

Report On

**“The impact of information management system for human  
resources functions of Bata”**

By

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Student ID- 18304050

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, Dhaka  
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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.

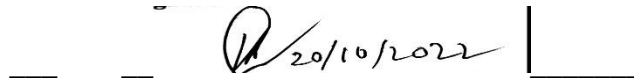
**Student's Full Name & Signature:**



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**Tamal Nandi**  
Student ID- 18304050

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



**Md. Hasan Maksud Chowdhury**  
Assistant Professor, Brac Business School  
Brac University

## Letter of Transmittal

Md. Hasan Maksud Chowdhury

Assistant Professor,

Brac Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Bachelor of Business Administration

Dear Sir / Madam,

This is my pleasure to display that I was appointed as an Intern of Human Resources department at Bata Shoe Company (Bangladesh) Ltd. I had to attend an interview with the organization to get the intern position, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,



Tamal Nandi

Student ID- 18304050

BRAC Business School

BRAC University

Date: September 13, 2022, Year

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Bata Shoe Company (Bangladesh) Ltd. and Tamal Nandi (Student Id- 18304050) of Brac Business School of BRAC University.

## **Acknowledgement**

The report titled “The impact of information management system for human resources functions of Bata” required continuous support and guidance from my supervisors (Both, from BRAC University and Bata). It was you people’s advice and guideline that has motivated me to prepare an effective report.

Firstly, I want to state appreciation to my internship academic supervisor Md. Hasan Maksud Chowdhury. I really appreciate how well organized you were throughout the entire Internship report development process. You were always available to help me whenever I got confused with the internship report writing contents.

Secondly, I would like to express gratitude to my supervisor, Mrs. Razia Sultana (Assistant Manager, HR) at Bata Shoe Company (Bangladesh) Limited. It was a matter of honor to get a supervisor like you. I admire your proactive nature. Thank you for treating me as a team member of HR from the very first day of my internship. You are the one who introduced me to the Bata Culture and taught me how to be an effective team player of HR department. I could have never asked for a better mentor than you. Thank you for believing in me and recognizing my potential.

Finally, I express gratitude to Malik Kabir Sir (HOD- HR) & Mr. Sahariar Rupom (Assistant Manager, HR). Thank you for their daily basis guidance and instructions. Your guidance made me adopt the Bata culture really fast. You have always treated me as a group associate rather than just a typical Intern. You have introduced me to the various brands and types of functionalities that Bata HR department process. It would have been difficult for me to operate BRP without your assistance.

## **Executive Summary**

The main objective behind preparing this report is to critically observe the process and implementation of HRIS in Human Resource Management and its overall influence on organizational efficiency of Bata Shoe Company Bangladesh. Here, I tried to relate the situations with theory based study as well as focus on the similarities & dissimilarities I found during my internship period. Bata being a global footwear company has already been practicing exemplary HR culture but it is continuously working to improvise and modernize the existing policies and functionalities. Out of all the footwear company producing and operating in Bangladesh, Bata is currently in the number 1 leading position based on the production capacity, revenue generation, and brand value and employee turnover ratio. During my internship I assisted in different types of HR practices there; for example recruitment and selection process, training and development, performance appraisal. I had the chance to observe practically how the HRP functions with all the HR activities thus bringing more efficiency and promptness at work. But there are also some drawbacks for using the system which I tried to address on this report. Also, I found some scope of improvement where HR department can emphasize. Anyone who wishes to gain an insight of HRIS functions and processes HR functionalities might find this report beneficial.

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## List of Acronyms

BRP	Bata Resource Planning
HRIS	Human resources information system
BD	Bangladesh
NOC	No objection certificate
ERP	Enterprise resource planning
SAP	ERP system
HOD	Head of department
CDC	Central Distribution Center
HR	Human resources
HRM	Human resources management
MIS	Management of information systems
MNC	Multinational corporation.

# Overview of Internship

## 1.1 Student Information:

Name- Tamal Nandi

ID- 18304050

Program- Bachelor of business administration

Major- Computer Information Management

## 1.2 Internship Information:

**1.2.1** Period- 18th May, 2022- 27th August, 2022

Company Name- Bata Shoe Company (Bangladesh) Ltd.

Department- Human resource

Address- Tongi, Gazipur, Bangladesh

**1.2.2** Internship Company Supervisor's Information-

Name and Position- Razia Sultana, Assistant Manager- Human Resources

## 1.2.3 Job responsibilities –

- Searching for suitable job candidates
- Update our internal databases with information about new employees, including contact information and employment forms
- Collect payroll information, such as leave, working hours, and bank accounts.
- Screen resumes and application forms
- Schedule and confirm interviews with candidates
- Post, update and remove job ads from job boards, careers pages and social network

- Prepare HR-related reports as needed (like training budgets by department) (like training budgets by departments)
- Respond to questions from workers concerning benefits (like number of remaining vacation days)
- Review and publicize company policies in physical copy or digital formats.
- Developing SAP presentation.

### 1.3 Internship Outcomes

- Ethics at Work
- skills and abilities in communication
- Responsibility for time management
- Understanding corporate culture
- Skills to solve problems.

#### 1.3.1 My contribution to the company-

Unless it is in my major, management does not anticipate a person with in-depth subject expertise when they agree to recruit an intern. Boss wants to relieve some of the team's workload while providing me with a chance for growth. If there had not been a means for me to participate, I would not have been chosen. My boss will go through my specific job duties.

- I. I contributed to develop a SOP for their new project SAP installation. Which is one of the big and heavy pieces of software. The system will be used for the HR department and its functions. I wrote that SOP and it will be given to the management to understand the processes.
- II. I worked on many requirement activities which removed workload from them.
- III. I got a chance to work on training sessions for the sales representatives.
- IV. I worked on the BCP, which is a school program and sponsored by the company.
- V. I prepared the NOC, Confirmation form, probation period form, offer letter, resignation letter and many other documents which are required for the process of the HR department.
- VI. I took part in many other activities during my internship period which gave me a proper idea of the practices for the HR department of an organization. And I am thankful to Bata Bangladesh for that.

#### 1.3.2 Benefits to the student-

Experience: For a professional resume, internships offer relevant industrial experience outside of the classroom.

Exploration: You become more familiar with your area of interest and other organizations to research your career options and potential employers.

Skill development: Through task assignments and mentorship provided by the internship program, you can improve your current skill set, add new ones, and put what you've learned to the test.

Networking: By working with clients and vendors, as well as your coworkers in the office, you can establish a professional network during an internship.

Income: The majority of official internship programs pay you for your time and provide you with a means of subsisting.

### 1.3.3 Difficulties (faced during the internship period)-

- Not enough work here
- Asking question is a challenge
- Working in a new environment
- Communicating with other departments
- Understanding company language and procedures
- There is excessive work sometimes.

### 1.2.4 Recommendations (to the company on future internships)-

- **Keep in Touch with the Students Directly-** Keep your communication and contact with the students a priority. The managers of various departments can be connected with and used as a resource in one of the finest ways for businesses to accomplish this.
- **Meaningful Work-** Give interns the opportunity to work on initiatives that are important to the company's bottom line. Make them work on real jobs, real problems, and real company obstacles. They will get more out of their time with your organization if they are given the opportunity to further develop and use their current skills while accomplishing vital job. Focus on the
- **Development Side-** A three-month internship provides you with the chance to get to know these students, impart knowledge to them, and mold them into the kind of workers you are looking for.
- **Focus on helping your interns grow-** it will have a big impact on the kind of worker they end up being.
- **Networking and mentoring-** The chance to network is one of the reasons why internships are beneficial to students. Make sure your business provides interns with the opportunity to network with both professionals and other interns.

# Organization part

## 2.1 Introduction

### History of Bata Shoe Company

The well-known businessman Mr. Tomas Bata, who blew the wind of change in the footwear industry in 1894, founded the Bata Shoe Company in Czechoslovakia today the Czech Republic, served as the company's founding hub. The Bata Shoe Company has been the world's largest footwear maker and marketer ever since. Bata has manufacturing facilities for shoes, tanneries, engineering facilities, labs for quality assurance, and centers for product development and research.



### Bata Shoe Company (Bangladesh) Ltd.

In 1962, the Bata Shoe Organization established operations in Bangladesh. The corporation was established in 1972. The largest footwear manufacturing and marketing corporation, the Bata Shoe Company, is connected to the business.

A good pair of shoes is a must for good fashion. Bata has introduced a variety of designers' collections for men, women, and children as a result of this marketing insight. Famous brands such as Bata Comfit, Marie Claire, Hush Puppies, Scholl, Nike, Bubblegummers, Weinbrenner, and B'first are just a few of the names that speak to Bangladesh's fundamental move toward branded shoe marketing. The Power brand was established with specialized shoe categories in mind, such as athletic shoes. Because of their consistent quality and eye-catching styles, Bata shoes are well-positioned to appeal to a wide range of consumer groups.

Bata has been on the cutting edge of footwear design for more than 13 decades. Today, experts working in Bata's Shoe Innovation Centers across the globe carry on the history of innovation as they devote their time to learning about new shoe materials, establishing cutting-edge shoe technologies, and designing novel footwear that combines comfort and style.

Bata Shoe Company (Bangladesh) Ltd. has worked on customer satisfaction ever since it was founded. The heritage of Tomas Bata continues unabated to this day with the goal of creating a global family of happy consumers and committed employees. The tradition is secure.

## **Mission**

- To help people look and feel good.
- To be the customer's destination of choice.
- To attract and retain the best people.
- To remain the most respected footwear company.

## **Vision**

- To make great shoes accessible to everyone

## **2.2 Overview of the Company**

In 1962, Bata began operating in Bangladesh. Currently, Tongi and Dhamrai are the locations of Bata Shoe Company (Bangladesh) Limited's two manufacturing plants. able to produce 160,000 pairs of shoes each day. Currently, there are around 30 million pairs of shoes sold annually.

According to Bata Bangladesh (2010), the company currently operates two manufacturing facilities in Tongi and Dhamrai, with a daily production capacity of approximately 110000 pairs of shoes. With the newest technological equipment, it has a contemporary tannery that can process 5 million square feet of leather annually. The Tannery has an advanced effluent treatment facility, which ensures a clean environment for both employees and the environment. Bangladesh's regional headquarters are in Singapore.

The company's corporate social responsibility program is one of the crucial areas related to external shareholders and the community at large. From assisting disabled people and national sports sponsorships to tackling environmental issues, scholarship programs, charitable contributions, etc., Bata has always helped those in need. Another significant aspect of Bata's CSR is collaborations with other nonprofits and philanthropic institutions. More than 2000 rural women receive assistance from Bata, in collaboration with CARE, so they may launch their own businesses selling shoes door to door in the Rajshahi, Comilla, and Chittagong divisions.

Bata Shoe Company (Bangladesh) Ltd. has focused its efforts from the beginning on achieving customer satisfaction. The heritage of Tomas Bata continues unabated to this day with the goal of creating a global family of happy consumers and committed employees. The tradition is secure. About 1500 regular and productive employees and workers make up Bata Bangladesh, all of which are extremely committed to enhancing the business's performance through increased production and sales while upholding quality. More than 180 new designs have recently been introduced by Bata Bangladesh for various brands in the men's, women's, children's, and newborn categories.

### **Bata business**

Companies of the Bata Shoe Organization are active in all facets of the shoe industry. From the sales floor of the store to the factory floor, Bata provides customer care all around the world.

- **Retailing**

To adapt to shifting consumer tastes and needs, Bata Shoe Organization companies have created effective retail store concepts. Each store offers products catered to various demographics and lifestyles. The products include apparel, shoes, and items that go well with shoe offerings. The Bata Shoe Organization (BSO), a global leader in footwear, has achieved this status through being sensitive to and satisfying client demands and needs.

- **Manufacturing**

The industrialization of the time's shoemaking process was Tomas Bata's ground-breaking commercial idea. The success of the Bata Shoe Organization has been fueled by this way of thinking. Over the years, the Bata Shoe Organization has been a pioneer in the shoe manufacturing industry. Personnel from Bata have achieved significant strides in the production of athletic footwear, slush-molded footwear, PVC, DVP (Direct Vulcanization Process), and PVC.

- **wholesale**

There are 13 depots operated by Wholesale Bata Shoe Company (Bangladesh) Limited in Bangladesh. Six are in the west zone and seven are in the east zone. Dhaka 1, Dhaka 2, Mymensingh, Rajshahi, Dinajpur, Bogra, and Ishurdi are all covered by depots in the East Zone. Chittagong, Sylhet, Comilla, Khulna, Barisal, and Faridpur are all included in the West Zone.

Dealers are in charge of the wholesale division. There are two types of dealers: RWD and DSP (Dealer Sales Program) (Registered Wholesale Dealers). In areas where Bata does not have any retail stores, a DSP dealer typically sells Bata Shoes and its accessories. Small towns are where they conduct their business.

- **Product development and brands**

The Bata has become synonymous with high-quality, reasonably priced footwear all across the world. Product development facilities in Italy, India, and Canada are where a large portion of the fundamental pieces for Bata® branded collections are created. By creating complimentary styles that match the tastes, budgets, and climates of their particular market, designers and merchandisers at Bata Shoe Organization firms widen the ranges. The selection of materials and every stage of production are subject to stringent quality monitoring. Production.

### 2.3 Management Practices

A worldwide system of organizational leadership is used by Bata Bangladesh. As a worldwide corporation, it must adhere to specific guidelines regarding the recruiting and selection process. The general managers and directors of the relevant departments are chosen internationally. Any individual who demonstrates strong leadership qualities in the department after them is chosen to serve as the director or general manager of that department. The correct individual who is truly deserved assumes the duty of many departments, which is why there is a global rivalry. Because of this, many foreigners who excelled in their fields of specialization were appointed in Bangladesh. Basically, the management selection is electoral. As a result, the company expands more since the deserving individuals assume responsibilities. Additionally, this aids in the business's effective acquisition of goals and missions.

Additionally, the human resources division is very concerned with choosing the best applicant for each position. Neither bias nor direct selection exist. Candidates are chosen through a variety of procedures once the job announcements are placed on various websites and social media. They are hired if all the paperwork is completed. The hiring process for staff includes competitive pay based on the departments. The pay scale is typical for the sector.

On the contrary, if the workers do well, they receive a raise depending on their performance. Additionally, there are several services available, including provident funds, fixed deposits, loans, vehicle loans, and others. The training and development process is a concern for the human resources department. The courses can be taken inside or outside of the office. Since the training and development programs adhere to international standards, they significantly aid Bata in enhancing their business through effective people and procedures. Additionally, there are several techniques to deliver performance reviews. Bata rewards its employees in a variety of methods that are accepted both locally and internationally, including as increases and prizes.

The following line up in the management team of Bata Shoe Company (Bangladesh) Ltd in 2022.



Figure 1: Management team



## Departments of BATA Bangladesh

To administer the organization, 11 separate departments collaborate. This organization's environment is heavily synthesized because it is an MNC.

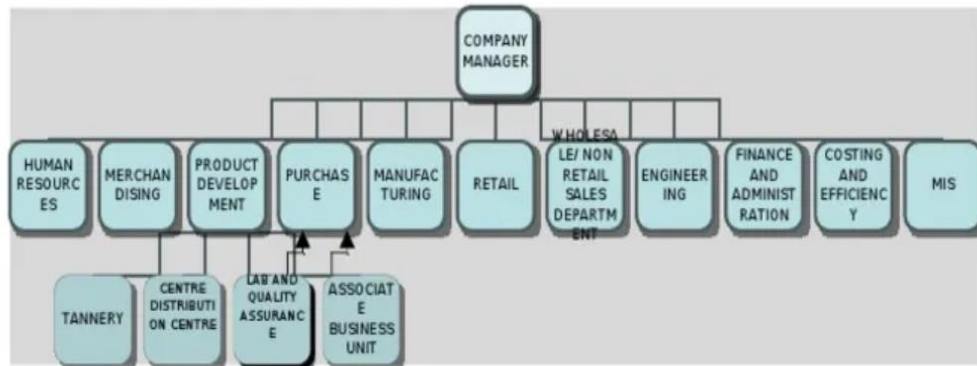


Figure 2: Organogram BATA Bangladesh Management

## 2.4 Marketing Practices

The most well-known marketing term is undoubtedly "marketing mix." Its components are the fundamental, tactical parts of a marketing strategy. The four components of the marketing mix, also referred to as the Four Ps, are product, price, place, and promotion. These are the main components for marketing practices of any kind. The idea is basic. Bata plays a variety of marketing strategies, which are very popular and relevant with the industry. The marketing department is really capable.

### a) Marketing strategy

Bata Bangladesh creates shoe lines tailored to lifestyles and penetrates into new and targeted market groups with supported promotional activities

To increase distribution efficiency, the number of lines, collection, and quantity for each store are calculated based on the item classification and store profile.

They discover cost structure flaws in order to increase production efficiency.

Bata conducts in-depth price point analysis across the whole shoe line in order to maximize margins.

Detailed study of departmental workflow and implementation of necessary adjustments to improve efficiency and collaboration with other units.

## b) Target customers, targeting and positioning strategy

### Product

Bata has a truly multicultural workforce with a variety of ideas for developing new types of shoes, sneakers, accessories, shocks, and so on for potential clients in the current market. Men's footwear from Bata includes shoes, sandals, sneakers, shocks, women's footwear, children's footwear, and many other styles. Approximately half of the company's product line is imported and sold through franchises. Bata also carries eleven international shoe brands in its retail location.



Figure 4: Bata Brands

The Bata has become synonymous with high-quality, reasonably priced footwear all across the world. Product development facilities in Italy, India, and Canada are where a large portion of the fundamental pieces for Bata® branded collections are created. By creating complimentary styles that match the tastes, budgets, and climates of their particular market, designers and merchandisers at Bata Shoe Organization firms widen the ranges. The selection of materials and every stage of production are subject to stringent quality monitoring. Production.

### Price

Bata employs a leadership strategy of price-quality. They calculated the cost based on value. They aim for price-sensitive segments in certain countries and high-quality niches in others. Everywhere, the price was determined based on the value that was provided. Bata uses geocentric pricing strategies. Bata shoes are priced differently locally for men, women, and kids depending on the demographic characteristics.

#### BY PRICE

Under Tk.1000

Tk.1001 - Tk.1500

Tk.1501 - Tk.2000

Tk.2001 - Tk.3000

Tk.3001 - Tk.4000

Tk.4001 - Tk.5000

Above Tk.5000

Table 1: Product price

### Placement

242 retail locations operated by Placement Bata are strategically positioned throughout the nation. A similar huge network of depots and dealers supports this extensive retail network.

The retail establishments are divided into several market groups and client profiles. The physical distribution technique begins when the raw materials are supplied to the factory and the manufacturing process begins in the Tongi and Dhamrai factory. From there, the finished goods are delivered to the factory in Tongi's CDC (Central Distribution Center). For own agencies and stores vs wholesalers and dealers, there is a separate approach. The goods for stores and agencies are delivered directly to the store headquarters, while the goods for other businesses are sent to one of the 13 depots located across the nation. BB runs its retail business through a network of exclusive, franchised outlets.

The segmentation of retail outlets in accordance with the characteristics of various market segments and the development of fresh concepts are two aspects of Bata's business strategy. There are four different types of Bata retail stores:

- **City Stores**

Urban shoppers can choose from a large selection of modern footwear and accessories at Bata City outlets. In Bangladesh, there are 25 city shops; 16 are in the Dhaka Metropolitan Area, and the remaining

Chittagong, Sylhet, and the metropolis of Mymensingh. These shops, which are built in high-traffic areas, provide discerning customers a high degree of customer care, exclusive shoe collections with coordinating accessories, and modern retail settings.

- **Family stores**

The largest family-owned footwear chain in the world is without a doubt Bata Shoe Company. The business provides a huge selection of footwear for daily fashion. The majority of the items are from the Bata brand.

However, the corporation also markets a number of carefully chosen items from domestic and foreign companies. There are about 60 family businesses operating successfully in Bangladesh.

- **Bata Bazar**

Of all the retail ideas, Bata Bazar has the largest display of Bata's merchandise. It offers the widest selection of goods and accessories to the clients. 2003 saw the introduction of this idea. They are perfectly situated in commercial parks, outlet centers, and power centers with convenient parking.

### Promotion

Bata hasn't worked as hard to promote its products. They believe that Bata's 242 retail locations around the nation aid in the company's comprehensive brand marketing. In addition, they serve as the cricket team of Bangladesh's official gear sponsor. However, Bata has conducted numerous promotional campaigns in Bangladesh on:

- ✓ TVC
- ✓ Print and electronic media.
- ✓ Fashion exhibition and several competitions
- ✓ E-flyers on the web, email banners, show cards, X-banners, and social media platforms such as Instagram, Facebook, and Twitter
- ✓ They also provide vouchers and BATA club is one of the top notch promotional techniques of them.
- ✓ 'Surprisingly Bata' is the slogan of the company.

There are some of the promotional campaigns-

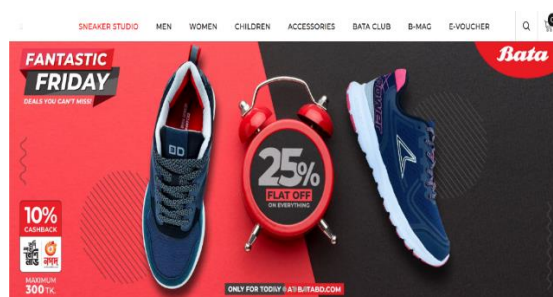


Figure 3: Promotions

## 2.5 Financial Performance and Accounting Practices

Current Ratio		
2019	2020	2021
2.3	2	1.9

Table 2: Current Ratio

Year-2019-Blue portion

Year -2020-orange portion

Year-2021-Blackish portion

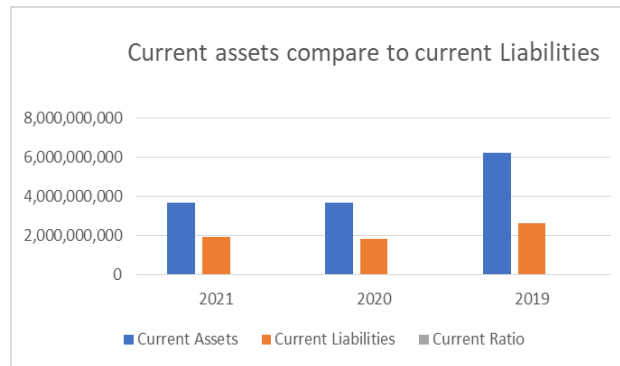


Figure 5: current asset to liabilities

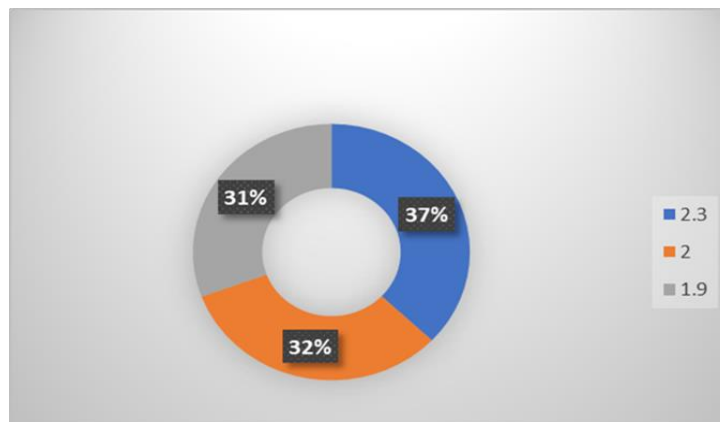


Figure 6: Current Ratio analysis

Current ratio determines whether the company has the ability to pay its current liabilities like accounts payable, utilities payable, salaries payable etc. More the Bata company has current assets it has more ability to pay its current liabilities without borrowing any short-term fund. From year 2019 to 2021 it has been seen

as the gradually downward trend. It suggests that company has less capability from previous years to pay its current liabilities.

Year	Current Assets	Quick Ratio		Quick Ratio
		Inventories	Current Liabilities	
2021	3,656,613,789	2,773,817,825	1,925,099,854	0.5
2020	3,702,087,640	2,888,579,146	1,849,700,661	0.4
2019	6,213,961,203	3,318,861,957	2,650,101,609	1.1

Table 3: Quick Ratio Analysis

Quick ratio determines whether the company has efficiency to pay its current liabilities from current assets those are easily convertible to cash. Here the quick assets are mainly current assets minus Inventories. From the table it has been seen that it showing a decreasing trend that means the company has less ability to pay its current liabilities from quick assets they need to borrow short term fund with high interest and pay current liabilities.

Year	Net Profit Margin	Total Asset turnover	Financial Leverage
2021	-0.014	1.20	1.9
2020	-0.260	0.77	1.8
2019	0.065	0.94	1.8

Table 4: Net profit margin

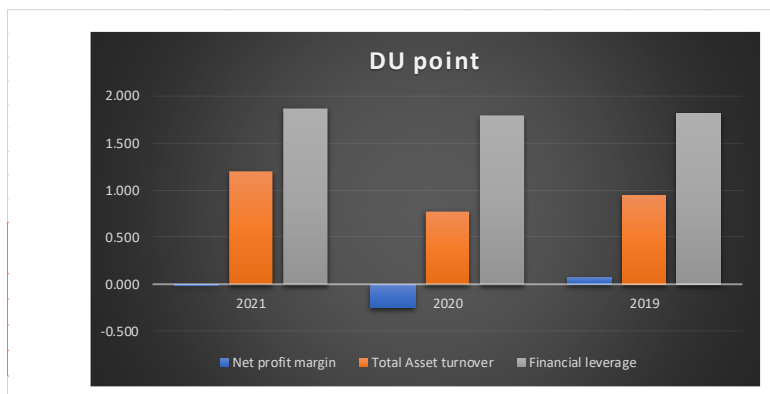


Figure 7: Net profit margin Analysis

Net profit margin determines the profitability of any company compare to its sales. The more the net profit margin its good for the survival of the company. It's seen that the table is showing a downward trend of net profit margin that means the company is not efficient in this profitability ratio.

### Total Asset turnover Analysis

Total asset turnover ratio evaluates whether the company is efficient enough to generate revenue from sales or not. From the table of Bata shoes its seen that the company's total asset turnover ratio is following an increasing trend that means the company is actively managing its assets to earn revenue from sales.

### Financial leverage Analysis

Financial leverage evaluates whether the operating income are enough to cover fixed financing cost like interest expense, preferred dividend, tax payment. Financial leverage exists when the company has operating leverage of more than one. From the table of Bata shoes its seen that the company has financial leverage value more than 1 in every year that means the company is effectively covering its fixed financing costs from operating income.

Year	Total Debt	Total Shareholders Equity	Debt to Equity ratio
2021	2,987,979,931	3,451,876,395	0.866
2020	2,939,003,719	3,665,389,293	0.802
2019	4,100,845,750	4,988,369,281	0.822

Table 5: Debt to equity Ratio analysis

Debt to equity ratio determiners how much company has debt compare to its equity. The less the company has debt that means the company has less interest obligation and less solvency crisis. Bata shoe from the table its showing high amount of debts that means the company can have more interest obligation and solvency crisis.

Year	Total Debt	Total Assets	Debt to asset ratio
2021	2,987,979,931	6,439,856,326	0.5
2020	2,939,003,719	6,604,393,012	0.4
2019	4,100,845,750	9,089,215,031	0.5

Table 6: Debt to assets ratio analysis

The debt to asset ratio determines how much debts the company has compare to its assets. The debt ratio of Bata shoe is following a trend of 0.5-0.4 to 0.5 so it's showing high amount of debts which is not a good signal for Bata shoe.

Year	Sales	Total Assets	Total Assets Turnover Ratio
2021	7,744,936,100	6,439,856,326	1.2
2020	5,084,505,532	6,604,393,012	0.8
2019	8,573,497,561	9,089,215,031	0.9

Table 7: Total asset turnover analysis

Total assets turnover ratio determines how much sales the company has compare to its total assets. More the sales it's good for the company to earn revenue from assets. From the table of Bata shoe, it's showing a decreasing trend that suggest they are effective in this area.

Year	COGS	Inventories	Inventory Turnover Ratio
2021	4,926,836,295	2,773,817,825	1.8
2020	3,819,862,861	2,888,579,146	1.3
2019	4,751,406,505	3,318,861,957	1.4

Table 8: Inventory Turnover ratio analysis

The inventory turnover ratio is a crucial ratio concept that determines how much cogs has compared to its inventory. From the table its seen as the downward trend that indicates the Bata shoes performance is decreasing in this aspect.

Year	Gross Profit	Sales	Gross Profit Margin
2021	2,818,099,805	7,744,936,100	36
2020	1,264,642,671	5,084,505,532	25
2019	3,822,091,056	8,573,497,561	45

Table 9: Gross profit



Figure 8: Gross profit margin analysis

Gross profit margin evaluates how much Gross profit is generated from the sales. More the gross profit margin it's good for the company. From the table for Bata show its seen that its following an increasing trend that means the company is performing well in this area.



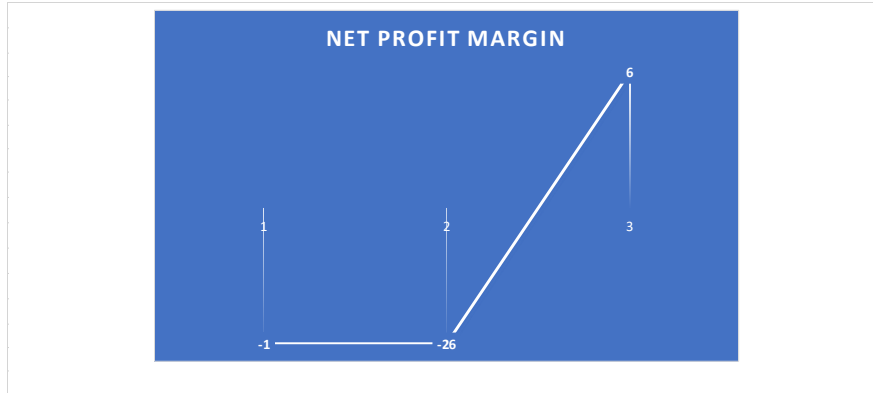


Figure 9: Net profit margin

Year	Net Profit	Sales	Net Profit margin
2021	-106,196,517	7,744,936,100	-1
2020	-1,322,979,988	5,084,505,532	-26
2019	554,541,459	8,573,497,561	6

Table 10: Net profit margin

### Net profit margin analysis

Net profit margin evaluates how much net profit is generated compare to its sales. More the net profit margin it's good for the company. From the table its seen that the company has net profit margin with highly downward that suggest that they are not performing effectively here.

### 2.5.2 Accounting Practices

The accounting statements of Bata shoe (Bangladesh) Limited have been prepared on a continuing concern basis in accordance with the Companies Act of 1994, the Securities and Exchange Rules of 1987, relevant instructions issued by the Bangladesh Securities and Exchange Commission, the Financial Reporting Act of 2015, and other applicable legislation in Bangladesh. These financial statements are prepared in accordance with IFRSs, which require titles and layout that differ from those required by the Companies Act of 1994 and the Securities and Exchange Rules of 1987. However, management considers that the titles and structure of IFRSs give a more engaging presentation to shareholders, hence those standards have been implemented. At its 255th meeting on April 25, 2022, the Board of Directors approved the release of these financial figures. Accounting policies and estimation for financial statement preparation: The statement of financial condition was prepared on a historical cost basis, with the exception of Tongi land, which was revalued in 1979. As required by the Securities and Exchange Rules of 1987, cash flows from operating activities have been reported using the direct method. In the financial statements, data from the previous period is compared to data from the current period.

Profit or loss is adjusted on a straight-line basis across the expected usable lifespan of each component of property, plant, and equipment. Depreciation begins to accrue once an item of property, plant, or

equipment acquired throughout the year becomes usable, whereas no depreciation is charged in the month of disposal. Each reporting date provides an opportunity to examine depreciation procedures, usable lifetimes, and residual values, statements.

## **2.6 Operations Management and Information System Practices**

### **Operation management**

The retail establishments are divided into several market groups and client profiles. In order to grasp Operations Management clearly, one must first understand Operation of Bata. An operation management is a collection of resources that work together to deliver goods or services.

The physical distribution technique begins when the raw materials are supplied to the factory and the manufacturing process begins in the Tongi and Dhamrai factory. From there, the finished goods are delivered to the factory in Tongi's CDC (Central Distribution Center). For own agencies and stores vs wholesalers and dealers, there is a separate approach. The goods for stores and agencies are delivered directly to the store headquarters, while the goods for other businesses are sent to one of the 13 depots located across the nation. BB runs its retail business through a network of exclusive, franchised outlets. The online selling items are distributed from the nearest Bata shoe store if the required product is available. This is how Bata plays their operations and the technique is followed by many other footwear factories and industries.

### **Information System Practices**

The Bata shoe company ltd. has its unique system for managing operations. They gather all kinds of data manually and digitally. While selling customers products, they gather client information. They gather data about suppliers from the market and the internet. This is a manual process.

- The website for Bata Bangladesh is also incredibly useful for gathering data about customers' demographics, interests, and purchasing patterns, among many other things. Point of sale (POS) info collection is also very important which is processed by Bata club.
- However, Bata Bangladesh has its own database to keep records of the management team, factory workers, and sales staff. They keep it in a system of their own.
- BRP, or Bata resource planning, is one of the beneficial systems that Bata use to gather, process, and store information. In terms of quality management, scheduling, resource allocation, and operations management, the system is used for many goals in the company and Practice. MyBatabd.com is the intra-organizational website of Bata Bangladesh. which the management uses to share and process decisions inside the company.

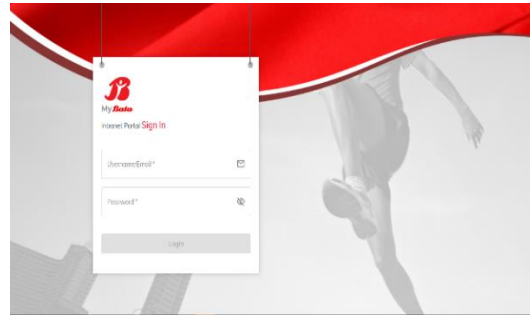
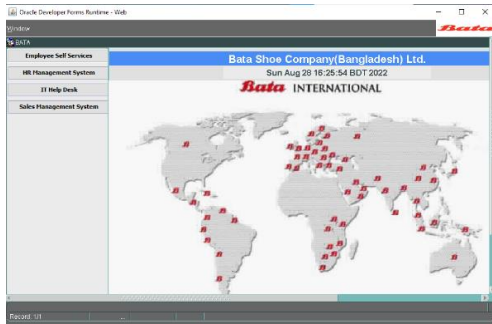


Figure 10: Information systems

## 2.7 Industry and Competitive Analysis

- **Threat of New Entrants**

Lotto, Apex, Bay has already entered the market as a local shoe sector with great expectations and good management; therefore, the threat of new entrants in Bangladesh is significant as many other types of shoe business are evolving. Furthermore, side border competitors like India have already developed a presence in the shoe industry, notably in the women's segment. Nike, Reebok, Adidas, and Woodland are among the other international shoe producers. Bay, Pegasus, Homeland, and other domestic companies are also present. Moreover, the online shoe market is getting bigger and bigger for internet excellence. In addition to its well-known dependability, Bata must prioritize variety.

- **Suppliers' bargaining power**

The bargaining power of suppliers is rather low. There are a lot of suppliers who are operating in Bangladesh. And because the forthcoming and other shoe firms buy in such large quantities, the suppliers always try to meet their demands, even if that means increasing prices and raising quantity. As the industry is getting bigger, the suppliers are more flexible now. Given that brand identification is frequently not a pressing concern in the shoe industry, the threat of forward integration by the suppliers is significant.

- **Buyers' bargaining power**

Buyers' bargaining power is growing as more and more new shoe firms with positive future plans, shifting fashion trends, and a focus on quality are emerging. Along with fashionable styles, people desire sturdy footwear. Companies must therefore follow the trend in order to please their clients. The situation is not made any simpler by the entry of multinational companies like Nike and Reebok. Therefore, one must conclude that the shoe industry is experiencing increased competition. Even a well-known brand like Bata, which has more than 35 years of business experience in Bangladesh, cannot be taken lightly. They must therefore be aware of the issue and act and take appropriate measures.

- **Threat of substitutes**

It is difficult to imagine many shoe substitutes. Nowadays, it's rare to see somebody walking around without shoes. They do at least have sandals on. Therefore, the threat of a substitute is not as great.

- **Rivalry in the Industry**

Despite Bata's significant market share and extensive knowledge of the sector, there is increasing rivalry on a daily basis. In the decade, independent dealers with little overhead costs who frequently sold high-end, low-cost, or subpar shoes were Bata's only source of concern. However, as not only individual vendors but also national and international brands are now present in Bangladesh, the situation has significantly changed. Consequently, the rivalry has become considerably fiercer. Bata Bangladesh must consider both their current dangers and new rivals, who are far more well-structured than their previous rivals.



Figure 11: Competitors

## SWOT analysis

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>▪ Image of the business</li> <li>▪ High-quality Good</li> <li>▪ line of distinctive goods</li> <li>▪ Affordable Prices</li> <li>▪ Dependable distribution network contemporary industrial facilities</li> <li>▪ Brand fidelity on a broad scale</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>▪ Insufficient promotional activities</li> <li>▪ At the moment, Bata manages all retail operations manually. This leads to numerous lengthy paper works, mistakes, and time waste.</li> <li>▪ Failing to recognize the current trend in time</li> <li>▪ Due to the high cost structure, the price is less competitive.</li> <li>▪ VAT and other taxes</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>▪ Customers prefer distinctive products. They prefer to shop at a business that caters to the entire family.</li> <li>▪ More advertising for products is a result of increased competition.</li> <li>▪ expansion of the shoe care industry</li> <li>▪ To attain competitive pricing, use outsourcing, especially synergy sources.</li> <li>▪ Global franchise opportunities with companies like Hush Puppy, Nike, and Reebok</li> <li>▪ All categories of shoes have a market expansion possibility in the high-end and affordable footwear markets through retail and WCSM channels.</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>▪ The distribution of completed goods and the availability of raw resources are both impacted by political instability.</li> <li>▪ Unchecked imitation of Bata items</li> <li>▪ With high-quality products already on the market.</li> <li>▪ The main market leaders are shoe smuggling and several retailers in the city like those on Elephant Road. They may sell for a lot less than well-known brands like Bata since they don't have to spend as much money on establishment, production, quality, and advertising.</li> <li>▪ Rapid market expansion strategy by competitive organizations</li> </ul>

Figure 12: SWOT analysis

## 2.8 CONCLUSION

The shoe industry is expanding, and based on our analysis of Bata Shoe Company Bangladesh Ltd., we have determined that their primary weaknesses are a lack of development in response to the quickly shifting market demands, a lack of promotional efforts, and a declining trend in quality. However, Bata's strengths lie in its distribution network and vertical integration. From a strategic marketing point of view, we can observe that Bata is nearly entirely making corrections. Only a few aspects of Bata are lacking. Based on these data, suggested methods would help Bata Shoe Company Bangladesh Ltd. thrive in the face of impending intense competition in the shoe market. The business has been able to successfully carry on its operations since it first arrived in Bangladesh. It has been recognized as the top revenue-generating firm in Bangladesh for the past four years in the leather and footwear categories, in addition to obtaining the title of Bangladesh's Superbrands twice in a row. 2019's World HRD Congress recognized Bata as the Best Employer Brand. Even after operating in Bangladesh for close to 60 years, the firm remains the leading footwear brand in the nation. However, during the past few years, international companies like Lotto and Woodland have also begun to grow in the Bangladeshi industry. Additionally, local companies like Walker and Apex are always attempting to establish themselves in this market. Will Bata be able to compete with these domestic and foreign brands in the future and still preserve its sole market dominance? We can just wait and see.

## 2.9 Recommendations

- To encourage greater purchases in the expanding shoe market, provide sales discounts and free samples.
- Lower the pricing point.
- There should be more commercials broadcast.
- Should raise awareness of this kind of footwear product among potential customers.
- To compete, add additional design, color, and design combinations.
- To combine with regional businesses and increase segmentation.

# Project part

## 3.1 Introduction to the project

This is an era of data and information, that is why the proper management and utilization of the information is also important. Those who have the most relevant and workable data and information are more powerful in doing business. Information technology has had an impact on practically every facet of our society in recent years, as well as organizational operations, including HRM operations and practices. A well-designed HRIS can be used as a management tool to align or integrate the objectives of the human resource department with those of long-term corporate strategic planning. (Hendrickson, 2003) Because of the usage of technologies, it has managed to advance from being a position associated with administrative management to becoming a strategic partner of enterprises. The information management system is facing complicity as the industries are getting bigger and bigger. For Bata Bangladesh, they are facing the same management problem for their HR and other functionalities. The distinct ERP systems used by Bata Bangladesh are known as the BRP (Bata resource planning). The system has been used by Bata Bangladesh for a long time. The system contains and nurtures all the department information of the company and relevant field. Unfortunately, these do not meet the requirements of the company in the present circumstances. Moreover, the system is dependent on the web, without the internet it cannot be accessed. As the business perspective and industry is changing rapidly, the company requires a system which is more efficient and productive. For that reason, they are currently attempting to integrate SAP ERP for HR tasks. This is the first step towards the change. The system will get bigger and comprehensive while integrating all the departments of the company. Additionally, a new intra-organizational online portal named myBatabd.com is operational to stream information and carry out various HR processes. All of these tools will integrate data for the human resources division to improve and improve productivity. Which is why it is important that every system does have some integration regarding information process and transformation.

### 3.1.1 Literature Review

Recruitment, candidate qualifications, job descriptions, hiring procedures, organizational structures, professional development, training costs, performance evaluation, workforce diversity, and employee attrition are all stored in the HRIS database (Miller and Cardy, 2000).

HRM is one of the departments that makes extensive use of HR information technology. Through good human resource management, employees have the opportunity to contribute successfully and productively to the attainment of the organization's goals and objectives (Burma, 2014). He goes on to say that the most crucial value in the workplace is the people, which is why effective human resources management is crucial to an organization's success.

HRIS automates, speeds up, and helps human resources spread information and carry out their daily tasks (Bayraktaroglu et al., 2019).

In summary, HRIS is a crucial tool in HR's toolbox that aids in transforming employee data into accessible information and integrating businesses' policies and processes (Wiblen, Grant, and Dery, 2010). (Hendrickson, 2003). Troshani, Jerram, and Hill (2011) state that HRIS technologies help HR departments

track employee performance, engagement levels, payroll, recruitment, and even manage employee churn (Troshani, Jerram and Hill, 2011). IN Bata Bangladesh there are three segments of employees and they are the management, sales person and factory workers. So, this is really important to allocate the huge amount of employee information in an efficient way.

### **3.1.2 Objectives**

- Understanding the process of how BRP (Bata resource planning) system is making impact in the human resource functionalities to be fast and efficient.
- How the HR department processes and utilizes the data they get for the system to make decisions and add value to the organization.
- Finding the advantages and disadvantages of having the system, is there anything which can be changed or updated.

### **3.1.3 Significance**

The study's significance lies in its evaluation of the effects of HRIS on Bata Bangladesh's daily HR operations. The paper demonstrates how crucial it is for organizations like Bata Bangladesh to create HRIS in order to guarantee work efficiency. The Human Resource Information System (HRIS) automates routine, manual tasks and boosts productivity. As a result, HR has more time to focus on more crucial and strategic company operations. HRIS employs IT to manage a variety of tasks, including the capacity for human capital management. The two most used features are time and labor management and payroll. Besides, We can understand if it really helps to manage other HR functions like employee management, employee engagement, Optimizing talents, workforce management, payroll management, Cost-effective and efficient. Some of the other significance of the reports are understanding the effectiveness of Timesaving, Self-service, Centralized storage, Accuracy, Increased productivity, Improved data management, Rapid recruiting process and report creation. We can know the importance of HRIS for BATA Bangladesh from the study and how it is really helping in the decision making process and other functionalities of the HR Department.

## **3.2 Methodology**

### **Methods of research used**

My research is exploratory and method is qualitative. Since the BRP HRIS is so crucial to the success of the business and its many divisions, I found that the qualitative research method was very useful in helping me grasp its relevance and value.



The Human Resources Information System at BATA Shoe Company (Bangladesh) Ltd serves as the basis for my study. I have studied BRP, which is associated with all HR capabilities, to better comprehend the systems used by Bata Bangladesh to manage data pertaining to HR and other departments.

Therefore, it is necessary for me to gather data on BRP-related features (HRIS). Since HR is responsible for a wide range of both technological and non-technical tasks, the whole organization simply cannot benefit from a unified database. As a new problem in Bangladesh, nobody has a good grasp on how it works. I have utilized the BRP system in practice to guarantee that I am gathering the right data on system-related and unrelated activities.

**Collection of Data**

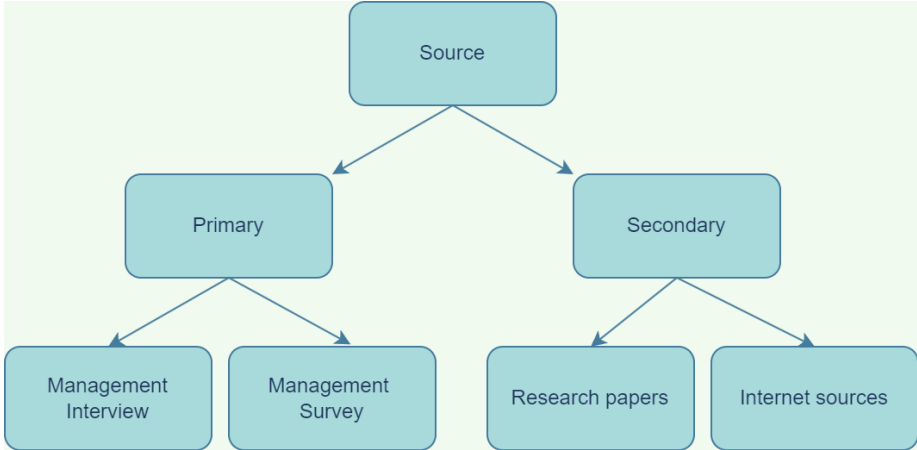


Figure 13: Methods of Data Collection

There are two types of information in this study: primary and secondary. The upper management team of Bata Shoe Company BD Ltd. served as my major source of information. For a broader perspective on the issue, I spoke with many upper-level management members of the organization, most of whom work in human resources. Conversations with HR workers are essential since they will be using the HRIS on a daily basis. The company's MIS division, which is in charge of system upkeep and coordinating with other divisions, was also consulted.

Additionally, I asked the management team to rate the system and its usability using a Google form, so I could obtain an accurate picture of how they saw the BRP system. Primary data was collected by a standardized questionnaire utilizing a five-point Likert scale, with responses ranging from 1 to 5 for levels of distaste to fondness. The study then used a Likert scale to do factor analysis on the collected data.

Research papers and internet sources are the major sources of data collection for my report.

### 3.3 Findings and Analysis

Distributing questionnaires to Bata's upper management, I received a total of 21 responses from the company's upper echelons. Finally, the end result is -

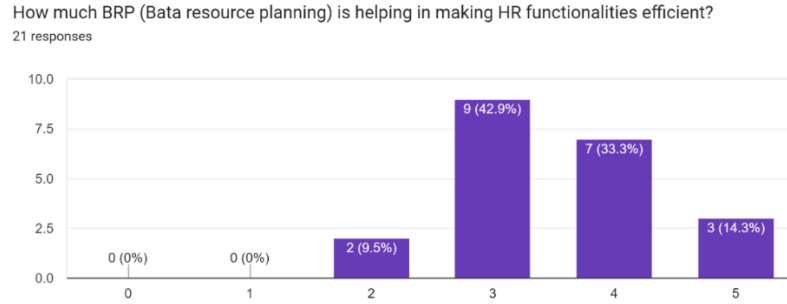


Figure 14: Efficiency Level

- According to the data shown in the above bar chart, 14.3 percent of participants rated BRP's (Bata resource planning) efficacy in improving HR operations as 5 out of 5. About a third of respondents (60.0%) rated it a perfect 5/5 in terms of efficiency. On average, respondents give efficiency a 3.0/5 rating, with 42.9% giving it a 4.0/5 rating or higher. Almost 10% of people gave the efficiency a "2" rating. As a result, it's safe to say that the vast majority of individuals think BRP (Bata resource planning) helps make HR capacities more efficient. Others people take a neutral attitude on the issue, while some have strong opinions.

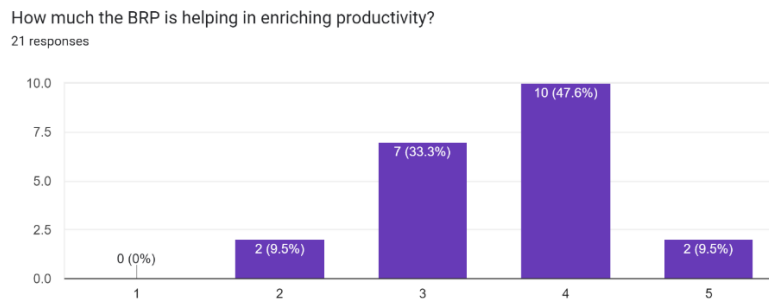


Figure 15: Productivity Level

- The following figure shows that 9.5% of respondents rated it a perfect 5 because they think it significantly increases productivity. Nearly half of respondents (46.6%) found that to be satisfactory. There are 33.3% of people who give a positive rating of 3 out of 5 to the productivity-boosting level, while 9.5% give it a negative rating of 2 out of 5. As a result, it's easy to see why the vast majority of respondents think the method considerably improves productivity by enabling them to spend less time and energy on mundane tasks.

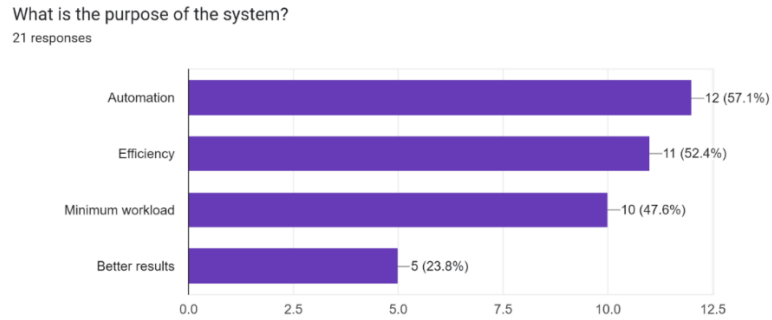


Figure 16: system purpose

- It was the system's function that was being questioned here. The majority of respondents (57.1%) agree that the system's ultimate goal is the automatic execution of its features. Then, efficiency is the reason, according to 52.4% of people. To reduce labor and improve output are two main goals of the system, as stated by 47.6 and 23.8 percent of respondents, respectively.

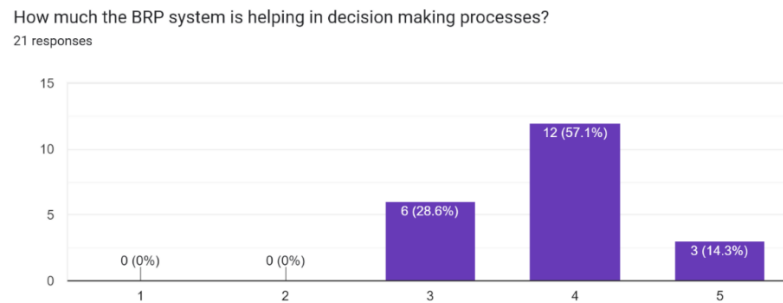


Figure 17: decision making level

- Only 14% of respondents give the decision-making process a flawless 5 on the 5-point scale. Overall, respondents give it an average score of 4.3 out of 5, with 4 being the most common. But almost a third of people gave the system's usefulness in making decisions a rating of just 3. Therefore, we may deduce that the system aids people in making decisions, which is obviously very important to them.

Is the system Improves Quality Of Reports and add more transparency?  
21 responses

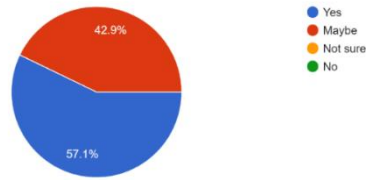


Figure 18: transparency Level

- According to the results shown in the accompanying pie chart, 57.1% of respondents agree that the method increases transparency and enhances the quality of reports. Where over half of people (42.9%) are confused by the procedure. The results show that although the majority of individuals agree that the system enhances report quality and openness, a sizeable minority is unaware of its existence.

How the BRP is helping in employee self service?  
21 responses

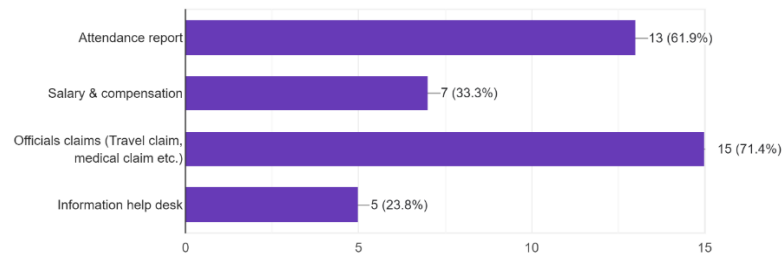


Figure 19: employee self-services

- Based on the questions and responses provided above, we can infer that 61% of employees responded to BRP's attendance survey. Of those polled, 33.3% said that they get some type of financial support from the system. However, 71.4% of those who have made an official claim have actually received service. For the remaining 23.8% of replies, the BRP then acts as a source of informational backing. In this instance, respondents opted to back the system's self-service options.

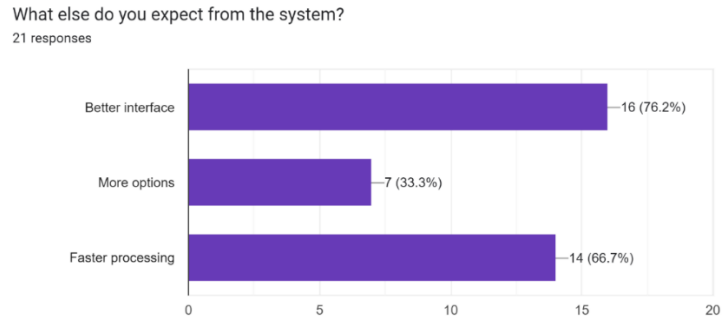


Figure 20: Expectation from System

- When asked about additional system features, respondents ranked a more user-friendly interface and faster processing as their top two preferences. In all, they account for 66.7% of the replies and 76.2% of the total. A survey found that 33.3% of people think the system needs more options. As a result, it's evident that the system needs greater permissions to fully use its potential.

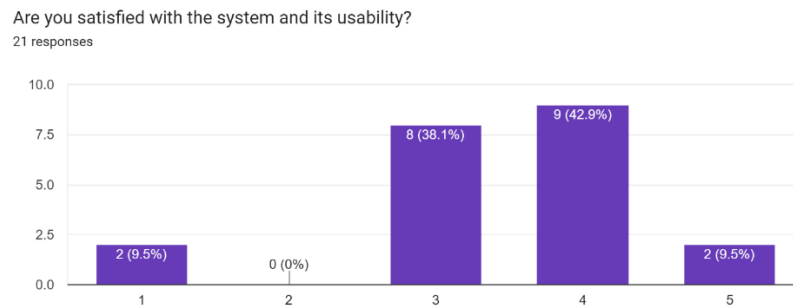


Figure 21: Satisfaction from system

- Finally, the bar chart shows that 9.5% of people are unhappy with the system and how it works. The remaining 9.5%, though, are completely satisfied with it. Overall, between 38.1% and 42.9% of respondents are satisfied with the BRP. It's quite evident from this data that the vast majority of respondents are content with the system, while just a few are unhappy.

The outlook for various roles and adoption of HRIS in the business sector of Bangladesh is revealed in "Administrative and Strategic Advantages of HRIS: An Exploratory Study in the Private Sector of Bangladesh" by Mohammad Fakhrul Islam and Razuan Ahmed Shuvro (2014).

- Effectiveness of HRIS on HR routine functions

HR Process Items	% Agreed
Our HRIS has improved the recruitment process.	75.0
Our HRIS has improved the training process.	48.0
Our HRIS has improved the data input process.	75.0
Our HRIS has improved the data maintenance process.	87.5
Our HRIS has helped with forecasting staffing needs.	86.5
Our HRIS has decreased paper work.	88.5

Figure 22: Effectiveness of HRIS on HR routine functions

In this study, we found that almost 90% of respondents believed that administrative activities such as paperless record keeping, labor demand forecasts, and data administration had significantly improved.

Seventy-five percent of those working there also said that the data intake and hiring procedures had been enhanced. About half of those polled (48%) said that HRIS was very important or somewhat important in the training process.

- Effectiveness of HRIS on Decision-Making

Decision-Making Items	% Agreed
The information generated from our HRIS helps our institution decide on employee raises.	76.5
The information generated from our HRIS helps our institution to make more effective promotion decisions.	80.0
The information generated from our HRIS helps our institution decide when to hire.	55.0
The information generated from our HRIS helps our institution make better decisions in choosing better people.	75.5
The information generated from our HRIS helps our institution decide when training and skill development are necessary.	75.0

Figure 23: Effectiveness of HRIS on Decision-Making

Nearly 75% of respondents said that HRIS improved their ability to make managerial choices. Even fewer people (55%) said that HRIS data was used in hiring choices. In addition to the information provided by the HRIS, several considerations aid management in making decisions.

- Limitations and suggestions

Limitations	% Agreed
Lack of proper implementation.	45.0
Insufficient knowledge of the employees to operate the system.	76.5
Lack of sufficient investment.	62.5
Lack of infrastructural facilities.	87.5
Probable suggestions	% Agreed
Train up the employees to operate the system	87.5
Available investment	70.0
Proper attention of the top-level managers/administrators to implement the system properly	42.5

Figure 24: Limitations and suggestions

Nearly half of respondents surveyed agreed that a lack of adequate execution and, in addition, insufficient knowledge of staff was generating problems.

The findings of a study published in the Journal of Business Studies Quarterly (2012) by Usman, Ahmad, and Khurram show that HRIS offers no significant benefits. The vast majority of respondents to the poll affirmed that HRIS does, in fact, reduce operational expenses and improve efficiency.

- Time savings

Time Savings Items	% Agreed
Our HRIS has decreased the time spent on recruiting.	76.0
Our HRIS has decreased the time spent on training.	37.5
Our HRIS has decreased the time spent on making staff decisions.	76.5
Our HRIS has decreased the time spent on inputting data.	62.5
Our HRIS has decreased the time spent on communicating information within our institution.	50.0
Our HRIS has decreased the time spent on processing paper work.	77.0
Our HRIS has decreased the time spent on correcting errors.	62.5

Figure 25: Time saving

- Cost savings

Cost Savings Items	% Agreed
Our HRIS has decreased cost per hire.	35.5
Our HRIS has decreased training expenses.	11.5
Our HRIS has decreased recruiting expenses.	37.5
Our HRIS has decreased data input expense.	64.5
Our HRIS has decreased the overall HR staff's salary expense.	36.5

Figure 26: Cost saving

## Summery of Interview

To find out the functionalities and its efficiency and to gather more knowledge I interviewed some of the management personnel of Bata shoe company (Bangladesh) ltd. and they are

- Nargis Akhter-Sr. Manager
- Razia sultana- Assistant Manager
- Sahariar Rupom- Assistant manager
- Abdur Fahad- executive (costing)
- Ahasan Ali Rajmul - Assistant General Manager - MIS

I interviewed them based on the questions I had prepared for my study. I had them answer the report-specific query I had designed.

There was widespread agreement that HR strategies may benefit from the use of an automated database that collects, organizes, and displays data on an organization's employees, policies, and procedures.

Here are some of the examples of the BRP (HRIS) interface of Bata Bangladesh.

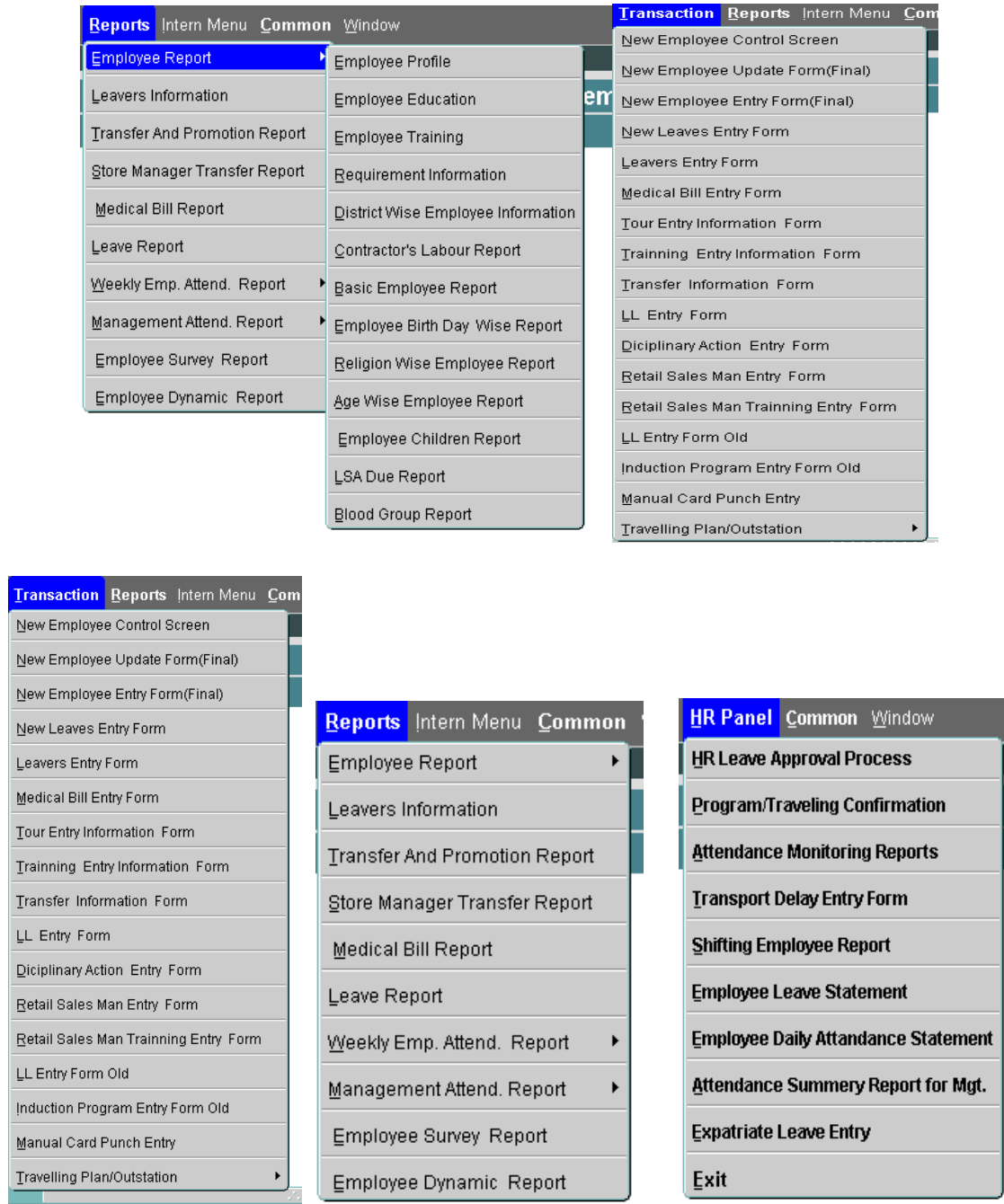


Figure 27: BRP Interface

Additionally, the technology led to decreased dependence on manual processes like spreadsheets and paper records. a central repository that is available to all users and communicates with other HR components. Centralizing all employee information in a cloud-based HRIS system will eliminate duplication and improve data integrity. Mrs. Nargis Akhter noted, "the BRP system decreased the effort by 50% since we



no longer need to maintain record of the staff manually." This allows them easy access to any personnel data stored in the system, as well as the option to combine that data should the need arise.

Decisions may be made with the system's assistance as well. The HR team has access to a wide variety of data, including employee attendance records, wage data, sales figures, health records, scheduling details, recruitment management data, and performance evaluation estimates. With so much information at hand, you'll be able to make the best-informed choices possible when it comes to setting up your company. The head of Bata's MIS department has speculated that some features are underutilized since they are only needed by the company's specialist staff members.

BRP is a personally developed system by MIS department of Bata. So, Bata can use and update according their needs.

Zaman IT is one of the local vendors who provide HRIS service to different enterprises. Other HRIS service providers charge more or less the same in the current market.

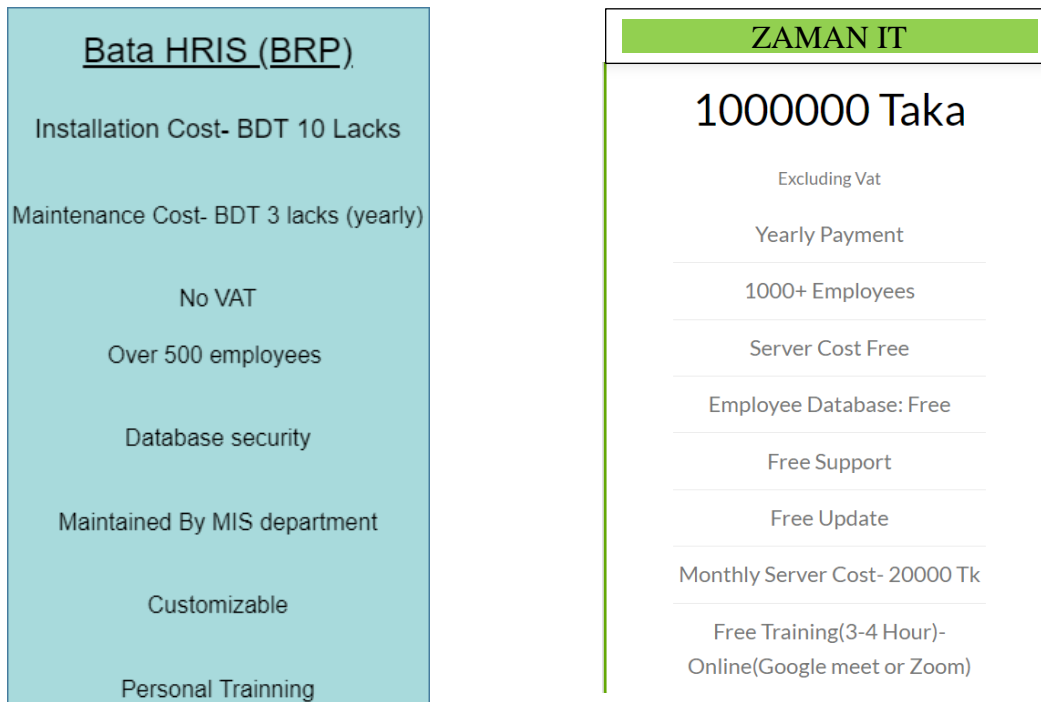


Figure 28: Comparison Between BRP & Local HRIS vendor cost

## Advantages-

- **Cost savings-** BRP cuts down on costs at a notable range. As the system is developed in-house. So, they do not need to pay others. The company MIS department maintains the system and organize trainings.
- **Making HR functionalities efficient-** Bata's HRIS, known as BRP, is improving the effectiveness of the company's HR processes. Given that it might be difficult to fill such positions with fresh staff. Human Resources is fully maximizing BRP's potential.
- **Increases productivity-** Productivity is boosted since BRP enables workers to self-serve for a variety of reasons, such as the expedited update of employee data or the submission of claims. That way, management may focus on other concerns.
- **Decision making-** If the features of an HRIS system are used correctly, decisions may be made with their help. HRIS may be used to make decisions on when to recruit new workers, how much to pay them, whether or not to promote them, and even whether or not employees should be required to show up to work. However, my research reveals that this is not being used to its full potential since many choices are still being made by hand.
- **Time saving-** As many of the HR activities are done through automation of BRP, it saves a lot of time.
- **Minimizing paperwork and workload-** With a consolidated employee data repository, there is less need to keep paper files and less time spent searching through massive paper-based personnel files to get the information you need. This is a time- and labor-saver. As an added bonus, time saved due to ease of use and precise results.
- **Reduces the complexity of predictive analysis and visualizations** – Depending on the HRIS software, it may provide a variety of reports, including an attendance and leave report, a pay and compensation report, a performance report, and HR analytics on important indicators such as headcount and turnover, simplifying the process of predictive analysis and visualization. BRP also offers services like these, which may help make data visualization easier and analysis more precise.
- **Better decision for training and development-** Improved training and development choices are possible with the help of BRP. Findings from an HRIS might indicate where training and education are most needed.
- **Ensure privacy and security-** BRP helps keep employee information secure and private. Information stored on paper forms, spreadsheets, or any other physical form may be readily accessed by anybody, even if they are not authorized to do so. Information may be protected with BRP so that only authorized users have access.

## Limitations-

- If a task must be completed physically and digitally, it may be difficult to perform both at once.
- Unauthorized users might potentially change or destroy sensitive data. The security measures are thus inadequate.
- There's a lot that has to be done to cut down on expenses and speed up the process. According to the research, opinions on this topic are split.
- If you don't know what you're doing with your HRIS, you won't get the outcomes you want.
- Inadequate implementations are often a source of trouble for businesses. Since a large sum of money was invested, it would be a shame for the system to go to waste due to improper use.
- Since many companies are not making good use of their HRIS systems, upper management has little incentive to make improvements.
- Last but not least, if upper management is not paying attention, it will never succeed.

## 3.4 Summary and Conclusions

The changing nature of business throughout the world has an effect on the quality of life in the workplace. The HRIS has the potential to facilitate effective cross-departmental collaboration and lead to enhanced organizational performance. The study's goal is to discover how HRIS influences HR features in businesses. With the implementation of HRIS, the HR department will have the tools necessary to play a more strategic and administrative role in business decisions. It's not only corporations that need HRIS; the whole nation does too. The nation as a whole has to be aware of the abundance of skilled workers in every field and every part of the country. Through facilitating better communication between businesses, encouraging more employee involvement, and enhancing HR managers' technical abilities, information technologies have boosted the effectiveness of HRM in this environment. The greatest human capital strategy should then be linked to the HRM domain's finest HRIS.

Bata's goal is to provide customers with high-quality, fashionable, and affordable products through funding research and development of innovative comfort technology. Therefore, BATA Bangladesh is now working on a SAP system for its HR division to improve outcomes and efficiency. Bata believes that consumer loyalty is crucial to its success, thus the firm has made it a priority to update its production processes to keep up with technological advancements. Bata's human resources department is a pioneer in embracing digital transformation for the purpose of streamlining internal processes.

So, holding on to the fact that HRIS is having a significant effect on the business.

### 3.5 Recommendations

The results show that the Bata Shoe Company of Bangladesh has room for development in the area of human resource planning (HRP).

- To boost productivity and outcomes, the organization has to incorporate new data into the system.
- The system's user interface could stand to be more polished and intuitive.
- In order to have quick access, the processing time must be reduced.
- The system and its database need better protection.
- SAP is a more beneficial system, and many other organizations in Bangladesh use it, therefore it makes sense for them to use it as their HRIS. Additionally, Bata Global made the decision to implement SAP at the Bata Bangladesh location.
- Ratings and other information about performance. The algorithm, however, takes away the need for human involvement in such activities.
- It's possible for mistakes to be made while using HR management software. Data input mistakes happen because computers and their systems are only as good as the people who use them. Mistakes like this are present in Bata's HR management systems as well, but they are easily fixed with little programming.
- All concerned workers would benefit from HR information systems (HRIS) training provided by the HR and MIS division. In order to make SAP work, the corporation will have to connect all of its other systems.
- The organization may improve the system by making it more user-friendly, and the employee help desk should be able to handle additional data and features.

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