

Report On
Effects of Marketing on Recruitment and Selection of Employees

By

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18104107

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
August 2022

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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:



Tashfia Iqbal

18104107

Supervisor's Full Name & Signature:

Saif Hossain

Assistant Professor & Director, BRAC Business School

BRAC University

Letter of Transmittal

Saif Hossain

Assistant Professor & Director,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Letter of transmittal for the submission of Internship report

Revered Sir,

It gives me immense joy and pleasure to successfully submit my internship report on “*Effect of Marketing on Recruitment and Selection of Employees*” under your guidance. This internship report has been prepared in order to complete the last requirement of our Bachelor of Business Administration Program- BUS400. In order to prepare this report, I have completed a 3 months’ internship program as an HR Intern at Bangla Trac group under the supervision of Ms. Nazmun Nahar (Head of HR) and Ms. Afsana Akhter (Senior Executive), from 6th February, 2022 up until 6th May, 2022.

In this report, I have tried my best to apply the ideas and experience I have learned and gathered while working as an HR intern at the company under the guidance of my company supervisors and your help. It was an absolute honor to be a part of the HR team and receive hands-on learning experience. While preparing this report, I have tried my utmost best to implement the guidance and feedback you have provided me throughout the journey.

Lastly, I would like to thank you once again for all the time you have spared in order to provide me with your generous feedback. Without your help, preparing this report would have been quite difficult and I am truly honored to be able to be supervised by you during my last course requirement at BRAC University.

Warmest regards,

Tashfia Iqbal

ID: 18104107

BRAC Business School

BRAC University

Date: September 15, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between **Bangla Trac Communications Limited** and the undersigned student at BRAC University **Tashfia Iqbal, 18104107**. The agreement has been made in order to ensure that no confidential data about the organization has been disclosed by the aforementioned intern of the institution.

Acknowledgement

On the occasion of successfully completing my report, I would like to take this opportunity and thank some of those important individuals who have helped me throughout this journey.

Firstly, I would like to thank Almighty Allah who has given me the opportunity of working at one of the most renowned companies of Bangladesh with grace and dignity. Secondly, I would like to thank my supervisor and everyone in the HR team at Bangla Trac who helped me at all times and allowed me to work independently, and learn and gain first-hand experience and knowledge. I would also like to mention my faculty, Mr. Saif Hossain. Sir has always been extremely helpful and encouraging. Whenever I needed help, sir has spared time to explain and clear all my doubts and confusions.

Last but not the least, I would like to thank and show my utmost gratitude to my friends and family who have been my biggest supporter throughout my life and this journey as well. They have been my strength who kept pushing me until I reached my fullest potential. Without them, especially my mother, nothing could have been possible.

Executive Summary

This report has been made in order to complete BUS400 course under the guidance of my faculty and supervisor Mr. Saif Hossain at BRAC University. This report focuses on the effects marketing has when it comes to hiring employees for a company. In order to complete this report, I have completed my internship from Bangla Trac Communications Limited, sister concern of Bangla Trac Limited, where I have gained practical knowledge and was able to come to a conclusion for my report in respect to my proposed topic. Bangla Trac Communications Limited is the licensed International Gateway Service (IGW) providers in Bangladesh, and they are one of the premium telecom service providers and one of the first companies to get an IGW License in the telecom industry.

During my time as an HR intern at Bangla Trac Communications Limited, I have noticed that one of the biggest problem the company faces is being able to hire competent and skilled employees. This has lead me to investigate more and come up with my report topic “Effects of Marketing on Recruitment and Selection of Employees”.

In my report, I have included the background of the report where I have explained my reason behind choosing this specific topic. As I have already mentioned, the company is low on highly skilled employees, and one of the reasons behind this is their lack of marketing/branding. Over the course of my report, I have mentioned several times how important branding and marketing is in order to find competent employees. I have also added my objectives and the significance this report has which I hope will help the company in some way, if not completely.

My report includes three very specific objectives and based on these three objectives are my findings and analysis which is further supported by a survey and basic employee interviewing as a form of methodology to strengthen my provided reasoning. I have also carried out a correlation test to make sure both my and the software has a similar result. My first objective discusses the *company marketing, branding, and its effect*. Under this objective I was able to find out that most of the respondents were familiar with Bangla CAT and Burger King Bangladesh, however, most of them were not aware of the parent company or its other sister concerns. This objective helped me understand their position in the job market and why someone will or will not willingly join the company.

My second objective discusses the *Recruitment and Selection* “availability” of the company. By availability I mean to say is how many people are willing to join the company and how big is the candidate pool to sieve through by the HR department. From my survey I have found out that most people, before knowing the stature of the company in the industry, were unsure about joining the company willingly. However, after knowing that Bangla Trac Limited is the parent company of some of the most elite companies in the country with a strong industrial portfolio, many were then interested and willing to join. I have also noticed that a lot were interested to join the company if they already had someone already working at one of the concerns as a form of reference which basically points toward the importance of word of mouth.

My last objective knits together my first two objectives along with the correlation test I have carried out. This objective has allowed me to draw a positive relationship between *Marketing and its effect on Recruitment and selection of employees*. Deducing all the responses from my survey, I was able to evaluate that both my variables are dependent on each other. The icing on the cake is that results of the analysis based on my survey and results from my correlation test draws the same conclusion- a positive relationship between Marketing and its effect on Recruitment and selection of employees.

Working as an HR intern and working alongside professionals has been one of the most brilliant experiences I have ever experienced. This experience has helped nurture me professionally which has helped me gain first-hand learning experience and practical work knowledge. Through this report, I hope to share the key learnings I have learned and the key findings I have found in accordance with my topic.

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List of Acronyms

• B2B	Business to Business
• B2C	Business to Consumer
• GPS	Global Positioning System
• HRIS	Human Resource Information System
• PR	Public Relations
• STEP	Success Through Effective Performance
• TNA	Training Need Analysis
• VTS	Vehicle Tracking System

Glossary

<ul style="list-style-type: none"> • Democratic Leadership 	A leadership style where the team members get to share their opinions in the decision making process.
<ul style="list-style-type: none"> • Hypothesis 	A proposed explanation for the relationship between two or more variables.
<ul style="list-style-type: none"> • IBM SPSS 	A software developed to carry out statistical analysis.
<ul style="list-style-type: none"> • IGW Service 	Facility linking either domestic networks to international ones to send and receive electronic communications (i.e. voice, data and multimedia images/videos)
<ul style="list-style-type: none"> • IIG License 	a form of facility which provides an interface to send and receive electronic communications- voice, data and multimedia images/ video- traffic between domestic and international facilities.
<ul style="list-style-type: none"> • Interconnect Exchange (ICX) 	A system through which quality of voice service is improved domestically and internationally.
<ul style="list-style-type: none"> • POPs 	A POP or Point of Presence is a network interface point between communicating entities.
<ul style="list-style-type: none"> • Primary Data 	It is the kind of data which researchers collect directly from the main source through interviews, surveys, etc.
<ul style="list-style-type: none"> • Secondary Data 	It is the kind of data which has been made available for use by other researchers via their primary data collection.
<ul style="list-style-type: none"> • Telephonic Interview 	The first form of contact the candidate gets to establish with company.

Chapter 1

Overview of Internship

1.1 Student Information:

Name: Tashfia Iqbal

ID: 18104107

Program: Bachelor of Business Administration

Major/Specialization: HRM and Finance

1.2 Internship Information

1.2.1 Basic Information

Period- 3 months, February 6th, 2022- May 6th, 2022.

Company Name- Bangla Trac Communications Limited (BTCL)

Department/Division- Human Resources

Address- Block- C, House no.-104, Road no.-11, Banani, Dhaka-1213 (2nd floor of Burger King)

1.2.2 Internship Company Supervisor's Information

Name - Ms. Nazmun Nahar

Position- Head of Human Resources, Bangla Trac Limited

Name – Ms. Afsana Akhter

Position – Senior Executive, HR Department, Bangla Trac Limited

1.2.3 Job Scope

Job Description/Duties/Responsibilities-

As an intern working at Bangla Trac Communications Limited, everyday has been a learning experience. I will forever be grateful to my supervisor, the HR team, and the rest of the team of other departments who supported, encouraged and guided me throughout my internship making sure I learned as much as possible in these 3 months. They have welcomed me with open arms and made me feel included till the very end.

At the very beginning of my internship, I started off with sorting employee documentation files. This task required a good amount of my attention since all the documents were very important and contained sensitive employee information. Once I learned how to carry out the aforementioned task, I was quickly able to move onto a new task under the guidance of senior executive, Ms. Afsana Akther. She was generous enough to spare her time and attention every day to teach me new things that would help me in my future career. Ms. Afsana gave me the responsibility of carrying out telephonic interviews (TI) of future interns of different universities and of possible future employees. While learning how to carry out TI, I learned how to communicate properly, and how to schedule interviews and the importance of scheduling them at the right timings.

When my supervisor was convinced and satisfied enough with my performance, I was soon accompanying them in the post-hiring procedures. Soon enough I was allowed to carry out a few procedures myself alongside issuing appointment letters.

Besides Ms. Afsana, Ms. Jesmin Sultana- executive, Ms. Zarin Tasnim- senior executive, and Mr. Tangir Hossen- human resource business partner (HRBP), assigned me different tasks and responsibilities. Ms. Jesmin assigned me with updating the company insurance file and the leave-attendance report of S-grade employees. This role gave me a better insight of how the company operates internally. Ms. Zarin and Mr. Tangir assigned me and helped me learn how to source and sort CV's from different job portals and social media platforms in accordance with the company/job position job description.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

While working at BTCL, what I have come to observe and learn is that the company is very “democratic” meaning everyone in the company gets to share their ideas and discuss their point of view without any hesitation. Suggestions of every kind are welcomed wholeheartedly. As an intern, even though I was not included in the major decision making process, they have still given value to my opinion whenever necessary. The team has always encouraged me to speak up and share my ideas and points of view. Due to such high motivation, I have tried sharing ideas regarding company events and future recruitment ways. I have actively participated in idea generation and vendor selection for an event hosted by the company.

Besides idea generation, and brainstorming, I have always tried to maintain company decorum by completing my assigned tasks, helping whoever required help in completing their tasks, wearing office appropriate attire, arriving on time and maintaining a friendly attitude towards every employee in order to work in harmony. Furthermore, I have tried my best to maintain confidentiality of employee data since most of my work included dealing with employee information.

1.3.2 Benefits to the student

The entire HR department of Bangla Trac Communications Limited has always been very patient alongside a positive attitude. They have treated me well not only after I started my internship, but since the day I was contacted and interviewed. The team helped me loosen up from the very beginning. They personally introduced me to everyone. Not only my team, but members of other departments have also initiated conversations with me and made me feel welcomed and comfortable. I was frequently included in team lunch where everyone shared good laughter and good times. The entire thing helped me get out of my cocoon and blend in more easily with everyone. I would not say that now I am a complete extrovert, but I must admit that working here has made a big positive difference.

Furthermore, I have learned how to handle and deal with problems in real time. While working in the company, problems arose; even though not frequently, unexpected situations did arise. However, my seniors taught me different tactics to stay calm and solve problems. They have taught me to take that first leap in solving problems rather than turning my back. While carrying out telephonic interviews, initially I did face problems when it came to communication. However, my supervisor taught me how to converse more professionally and more confidently. I am truly grateful for this first-hand learning experience. In this entire period, I have learned how to handle difficult situations more calmly and professionally which is a great skills addition for my future career as well as personal life.

1.3.3 Problems/Difficulties (faced during the internship period)

To be fair and completely honest, my experience at BTCL has been pretty great. My seniors here tried every possible way to make me feel comfortable and included. The only problem I might have faced is traveling. The distance between my office and home made things pretty difficult and exhausting. Since my work required me to be present by 9 am, I had to leave home by 7:45-8:00 am 5 days a week. For my daily traveling I opted for transport system like CNG's which at times was difficult considering they were not always available and/or cheap. Returning home was quite the challenge as well. The reason being- my work ended at 6 pm and the availability of CNG was quite scarce during that time. To add to the difficulty, traffic at that time was tiring. There were days I had to spend hours waiting for a commute back home or in traffic which drained me completely making it physically, and mentally impossible for me to finish my other academic tasks like completing this report.

1.3.4 Recommendations (to the company on future internships)

Bangla Trac Communications Limited is a great company and they are doing great in the industries they are involved in. However, the company is very low-profile. Those who are aware of the company, either the sister concerns or the parent company, are well-aware of its position in the industry. However, those who are not, it gets difficult having to explain the company. Therefore, I would like to recommend the company to be a little more "out there". In the era of social media, they can spread awareness about their existence through digital marketing which will actually benefit the company greatly in so many possible ways.

Chapter 2

BANGLA TRAC COMMUNICATIONS LIMITED

2.1 Introduction

Bangla Trac Communications Limited is one of the sister concerns of Bangla TRAC Limited. The parent company itself has branched itself out in several major industries of the country and according to The Daily Stars (2022), it has been playing a major role in “developing and shaping the socio-economy” of our country. The group of companies has its branches spread out in the telecommunication industry, Energy industry, infrastructure industry, information technology industry, and the retail industry. Companies under the mentioned industries is provided below in the form of few simple flowcharts for easier illustration.

1. Power Industry:



Fig. 2.1-1: Company under power industry

source: <https://banglatrac.com/>

2. Infrastructure Industry:



Fig. 2.1-2: Companies under infrastructure industry

source: <https://banglatrac.com/>

3. **Information Technology:**

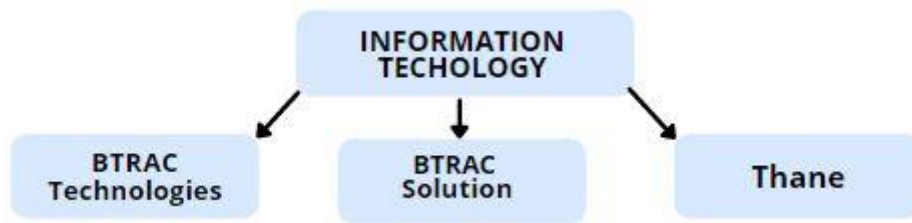


Fig. 2.1-3: Companies under information technology industry

source: <https://banglatrac.com/>

4. **Telecommunication:**

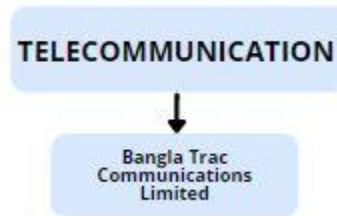


Fig. 2.1-4: Company under telecommunication industry

source: <https://banglatrac.com/>

5. **Retail:**

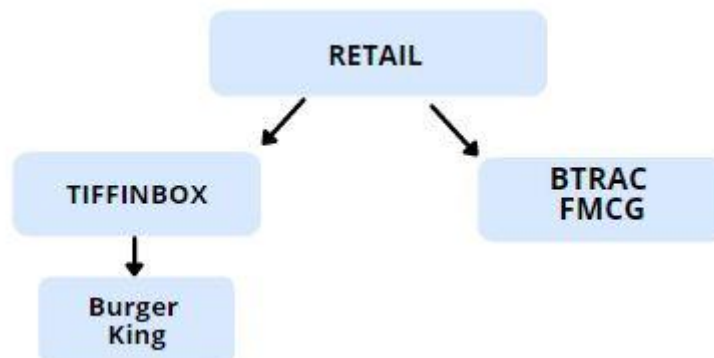


Fig. 2.1-5: Companies under retail industry

source: <https://banglatrac.com/>

Bangla TRAC limited has been paving their way through excellency throughout the years and it could not have been possible if their vision was not this enriched. Their vision states that “*A dynamic global company driving stakeholders' success through excellence, integrity, humility and people leadership*” and whilst working there, I have truly witnessed how they stick by their vision. The group of companies also has a mission which states that “*We are committed to ensure quality communication experience through state of the art technology, innovation and service excellence*” and their values include *People first, Customers' success, Excellence through humility, Integrity, Innovation, and Environmentally responsible.*

2.2 Overview of the Company

Bangla Trac Communications Limited (BTCL) is a sister concern of the parent company Bangla Trac Limited. BTCL started its journey as a licensed IGW service provider back in 2007. Since then, the company has grown and as of today the company comprises a total of US \$30 million dollars as annual turnover. The company provides uninterrupted service developing topnotch network with multiple POPs globally. Moreover, they hold the license for Interconnect Exchange (ICX) which allows them have a better control over International and domestic call termination ecosystem.

In a very short time BTCL has also expanded towards A2Z wholesale voice and SMS termination in Asia Pacific, South Asia, Africa, and the Middle East. With such a portfolio, they have recently stepped into retail with IDD service. Even though their initial focus was to penetrate the US market, they have successfully penetrated the European market. Furthermore, having an International Gateway (IIG) license (international gateways, 2022) has allowed them to offer International IP transit service.

Bangla Trac Communications Limited has been diligently following their mission and vision in order to provide the best service not just domestically, but internationally as well. They have created and developed the best infrastructure for their data center. With such robust and reliable network and service that they provide, they are successfully providing service to both local and international market.

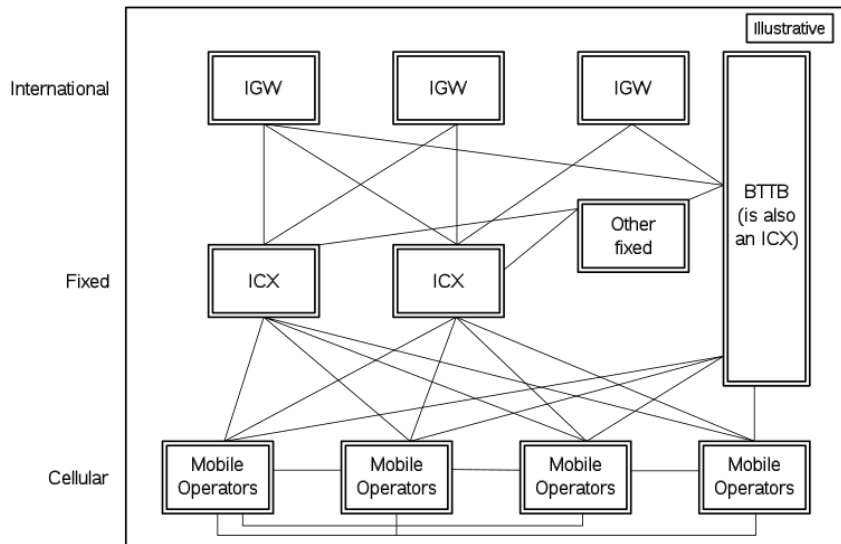


Figure: 2.2 Bangladesh Telecom Network Topology

source: https://en.wikipedia.org/wiki/Telecommunications_in_Bangladesh

2.2.1 Organogram of the Company

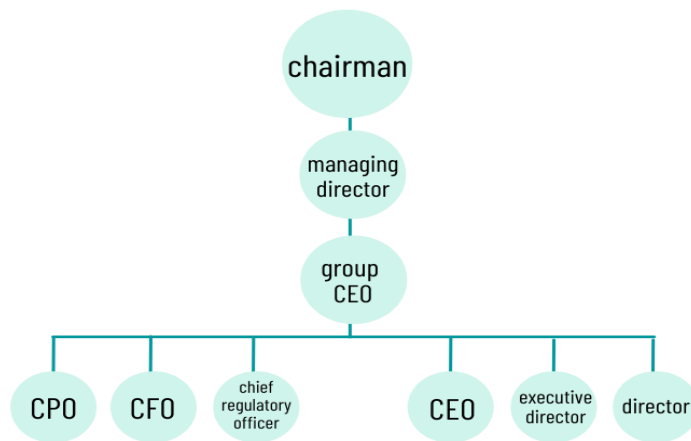


Figure: 2.2.1. Company Organogram

source: *Bangla Trac Communications Limited HRBP*

2.3 Management Practices

Bloom, N. and et al published a paper titled Management Practices Across firms and countries, pg.# 2-3 (2022) where they mentioned that public organizations/companies have the worst management practices. They have added that in firms like these, employees are not paid enough incentive. Promotion of an employee depends on the duration of their stay at the company rather than their performance. Moreover, employees who are not performing well are still kept in the company which slows down the overall flow of work. As a result, most employees lose interest from those companies which in turn, generally, results in high turnover rates of qualified and efficient employees.

During my internship at Bangla Trac Communications Limited, one thing I have personally noticed is that every employee has a voice of their own. Everyone can voice their opinions and those opinions are respectfully paid attention to. When an employee is paid attention to they develop a feeling of being recognized and appreciated. Vantage Circle, and a few other platforms, published an online article/blog where they mentioned that lack of employee appreciation and recognition is one of the key reasons behind employee dissatisfaction. The company is well aware of this problem and they try their best to make sure employees are satisfied by all means. The Daily Stars online newspaper published an article (In Pursuit of Resurgence) which consisted a rather important saying by the group CEO, Mr. Jahangir Alam himself. In the article, he mentioned that ensuring employee happiness throughout the whole process of technological transformation is very important. He added that the employees are the backbone of any organization and without handling them with empathy, long term sustainability cannot be achieved. Bangla Trac Limited, thus, maintains a democratic leadership where they pay attention to employee opinions and concerns in order to move ahead with utmost success and excellence.

2.3.1 Recruitment and selection:

For a company to operate effectively, it is important to hire the right people at the right time. It is also important to hire those employees whose mission, vision and goals align with the company.

Bangla Trac Communication Limited has a very systematic approach when it comes to recruiting and selecting a candidate for a specific job role. These steps make sure that among a pool of good candidates, the best one gets picked out.

The HR team of Bangla Trac/Bangla Trac Communications Limited needs to hire different categories of employees- both blue collar and white collar. When it comes to hiring S-Grade employees (blue collar employees), the process starts from Kormo Jobs. Job posts are made and those who are seeking a job, apply on the basis of which job suits them the best. Once they have applied, telephone calls are made to schedule interviews with them.

On the day of the interview, some categories of employees are required to take a written exam before the main interview. Once the interview has been conducted, they are once again called to confirm their jobs. Upon confirmation, the team creates employee folders under their names consisting of their data and documents.

When it comes to M-grade employees (white collar employees)- example Finance Executives, Senior Executives (sales), Engineers, etc., the process is almost similar. The major difference is that these candidates usually drop-in their CV's via official careers email, or some are "headhunted" using LinkedIn and BDJobs. Once the team has few desired profiles, they sieve through them and call them personally to discuss their degree of interest in joining the company. If they are interested, they are called in for an interview and things progress from there.

Note: When it comes to hiring experienced employees, interview in the presence of Department Heads, Project Managers, HR is the only requirement. When it comes to hiring a fresher, i.e. a fresh candidate with no previous experience, the candidate must take a written exam.

2.3.2 Performance appraisal system

Bangla Trac Limited carries out a yearly appraisal system which they call STEP- success through effective performance. STEP can be considered as one of the most important procedures that the company follows. Previously, they followed a 360 format. A 360 format comprises feedback from a manager, peer, subordinates, etc. Simply put, this format takes everyone's feedback into consideration to evaluate an employee. According to Edge Training Systems, Inc. there are some benefits of this procedure which includes increased self-awareness, a clearer idea about one's strengths and weaknesses, can build confidence and boost morale, etc.

The HR team of Bangla Trac used to carry out a 360 format performance appraisal system where the employee did their own evaluation including the supervisor, peers and employees from cross-functional departments. However, recently the department opted for a different approach to evaluate their employees.

Now, the evaluation process takes place one on one. Now, the employee and their respective supervisor get together, one on one, at the beginning of each year. Here, they set specific goals and targets for the entire year. The set goals and targets can be either quantitative or qualitative. The main idea behind this approach is to increase individual performance and productivity. At the end of each year, the employee and supervisor will get together once again to discuss the degree of achievement throughout the year.

At this moment, the employee will be rated based on a few factors which will measure their performance, leadership quality, strength, weakness, etc. The main focus during the rating is on two crucial aspects- 1) Functional Competency, and 2) Leadership Competency. For each parameter, the employee will be rated out of 5. A score above 3 is considered satisfactory and/or outstanding. A score below 3, may indicate that there is still room for improvement.

Note: Employees who receive a good score does not imply that they will get promoted. Promotion is only possible when there is an opening. However, receiving a good score has its own perks. For example, an employee who will receive a good score will be funded by the company if they want to earn a new degree, or complete a paid course for better performance.

2.3.3 Training and Development

Following the performance appraisal procedure, takes place the training and development program/procedure. Based on the scores obtained by each employee during STEP, an employee is directed towards appropriate training programs using Individual Training Need Analysis (TNA). Judging by the result achieved during TNA, the training programs are planned in order to help the employees become more efficient at their work.

Once the training has been conducted over a period of time, the employees are once again evaluated to check their degree of improvement and how much they have achieved after the training. Based on that progress, they are once again evaluated using a standard format of STEP evaluation form. This once again determines how much they have improved, and helps them figure out where there is room for further improvement.

2.3.4 Compensation System

The compensation of a company/organisation deals mostly with the employees and the benefits provided to them to retain them within the company. Famous American business executive, chemical engineer, writer, and CEO of General Electric, Jack Welch once said “if you pick the right people and give them the opportunity to spread their wings and put compensation as a carrier behind it you almost don't have to manage them.” Therefore, from this statement we can weigh the importance of compensation. Hiring the right person for the right job is not the only important task, as an HR or whilst working in the HR department, being able to retain employees is also necessary. If an employee is choosing to stay in an organisation and work diligently, the company should at least show their appreciation towards that employee. This will make them feel more seen and cared for within the company. The simplest form of showing appreciation is Company Compensation for the employees.

Bangla Trac Limited has a very generous monetary as well as non-monetary compensation package, besides the salary, for their employees which includes the following:

a. Medical Facilities for employees:

Alongside the salary the employees receive per month, a certain percentage is given as their medical allowance. Besides this, the employees are open to claim medical allowance (which will be reviewed by the authority) anytime during their working period in case of any medical emergency or accident.

b. Provident fund:

All permanent employees (M-grade) are eligible for the provident fund provided by the company. Each month the employees must share (save) 10% of their salary which they can collect all together if they ever decide to leave the company. If any employee stays with the company for more than 2 years and continues with their job, the employer will share an equal amount (equivalent to what employees will be sharing per month or same). As a result, the employee will be entitled to a greater sum (employee share + employer share) if they ever choose to leave.

c. Gratuity policy:

An employee serving Bangla Trac Limited and any of its concerns will be eligible for gratuity after completion of 6 months of working period. The policy also mentions a simple demonstration for better understanding which is mentioned below:

- i. If an employee has served for 5 years after the cutoff date i.e. 1st July, they will receive a gratuity of- $5 * \text{Last gross salary}$.
- ii. If an employee has served for 7 years after the cutoff date, they will receive a gratuity of $(5 * \text{last gross salary}) + (2 * \text{last basic salary})$.
- iii. If an employee has served for 11 years, gratuity will be $(5 * \text{last gross salary}) + (6 * 1.5 * \text{last basic salary})$.
- iv. If an employee has served for 12 years, gratuity will be $(12 * \text{last gross salary}) +$ and for the additional calendar years of service, gratuity will be $(\text{additional service length} * 1.5 * \text{last basic salary})$.

d. Leave Benefits:

Employees who work hard deserve breaks to re-energize. Bangla Trac Limited offer full flexibility when it comes to claiming leave. They offer 10 calendar days of casual leaves, 14 calendar days of sick leaves, and 12 calendar days of earned leaves. Moreover, the company offers any kind special leave, paid paternity leave (14 calendar days) and maternity leave (16 calendar weeks). Lastly, if any employees lose a family member within their immediate family, they are allowed 3 calendar days of bereavement leave.

e. Mobile and Laptop facilities:

All permanent (full-time) M-grade employees are provided with mobile allowance which includes internet package and talk-time package, and a laptop for their official work.

f. Transport service:

Amongst all the benefits (monetary or non-monetary), Bangla Trac Limited also provides transport service for those who wants to avail the service. Those who do not want use company transport service and wants to reach and leave their workplace themselves, travel allowance is provided every month along with their salary.

g. Matrimonial/Natal bonus:

A very recent policy introduced by the company is the Matrimonial bonus where the employee can claim the bonus with 6 months of their matrimony while working in the company. The natal bonus is also offered for the first two offspring of the employee while their stay at the company. Both these policies have been introduced to share happiness within the employees on the arrival of a new member.

h. Festival bonus:

Every employee of Bangla Trac Limited receives two festival bonus which is equivalent to their basic salary.

2.4 Marketing Practices

If I had to share my opinion based on my past readings and my own experience, the marketing department of any company/organization plays an important role when it comes to creating awareness within its targeted industry and audience. Bangla Trac Limited consists a handful of talented employees under the marketing team and they are doing remarkably at what they do best. However, the team mainly markets 2 concerns of the parent company.

I. Bangla Trac Solutions Limited (BTSL)

II. Tiffin Box Limited (TBL) and Burger King

Bangla Trac Limited, as mentioned earlier, is not limited to just one sector. The company has branched out and spread out its roots in almost all the sectors. The IT industry being one of them. Bangla Trac Solutions Limited is a sister concern of Bangla Trac which solely focuses on the “tech” and telecommunication industry. BTSL and Thane has launched two of its home grown products- Carcopolo and Seemo.

Carcopolo is an “*intelligent and smart GPS vehicle tracking system(VTS)*” which was founded in 2010. Their smart technology allows users to track the real-time location of their vehicles. This intelligent and smart GPS VTS has been a part of many international and local companies. Seemo, on the other hand, is a smart video doorbell and a smart indoor camera. The developers and Seemo’s mission is to put security in our own hands. Both the products have been doing B2B business. However, now they are aiming towards B2C business. The company aims to help us by providing the very best.

One of the other concerns- Tiffin box, is also a concern of Bangla Trac Limited. Tiffin box has taken it upon themselves to reintroduce famous street foods of Bangladesh with a twist of their own fusion. They want to serve their customers with the best tasting Bengali. Tiffin Box has also successfully signed the master franchise with famous American fast food chain Burger King.

When it comes to marketing the aforementioned products under the different companies of Bangla Trac Limited, it has been a mixture of both digital marketing and traditional marketing. For Carcopolo and Seemo, it has been mainly digital marketing and smart collaborations with famous brands/companies. These two products have their own websites and Facebook pages where all the new updates and features are regularly posted to keep the awareness amongst

their targeted audience high. They have also collaborated with Grameenphone where Grameenphone Star members can avail 25% on the purchase of either of these products.

As for Tiffin Box and Burger King, marketing is done with a mixture of both traditional and digital marketing. In case of traditional marketing, the company sends PR packages, arranges audience interactive games which will promote their brand, moreover, write ups on newspaper articles about the success and future motives helps the company traction from the audience. Furthermore, they use a tactic where they use visual stimulation amongst customers to create awareness. They do this by making their food delivery riders carry a big bright bag (which carries the food). The bags are big and colourful enough to grab the attention of potential customers. As for digital marketing, for both Tiffin Box and Burger King, Facebook and Instagram are the holy grail. Most of their online posts are made and posted on Facebook and Instagram. Here, they post about all their exciting deals and new food items with bright-colourful pictures of the food which will make anyone drool and instantly make their way to order the food item.

During my time at Bangla Trac Limited, I have spent a significant amount of time with the marketing team and from there what I have noticed is that the team is very strongly knitted together. Everyone share a good relationship with one another, everyone helps one another and has each other's back. As per one of the business development employees of BTRAC Solutions Limited, during their team meetings, everyone is encouraged to share their thoughts and ideas. Sometimes after long and tiring meetings, the team go out or order-in lunch to celebrate their efforts. This, in my opinion, shows true team spirit and team work.

2.5 Financial Performance and Accounting Practices

Bangla Trac Limited is one of the largest group of companies in Bangladesh and they play a significant role in the country's economy. However, the company is still a private company and not yet publicly enlisted. Therefore, the authorities of the company were not willing to share the financial performance or accounting practice of the company in order to maintain confidentiality.

2.6 Operations Management and Information System Practices

The main form of management system that the company opts to is their HRIS system. HRIS is a cloud based platform which consists of employee data. Most permanent employees can log onto the HRIS system using their name and company ID and check necessary details. Through the HRIS, employees can apply for leave which will be tracked digitally. This makes operation much simpler and efficient for both the employee and the employer. Moreover, through the HRIS they can check their attendance and how long they have been working on a particular day, meaning the office hour is 9am-6pm (9hrs). Employees have to stay at work for 9hours to count it as full day. However, there is a time flexibility of 1 hour at the morning, meaning they can come and start working from 10 am. However, in that case they will have to stay up till 7pm. Through the HRIS they can check how much longer they need to stay because when they scan their ID's via "blackbox" and "ID scanner" before entering the office, it records the time. Then on departure, they need to scan it once again to record the time of departure. This way their time spent at office gets tracked easily. Using the cloud platform, they can also track how many days they arrived late for work.

The company also uses one of their self-made cloud platform- Workopolo. Here, the employees need to track all their tasks of each day at the end of the day to keep a track of how far they have completed their assigned task for the week. This is an easy solution to keeping track of work materials and not falling behind and/or forgetting how much they need to complete.

The company consists of their own team of IT and software engineers who work hard to develop these software's for easier company operation. However, besides using cloud platforms, they also store data using the traditional method- files. These files contain all the printed documents because during auditing, the hardcopy of the files are used instead of softcopies or online versions.

2.7 SWOT Analysis and Porter's 5 Forces

In order to understand how well the company is doing as an organisation and within the industry, I resorted to SWOT analysis and Porter's 5 Forces analysis respectively. It should be noted that since the company has a handful of sister concerns, my focus for the two analysis is based on BTRAC Solutions and Burger King/Tiffin Box Limited, since, these are the only two concerns within the company which opts to marketing to some extent and aligns with my report topic.

2.7.1 SWOT Analysis of BTRAC Solutions:

Strength:

BTRAC Solution has launched their homegrown products Carcopolo and Seemo. These two security devices have already created quite the stir in their respective market fields. Carcopolo, as I have already mentioned it in section 2.4 is a smart vehicle tracking device. Carcopolo was launched back in 2017 and its main function is to help users track their vehicles from anywhere just with a tap of a finger. Users can use their mobile application or website to track their vehicles. Their clientele list includes companies such as Ziska Pharmaceuticals, Globe Pharmaceuticals, ACI Agro, and so many more ("Carcopolo: Track your vehicle using smartphone", 2022). Their reach in the B2C market includes pharmaceuticals, Logistics, FMCG, RMG companies, textiles companies, etc. Compared to other VTS brands, Carcopolo uses the Amazon server (AWS- Amazon Web Services) which is currently the best and the most flexible cloud computing platforms compared to other servers. Also, it has a given benefit that the brand is purely home-grown. Same goes for Seemo which is a camera security system. Seemo provides smart doorbells and indoor cameras which are not only high in resolution and comes in a compact design, but also affordable compared to other cameras available. Added advantage is that Seemo is also a homegrown product. Furthermore, Carcopolo and Seemo both have collaborated with telecommunication company Grameenphone where Grameenphone star users get to purchase either of the two products at a discounted price.

Weakness:

Since after 2017, the company has been planning on penetrating the B2B market as well to sell their two products, however, they still have not done much. Their main buyers are B2C vendors, but still in all this time, they still have not ticked off their aim from their checklist.

Opportunities:

According to an article published by The Independent ("Carcopolo: Track your vehicle using smartphone", 2022), Mr. M Tanvir Siddique, Head of operations of B-Trac Solutions Ltd has mentioned that their road plan map includes promoting the brand overseas as well. In my opinion, if the brand keeps developing these two products, sooner than later, they will be able to promote their brand across borders which will not only bring fame and success to the company, but will also promote our country since it will be mentioned that the product has been Made in Bangladesh.

Threats:

In the market there is a handful of VTS devices and security cam's available, but the main competitor of Carcopolo, in my opinion, is the VTS device being sold by another home-grown brand called Prohori. They have similar features available for their device but what makes Carcopolo have more leverage is the service they providing. For example, a user purchases a premium package from Prohori at the rate of BDT 11999 (monthly charge BDT 699). The features they are providing under this package, Carcopolo's wired GPS tracker is offering more at the rate of around BDT 5000 which is also be a one-time purchase without any added monthly charge. As for the more expensive one which is around BDT 20700 (4G Surveillance Tracker)- it provides many more features which Prohori is not even offering.

Seemo, on the other hand, does not have many competitors. The reason being there is no other highly developed security camera system available in Bangladesh which was also designed and developed in Bangladesh. The competitor brands are either from USA or China (or some other foreign country) which also means that they will be overpriced. Since Seemo since a brand which is Made in Bangladesh, it is a lot cheaper and added benefit is that it is actually a great device and the customer reviews on their website is their alibi.

2.7.2 Porter's 5 Forces of BTRAC Solutions:**a. Competition in the Industry:**

As of 2018, 10 leading IT companies of Bangladesh was listed by Large IT Solution ("Top 10 It Company in Bangladesh - Large iT Solution", 2018). Among the mentioned companies there were companies such as TigerIT Bangladesh Ltd. who are the ones to develop the Automated Fingerprint Identification System (AFIS) in Bangladesh. Back in 2008, they have also developed software for the National ID and voter registration system for smoother election.

TigerIT can be considered as one of the most prominent IT companies of Bangladesh alongside Datasoft Systems BD Ltd. who developed the First CMMI Level 5 software company in Bangladesh. Datasoft Systems BD Ltd. thrives to develop cost effective technical services for their customer. Other competitive companies such as Magnito Digital Limited, Newscred, and Southtech Group also exists. Therefore, it is safe to say that BTRAC Solutions does have some fair and square competitors in the Tech industry, some who have excelled a lot more than the concerned company.

b. Threat of New entrant in the industry:

In any booming industry, threat of new entrant will always remain a possibility. As for the tech industry, it is advancing rapidly with every passing day. Startup company is probably one of the latest trend in the business world. According to Centre of Governance Studies (CGS) ("Startup industry of Bangladesh: Revolution and the Future | CGS", 2022), there are around 1200 active startups in Bangladesh at present and every year 200 new startups enter the industry. The startups range from tech companies to e-commerce platforms. Among these startups many companies have high potential and can change the tech game at any point. Thus, we can never eliminate the possibility of new entrants especially when the industry is tech related.

c. Power of suppliers:

Based on the information I was able to collect, BTrac Solution's primary raw material suppliers is China. At times, some of their products are also assembled in China and later on sent back to Bangladesh. Besides China, they do not have any other raw material suppliers which, practically speaking, puts them at risk. For example, during the pandemic, shipment of all sorts of raw materials and items was at a halt for an indefinite period of time. This means that if the company had shortage of items due to any unforeseeable reason, the market would also have a shortage of their products which could lead towards potential financial and customer loss.

d. Power of buyers:

BTrac Solutions (Carcopolo) main buyers are pharmaceutical companies, banks, garments companies, etc. This means that for now they are selling their products in the B2C market. Their main source of income comes from these companies. As for Seemo, they are sold in both B2C and B2B market. In this world, if customer loyalty exists, chances of shifting/changing product also exists. If for any reason, either of buyers decide on switching to different brands and products, the company will face huge loss. At the end of the day, buyers can make it or break it.

e. Threat of Substitute products:

In any industry, if threat of new entrants exist, threat of substitute products also exists. As for Carcopolo and Seemo, they have a quite a few competitors in the market. For example, one known competitor is Prohori. Just like Carcopolo, they also sell vehicle tracking systems. On their website, extensive package plan is given which can also be customized according to customer's need and want. Therefore, if anyone wants to switch products, a product in market is readily available. The only thing that can make customers question their judgement about switching is the price point of both the services provided by the companies. As for Seemo, their competitive brand includes American brands which are far more expensive than Seemo. However, if anyone is willing to pay the extra cash, substitute product is available in the market.

2.7.3 SWOT Analysis of Burger King Bangladesh/Tiffin Box:

Strength:

As many of us are aware, Burger King is an International franchise. Whenever any international franchise steps foot in any other foreign country, usually people start visiting those places more- because of the "hype". After Tiffin Box (sister concern) signed a master franchise with Burger King and launched it in Bangladesh as Burger King Bangladesh, many foodies sprinted towards their near outlets. Moreover, the taste of the items is authentic and worth every bite. Moreover, tiffin box has been operating as a solo business for a while now as well where they are aiming to serve customers street food with a touch of fusion and uniqueness. This has created quite the stir in locations such as Gulshan, Banani and Balaka- New Market, where they are created the stir by selling delicious street food in a hygienic environment.

Weakness

The biggest set back the franchise is facing in Bangladesh is their pricing. For example, few months ago they had introduced a new Salmon burger into their menu which was priced almost around BDT 800 taka. Moreover, their other items, even though delicious in taste, has been tagged as a tad bit overpriced. They do sell a burger at the price of BDT 190 taka but they did not add this to their menu cards or menu boards. It's sold almost like a secret. Those who know about its existence can directly ask for a 190-taka burger. I believe, if they would have included this in plain sight, on their menus, many more customers would have been able to purchase Burger King Bangladesh items which would increase their sells as well. As for Tiffin box, one major setback is the frequent change of chefs/assistant chefs. During my stay at Bangla Trac Communications Limited, one thing I have closely noticed is that chefs constantly leave their

jobs. This creates a major problem when it comes to food preparation. Even though every chef follows the same ingredient list and food processing procedure, cooking varies from chef to another. When one chef leaves, the change in food taste gets noticed by some regular customers, and even though they have not yet received any major complaints, receiving one in the future is not inevitable.

Opportunities:

Since Burger King is an American fast food chain franchise, the demand among customers is high. However, compared to some of the local competitors, their prices are a bit high. One way to capture more customers can be by adding their 190 Taka Burger on their menu. This burger is cheaper compared to their other items and can be purchased by many those who are trying to limit themselves within a budget. Furthermore, they can add more eye-catching offers.

Threats:

Two head on head competitors of Burger King Bangladesh is local food chain beast BFC- Best Fried Chicken and Saudi fast food chain Herfy. Amongst Bengali people, BFC has a special place in our heart because of its spicy “desi” flavors and the comparatively cheap price. Herfy, on the other hand, is another giant international food chain brand which has won our hearts just like Burger King Bangladesh. If customers want to indulge themselves in international flavors, they have two, very close to each other, fast food chains- Herfy and Burger King Bangladesh. Since the prices of both these places is almost close to each other, customers may not face much difficulty in choosing which one to have. However, if the preference is taste of the food they serve, in that case it depends on the taste buds of the customer. But if the customers are looking for fast food which has Bengali flavors packed into it, BFC is the clear winner.

2.7.4 Porter’s 5 Forces of Burger King Bangladesh/Tiffin Box:

a. Competition in the Industry:

The food industry has a lot to offer. Besides the different cuisines, there are innumerable restaurants and cafes available nowadays. Burger King Bangladesh started its journey in Bangladesh 2016. The American fast food chain soon gained quite the popularity. However, a year after Saudi fast food chain Herfy entered the Bangladesh food industry and both these international chains were competing shoulder to shoulder. To make things even more competitive, it needs to be kept in mind that local fast food giant BFC (Best fried chicken),

CFC (California Fried Chicken), and international franchise- CP also has a grip over the consumers of Bangladesh because of the scrumptious taste and low price.

b. Threat of New entrant in the industry:

The food industry is rapidly growing. In fact, according to some research and an article posted by The Financial Express, the restaurant industry has been the “*most hyperactive industries*” in Bangladesh (Abrar, 2020). Most youth start off their business in the food and restaurant sector. This means that there will always be a threat of new entrants. In 2016, Burger King Bangladesh entered the Bangladeshi market. Soon after, that is within a year, Herfy entered the market. Before these two, Pizza Hut, KFC these also existed. Not to mention local brands such as The Munch Station has also spread out its wings and has launched The Fat Bun. The industry is constantly mutating and evolving to keep matching with the new trends in terms of food. Therefore, threat can never be fully eliminated in such an active sector.

c. Power of suppliers:

Burger King Bangladesh have their own chicken processing plant/factory in Tejgaon Commercial Area, Dhaka. In this factory, they process their chickens and all other sorts of other raw material that they use. Therefore, it is safe to say that they have the upper hand when it comes to supplier.

d. Power of buyers:

As I have already mentioned earlier, buyers can either make it or break it. When Burger King first launched its first outlet in Dhaka, the response was positively overwhelming. They received immense popularity considering it was an international brand. Over the years, prices of items have changed, but still customers were always willing to buy their food. Hence, we can conclude that if the feedback of customer is as it was from the beginning, the international franchise will keep on thriving in our market.

e. Threat of Substitute products:

“The home of Whopper” aka Burger King Bangladesh started its journey in Bangladesh in 2016, and soon after it started gaining its popularity, Saudi franchise Herfy entered the market. Soon after, Herfy’s premium Halal Angus Burger, Kofta flavored Turkish Burger, Super Fish fillet made with Atlantic Haddock, and broast chicken with Herfy's signature garlic mayo (The food franchise story, 2022) gained demand and popularity. Takeout, Madchef and Chillox, even though local, also gained huge popularity, especially their brioche bun burgers and Naga chickens. Therefore, it can be said that Burger King Bangladesh, despite being an International brand, has quite the competition available in the market which can substitute it fairly with ease.

2.8 Summary and Conclusions

In this chapter, I have tried my best to present all the necessary details about Bangla Trac Limited and its sister concerns as much as possible. I have highlighted some of the important aspects of the company which aligns nicely with my report- their marketing and management practices. Going through this chapter should give the reader a good idea about the company, what they are practicing as a corporate company, and how that helps them in building their team for each department. As for my report, this chapter should also help readers understand the connection I will be making in the latter chapters between my variables recruitment & selection and effect of marketing.

2.9 Recommendations

My stay at Bangla Trac Communications Limited has been nothing but blissful. The company promotes a very healthy work environment and a good relationship between every employee. They work in an open workplace and no matter what the company position of an employee is, there are no “private cabins”. This creates an excellent bond among employees of any position.

As a company, they are operating quite smoothly. However, there might be few aspects here and there which the company can look into. (It needs to be noted that any mentioned recommendations are my personal opinion and it must not be held against the company in any shape or form)

The parent company having so many sister concerns means that they have quite a large number of employees. However, the HR team is rather small. I believe in modern days, companies should pay more attention in expanding their HR department because unlike olden times, the HR department puts in a lot of time and effort to hire the right people for the right job. Therefore, the team should be big enough where responsibilities can be divided equally amongst everyone so that one employee does not have to take over responsibilities more than what they are capable of.

Another minute thing I have noticed, and as I have mentioned in different sections of this report, is that the company is still too “private”. Meaning in the era of social media platforms, the company is still shrouded in their traditional ways of promoting themselves- word of mouth. However, with time, word of mouth will not help them get noticed by a mass group of people which can help them get capable and skilled employees. As I have heard from some of the existing employees, most of them were not familiar with the parent company and had to be

introduced using the names of other sister concerns like Burger King or Bangla CAT. Hence, I think the company should revamp their parent website a bit more since it is a tad bit difficult to navigate through it and understand it. They should also be more visible on social media platforms by posting about their work, ongoing big projects and their achievements. This will create a stir among people and in turn will benefit the company as per my believe.

Chapter 3 Relationship between the Variables

3.1 Analysis on the Marketing Practices of Bangla Trac and its effect on Recruitment and Selection

3.1.1 Background of the report

In today's era, reaching out to potential customers in order to gain more traction has become crucial. Right now we are living in a world where digitization has taken over. Through modern digital methods like digital marketing, companies are gaining more customers and is expanding. Yasmin, A., Tasneem, S., and Fatema, K. mentioned in their paper *Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study* (2015) that “marketers increasingly bring brands closer to consumers' everyday life”.

While working at the HR department of Bangla Trac Communications Limited, one problem that I have witnessed closely is the lack of marketing and its effect on finding suitable candidates for different job roles. Even though the parent company, Bangla Trac Limited, is a renowned company among those who are aware of it, it is still not well known to most of the people. The company has more than nine (9) sister concerns, and only actively market for two of their concerns. Unfortunately, out of these two (2) concerns, only one of them has gained quite the popularity among consumers. My report, *Effect of Marketing on Recruitment and Selection of Employees*, aims to carry out an in-depth analysis of the gap within the company which might be the reason behind the hurdles faced during recruitment and finding good candidates for the company and its other concerns.

3.1.2 Objective of the study

The objective of this report is to analyze the effect marketing has on the recruitment and selection of employees. To make things simpler, I have segmented my objectives into 3 separate parts. My **first objective** was to identify and understand the marketing strategy of the company opted at least in the past three years. My **second objective** revolves around the first which allowed me to identify and understand the how many employees they were able to recruit based on their strategy. My **third and last objective** was to find out whether there actually is a relationship between marketing and recruitment and selection of employees. I have tried my best to align my objectives with my findings and analysis in the latter sub-topics. I have also tried to recommend possible ways through which the company can get ahead in the recruitment game using modern digital marketing methods for their sister concerns. Furthermore, I have included the data I have collected from the employees working at Bangla Trac and its concerns, and the survey data which I have carried out amongst general public to find the popularity of the company amongst the general public in order to find out their curiosity and knowledge about the company. The survey data has helped me achieve my third objective since I was able to directly compare raw data and come to a possible conclusion.

3.1.3 Significance of the study

The significance of this study is to contribute a little bit of help to Bangla Trac Limited and its sister concerns. While researching for this report, I have come across few issues on which I hope to shed a little light. During my research, I have come across reports of many other renowned companies and organisations, however, there were almost no paper/report on Bangla Trac Limited. On the event of stumbling upon this gap, I took the initiative to take things into my hands and identify an issue within the organisation to come up with possible recommendations which the company may use as per their will. My ultimate goal is to help the company in some way through which they might focus on their marketing strategy and direct the company towards the pinnacle of success.

3.2 Correlation Test- Hypothesis:

In order to verify the relationship between my two parameters, whether marketing of a company does have any relationship with recruitment and selection of employees, I have carried out a correlation test using the IBM SPSS Software. This has helped me to come to a precise conclusion to figure whether or not there exists any relationship between my two parameters.

Note: I have used to popularity of the company in order to measure one of my parameters which is the marketing of the company.

Null: H (0)- There is a negative (-ve) relationship between popularity of a company and candidates wanting to join the company.

Alternate: H (1)- There is a positive (+ve) relationship between popularity of a company and candidates wanting to join the company.

To check my first hypothesis, I have correlated the popularity of the company and people wanting to join the company.

Correlations			
		Are you familiar with Bangla Trac Limited or any of its sister concerns?	Considering your current knowledge about Bangla Trac Limited, will you be willing to apply for a job there?
Are you familiar with Bangla Trac Limited or any of its sister concerns?	Pearson Correlation	1	.443**
	Sig. (1-tailed)		.000
	N	53	53
Considering your current knowledge about Bangla Trac Limited, will you be willing to apply for a job there?	Pearson Correlation	.443**	1
	Sig. (1-tailed)	.000	
	N	53	53

**. Correlation is significant at the 0.01 level (1-tailed).

Figure 3.2

The table above shows the result I have received after carrying out a bivariate correlation test on my two variables.

Interpretation of the table:

The “r” value which is shown as Pearson Correlation is 0.443 and as for the significant value, p, it is 0.000. In a Pearson Correlation 1-tailed test, if the “r” value is closer to +1 (positive 1), we accept the alternate hypothesis and reject the null hypothesis. If the “r” value is closer to -1 (negative 1), then we accept the null hypothesis and reject the alternate hypothesis. As for the “p” value, if “p” is less than 5% (0.05) or 1% (0.01), we will accept the hypothesis and reject the null hypothesis, and vice versa. From the table, what we can infer is that $r = 0.443$ which is closer to +1, and $p = 0.000$ which is less than significance level 1%. Therefore, we can accept the alternate hypothesis, and reject the null hypothesis.

Hence, based on my test, it is visible that Marketing of a company does have an effect on recruitment and selection of employees, because if a company does not market itself properly, less skilled employees will be looking forward to joining the company. This decreases the candidate pool and makes it difficult for the HR team find skilled employees. Due to this reason, they need to settle down for something “mediocre” instead of finding the best.

3.3 Methodology

The main goal behind preparing this report is to analyze the effect marketing has on recruitment and selection. In order to do that, I had to opt to both primary and secondary data collection methods. For primary data collection, I interviewed employees from different departments while carrying out my internship at Bangla Trac Communications Limited. I asked relevant questions to different employees and collected as much information as possible. While collecting information, I also got to know about their opinions regarding their employment at the company and the company itself. This helped me greatly to dig in more and collect more data for my report and to get to root of the problem- as close as possible. The primary and secondary data collection has helped me achieve my first and second objective. I have also carried out a general survey amongst general public using google survey link on social media platforms which allowed me to carry out a comparison of raw data and achieve possible conclusion for my third objective. In the survey I have asked my audience, of different age group and occupation, regarding their opinion and knowledge about the company and its popularity to help me judge how much their current marketing activity is actually helping them- or not- and in what ways. As for secondary data collection, I have gone through numerous articles, reports, websites, newspapers, the company and their sister concerns website and other social media platforms.

3.4 Findings and Analysis

In the last 3 months', while working at Bangla Trac Communications Limited, I have learned a lot and have gained a good amount of experience. In this segment, I am going to discuss and analyze my major findings of this study in order to evaluate whether or not marketing has any direct/indirect effect on the recruitment and selection of skilled employees.

In order to carry out an unbiased analysis of the entire study, I have surveyed a few people and have received 53 responses in total. The survey was done to understand 3 major things.

1. How important it is for a company to market itself so that they can hire eligible employees? - *Company Marketing, Branding, and its Effects*
2. How popular Bangla Trac Limited and its concerns are which will help them get eligible employees? - *Recruitment and Selection*

3. Is there any relationship between company marketing and recruitment and selection of employees? – *Relationship between Marketing and Recruitment*

These three questions became a big part in this entire study of mine. In order to solve the second question, I have used google survey and have received 53 responses. In order to evaluate the first question, I have used specific responses from the survey to deduce a logical and possible result. As for the third one, I have used IBM SPSS Software to run a test and deduce a possible result for better analysis.

3.4.1 Company Marketing, Branding, and its Effect:

Are you familiar with Bangla Trac Limited or any of its sister concerns?
53 responses

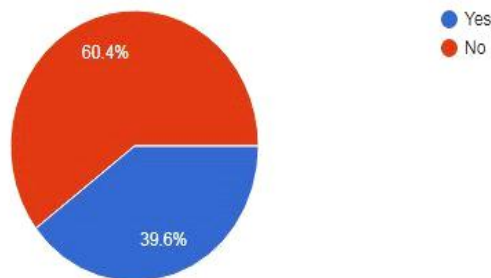


Figure 3.4.1.A

According to the survey, 60.4% respondents are not familiar with Bangla Trac Limited or any of its sister concerns. This makes it around 32 people among 53 answered No in the survey. As The Daily Stars has mentioned, Bangla Trac Limited can be considered as one of the “leading top notch global brands” of Bangladesh and they have also mentioned that in the annual expo organized by the American Chamber of commerce US trade, they are the major contributors. Even so, most of the people are not well aware about the company and their operations except for one or two sister concerns. The reason being the company is promoted on a big scale. Only the direct consumers in business are aware of it. This decreases the chance if them finding good candidates.

Are you familiar with any of the services provided by/ the products of Bangla Trac Limited or any of its sister concerns?

53 responses

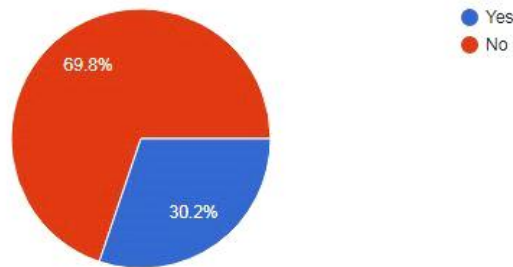


Figure 3.41.B

Around 37 people out of 53 said that they are not familiar with any of the products or services provided by Bangla Trac Limited. The rest 30.2% of them are, however, familiar with the products and services, but still this makes a very small number of people- around 16 out of 53 respondents.

Are you familiar with Bangla CAT?

53 responses

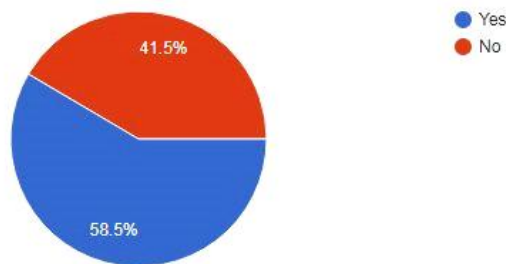


Figure 3.41.C

One of the most famous sister concerns of Bangla Trac Limited can be considered to be Bangla CAT. Bangla CAT is the authorized dealer of the American company Caterpillar Inc. since 2004 and they have been one of the biggest contributors in the “*Power Generation and Infrastructure Development of the country.*” The way they do their branding is also quite effective since 58.5% of the respondents recognize the company even though most of them are not even familiar with the parent company.

Are you familiar with Tiffin Box/Burger King?

53 responses

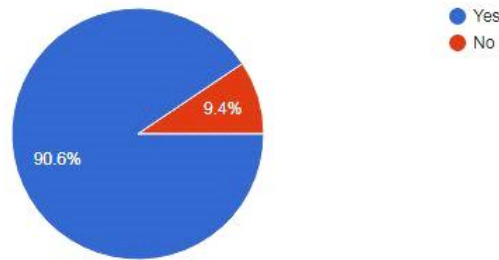


Figure 3.4.1.D

As I have mentioned earlier, Burger King is an American franchise and they have signed a master dealership with Tiffin Box. Most respondents are well familiar with Burger King and the result of 90.6% shows that quite clearly.

Did you know Bangla CAT, Tiffin Box/Burger King(signed master franchise with Tiffin Box- Sister concern of Bangla Trac), BTRAC Solutions Limited, BTRAC Technologies, etc. were sister concerns of Bangla Trac Limited?

53 responses

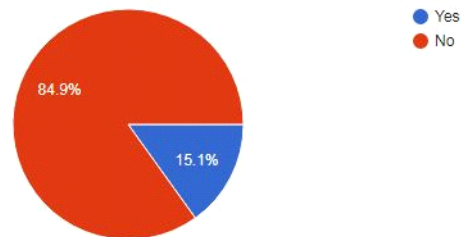


Figure 3.4.1.E

This question was more like a plot twist among all the questions, in my opinion. Most respondents, as we have noticed in the previous questions, were familiar with Bangla CAT, Burger King, etc., but most of them had no idea that they are all part of the parent company Bangla Trac Limited. This makes me scratch my head and realize that the parent company, even though consists of some of the most famous brands, they do not market themselves properly which is leaving people uninformed about them and their operations. 84.9% of them said No, they did not that the mentioned companies are part of the parent company, and only a mere 15.1% were aware of it.

After analyzing the results from my survey, and the interview answers I have collected from few of the Bangla Trac Communications Limited employees and Tiffin Box/Burger King employees, I have deduced few findings which relates to marketing of the company.

1. As an intern, one of my major tasks included telephonic interviews. During these calls I had to introduce the recipient on the other side of the phone with Bangla Trac Limited. Sometimes it got very difficult to familiarize them with the parent company which is why I had to mention Bangla CAT. Once mentioning Bangla CAT, or Burger King during certain occasions, they would instantly “recognize” the company. However, the recognition seemed more like their realization about the company being a rather influential one. My point here is that, even though the parent company exists, people are more familiar with the sister concern or the American franchise. The reason behind this was quite easy to crack. Bangla CAT overlooks the infrastructural sector at Bangla Trac Limited. On several construction sites here at Bangladesh, their very bright yellow construction vehicles are easily located. On those bright yellow vehicles, the name “Bangla CAT” is embellished in big black fonts. Moreover, the office transports also have the letters in big fonts which can be easily seen around the city every now and then. People of any class (most of them) are familiar with Bangla CAT for the following reason. Their visual advertisement of their brand has a huge impact. As for Burger King, it is an American franchise. Needless to say, many are familiar with it. In fact, blue collar workers who seek jobs as servers, chef’s, etc., were more inclined towards working at Burger King rather than Tiffin Box. The reason being very similar to that of Bangla CAT. Tiffin Box has been a cloud kitchen since they started their journey. Only a handful of people, that too of certain locations, i.e. Banani, Gulshan, Badda, and Balaka, are familiar with it. Their main form of promoting their business is also through social media and little bit through visual advertisement, which is once again limited to certain locations.
2. Even though Bangla Trac Limited plays an important role in the socio-economy of Bangladesh, they are still very low-profile in case of popularity.

3.4.2 Recruitment and Selection:

Considering your current knowledge about Bangla Trac Limited, will you be willing to apply for a job there?

53 responses

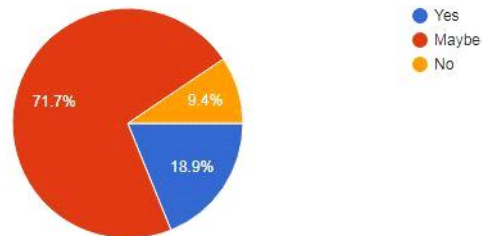


Figure 3.4.2.A

In my study, this was one of the most crucial questions, in my opinion. The main goal of this study was to find how many people are interested to join the company with what they already know. 71.7% of them answered “maybe”, 18.9% said Yes, and 9.4% said No. With the amount of knowledge, the respondents had, they were not completely onboard with the idea of applying for a job at Bangla Trac Limited or any of its sister concerns.

Now that you know a little about Bangla Trac Limited and some of its well known brands, will you consider applying for a job at Bangla Trac Limited or any of its sister concerns?

53 responses

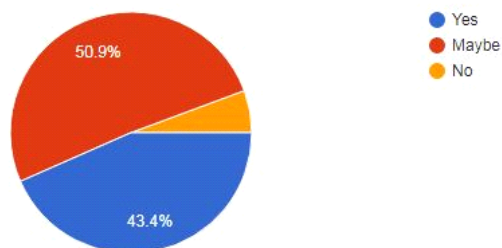


Figure 3.4.2.B

TechCrunch, an online platform that posts articles, published an article (TechCrunch is part of the Yahoo family of brands, 2022) which consisted opinions of a few employees. These employees once worked for start-ups or small-scaled companies and then shifted to work for bigger-renowned companies. Most of these employees mentioned that in smaller companies, one person has to carry out different roles addressing to different situations. However, in bigger companies, the job roles are more focused since there ae more employees working there. The number of employees working there and the number of employees willing to work for bigger companies is much greater than those with fewer employees. Renowned companies help employees to grow in a certain direction. This gives them opportunity to specialize in one thing and in the best way possible. Keeping these points in mind, if we look at the results of my survey, we can see that, compared to the last question where they were asked whether they would join the company with their current (limited) knowledge, only 18.9% were positive that they would apply and/or join. More than 70% were not completely onboard- the ones who answered Maybe. However, after the respondents of the survey got to know more about the big companies which are part of the parent company, 43.4% said Yes. The number of Yes increased as soon as they received more information about the brand, and the number of Maybe went down to 50.9% from 71.7%. This shows that if the company did promote themselves and their sister concerns more, recruitment would have become much easier.

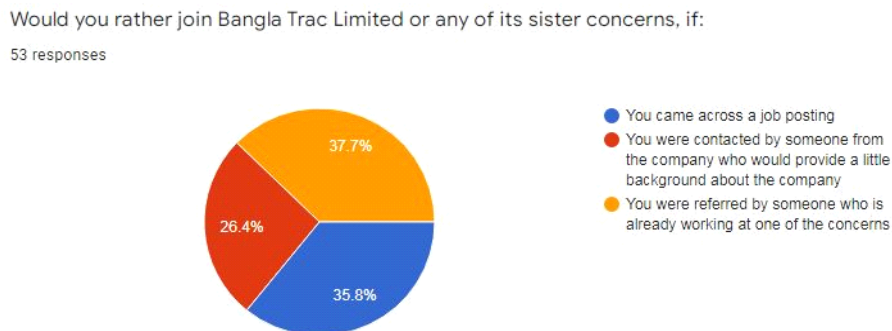


Figure 3.4.2.C

My very last question to my respondents was to know by which means were they most likely to join the company. Out of the three options, most said they would join if they had someone already working there. This shows that more than the company branding, word of mouth has a greater effect. This makes me assume that the company should focus on company branding in order to attract more skilled employees who would be willing to join the company despite any word of mouth. I believe that the brand name should be a testimony of its own reputation and fame.

Similar to what I have done at sub-topic 3.3.1, I have once again analyzed the survey results which mainly focused on whether candidates are willing to join the company considering the present state of branding, marketing and popularity of the company in the market, and gathered them together as my findings.

1. From my survey, what I have deduced is that, due to lower popularity fewer people are interested in joining the company by applying for a job themselves. According to an article posted by an employee working at Philips (6 Reasons Why You Should Work at a Big Corporation Instead of a Startup - Philips, 2022) as a Clinical Analytics Software Engineer, Patient Monitoring, it is better to join big-renowned companies as a fresh graduate. The reason being in a big-renowned company there is more “growth opportunities”. They will receive mentorship and a proper work-life balance which everyone desires. Even though Bangla Trac is a big company, familiarity among people is very low. Even if there will be opportunity to grow, a lot will not risk joining considering they have less knowledge about the company and its operations. People are more interested in brand name and brand image.
2. Since the company is low profile, the recruitment and selection team needs to “hunt” for good candidates at times with a torch in hand. Sometimes due to the fact that it is low profile, few candidates are interested to join.
3. Recently, the company has started taking parts in job fairs and visiting reputed universities to attract more candidates. This could be the beginning to a better way of getting a higher pool of candidates. Moreover, they have also started using social platform like Facebook and LinkedIn to post about their job vacancies for increased pool of candidates.
4. Some candidates show interest in joining the company only if they already have someone working at the company or one of its sister concerns. This shows that word of mouth has a big role to play when it comes to finding skilled candidates.

5. In the past 3 years, around 4 new employees have joined one of the major departments (*in order to maintain the privacy of the company, I will not be mentioning the employee or the department*) of Bangla Trac Limited. All four of these employees have joined due to word of mouth and as one of the employees have mentioned “*most join due to word of mouth and not through company branding since the company branding is not done that much. In fact, the ones who join are not top-notch. If the company branding was done a little bit more, maybe chances of hiring more skilled employees could have been higher.*”

Hiring 4 employees in 3 years seems quite low and the statement from the employee shows how much the company lacks in company branding and marketing. Circling back to what the employee mentioned, if the company did promote themselves more, chances are the HR Department would not have struggled this much when it comes to recruitment and selection.

3.4.3 Relationship between Marketing and Recruitment & Selection:

The responses to my questionnaire helped me understand one crucial thing regarding the company and its recruitment process. Even though the company is spread out in various sectors of the industry, it is still not that popular among youth and potential employees. Most of the upcoming employees are willing to join the company based on word-of-mouth. Unlike other global or big-shot local companies which have an abundance of CV's and willing to join over-enthusiastic candidates, Bangla Trac Limited, despite being a company with similar stature does not have much fame or popularity. Responses from my survey also proves that due to lack of marketing and branding, potential employees are also not quite enthusiastic to join the company unless they already know someone who is working in the company and has recommended them to join the company.

Moreover, in sub-topic 3.2 I have carried out a correlation test which shows that Marketing of company does have an effect on its recruitment and selection process. If I correlate my hypothesis result and results from my analysis, it can be said that Marketing does have an effect on recruitment and selection of employees.

3.5 Summary and Conclusion

After analyzing the survey results and the SPSS test, I can conclude that marketing does in fact have a direct impact on the recruitment and selection of employees. The reason being, Bangla Trac Group or any of its sister concerns do not indulge in much company marketing and branding, which therefore, does not create much “buzz” among potential candidates. Companies like Nestle and Unilever are very active on social media platforms. They create very eye catching job post advertisements for their potential candidates. The hype they create, besides being international brands, acts as a leverage. They receive hundreds of CV’s and resumes which shows how eager fresh graduates or potential employees are to join their company. The more they are “out there”, the higher is their CV pool. They have more than enough CV’s to filter and choose the best ones for further hiring process, unlike Bangla Trac Group or Bangla Trac Communications Limited. The company’s absence/inactivity in the social media platform is holding them back from getting highly skilled employees. The result of which is fewer people are eager to join the company, that too through reference mostly (as per survey result).

3.6 Recommendations


Bangla Trac Communications Limited undoubtedly has a good HR and Marketing team. Recently, they have started to take part in job fairs which will increase their visibility by some percentage. However, if I had to recommend something for the company, I would like them to step-up their social media game, and not just LinkedIn. In today’s era, social media holds mighty power. It can make it; it can break it. I believe, if Bangla Trac Group or Bangla Trac Communications limited is more active on social media platforms where they will post more about their company activities, company achievements, employee relationships, and if they interact with their audience, people will know about them. Besides the company’s official page/account, the employees must also engage in the company posts and share them among their friends and families. Altogether, this will create more awareness about the company, which in turn might help them hire skilled employees without having to look for them with a torch in hand.

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Appendix A. Survey Questionnaire



The header of the survey questionnaire features a network diagram background. It includes logos for 'Bangla CAT', 'COMMUNICATIONS', 'ACORN Infrastructure Services', and 'BURGER KING'. The central text reads 'BANGLA TRAC'.

Survey for Internship Report.

Assalamu Walaikum, everyone! I am conducting a small survey for my academic report. This questionnaire is simply to evaluate, understand, and analyse your knowledge about Bangla Trac Limited and their sister concerns. Your honest responses will help me alot to complete my report.

Thank you, and have a great day!

Note: Your identity will be kept completely anonymous.

Are you familiar with Bangla Trac Limited or any of its sister concerns? *

Yes

No

Are you familiar with any of the services provided by/ the products of Bangla Trac Limited or any of its sister concerns? *

Yes

No

Considering your current knowledge about Bangla Trac Limited, will you be willing to apply for a job there? *

Yes

Maybe

No

Are you familiar with Bangla CAT? *

Yes

No

Are you familiar with Tiffin Box/Burger King? *

Yes

No

Did you know Bangla CAT, Tiffin Box/Burger King(signed master franchise with Tiffin Box- Sister concern of Bangla Trac), BTRAC Solutions Limited, BTRAC Technologies, etc. were sister concerns of Bangla Trac Limited? *

Yes

No

Now that you know a little about Bangla Trac Limited and some of its well known brands, will you consider applying for a job at Bangla Trac Limited or any of its sister concerns? *

Yes

Maybe

No

Would you rather join Bangla Trac Limited or any of its sister concerns, if: *

You came across a job posting

You were contacted by someone from the company who would provide a little background about the comp...

You were referred by someone who is already working at one of the concerns