

A report on
The Need of an HR Consultancy Organization for Employee Recruitment Process in Bangladesh. (A Study on “grow n excel”)

By
Fatema Tuz Zohora

18304150

An internship experience report presented to the Department of Business Administration in fulfillment of the graduation requirements for the Bachelor of Business Administration program.

Faculty of Business Administration

Brac University

December, 2023

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Declaration

It is hereby declare that,

1. This internship report is solely my original work, completed during my studies at Brac University.
2. All content within this report is exclusive to this project and does not include previously published or written material from any external source, except for properly referenced and attributed quotations.
3. This report does not contain material previously accepted or currently submitted for any other degree or qualification at Brac University or any other institution.
4. All significant assistance received during the research and writing of this report has been duly acknowledged.

Student's Full Name; Signature:

Fatema Tuz Zohora (18304150)

Supervisor's Full Name; Signature:

Dr. Ekramul Islam

Assistant Professor (Brac Business School)

Letter of Transmittal

Dr. Ekramul Islam

Assistant Professor,

BBA

BRAC University

KHA 224, Progati Sarani, Merul Badda, Dhaka 1212.

Subject: Submission of Internship Report on The Need of an HR Consultancy Organization for Employee Recruitment Process in Bangladesh. (A Study on “grow n excel”)

Dear Sir,

With all due respect, I, Fatema Tuz Zohora (ID:18304150), am really pleased to submit my internship report on The Need of an HR Consultancy Organization for Employee Recruitment Process in Bangladesh (A Study on “grow n excel”) under your supervision.

Throughout my internship at "grow n excel," I conducted interviews, had conversations, and gained all the data and information used in this report. An overview of the several services grow n excel offers and the methods by which they deliver them are provided in this report. I have also discussed how they run their company and are having a significant influence on Bangladesh's industries. The other important things I covered were how they met customer demands, turned a profit, addressed organizational issues, and, finally, offered some suggestions for resolving the issues at hand. I think that HR professionals will find this research to be a useful resource, since it will inform them of the significance of HR firms.

I appreciate the chance to finish this report and grateful to you for your continued assistance.

Sincerely,

Fatema Tuz Zohora

18304150.

Non-Disclosure Agreement

Appointment letter:

grow nexcel
Human Resources & Management Consultants

1st Floor - A1
House No. CWS (B) - 6
Road No. 33, Gulshan - 1
Dhaka - 1212
Tel: +880 2 58813388, 9887653
Fax: +880 2 58814343
E-mail: info@grownexcel.com
Strictly Confidential

Ms. Fatema Tuz Zohora
24, Kabi Jasim Uddin Road
Motijheel
Dhaka

12th September 2023

REF. Intra 82/09/23

Internship

Dear Ms. Fatema,

Reference to your recent interview with us, we are pleased to offer you as “**Intern**” in our organization. The terms and conditions are as follows:

NATURE OF APPOINTMENT: Contract service for 03 (three) months. After this period the contract will be automatically terminated.

ALLOWANCE: You will be entitled to receive TK 7,000/= (Taka seven thousand only) as internship allowance.

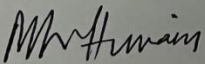
JOINING DATE: Your internship contract will be effective from 14th September 2023.

GENERAL UNDERTAKING: You will abide by the rules and regulations of the organization as revised from time to time by the management.

CONFIDENTIALITY OF BUSINESS INFORMATION: During the course of your Internship, it is probable that you will generate or become aware of information, which is, or may be, confidential. You will be under obligation to keep confidential all information, incidents, documents etc. concerning the affairs, plans and projects of the organization and you shall not disseminate/divulge them to any unauthorized person either directly or indirectly.

I look forward to welcome you in grow n excel.

Yours sincerely,


M. Zulfiquar Hussain
Chief Executive Officer

I understand and accept the terms and conditions outlined above.

Signature

Date

Acknowledgment

My internship at grow n excel was an invaluable opportunity for professional development. Gaining firsthand experience in the dynamic world of HR, from a leading Bangladeshi HR Recruitment Organization like grow n excel proved to be an enriching and formative experience.

I would like to express my sincere gratitude to my academic supervisor, **Dr. Ekramul Islam**, Assistant Professor at Brac Business School. His timely guidance and unwavering support were instrumental in ensuring the completion of my internship projects on schedule. His flexibility and understanding of the challenges faced by a student transitioning into corporate life were truly commendable.

Furthermore, I extend my heartfelt appreciation to grow n excel for providing me with this remarkable opportunity. I am particularly grateful to the CEO, **Mr. Zulfiker Hossain**, for recognizing my potential and offering me a place within his esteemed organization. I would also like to express my sincere thanks to my line manager, **Mr. Riasat Ur Rahman**, (Talent Acquisition Manager, Office Supervisor). His thorough guidance and support were instrumental in helping me acclimate to the company culture and navigate the internship successfully. His willingness to assist me throughout my journey, from the very first day, was invaluable.

Finally, I want to thank all of my fellow interns and everyone else who has supported me either directly or indirectly during my internship phase.

Executive Summary

This internship study explores the vital role that HR consulting businesses play in Bangladesh's labor market for hiring new employees. This represents the final project I worked on for my BBA, with a particular emphasis on "The Need for an HR Consultancy Organization for The Employee Recruitment Process in Bangladesh." Using a combination of primary and secondary data sources, the study provides insightful information based on my personal experience as well as reputable research sources. The primary data comes from my observations and daily actions during my three months as an intern at Grow N Excel, one of Bangladesh's top HR consulting firms. Through this thorough experience, I gained significant insight into the inner workings of recruitment and selection operations and was exposed to their practical reality. Grow N Excel's broad clientele, which includes both local businesses and worldwide firms, enhanced my education by exposing me to a variety of recruitment circumstances. The secondary data is the result of a thorough examination of papers and publications, which adds established knowledge to my field observations. My aim has been to create a report that is grounded on practical experience and factual accuracy by integrating several useful data sources.

I have a thorough awareness of the opportunities and difficulties present in Bangladeshi hiring through my close interaction with Grow N Excel's talent acquisition division. My motivation to help the team's processes continue to be improved was stoked by this firsthand experience. As a result, the report concludes with a series of strategic recommendations that I believe have the potential to improve the recruitment team's overall efficacy and streamline operations. These ideas are created from my unique perspective.

This paper, in short, goes above the requirements of a simple academic assignment. It is proof of my internship experience and provides insightful information on the vital role HR consulting firms play in Bangladesh's rapidly expanding employment market. Moreover, it suggests doable fixes that, in my opinion, are essential to streamlining hiring procedures for both well-known companies like Grow N Excel and the larger Bangladeshi business community.

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List of Acronyms

HR	Human Resource
HRM	Human Resource Management
HRIS	Human resources information system
IS	Information System
OS	Operating System
JD	Job Description

Chapter 1

Overview of Internship

1.1 Student Information

Name: Fatema Tuz Zohora

ID: 18304150

Program: BBA

Major: Marketing and Human Resource Management

1.2 Internship Information

1.2.1 Period

Period : Three (3) Months, 14th September, 2023- 14th December, 2023

Company Name: Grow n excel

Department/Division: Head Hunting

Address: 1st Floor – A1, House No. CWS (B) 6, Road No. 33, Gulshan-1, Dhaka-1212.

1.2.2 Internship Company Supervisor’s Information

Name: Mr. Riasat Ur Rahman

Position: Manager - Talent Acquisition

Introduction

Businesses in Bangladesh, which has a thriving economy, struggle to effectively manage their expanding workforces. Here's where HR consulting firms come into play, essential to the success of organizations. This is the reason why:

Talent Acquisition: It can be difficult to find the candidates who can be a good fit in every possible way. HR consultants help organizations save time, energy by connecting them with a pool of eligible and desirable candidates.

Staffing Solutions: HR companies can expertly handle staffing needs, whether they need temporary assistance, long-term employment, or it can be flexible contracts too.

Compliance Cornerstone: It can be challenging to understand and deal with Bangladesh's labor rules. As knowledgeable advisors, HR consultants are expert enough in this particular area and able to help companies stay compliant and keep out of trouble with the law.

Motivated Workers: HR providers handle the details, freeing up businesses to concentrate on employee development. They handle everything from creating efficient employment contracts to handling payroll and taxes.

Competent Staff: HR consultants create and conduct relevant and necessary training courses, giving staff members the elements they need to ace. Individual and team performance is further reshaped through coaching and mentoring.

In summary, HR consulting companies in Bangladesh are crucial allies that support companies in achieving their objectives, operating within regulatory constraints, and developing motivated, competent workforces. They are the keystone that holds talent and opportunity together, propelling success in Bangladesh's ever-changing business environment.

1.2.3 Job Scope

Grow n Excel provided me with a great internship experience, turning my academic knowledge into practical skills. By actively engaging in headhunting, talent acquisition, and CV sourcing, I was able to expand my knowledge of different departmental responsibilities and obtain useful work experience.

Head hunting:

I was thrown into headhunting headfirst, focusing into job descriptions and comprehending client needs. Building on this base, I looked into the company's finances, culture, and current workforce to create methods that would draw in not only highly qualified professionals but also individuals who would flourish in the workplace. My Supervisor let me read the job description on my own then explained the whole scenario to me that fortunately aligned with my level of understanding. Also, my investigation turned up unanticipated benefits that guaranteed candidate and client expectations were in line right away. I created a broad pool of talent by utilizing job portals, linkedin profiles, and internal CV banks. I then used careful phone interviews to this group of candidates. Through these discussions, I was able to uncover hidden gems, and I was able to provide the client with a shortlist of outstanding prospects along with thorough feedback and insights for each.

I acted as a liaison or middleman between the parties throughout the process, keeping everyone aware of the situation. My ability to find, evaluate, and showcase outstanding talent across industries has improved as a result of this baptism by fire, and it has equipped me to recognize and draw in the people that propel an organization's success.

Basically, After gathering a good number of CVs over 10, Headhunters/we speak with candidates. It's a type of preliminary interview when you learn more about the individual.

Following a substantial number of prospective applicants' phone calls, evaluation of their resumes, and discussion over only a small number of those who have been shortlisted are contacted and their caller feedback is sent to the customer. Subsequently, the client selects another short list of applicants for the evaluation and interview.

If a candidate is chosen for an assessment or interview, the designated individual keeps up a constant line of communication for the benefit of both parties.

Interview Scheduling:

By informing the shortlisted candidates and arranging their interviews according to client availability, I played a critical part in deciding the interview based on both parties convenience. In order to promote a seamless experience for clients and candidates alike, I called them later to confirm their appearance and resolve any scheduling difficulties.

Mapping:

I led large mapping projects to broaden our talent pool and expedite client searches. Among other businesses, these included MNCs, clothing companies, and non-governmental organizations. The task required identifying and profiling important professionals in certain jobs. We used to perform the task while using Microsoft excel to gather all the information. I formed a useful database by carefully documenting their experience and knowledge, which facilitated quicker, more focused headhunting for upcoming customer requirements. Our CEO sir used to compare mapping with fishing. He used to say when you'll spread the net make sure you've all the best fishes in your net. For instance, I worked for one role which was category manager of Marico and ensured I have all the category managers from FMCG industry in my mapping.

Employer Branding:

Beyond drawing in and keeping top personnel, employer branding may help a business stand out from the competition and enhance its value proposition. Grow n Excel faces compelling challenge in developing a successful employer brand strategy.

The challenge is striking a balance between enabling each organization to communicate its unique offers and appeal to its target market and the requirement for a unified identity across the group. This necessitates careful branding that is suited to the ideals, offerings, and skill pool of each company. As a result, solving this complex problem will need a lot of effort, imagination, and planning.

This issue may be turned into an advantage by carefully creating distinct brand identities inside the broader Grow n Excel umbrella, creating interesting content for social media, and efficiently handling the distribution of pertinent information. In addition to attracting and keeping elite talent, a strong employer branding approach will reinforce Grow n Excel's standing as a top brand in the HR industry.

Grow n Excel's three sister concern attract clients from a diverse range of industries. Every sister company faces different issues, which they attempt to address in their own distinctive social media posts. Furthermore, creating content for social media and locating and using the data that best aligns with each company's business objectives take additional work, employee creativity, and teamwork. During my internship, I developed social media content for Apparel Talent in collaboration with Riasat Ur Rahman, Manager of the Talent Acquisition Department, and Nayem Hossain Talukder, Head of Content Development for Grow n Excel. To gain an understanding of the organization's beliefs and culture, I had to have multiple meetings with them. However, to develop contents for our social media platforms or to send relevant contents to our reliable clients I had to go through several websites which are:

List of Websites	
Konferry	Fast Company
Forbes	Inc Magazine
Gallup	Consultancy EU
World Economic Forum	McKinsey & Company
Harvard Business Review	Entrepreneur Media

Source: Interview (Figure 1)

My varied efforts at Grow n Excel were all focused on enhancing the company's employer brand, from creating attention-grabbing headlines for the HR-heavy "Knowledge Desk" to creating visually appealing social media material and subtly branding every CV with our logo and date of submission. By carefully selecting articles, monitoring social media activity to make sure our message was understood and relevant, and even transforming boring PowerPoints into engaging presentations, I developed a reputable resource for HR enthusiasts. Through my effort to brand CVs, I made sure that Grow n Excel was always remembered by clients. Additionally, by keeping up with the latest developments in social media and HR trends, I helped the company remain competitive and up to date to both clients and talent.

Call representative:

Grow n Excel has a minimal structure, therefore my responsibilities went beyond what one would typically expect from an intern. As the company's main point of contact, I took calls from clients and prospective candidates asking questions about executive appointments, fees, services, and even how to submit a CV. I gained vital communication skills and an understanding of client demands from this challenging work.

Intern & HR Trainee Recruitment process:

I was a key player in simplifying Grow n Excel's internship and HR trainee hiring procedure. Together with the HR staff, I created eye-catching digital fliers that were posted on social media, LinkedIn, and Brac University forums in an effort to draw in top talent. After a deluge of applications, I collaborated with the HR Associate to establish a rigorous candidate screening procedure based on predetermined standards. One of my responsibilities was to conduct preliminary phone interviews to evaluate candidates' interest, communication abilities, and HR expertise. I then scheduled and oversaw the last round of interviews with the CEO after supervising the Manager and Associate Manager. I was an invigilator of the written exam of HR Trainees and Co-Ordinated the whole interview session with our CEO Sir. He showed so much faith in me that he took my opinion to shortlist top 3 candidates from 5 candidates based on our discussion which made me feel valued as an employee of him. Then I sent out customized emails of congratulations when the task was completed successfully, along with information about the onboarding process, joining dates, assigned tasks, and document gathering needs.

I was able to effectively manage a variety of demands, which improved Grow n Excel's operational effectiveness and gave me priceless experience in talent acquisition, recruitment, and communication. I was able to develop critical abilities for my future professional aspirations and flourish in a dynamic setting because to my proactive approach and adaptability.

1.3 Internship Outcome

My Bachelor of Business and Administration degree gave me a strong foundation in theory, case studies, problem-solving, and analysis, but I wasn't entirely clear about how to apply it in the actual world. My Grow n Excel internship was a crucial link that allowed me to fully realize the enormous potential of theoretical knowledge in real-world situations.

I was able to observe directly how the theoretical frameworks were converted into practical tactics through this immersion in the business world, which exposed me to the dynamic interplay between the external environment and internal operations. This priceless experience enabled me to effectively contribute to Grow n Excel by exposing me to theoretical knowledge with practical problems.

1.3.1 Contribution to the company

My internship at Grow n Excel focused on providing strategic talent solutions that accelerated customer growth rather than just placing resumes. I made a major contribution to the placement of outstanding individuals in important roles across several industries by constantly going above and beyond expectations.

- **SGS:** Found and screened ten excellent applicants for the Lead Auditor post, which led to an employment. Then they shortlisted two candidates for color fastness section (Sr.Executive) as well.
- **SQ Group:** Provided five powerful resumes for Employer Branding campaigns and successfully filled fifteen executive and manager jobs in Human Resources.
- **Babylon Group:** Provided qualified applicants for the position of CMO.
- **VIP:** Competitive resumes for the roles of project manager and head of planning were presented.
- **Marico:** Provided solid background checks for positions as Category Manager.

Beyond Recruitment:

Creative Expertise: Added to the creation of an extremely captivating poster that attracted a lot of applicants for an internship.

Long Mapping: Over 1500 HR professionals from a variety of industries were mapped under my direction. This data will be a great asset for future hiring initiatives if they need to work with any of these roles later on that match the field of industry as well as the designation.

1.3.2 Benefits

My internship at Grow n Excel was more than simply a way to fill vacancies; it was also a roller coaster ride to me in the fast-paced world of Human Resources. I got extensive knowledge of the whole recruitment process, from writing engaging job descriptions that attract top notch people to building effective employer branding tactics.

Understanding the Hiring Process

JD Deconstruction and Enhancement: I learnt to examine job descriptions, uncovering critical features that companies frequently neglect. This enabled me to create internal JDs that detailed positions in detail, including benefits not available in public advertising.

Getting the Best: Seeing the effectiveness of company branding in attracting talent, I realized the value of creative content and posters in increasing candidate interest.

Acuity in Assessment: I strengthened my HR analytical skills by learning how to successfully evaluate CVs, assess candidate suitability, and apply extensive interviewing strategies.

Beyond Recruitment, Retention, and Empowerment

Retention tactics: I investigated the critical factors of employee retention, realizing the importance of designing tailored tactics to keep personnel engaged and satisfied.

Grow n Excel taught me the essentials of training and development, such as doing TNA analyses, creating compelling training materials, and presenting impactful presentations.

Mastering Professional Mastery Tools:

My internship provided the opportunity to utilize my knowledge of Microsoft Office Suite and Google technologies in real-world circumstances:

Advanced Excel Mapping: Created extensive mappings using advanced formulas, improving data analysis and project management.

MS Word Enhancements: From my supervisor, I learned new strategies to improve my document creation skills.

PowerPoint Proficiency: Created dynamic presentations by experimenting with new PowerPoint features.

Soft Skills Development for Effective Engagement:

Rapid Analysis and Comprehension: Reviewing a large number of CVs for various openings sharpened my ability to swiftly assess fit based on qualifications and cultural fit.

Improved Productivity and Analysis: This fast-paced workplace encouraged better productivity and analytical thinking, allowing me to manage complicated jobs quickly.

Confidence in Communication: Initially, communicating job details to clients and applicants over the phone caused issues. However, with my supervisor's advice on clear, professional communication and frequent updates, I improved my communication skills and gained confidence in client contacts.

To summarize, my Grow n Excel internship was more than simply a temporary employment; it was a transforming journey that improved my grasp of HR complexities, equipped me with valuable skills, and instilled confidence in my professional talents. I am glad for this informative experience and look forward to putting my newfound knowledge to use in my future activities.

1.3.3 Problems

During my internship at Grow n Excel, I encountered a few challenges. These issues are detailed below:

Infrastructure Restrictions:

Inefficient and incompatible equipment: Laptops and software were outdated, limiting efficiency and compatibility.

Inadequate Resources: The lack of PCs/laptops inhibited collaboration and communication.

Telephone Issues: Poor audio quality caused by an ancient help desk phone and an inconsistent WiFi router hampered productivity.

Concerns about hygiene: A lack of office personnel harmed cleanliness and hygiene.

Inefficiencies in Work Management:

Employee presence was variable due to the loose enforcement of 9:30am-6:30pm working hours.

Frequent Absences: A high rate of unrequested leave and erratic scheduling caused project timetables to be disrupted.

Communication Difficulties:

External Delays: Revisions to candidate resumes resulted in late project submissions, affecting the supervisor and colleagues.

Senior colleagues dismissed proposals and feedback, limiting learning possibilities.

Employee Dissatisfaction:

Underpaid Salaries: Employees, particularly entry-level workers, felt monetarily undervalued in comparison to industry standards.

Limited Benefits: Employee Productivity was diminished due to a lack of non-monetary rewards.

1.3.4 Recommendations for problems

I've included suggestions for resolving these issues below.

Workplace problems? Let's do some redecorating!

Consider a workplace in which laptops aren't dinosaurs and phones don't sing opera in bad Italian. Grow n Excel requires a technological revolution, a resource renaissance! New equipment is more than a luxury; it's a morale booster. Invest in the tools, and watch employee motivation soar. However, expensive tools are only the chorus; the true symphony is found in a common vision. Make sure everyone understands the company's value chain, the melody that drives their job. That's a workplace that's buzzing with activity!

Is communication hindered? Unmute the microphone!

Open-plan offices are excellent, but sometimes the noise drowns out the brilliance. What about dedicated desk clusters for in-depth chats? Let us also deconstruct the echo chamber of senior silence. Decision-making sessions require a chorus of voices, not simply a soloist's drone. Allow youngster suggestions, and let their thoughts shine! It is not only about hierarchy, but also about harmony.

Employee Fluctuation? Discover the Rhythm!

Frustration festers in the shadows. Provide employees with a place to discuss their issues. What about suggestion boxes? Monthly online polls? Allow them to be conductors of their own pleasure. And for those who leave like escaper on the hour, it's time for a digital doorman. Track sign-ins and sign-offs, send automated reminders, and use a nice (but strong) warning system to say "till we meet again" to latecomers. The beat is the rules, but the bassline is flexibility. Find your groove and watch your productivity soar!

Grow n Excel, this office is more than simply a place to work; it's an orchestra. If they can invest in the tools, fine-tune the communication, and they will be able to watch their employees/colleagues create a productivity masterpiece.

Chapter 2

Organization part: Overview, Operations and Strategic Audit

2.1 Introduction

The Human Resources (HR) environment is undergoing a transformation. HR professionals are no longer restricted to administrative chores; instead, they are emerging as strategic advisors, driving organizational performance through their business acumen and ability to transform the value of HR initiatives into actual bottom-line effect (Talukder, 2013). This trend is being driven by a rising realization that human capital is a company's most valuable asset, and that maximizing its potential is critical to overcoming the challenges of globalization and technology disruption (Haslinda, 2009).

HR consulting is a booming profession in Bangladesh, driven by the increased adoption of consultant knowledge (Talukder, 2013). Recognizing the importance of this role, Grow n Excel emerges as a key actor, dedicated to empowering both individuals and businesses through a wide range of services. Grow n Excel creates unique solutions for each customer, drawing on their extensive experience and best-in-class methods, with the goal of becoming the industry's gold standard via unwavering professionalism, dedication, and client focus.

Grow n Excel builds nationwide professional networks, enabling knowledge sharing and collaborative expertise, to satisfy the dynamic demands of their clientele. Their staff consists of highly motivated young HR specialists who are full of enthusiasm and driven to provide great service. Recognizing the high cost of ineffective hiring, Grow n Excel is laser-focused on placing the right person in the right role at the right time to maximize value for their clients.

Grow n Excel, in essence, represents the changing face of human resources. They are more than just human resources consultants; they are catalysts for organizational growth and human potential, transforming talent into success stories with each strategic relationship.

Background:

Why Bangladesh Needs Human Resources Consultants for Smarter Recruitment: A Tale of Talent

Consider a busy marketplace for skill rather than mangoes or spices. The employment market in Bangladesh, a place of vibrant energy and a thriving economy, hums with both promise and hazard. Finding the proper fit in a sea of eager faces may be a daunting task for companies. This is where human resource consultants come in, acting as competent navigators through the sometimes choppy waters of recruitment.

The Obstacles: A Skill Gap and an Uneven Playing Field

The job market in Bangladesh is a pretty problematic. Millions of people are looking for work, but employers are having difficulty finding qualified workers. While attempting, the educational system frequently fails to bridge the gap between academic objectives and industry needs. The end result? A lack of talent causes many roles to go unfilled, impeding organizational progress.

Aside from the skills gap, another storm cloud is looming: unethical practices. Favoritism and nepotism can contaminate the hiring process, casting doubt on transparency and merit. Unqualified candidates selected through shady means can wreak havoc on production and morale.

The Human Resources Consultant: The Talent Alchemist

These specialists bring a plethora of expertise and knowledge to the table, transforming recruitment into a strategic symphony.

Here's how they do their thing:

Talent Acquisition: They become talent magnets, attracting the top people through targeted sourcing approaches and employer branding efforts.

Candidate Evaluation: They use methods such as skills testing, psychometric evaluations, and in-depth interviews to find the gems in the rough.

Design of Recruitment Strategies: They create bespoke recruitment programs that are targeted to company's culture, values, and special needs.

However, their knowledge extends beyond simply finding the ideal match. Additionally, HR consultants:

Ensure Compliance: They traverse the maze of labor laws and regulations, making your hiring process spotless.

Benefits Optimization: They assist in the creation of employee benefit packages that attract and retain top personnel.

They become HR sounding board, providing crucial guidance and support on all things human resources.

The Triumph: A Success Symphony

The recruitment process is transformed when someone work with an HR expert. Gone are the days of wasting time and hiring the wrong people. Instead, anyone can recruit great applicants, cultivate a diverse and motivated team, and watch their company thrive.

To summarize, employers have both possibilities and challenges in Bangladesh's dynamic job market. However, by partnering with the proper HR consultant, they can unleash the full potential of recruitment process and establish a team that propels the organization to new heights.

But they need to remember that information is power in the talent business. And HR experts wield influence, ensuring that every hiring contributes to the symphony of success.

2.2 Overview of the Company

Grow n Excel: Developing Talent, Creating Futures

A seed of aspiration was planted in 2007. Grow n Excel arose as a talent architect for Bangladesh's expanding future, thanks to the vision of Zulfiqar Hussain, HR architect and changemaker. Mr. Hussain set out on a mission to bridge the gap between untapped potential and organizational success, equipped with his experience at Citycell and Nestle.

Grow n Excel was founded on innovation and adaptability rather than brick and mortar. It began by addressing a critical need - Executive Search - and quickly rose to prominence in Bangladesh's HR environment. But their desire was much greater. In 2009, SmartCheck emerged to protect client trust by checking candidate data. Apparel Talent emerged in 2010 to meet the HR demands of the textile sector, while Dynamic Resources emerged in 2011 as the workforce whisperer, expertly handling high-volume hiring and staffing.

Grow n Excel is no longer just a collection of services; it is now a whole ecosystem for talent development. Their purpose is to help people become successful contributors and businesses become talent magnets. They use empathy as well as experience to comprehend each client's unique DNA and build tailored solutions.

However, Grow n Excel's tale does not finish there.

Their **Vision** is bolder: a Bangladesh where human capital is the foundation of progress. They see themselves as national transformation catalysts, enabling individuals to establish rewarding professions and companies to make important contributions to society.

Their core beliefs, not mere slogans, foster this vision:

Impactful Growth: Every activity is evaluated based on its impact on human and organizational well-being.

Agile Expertise: They value innovation and are continually updating their solutions in order to stay ahead of the competition.

Partnerships, rather than transactions, characterize their relationships, establishing a healthy ecology of mutual prosperity.

The Vision & The Mission

The vision

Our country's great potential and transition, we all have a responsibility to play in releasing individual potential and growing human capital. In this regard, we support our clients in improving organizational performance.

Capacities to tackle tomorrow's challenge.

Grow n Excel is more than simply a business; it is a catalyst for a better future. They are the cultivators of genius, fostering potential not only for profit but also for advancement. Every individual flowers, every organization thrives, and Bangladesh thrives in their verdant vision, propelled by the bright power of human capital.

The mission:

With a commitment to assist individuals and businesses, grow n succeed offers a comprehensive range of HR and management consulting services. We have extensive experience and understanding of best-in-class HR practices, which allows us to successfully provide personalized services to our clients. Grow n Excel strives to be the country's leading Human Resources & Management consulting firm, and is driven by its fundamental values of professionalism, passion, and client attention.

Organogram: Organizational Structure of Grow n Excel:

Organizational Structure



Source: Grow n excel website (Figure 2)

Grow n Excel provides outstanding value at competitive pricing by assembling a small (14 members) but well-trained workforce. We reduce operating costs without sacrificing quality, allowing us to concentrate our efforts on providing strategic insights and significant solutions. This cost-effective approach helps both our clients and our company, promoting a long-term and mutually beneficial connection.

2.3 Management Practices

Management Philosophy:

Grow n Excel adheres to a Theory Y-inspired management philosophy, valuing its people' innate motivation and accountability. This translates to a trustworthy and enabling workplace in which employees are encouraged to share their ideas and knowledge. This strategy promotes a collaborative and inventive culture, increasing productivity and exceeding customer expectations.

Leadership style:

Democratic leadership is at the heart of Grow n Excel's leadership style. Managers actively involve team members in decision-making, respecting their perspectives and encouraging open communication. Regular meetings, one in the morning for project allocation and another in the evening for progress updates, ensure that everyone is on the same page and has a sense of ownership. The firm, on the other hand, employs a situational leadership style, understanding the need for more directive tactics in specific contexts such as organizational development.

Selection & Recruitment:

Grow n Excel's recruitment approach is centered on attracting top talent through strategic university collaborations. They establish a strong foundation of skills and knowledge by prioritizing graduates from famous universities such as Brac University, North South University, and DU-IBA. Initial HR screenings, online interviews with senior people, and final interviews with the CEO comprise the multi-stage selection process. This thorough approach considers both technical competency and cultural appropriateness.

Benefits & Compensation:

Grow n Excel attempts to offer competitive pay in the HR consulting field, recognizing the demanding nature of the work. A salary and commission structure ensures both consistent income and performance-based rewards. Furthermore, the company's recent provision of free lunch illustrates its commitment to employee well-being. Some feedback, however, shows that pay may not yet completely represent the value employees bring to the table. This area has the potential for further development and investment.

Training & Development:

Grow n Excel promotes on-the-job training by partnering new hires with experienced team members. This interactive approach enables new recruits to discover areas for development quickly and receive ongoing feedback. Training period varies according to seniority, with trainees receiving specific assistance for 6-12 months and senior personnel assimilating into the organizational culture in 1-3 months. This dedication to continual learning creates a workforce that is constantly upskilled and adaptive.

Finally, Grow n Excel's success is dependent on its emphasis on people-centric methods. The organization develops a collaborative and inventive atmosphere that empowers its people and generates excellent results by embracing a Theory Y-inspired management philosophy, democratic leadership style, targeted recruitment, and continuous learning.

2.4 Marketing Practices

A Business-to-Business Approach to Marketing Excellence

Grow n Excel operates in the distinct landscape of B2B (business-to-business) consultancy, where marketing methods must be customized to resonate with organizational clientele. In contrast to B2C marketing, which is focused at individual consumers, B2B marketing is aimed at other businesses (Kotler, 2008). Grow n Excel understands this and places a premium on connection building through networking over mass marketing initiatives. Here's a breakdown of their strategy and potential improvement areas:

Knowledge Desk & Network Service:

One important strategy is the "Knowledge Desk," a monthly e-newsletter with information on pertinent HR and corporate issues. This not only maintains Grow n Excel at the forefront of their minds, but also informs them about industry trends (Chaffey & Smith, 2017).

Presence in Social Media:

Grow n Excel uses social media channels such as LinkedIn, Facebook, and Instagram to deliver daily business articles and ideas. This strategy actively promotes the company's digital presence and engages clients with proactive content (Smith & Zolt, 2015). Additionally, social media campaigns and polls on leadership, skill development, and other relevant issues generate additional customer interaction. However, while used, Facebook post boosting is limited to only 4-5 times a year, potentially limiting reach and engagement.

Challenges and Optimization:

While consistency in content assures audience awareness, engagement numbers indicate opportunity for improvement. Low numbers of comments and reactions on social media posts show the need for more in-depth audience participation (Mangold & Faulds, 2012). Furthermore, the website's development may be improved to better correspond with the content-driven strategy and give a more seamless user experience.

Grow n Excel's emphasis on networking and educational content provides a solid basis for B2B marketing in the HR consultancy area. However, by increasing social media engagement methods and investing in website optimization, the firm may broaden its reach and strengthen its position as an industry thought leader.

2.5 Financial Performance and Accounting Practices

Grow n Excel's financial management practices, a B2B HR consulting organization focused on project-based engagements. As a sole proprietorship, the company follows strict budgeting and accounting procedures to maintain financial control and efficiency.

Budgeting and Activity-Based Allocation:

Grow n Excel employs activity-based budgeting (ABB), a bottom-up strategy that prioritizes activities that are critical to corporate goals (Johnson & Kaplan, 2018). Based on its strategic importance, each action is assigned a cost and priority. This strategy integrates resource allocation with corporate objectives, which is especially useful given their small team size and project-driven nature.

Financial Openness and Adherence to Regulations:

Grow n Excel, as a sole proprietorship, protects financial confidentiality, according to legal restrictions while avoiding public publication of sensitive financial information (Chen & Patel, 2011). Internal openness prevails, however, within the management team (CEO, managers, and associate managers) in charge of financial operations.

Internal Control and Record-Keeping:

Grow n Excel has strong internal controls in place to preserve accuracy and protect resources. While the production of vouchers with serial numbers, client names, and transaction amounts offers a comprehensive record of financial activity, regular bank reconciliations guarantee balance integrity. Vouchers demonstrate a dedication to correct accounting procedures by acting as the basis for journal entries and the ensuing ledger posting.

Payment Processing and External Partnerships:

They work primarily with Citibank as their financial partner, which takes care of all customer payments. This strategic alliance expedites payment procedures while bolstering financial security.

Grow n Excel has focused on efficiency, internal control, and regulatory compliance in its financial management processes, even though they are customized for their single proprietorship form. In addition to their careful record-keeping and banking practices demonstrating a dedication to financial integrity, their implementation of ABB links resource allocation with strategic objectives. Internal oversight and control systems maintain responsible financial governance within the company, even though external stakeholder disclosure is still limited.

2.6 Operations Management

Demand fulfillment and project blueprinting:

Grow n Excel uses a methodical approach to project planning. Every client engagement starts with a comprehensive needs analysis that covers potential obstacles, desirable candidate profiles, and business culture (Slack et al., 2017). Their thorough expertise enables them to create specialized designs that guarantee effective service delivery catered to particular client needs. Their tight timeliness, which allows them to complete normal recruitment in one day and niche roles in two to three days, demonstrate their commitment to speed (Slack et al., 2014). This methodical approach highlights their emphasis on timely outcomes and client satisfaction.

Organized Workflow & Collaborative Communication:

Grow n Excel's internal operations are based on a framework of transparent communication and an orderly workflow. The CEO or managers clearly assign tasks when all agreements are established during client onboarding. Workers work independently on the tasks they are given, but they keep their superiors informed on their progress on a frequent basis. Effective project oversight and prompt response to any potential deviations are fostered by this two-tiered communication approach, which is defined by daily morning work distribution and nightly status updates with the CEO (Slack et al., 2018).

Quality Control and Performance Evaluations:

Grow n Excel regards customer satisfaction as a core value of their business. Managers call individual review sessions when an employee performs below expectations. These meetings center on pinpointing areas in need of development, resolving current obstacles, and offering helpful criticism (Slack et al., 2012). Even though they might not use a formal quality control approach, their focus on candid communication and performance review shows that they are dedicated to ongoing development and client happiness.

Within the B2B HR consulting space, Grown Excel's organized operations—which are marked by careful planning, effective delivery, and proactive quality control—offer a clear framework for service excellence. They demonstrate their commitment to constant growth and going above and beyond for clients by emphasizing open communication and individual performance reviews. Their current operational procedures clearly contribute to their success in the cutthroat HR consulting industry, even though further honing their quality control techniques may improve their long-term performance.

2.7 Information System

Software & Hardware:

Grow n Excel has a low-key physical device strategy, mostly using laptops and PCs running outdated operating systems for day-to-day operations. Although restrictions in hardware and software updates should be taken into account for future considerations, this cost-effective technique might be sufficient for the demands at hand (Melton & Papper, 2015). In addition, they use a few landlines, mostly for answering customer care calls, and they give out mobile phones with SIM cards for applicant outreach, first interviews, and client communications. This illustrates how traditional customer support channels are maintained while being adjusted to the demands of remote labor.

Office Applications & Data Management:

Grow n Excel makes use of Microsoft Office for a variety of tasks, emphasizing their dependence on a software suite that is widely available and well-known. But in the future, as their clientele grows, the lack of a specialized HR software platform may provide a challenge to their efficiency and data management capabilities (Martocchio, 2016). As of right now, Google Drive serves as their main data center, providing cloud-based storage with benefits for remote collaboration and accessibility. Although this strategy fits with their lean operating model, it is important to address any potential data security vulnerabilities (Sarkar & Zeng, 2016).

Tools for Branding and Recruiting:

Grow n Excel uses Canva, an easily accessible visual design site, for branding. Although there may be limits in terms of capacity and customization when compared to professional design software, this provides an affordable alternative for basic design needs. Furthermore, they use bdjobs and LinkedIn as their main resources for hiring, utilizing well-known websites associated with their specialty of B2B HR consultancy. They might be able to expand their talent pool and expedite the hiring process by looking into other sources and using recruitment technology (Martocchio, 2016).

Even if Grow n Excel's current technological infrastructure is operational, there are still room for improvement. Enhancing their operational efficiency, data management, and competitive edge could ultimately be achieved through the implementation of specialized HR software, hardware and software upgrades, and the exploration of cutting-edge data security and recruitment technologies. Although their low-key strategy shows that they are cost-conscious, making smart investments in technology developments could help them succeed in the ever-changing HR consulting market in the future.

2.8 Industry and Competitive Analysis

Firms employ industry and competitive analysis as a strategic method to study external variables that may have an impact on their industry and competitiveness. It entails investigating market trends, consumer behavior, competition, and other things that may have an impact on a company's performance. Grow N Excel's industry and competition analysis is shown below:

2.8.1 SWOT Analysis

Strengths:

Extensive Network: Grow n Excel has a strong network across industries, allowing them to get top people even when information is not easily accessible online (Fertig & Buckley, 2018). This first-mover advantage has strengthened their brand presence and allowed them to influence pricing throughout the industry (Barney, 1995).

Data-Driven Approach: They use data insights to ensure successful applicant screening and maximize hiring performance (Pfeffer & Sutton, 2006).

Talented Workforce: Grow n Excel values its people as a major asset. The knowledge and skill set of their staff contribute greatly to the firm's overall strength and competitive edge (Ulrich & Brockbank, 2005).

Weaknesses:

Inadequate Office Environment: The existing office environment may impede employee productivity and engagement, thereby affecting motivation and performance (Becker & Steele, 1995).

Marketing Strategy with a Limited Budget: Grow n Excel's marketing strategy falls short of reaching potential clients, notably local giants and businesses that are unaware of its services (Kotler & Keller, 2016). As a result, their market reach and business opportunities are limited.

Opportunities:

Increasing Demand for HR Consulting Services: The growing demand for HR consulting services offers a favorable market environment for Grow n Excel. Further development potential is provided by a growing pool of HR-focused graduates and organizations that recognize the importance of professional recruitment agencies (Armstrong & Taylor, 2014).

New Market Players: The surge of global corporations into Bangladesh provides Grow n Excel with additional customer chances to leverage its skills and network (Cavusgil & Yeniyasar, 2005).

Threats:

Increased Competition: As the HR consulting market grows, Grow n Excel will encounter increased competition from both new and existing firms. Competitors' price reduction and new techniques may represent a threat to their market share (Porter, 1980).

Technological Disruption: The rise of AI in HR may pose a threat to traditional recruitment firms. Companies may choose to develop their own AI-powered HR systems, posing a substantial risk to Grow n Excel's long-term profitability (Mollick, 2014).

Grow n Excel's competitive strengths and areas for improvement are revealed in this SWOT analysis. Capitalizing on their broad network, data-driven approach, and talented team, while addressing restrictions in their office environment and marketing plan, they may strengthen their market position. Proactively adjusting to new challenges like as rising competition and technological disruption will be critical to their long-term success. Grow n Excel may negotiate the evolving HR consulting landscape and achieve sustainable success by maximizing their strengths, fixing shortcomings, and capitalizing on opportunities.

2.8.2 Porter's five forces model

Grow n Excel evaluates its market competitiveness using Porter's Five Forces model. Grow n Excel confronts 68% market and industry competition, which is somewhat more than average. The more a company's competitiveness, the less profit it will make. Excel's degree of competition is moderate as they grow, indicating that they are making a good profit.

Porter's Five forces Model					
	1 Very Low	2 Low	3 Moderate	4 High	5 Very High
Threat of New Entrants				Picked	
Threat of Substitute				Picked	
Supplier Bargaining power			Picked		
Customer Bargaining power		Picked			
Rivalry among existing competitor				Picked	
Degree of Competitiveness $=((2+3+4+4+4)/25)= 68\%$					

Threat of New Entrants (High):

The HR consultancy market requires little initial investment, depending instead on strong networks and industry knowledge (Fernandes, 2017). This factor, combined with low legal entry barriers, creates a high risk of new competitors emerging, particularly individuals with established corporate networks and relevant experience (Dessler et al., 2015).

Threat of Substitute Products (High):

Businesses are increasingly understanding the value of human resources and investing in in-house recruitment departments to obtain greater control over talent acquisition (Ulrich & Brockbank, 2012). Furthermore, the rapid growth of artificial intelligence (AI) poses a serious danger, with AI-powered recruitment tools potentially automating CV sourcing and candidate selection in the near future (Mollick,2014).

Power of Suppliers (Moderate):

Due to Grow n Excel's reliance on sites such as bdjobs and LinkedIn as key CV sources, they are relatively reliant on these suppliers (Fertig & Buckley, 2018). While price changes from these platforms may have an influence on expenses, the availability of other platforms, as well as Grow n Excel's strong business network, provide some bargaining power.

Power of Buyers (Low):

Grow n Excel maintains stable service fees for all clients, limiting buyer influence on pricing (Kumar et al., 2016). Client switching costs are also significant due to the tailored nature of services, secret company information, and long-established trust (Pfeffer & Sutton, 2006).

Rivalry among Competing Sellers (High):

While Grow n Excel distinguishes itself by providing a larger range of services than standard B2B HR consulting, market rivalry is increasing. New entrants and established competitors are using creative marketing methods and offering similar service portfolios, putting pressure on the market (Cavusgil & Yeniyasar, 2005). The main competitors of grow n excel are:

- Talent Centric Ltd
- Munshi HR
- Zunoks Consulting
- HR Solutions BD
- E-Zone HRM Ltd.
- HR Bangladesh

Grow n Excel operates in a dynamic competitive environment characterized by a significant threat of new entrants and replacement items, moderate supplier power, low buyer power, and intense rivalry among competing vendors. Grow n Excel should harness its established brand reputation, strong network, and diverse service portfolio to handle these difficulties and assure future success. Continuous technological advancement, exploration of specialized markets, and improving client connections will be critical for their success.

2.8.3 Strategic winning test

The strategic winning test determines whether or not a company's plan is winning. Because a company's plan helps it grow and become more profitable. That is why they must evaluate their plan. Grow n Excel's primary approach is to retain customers. JD, information, and anything confidential. They never even mention their clients' names, although other competitors do. Three tests must be completed prior to evaluating the winning strategy test. Which are they?

1. Fit Test
2. Competitive advantage test
3. Performance Test

Fit Test:

Grow n Excel's tactics are in line with their aim of offering satisfactory human resource services. Confidentiality protects clients and fosters long-term trust, while network development makes it easier to discover the best people for specific needs. These tactics are also in sync with the external environment, which is characterized by severe rivalry and client value considerations. As a result, both strategies pass the fit test since they are consistent with their mission, vision, and external context.

Competitive Advantage Test:

While confidentiality is distinctive and can foster trust, it is not always difficult to mimic for competitors that invest in similar safe facilities. Although network growth is valuable, most competitors pursue it as well. Because neither technique fits all of the criteria for a sustained competitive advantage (valuable, scarce, unique, and non-substitutable), they may only provide ephemeral distinction. Grow n Excel may need to investigate new unique capabilities or employ technology such as advanced AI to build a really unmatched value proposition in order to maintain a competitive advantage.

Performance Test:

Grow n Excel clearly passes the test. Their profitability and capacity to respond by pushing other services such as payroll show that they have great financial health and a competitive advantage. This implies that both confidentiality and network development have a direct impact on their financial success.

Grow n Excel's strategies create strategic fit while delivering financial results. Their reliance on common industry practices like network development for competitive advantage, on the other hand, renders it potentially impermanent. Grow n Excel should examine the following factors to ensure a long-term winning strategy:

Adding to their distinct selling proposition:

Confidentiality could be improved by creative data protection procedures or client interaction strategies, further reinforcing their unique selling proposition.

Strategic use of technology: Investing in AI-powered talent acquisition or other HR services could create a differentiation that competitors would find tough to imitate.

2.9 Summary and Conclusion

Pioneering Bangladeshi HR:

Grow n Excel, Bangladesh's first HR consulting firm, was founded in 2008. Through first-mover advantage, they established a dominant market position by capitalizing on their pioneer reputation. This enabled them to set market rates, build a high brand value and appeal, and cultivate a powerful network - all of which are essential aspects in their current leadership.

Beyond Recruitment:

The scope of Grow n Excel goes beyond traditional recruitment and executive search. They meet the unique demands of their clients by providing a wide range of services such as clothing talent sourcing, dynamic resource solutions, payroll management, wage surveys, background checks, training and development programs, and more. This variety increases their market relevance and customer loyalty.

Investing in People:

The company employs a small but brilliant workforce of 14 people. They work on projects ranging from FMCG and LLCs to MNCs, textile, and RMG. Notably, they integrate interns in major initiatives, demonstrating their dedication to employee growth and skill development. This develops a trusting culture and empowers junior talent.

Strategic Profitability & Growth:

While their financial data is kept hidden, conversations with management suggest an emphasis on operational efficiency and cost minimization, resulting in high profit margins. They set monthly profit goals and modify their strategy to meet them, such as obtaining new clients to increase income. The CEO, managers, and associate managers are in charge of financial management, assuring monitoring and control.

Addressing Issues and Seizing Opportunities:

Grow n Excel is aware of its flaws and external challenges that could derail its progress. However, as indicated by their SWOT analysis, they use this self-awareness to find prospective opportunities. Furthermore, as outlined by Porter's five forces model, navigating the market with little more than moderate competition allows them to further develop their strategies and maintain their competitive edge.

Grow n Excel's success is due to its first-mover advantage, diverse service portfolio, commitment to personnel development, and strategic profitability emphasis. They are well-positioned to sustain their leadership in the shifting Bangladeshi HR landscape by recognizing their limitations and capitalizing on possibilities.

2.10 Major problems and Recommendations

Grow n Excel is undeniably the market leader in HR consulting. However, in order to sustain their performance and outperform the competition in the future, some strategic changes are required. Here are three critical areas for development:

1. Adopting Technology:

Modernize HRIS: It is critical to abandon Excel and older software in favor of a dedicated HRIS system. This will increase productivity by allowing for speedier resume sourcing, integrated databases, and automatic payroll. Employees will also obtain significant technical skills by mastering the new program, making them more market competitive.

2. Increased Brand Visibility:

Increase Social Media Presence: Grow n Excel's brand demands more online interaction. Utilize video content that features the CEO/manager providing career advice or industry insights. Invest in expert graphic design software to produce high-quality posters and social media pieces for specific consumers. Remember that consistency and smart content on networks such as LinkedIn, Facebook, and Instagram are essential.

3. Creating a Positive Workplace Environment:

Invest in Office Culture: Attractive office spaces are no longer just luxuries; they're necessary for attracting and maintaining Gen Z talent, who value culture and benefits over pay. Consider upgrading the office decor to make it more modern and pleasant.

Improve Staffing: Hire more workers to successfully delegate. Employees that are overburdened not only struggle to fulfill deadlines, but they also experience burnout. Hiring a specialized marketing team, possibly including student freelancers with digital experience, can reduce workload and promote brand awareness at a low cost.

Grow n Excel can not only preserve its market leadership but also propel itself to future success by implementing these adjustments. Investing in technology, establishing a strong web presence, and cultivating a healthy work atmosphere will ensure that they remain the go-to HR consultancy for many years to come.

Chapter 3

Project Part

3.1 Introduction

Human resource management must be viewed through the prism of the company's larger goals, rather than as an isolated department with a component-based or micro strategy.

The goal here is to take a holistic approach to HRM, ensuring that there are no fragmented methods and that the HRM policy is fully integrated with the company goals (Juneja, 2015). Grow n Excel exemplifies the power of strategic, integrated Human Resource Management (HRM). They used their first-mover advantage and founder's HR skills to set market standards as Bangladesh's pioneering HR consultancy. Recognizing the constraints of a single service (Executive Search), Grow n Excel began on a strategic expansion path, shed the "Personnel Management" skin and evolved into a holistic HR leader.

Their guiding star:

Their guiding star is "Professionalism, Passion, and Client Focus" - principles that are more than just internal pillars but also bridges to client success. While their initial service was successful, they needed to diversify. As a result, Apparel Talent was founded in 2010, primarily to meet the HR demands of the textile industry. This strategic endeavor not only filled a market void but also diversified revenue.

Grow n Excel expanded their reach by establishing SmartCheck in 2009, specialized in background verification - a critical trust-building service for clients. Finally, Dynamic Resources, formed in 2014, specializes on high-volume recruitment and payroll management for a specific market sector.

This strategic expansion demonstrates Grow n Excel's dedication to a comprehensive approach to human resource management. Each company functions as an integrated arm of the larger HR ecosystem, servicing varied client needs while contributing to the parent company's overall performance. Grow n Excel's tale exemplifies how HRM has progressed beyond "Personnel Management" to include proactive problem-solving, dynamic adaptation, and value creation through strategic integration.

Important Takeaways:

- The success of Grow n Excel stems from its transition from a single service to a diverse, strategic portfolio.
- The company's core values of "Professionalism, Passion, and Client Focus" shape both corporate culture and client success.
- Each subsidiary contributes to the larger HR ecosystem, maximizing reach and impact.
- Grow n Excel showcases the power of a comprehensive approach to human resource management, going beyond the boundaries of traditional "Personnel Management."

Grow n Excel has solidified its place as a leader in Bangladesh's HR sector by adopting strategic integration and diversification. Their experience provides vital insights for businesses looking to optimize their own HR function and achieve long-term growth.

3.1.1 Literature review

Every business need a qualified and capable personnel. Most businesses recognize that the quality of their resources, services, and profit margins is mostly determined by the caliber of their employees. As a result, they recognize the need of acquiring qualified individuals and investing tremendous time, effort, and money in finding the right personnel. Many businesses develop their own HR administration style in order to concentrate on recruiting, attracting talent, and hiring top applicants. However, acquiring human capital is not an exact science (Bugg, 2015). Outsourcing is being regarded as one of the most recent and major advancements in human resource management. Reasons include financial savings, more flexibility to focus on strategic concerns, the availability of technology and specialized skills, and the capacity to demand measured and higher service levels.

HR consulting firms in Bangladesh have already built faith in their capacity to find the right job for the right person. Regardless of whether they have an in-house human resources division, most local and global firms increasingly outsource a portion of their human resources functions.

These consulting firms handle operations. HR Consultants aid multinational organizations in hiring workers based on job specifications. It is always difficult and sensitive to establish human capital as a competitive advantage so that a firm can benefit. Only a few studies have been conducted thus far to study the possible influence of variables influencing organizational development in the context of HR consultancy businesses in Bangladesh (Talukder, A.M.H., 2013).

The human resource consulting industry has progressed beyond simply offering management advice and addressing human resource management responsibilities and options. HR Consultants are currently in charge of assisting clients in successfully integrating successful HR practices, initiatives, and programs, techniques into their routine operations (CFI, 2022).

Consultants/external collaborating has the potential to provide competence, skills, and invention through the expertise that employees possess, which, when purchased by a company, has the potential to significantly reduce the threat that is endured and, in many ways, shift the associated risk cost away from the organization. Outsourcing and consultancy are both in high demand. A professional consultant's importance is measured by how well he or she responds to changes in dynamic market prospects and improves face-to-face time with technology (Inc., 2008).

Globalization and rising business demands significantly evolving patterns required a sound T&D structure, dynamic recruitment, and effective use of current resources, all of which have resulted in a dependency on HR Consultancy. Nonetheless, outsourcing companies were disappointed with the speed with which services were delivered. The client-consultant relationship and the consulting assignment procedure are critical factors for the effectiveness of consultation services. As a result, firms have begun to use e-consulting to ensure that their clients' demands are met.

e-Consulting will be focused on providing consulting services over the internet to companies, groups, and individual clients regardless of location in order to better serve the needs and expectations of their customers and to encourage full-fledged recruiting and advancement. It will happen. Concentrate on the various challenges that will be confronted at each stage of the business, such as customer service, service analysis, and service efficacy monitoring. When used by Consultants, e-Consulting strategies can help them perform simple tasks with their clients. E-consulting is a subset of e-business that is used to fulfill consulting service requests. It provides Specialists with an opportunity to connect with their Client organizations. (2018) (Poorani and Thiyagarajan)

3.1.2 Objectives

This report bridges the gap between my theoretical knowledge at BRAC University and the practical realities of the business world, which I obtained during my three-month internship at Grow n Excel. Immersion in the dynamic world of human resources at Grow n Excel provides important insights into the different services and complexity of recruitment, particularly within multinational businesses. This experience broadened my understanding of how HR actually works, going beyond the theoretical framework.

Broad Objective: The broad objective is to learn the functions of Grow n Excel that affect all sectors.

Specific Objectives:

- **Navigating the Market:** Unravel the essential functions that allow Grow n Excel to navigate the competitive HR landscape.
- **Impactful Services:** Investigating the individual services provided by Grow n Excel and their ensuing influence on diverse sectors.
- **Loyalty Loop:** Deciphering the techniques that create client loyalty and foster repeat business for Grow n Excel.

By investigating these goals, I hope to obtain a thorough grasp of Grow n Excel's operations, effect, and long-term success strategies. This analysis will not only reinforce my academic knowledge, but it will also provide useful insights into the practical application of HR principles within a prominent industry leader.

3.1.3 Significance

Why are businesses abandoning in-house development? Human Resources and the Flock to Staffing Firms: A Game-Changing Recruitment Revolution

Consider this: You're a busy CEO, preoccupied with expanding your empire. Suddenly, a vital position becomes available, and the recruiting process appears to be a monstrous time-sucker. Enter the business world's superhero: the staffing firm.

These recruitment ninjas have a special weapon: a huge network of talent, refined skill, and a laser focus on finding the ideal fit for your firm. However, their abilities extend beyond simply filling vacant seats. They're like your one-stop HR shop, providing a variety of services that can completely revolutionize your hiring process.

Here are some of the reasons why businesses are trading in their in-house HR departments for the magic touch of hiring firms:

- **Faster and more accurate matches:** Forget combing through numerous resumes. Staffing agencies sometimes have first dibs on elite talent, often before they hit the job market. Because of their broad networks and sharp eye for potential, you get the best of the best, not just the most readily available.

- **Confidentiality Champions:** Do you need to keep something private? Staffing agencies personify prudence. They treat sensitive information with care, ensuring a smooth and private search that safeguards your company's reputation.
- **Swiss Army Knives for HR:** Consider staffing firms to be your HR department on steroids. They provide a comprehensive range of HR services, from payroll and benefits administration to training and development programs, in addition to recruitment. It's like having a specialized HR team on call, but without the high cost.
- **Crusaders of Saving Money:** Building and sustaining an in-house HR team can be costly. Staffing agencies are hiring behemoths, capable of handling the full recruitment process effectively and affordably. You only pay for the service, not the overhead, which allows you to concentrate on what you do best: operating your business.

The Effect Is Real:

The rise of employment agencies is more than a passing fad; it is a paradigm shift. Their impact may be felt across all industries, from tech behemoths to startups, transforming how businesses attract, retain, and manage personnel.

So, why are businesses abandoning ship? Simply put, staffing firms produce outcomes. They save your firm time, money, and headaches while providing the greatest talent to fuel its growth. It's a win-win situation for everyone.

3.2 Methodology

For this paper, exploratory research was conducted on a topic that has gotten little attention, with the purpose of educating the reader on the significance of the recruitment services provided by "grow n excel." During my three-month internship at "grow n excel," I used an inductive research style to acquire all essential facts.

Primary Data: To provide varied viewpoints to this research, I had casual chats with "Grow n Excel" personnel at all levels, from supervisors and managers to trainees. In-depth conversations with trainees also gave more market and organizational expertise.

Secondary Data: To bolster my primary findings, I gathered secondary data from trustworthy sources such as newspaper articles, Forbes, Gallup, Fast Company, Konferry magazines, and "Grow n Excel's" own website.

Sample Size: Because the company was tiny (14 people), the entire team served as the sample population, ensuring a thorough insight of "Grow n Excel's" recruitment processes.

3.3 Findings and analysis

Grow n Excel assists other businesses in finding the greatest talent for their clients. They offer additional services to suit client demand on a daily basis. It has two sister concern, Apparel talent and Dynamic resource, are also doing well in the industry.

First of all, I gathered data and analyzed Grow n Excel in a few ways based on my work experience and interviews:

Grow n Excel functions to operate in the market

Grow n Excel relies on headhunting for mid-to-high-level positions, with customers such as BRAC and Samsung. Their success is dependent on finding the right fit, which takes time, experience, and rigorous execution.

But it's a fine line to walk. A botched headhunt erodes trust and opens the door for competitors. A perfect placement, on the other hand, produces lucrative word-of-mouth, attracting new clients.

This challenge is being tackled by their expert team in three stages:

Deep diving with clients: ensuring a thorough understanding of the job description and ideal applicant profile.

Meticulous sourcing: calling applicants, mapping possible resumes, and presenting a properly filtered pool are all examples of meticulous sourcing.

Comments after submission: Gathering customer comments on initial CVs to optimize future searches.

However, not every submission is successful. Clients may reject CVs for a variety of reasons, prompting Grow n Excel to request further information. This input stimulates additional searches, resulting in an initial applicant pool for preliminary evaluations. The assessment procedure is extensive, including the creation of questions, the scheduling of exams, the notification of candidates, the administration of the test, and the review of scripts for customers.

Client satisfaction is paramount. Following interviews and exams, the team keeps clients informed to ensure that their changing needs are fulfilled. Candidate lists can be dynamically adjusted if requirements change.

The rewards are considerable, but they vary. Grow n Excel earns a part of the gross pay of the placed individual, linking their performance with client pleasure.

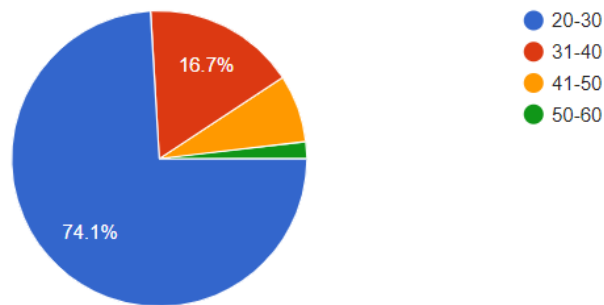
Grow n Excel, in essence, performs a delicate dance. They balance client expectations with talent sourcing on a tightrope, seeking for flawless placements that reinforce their reputation and propel their growth.

However, I did one online survey as well on Grow n Excel. The purpose was to learn what people think of this organization those who are aware of us and educating the people those who are neither familiar with our organization nor this industry.

Your age?

54 responses

 Copy

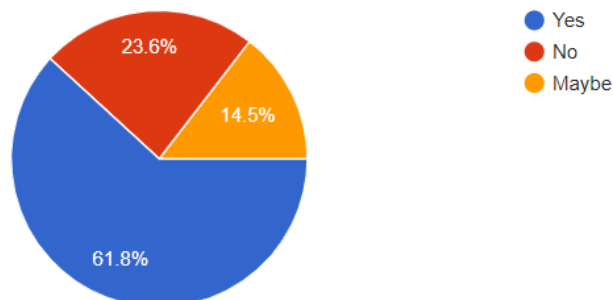


Mostly, Genz participated in this survey the most, then the millennials and it continued backward.

Have you heard of grow n excel?

55 responses

 Copy

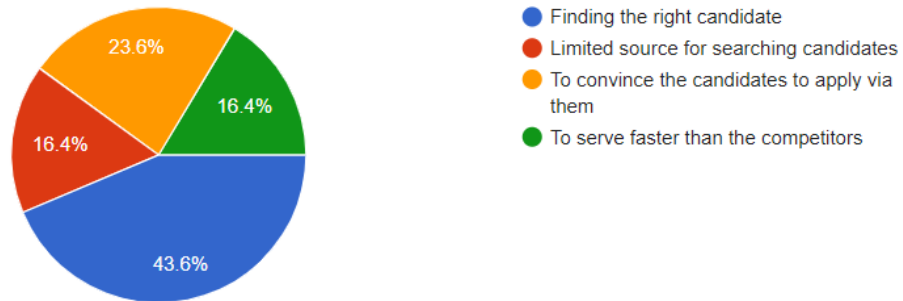


Fortunately, most of my audiences knew what we do and who we are and made the survey scenario quite flexible.

What can be the most challenging factor you believe for headhunters?

 Copy

55 responses

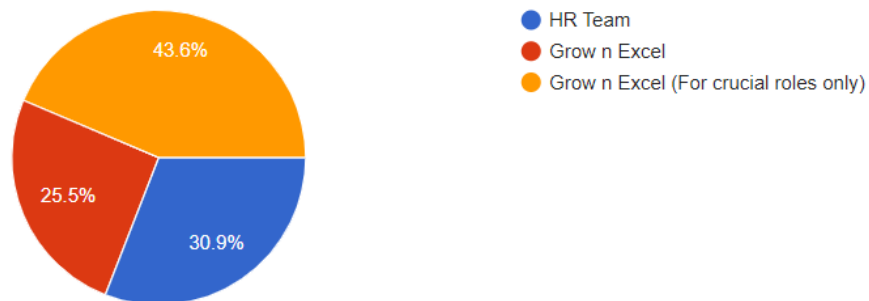


Most of the participants believe that finding the right candidate is the biggest challenge but as an employee perspective, I can say that the whole scenario isn't so straight forward as it seems or as they think.

If you were an owner of an organization then would you rely more on your HR Team for talent acquisition or rely more on headhunters like Grow n Excel?

 Copy

55 responses



This response kind of surprised me. I thought most of them will pick the option HR Team but they(the participants) played quite smart here.

What do you think why MNC's, Well-Known local organization seeks help from Grow n Excel for executive search?

 Copy

55 responses

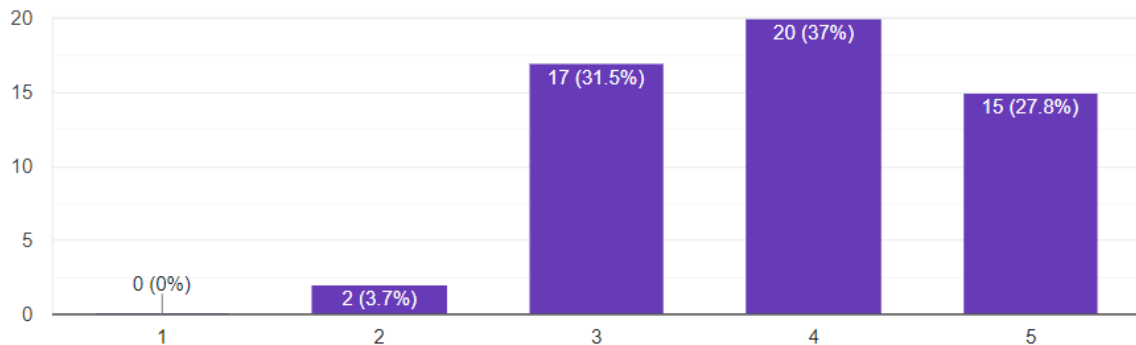


I am lowkey proud seeing this response where the most of the respondents subtly called us experts in the game of “Talent Acquisition”.

If you've heard of Grow n Excel then how much would you rate their service?

 Copy

54 responses

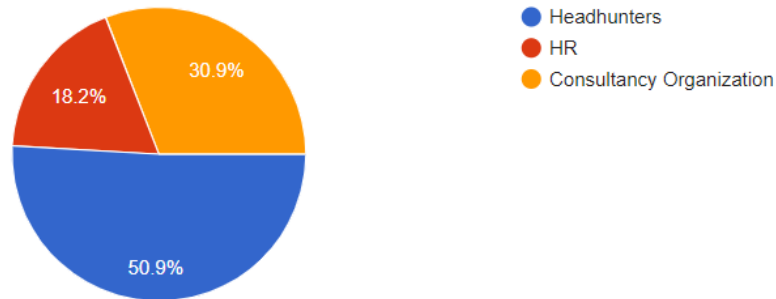


Those who are aware of us rated us mostly 4 out of 5 in terms of our service so the WOM seems quite strong in our case.

What words or phrases come to mind when you think of Grow N Excel?

 Copy

55 responses

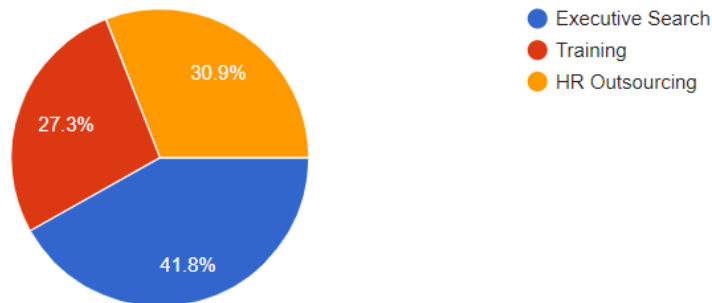


Here I just used a tactic I studied in one of my marketing course where product or service owners play a game with the candidate such as word completion, sentence/story completion when they hear about a product to know what they think of that particular product or service and to check if the customers are pursuing them correctly or not and here I can say that my participants are on the very right track.

How likely are you to use Grow N Excel's services for:

 Copy

55 responses



This was a tricky question I believe cause those who don't have enough knowledge about Grow n Excel's offered services won't be able to pick the most reasonable answer maybe. But to answer this question people will try to utilize their common sense and will storm their brain to come up with an answer that may lead us to a suggestion which I probably couldn't get if I just asked them a generic question to provide us a suggestion on our existing services.

Customized services that help businesses grow and thrive in the industry

Apparel Talent:

A sister company to Grow n Excel, has one mission: to serve Bangladesh's thriving clothing and RMG (Ready-Made Garment) sectors with the best talent possible. They are more than simply recruiters; they are executive search professionals, handpicking executives such as General Managers for Human Resources and Administration, Heads of Safety, and Heads of Sales.

Why this industry? Grow n Excel is well aware of this; it is the nation's GDP engine, continually increasing and requiring world-class skills. Apparel Talent has notable clients such as Opex Sinha, A&E, EPIC, and Sinha.

Their meticulous sourcing method is legendary, and it is fuelled by extensive industry knowledge, market data, and a wide resource network. This meticulousness assures that they meet all client objectives, no matter how specific.

However, recruiting elite talent, particularly for mid- and upper-level positions, is difficult. Apparel Talent knows the industry's specific issues and has specialist recruitment knowledge in areas such as knitting, dyeing, cutting, stitching, and washing. This depth not only fills openings with qualified candidates, but also improves their team's talents and competitiveness.

Apparel Talent is, in essence, sewing the fabric of Bangladesh's garment success story, one carefully placed thread at a time.

Dynamic Resource:

Forget about juggling different agencies for varying workforce requirements. Dynamic Resources is a professional platform that provides comprehensive solutions ranging from receptionist to executive suite. Local firms, banks, and organizations in industries like as pharmaceuticals, banking, FMCG, NGOs, and even travel agencies have previously praised their offerings.

What distinguishes Dynamic Resources? Their commitment to "volume hiring," a streamlined procedure for filling a large number of entry-level positions such as sales representatives, call center agents, and medical representatives. Their methodical strategy entails sourcing, resume analysis, and tailored screening exams that focus on essential skills such as time management, target orientation, and workplace attitudes.

But it's not all about the stats. Dynamic Resources recognizes that each sector and its companies are distinct. They have a variety of assessment techniques and create tailored solutions for each client's specific demands. What is their hidden weapon? Access to a large personal network, in-depth market knowledge, and an intuitive ability to locate the ideal fit for each post. Aside from bulk hiring, Dynamic Resources provides flexible employment alternatives to help your firm develop and compete. They assist you in saving money rather than overspending, and their extensive client list, which includes Samsung, SGS, Citibank, and Arla Foods, speaks volumes about their success.

So, how does a typical Dynamic Resources engagement look like?

Job Proposal & Onboarding: Applicants receive a comprehensive explanation of the recruiting process, while Dynamic Resources handles all paperwork, including recruitment letters and insurance registration, as well as background checks and orientation programs.

Payroll and remuneration: Dynamic Resources handles everything on the client's behalf, including provident funds, gratuities, insurance contracts, and health insurance for outsourced people. They create wage packages, manage leave, and handle replacements, all while assuring customer pleasure along the way.

Dynamic Resources is more than a recruiting agency; they are your reliable partner in developing a competitive workforce. They are ready to alter the way you hire due to their focus to quality, efficiency, and client happiness.

Beyond Headhunting - Your One-Stop HR Shop at Grow n Excel

While Grow n Excel specializes in headhunting, their services go far beyond just locating top people. They provide a portfolio of bespoke HR solutions that address a wide range of customer requirements, saving them time and money when compared to establishing their own HR teams. Here's a taste of what they have to offer:

1. Values and Vision:

Building a Solid Foundation: Through insightful discussions with senior management, Grow n Excel assists customers in defining their distinctive vision and values. They use structured inquiries and presentations to help customers determine their key ideas and create a value statement that is appropriate for their culture and business.

2. Human Resources Audit and Employee Value Proposition:

Optimizing HR Practices: Grow n Excel does extensive HR audits to discover gaps and inefficiencies. They make actionable suggestions for improvement, ensuring that companies have strong HR processes in place. They also help to establish and reinforce the company's employee value proposition in order to attract and retain key talent.

3. Restructuring of Organizations:

Streamlining for Success: Grow n Excel addresses outmoded or unproductive organizational structures in Streamlining for Success. They assist companies in redesigning business structures to boost efficiency, speed decision-making, and lower operating expenses. This frequently entails dealing with concerns such as overstaffing and needless hierarchy.

4. Performance Evaluation:

Increasing Productivity: Grow n Excel elevates performance management to new heights. They put in place a complete system that encompasses forecasting, monitoring, evaluating, and developing. Their methodology discovers performance gaps, compares current performance to expectations, and offers targeted solutions for improvement. To ensure accurate and successful measurement, they also address key flaws in existing performance management systems.

5. Remuneration and Benefits:

Grow n Excel creates competitive compensation schemes that motivate and retain people. They use their experience and market data to present clients with the best pay structures and benefit packages possible. Their wage surveys in many industries ensure that clients offer competitive compensation packages that are suited to their specific industry.

Grow n Excel has become a one-stop HR store for many firms by providing these vital services at a low cost. Clients value the ease and knowledge they receive, which allows them to focus on their core activities while HR problems are handled professionally.

Grow n Excel has evolved from a headhunting firm to a trusted HR partner, enabling organizations to succeed through strategic HR solutions.

Why Customers Keep Returning to Grow n Excel:

Value-Based Loyalty

Confidentiality: Grown Excel's 13 years of reliable service have earned clients' faith in its ability to protect sensitive data.

Feedback and Communication: Tight cooperation guarantees that projects are customized to meet client needs and provide perceptive solutions.

Long-Term Relationships: Grow n Excel gives agreements first priority and bestows exclusive perks on devoted customers.

Advantage of Competition:

Skilled & Experienced Recruiters: Knowledgeable team finds the ideal candidates for each client, providing tailored solutions.

Decreased Employee Turnover: The cost to the client of searching for replacements is reduced through precise talent placement.

Productivity & Confidentiality: Qualified applicants preserve business secrets while increasing productivity.

Uncommon Mismatches: Grown Excel's reputation for dependability enhances its brand and draws more customers.

Extra Services:

Talent Pool Knowledge: By sifting through a sizable pool of competent applicants, Grow n Excel helps businesses save time and money.

Consulting & Training: With tailored consultations and training, the CEO's HR experience delivers value beyond hiring.

Guaranteed Replacements: Grow n Excel will replace a departing candidate at no additional expense if they leave within six months.

Challenges:

Workload & Employee Unhappiness: When a small staff is dealing with a high volume of client requests, overtime and possible burnout result.

Contingency-Based Revenue: There is financial uncertainty because service fees are only paid for successful placements.

Disjointed Data Management: Ineffective collaboration and CV access are impeded by the absence of integrated HRIS solutions.

Over-Reliance on Third-Party Resources: Internal candidate databases are weakened when reliance on outside sites such as LinkedIn is maintained.

Ignoring Unemployed Talent: During the hiring process, qualified applicants who aren't actively looking for work could be unnoticed.

Grow n Excel builds and maintains clientele by putting a premium on trust, providing successful hiring solutions, and providing worthwhile add-on services. They do, however, have difficulties with task management, risk mitigation, data management optimization, and talent source diversification. It will be essential to resolve these problems if they are to continue succeeding.

3.4 Summary and conclusion

From the beginning, Grow n Excel made the most of its "first mover advantage" in Bangladesh's HR consultancy market. They developed a solid brand reputation by continuously going above and beyond for their customers. Their success resulted from a low-cost approach that relieved businesses of the burden of internal HR, enabling them to concentrate on their primary business activities.

Grow n Excel's primary service was headhunting, especially at the mid-to-top levels. Realizing the vast talent pool in the rapidly expanding RMG sector, they founded "Apparel Talent," a sister company devoted to this business. Apparel people and Grow n Excel both make significant investments in comprehending position requirements and client demands in order to ensure the ideal fit, which is essential in the RMG and textile sectors where competent people is hard to come by. The emphasis on satisfying customer needs in a demanding industry led to Apparel Talent's specialization.

3.5 Recommendations

Marketing Makeover:

Grow n Excel needs a digital samurai, even though their CEO is a networking ninja! Time to give up on murmurs spreading by word-of-mouth and to start accumulating marketing collateral. Posters? Videos? webpages? Let's take control of the digital dojo by unleashing an army of content ninjas!

HRIS Upgrade:

A sleek HRIS lion will replace your paper tigers! With an integrated system, our staff will be bursting at the seams with output. A more streamlined savannah of efficiency in place of the previous jungle of paperwork.

Staffing Surge:

I have a question to our authority. Are you sick and weary of workers working overtime like overworked rickshaws? Let's get some more gazelles to help spread the workload! A larger team results in fewer burnout, contented zebras, and work completed before dusk. Additionally, enlisting student interns as digital marketing cheetahs might add a budget-friendly boost to roar.

Organogram Untangle:

A feng shui transformation is needed for that organogram! In the workplace, unclear reporting structures are like dragons. A zen office with well defined lines of authority will flow chores like a calm river rather than a chaotic downpour.

Office Vibrance:

It's time to let go of the beige walls and embrace inner flamboyance! Bright workplaces are as good for morale as sunshine on sunflowers. Investing in activities that encourage staff growth needs to be done more frequently such as a robust value chain, frequent team-building outings, and perhaps even a karaoke night.

Grow n Excel, if that these adjustments are upgrades for our company's jungle gym, not just décor. If they can accept these suggestions, they'll see their business soar to the top!

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Appendix

Interview Question

1. Tell me about the strategies Grow n excel follow?
2. Why grow n excel does not disclose their clients name?
3. What are the other services Grow n excel provide?
4. How grow n excel meet customer demand?
5. What are the reasons of repeated customer?
6. Have you heard of Grow n Excel?
7. What can be the most challenging factor you believe for headhunters?
8. If you were an owner of an organization then would you rely more on your HR team for talent acquisition or rely more on headhunters like Grow n Excel?
9. What do you think why MNC's, Well-Known local organizations seek help from Grow n Excel for executive search?
10. What word or phrases come to your mind when you think of Grow n Excel?
11. How likely you're to use Grow n Excel's services for?