

Internship Report

On

“Impact of MPO Training and Their Experiences about the Induction Training: An Assessment on Square Pharmaceuticals limited.”

By

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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

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Declaration

The following declaration is made:

- I/we have submitted an internship report while pursuing a degree at BRAC University, which is my/our unique work.
- Nothing is included in this report which contains any material submitted or accepted for a different degree or diploma at a university or any other institution.
- This report does not incorporate any formerly published or written content by a third party unless it is properly credited with complete and exact referencing.
- I/we have acknowledged all major derivation of assistance.

Student's Full Name & Signature:

Nishat Tabassum Neha

Student ID: 18304030

Supervisor's Full Name & Signature:

Ms. Tanzin Khan

Lecturer, BRAC Business School BRAC
University.

Letter of Transmittal

Ms. Tanzin Khan
Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on “Impact of MPO Training and Their Experiences about the Induction Training: An Assessment on Square Pharmaceuticals limited”.

Dear Mam,

With due respect I am, an undergraduate student of BRAC Business School, glad to submit this internship report which is a part of my bachelor’s degree from BRAC University while working at Square Pharmaceuticals Ltd.

This internship program has given me an opportunity to analyze real-life work very closely and interpret the difference between the theoretical study and real-life work. Though I am on the learning curve, this report and my internship have enabled me to acquire insights into the core fact of the MPO recruitment and selection process. Continuing an internship and writing a report simultaneously is a bit challenging and this report was written under pressure. So, I hope and humbly request you to consider all discrepancies that may contain this report.

Lastly, Thanks to all for your support, help, and guidance. Without any of their inspiration, this report would have been an incomplete one. Meanwhile, contact me for any queries.

Sincerely Yours

Nishat Tabassum Neha
ID: 18304030
BRAC Business School
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Non-Disclosure Agreement

This agreement is made and entered into by and between Square Pharmaceuticals Ltd and the undersigned student at BRAC University named Nishat Tabassum Neha for the responsibility to prevention of information disclosure of the firm's classified data.

Nishat Tabassum Neha

Student ID: 18304030

BRAC Business School

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Acknowledgement

This report has been undertaken as a part of my recruitment for a bachelor's degree in BUS400 at BRAC University.

I would like to express my gratitude and give a vote of Thanks to all people who have made this report successful. Firstly, I am thankful to my academic supervisor Tanzin Khan mam, for guiding me throughout the whole process and helping me to be on track. Because of his proper instruction, I was able to complete this full report without any hassles.

Finally, the acknowledgment goes to my on-site supervisor Mr. Khalid Abdullah for helping me to extract information and giving advice for the development of my internship report. Furthermore, I am also thankful to Salim Solaiman sir Adjunct faculty of BRAC Business School who has supported me unconditionally in this course of this journey.

Thank you.

Sincerely Yours

Nishat Tabassum Neha

ID:18304030

Executive Summary

This internship report deliberates about the impact of MPO Induction training and their experiences about it which is segmented into three chapters.

The first chapter is primarily focused on the internship specifics covering my experience, outcomes, and obstacles faced during this period along with advice. The next chapter provides a thorough review of Square as a whole, considering its operations, financial practices, human resources policies, marketing strategies, and executions. Lastly, the third and most important part contains my research topic which is “Impact of MPO Training and Their Experiences about the Induction Training: An Assessment on Square Pharmaceuticals limited.” It discusses about the impact of the training in MPO’s work field, their personal behavior and lifestyle. Moreover, it also explains the overall experience and satisfaction of MPO’s about the Induction training. A required survey was done on 167 MPO which shows a positive response towards it.

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Chapter 1: Overview of Internship

1.1 Student's information

Name: Nishat Tabassum Neha

ID: 18304030

Focus (major & minor): Human Resource Management (HRM) & Finance.

From: BRAC Business School, BRAC University.

1.2 Internship Information

1.2.1 Internship site

Period: 11/09/2022 to 11/12/2022.

Company Name: Square Pharmaceuticals Ltd.

Department/ Division: Human Resource Department.

Address: SQUARE Centre 48, Mohakhali C/A Dhaka 1212, Bangladesh

1.2.2 Internship Company Supervisor's details

Name: Khalid Abdullah

Position: Senior Executive.

I have been under his supervision during this 3 month. In this Human Resource department, he is a part of Development and Training. In addition to that, I have also assisted Mrs. Anjuman Arahand Mrs. Lora Saha Executive of the MPO team. This part of Human Resource department is mainly assigned for the training and development of MPOs. As a senior supervisor his main responsibility is to train and develop the skills of the MPOs so that perform well in the market and achieve the target of the company. It is a huge responsibility because every year there are several numbers of MPO batches come for induction training which has 4 phases (Grooming and self-presentation, Human Body System, Product Management and basic pharmaceuticals knowledge and Sales operation and Selling skill) and he with his whole team have to supervise them properly and perfectly. I consider myself lucky to gather some of the experiences by working in their team for 3 months.

1.2.3 Job Scope

Status: Square Pharmaceuticals Ltd recruited me as an Intern and I was appointed in the Development and Training (Sales Forces) sector of the Human Resource department.

Responsibilities: My main duty as an intern for the MPO Development & Training team was to support them from the beginning of MPO development and training until the completion of their induction training. I was also required to support them on a daily basis. This has allowed me to thoroughly monitor the entire process and how things operate for the entire time. I was primarily responsible for reviewing their scripts (the training script and the MPO selection script), producing results, building an assigned database in Excel, and phoning applicants to inform or verify all facts and revisions.

First, I checked scripts. I looked at two types of scripts: the scripts for ordinary induction training and the scripts for walk-in interviews, which included two parts: IQ and math and English with biology. I monitored both situations gradually and created the outcome sheets. When they are used to recruit MPOs, having personal information is crucial. I used to construct, reform, recheck, and assemble database (Excel Files)/documents as required during recruiting and selection, before joining, or even in case of transfer, which was also a part of my normal work.

Additionally, I had a crucial role in compiling files, organizing them, recording their information, and looking through MPO Field Training invoices. In addition to this, I have called people to confirm data or to tell them of anything, to check their eligibility (checking SSC, HSC, and Bachelor certificates from the online result site), and to regularly update the database.

In the end, I also make a contribution by creating their Google form and manual Training Evaluation Form. By this point, I had learned about the entire procedure, including how trainees are evaluated using a set of criteria, how their performance is tracked, how it is summed up, and how it is reported to the appropriate party.

1.3 Internship Outcomes

1.3.1 Contribution to the company

I actively aided the MPO Development and Training team, where my efforts and assistance significantly decreased some of their workloads and accelerated their work progress. I basically helped them with script checking, result generation, invigilating, file compilation, and so on. As a result, my staff has completed their regular tasks with ease.

Particularly in October, I reviewed 2 sets of 250 scripts and updated their findings and data during their walk-in interview, which undoubtedly reduced their workload and time-consuming task. Additionally, phoning folks and providing updates has aided them in moving on to the subsequent phases. In addition, I updated a database of 148 chosen applicants, enabling them to go to the next round.

I've overseen, checked the script, created the training evaluation form, and extracted the results from it to contribute to three walk-in interviews, the training assessment, and the overall induction training.

Every time I've collected personnel files or produced data, it took a tremendous amount of physical labor, thus this would significantly lighten the load.

Finally, I created their training evolution, which included roughly 60 faculties depending on various criteria, and gathered them into a single Google form on a regular basis. It will now undoubtedly spare them the trouble of wasting a large number of paper and time while gathering findings. I also participated by creating an interview schedule, CV summary, and preparing an excel file of other teams. To summarize, my academic expertise and contribution have aided my supervisors and, on occasion, other teams in a variety of ways, allowing them to focus on other great tasks.

1.3.2 Benefits to the students

It was the first firsthand lesson I had learned from actually working here. Additionally, it offers the opportunity for us to apply our academic knowledge and comprehension in the real world.

Consider developing and train new employees. In addition, their processes, job orders, and technicalities are available for understanding. Additionally, I've had the opportunity to collaborate with different teams, which often broadens our professional experience and enables us to pick up new skills.

Aside from this, there was a special mechanism that allowed me to meet in-depth with every team to comprehend and gain a sense of the overall HR procedures and functions as presented by each team leader. In a word, this internship has given me the ability to quickly comprehend HR procedures and duties.

1.3.3 Problems/Difficulties during the internship period

The following are some challenges I faced throughout my internship.

1. At first, working nine hours a day—which takes up a significant portion of a day—was really difficult. Even though I could get used to it, it was stressful to write my internship report in the middle of it all.
2. It involves a lot of tedious manual labor that is difficult to keep track of and check everything.
3. Constantly lengthy and rigid work hours might occasionally function as a demotivator.

1.3.4. Recommendation

1. To start, they should automate as much of the manual labor as they can, especially when it comes to filing systems or documents. Additionally, they may teach interns how to use software rather than perform arduous manual tasks, which take a lot of energy and time.
2. Paper waste is an important issue I've seen here that needs to be addressed. Employees should also receive training in this area. They should prefer data bases over printing pointless paperwork.
3. The timeframe of the organization should be flexible; 8 hours are preferred.
4. Interns should have the chance to work directly with HR-related software like HRIS, SAP, etc.

Chapter 2: Organization Part

2.1 Introduction

2.1.1 About Square

Square Pharmaceuticals Ltd., a notable member of the Square Group, was founded in 1958 and has since demonstrated its worth and established itself as a leader in the industry. It has established itself as a global player in addition to our nation, and since 1985, it has consistently held the top spot. Human medicine, Agroveter, and crop care are the three primary divisions of Square Pharmaceuticals that are under their direction.

It became public and enrolled itself in the share market in 1991, and according to the 2018-2019 annual report, it covers 16.95% of the market share with a 10.85% growth rate. Square Pharmaceuticals Ltd. is already selling to 43 countries and will shortly begin operations in Kenya.

2.1.2 Mission

Square Pharmaceutical's mission statement reads, "Square Pharmaceutical's objective is to manufacture and supply excellent and innovative healthcare relief for people while maintaining a strict ethical standard in company operation."

2.1.3 Vision

According to SPL, "Business is seen as a means to the material and social wellness of the investors, employees, and society at large, contributing to the accumulation of riches through financial and moral advantages as a part of the human civilization process."

2.1.4 Objective

"The mission expressed in our vision is what SPL intends to achieve by conducting open, market-based company operations within the confines of the law."

2.1.5 Corporate Focus

"SPL's vision, goal, and aim are to stress on the quality of the product, process, and services leading to the growth of the firm imbued with strong governance standards," according to the company's website."

2.1.6 Business Slogan

"SPL always Upholds the dictum: "Dedicated to advanced technology."

2.2 Company Overview

2.2.1 Business Development and History

The pharmaceutical sector has historically played a significant role in the economy of our nation and is renowned for its self-sufficiency. The pharmaceutical industry in Bangladesh is among the most cutting-edge sectors. Companies produce cancer medications, insulin, and hormones. This industry provides nearly all of the local market's medical needs. Additionally, the pharmaceutical industry exports its goods to other continents, namely Europe.

There are 284 legally registered functioning pharmaceutical enterprises, although only 213 are currently operational. The top ten local businesses control over 70% of the total market share (*Bangladesh association of pharmaceutical industries, 2021*). Square Pharmaceutical Limited has been at the top of the list since 1985. According to business forecasts, Square Pharmaceutical Limited would control seventeen percent of the worldwide market by 2021. (2021, *The Financial Express*)

After meeting domestic demand, SPL is now exporting its healthcare goods to 44 nations, including the UK, Malaysia, Hong Kong, and Singapore (SPL Annual report, 2021-2022). Kenyan-based Square Pharmaceuticals Kenya EPZ Ltd. is SPL's first manufacturing unit outside of the nation to boldly establish itself as a worldwide corporation and become the first pharmaceutical business in Bangladesh to operate their manufacturing internationally. Due to the enormous scale of their productions, they also have a high labor requirement. This figure comprises workers in both executive and non-executive capacities (SPL Annual report, 2022). The management team at SPL consistently upholds the company's ideals in accordance with its founder's maxim, "A happy employee is a good employee."

Samson H Chowdhury and three of his friends founded this pharmaceutical firm as a private corporation in 1958. SPL began selling medication throughout the world in 1987, and in 1991, SPL became a public company and was listed on the Dhaka Stock Exchange and the Chittagong Stock Exchange. Export Award winner who afterwards served as a global supplier for UNICEF (2002).

In addition, they received the USFDA Award in 2012, the Banker's Forum Award for ethical business in 2006, UK MHRA permission for the Dhaka unit in 2007, and Australia approval for therapeutic goods in Dhaka unit in 2012. (2015). Additionally, they began accumulating many awards every year between 2016 and 2019, including the National Export Trophy, the ICMAB Best Corporate Award, and the HSBC Export Excellent Award. Last but not least, they received the President's Award for Industrial Development in 2019 as a successful firm in the large-scale industrial category.

According to the 2020-2021 annual report, their net profit is 14.74 billion, with sales of 58.35 billion, of which BDT 1.5 billion came from export sales.

Tapan Chowdhury is the current CEO of this firm, and 28000 individuals work around the country on the 859 goods mentioned (Panthu, 2021).

2.2.2 Square Sister Concerns:



2.2.3 Departments

1. General Service Department (GSD)
2. Human Resources Department
3. Accounts & Finance Department
4. Distribution Department
5. Engineering Department
6. Information Technology (IT) Department
7. Internal Audit
8. International Marketing Department (IMD)
9. Market Research & Planning Cell
10. Material Management and inventory control
11. Medical Services Department (MSD)
12. Product Development & Validation
13. Product Management Department (PMD)
14. Production Department
15. Production Planning
16. Quality Assurance Department
17. Quality Control Department
18. Quality Management & Audit Export Markets and products
19. Sales Department
20. Project Management Department
21. Technical Service Department (TSD)
22. Share & Corporate Affairs
23. Supply Chain Management

2.2.4 Market & Products for Export

Square Pharmaceutical Ltd. has 859 goods listed by (Panthu, 2021); 637 of those are pharmaceutical products, which is a sizable quantity. Apart from these, 134, 36, 30, 14, and 8 goods, respectively, are covered by Agrovot, pesticides, herbal, pellet, and basic chemicals.

At the moment, they export to 43 nations throughout the world, including those in North America, Europe, Central and South America, Africa, Asia, and Oceania. The USA, the UK, Afghanistan, Hong Kong, Malaysia, the Philippines, Singapore, Kenya, Uganda, Nigeria, and many more are among the top exporting nations among them.

2.2.5 Training in SPL

Currently, SPL stands for reliance. This reputation is built on resourceful labor, modern technology, and most importantly, commitment. The success of the tale was due to devotion to both the program and to mankind. SPL takes the lead with its serious commitment to improving community health. LPL is committed to both manufacturing and a better standard, wider range of products. Additionally, improved quality cannot be guaranteed unless the production-related staff is adequately trained.

The HRD at SQUARE works nonstop to ensure that its members get ongoing training, personal growth, and wellbeing. Employee training is a continuous activity that is conducted by both internal organizations and outside ones. A highly scientific participative Performance Management System (PMS) is used to analyze employee needs and evaluate them once each quarter of the year for ongoing monitoring and growth. SQUARE has a variety of employee relations initiatives in addition to conventional HR development programs (ERP)

Between the supervisor and the employee, good training reduces irritation and boredom. It aids to bettering interpersonal relationships and boosting morale. The development in abilities boosts output while lowering turnover. Organizations encourage employee loyalty to the firm through training. Therefore, unless the good or service is unique in its kind, we are searching for a competitive advantage over the main rivals. And one of the best methods for developing a specialty is via training.

2.2.6 Types of Training Programs of SPL

Executive and Managerial Trainings

Non-Executive Trainings

Field Forces Trainings

- Induction training (MPO, SPO, SDO)
- Foundation training for first line supervisors
- Leadership development training for first- and second-line supervisors
- Refresher course

Induction Training: It specially required for all entry level field forces like MPO (Medical Promotion Officer); SPO (Sales Promotion Officer) and SDO (Sales Development Officer). It is a sort of orientation for the employees. The Human Resources Department is in charge of organizing and scheduling this training (HRD). The main goal of the training is to provide the new employee with an overview of factory operations, activities of various departments, interactions with other departments, and basic regulations and norms that are followed at the manufacturing site.

Foundation Training: Foundation training is needed for the TM (Territory Manager) because they need to make themselves prepare to monitor and guide some groups of people. Basically, some of the MPO's can be promoted as TM after fulfilling some of the criterias to get the promotion.

Leadership Training: Leadership training is designed for RSM (Regional Sales Manager). At this point, an employees need to have a proper leadership skill to lead the whole region by his own. Each region has 5-6 sectors, and all the sectors have one TM including a number MPO's. So, it is mandatory for them to develop their leadership skills through this training.

Refresher Course: This course is specially designed for brushing up their knowledge about the products and related studies to keep them aware about their own position in the market. Every month all the MPO's need to attend this course. This course has two parts one of them is pretest and another one is final test. These exams help the leaders to evaluate them properly.

2.2.7 Purpose of Training

Why is training required?

Everyone wants improved performance and higher efficiency in today's market since such things earn them a bigger share of the money. But almost everyone is finding it harder and harder to accomplish this. Perhaps there are more competitors overall.

Perhaps increased pricing pressure is influencing consumers' purchase decisions. It's possible that the market or the technology are aged. Therefore, unless the good or service is unique in its category, we are searching for a competitive edge and advantage over the main competitors. And one of the best methods for developing a speciality is via training.

Additionally, training enables ambitious workers to advance in their own professions. Better products, on the other hand, result in higher client satisfaction, recurrent business, and significant sales. These two factors are closely associated when we build the potential of our personnel. Training is a leadership action that gets people ready for their own possibilities in the future.

Lastly, Training is highly important for field force employees. It helps them to groom themselves, educate them about the products which they are going to promote in the market and in front of the doctors. Through this training they develop their personal and professional behavioral pattern, presentation skills, organizational culture and values.

Square Pharmaceuticals Ltd. has a dedicated wing under the Human Resources Department, led by a manager, for the correct and efficient training of its personnel. Human Resources Development and Training Wing is the name of this wing. The employees of SPL are its first priority in terms of training and development. This wing oversees organizing all other training, including internal, external, and

international trainings, and conducting certain training directly (such as the training of SPLs' field units).

2.2.8 The Training Cycle in SPL

A comprehensive, methodical strategy over a lengthy period of time is necessary to develop a successful T&D program. Any business that wants to be regarded as a successful provider of T&D must carry out training efforts using a structured procedure. The parent firm of the SQUARE conglomerate, SQUARE Pharmaceuticals Ltd., is not an exception.

Training and development initiatives often follow the business strategy and plan of the organization as well as the HR rules and procedures. A training plan is created, followed by a requirements analysis, program design (if done by the firm), program delivery, monitoring, and evaluation at various levels and circumstances.

One widely acknowledged approach for successful training and development is made up of seven processes that represent the ADDIE (analysis, design, development, implementation, and evaluation) system and is based on the principles of instructional system design (ISD).

The system's seven main steps are as follows:

1. Creating and identifying training needs assessments
2. Ensuring learner motivation for the training
3. Establishing a learning environment that is supportive of training objectives
4. Ensuring training transfer
5. Creating an evaluation strategy for measuring training effectiveness and efficiency
6. Deciding on and carrying out the sort of training
7. Initiatives for monitoring and improvement

Training Needs Assessment / Analysis:

An increasing number of consulting firms and people focus on assisting customers in determining their training needs. Knowing if someone actually needs training and, if so, what the training should accomplish before beginning makes sense. Determining what training is needed is therefore generally the first step in the training process.

The TNA methods used by Square Pharmaceuticals Ltd. are unique. SPL determines its training requirements as a first stage. The Human Resource Department must identify who needs what training on an individual as well as a group level since training is seen as a crucial investment that affects organizational growth. In addition to wasting money and time for work processes, sending personnel to pointless external trainings, or holding pointless internal trainings loses resources. Employee unhappiness and a decline in the working environment result from this.

Understanding the exact abilities and knowledge needed for various jobs and responsibilities is the TNA's second phase. The job description forms might be useful here. This stage also stresses the training environment (on/off the work, indoors/outdoors, etc.) and potential errors that might diverge

from the program's intended goals. This is done at SPL by both the T&D executives and the recruitment staff to ensure that the job's nature and the program are compatible.

Finally, learners who require the instruction are identified by TNA forms that detail their current skill sets, areas that need improvement and how much improvement is needed. Who will participate in what training is decided at the very end. Also, when, this often happens in the first quarter of the year, so that the necessary budgets and trainings are organized and decided upon (internally or externally) for the entire year.

The way training programs are set up at SQUARE gives workers the chance to put what they learn to use right away, whether that means implementing new work practices or modifying organizational/departmental strategy. An illustration would be the training that many managers and staff received for the SAP-ERP both before and after it was implemented in the organization.

SPL may determine who will require what training in the future and where to put more money by evaluating the training. Successful job performers compare their methods to those of failed work performers. Additionally, it enables the business to evaluate productivity and earnings before and after training in a planned and analytical manner.

Ensuring learner motivation for the training:

This phase is making sure the staff members have the drive and minimal proficiency required to grasp the training material. Demotivated learners produce lost investments and unfavorable training reviews. It's imperative to organically and extrinsically motivate qualified individuals to complete the training. The advantages of the training are promoted to the employees by both HR staff and managers. Additionally, they guarantee that the employees who are most pertinent to the training topic are supported. In this regard, surveys, aptitude tests, and questionnaires are helpful. This is highlighted heavily in the training process at SPL since the majority of workers try to come up with reasons not to participate in internal trainings out of fear of being bored.

Establishing a learning environment that is supportive of training objectives:

For company-sponsored trainings, it is crucial to have a training space or center. Finding institutions with a decent to great training atmosphere, resources, and location is preferable even if an external training institute provides trainings.

According to the ASTD Training and Development Handbook, the following factors should be examined while evaluating a training room:

- Noise: Potential for disruptions from the outside or from nearby rooms
- Colors: the room's color should be suitable and nice (like blue, orange, yellow, etc.)
- Room layout: square-shaped rooms are better for hearing and sight than other shapes.
- Lighting: the primary source should be fluorescent, with incandescent lights dispersed correctly as a backup.
- Wall and floor coverings: solid, single colors are less distracting (10 feet high is preferable)

The two training rooms in the corporate headquarters of the firm are significantly different from one another. The main area contains about 80 chairs, while the smaller one has 20, making it incredibly crowded. For management training sessions that solely involve lectures with PowerPoint slides, the smaller space works well. The Dhaka and Pabna Unit offices, on the other hand, feature sizable training rooms that can accommodate about 200 people, as well as proper lighting and air conditioning.

It is ideal to establish a learning atmosphere that is as orderly and inviting as you can make it, much like in a classroom.

The grounds for the belief are highlighted by the following points:

- Teachers with "constructivist" beliefs about teaching are more likely to report good classroom disciplinary climate in many countries, but those who emphasize the "direct transmission" of knowledge in instruction are more likely to teach classes with poorer disciplinary climate.
- Research has shown that classroom disciplinary climate is associated with student performance and that self-efficacy is an important measure of productivity and effectiveness. Strong believers in either of these sorts of ideas are more likely to be teachers who express high self-efficacy.
- In many nations, a positive classroom environment and teachers' self-efficacy are both correlated with structured teaching techniques and student-oriented teaching practices. Other practices found in the survey had a lower likelihood of being this.
- When a teacher's performance is evaluated publicly and is connected to new practices, self-efficacy is sometimes correlated with that evaluation.
- More professional development is frequently linked to higher teacher efficacy, but not typically to classrooms that are more organized.

The HRD at SQUARE maintains a list of its internal instructors or faculty members who have at least some expertise in different subjects. There are also departmental managers that are senior and have much of experience who are subject matter experts. Power Point presentations, articles from journals and newspapers, manuals, and other pertinent resources are stored to support the SMEs and also to provide the acting faculties additional information.

Ensuring training transfer:

The successful and ongoing use of newly acquired competencies in one's workplace or during regular business hours is referred to as transfer of training. This is crucial—possibly the most crucial—as it validates the whole training expense. Not only are the employees demoralized by a failure to use their training in the workplace, but the management and HR staff in charge of the program are as well.

Transferring training takes a methodical, planned strategy, just like any other process or action. *T.T. Baldwin and J.K.* proposed one such method in their model in *Personnel of Ford Psychology* (1988). This model takes into account a variety of elements, including learner characteristics, training design, and work environment that promote retention of information and generalization of education to employment. The drive of the trainees to acquire and use new information as well as their capacity

to translate their fervor into action are among their features. A learning environment and theories of transfer are included in training design. The working environment comprises elements such as technology, peer support, and managers' assistance that affect the transmission of training assistance, a transfer-friendly environment, and a chance to put newly gained skills to work.

The way training programs are set up at SQUARE gives workers the chance to put what they learn to use right away, whether that means implementing new work practices or modifying organizational/departmental strategy. The fact that SPL is a learning company and the importance it places on knowledge management are two additional elements that help with training transfer.

Creating an evaluation strategy for measuring training effectiveness and efficiency:

A cost-benefit analysis of the program, or ROI, is developed at this stage of the training process, along with the program's objectives and a system for assessment. One must first understand the purpose of the training before participating.

All training goals aim to affect intellectual ability, conduct, cognitive abilities, knowledge of legislation, technical skills, current events, etc. The overall flow of the training is determined by having a defined aim. In addition, it is crucial to create an assessment system and form for the training. The effectiveness of the program depends on the evaluation of the participants both before and after the training.

The following steps are often included in the assessment process:

- Completing a needs assessment
- Creating quantifiable learning goals and examining how training is transferred
- Create result metrics
- Selecting an evaluation plan
- Making and carrying out the evaluation

A pre- and post-training evaluation may be used, along with comparisons to other groups, or it may just be done after training.

The sort of assessment design to be utilized is often influenced by the following variables:

- Is the software modifiable?
- Does inadequate training have an impact on staff relations, product development, or customer service?
- The extent to which trainees are involved, the program's transparency, and the program's influence on organizational culture.
- Is sophisticated research analysis possible?
- The cost of the assessment

Deciding on and carrying out the sort of training:

It is not necessary for anybody to choose the kind of attempt to be implemented once all planning and designing concerns have been addressed. In most cases, businesses operate alone or with the help of a third-party agent (consultancy firm, training institute, contractual agent, etc).

The following things influence this choice:

- The current workload at the firm
- The state of the labor market
- The internal resources and budget

When planning and designing, several elements are considered. Additionally, flexibility is preserved in the event that work schedules or market circumstances shift imprudently. Some of the often-used training and development techniques used in enterprises include in-house courses, internal/external seminars, learning through videos or manuals, outdoor training, assistant to position, etc. Later, we cover the many training modalities and kinds employed in SPL.

Initiatives for monitoring and improvement:

The ultimate secret to success for staff development initiatives is doing post-training evaluation and implementing suitable modifications as soon as feasible. Surveys and questionnaires are part of post-training assessments, which inform T&D staff about areas that need development and the gains and losses related to the training.

These also include details on how to make sure that training is transferred to the workplace, whether through intrinsic or extrinsic motivations. SPL may determine who will require what training in the future and where to put more money by evaluating the training. Successful job performers compare their methods to those of failed work performers.

In their own analytical and strategic method, it also enables the business to compare productivity and profits before and after training.

2.3 Management Procedures

All the management related aspects are discussed below-

2.3.1 Human Resource Procedure

The HR department is crucial to the entire organization's success and growth. HR Department manages every aspect of its details, including staff admission and departure, salaries, and insurance. As a result, a few of the duties are listed below, including performance management, hiring, onboarding, training, and development, pay and compensation, insurance policy, employee exit, preserving employee data, and reinforcing the company's values, among others.

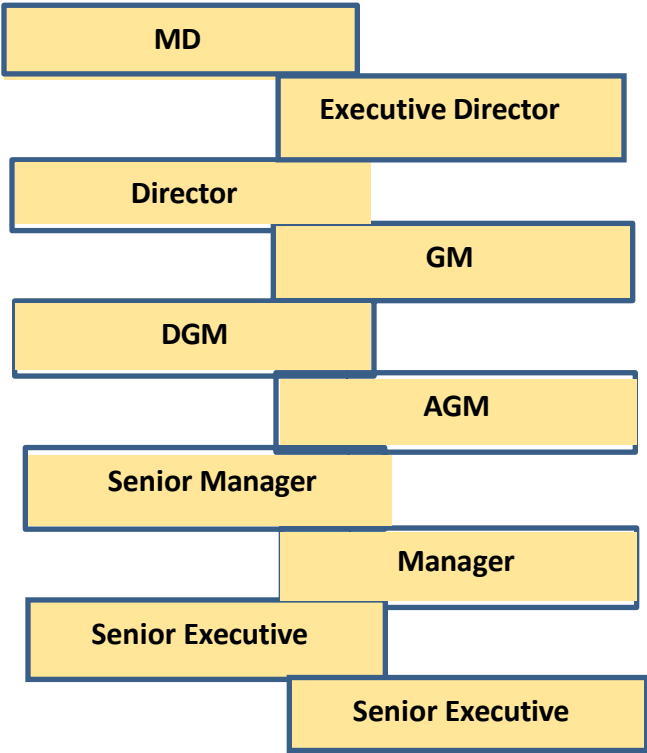
Square Pharmaceuticals Limited has designated specific teams for each of these to maintain them, including those for hiring and selection, training and development, reward management, field force management, HRIS team, public relations, HR operation, and administration, which includes the general services department. All of these teams effectively reinforce, mold, and contribute to the organizational culture, which supports the whole organization.

2.3.2 Leadership Procedure

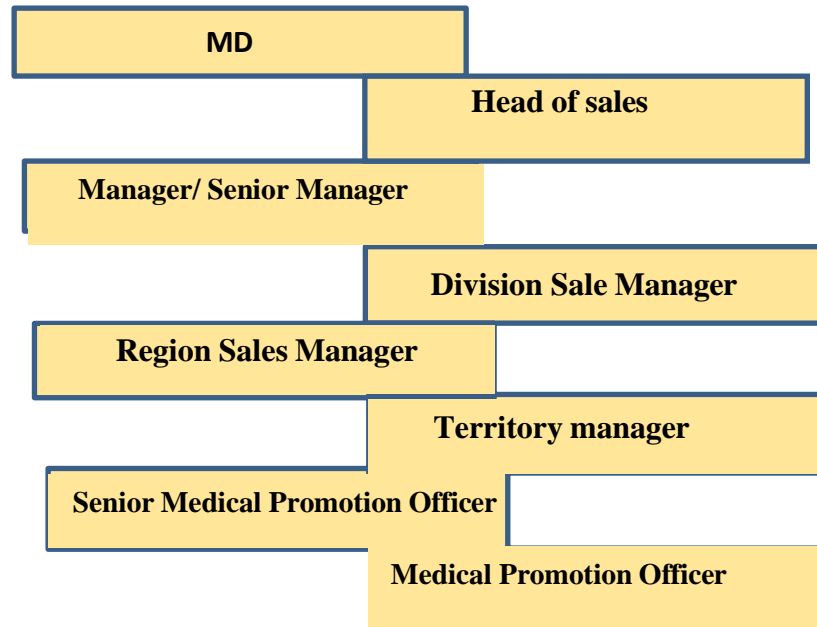
Square Pharmaceuticals' leadership style is determined via a decision-making procedure based on group discussions. Under the direction of the board, all members participate in a meeting where decisions are made. Furthermore, the highest level of authority has extensive delegation and accountability within the hierarchy and oversees reviewing operations, offering feedback, and managing the corporation's affairs.

It will undoubtedly assist the entire department in being informed of every choice that has been made and will also steer everyone in the same path. In this sense, this leadership technique really assists people to achieve the same goal while avoiding misunderstanding and distraction.

2.3.3 Organogram of Square Pharmaceuticals Hierarchy of Management Employee



Hierarchy of Field-Force (Non-Management) Employee



2.3.4 Training and Development

Training and development were necessary in every firm to close skill gaps and improve output. Therefore, Square also provides possibilities for training and development to reach predetermined performance goals, enhance teamwork, leadership behavior, and communication, increase efficiency, and adapt to the changing market. In such situation, they must follow certain procedures, such as TNA, survey, formal informal interview for building training plan, and providing training circular on the activity.

As a result, both on-the-job and off-the-job training typically have a training and development component. To lessen the risk of dependence on a limited number of individuals, they commonly use work rotation and job enrichment approaches for on-the-job training. Additionally, with the advancement of technology, this component is crucial for training current personnel. On the other hand, off-the-job training will include field force training, Management development training, Overseas training, Territory manager training, Distribution, and Overseas training. HR was in responsible of managing all procedures, including foreign training, and maintaining track records of all employer's personal files after receiving training reasons from various departments.

2.3.5 Reward Management

The information, inspiration, advancement, and performance of the workforce are all intimately tied to the compensation system. According to HRD, a balanced workload and monetary and non-monetary remuneration package assist the business and help it to be in line with its people resources.

Square Pharmaceuticals Ltd. has established a competitive, impartial, and progressive salary and benefits scheme. Additionally, the salary and benefits package have been carefully and precisely designed with all labor law considerations in mind to ensure that employees receive the proper remuneration and don't feel undervalued.

This comprises bonuses, provident funds, price breaks on goods and services, life insurance, complimentary transportation, complimentary meals, and so on. They also take into account the economic element while raising pay to account for inflation.

2.3.6 Performance Appraisal

Square Pharmaceuticals Ltd. uses three distinct methods to assess each employee's potential in order to identify the company's top 10 talent-filled individuals. In essence, they assess talent through peer, supervisor, and customer feedback, allowing them to assess an employee's performance from all angles.

Peer Feedback evaluates one another using two standards. Next the supervisor, a supervisor's direct evaluation of a specific employee is known as feedback. Furthermore, internal departments that grade one another based on the services they have delivered, and the level of customer satisfaction are referred to as Customer Feedback.

2.3.7 Recruitment and Selection

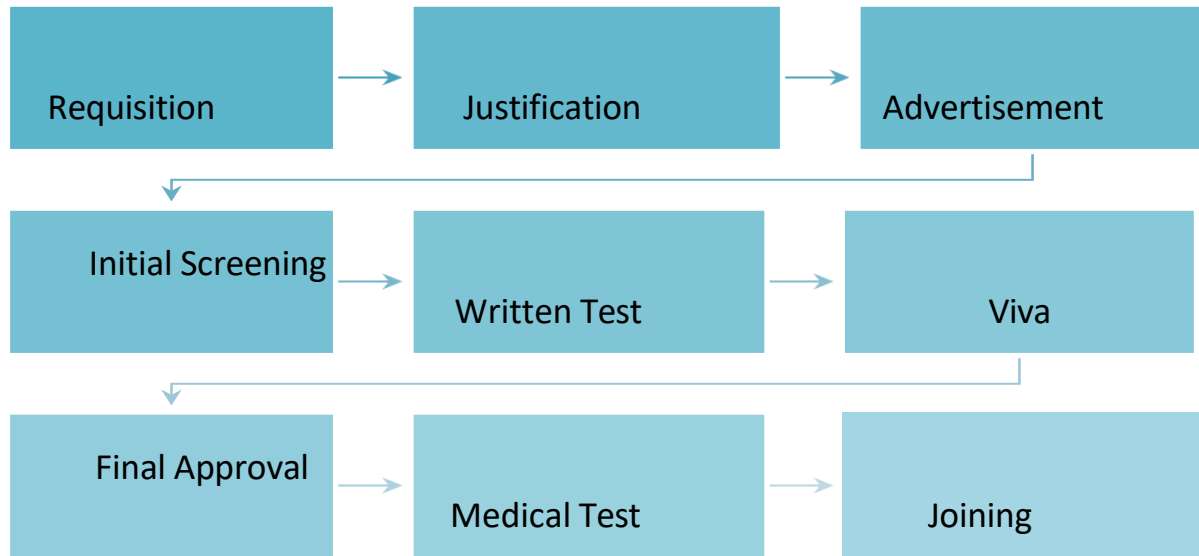
This is the most important component of any business, and at Square, it takes up the majority of the Human Resource Department's time. Regular executives go under management (regular employees) whereas medical promotion officers (MPOs) fall under sales force (field) employee recruitment and selection. There are primarily two types of recruitment and selection: management (regular employees) and sales force (field) employees. Due to this, there are two separate methods of recruiting and selection, which are as follows:

For Management staff members (regular):

Different departments submit requests for new hires to the HR department after examining their requirements and the scenario. They need to justify and explain the demand by filling out certain details, such as the allocated post, the title of the role, and the compensation for that opening.

They must use that to support the request, and when the necessary formalities are completed, they must begin the real recruitment and selection process and complete the job within 60 days. After that, HRD starts posting job adverts on Bd. Jobs and LinkedIn for external hiring. Following the first

screening of CVs based on the necessary criteria, they go on to the preliminary interview, written test, final interview, and medical examination to choose the final applicants.

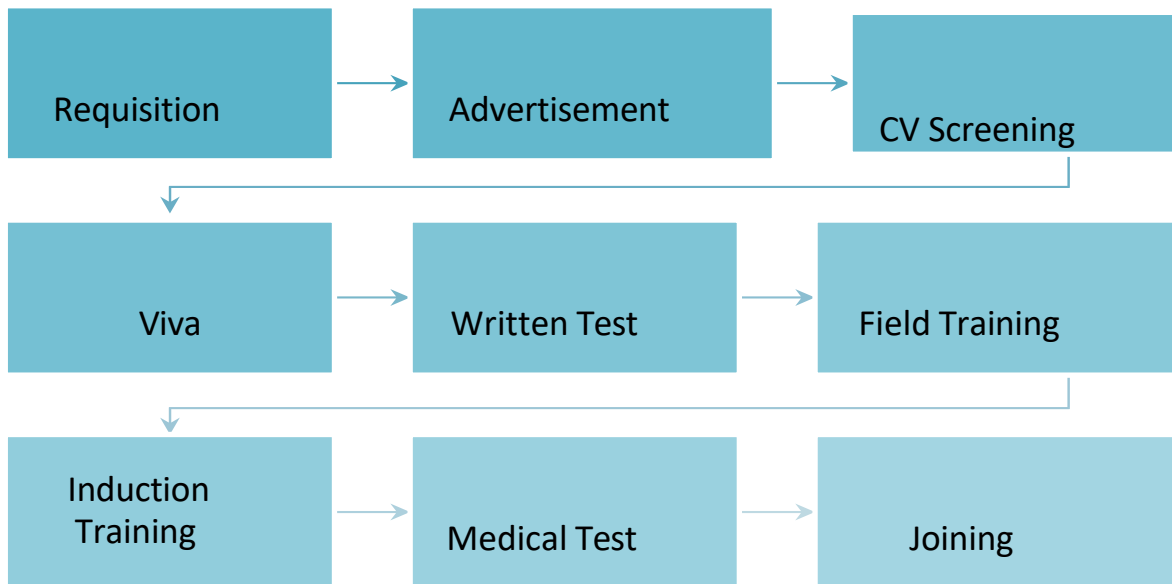


Employees in the sales force (field):

Here, Medical Promotion Officers (MPO) are onboarded most often, and the procedure differs slightly from standard recruiting and selection. First off, all candidates for this position are chosen purely through walk-in interviews. Following the posting of a job announcement, candidates are chosen on the spot following a CV screening.

They begin by choosing candidates from several units, including as Dhaka, Chittagong, Rajshahi, Rangpur, etc. By conducting interviews where applicants are evaluated based on a variety of factors, including educational background, communication skills, sales prowess, and physical condition, before completing the exam (IQ and written). In addition, the applicant needs to receive a mark of 50% to be chosen.

Finally, field training is essential to gain an overview of the field occupations before enrolling in induction training. They can eventually acquire a joining letter with posting and become ready for the work after successfully completing training and the requisite medical test.



2.4 Marketing Procedures

All other parts of marketing activity, such as promotion, value proposition, price, brand positioning, and so on, can be tallied, as stated below.

2.4.1 Marketing Strategy

The enormous business Square Pharmaceuticals Ltd. offers a huge selection of goods. As open advertising for pharmaceutical items is prohibited, their marketing practices are very extensive and include a distinctive approach. Since sales of the drugs immediately contributed to the profit, marketing or promotional efforts undoubtedly play a significant part in this situation.

The way they promote and depict their goods overall, targeting every patient and covering every group of doctors, is consistent with mass marketing ideals. According to their marketing, they appear to be using the 4P strategy, which comprises product price promotion, 4C customer, cost, and convenience, and 4D choosing, designing, and delivery (Panthy, 2021).

2.4.2 Marketing Channels

Marketing and promotional activities in this country are primarily managed by Medical Promotion Officers (MPOs), who advocate their goods to physicians, hospitals, and pharmacists. They also promote their products through billboards, periodicals, and websites.

2.4.3 Targeting and Positioning

They are essentially following the Geographic target market as they now rule in 43 nations. Additionally, according to (Amin et al., 2015), Square segments its market based on indication, patient profile, kind of physician, and dosages used in real-world situations. Additionally, for brand positioning, they offer a wide range of medications that are of the highest quality and place a high focus on customer happiness and value proposition.

2.4.4 Branding Initiatives

Food, stationery, and home items such as a coffee mug, glass set, and dinner set, as well as electric items such as a clock, light, or lamp, are examples of gift items (Muntaha, 2017). They also have printed promotional items such as writing pads, show cards, newsletters, lift-let, posters, and brochures.

2.5 Information System and Operations Management Techniques

One of the main objectives of this project is to examine Square Pharmaceuticals' supply chain. The supply chain of a company is a network of operations and procedures that facilitates the acquisition of raw materials and their subsequent conversion into intermediate and completed items. The company's flagship, Square Pharmaceuticals Ltd., has dominated Bangladesh's pharmaceutical industry since 1985. SPL reached a sales turnover of more than taka 5,000 by using a growth rate of about 16 percent. Supply chain management at their organization reduces the amount of time it takes to create and distribute the items. We can confidently say that South Asia has the finest supply chain management for square pharmaceuticals.

Procurement management enables organizations to reduce job duplication, increase process control, and make quicker, more informed choices. The most effective way to track raw materials is through production management. The Raw Material Inventory System manages the business operations of the raw materials warehouse and its functional relationships with the production division. The warehouse's business process and its functional linkages to the manufacturing department are managed via the packing material inventory system. The Finished Goods Inventory System has several sorts of functional automation for the warehouse's operational procedures (FGIS).

Quality Control: Quality control include sampling, testing for quality, releasing batches and remarks on items received, as well as the creation of several reports.

Management and protection: It consider all of the data from the service's modules, restricts all authentication and authorization, and sets the operational range of the service.

Accounting system: The data source is accounts token. As a consequence, the organization will obtain all pertinent information at the appropriate moment when the voucher has been input into a computer system.

2.6 Financial Procedures

Estimating the financial prediction and its feasibility is crucial in addition to their managerial and market performances. Ratio analysis is required to analyze some variables, such as profitability, market value, efficiency, liquidity, and solvency in order to assess financial performance. Additionally, it makes it possible to evaluate the trend and compare the financial outcomes, both of which may aid investors in choosing their investments more wisely. Following is a quick analysis of Square Pharmaceuticals Ltd.'s financial results, which were taken straight from their annual report.

Earnings per share:

This indicator, which is derived by dividing profits by the number of outstanding shares, is used to assess the revenue earned by each share. This measure helps both investors and the firm itself determine how valuable and lucrative the EPS is. Naturally, a firm with the greatest EPS is in a stronger position consistently, as demonstrated in the following manner.

Element & Year	2021-2022	2020-2021	2019-2020
EPS	20.51	17.99	15.06

According to the table, it has been rising throughout the years, despite the fact that the Covid19 pandemic had little effect on it.

Profitability Ratio:

This ratio illustrates how profitable a business is, and the Net Profit Margin is one of them that demonstrates how profit is produced from Net Income. In the past, it was calculated by dividing net profit by sales and showing the result as a percentage.

Element & Year	2021-2022	2020-2021	2019-2020
NPM	28.50%	27.33%	25.23%

This table also shows the NPM percentage of Square medicines, which has been steadily growing. This suggests that it is a profitable firm, which will allow investors to invest and the company to make additional projections and choices based on that.

Return on Investment:

Essentially, it is computed by dividing an investment's net revenue by its expenses. ROI must be computed to measure the company's benefit in contrast to its cost while analyzing the ratio between net income and costs.

Element & Year	2021-2022	2020-2021	2019-2020
ROI	17.83%	16.71%	16.32%

This table also revealed how its ROI has been increasing over these three years. After, Covid19 the company has finally started to have some return from their investment.

2.7 Accounting Performance

The annual financial statements of SQUARE Pharmaceuticals Ltd. are prepared on an accrual basis in accordance with the historical cost convention and the going-concern concept.

Their financial reporting is organized according to International Financial Reporting Standards, or IFRS. This IFRS is governed by the Bangladesh Securities and Exchange Commission Rules 2000, the Companies Act of 1994, the International Accounting Standards, as well as other relevant laws.

All financial reports are presented in Bangladeshi currency as well (BDT). We may find details on SPL's financial situation, profit or loss, other significant revenues, equity changes, cash flows, and an overview of the company's noteworthy accounting practices in its financial statements.

2.8 Industry and Competitive Analysis

2.8.1 SWAT Analysis

The SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis looks at and evaluates an organization's advantages and disadvantages. For instance, SPL's SWOT analysis identifies the company's strong points, areas for development, and areas for improvement.

It also demonstrates how to safeguard business or shareholder wealth.



Strength:

The variety of products and dosage forms is one of Square Pharmaceuticals Ltd.'s primary advantages. SPL makes semisolids like cream, ointment, and solid tablets and capsules in addition to liquids like syrup, suspension, and solution. It is the first business in Bangladesh to manufacture and sell suppositories, inhalation aerosols, and nasal sprays. Colicon is the name of its injectable component. One of the most significant antibiotics in medical history is ceftriaxone, the medication's active component. One of the most lucrative brands for the corporation is now expected to be Colicon. The company offers a wide range of varied items from Ofkof, Tusca, Neotec, Seclor, and other manufacturers. The list of its advantages is as follows.

- Due to the company's competent scientists, technicians, and management personnel, as well as their low cost, SPL is able to run Current Good Manufacturing Practices, compliance facilities, high-quality documentation, and process knowledge at low cost.
- SPL's chemical, R&D, and production capabilities are well-developed and have a track record in the construction of high-technology production facilities, advanced chemistry capabilities, and legal requirements.
- A robust local market and higher per capita expenditure allow for the achievement of economies of scale. SPL also has a developed marketing and distribution network.
- It has a company strength as well as a product strength, each of which influences the other.
- Square has an experienced sales team and a wide-ranging, efficient supply network.
- Square has held the top ranking in the pharmaceutical business for the past 28 years, making it the firm with the longest tenure in that position.

- Because we've been at the top for so long, the physicians and patients already think highly of our products, and they hold a favorable position in their hearts.
- Our goods are well-liked by doctors and patients, which helps us get a favorable reaction from the market for every new product we introduce.
- We can confidently say that our company's sales team, capabilities, training, and selling talents are better than those of any other business in the sector.
- Square has established a strong reputation in the industry as a consequence of its ethical marketing strategies.
- Square's products are of excellent quality, which contributes to the company's dominant position in the market.
- Square's DMP and omeprazole injection quality concerns are appropriately maintained and followed.

Thus, a level of AC TC that is hundreds of percent of what is wanted is assured.

Weakness:

The primary problem with SPL is that it studies many businesses and areas that don't really matter or even need to be improved. Internal components include things like assets, human capital, and other things that the company has direct control over. High-risk business methods, a disinterested board of directors, outmoded medical technology, a poor brand, low staff morale, or diseconomies of scale are just a few of the SPL's shortcomings. Here are some further instances of insufficiency:

- Because to Square's late introduction into the Omeprazole Injection market.
- Before Square was founded, Incepta had already created and made omeprazole injection available.
- Square didn't capitalize on the benefits of being first to market. Square will need to factor this drawback of a delayed launch into its market analysis.
- Square Pharmaceutical Ltd.'s underinvestment in cutting-edge R&D continues to be a major issue.
- Due to a lack of funding, SPLs are unable to compete globally for novel medication development, research, and commercialization with multinational companies (MNCs).
- SPL lacks the robust industry-academia ties required for the sector's expansion.
- Finding and keeping highly trained personnel, such as scientists, regulatory compliance officials, pharmaceutical attorneys, and overseas business development specialists, is getting more and harder.
- Sales and marketing expertise is lacking due to a lack of understanding of worldwide pharmaceutical marketing and pricing methods as well as the market environments in various countries.
- The production method is insufficient. Although it is fast becoming better.

Opportunity:

The organization has the chance to expand in some form or get a competitive edge through SPLs by analyzing external industry components. The elements of the business environment that are outside of the organization's control should make up the external components. The breakdown is as follows.

- As there are more Antiulcer patients on the market, there is a greater chance that a commercial medicine may be developed.
- Since the market is growing, we think there is a good probability that our omeprazole injection will succeed.
- The export market has a lot of space for expansion.
- Fresh therapies that haven't yet hit the market.
- Controlling the medication distribution mechanism. This is already automated by SPL and online, making it a fantastic prospect for the business.
- Clinical trials and research being built at the Pabna unit of SPL.
- MNCs now provide new license options for SPL for NCEs and NDDS (New Drug Delivery Systems).
- Marketing collaborations for MNC products in domestic and international markets are another emerging opportunity.
- The opportunity for greater revenues from other nations throughout the world is offered by exporting.

Threats:

The pharmaceutical business is seen to be at risk from industrial components that might cause decline, atrophy, or loss of competitive advantage. External components should be built on features that are independent of the industry's control but yet typical of the commercial marketplace. Increasing government regulation, a weakening economy, growing R&D costs, or a decline in the world's population are just a few of the potential threats the pharmaceutical industry may face. The next paragraphs discuss the risks associated with SPL.

- It's probable that more retailers may start selling omeprazole injection shortly.
- When they make their debut, they will compete with one another on the market. Square must consider the marketing tactics used by the rivals in order to counter this danger and win.
- The R&D operations of Bangladeshi pharmaceutical companies are hampered by the absence of supporting regulatory constraints.

- Bangladeshi procedures and non-tariff obstacles put in place by other nations obstruct export initiatives.
- It is obvious that lessening tariff protection has increased domestic market competitiveness and profit eroding.

2.8.2 Porter's Five Forces

This section will undoubtedly aid Square in evaluating their competitive advantage and decision-making process in comparison to other businesses.

Competitive Rivalry:

Excise competitive competition is high in this industry since the top 10 to 20 businesses are fiercely vying for market share. As the same medicine is offered under multiple brands, if one manufacturer falls behind, another will seize the chance to capture market share.

Threat of New Entrance:

The risk of new entrants is relatively low in this business since it is extremely difficult to obtain regulatory authorization, drug authority, distribution, and supply chain approvals, all of which contribute to the market's complexity. Additionally, a sizable financial reserve is required.

Buyer's power:

Due to low switching costs and the inelastic nature of the goods, the purchasing power of the consumer is relatively low. As a consumer, they have extremely few alternatives because individuals only purchase medications on the advice of their physicians and because they are not even a product that can be bartered. In addition, pricing is rigorously regulated and decided by individual businesses. Because of this, the purchasers' authority is weak.

Supplier's power:

The supplier's bargaining strength and pressure are enormous since all raw material (99.5%) is normally imported from China and India in Bangladesh and is unrolled (Panthly, 2021). This study also noted high switching costs, which provide suppliers a lot of negotiating leverage, and how they will go down soon because of the API park in Munshi Ganj.

Threat of substitute:

Homeopathy and other herbal-focused medications will be available as alternatives that some patients may choose over Allopathic medications. However, in the event of an emergency or serious illness, these alternatives are not an option. Therefore, the use of replacement medications is rather minimal here.

2.9 Conclusion and Summary

Without a question, Square Pharmaceuticals is a very successful company that now holds the top spot and accounts for a sizable portion of the market. Even their key financial report metrics support why they are the number-one firm, as everything from net profit to market share is rising daily.

The HR staff is also doing a terrific job of bringing in a large number of fresh applicants quickly. Overall, their ability to retain synergy at their workplace has been made possible by an united workflow.

Apart from that, but it is keeping the same performance in both the local and foreign markets while also steadily increasing via the worldwide market. From 42 to 43 export destinations, Square has already entered the Kenya market, which will undoubtedly bring a new dimension in terms of potential, sales, and profit. Aside from their sales and profits, this single company contributes significantly to the growth of our GDP and the improvement of our economic situation on a daily basis.

2.10 Recommendation and Implication

- Square Pharmaceuticals Ltd. should upgrade its hiring procedure and module and move away from the standard process by incorporating dimensional questions, online aptitude tests, personality tests, creative tests, etc. to evaluate characteristics as it also matters and has an effect on an employee's performance at work.
- In order to examine candidates for both executives and the MPO, they need automate the process or create their own web platform for recruiting and selection. Currently, this is done manually.
- In order to draw in new applicants and improve their brand's reputation, they should also continue the campus recruiting process by going straight to colleges.
- In addition, they should streamline their decision-making process because it takes a long time to gain permission, which slows down workflow.

Chapter 3: Project Part

3.1 Introduction

Since 1985, Square Pharmaceuticals Ltd. has held the top spot in the Bangladeshi pharmaceuticals sector. SPL has been working hard since its founding in 1958 to meet better quality standards. Once again, the recent trend of globalization introduced a new horizon of market beyond the nation, necessitating more productivity and more high-quality attributes in items.

All management activities are built on planning. It should serve as the basis for the other three areas, which should be built on top of it. Management must consider both the present and desired future states of the company's human resources in order to plan successfully. The following phase is to create and implement a strategy that will aid the company in achieving its goals and objectives.

SPL has been offering its staff training to increase productivity and quality. This paper was written to investigate whether training and MPO performance at Square Pharmaceuticals Ltd. have any favorable relationships.

3.1.1 Literature Review

The foundation of each organization is its human resource management activities. Because employee performance ultimately improves the performance of the firm, businesses invest significant resources in employee performance development. Incorporating the interests of the company and the workforce into training is crucial to achieving an organizational objective, according to *Stone R. J. Human Resource Management (2002)*. It was agreed upon by *Iftikhar Ahmed and Siraj-ud-din (2009)* that training and development is a crucial action to improve employee performance. According to *Brinkerhoff's (2005)* article, an organization cannot continue to pay for the training it offers if it is not reviewed in order to meet its strategic objectives, mission, and effectiveness.

According to *Chris Obisi (2011)*, training objectives are the things that employees want to accomplish and acquire after completing the training course. It is considered that there are certain shortcomings before an employee begins any training. If the inadequacies are corrected following the training, the training's goal has been accomplished. When training is not assessed, *Foot and Hook (1996)* argued, the investment and its results cannot be tested, and resources may be spent on ineffective activities. By ensuring that employees receive the necessary training, an organization may improve and elevate the caliber of its workforce. Any training course that is not pertinent shouldn't be taken. Training should be planned to address issues and close workforce gaps.

Employee productivity is increased through effective training programs. The phrase "Productive" refers to something that is fruitful, lucrative, and profitable. According to science, productivity is the connection between input and output. The ratio of net sales to the total number of employees,

or employee productivity, is a measure of output relative to input in the economy. Training has had a significant role in raising organizational productivity over the years. In their research, *Colombo and Stanca (2008)* and *Konings and Vanormeligen (2009)* indicated that training is one of the essential and effective tools in achieving the firm's goals and objectives, which leads to increased production.

According to *Holton (2000)*, training should be planned and delivered in a way that gives students the opportunity to apply what they have learned to their current jobs. The type of training offered depends heavily on the nature of the job and the history of the company. Systematic and ongoing training programs are effective. *Singh and Mahanty (2012)* talked about how novice workers pick things up by trial and error, self-evaluation, and asking questions, whereas more seasoned workers pick things up through practical experience. According to *Deming (1982)*, on-the-job training enables people to learn their jobs more effectively. In general, on-the-job training saves time and cuts costs.

Job characteristics and business history are key factors in determining the training provision. Employees who participate in off-the-job training are less likely to participate in on-the-job training, according to study by *Sultana, Irum, Ahmed, and Mehmood (2012)*. Employees who participate in on-the-job training are neither more nor less likely to have participated in off-the-job training. However, it was discovered that getting informal training and getting off-the-job or on-the-job training go hand in hand. There is a favorable correlation between training and employee performance, as *Sultana, Irum, Ahmed, and Mehmood (2012)* further stated.

According to *Sole and Mirabet (1997)*, the effectiveness of training programs depends on the current implementation of all process phases, including the formulation and implementation of an acceptable training plan as well as evaluation. In conclusion, the author may agree with *Huselid (1995)* and *Ichniowski et al. (1997)* that training has a good impact on outcomes when combined with other organizational activities. Training also increases productivity and lowers turnover rates for skilled workers. In order to effectively compete with their rivals, *Carlos A. Primo Braga (1995)* recommended that every business train its staff in accordance with their needs at the moment.

According to *Benedicta and Appiah (2010)*, training has a favorable impact on employee performance by enhancing knowledge, skills, abilities, competences, and behavior. This in turn benefits both the business and the individuals. The organizations that teach their staff and the organizations that do not differ significantly. According to *Evans and Lindsay (1999)*, businesses that are committed to making money for their owners and giving their clients and beneficiaries high-quality service typically invest in the training of their staff.

3.1.2 Origin of Report/ Background

This report was originally created as a classroom assignment for the BBA degree at the BRACU University's BRAC Business School. Since the BBA curriculum requires practical orientation, I had to schedule this report's preparation around my internship at Square Pharmaceutical, a reputable pharmaceutical business in Bangladesh. Theoretical knowledge is acquired through education; however, this only covers the first half of the subject. There is no substitute for practical knowledge. In the context of today's economic environment, flawless synchronization between

theory and practice is of utmost importance. An internship program exposes students to real-world situations and helps them start their careers with some experience.

Students who are participating in an internship program must write a report about the organization to which they have been assigned. Since I work in the Training & Development division of HRD, I have encountered several Training & Development functions while employed by the organization's Human Resource department.

3.1.3 Problem Statement

SQUARE's HRD works relentlessly to ensure its members' continued training, growth, and well-being. A highly scientific participative Performance Management System (PMS) is used for continual monitoring and growth. SQUARE offers a variety of Employee Relations Programs in addition to conventional HR programs (ERP). For any sort of improvement in the performance quality, training is the only way. Training helps us to gain more skills according to our duty requirement. New skills and improved knowledge is beneficial for both of the organization and employee.

Medical Promotion officers (MPO) play a huge role to represent our products in the market and for achieving the sales target. They need a proper training because before this training, they do not have any knowledge about the square pharmaceutical's products, how to work in the market field, the challenges, and the required performance skills for this job. All the MPOs have to go through an induction training. Before this induction training, they have to face walk in interview session. In the walk interview, they face an interview session where the interviewers ask them very basic questions according to their work responsibilities and explain other job-related policies. Then, after clearing the interview part they need to give a written exam and after qualifying in both these two parts they can join the final induction training. In this induction training, a MPO gets all the necessary skills and knowledge to perform well in the field force.

Square some challenges to train these new MPOs for their field force. They need to train a huge number of people in a short time. The batch coordinators try their best to make the MPOs skilled enough for the market in this short period of time and give them proper feedbacks for their performances. In summary, there is a need to understand more about this allover training process. We will the points more descriptively which are mentioned below-

- Training in SPL
- Training types in SPL
- Purpose of the Training
- Training cycle in SPL
- Process of Induction Training
- Impact and Improvement in MPOs
- Observations of MPOs about the induction training
- Profitability of the organization from this training

3.1.4 Process of Induction Training

Walk-In Interview:

updatejob.net

**Join the LEADER
WALK-IN INTERVIEW**

SQUARE PHARMACEUTICALS LIMITED, certified by major International Pharmaceutical Regulatory Authorities is leading the country's Pharmaceutical market for 37 years. We are looking for smart, energetic and hard-working Fresh Graduates for the position of:

MEDICAL PROMOTION OFFICER
Job Location: Anywhere in Bangladesh

A noble profession to communicate doctors with medicine

Key responsibilities

- Effectively and efficiently communicate product information to Medical Professionals
- Generate prescriptions & collect orders from chemist shops to achieve sales objectives

Prerequisites to apply

- Graduate in any Discipline (must have biological science up to HSC)
- Good communication skills in both English and Bangla
- Willing to build career in Pharmaceutical sales
- Age must be within 29 years
- An aptitude for hard work & building relationship with healthcare professionals

SQUARE offers industry highest compensation & various benefits; Provident Fund, Gratuity, Group Insurance, Sales Incentives, Foreign Tours, Bonuses, Profit Share, Performance Based Pay, etc. and progressive career path in Bangladesh and Abroad to the deserving candidates.

Interested candidates are invited to attend a **WALK-IN INTERVIEW** at the following locations on the mentioned dates along with-

- Resume
- Two recent passport size color photographs
- National ID card (original & photocopy)
- All academic certificates & marks sheets (original & photocopy)

Date: Friday, 4 March, 2022; Between 8:30 am to 1:00 pm

- Chattogram:** House # 35/C Bayezid Bostami Road, Nasirabad, 1/A, (Textile Mor) Chattogram-4000
- Mymensingh:** Saheb Quarter, Holding-5/A/4 & 5/A/5, Kanchichuli, Mymensingh-2200
- Rajshahi:** Holding # 125/7 Muthurdanga (Koyerdara, Christian Para)
PO : Sopura, PS : Boalia, Rajshahi-6203
- Cumilla:** 363, Shishu Mangal Road, Kandar Par, Cumilla-3500
- Jashore:** Narail Road, Jumjumpur, Jashore-7400
- Rangpur:** 75, Dakshin Gupta Para, Kamini Kutir Sub Post Office
Rangpur - 5400

Date: Friday, 11 March, 2022; Between 8:30 am to 1:00 pm
Dhaka: SQUARE Centre, 48 Mohakhali C/A, Dhaka -1212

SQUARE PHARMACEUTICALS LTD. www.squarepharma.com.bd

The initial phase in field force recruiting is walk-in interviews. Every city has a different walk-in interview location. These include, among others, Dhaka, Rajshahi, Rangpur, Mymensingh, and Chittagong.

Sources: -

Sources of this walk-in interview are mainly-

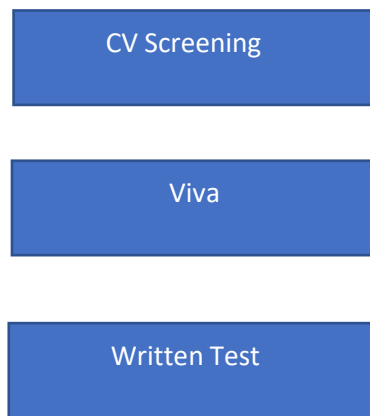
- Newspaper
- Online
- Internal

Newspaper- Publish only in Daily Prothom Alo

Online- Publish only in Prothom Alo Jobs

Internal- Mail Circular to group employee

Steps after walk-in:



CV Screening:

Candidates arrive at the exam site at the designated time and day with their resumes. Prior to the interview, HR gathers CVs from applicants and reviews them to make sure they meet the requirements mentioned in the advertising. The requirements are as follows (For MPO)

- B.Sc. or graduate degree in any field (Having biology in Science up to HSC)
- Age up to 29

Viva:

HRD sets up viva for the chosen applicants on the day of the interview. The purpose of this interview is to determine whether the candidates are qualified for the post. There are certain points:

- Job required
- Willingness to work anywhere in Bangladesh
- Interest in developing a career in sales

- Work ethic
- Knowledge of science and human anatomy, physiology, etc.

Written:

The written exam is a standard component of the hiring process. The goal is to get the best possible position.

- Math and IQ
- General science
- English

Candidates who receive 50% or higher in the written exam are chosen.

Field Training:

Candidates who perform well on the written exam are chosen for the field training. The main purpose of this training is to provide the chosen candidates with actual work experience so they can determine if they are qualified for the role or not, as well as the company. Trainees are dispatched to all areas of Bangladesh for training. For the purpose of learning about their roles and duties, they collaborate with more seasoned coworkers, primarily supervisors, senior salespeople, or Territory officers. SPL paid for all of the training-related costs. After seeing the actual nature of the job, if any trainee decides they are not interested in working there, they are free to quit, and SPL will cover their field training expenses.

Field Training Duration: -

- MPO & SPO- 7 days
- SO- 6 days

Induction Training:

The process of introducing a new applicant to the company and his or her job duties is known as an induction training program. The most essential characteristics for a salesperson to consistently hit their objective are knowledge and selling abilities. Before MPO joined, SPL arranged for this training.

Training timeframe:

Field Force	Duration
MPO	40 Active Days
SPO	18 Active Days
SO	8 Active Days

Phases of Induction Training: -

- Grooming
- Human Body System
- Pharmaceutical Product Management
- Operation and selling skills
- Training Evaluation

Grooming:

The purpose of grooming is staff improvement and ice-breaking during introductions to new environments.

In this lesson, trainees learn the fundamentals of etiquette, such as how to portray a favorable picture of themselves everywhere they go, how to dress, how to speak, and how to eat.

Human Body System:

This phase is for marketing purposes and is for learning various human bodily systems, body components, and associated body part names. They study human diseases and are taught about anatomy, physiology, histology, pathology, and other topics.

Pharmaceutical Product Management:

Trainees learn about various pharmaceutical terminologies, pharmacology, brand and generic names, mechanisms of action, indications, side effects, and drug interactions, as well as pack size, dispensing, administration, and other topics in this area.

Operation and selling skills:

In this part, students learn about the key rivals on the market and consumer expectations. Additionally, they hone their interpersonal and communication abilities.

Training Evaluation:

There are two approaches to discuss evolution in this section.

- Training Evaluation- Daily Exams
- Trainers Evaluation- Evaluation by Trainees

Medical Checkup:

Every applicant must undergo a medical examination. They receive free examinations at SQUARE Hospital. There, their general health and fundamental illnesses are examined.

Posting:

Successful candidates are deployed wherever the MPO is stationed in Bangladesh. To maximize their efficiency, they are specifically stationed outside of their home district.

Job Confirmation:

The employees take a new exam to confirm their employment once every six months. A job confirmation exam is normally conducted during the first week of the fifth month after the start date of a new employee. If you don't pass the first time, you can retake the test. There is an opportunity for a second chance during the third week of the sixth month. When deciding whether an individual qualifies for a promotion, these considerations are taken into account. Confirmation has four stages:

- Writing test and detailing by HRD
- Market Performance by sales department
- Assessment by the territory manager
- Assessment from regional sales managers

Monthly Conference & Quiz:

MPOs take part in regular conferences where they are tested on their knowledge of products and marketing techniques. Here, the MPOs are mostly assessed based on their prior experience and education.

Field Force Refresher Course:

For improving field troops' product understanding and selling abilities. Every month, refresher courses are held in every location. There are 35 areas, and each one contributes to various industries.

3.1.5 Research Objective:

It goes without saying that employee training enhances abilities and increases knowledge so that the employee is better able to perform his or her current work and prepares him or her for a higher-level job with more responsibilities. The Square Group (Pharmaceuticals) management is not an exception to this philosophy of people development.

Square Group encourages training throughout all of its organizations in an effort to promote continual progress. Currently, different sister companies run their training programs in different ways, but there are efforts underway to organize training.

This report was created largely to satisfy the requirements of the BRAC University's Human Resource Management course, a necessary component of the BBA degree.

This report's objective is to:

- To learn more about Square Pharmaceuticals Ltd.'s Induction training.
- To learn what kinds of training SQUARE offers to its staff.
- To examine the satisfaction level about the training.
- Lastly, consider whether the organization's training has any influence on an employee's personal growth.
- To know the organizational impact for the training.

3.1.6 Research Questionnaires:

To find the experiences of the trainees', I have created 17 statement type questions to have a clear idea about their overviews about the Induction training. The statements are -

1. I was satisfied with the trainers' teaching ability and presentation skills
2. I was satisfied with my batch coordinator
3. The training manuals were convenient enough to read and understand
4. The PowerPoint presentations were convenient enough to read and understand
5. The training room's environment was satisfactory
6. The training rooms and necessary staffs were properly arranged
7. The snack items were satisfactory to me
8. The lunch items were healthy and tasty
9. Related policies were described clearly
10. Grooming and self-presentation phase have positively affected my overall concept and behavior
11. Class time (starting and ending) and break time were given and maintained properly
12. Fair judgement and transparency were present
13. Review and feedback were given regularly
14. I was satisfied with my overall induction training experience
15. The whole training program was well-organized
16. I will be able to apply the training learning in my field force
17. 'Induction training will help me to achieve my performance objectives' (target achievement, market share, sales growth etc.)

3.1.7 Significance

Sharing the Impact of MPO training's results, which are beneficial for this firm as well, will add value to this study. This will enable them to see the potential for changing to hybrid or online training programs in the future, as they regularly need to teach a big number of MPOs. So, it will undoubtedly save them time and lessen the hassle.

In order to, adjust and suggest better solutions as needed, the company will lastly determine the demand for online and hybrid style training as well as its obstacles.

3.2 Methodology

The methodology of this study will include the significant statistical analysis and inclusion for supporting this paper. This study will be more likely a primary approach but a secondary approach is also needed for collecting data and information and observation from the articles and endorsements.

Sample Collection

A program of closed-ended interviews used to gather primary data I surveyed 149 Medical Promotion Officers (MPO) in order to learn more about the effects of SPL training. Data have been examined and summarized in a descriptive manner after being collected in the proper quantities. Additionally, this tallied data was utilized to gauge the employees' perceived levels of satisfaction and displeasure. To measure the satisfaction level a 5-point scale has been used which is denoted by 1=SD (strongly disagree), 2=D (disagree), 3=N (neutral), 4=A (agree), and 5=SA (strongly agree).

The writer attempted to investigate the effects of employee training and development at Square Pharmaceutical Ltd. Respondents were surveyed individually and in groups, and the results were analyzed using frequency tables, percentages, and graphs to visually represent the data gathered and to summarize responses from the respondents.

Data Collection and Analysis procedure:

This study is based on both primary and secondary data.

a) The Primary Sources-

- Talk in person with the appropriate officials.
- Experience working in the distribution department on the job.
- Study of relevant files provided by the officers concerned.

- Questionnaires to target employees through Google Form.

b) The Secondary sources-

- Annual Reports
- Working Papers
- Office records
- A few books
- The global web.

Sample and Data:

I completed this research while I was an intern at Square Pharmaceuticals Ltd. (Head). Throughout the course of my internship, I want to convey my sincere gratitude to my supervisor, Ms. Tanzin Khan, for guiding me in the proper route when I was looking for precise information and logistics that were pertinent to my research work. Additionally, Ms. Khan's guidance has helped me choose the appropriate data and statistics I'll need for my proposed study. Furthermore, I would like to thank my boss Khalid Abdullah, Senior Executive of the Training and Development team in Square Pharmaceutical's HR division. First, He provides a general overview of the obligations and tasks of the training and development team. He also gives me all the information I need for the sales force induction training. He then assists me in developing the survey questionnaire for the induction training survey and gives me permission to assess the entire induction training.

Quantitative Purpose:

In order to obtain precise numbers and statistics for the research study's conclusion, quantitative data are used. From September 11, 2022, through December 11, 2022, this data was collected. I make an effort to create a structure formation with some targeted inquiries regarding the induction training. Several trainees took part in my survey, and the majority of them preferred to provide comments using Google form. I had the chance to observe the complete induction training procedures and the efficiency of the training throughout my internship.

Convenience Sampling Method:

The convenience sampling method is primarily used in this research study, but it also contains a little amount of purposive sampling method as well. Nearly 149 trainees were contacted for the induction training survey, and nearly all of them responded using Google Form. I started by handing them the survey form and explaining the value of their opinion on the training session. I then explained to them why I was gathering this data. For their better understanding, I have

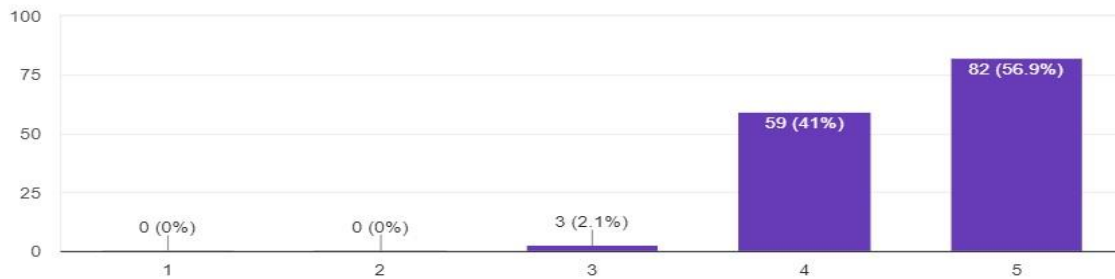
described each and every question with a scaling rate. This survey also gives training and development a good notion of how satisfied the trainees are with the instruction they received.

3.3 Finding and Analysis

I used a Google Form to examine the induction training, and I will present my findings in the form of graphs and descriptions. The total trainee number is 149 and among them 144 trainee have responded to the survey. Here 1=SD (strongly disagree), 2=D (disagree), 3=N (neutral), 4=A (agree), and 5=SA (strongly agree).

1. I was satisfied with the trainers' teaching ability and presentation skills

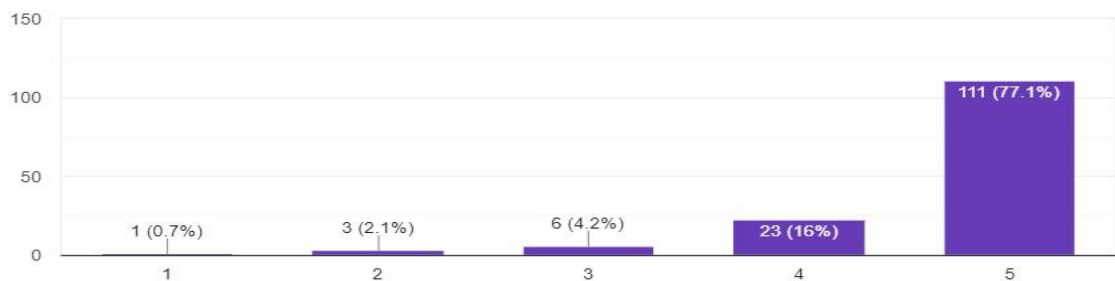
144 responses



For the induction training, Square has special trainers who are only assigned for this training. From the graph it is clearly visible that 56.9% trainees are strongly agreed on the point that the trainer's teaching ability and presentations are satisfactory. 41% trainees are only agreed on the same point and 2.1% trainees are neutral about the point. But there is no negative feedback about the above statement that means that their trainers are quite trained and skilled to run the training sessions.

2. I was satisfied with my batch coordinator

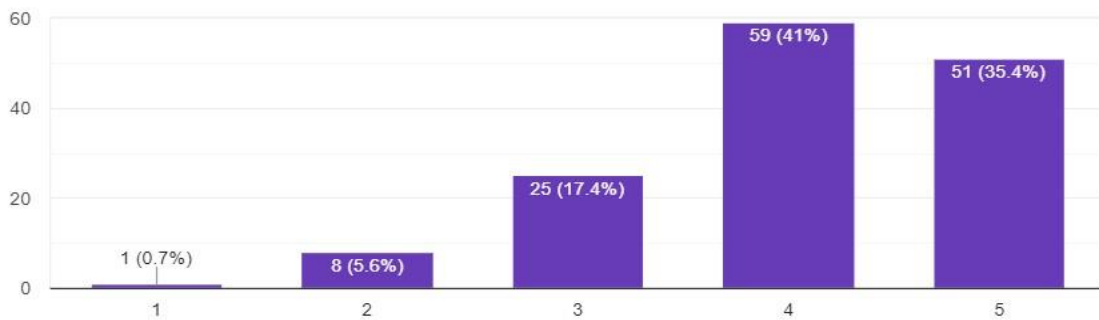
144 responses



Every year in Square pharmaceuticals there are almost 5-6 batches of MPOs are trained for the all over pharma sales markets in Bangladesh. Each batch has a batch coordinator who monitor all the training aspects and run the full batch smoothly with all the necessary things. The trainees are highly satisfied with their coordinators because almost 77.1% trainees are strongly agreed with the questionnaire statement. 16% trainees are agreed, and 4.2% trainees are neutral about their coordinators. But 2.1% trainees are dissatisfied and only 0.7% trainees are strongly dissatisfied with their coordinator. Lastly, we can say that as the most of the votes are in the positive side so the trainees are satisfied with their coordinators.

3. The training manuals were convenient enough to read and understand

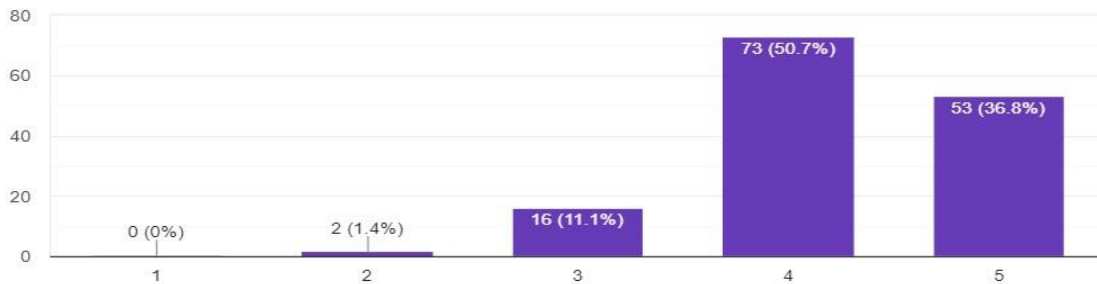
144 responses



Square provides training manuals to their trainees to enhance their knowledge and skills about the products and marketing techniques for sales market. 35.4% trainees are strongly agreeing, and 41% trainees are agreeing that the training manuals were convenient enough to read and understand. On the other hand, 17.4% trainees are neutral, 5.6% trainees are disagreeing and only 0.7% strongly disagreed about this. But compared to the neutral and negative percentages, the positive percentages of votes are pretty much higher. So, we can assume that the training manuals are convenient to read and understand.

4. The PowerPoint presentations were convenient enough to read and understand

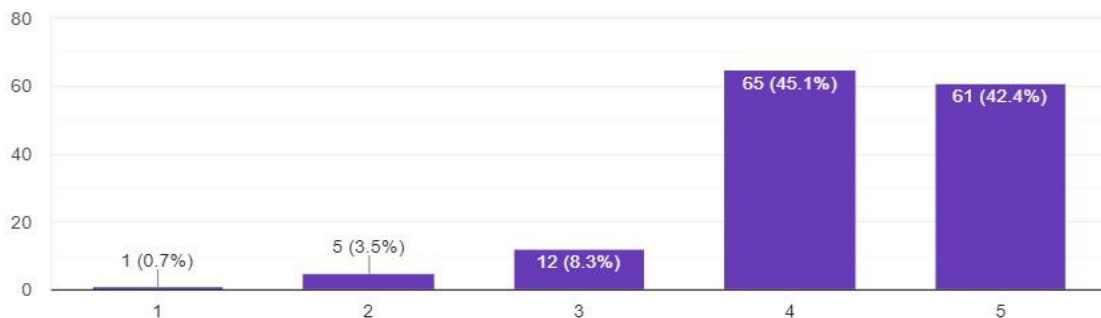
144 responses



Along with the training manuals there are PowerPoint slides available for the trainers to take the training sessions properly. 36.8% trainees are strongly agreeing, and 50.7% trainees are agreeing that the training PowerPoint slides were convenient enough to read and understand. Next, 11.1% trainees are neutral, and 1.4% trainees are disagreeing about this. But compared to the neutral and negative percentages, the positive percentages of votes are pretty much higher. Lastly, we can say that the training manuals are convenient to read and understand.

5. The training room's environment was satisfactory

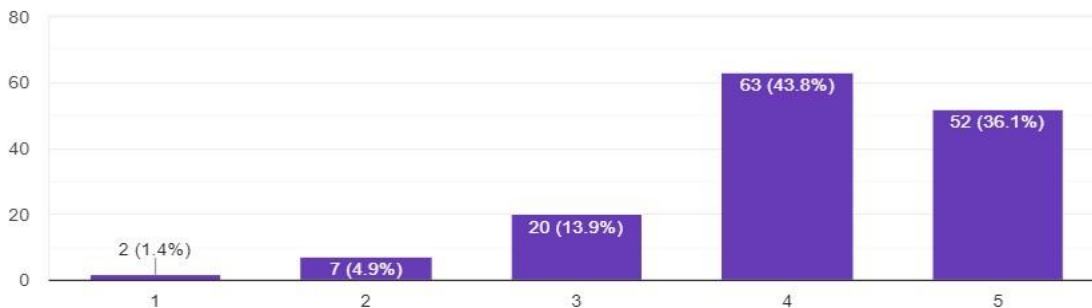
144 responses



For the Induction training, Square has several numbers of training rooms and the rooms are quite large in size. 42.4% trainees are strongly agreeing, and 45.1% trainees are agreeing that the training room's environment are satisfactory and training friendly. Next, 8.3% trainees are neutral, 3.5% trainees are disagreeing, and 0.7% trainees are strongly disagreeing about this factor. But compared to the neutral and negative percentages, the positive percentages of votes are pretty much higher. Lastly, we can say that the training room's environment are satisfactory and training friendly.

6. The training rooms' and necessary staffs were properly arranged

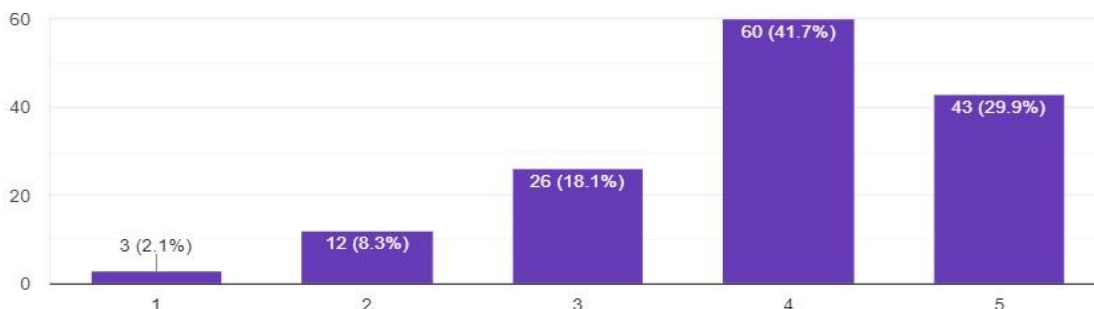
144 responses



All the necessary staffs required to provide a suitable learning environment are present in every training room. The essential employees in the training room are satisfactory and helpful to training, according to 36.1% of trainees who strongly agree with this statement and 43.8% of trainees who agree. The next three percentages are: 13.9% of students are indifferent, 4.9% of students disagree, and 1.4% of students strongly disagree regarding this factor. However, the positive vote percentages are substantially larger than the neutral and negative ones. Finally, we can state that the training-friendly and essential staff in the training room is satisfactory.

7. The snack items were satisfactory to me

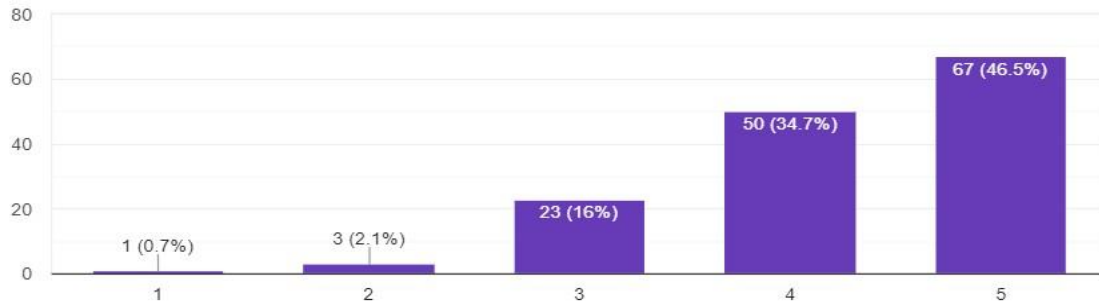
144 responses



Square provides snacks to their trainees two times in a day, in the morning and in the afternoon. 29.9% trainees are strongly agreeing, and 41.7% trainees are agreeing that the snacks items are satisfactory. Moreover, 18.1% trainees are neutral, 8.3% trainees are disagreeing, and 2.1% trainees are strongly disagreeing about this factor. But compared to the neutral and negative percentages, the positive percentages of votes are pretty much higher. Finally, we can say that the snack items are satisfactory and healthy.

8. The lunch items were healthy and tasty

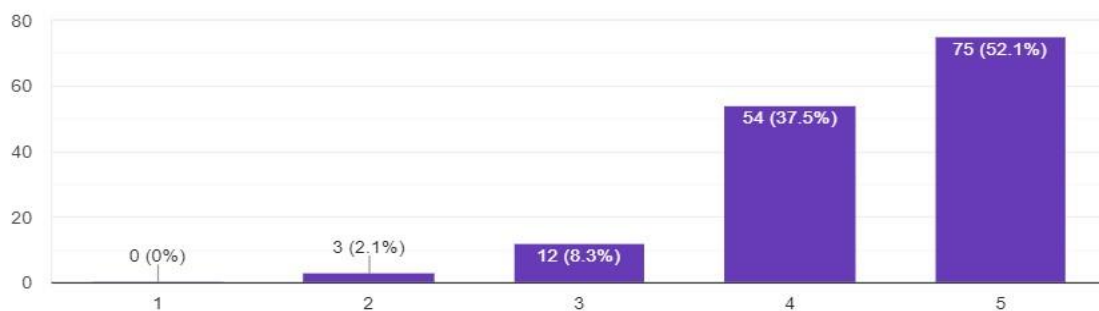
144 responses



A healthy and proper portion of lunch items are provided to the trainees and all the lunch items are nutritious and tasty. 46.5% trainees are strongly agreeing, and 34.7% trainees are agreeing that the lunch items are healthy and tasty. Next, 16% trainees are neutral, 2.1% trainees are disagreeing, and 0.7% trainees are strongly disagreeing about this. As the comparison of the neutral and negative percentages, the positive percentages of votes are pretty much higher. So, we can say that the lunch items are healthy and tasty.

9. Related policies were described clearly

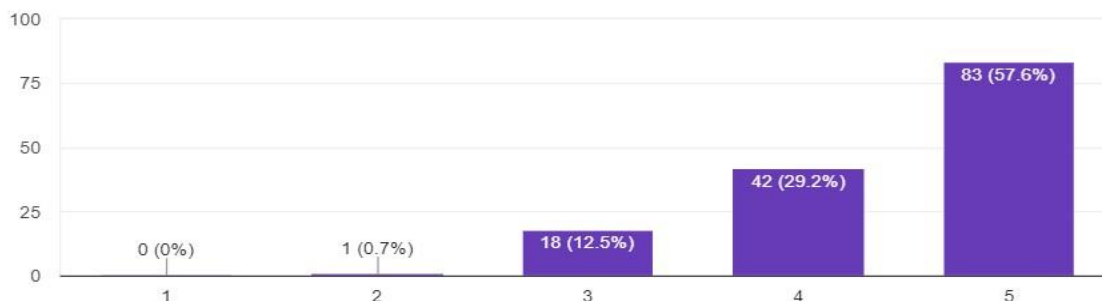
144 responses



The induction training has some policies regarding to the training sessions and MPO job. At the very beginning all these policies are described to the trainees so that they can take a clear decision whether they want to continue the training to get the MPO job. 52.1% trainees are strongly agreeing, and 37.5% trainees are agreeing that the policies are clearly described. Next, 8.3% trainees are neutral and 2.1% trainees are disagreeing. But no trainees are strongly disagreeing about this. So from the above the graph, we can say that the policies are clearly described to the trainees.

10. Grooming and self presentation phase have positively effected my overall concept and behavior

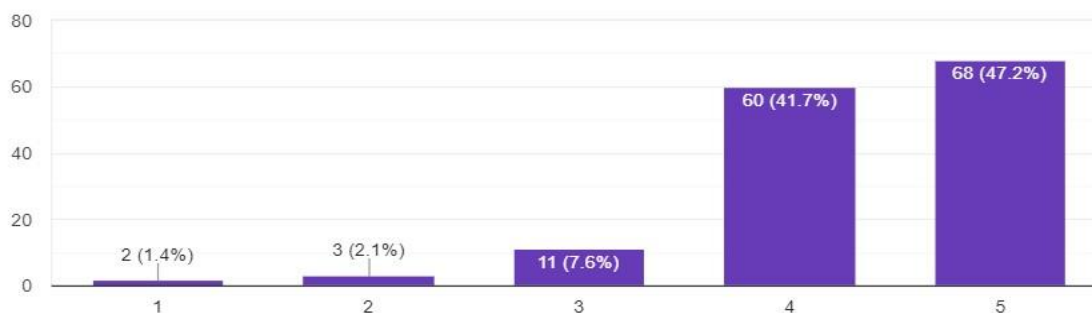
144 responses



The induction training has four phases and Grooming and self-presentation phase is one of them. It helps to enhance and improves overall behavior and concepts. 57.6% trainees are strongly agreeing, and 29.2% trainees are agreeing on this. Next, 12.5% trainees are neutral, and 0.7% trainees are disagreeing. But no trainees are strongly disagreeing about this. So, from the above the graph, we can say that the grooming and self-presentation phase has positive impact on the overall concept and behavior of trainees.

11. Class time (starting and ending) and break time were given and maintained properly

144 responses

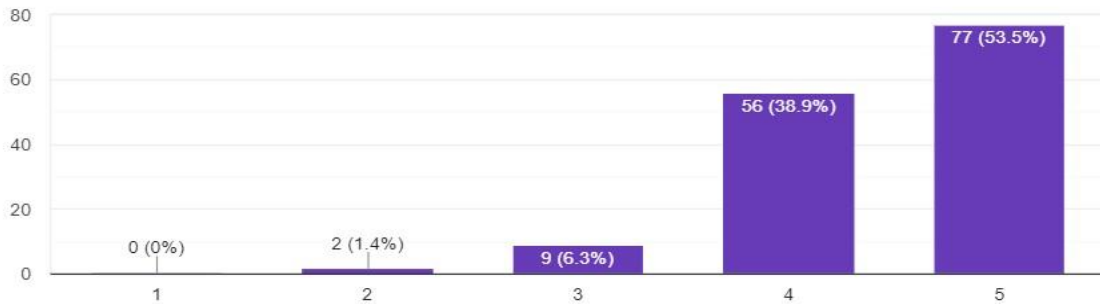


Each class has particular starting and ending time. Before starting another class there is a specific time of break. 47.2% trainees are strongly agreeing, and 41.7% trainees are agreeing on this. Furthermore, 7.6% trainees are neutral, 2.1% trainees are disagreeing and 1.4% trainees are

strongly disagreeing on this. Lastly, from the above the graph, we can say that the class time and break time are given and maintained properly.

12. Fair judgement and transparency were present

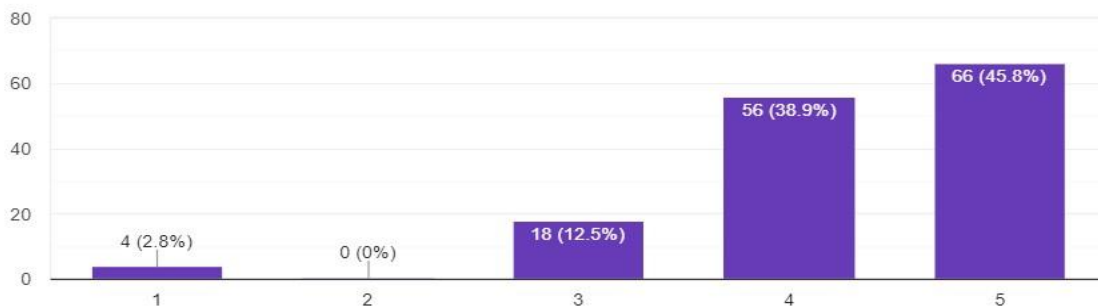
144 responses



During the training period, there were fair judgement and transparency in every aspect. 53.5% trainees are strongly agreeing, and 38.9% trainees are agreeing on this. Furthermore, 6.3% trainees are neutral, and 1.4% trainees are disagreeing on this. Lastly, we can say that the fair judgement and transparency were present during the whole training period.

13. Review and feedback were given regularly

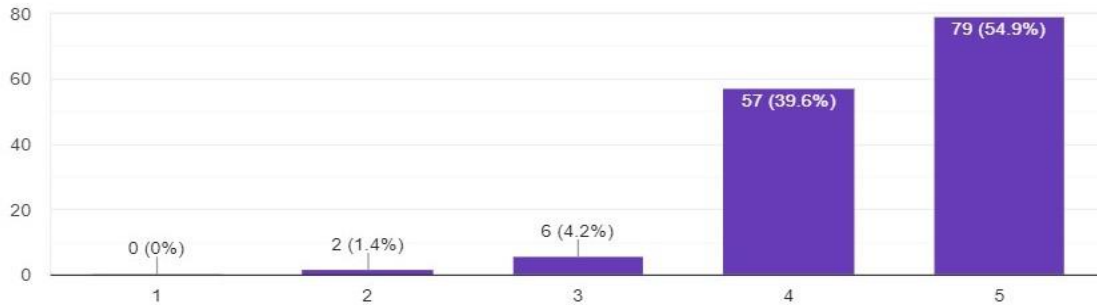
144 responses



The trainees are given regular review classes and feedback for their exam scripts so that they can improve their marks and knowledge. 45.8% trainees are strongly agreeing, and 38.9% trainees are agreeing on this. Furthermore, 12.5% trainees are neutral, and 2.8% trainees are strongly disagreeing on this. From the percentages, we can say that the review and feedbacks were provided time to time.

14. I was satisfied with my overall induction training experience

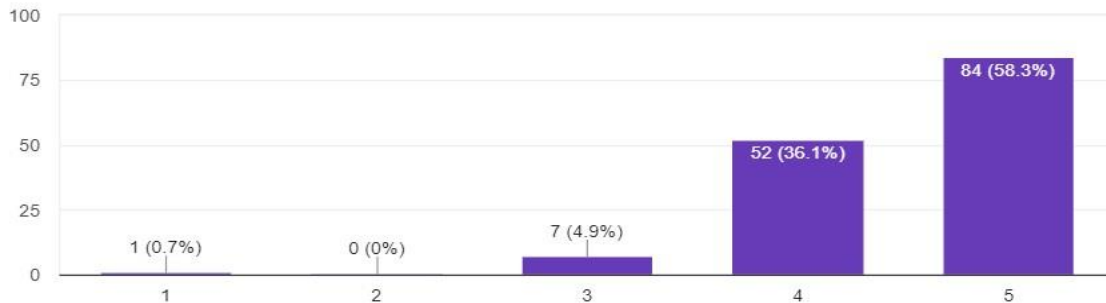
144 responses



Induction training is a different kind of training, and it is a whole new experience for the trainees. 54.9% trainees are strongly agreeing, and 39.6% trainees are agreeing on this. Next, 4.2% trainees are neutral, and 1.4% trainees are disagreeing on this. From the percentages, most of the trainees have satisfactory experiences from the induction training session.

15. The whole training program was well-organized

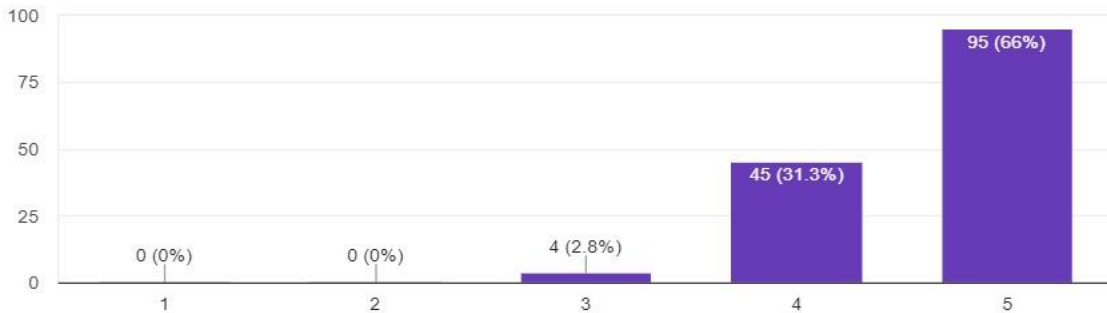
144 responses



The graph is showing that 58.3% trainees are strongly agreeing, and 36.1% trainees are agreeing that the whole training program was well-organized. Moreover, 4.9% trainees are neutral, and 0.7% trainees are strongly disagreeing on this. From the percentages, most of the trainees have assured that the full training program was well-organized.

16. I will be able to apply the training learning in my field force

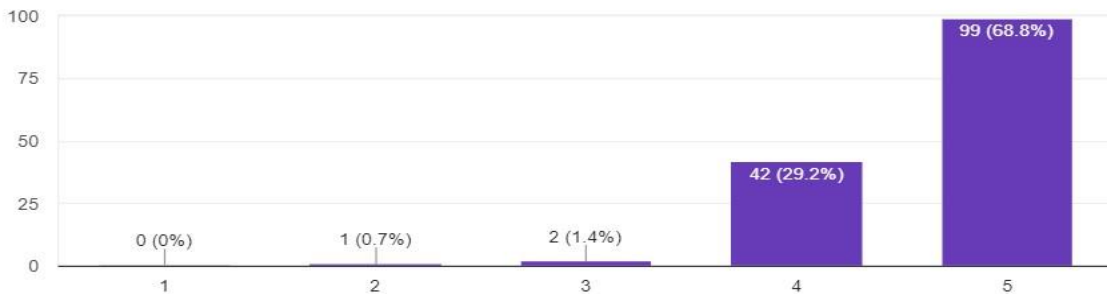
144 responses



From the graph, it is shown that 66% trainees are strongly agreeing, and 31.3% trainees are agreeing that they are able to apply their training learning in the market and field force. Next, 2.8% trainees are neutral on this. From the percentages, most of the trainees have assured that they are able to apply the training learning in the field force and market.

17. 'Induction training will help me to achieve my performance objectives' (target achievement, market share, sales growth etc.)

144 responses



Induction training is structured properly so that the MPOs can achieve their performance objectives like target achievement, market share, sales growth etc. From the graph, it is shown that 68.8% trainees are strongly agreeing, and 29.2% trainees are agreeing that they can achieve their performance objectives. Next, 1.4% trainees are neutral, and 0.7% trainees are disagreeing on this. From the percentages, most of the trainees have assured that they can achieve their performance objectives properly.

3.4 Effectiveness

The induction training is beneficial and effective for both the MPOs and Square Pharmaceuticals itself. Because of this training, their overall market sales have increased tremendously. After getting the proper skills most of the MPO can easily achieve their targeted sales and some of them are able to achieve more than their target sale scale.

Targeted Market Sales	Number of MPOs	Percentage of MPOs
Greater than 100%	50	32%
Between 90% - 99.99%	77	49%
Between 80% - 89.99%	22	14%
Greater than 80%	149	96%
Less than 80%	7	4.48%

It is clear from the table that about 96% (149) of MPOs can reach the standard market sales percentage, which is greater than 80%. It is impressive for the firm that 32% (50) of the MPOs may exceed 100%. It significantly increases the company's sale options and sales revenue. Next, 49% (77) of MPOs can attain the goal between 90% and 99.99%, which is another notable accomplishment for the business. 14% (22) MPOs achieve market sales of between 80% and 89.99%. In comparison to the overall accomplished sales percentages, only 4.48% (7) of MPOs are unable to function at the standard percentage of sales.

3.5 Limitation

Because of the limited resources and time, the questionnaire was intended to obtain the essential information from respondents through questionnaire. With the increased scale, a more detailed examination will be more significant. Other variables of employee productivity are not addressed in this research. Future study results may be altered due to time restrictions and a small sample size.

3.6 Future Study Scope

An extensive study including data from several firms may be narrowed down through further research to get a more accurate conclusion that can enable fair comparison. Additionally, certain additional criteria and standards may be used to assess the success of MPO training and development. To increase the effectiveness or efficiency of this case, it would be preferable to get the medical representative interpretations from many firms rather than relying just on one company's comments. New automation techniques can also be tried and proposed based on how the general populace reacts to increasing their efficacy.

3.7 Conclusion

One of the biggest companies in our nation, Square Pharmaceuticals Ltd., is growing daily on a global scale. For this, Square continually looks for greater talent that can meet the needs of the business. Because of this, this study was conducted so that it may be revised as necessary and used effectively.

As a result, we can state that their induction training was nearly flawless in preparing the trainees to become more qualified MPOs for the sales market and field force. Many individuals desire to be a part of this as well as Square Pharmaceuticals because of their training facilities and results. Additionally, Square offers them daily allowances and training allowances, which is what most appeals to them. Finally, it can be claimed that Square Pharmaceuticals offers their MPOs the most efficient and positive introduction training.

3.8 Recommendation

For various batches, Square Pharmaceuticals conducts many induction training sessions. They consistently strive to offer their trainees, who will become their future MPOs, their all. According to the analysis's findings, they still have room to improve their training's efficacy and quality in several areas.

They should modify their training manuals because some trainees are not satisfied with those. They need to improve their review and feedback session, as is evident. The trainees gave this section the most unfavorable votes. Therefore, they should consider this aspect and strive to change it in accordance with the demands and requirements of their trainees. Next, they can alter their snack options while staying within their budget to keep the trainees from getting bored. It is recommended since their snack goods receive the most disapproving votes. To modify the comments regarding the food they offer, they can introduce some delectable variations. Additionally, they have the option to switch their walk-in interview method to an online exam approach. They will have less difficulty, and the hiring process will be improved. In addition to all of these, their induction training procedures are recognized in the pharmaceutical industry and nearly faultless.

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