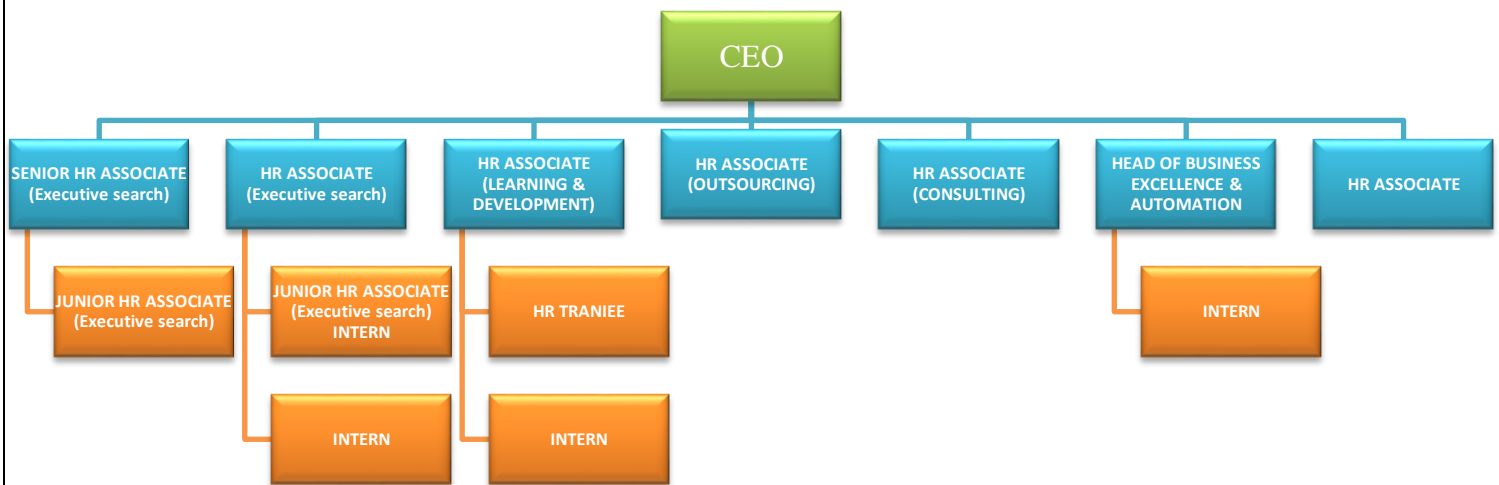


Figure 5: Organizational Hierarchy of grow n excel

# **CHAPTER 3: PROJECT**

## **PART**

### 3.1 Framework of the project

Putting it another way, if the individual we're employing today has no clue what his/her future duties and occupations will be, we're not certain that he'll be a valuable addition. Any company's development and success begin with recruitment and employment. An organization's performance might be hampered by the presence of inefficient and under qualified personnel who lack expertise. Since an organization's success or failure is directly correlated to its employees, strategy, and personnel decisions. The importance of recruitment and hiring was previously overlooked by certain companies. As a result, they were willing to pay more for staff training and grooming and accept a slower development rate. It's only that the timing has changed now. When it comes to assessing an HR team's success, recruitment is seen as the most essential and effective factor. When it comes to employing permanent staff, the first option to make is whether to hire from inside or from outside. External hiring has certain downsides, yet it is typically preferred by companies for bringing in fresh ideas, expanding their knowledge base, and creating change inside their business. A company's human resource department will find it increasingly difficult to attract the proper individual after handling all the other human resource activities of the firm in this highly competitive employment market. Candidates can be pre-screened by staffing companies, sometimes called recruiting businesses. As a result of companies' perceptions of these activities as time-consuming, expensive processes with a high level of sanity, they have chosen to delegate these functions to agencies. In the meanwhile, it reduces the risk of breaching corporate regulations and present employee bias towards screening. Due to this, the rising sector of recruiting and consulting firms quickly capture the market by attracting the attention of company's HR departments in numerous industries and presenting the idea and requirement of them. This type of executive search is more specific than other types of searches for highly skilled technical, senior, and executive level jobs. In most cases, they are employed for a certain length of time and are compensated handsomely by their employers, i.e., the customers. When the search fails in our nation, though, they aren't paid. There are HR agencies and consulting businesses in Bangladesh, and "grow n excel" has only been in business for nine years. This has been made possible because of the hard work and devotion of the staff. The company has placed more than a thousand employees in diverse sectors, from entry-level to executive-level positions. Clients include multi-national corporations and major textile firms. This company's main role is headhunting, which refers to a wide range of recruiting activities including executive search. Through sister companies, they also show human resource management skills such as employee counseling, payroll administration, and verification. Companies are increasingly interested in outsourcing for reasons like as cost-benefit analysis, technology assistance, decreasing permanent employee responsibility, and competing in the global market. Firms that specialize in recruiting outsourced workers are well-known for their professionalism and reliability. In this article, I'm going to analyze expand n excels approach to the corporate industry's recruitment function.

Even though recruiting agencies have a low success rate, their services are becoming increasingly popular because of the many benefits they provide to organizations. You'll find it listed below:

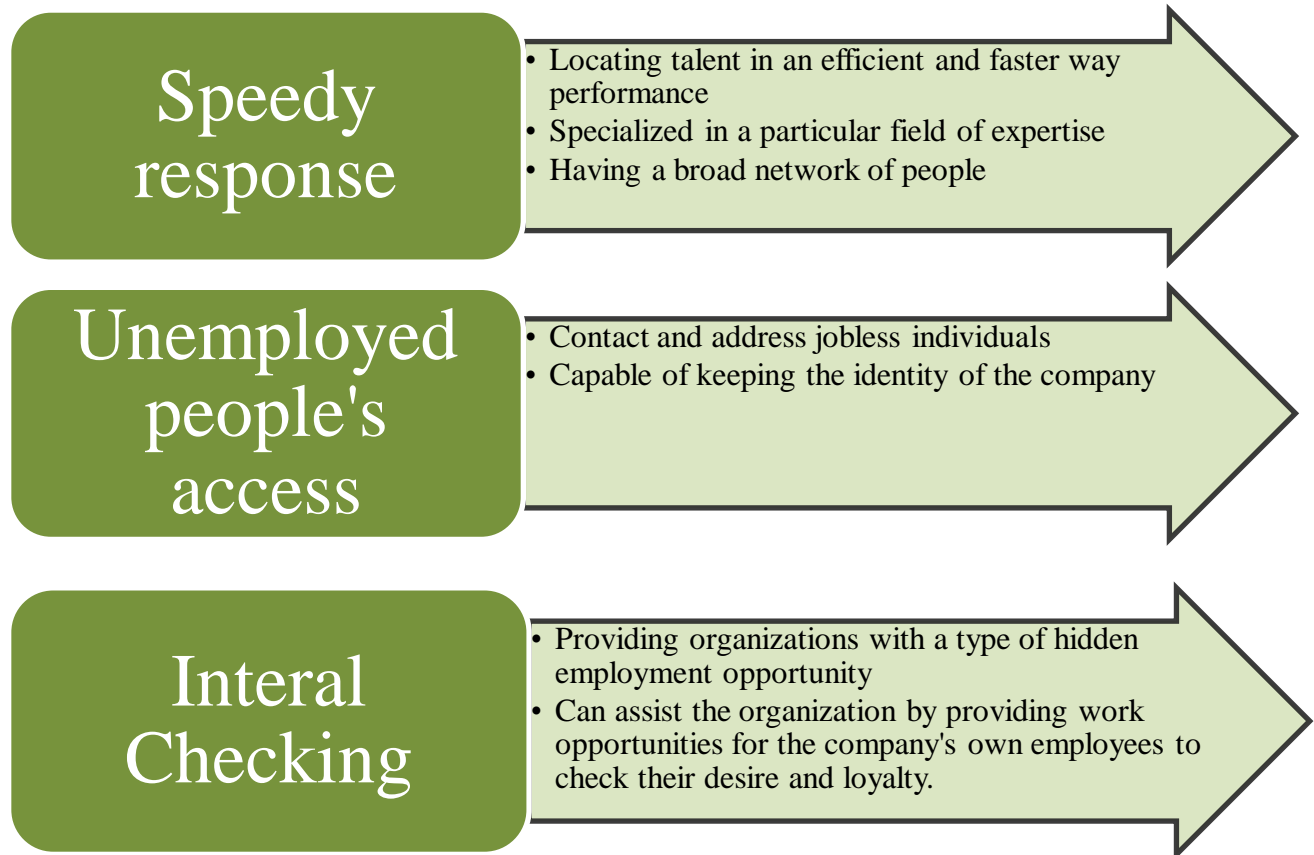


Figure 6: Project framework

### 3.1.1 Objectives

When considering Grow n Excel's overall duties, it's important to consider its involvement in recruitment and hiring functions, as well. To serve their clientele, grow n Excel used to employ many distinct recruitment procedures.

- In today's business world, it's essential to be a successful recruitment partner.
- Recruitment Process Outsourcing (RPO), headhunting, and volume hiring were some of the primary strategies that this firm utilized to recruit.
- Thorough research will also be conducted on the job roles and impacts of Grow n Excel's three sibling companies, and how they operate together.
- Finally, to what degree do clients rely on Grow n Excel to identify the perfect applicant.

## 3.2 Methodology

Rather than relying on already established secondary data, this study relied on exploratory research, which entails gathering practical data or doing primary information searches.

- ✓ Sources of primary data: Discussions with employees, my supervisor, and work mates from other sister companies.
- ✓ Sources of secondary data: Company website, magazine, annual report and other research papers on recruiting are examples of secondary data sources.

### 3.2.1 Scope

This paper was inspired by my internship at grow n excel, where I gained first-hand knowledge of the company's operations. I learned a lot that would help me in my future job in Human Resource Management. Because of this, the information that I received from the personnel at this company served as the basis for my paper. As a result, I've tried to link and compare the ideas I've studied in my university classes with my own reasoning and assertion.

### 3.2.2 Limitations

There have been a lot of obstacles I've had to overcome in order to complete this research report. It's thus impossible to completely exclude the impact of such factors on the final execution of this article. It took me a long time to gather information by questioning the other employees, and my knowledge of other HR businesses was quite limited. First, Due to this pandemic I used to do my office work from my home, so I didn't have the chance to get practical knowledge and vibes of an office work environment. Secondly, there were too many documents to keep track of, whether it was a research paper, a journal article, or any other sort of term paper. Very little details regarding grow n excel were provided. There was, however, nothing regarding recruiting function that I could uncover. Then, it's safe to say that before starting my internship, I had no idea what consulting companies did. I've learned a lot throughout my internship, but I'm still learning how to develop n flourish and use their HR services. It wasn't until later that I was able to acquire information about their competition. They didn't want to disclose their rivals' data, and I didn't have the opportunity to contact them directly to gather data. Moreover, I was hired as an intern for the talent acquisition or headhunting department, and since then, I've solely worked in that field. However, I was able to learn about the basic job functions and services supplied by the other sister concerns through interviews, meetings, and consultations. As a result of the fact that I did not work directly with them, I was unable to get any real-world experience with them. In that case, it will be a great help in preparing an informative, detailed, and thorough research report. Lastly, to help the firm maintain its competitive advantage over the market, I am not going to discuss any of the company's finances, planning, databases, CV bank, or strategies in this article.

### 3.3 Finding and Analysis:

- Despite serving many clients over the last nine years, develop n excel suffers from the country's one constant rule for consulting companies, which is "no hit, no pay". Customers are obligated to pay them for successful candidate placements., it is up to employers whether they choose to employ the candidate. A recruiting firm's job is to find suitable candidates and forward their resumes to its clients, who are employers. But until a candidate is picked and hired by the firm, the amount of time, energy, and money they have invested is not considered. They will be paid if this is the case. Otherwise, this will be viewed as a non-monetary achievement, or as a "experience". This isn't only a problem for grow n excel, it's a problem for all recruitment businesses.
- Although grow n excel has played a significant influence in molding people's careers throughout the years, it has been mostly insensitive to the needs of the jobless. Their clients, on the other hand, have no such prejudice towards jobless candidates. A developing country such as Bangladesh has an increasing unemployment rate.
- Manpower shortage is one of grow n excels biggest challenges. Trying to serve hundreds of clients with only twenty staff really decreases corporate productivity and effectiveness. It's very uncommon for employees to work till 8 or 9 p.m. even if their normal working hours are from 10 am to 6 pm. As a result, this level of strain reduces their productivity, energy, and absenteeism.
- Another issue that must be addressed is the upkeep of technology. HRIS- human resource information systems- are not used. Employees find it difficult to manage databases as a result of this, and they are unable to make the most of previously acquired data. Employees are using the company's server to carry out their everyday tasks, however the server is unreliable and crashes frequently. As a result, an employee source may reapply for the same position after a two-month gap.
- When a work is dependent on a third party, it becomes more dangerous. Grow n excel headhunters are subjected to this every day. In the past, they served as a link between companies and job seekers. For this reason, both parties rely on them as a means of communication and regard them as such. The information huddle grows and excel becomes its lone victim as the information huddle grows. Employers may choose a small number of qualified applicants for an interview, only to have the candidates refuse the invitation or state that they are no longer interested. Because of this, develop & excel was held accountable and had to repeat the CV sourcing procedure. Interviewees might also complain about information overload during the interview. Because of this, develop & excel was held accountable and had to repeat the CV sourcing procedure. Interviewees might also complain about information overload during the interview.
- The market becomes more competitive. The market is being fragmented as a result of the influx of new competitors. The company must pay more attention to networking and exposure in this circumstance. Even though grow n excel has large corporations as clients, it is still unknown to the general public, students, and many new and small businesses. People have a limited understanding of the nature and functions of consulting and recruiting businesses, which has become a hindrance to their success.

### 3.4 Recommendation:

- The number of employees should be increased. It's getting increasingly difficult to manage a large client base with a small staff. More experienced personnel are needed at Grow n Excel in order to operate operations more efficiently and achieve deadlines on time. The interns should not be the only ones considered for employment if they decide to hire a full-time employee. The sharing of new information and ideas is essential.
- Its approach towards their employees and work environment should be more investment oriented. The work environment and office standard should be changed to facilitate staff training, refreshment, and job orientation, as well as make them more jobs focused.
- These companies need to focus on seizing the market as it becomes increasingly competitive and as their competitors grow in strength. They need to make it more difficult for new entrants into the market. Many HR majors and employees from other departments don't know how to grow and flourish in our company, which is discouraging for us. If they want to compete, they will have to invest in branding and advertising their own company. Attending conferences, brand forums and job fairs is a good way to get the word out about them. They need to grow their network from multinational corporations to smaller local businesses. Every day, new firms emerge in the market, making it impossible for them to reach out to everyone without focusing on every type of company.
- Creating and implementing a new HRIS is now a must. So far workers who have worked for them are not mentioned on their server. The job they have done up to this point has not been recorded. A database management system is also required, as well as the hiring of a webmaster to oversee the updating of their websites. Nowadays, instead of talking to individuals, people browse a company's website to learn more about that firm. In order to aid their clients and prospects, they have decided to enhance their websites with all the necessary information.
- If they want to get rid of the daily annoyance caused by third parties, they should stop allowing them into their business. Job descriptions should be accurate and immutable before the hiring process begins. To be clear, applicants will be given access to the JD. The candidate will also be asked to provide a consent email to grow and excel, which will be communicated to potential employers in the future. Now that the blame game is over, Grown Excel will no longer be held responsible for misinterpretations of its future data.
- Unemployed individuals must be given priority instead of the employed. The success rate of recruiting firms may increase if they start dealing with jobless individuals.

**3.5 Conclusion:** As one of the leading HR consulting firms in Bangladesh, grow n Excel is a well-respected name. With 9.5 years under its belt, the company is looking to expand beyond the borders of Bangladesh. Throughout its history, it has been able to place top-tier candidates from a variety of backgrounds in national and multinational corporations. It has collaborated with a wide range of commercial entities, including those in FMCG, telecommunications, retail, and information technology. Talented individuals from all over the world can now express themselves in multinational and local businesses. There are many HR consulting firms in India but Grow n Excel is regarded as one of the best due to its past performance. Even though the company is currently focused on the domestic market, it intends to spread its wings and compete on a global scale.

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## APPENDIX:

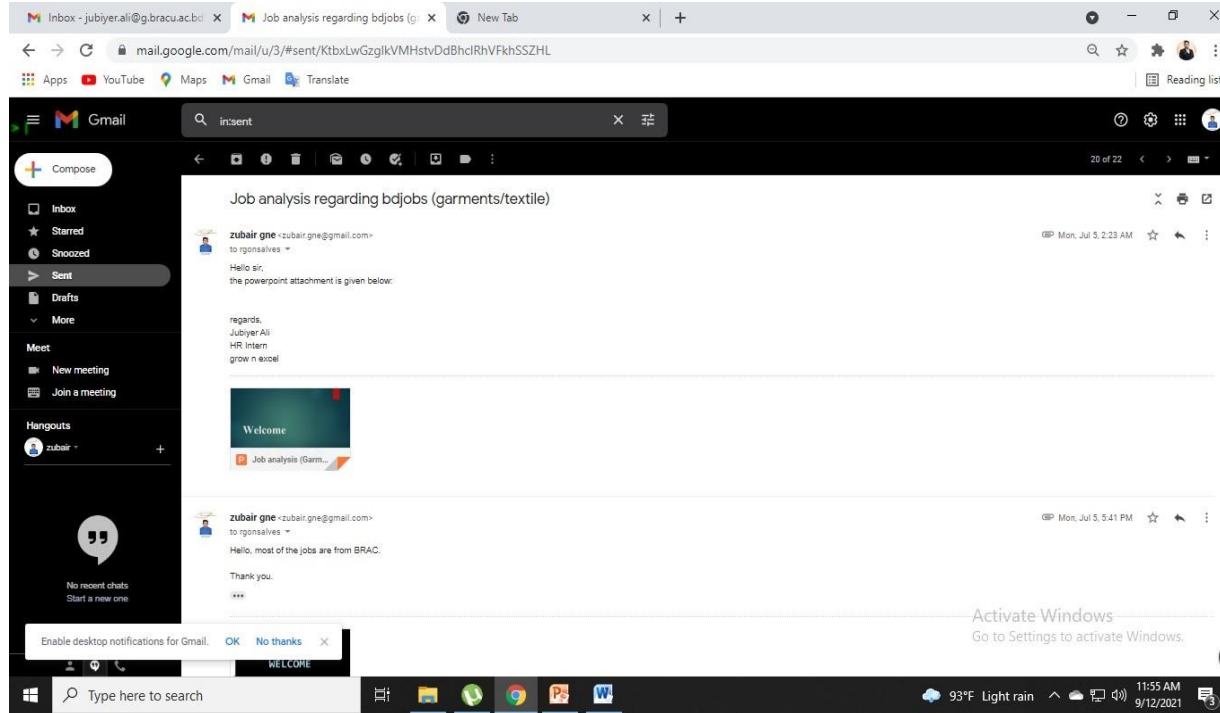


Figure 6: Job analysis regarding Bdjobs

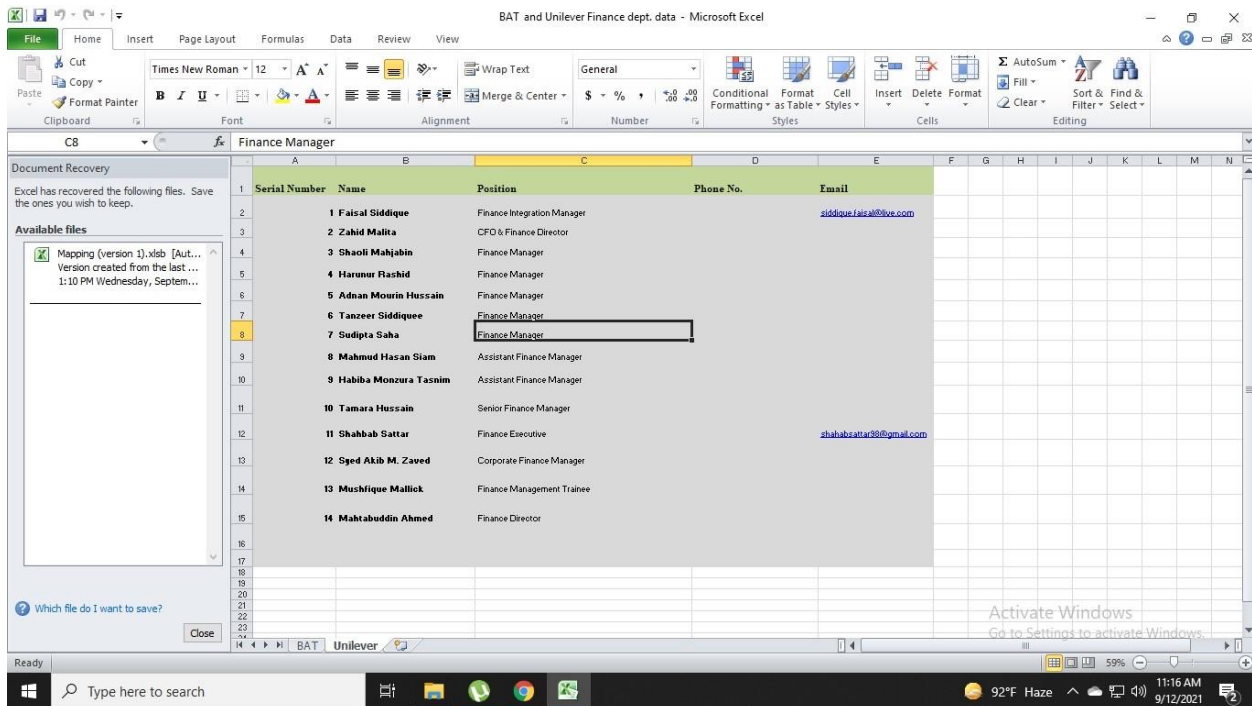


Figure 7: Short- listing of client's profile

<b>Client list of grow n excel:</b>							
Bata shoe		DHL		Coats		BAT	
Nokia Siemens networks		Novartis		Rohto-Mentholatum		BRAC	
Pendekar Energy		Grameenphone Ltd		IDLC		Citibank,N.A.	
Rahimafrooz		Axiata Bangladesh Ltd		Standard chartered		Lankabangla	
Crain energy		Robi		Bank		Finance Ltd.	
Arla foods		Marico		United commercial		BEOL	
New Zealand dairy		Asian paints Bangladesh		Bank Ltd.		ProthomAlo	
Oriental real estate		Mutual trust bank limited		HSBC		Youngone	
GSK		Reckitt Benckiser		Walmart Bangladesh		Novo Nordisk	
		Suvastu Development		Unilever		Lafarge	
						Tesco	

Figure 8: Client list of grow n excel

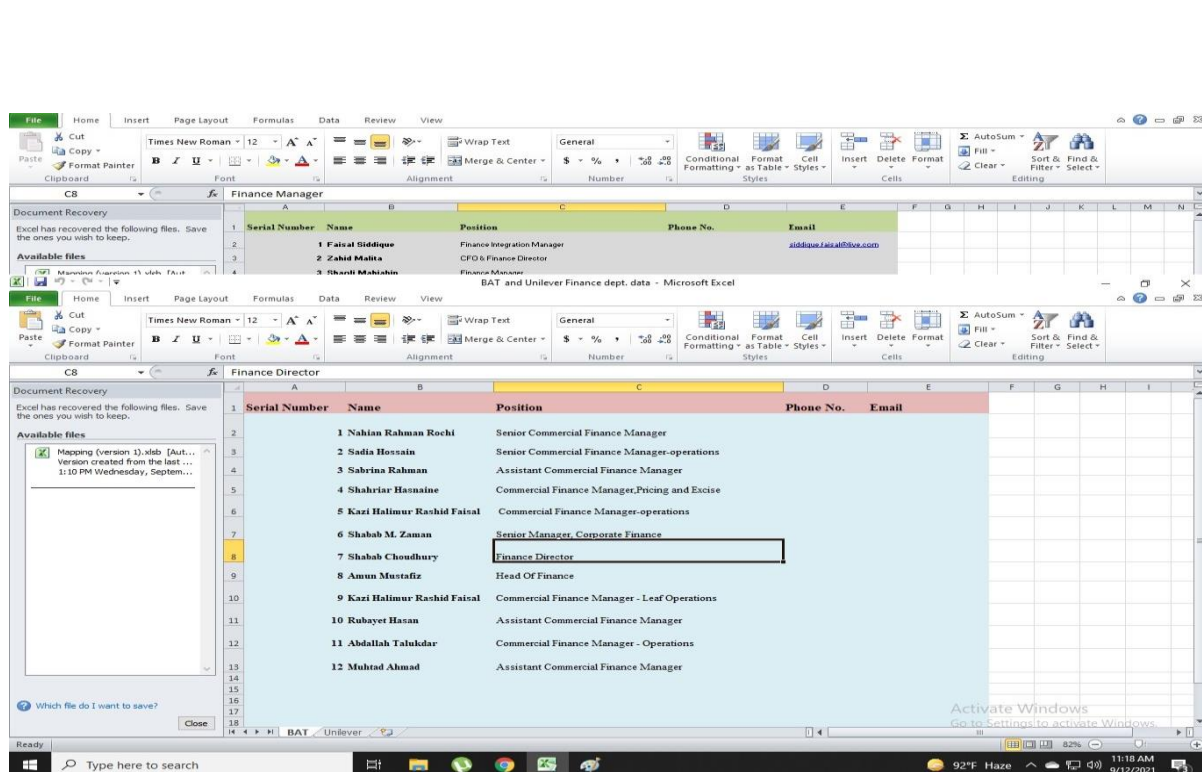


Figure 9: BAT & Unilever finance dept. CV Shorting

Company	Position	Deadline	Vacancy
BRAC	Manager, M&E and MIS; Climate Change Programme(Contractual)	11 Jul 2021	Not specific
BRAC	Programme Manager, Project Coordination; Climate Change (Contractual)	11 Jul 2021	Not specific
BRAC	Programme Head, Advocacy for Social Change	12 Jul 2021	Not specific
Pidim Foundation	Project Manager under Sustainable Enterprise Project (SEP)	10 Jul 2021	01
World Vision Bangladesh – Cox's Bazar Special Zone	Sr. Officer – M & E	8 Jul 2021	01
Concern Worldwide	Head of Internal Audit and Risk Management	10 Jul 2021	01
Bandhu Social Welfare Society	Manager – Grants & Compliance	10 Jul 2021	01
Sheva Nari O Shishu Kalyan Kendra	Technical Officer (Loom cum Branding Development Specialist)	13 Jul 2021	01
Sheva Nari O Shishu Kalyan Kendra	Project Manager	13 Jul 2021	01
BRAC	Deputy Manager, Project Coordination; Climate Change Programme (Contractual)	11 Jul 2021	Not specific

Figure 10: NGO’s CV-Shorting

Company Name	Position	Deadline	Vacancy
Jamuna Industrial Agro Group Ltd.	Assistant Manager/ Manager (Finance & Accounts)	3 Aug 2021	Not specific
Liberty Knitwear Ltd.	Manager - Internal Audit	2 Aug 2021	01
Oculin Tech BD Ltd.	Manager - Finance & Accounts	20 Jul 2021	01
Oculin Tech BD Ltd.	Sr. Manager - Budget & Cost Control	20 Jul 2021	01
Divine Group Limited	Manager (Accounts & Finance)	25 Jul 2021	01
SS TRADIING	Group CFO	8 Jul 2021	01
Manufacturing Industry	Asst/ Deputy Manager (AUDIT)	9 Jul 2021	Not specific
Akj Group	Chief Financial Officer	15 Jul 2021	01

Figure 11: CVs of Accounting and Finance dept. from Bdjobs.com