

Report On
“An extensive study on the Employee job satisfaction in SQUARE
Pharmaceuticals Ltd (CHQ Branch)”

By
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ID:17204059

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

¹⁹th June 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:

Zarin Tasnim

Zarin Tasnim

17204059

Supervisor's Full Name & Signature:

Md. Shamim Ahmed

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Md. Shamim Ahmed

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

With all due respect, I consider this as immense pleasure to submit my internship report on “An extensive study on the Employee job satisfaction in SQUARE Pharmaceuticals Ltd (CHQ Branch)” as partial fulfillment of the requirements for the degree of Bachelor of Business Administration.

I have done my best to finalize the report as compact and complete as possible with the essential data and recommended proposal.

I believe that the report will fulfill the criteria.

Sincerely yours,

Zarin Tasnim

Zarin Tasnim

17204059

BRAC Business School

BRAC University

Date: 19th June 2022

Acknowledgement:

Firstly, I would like to thank the Almighty Allah for giving me the ability and strength to complete my internship in SQUARE Pharmaceuticals Ltd.

I am immensely grateful towards my Supervisor, Md. Shamim Ahmed, Lecturer, BRAC Business School for providing me wholehearted support and guidance throughout the Internship report. Without his help and valuable guidance, it would not have been possible to complete the report within time.

My unequivocal gratitude goes to SQUARE Pharmaceuticals Ltd for letting me attend the internship program. I am extremely grateful towards my Supervisor Mr. Nurul Islam, Manager, SQUARE Pharmaceuticals Ltd. for providing me with undivided guidance and information needed for this internship report.

Executive Summary:

The main topic of this internship report is SQUARE Pharmaceuticals Employee job satisfaction and the HR practices. This report consists of 3 chapters. Firstly, this paper contains the internship experience of SQUARE Pharmaceutical Ltd, the job scope, responsibilities etc on the first chapter. Secondly, the next chapter consists of the background of SQUARE Pharmaceuticals Ltd, vision, mission, History, Departments, products etc. In this report, the competitive analysis has been done by using Porter's Five model in order to measure the current market condition of the Pharmaceutical Industry. The report also consists of the SWOT analysis, in order to measure the strength, weakness, opportunities and threats of the company in this respective industry. Moreover, an overview of SQUARE Pharmaceuticals HR Practices, recruitment & Selection process has been discussed in this report. The main focus of the report was the Recruitment & Selection process timeline and the survey on Employee job Satisfaction of the SQUARE Pharmaceuticals industry. The survey discussion has provided an in-depth employee job satisfaction scenario of SQUARE Pharmaceuticals. Finally, the necessary recommendations and suggestions has been also provided based on the survey record and competitive analysis for future betterment in this paper.

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Chapter 01

1.1 Student Information

Name: Zarin Tasnim

ID: 17204059

Program: Bachelors in Business Administration

Major: Human Resource Management and Marketing

1.2 Internship Information:

1.2.1 Period: 4th January 2022 – 3rd April 2022 (3 months)

Company Name: SQUARE Pharmaceuticals Limited

Department/ Division: HR Department (Recruitment and Selection Process)

Address: Square Pharmaceuticals Ltd.

Square Centre

48, Mohakhali, C/A, Dhaka 1212

1.2.2 Internship company Supervisor's Information:

Name: Mr. Nurul Islam

Position: Manager, HRD

1.2.3 Job Scope

Job Description/Duties/ Responsibilities: I was given the opportunity to work alongside the HRD's Recruitment and selection team of SQUARE Pharmaceuticals Ltd. I got the opportunity

to work there for 3 months and it gave me an experience of working in the corporate world and I also got to learn how the whole the Human Resource management process works.

My job scope revolved around the recruitment and selection process of the company. Firstly, I helped the recruitment and selection team to make the requisition paper for new recruitments. After getting the approval for the hiring for the certain position, recruitment and selection team will follow several strategies to collect perfect candidates for the position. It can be the job advertisements on job websites or by “head hunting” which is collecting information on suitable candidates for the position from LinkedIn or Bdjobs.com & Chakri.com CV Banks for the further steps. After collecting the CV’s/ Resumes from all the sources, I would take part in CV sorting. Then I was also responsible for exam hall invigilation on the written exams. After completing the written exam procedure, I was responsible for coding the exam sheets in two sets and checking “the aptitude test” part of the written exam scripts. After checking the exam scripts, I was in the responsibilities of summarizing the results of the candidates along with their personal information and submit the summary to my advised Supervisor. Before submitting the summary to the supervisor, the recruitment and Selection’s Executives recheck the summary and submit to the Manager for the approval on further steps of recruitment.

Then I was also was responsible for carrying down the next steps which are informing the candidates for the initial viva and the final viva by emails and mobile calls. I was also in the responsibility of making the summary of final selected candidates and call them for medical checkup. And finally, I was also in charge of checking the credibility of the certificates, National id card before issuing the appointment letter and sending regret mails to the disqualified candidates.

1.3 Internship Outcomes:

1.3.1 Students Contribution to the company: During my internship period I helped the Recruitment and selection team on most of the steps such as preliminary screening of CV’s, summary making, making calls and emails for the preliminary interview, final interview also medical checkup. I also took part in evaluation collection and coding the evaluation with the exam scripts. I have also taken part in other HRD teams work like checking the exam scripts of

Medical Promotion Officers, for the Sector Forces Area Unit as well as attending as exam hall invigilator for MPO exams. I also helped in the hiring process and the data input tasks of the field force department which is summarizing the result, personal Information, making calls for headquarter meetings etc. I also helped the Training and Development team in making presentation for training modules such as workplace ethics, history of SQUARE, responsibilities in workplace, code of conduct, translating the presentation in English and Bangla based on the need etc. I also took part in discussion of training plans for the employees and how the regret letter can be improved based on each job position. I also took part in rechecking the Annual UNI CPI activity report before final submission.

1.3.2 Benefits to the student: I was very much benefitted from working in SQUARE Pharmaceuticals Human Resource Department because I was able to gain real life experience regarding HRM procedures. This internship program gave me the chance to attain an inclusive amount of knowledge on HRM practices which I can apply in my post-academic purposes as well as job fields. Before the internship, I had very little knowledge about practical HRM practices of corporate environment and how the whole process works. My supervisor Manager Mr. Nurul Islam sir provided me with guidance in every step of the work. Human Resource Dept. plays a very important role in case of maintaining the consistent performance of an organization. Therefore, it is very crucial to maintain the quality of the performance of a company and proper talent management is fundamental key behind it. By hiring the suitable employees and ensuring the internal balance of the company HR Dept helps a company to maintain the conditions in order to ensure consistent performance. I got the opportunity to learn about these procedures by attending this internship program. I learned about the CV screening process, evaluation process, training plans, how the compensation plans work, how to ensure employee satisfaction etc. I got the chance to work in corporate environment which has increased my multitasking skills, patience, time management skills, leadership skills as well as basic human skills needed in the office environment. The experience of this three- month internship will not only help me to grow in my corporate career tremendously but also on my other future endeavors.

1.3.3 Problems/ Difficulties: I had to face really little difficulties in the internship program. The main difficulty I had to face during the internship program is having balance. Sometimes I had to

take care of several tasks all-together. I had trouble with this situation on the first 1 and half months usually, but by the time I have improved in maintaining synchronization of the tasks. I had to be very careful, because one little mistake in data input can cause bigger complicated situations in evaluation of the job applicants. I also had some trouble in case of communication with certain job applicants via phone calls. Some had heavy local accents and it was hard to make them understand the important information they need to know. Some candidates came out as a bit rude or careless in case of carrying out the directions instructed by HRM dept. for their interviews/written exams. Some did not care about filling out the personal information form in due time before written exam. I had to call them several times which eventually wasted lots of time.

1.3.4 Recommendations: my recommendation for the future internship programs would be:

- SQUARE can provide sheets/pdfs of the responsibilities to the interns based on the HRD team. Which will save lots of time in teaching the tasks to the interns.
- SQUARE can share magazines and annual reports with the interns to increase their interest.
- SQUARE can make Social-media posts on each recruitment batch which will also increase the motivation by the recognition effect for the interns.
- Some extra incentive can be included in the plan to encourage the interns more.
- SQUARE can also arrange competitive and innovative challenges for interns like, creating job Description post for Job ads, creating an effective training module on certain topics can be included and they can receive rewards based on their performance.

Chapter 02

2.1 Introduction:

Objectives: The prime target of the part is to inspect Human Resource Policies and Practices of Square Pharmaceuticals.

The particular targets of this report are to concentrate on momentarily about Square Pharmaceuticals Ltd. To analyze the different strides of enlistment and choice course of Square Pharmaceuticals Ltd. This chapter also discusses about the market condition and SWOT Analysis. Also, in order to distinguish the issues in regards to recruitment and choice course and propose a few recommendations with respect to the issues of enlistment and determination process.

Methodology: For this chapter, I have gathered both primary and secondary data. In case of primary information, I followed the road map planned by SQUARE Pharmaceuticals and arranged interviews with each individual. For secondary data, I took references from SQUARE websites, news, previous reports on SQUARE Pharmaceuticals ltd.

Scopes: The main target is to collect a much data possible for the overview on SQUARE Pharmaceuticals. These data are collected from multiple sources. Such as official website, personal interviews, annual report, previous studies, researches etc. I also collected some information from personal observations too from my internship period.

Limitations: I had to face some limitations in case of limited time and opportunity. SQUARE Pharmaceuticals is very confidential about their high classified information. And only 3 months of internship was not enough in case of getting all kinds of information.

Significance: This chapter contains all the fundamental insights about the company. It also elaborates on the overall evaluation of SQUARE Pharmaceuticals Ltd. This chapters gives us the elaborated insight of each department of Human resource management and how they play an

important role for the company's improvement. This chapter also provide a detailed discussion on the market position/condition and strengths and weakness of the company. The competitive analysis also consists in this chapter. Therefore, this chapter will be quite valuable in a variety of ways.

2.2 Overview of SQUARE Pharmaceuticals Ltd:

2.2.1 Company profile: The present scenario of SQUARE gives us the glimpse of one of the most successful and renowned Local industry of our country. From the bloom of SQUARE as an organization to the blossom into the solitary main combination of Bangladeshi market. In 1985, SPL (SQUARE Pharmaceuticals Ltd) accomplished the milestone of becoming the leading organization in the Native Market. Right now, this company is striding towards the way of turning into the greatest multinational entity of Bangladesh. This organization has made use of the scope of their elements and administrations on their path of becoming a worldwide commercial center. Since the 1987, SQUARE Pharmaceuticals Ltd has become the trailblazer of the drugs business. In the recent days, this company is sending out the anti-infection agents and other medication items to other 36 nations. SQUARE Pharmaceuticals Ltd has attained this position of leading team in the pharmaceuticals market due to the proper use of their development and administrations and turned it into their biggest asset, respect and recognition.

2.2.2 SQUARE's History & Growth:

SQUARE Pharmaceutical Ltd had to go through many obstacles and now it has transformed into a dominating Local company. The history of this company and some mentionable milestones are given below;

1958

- Beginning of their path as a partnership Firm

1964

- Changed into their status to a Private Limited Company

1974

- Joint endeavor with Janssen Pharmaceuticals which is an auxiliary of Johnson and

Johnson International, USA

1982

- Authorizing contract with F. Hoffman-La Roche and Co Ltd., Switzerland.

1985

- Achieved market-administration in the Pharmaceutical business of bangladesh

1987

- Trailblazer of trading the Pharmaceutical item from Bangladesh

1991

- Changed into Public Limited Company

1994

- Begun Initial Public Offering of offers in the offer market

1995

- Begin assembling of Active Pharmaceutical Ingredient (API)

1997

- Accomplished National Export trophy for trading mass measure of Pharmaceuticals

item

1998

- Begin Manufacturing of Agro-synthetics and Veterinary Products

2002

- Enrolled as UNICEF's worldwide

2004

- Enrolled as the Global provider of UNICEF

2005

- Worked under the management of TELSTAR S.A. New State-of-the-Art SQUARE Cephalosporin Ltd began their activity.

2007

Gotten endorsement by the UK MHRA

2009

- Begin creating insulin, hormone and steroid results of UK FDA UK MHRA standard

2012

- Gained the Therapeutic Goods Administration Approval by Australia 2015 • Pre Approval Inspection by US FDA was fruitful.

2015

- USFDA's endorsement accomplished.

2016

- Gotten MCC, South Africa and PIC/S endorsement, won the HSBC Export Excellence award and ICMAB Best Corporation Award.

2017

- GMP Certification got structured by MOH Azerbaijan and won the National Environmental Award

2018

- Granted public Export prize and ICMAB Best Corporate Award
- The endorsement of ANDA of Valsartan for US Market was gotten.
- GMP Approval from NPRA Malaysia
- Won National efficiency Award

2019

- "President's Award for Industrial Development" was gotten
- Won the Occupational Health and Safety Award and National Export Trophy grant

2021

- Gotten unique acknowledgment from the huge citizen Unit (LTU) of National Board of Revenue (NBR) as one of the top Taxpayers in the country.
- Granted National Export Trophy grant.
- Granted the ICMAB Best Corporate Award and the Green Factory Award.
- Achieved the Sheik Mujib Industrial Award 2020

2.2.3. Objective, Mission, Vision:

Mission Vision

Mission

Our Mission is to produce and provide quality & innovative healthcare relief for people, maintain stringently ethical standard in business operation also ensuring benefit to the shareholders, stakeholders and the society at large.

Vision

We view business as a means to the material and social wellbeing of the investors, employees and the society at large, leading to accretion of wealth through financial and moral gains as a part of the process of the human civilization.

Objective

Our objectives are to conduct transparent business operation based on market mechanism within the legal & social framework with aims to attain the mission reflected by our vision.



2.2.4. Sister Concern of SQUARE Group:

1. SQUARE Hospitals Ltd.
2. SQUARE Toiletries Ltd.
3. SQUARE Herbal Ltd.
4. SQUARE Food & Beverage Ltd.
5. SQUARE Informatix Ltd.
6. SQUARE Textiles Ltd.
7. SQUARE Fashions Ltd.
8. Maasranga Communications Ltd.
9. Mediacom Ltd.
10. Maasranga Productions Ltd.
11. Sabazpur Tea Company Ltd.
12. Aegis Services Ltd.
13. SQUARE College of Nursing

2.2.5 Departments:

1. Product Management Department (PMD)
2. Market Research & Planning Cell
3. Sales Department
4. Medical Services Department (MSD)
5. Accounts & finance Department

6. General Service Department (GSD)
7. Information Technology (IT) Department
8. International Marketing Department (IMD)
9. Supply Chain Management
10. Technical Service Department (TSD)
11. Distribution Department
12. Human Resources Department
13. Share & Corporate Affairs
14. Quality Control Department
15. Quality Assurance Department
16. Engineering Department 3
17. Production Department
18. Production Planning
19. Material Management and inventory control
20. Product Development & Validation
21. Project Management Department
22. Internal Audit
23. Quality Management & Audit

Products of SQUARE Pharmaceuticals:

Square Pharma consists of total 859 items, Among them, there are Pharmaceuticals-637, Agrovet - 134 Pesticide - 36, Pellet - 14, Herbal - 30, Basic synthetic - 8. and has sent off 35 items. The

commodity market of square pharma covers 42 nations including UK (Contract Manufacturing), USA, Afghanistan, Maldives, Kenya, Uganda, Tajikistan etc.

2.3 Functions of the Human Resource dept:

Human Resource Management:

Manpower Planning: Manpower Coordination is one of the significant activities of the HR Planning. Allocating the right kind of employees or staffs in the ideal spot with the perfect timing and conducting the activities properly is what HR Planning involved with in order to accomplish this organizations' objective. Estimating and planning reasonable progression of the representative is a fundamental and critical responsibility of the Human Resource Dept. Also, fulfilling the Labor supply based on the supply and demand is likewise another significant piece of responsibilities of the HR Management. Bearing in mind, the authoritative protractible goal & techniques, this suggests different depts even though they are known of other work force or a specific expertise is absent. Then after conversing with the department Supervisors the manpower planning is done.

Recruitment and Selection:

The most fundamental task of HRM is to fulfill the demand of manpower and maintaining the work environment balance. By going through different steps of hiring process in order to hire the suitable candidate for the significant position. The HR team spends most of their working hours behind ensuring the manpower planning and hiring procedures.

Training & Development:

To expand the presentation or efficiency it is vital to improve or create extra capability or abilities of an individual and such skills by appropriate preparation could be obtained. Which is the obligation of the Human Resource group to guarantee talented and effective employees suitable to the association. All of the single division relies upon for a productive representative who is great for procuring departmental goal. To ensure the efficiency and value, coordinating preparation program is an unquestionable requirement for the representatives and laborers. Now

and again there could be some expertise hole in the several the representatives and it is vital to break down lack as well as arranging preparing program for getting better execution.

Operation Management:

In order to ensure the best out and efficiency for the organization, the importance of operational management is immense. Operation management is the department which leads and guides the supply chain management, MNC, product designing and quality control which is the fundamental key for ensuring hard labor and raw materials to transform into good and services for the market. SQUARE Pharmaceuticals operational management is always concentrated on conducting the production process smoothly in order to ensure the best outcome possible for the company.

Compensation & Performance Management:

Compensation Planning is one of the most unquestionable requirements of HR activities. The Compensation & Performance Management goes through extensive evaluation and job analysis in order to determine the salary. They also take aid of software in order to measure properly. The compensation management provides compensation benefit yearly as well as monthly based on the calculation. They also provide Insurance planning which two types, permanent and contractual. Based on the employees' job.

2.4 The detailed overview of recruitment and selection process:

Beginning from choosing and screening Cv's, determination strategy closes with joining of up-and-comers. Putting the right possibility for the right position is its primary adage. If right choice happens, the association has to undergo less non-appearance and revenue rate will drop gradually which effectively happened in SPL. ("Representative Selection Process")

2.4.1 Method of Recruitment:

Contingent upon needs, trick of business, new extension arrangement, SBU improvement plan,

Direness or undeniable need of labor supply, SQUARE Pharmaceuticals Limited has different procedures in the time of their enlistment period. The Gazipur Unit in Kaliakoir and The Pabna Unit in Shalgaria, these are the two industry Unit that SQUARE Pharmaceuticals alongside the corporate settle oversee close by. HR Management decides wither in which criteria they are going to hire based on the needs of the organization. It could be permanent, non- permanent, management, non-management, or simply skilled workers.

2.4.2 The significant Sources for with representative pursuit:

At the point when the enlistment interaction begins it get troublesome when the HR Management chooses to pull applicants from outer source. It is dependably more straightforward to get the equitable applicants in the event that they choose them from internal connections since they definitely know their all over skillsets as well as whom to place in which designation based on their capabilities and strength. After the HR Dept of SQUARE Pharmaceuticals get done this step expertly and the strategy begins with the need and necessity for any position. As indicated by the gig determination and depiction, promotion is made. The most significant and confided in hotspot for pulling potential competitors is SQUARE Pharmaceuticals Ltd. inward internet-based entryway. But the inward entryway they additionally gather CV's and posts promotions over a few web-based options. They are-

- Bdjobs.com & Chakri.com: There are certain pre-measures which referenced in the Bdjobs.com online entrance and as per those measures, the advertisement announcement are communicated. Based on their skillset the recruiters can collect CV's and then sort as per the qualifications needed for the certain vacancy. Sometimes Recruitment team also collects CV's from the CV Bank of these websites based on the qualifications needed for the vacancy.
- Newspaper Advertisement and online advertisement:
SQUARE Pharmaceuticals official job description notice accomplice is 'Prothom Alo'. This famous paper has the greatest effort to individuals of the state in this manner, it assists the association with coming to the competitors and draws in them over the

country. SQUARE also provides their job description advertisement via LinkedIn and certain groups dedicated to job hunting.

- **Work Fair:**

With work fair what SQUARE Pharmaceuticals Ltd. has the opportunity to meet the expected competitors also, gather their CVs. In particular Job fair is an extraordinary source to exhibit what SQUARE Pharmaceuticals Ltd. all things considered represents to give vital information and make satisfactory measure of interest among the future competitors.

- **Internal Referral:** As SQUARE Pharmaceuticals also collects potential CV from head-hunting, sometimes they do collect CV from internal referrals of the company employees. Because in some cases it saves cost in case of creating advertisement and job description.

2.4.3 Timeline of the Recruitment process:

Representative Requisition:

All of the Supervisors of different divisions will undoubtedly gather an extraordinary application on the off chance that there an opening for a job position. The quantity of skilled-individuals needed for the position, in which designation the new individuals will be allocated, the compensation package they will receive, from which time and for what responsibilities they will be employed; all of these will be mentioned in the application. The investigation of the system of work and implementation of significant changes and if required prior to making any further moves will be done by the Human Resource division.

Objective Evaluation:

Prior to approving the arrangement of enlistment of a labor force or a staff in a specific division, The HR division will securitize the need of the quantity of a labor force or a staff and will change any weaknesses assuming they view as any. They can expand, abatement, or decline the

solicitation of enlistment of labor force or staff. However, prior to taking any choice HR should make sense of to the high-level organization so the organization can investigate on the off chance that this enlistment is a impulsive choice or on the other hand assuming this choice was made through basic investigation. This interaction helps the association arrive at their objective.

Advertisement:

HR administration will include the job description based on the job position opened up for recruitment. Based on the job designation a summarized description of the job responsibilities, Salary plans, benefits, criteria for applying, qualifications needed for the job, and other information will be included. The advertisement will be published in LinkedIn, Newspaper, Job websites like Bdjobs.com and chakri.com. Suitable Candidates can apply through the online portal for their desired position/designation.

Beginning Screening:

The screening system is an unquestionable requirement to choose the best possibility for the following piece of the enlistment test. Recorded underneath models are firmly dissected to choose the best applicants. They will be evaluated by certain elements and they are

1. Educational Qualification Level
2. Previous Experience in similar field or others
3. Age
4. Area
5. Extra-Curricular Activities
6. Preparing for certain errands.

Written Exam:

The chose competitors are expected to sit for a composed test with the time duration of 60 minutes to an hour and a half. The higher the post, the more intricate the inquiries get. Normally the up-and-comers are given inquiries on genuine situation and contextual investigations to figure out their degree of abilities and understanding, their insight, their logical capacity and their capacity of decisive reasoning.

Viva voce:

The competitors who have chosen by attending the particular written test needs to confront the viva voce stage. The Viva board examines the grip of information on the candidates & attempts to grasp the degree of inclination, savvy, fast dynamic capacity and stress dealing with ability. The majority of the competitors are excluded for the enlistment interaction and the rare sorts of people who are chosen sit for one more Viva meeting with the HR board. Explicit characteristics are the applicants are again reviewed to break down on the off chance that they can adapt to the climate of the association or not. The competitors additionally attempt to arrive at on conditions about the compensation. The candidates who fulfill every one of the models are then employed for the post.

Last stage Approval:

After retrieving the name of the selected candidates who have/has been chosen by the HR makes a summary which contains data like name, present and permanent residence, instruction subtleties, individual data, subtleties of their position when they were recruited, how much compensation and so on. After making the summary of the information, the list will straight go to the supervisors and based on the enrollment process. And another copy of the summary is kept by the recruiters for further procedures.

Medical Procedure:

After announcing the final approval, the selected candidates have to go through medical test conducted by the SQUARE Hospitals and the test is completely free of charge. If the candidate fulfills all the criteria from the medical test, he/she will be called for receiving the appointment letter from the Headquarter of SQUARE Pharmaceuticals Ltd.

Joining and issuing appointment letter:

One the final stage of the recruitment, the candidates are requested to bring certain documents in order to conduct the final evaluation of the recruitment process. And they are-

- Academic Certificates photocopy
- NID/Birth Certificate Photocopy

- Job Clearance copy (Not applicable for Fresh candidates)

If the academic certificates or job clearance documents turn out to be fake, the joining will be postponed immediately. If all the documents turn out to be authentic then the HR professional will guide the candidate with the rules and regulations, code of conduct and responsibilities. Also, they have sign a 5 year commitment contract for the position. After all the procedures, the candidate will be issued with the Approval letter and he/she will be requested to join on their mentioned joining date.

This cycle is particularly material for competitors those who have applied for the designation of Management level. Non-Management designations, generally the interaction is comparable; however, information on their reasonable abilities are fundamentally investigated as their work is of administrative way. Both Management and Non-the board staffs need to go through a half year brief period prior to becoming Permanent worker. Provided that any Executive (Management) staff has earlier past abilities or experience or gives a remarkable exhibition during the impermanent months- their impermanent time span can be diminished to 90 days.

For Skilled employees or workers the probational period goes on for a considerable length of time as indicated by the set of principles.

2.5 Porters' 5 model Analysis:

Porters five model helps an organization to measure the market condition, threats and take precautions based on the situation. SQUARE Pharmaceuticals Market analysis is given below-

1. New participants' statement is low: A firm who wishes to enter the pharma market would have to contribute a lot of cash and get administrative endorsement from the Pharmaceuticals authority and it presents a critical boundary to this section. Getting to dispersion channel and client reliability to laid out brands' medication are functioning as danger for new contestants. Accordingly, the new contestant's alarming statement into the business is extraordinarily diminished.
2. Substitute item risk is high: Consumers who purchase meds from stores oftentimes trade starting with one brand then onto the next. There are various brands of single medication that can

be used as the alternative medicine. Client quickly trades brand when he can't track down a specific brand. Therefore, the substitute Item risk is very high.

3. Customers buying power is very low: In case of purchasing medicine the power of the buyers is very low. Because in case of illness and diseases the buyer will buy the medicine prescribed by the doctors. Therefore, there is very little choice in case of buying medicine. In most cases they would have to buy an alternative medicine to cure the disease. Which is the reason why the bargaining power of the buyers is very low.

4. The bargaining power of the suppliers is high: Now 99.5% of unrefined components of drugs are imported from China and India in Bangladesh. Bangladesh too has the choice of bringing in dynamic drug fixings from a European source. On the off chance that Bangladesh buys unrefined components from European supplier, the expense will be higher. High bartering force of provider is made by the centralization of the provider what's more, high exchanging cost. The providers dealing power will diminish soon on account of having API park which has business activity in MunshiGanj.

5. Exiting contenders' contention is high: There are 20 main pharmaceuticals companies which control most of the market in Bangladesh. A similar medication is sold under different brands by each business. To acquire the advantage on the market share all of the organizations are competing very strongly with each other in order to attain the first place in the market.

2.6 SWOT Analysis:

SWOT analysis means analyzing a company's strength, weakness, opportunities and threat in the industry. In order to survive well in the market, one needs to know about their company's strength, weakness, all the openings and opportunities and upcoming threats of the industry. The SWOT analysis of SQUARE Pharmaceuticals is given below:

Strengths:

1. Prominently experienced professionals- SQUARE pharmaceuticals have highly experienced employees in every department in order to conduct all the responsibilities and activities running.

2. Strong brand image/reputation- SQUARE Pharmaceuticals Ltd is one of the oldest organizations still strongly dominating in Bangladesh and its Pharmaceuticals industry. This has created strong brand image for SQUARE in the market.
3. Large customer base- It has a huge client base and to help that base it fostered the capacities to create various sorts of conventional meds.
4. Efficient and experienced Staff members- About 6000+ experienced and extremely skillful staffs are working for SQUARE Pharmaceuticals in order to keep their activities functional.
5. Creating Medicine Benchmark- As they have been creating and manufacturing quality medication, they have created the benchmark in the clinical business.
6. Dominant presence in the market- Due to the strong brand image and efficient workforce, SQUARE Pharmaceuticals has larger share in the pharmaceuticals market.
7. Solid Regulatory Team - The solid administrative group of the organization directs every one of the tasks of the organization.
8. Less Employee Mobility - The worker versatility is extremely low which shows solid organization culture.

Weakness;

1. Time-consuming Decision-making Process- Square pharma's recruitment & selection interaction is extensive. Its direction process is regulatory. In this way, the choice, which is made at a more significant level, which takes quite a while.
2. Lack of coordination in organizational work- Square pharmaceuticals is less coordinated in tasks remotely and inside. Because of an absence of assets and capacity, square pharma can't rival worldwide organization for new medication disclosure, research on a worldwide scale.
3. Wrong strategy for gathering assets and stock administration- Square Pharmaceuticals is not spending sufficient number of resources behind the researches and new inventions.
4. Low profitability and benefit development- Raw Material cost is continually increasing, but the profitability development isn't expanding at the same ratio. Therefore, the

productivity is remaining low. Greater unit cost and greater creation cost for buying unrefined components from explicit sources as it were.

Opportunities:

1. In-depth Government support- SQUARE Pharmaceuticals has intensive Government support for their strong brand image and big market share. In order to ensure development for the pharmaceuticals industry of Bangladesh, The Government is willing invest and provide support intensively for the betterment of the society.
2. On the way to become multinational company- SQUARE Pharmaceuticals is going to become an international player in the near future. This will bring immense changes in the pharmaceuticals industry as well as the exporting potential.
3. Supporting reinforcement from monetary foundations - as the business is in the development of its life cycle and the govt. gives support, the monetary foundations are being strong as well.
4. Other Earning Source - unfamiliar trade offices from a presumed unfamiliar bank can outfit its income
5. The Invention of New Products - the SQUARE PHARMA has solid innovative work division.

Threats:

1. The Devaluation of currency- as the square drug send out its items to the worldwide market, the cash downgrading may diminish the net revenue.
2. Creative Products Offered by Other Companies - there are expanding presenting of imaginative items in the business.
3. Lacking Power Supply - Bangladesh has a deficiency of force supply which is a significant obstruction to the development of the drug business.
4. Developing Competitors in the Pharmaceutical Industries - as the business is being upheld by the public authority and it's additionally having the positive climate for the development, the opposition is expanding continuously.

5. Cost Hike of Raw Materials (Inflation) - the cost of raw materials is expanding which will build the creation costs.

Chapter 3

3.1 Introduction:

3.1.1 Literature Review: Job Satisfaction is irrefutably considered as one of the significant contemplations in surveying the productivity and viability of any business associations. Actually, organizations these days under current the board viewpoint appropriately takes into thought the workers' very own necessities, needs and wants to be a generally excellent markers for accomplishing position fulfillment. (George JM, Jones GR, 2008) Individuals unquestionably have an inclination about various parts of their positions, like collaborators, pay, the idea of work and administrative level accordingly. Job satisfaction alludes to individuals' sentiments about the various parts of their work. (Scheers, Botha, 2014). Ensuring job satisfaction for all the individual employees is not only going to positively influence them, but it is also going to increase the motivation of the employees. The role of job Satisfaction towards Motivation can't be ignored. A large portion of the Motivation hypotheses, as a matter of fact have involved Job Satisfaction as preparation practically speaking. For instance, notable Maslow Hierarchy of Need as basic for the majority of Motivation hypotheses has involved Job Satisfaction as underpinning of hypothesis improvement. (Kian, Yusoff, Rajah, 2014) Job satisfaction among employees indicates good HRM practice in a company/ organization. Work fulfillment assumed a significant part to employees' turnover since it would lead employees surrendered when their job satisfaction is low. The outcomes show HRM practice an emphatically and essentially connected with job satisfaction. (Mudor, H. 2011). The research indicates that, the job satisfaction in

SQUARE Pharmaceuticals is on a neutral to good level and there are rooms for improvement in case of ensuring job satisfaction. Proper HRM practice ensures a good work environment, as well as positive outlook towards responsibilities from employees. Numerous researchers have expressed that human resource rehearses offer positive commitment agreeable to employees in different degrees of associations which increment the presentation of the workers.

3.1.2 Objective: The broad objective of this report is to understand the job satisfaction rate of the employees in SQUARE Pharmaceuticals Ltd. The main target of the report is to measure the job satisfaction rate among the employees and based on the result providing more recommendation for ensuring better job satisfaction by ensuring good quality HR Practices. Along with the board objective, there are some other objectives and they are-

1. Understanding the overall HRM practices of SQUARE Pharmaceuticals Ltd.
2. Understanding job satisfaction impact on business outcome of SQUARE Pharmaceuticals Ltd.
3. Understanding the efficiency of recent HR practices of SQUARE Pharmaceuticals Ltd.
4. Identify the challenges SQUARE Pharmaceuticals is facing in order to ensure job satisfaction and providing innovative suggestions for improvement.

3.1.3 Significance: This report is focused on the significance of ensuring job satisfaction in a work environment and how good quality HR practice ensures better job satisfaction. This report will help the future researchers to learn more about this topic and also students who wants to learn about this topic will find this very useful. It is also going to be useful for other companies in order to learn about the significance of job satisfaction and how it directly creates a positive impact on the business outcome. Therefore, it will help in the development of good HR practice among other organizations and play a positive role for the betterment of our society.

3.2 Methodology: In this report, the descriptive research technique was used, which is the most commonly used research technique. Both primary and secondary data was used in this study.

Primary Data: Offline survey was conducted among SQUARE Pharmaceuticals employees to collect feedback then used google doc to restore the feedback.

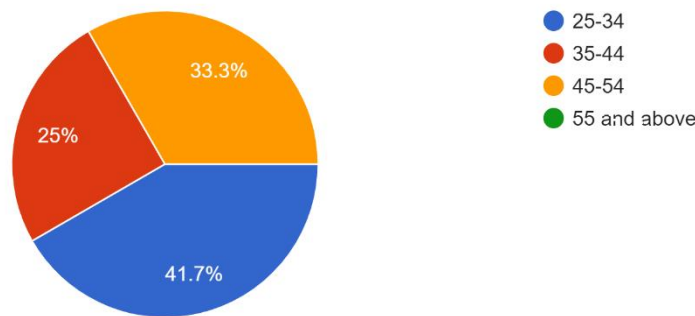
Secondary Data: In order to get relevant information on this topic I have collected secondary data from Square Pharmaceuticals official website, previous researches, news and online articles and used all of these insights in the report.

3.3 Findings and Analysis: I have conducted an offline survey in order to have better understanding on the job satisfaction in Square Pharmaceuticals among the Employees. I have conducted the Survey within 2 weeks. I had to gain permission for the survey, then I conducted the survey among Square Employees. There are 15 questions and 24 respondents.

Survey Result:

1. What is your age group?

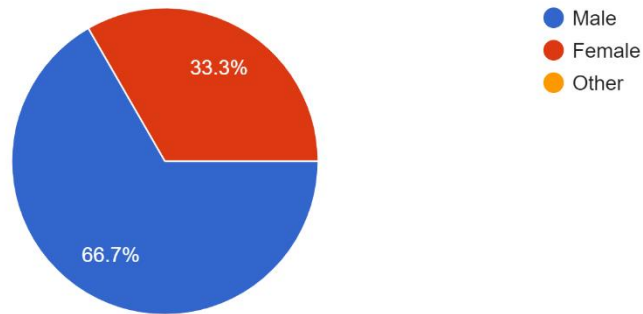
24 responses



Analysis: Among the respondents 41.7% of the respondents are among the 25-34 age group. Meanwhile, 25% of the respondents were in 35-44 group and 33.3% of the respondents were from 45-54 age group. Which indicates there is a proper balance in the age group in the work environment. Which is also a good indication for balanced power distribution in an organization.

2. What is your gender?

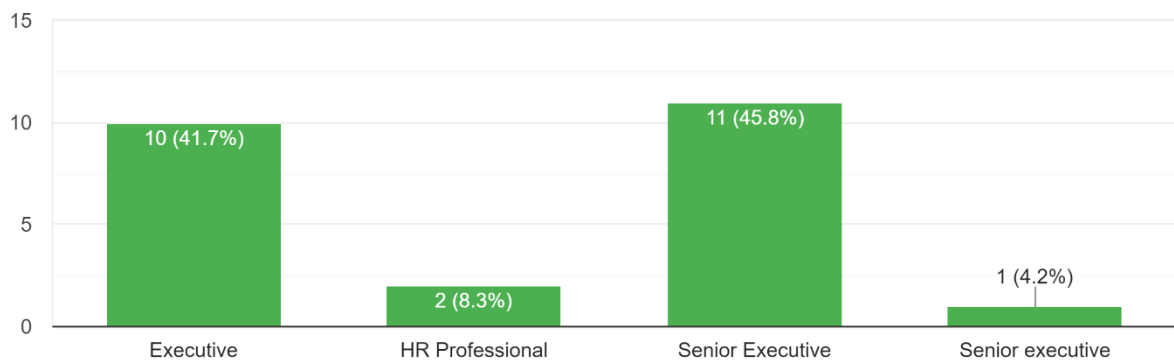
24 responses



Analysis: Among all the respondents, about 66.7% of the respondents were male and 33.3% were female in this survey. Although I tried to keep the male/female ratio equal but like most of the organizations the male ratio of the employees is higher than usual. A researcher will be able to figure out the differences in priorities in case of job satisfaction.

3. Occupation/position in your company

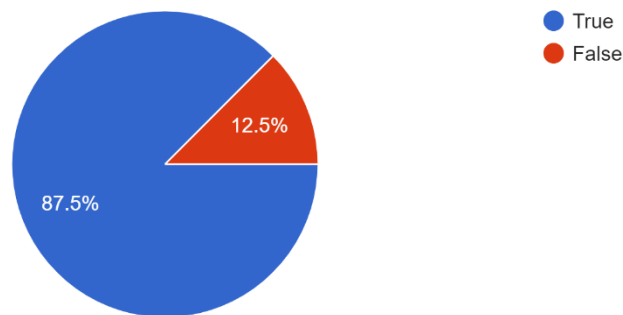
24 responses



Analysis: Among all the respondents, most of the respondents took part in the survey were Senior executive or executive. About 45.8% and 4.2% of the respondents were Senior Executives and about 41.7% of the respondents were Executives. Only about 8.3% of the respondents mentioned themselves as HR Professionals. A researcher can determine difference and priorities in case of job satisfaction based on their designation.

4. The HR administration of the organization is supportive of me.

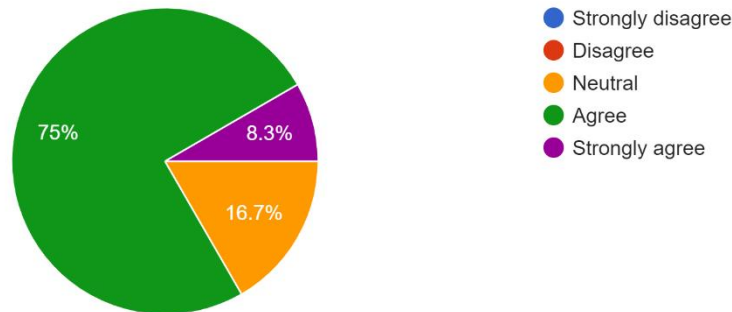
24 responses



Analysis: Among all the respondents, most of them responded on positive note in case of their HR administration. About 87.5% of the respondents agreed that the HR administration is supportive towards them. About 12.5% responded false which means in some employees' case the HR administration were not able ensure support in overall aspect. The higher positive response shows that SQUARE Pharmaceuticals is ensuring good quality HR Practices in their work environment.

5. The board rules of this organization given by HRM makes it easier for me to perform well.

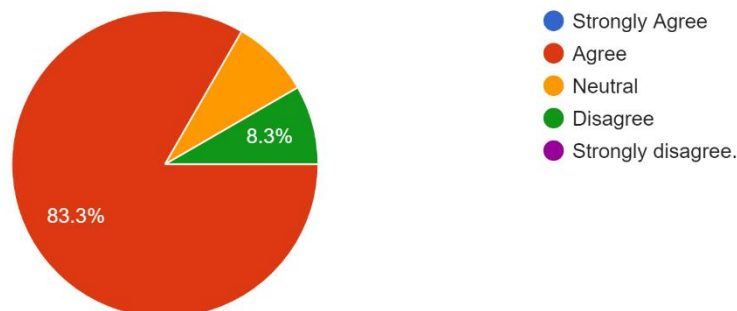
24 responses



Analysis: Among all the respondents about 75% of the respondents agree and 8.3% strongly agree with the board rules of the organization given by HR Managements. According to them the recent rules makes it easier for them to perform well. In the same situation, 16.7% of the respondent were neutral about this statement. Which can indicate as some of the respondents were not comfortable enough to share their honest opinions or they can simply feel neutral about their current board rules given by HR management. From this statement, we can see that most of the respondents responded in positive light which means all the rules given by the HR management is in favor of the employees.

6. My work is assessed in light of a fair arrangement of performance standards.

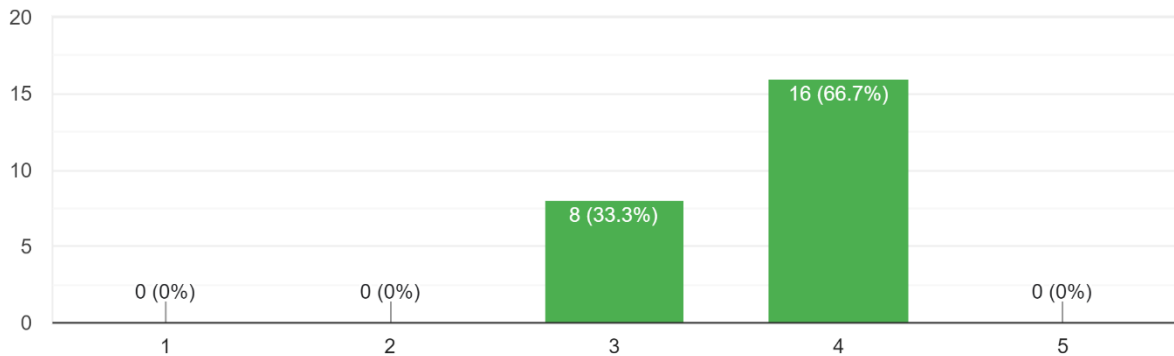
24 responses



Analysis: Among all the respondents, most of them responded in positive note in this statement. 83.3% of the responded agree with the statement that their work is fairly assessed based on the performance standards. 8.3% of the respondents were neutrals and also another 8.3% of the responded disagreed with the statement. Most of the employee feels that their work is evaluated fairly based on the performance standard. Which ensures the fact that SQUARE Pharmaceuticals is ensuring good quality HR practices. Therefore, the employees feel positively influenced to work hard for and fulfill their responsibilities properly.

7. How fulfilled are you with the feedback from your respective Supervisor?

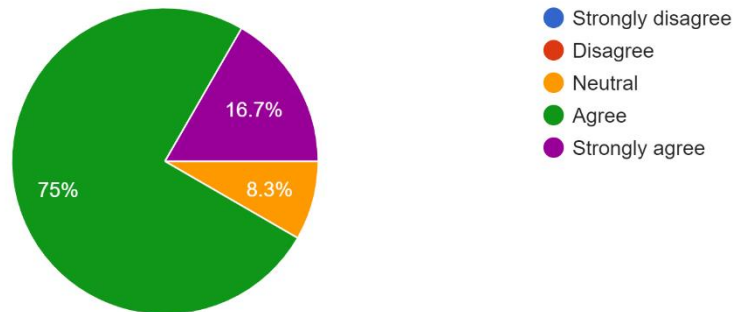
24 responses



Analysis: Among all the respondents, about 66.7% of the respondents have rated 4 out of 5 on the scale in case of the statement that they were fulfilled with the feedback received from their supervisor. And about 33.3% of the respondents have rated 3 out of 5 on this statement. Even though most of the respondents have given positive feedback on this statement, we can see that a good number of respondents were not totally satisfied with their constructive feedback from their respective Supervisor. A researcher can learn from the feedback here, that how much help and constructive criticism the employees are getting in order keep up with their responsibilities.

8. I am provided with all of the essential training to execute any job.

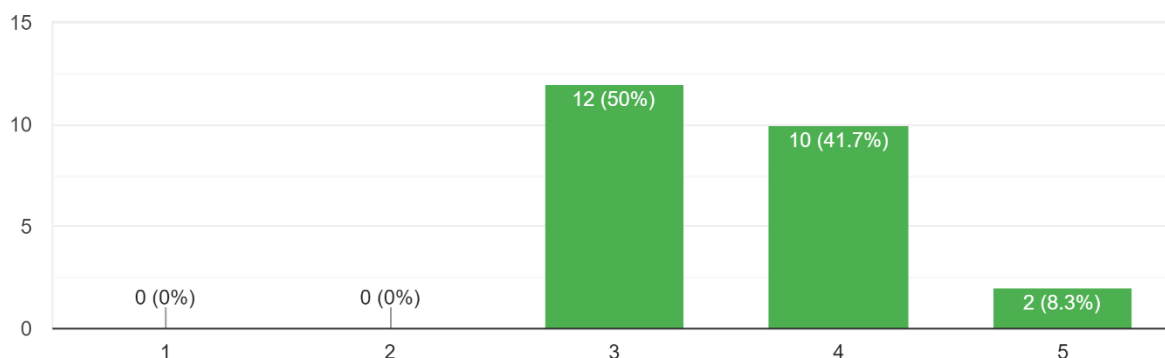
24 responses



Analysis: 75% of the respondents have agreed and 16.7% of the respondents have strongly agreed on this statement that they have been provided with all the essential training needed in order to execute a job. 8.3% of the respondents were neutral about this statement. From this statement record, we can see that SQUARE Pharmaceuticals is providing all the necessary training needed for the employees so that they can perform well and fulfill their responsibilities for the company. Which is a clear indication of good HR practice in an organization. Providing necessary training for the employees is a fundamental step in order to have the best outcome in the business. We can agree to the fact from this statement that, SQUARE Pharmaceuticals is maintaining proper HR practices by providing necessary aid needed for the employees.

9. I have adequate opportunity to further my professional development.

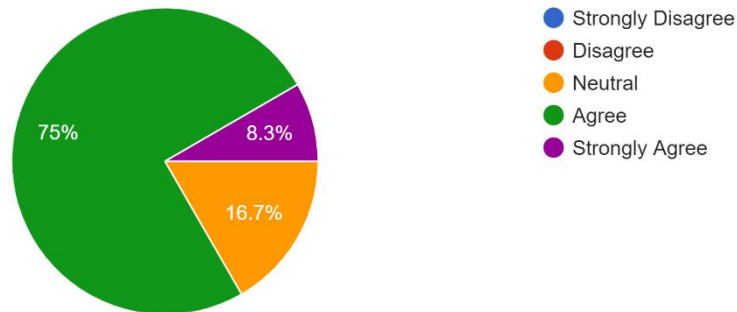
24 responses



Analysis: Among all the respondents 50% of the respondents have rated that their opportunity to further their professional development to 3 out of 5 which means they feel neutral about the statement. 41.7% of the respondents feel positive about their chance with excelling in their professional development and 8.3% of the respondents have strongly agreed to this statement. Most of the respondents have felt neutral on this statement and which means the opportunity to further their professional development is not adequate. Which means there are opportunities for improvements in this case.

10. The workload I'm asked to complete each week is appropriate.

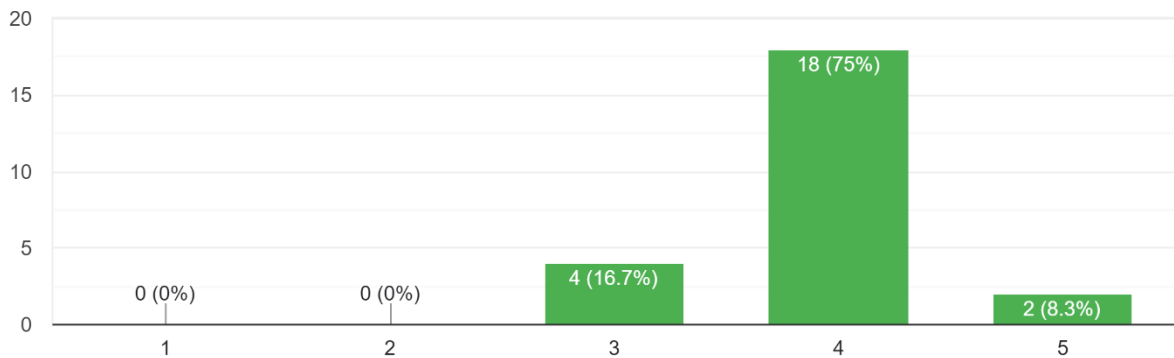
24 responses



Analysis: Among all the respondents, 75% of the respondents have agreed to the statement that the workload they are provided with is appropriate for them. 8.3% of the respondents strongly agreed with the statement. 16.7% of the respondents felt neutral about the statement. It is necessary for an organization to have balanced work load among the employees. Because if the workload becomes extensive for the employees it will create dissatisfaction among them. And extensive workload will hamper the performance of the employees too. Therefore, from this statement record we can see that, most of the respondents felt comfortable with their workload for each week, which is a sign for balanced work environment. And good HR practices are essential in order to ensure the work balance.

11. My colleagues and I work well together

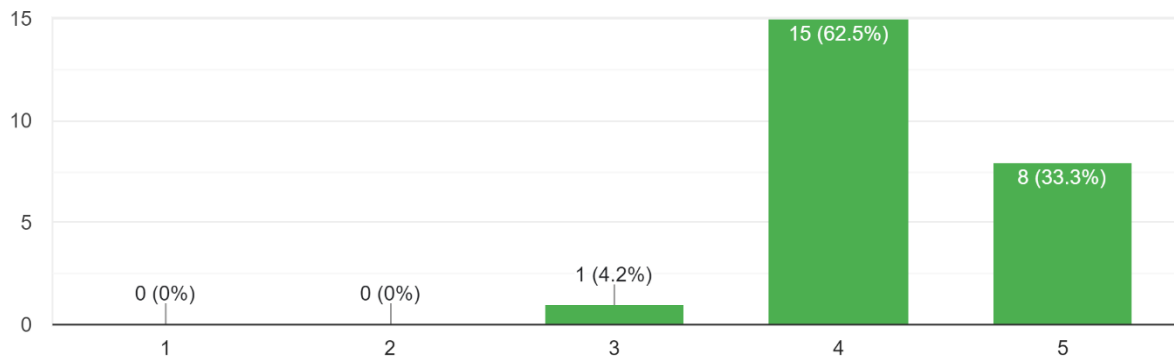
24 responses



Analysis: About 75% of the respondents have rated 4 out of 5 on the statement that they can work well with their colleagues. 8.3% of the people have rated 5 out of 5 on this statement, which means they are very comfortable working in a team. Only 16.7% of the respondents have rated 3 out of 5 on this statement. From this question, we can see that most of the employees are performing well with their colleagues and this is a good sign of productivity in an organization. When employees can work together with other colleagues well, it means they have good understanding together. Good understanding brings balance to the work environment and it is going to bring better outcomes in for the organization.

12. I believe I can easily communicate with individuals from all levels of the association

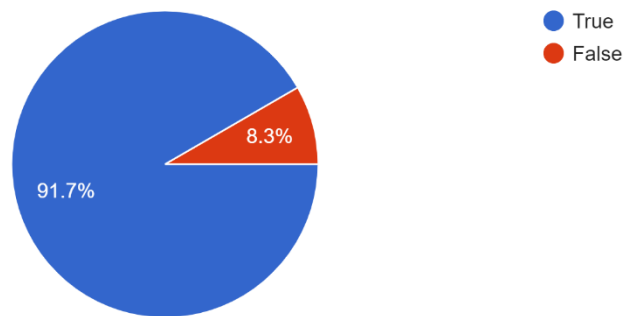
24 responses



Analysis: From this statement we can see that most of the respondents feel very comfortable in communicating with all levels of association. About 62.5% of the respondents rated 4 out of 5 and 33.3% of the respondents have rated 5 out of 5 in case of this statement. Only 4.2% of the respondents have rated 3 out of 5. Which is an indication of proper communicative work environment. Most of the employees feel comfortable in communicating with every individual in different situations.

13. I have acquired many new job skills in this designation

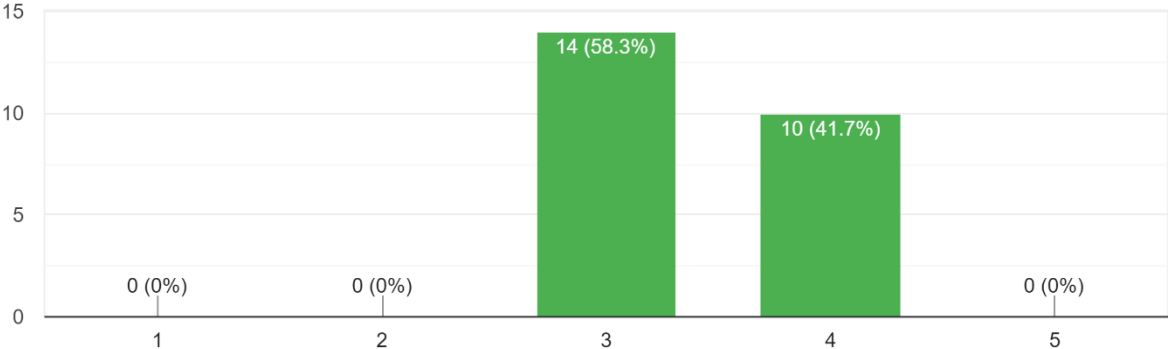
24 responses



Analysis: Most of the respondents which is about 91.7% of the respondents have agreed to the statement that, they have learned many new job skills in their respective designation. Only 8.3% of the respondents have disagreed in this statement. Which means most of the employees are got the chance to improve their skills by fulfilling their responsibilities.

14. How pleased are you with your prospects for promotion considering similar industry trend?

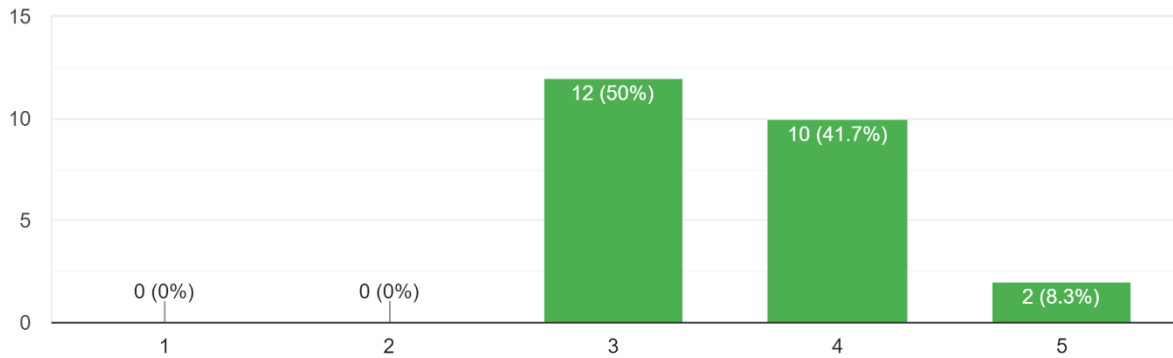
24 responses



Analysis: Among all the respondents, 58.3% of the respondents have rated 3 out of 5 about this statement. Most of them were neutral with their chances of getting promotion in their work field. About 41.7% of the respondents have rated 4 out of 5 on this statement. Form this statement we can see that most of the employees are on neutral stance with their opportunities of promotion. Which can be an indication of confusion among employees about their development opportunities as well as career improvement. Which may cause dissatisfaction among the employees and it can also lead to less productivity. It can also mean that the employees simply feel neutral about their chances with promotion because they are getting proper salary raise and advantages based on their serving years and experiences.

15. How satisfied are you with the current compensation plan of your designation in comparison with similar industry compensation package?

24 responses



Analysis: Among all the respondents, About, 50% of the respondents have rated 3 out of 5 on this statement. 41.7% have rated 4 out 5 and 8.3% have rated 5 out of 5 on how satisfied are they in case of the current compensation plan based on their destination. Which means most of the employees are neutral about their compensation plan designed for their current compensation plan with similar industry compensation package. A researcher can see the difference in the compensation plan choices among all the employees based on their preferences and can suggest recommendations.

3.4 Summary and Conclusion: This survey clearly depicts the fact that SQUARE Pharmaceuticals Ltd is ensuring job satisfaction among the employees by maintaining the good quality of HR practices. But in some certain areas they do have the opportunities to improve in order to ensure better job satisfaction and the best outcome for the company. SQUARE Pharmaceuticals Ltd has been operating since the 1958 and they have created a strong brand image by providing quality products and services. In order to do that a company needs intensively skilled and experienced employees. SQUARE Pharmaceuticals' one of the fundamental strength their experienced and skilled working staffs. For the future growth of the company, SQUARE needs to ensure job satisfaction for the employees on a different scale. From the survey we have learned that SQUARE has been providing all the necessary trainings and aid for fulfilling their responsibilities properly. The employees also perform well in teamwork which is the sign of proper working environment. Most of the employees have acquired new skills from their designation and their performance is fairly evaluated by the performance metrics. The work balance is present in the work environment. Therefore, the work pressure is also balanced and adequate.

Although there are some points where SQUARE Pharmaceuticals can develop their HR management in order to establish better job satisfaction and perform better in the pharmaceuticals market. In case of the compensation plan, most of the respondents felt neutral and it is an indication that some changes can be made. SQUARE Pharmaceuticals should also allow the employees to take part in operational areas like value chains etc. Because by giving the opportunity to work in operational depts employees can ensure more personal development as well as establish their chances for achieving promotion in their designation. Increase of salaries and also improvement designation structure will also be very helpful for ensuring better job satisfaction. Use of modern technology or software in case of operational work will also be very beneficial for the employees to ensure job satisfaction and improve the performance quality than before.

3.5 Recommendations- From the report outcome I have come up with some recommendations for SQUARE Pharmaceuticals which might be helpful for future development.

- **Ensuring flexibility-** Flexible work environment will help the employees to perform better. Some employees tend to perform well when they are given chance to work individually, some tend to work better in team performance. On the survey we have learned most of employee tends to perform well in the collective environment. But some employees may feel much more efficient if the work individually or in any other ways.
- **Reconstructed Designation-** By reconstructing the designations and responsibilities in a new a much constructive way will save lots of time in case of operational work and increase the productivity level. Good productivity will boost the motivation of the employees and ensure job satisfaction.
- **Engaging employees in Operational management-** Engaging employees directly with the operational management will not only help them to have proper understanding about their work but also allow themselves to excel their skills by working in direct operational fields like supply chain. This will also help the company to have better experienced employees. And good experience will help in better performance and ensure job satisfaction.
- **Recognize performance and reward and changed compensation plan-** In most of the cases employees feel they are not receiving salaries based on their expectations. Increased salary plan and providing reward based on the performance will increase the employees' motivation as well as the performance quality. By giving proper recognition, to their hard work a company can ensure job satisfaction among the employees.
- **Reduce Bureaucratic decision-making process-** One of the weak points of SQUARE Pharmaceuticals is the decision-making process. Bureaucratic decision making is the reason behind time consuming decision making on every steps. As SQUARE Pharmaceuticals is a well-known and reputed big company, the decision-making procedure is also complex and lengthy. In order to cope up with the world and improve the decision-making process for better performance and job satisfaction, getting rid of micro management and waiting for the approval of all the higher authorities. Instead, the reconstruction of designation and distribution of power effectively for decision-making

will make works easier. It will save time, energy and increase the performance level. Which will eventually lead to job satisfaction.

- **Introduction of efficient software for operational work-** Square Pharmaceuticals can invest in developing much efficient software for the operational work for the employees. The existing software is serving the job but a newer and faster software can make the work much easier and save lots of time for the employees. Therefore, employees can provide better performance and ensure job satisfaction by making the work-process less complicated.

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Appendix:

1. What is your age group?

- 25-34 years
- 35-44 years
- 45-54 years
- 55 years and above

2. What is your Gender?

- Female
- Male
- Other

3. Occupation/position in your company.

.....

4. The HR administration of the organization is supportive of me.

- True
- False

5. The board rules of this organization given by HRM makes it easier for me to perform well.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. My work is assessed in light of a fair arrangement of performance standards.

- **Strongly Agree**
- **Agree**
- **Neutral**
- **Disagree**
- **Strongly Disagree**

7. How fulfilled are you with the feedback from your respective Supervisor?

1....2.....3.....4.....5

8. I am provided with all of the essential training to execute any job.

- **Strongly Agree**
- **Agree**
- **Neutral**
- **Disagree**
- **Strongly Disagree**

9. I have adequate opportunity to further my professional development.

1....2.....3.....4.....5

10. The workload I'm asked to complete each week is appropriate.

- **Strongly Agree**
- **Agree**
- **Neutral**
- **Disagree**
- **Strongly Disagree**

11. My colleagues and I work well together

1.....2.....3.....4.....5.

12. I believe I can easily communicate with individuals from all levels of the association

1.....2.....3.....4.....5.

13. I have acquired many new job skills in this designation

- True
- False

14. How pleased are you with your prospects for promotion considering similar industry trend?

1.....2.....3.....4.....5.

15. How satisfied are you with the current compensation plan of your designation in comparison with similar industry compensation package?

1.....2.....3.....4.....5.