

Report on
“Recruitment and Selection Process of ACME Consumer Products Ltd.”

By
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21104001

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
December, 2023

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Syed Shakibul Islam Onee
21104001

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Assistant Professor, BRAC Business School
BRAC University

Co-Supervisor's Full Name & Signature:

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BRAC University

Letter of Transmittal

Md. Mizanur Rahman, PhD
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “The Recruitment and Selection Process of ACME Consumer Products Ltd.”

Dear Sir,

It is a pleasure to submit to you my internship report on "The Recruitment and Selection Process of ACME Consumer Products Ltd." as a crucial component of finishing my Bachelor of Business Administration (BBA).

The report centers on ACME Consumer Products Ltd.'s recruitment and selection procedure. The purpose of the study is to provide light on the broad procedures that ACPL uses to hire their employees.

Using a variety of online publications as secondary sources, I have gathered the most pertinent data to make this report more logical and trustworthy. In addition, my supervisor and his associates served as my primary sources for this study.

I also want to express my gratitude for your insightful counsel and helpful pointers, which I greatly appreciated as I was writing my internship report. Thus, my aim is that this report will meet your needs.

Sincerely yours,

Syed Shakibul Islam Onee
21104001
BRAC Business School
BRAC University
Date: 25th December, 2023

Non-Disclosure Agreement

This agreement is formed and signed by the signatory student at BRAC University and ACME Consumer Products Ltd. I, Syed Shakibul Islam Onee, guarantee that no private information will be included in this report that could be detrimental to ACME Consumer Products Ltd. by signing this declaration. The workplace supervisor will assist me in writing this report, which is centered on my everyday activities at the workplace. Because of this, my report will not be made public online as required by my internship program. Instead, it will be kept on file at BRAC University in order to maintain the confidentiality of the data. In this case, confidentiality of the information utilized in this report was agreed upon by both parties.

Acknowledgement

I would like to thank Dr. Md. Mizanur Rahman, Assistant Professor at BRAC Business School, BRAC University and Dr. Md. Kausar Alam, Assistant Professor at BRAC Business School, BRAC University, for their guidance and support during my internship. Their aspirational leadership, priceless constructive feedback, and warm counsel were crucial in helping me complete my report ahead of deadline. Their candid and insightful opinions on various project-related matters are greatly appreciated.

I also want to express my gratitude to ACME Consumer Products Ltd. for offering me the opportunity to work for their company. I would like to thank Mr. Md. Razibul Hassan, my on-site supervisor, for his professional direction and assistance in finishing this report, as well as for granting me responsibility and introducing me to the company's culture.

I now have a better understanding of a range of HR procedures, such as recruitment and selection, training and development, compensation and benefits, employee and labor relations, employee retention, their safety and health, employee data management etc.

Lastly, I want to thank my coworkers for their assistance even with their hectic schedules. I am grateful to the senior employees and upper management who generously gave up their time to answer my questions and provide advice, encouragement, and recommendations. They gave me much-needed support, and I am grateful for their thoughtful help.

Executive Summary

In Bangladesh, ACME Consumer Products Ltd. is a well-known food and beverage company. The FMCG sector operates in an oligopoly with intense competition, which makes its organizations extremely performance-driven. The HR specialist must be knowledgeable with organizational challenges and performance matrices due to the frequently brutal and competitive HR processes at Food & Beverage companies. As a result, firms frequently implement managerial development programs and provide training. As a result, it provides insightful information about how and why businesses should add more value to their performance reviews, HR transactions, HRIS, recruitment and selection, health and safety concerns, and how the HR division can become a business partner. Because they consider their human capital to be the most valuable asset of their business, ACME Consumer Products Ltd. takes great care of it. They continue to follow a highly rigid and organized procedure for the hiring and selection process. They are aware that the people who operate a firm are its most important asset, not its operations or figures. Therefore, the ACME Consumer Products Ltd. Human Resource Division takes the initiative to formulate those concepts and is always coming up with new ones to manage them. They evaluate employee performance and take the required actions to encourage underperforming staff in order to acquire the best results from their high-quality workforce. For the purpose of improving the effectiveness of their sales management team, they do offer a training and development program for both sales representatives and medical representatives. The methods used by ACME Consumer Products Ltd. for their hiring and selection procedure are the main topic of this internship report. The report is divided into three segments. The first chapter describes the author's internship at ACME Consumer Products Ltd. The company's history, vision, mission, departments, and products are all covered in detail in the second chapter. Along with a competitive analysis utilizing PESTEL analysis, the study includes a SWOT analysis to evaluate the company's current market conditions and strengths, weaknesses, opportunities, and threats in the FMCG business. The report concludes by providing a detailed description of the recruitment and selection procedure in the third chapter based on the conclusions of my organizational supervisor and his subordinates.

Keywords: Recruitment, Selection, HRIS, HR Transaction, FMCG business, SWOT and PESTEL analysis.

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List of Acronyms

ACPL	ACME Consumer Products Ltd.
TQA	Total Quality Assurance
FMCG	Fast Moving Consumer Goods
FOB	Free on Board
PPIC	Planning Procurement and Inventory Control
AM	Area Manager
ZSM	Zonal Sales Manager
RSM	Regional Sales Manager
TM	Territory Manager
SR	Sales Representative
POS	Point of Sale
HRIS	Human Resource Information System

Chapter 1

Internship Brief

1.1 Student Information

Name: Syed Shakibul Islam Onee.

ID: 21104001.

Program: Bachelor of Business Administration.

Major 1: Human Resource and Management.

Major 2: Marketing.

1.2 Internship Information

Period: 3rd September to 3rd December, 2023 (3 months).

Company Name: ACME Consumer Products Ltd.

Department: Human Resource Department.

Address: Court de la ACME 1/4, Kallayanpur Main Road, Mirpur, Dhaka 1207, Bangladesh.

Working Hours: Sunday to Thursday, 9:00 AM-6:00 PM.

1.2.1 Internship Company Supervisor's Information

Name: Md. Razibul Hassan.

Designation: Assistant Manager, Human Resource Division.

1.2.2 Contributions to The Organization

I had the chance to work as a member of the Human Resource Team for the entire three months as I was an HR intern at ACME Consumer Products Ltd. Collaborating with the team afforded me the opportunity to acquire practical insights into the workings of the business world, as well as to gain information about HRM practices. Without the teamwork experience, neither of these things would have been feasible. Throughout my internship in human resources at ACME Consumer Products Ltd., I handled a range of tasks related to the organization's HRM procedure. Maintaining employee databases and records, obtaining payroll information, updating employee salary scales, creating and posting job circulars, screening and sorting resumes, setting up interviews, contacting shortlisted candidates, composing and sending formal responses to employees, collaborating across departments, document verification, answering employee inquiries, disseminating company policies, putting in place insurance and an online healthcare system for staff members, creating a CV directory, taking part in organizing company events, and helping with the hiring and selection process were some of these tasks. Furthermore, I helped with all the tasks that were allocated to me in order to complete the precise assignments.

- **Keeping Databases and Records of Employees**

During my internship, I was tasked with helping HR staff members maintain employee databases and information. In order to guarantee that current and correct employee data was easily available, this activity was essential. These documents contained a wide range of information, such as performance reviews, training records, work histories, and personal data. Payroll processing, promotions, performance reviews, and other HR tasks required that these records be kept in perfect order. Since many HR decisions and procedures relied on these records, accuracy of the data and attention to detail were crucial.

- **Supporting the Process of Recruiting and Selection**

a. Recruitment: A vital component of human resources is recruitment, which I was able to actively engage in during my internship. I took part in all phases of the hiring process, from advertising the first job openings to choosing the ideal applicant.

b. Posting Job Vacancies: One of my responsibilities was creating job postings, which helped draw in prospective applicants. These job posts have to be specific, detailing the requirements and duties for each position. Attracting qualified people required job listings that were both clear and appealing.

c. Screening CVs: It was enlightening to go through so many CVs. It needed close attention to detail and a thorough comprehension of what the organization expects from each job. Examining resumes assisted in reducing the number of applications and identifying possible candidates for additional assessment.

d. CV shortlisting: This was a calculated procedure. It involves choosing resumes based on how closely they matched the job specifications. Making sure that only the most qualified applicants moved on to the interview stage required the completion of this crucial step.

e. Interview Scheduling: Another crucial aspect of my work was interview scheduling. To make sure that interviews were completed effectively and on time, this required communicating with the interview panel members as well as the candidates. I have a deeper understanding of the significance of talent acquisition and how it directly affects the expansion and success of an organization as a result of my involvement in recruitment.

• **Departmental Collaboration**

Throughout my internship, productive teamwork emerged as a common theme. I got the chance to collaborate closely with the Finance and Administration departments to make sure that HR operations went without a hitch. In particular, coordination with Finance was necessary for the management of payroll. One of the most important factors in determining employee satisfaction is the prompt and proper distribution of salaries, which calls for excellent communication between HR and Finance. Additionally, communication with the Administration division was essential for the upkeep of office furnishings and equipment, which indirectly benefited worker productivity and well-being. Collaborating across departments brought to light the ways in which different organizational roles are interdependent.

- **Document Checking**

During my internship, I also had the critical responsibility of confirming the authenticity and timeliness of pertinent documents. This covered permits and licenses, including industrial and auto licenses. For the business to operate smoothly and in line with the law, it was essential that these documents were current. This duty necessitated exacting attention to detail and a deep comprehension of the legal specifications guiding the organization's operations. It further emphasized how crucial proactive document management is in averting possible legal problems.

- **Database management for employees**

Overseeing the monthly personnel database was a responsibility that offered priceless insights into the dynamics of the workforce. This database included overtime, leave, extended working hours, and holidays, among other characteristics of employee attendance and involvement. The gathering, arrangement, and evaluation of this information was necessary for reporting and decision-making in HR. It made it possible for HR staff to spot trends, such as leave trends or the need for overtime, and use that information to guide decisions that would best serve the needs of the workforce.

- **Updating Employee Salary Scale**

The task of updating the employee compensation scale needs accuracy and precision. It entailed making certain that wage data for employees was up to date and consistent with the organization's pay plan. In order to preserve justice and fairness in compensation practices and to ensure that salaries are in line with business policies and industry norms, this work was essential. Additionally, it stressed how crucial secrecy is while handling private employee data.

- **Supporting the Employee Recruiting Process**

As part of my internship, I also helped with the recruitment process, which required reviewing resumes from prospective candidates. This duty included developing test materials, supervising examinations, and making sure the testing atmosphere was safe and equitable, among other things. Exams were given as a way to assess candidates' knowledge and abilities, which was an important part of the recruitment process. It

requires meticulous preparation, close attention to detail, and rigorous adherence to protocols and testing procedures.

- **Enacting the Health Care and Insurance Systems**

One of the most significant projects I worked on during my internship was the rollout of a new online healthcare and insurance program for staff members. In order to complete this project, the company had to work with outside providers to make sure that all of its employees had access to full health care. This program marked a major advancement in the advantages and wellbeing of employees. The necessity of vendor management and contract negotiation in HR operations was brought to light by the fact that it included negotiating and executing agreements with healthcare providers.

- **Establishing CV Banks**

I was given the responsibility of compiling an extensive CV directory due to the sheer number of resumes that the HR department received. HR staff found this directory to be a very useful tool for finding suitable applicants for open positions. The recruitment process was streamlined and the process of matching candidate qualifications with job criteria was made easier by arranging the CVs in an accessible and organized manner. It emphasized how important effective document management is to HR.

- **Maintaining Employee Personal Files**

In HR management, maintaining employee personal files was a necessary but normal activity. These files included personal data, training records, performance reviews, and employment contracts, among other important details about each employee. HR operations depended heavily on the integrity and completeness of these files because they were regularly consulted for a variety of objectives, such as compliance audits, performance assessments, and promotions.

- **Circular Creation for Jobs**

I created job circulars to draw possible candidates to ACME Consumer Products Limited as part of recruitment activities. Creating job circulars that work needs both ingenuity and accuracy. These recruitment circulars had to be visually appealing and

educational so that prospective employees could grasp the job specifications and the ethos of the organization. As the first point of contact between the organization and potential candidates, job circulars were essential to the recruitment process. It was crucial to make sure they appropriately reflected the organization and its ideals.

- **Formulating Test Questions for Upcoming HR Interns**

I got the chance to help with the creation of test questions for upcoming HR interns as part of my internship. The purpose of these question papers was to evaluate the intern's comprehension and familiarity with HR policies, processes, and practices. It took a thorough understanding of HR principles and the ability to formulate questions that assessed the intern's grasp of important ideas to create these question sheets. Additionally, it emphasized how crucial information transfer is to maintaining best practices inside the HR department.

1.3 Internship Outcomes

Internships give students a big advantage in the job market after graduation since they provide them with valuable real-world experience that is relevant to their chosen subjects of study. They also offer the chance to build professional networks and gain knowledge of a company's daily operations as well as the industry at large. The reason for this is that companies give more weight to applicants with prior work experience, thus internships are a wonderful opportunity to stand out from the competition and strengthen resumes. Additionally, internships can help graduates acquire critical skills like communication and problem-solving that they might not learn in the classroom, increasing their employability. This might be a big benefit for recent graduates looking for work.

1.3.1 Challenges Faced During the Internship Period

I ran into a few challenges during the internship program. One of the difficulties was juggling several tasks at once. It was a little challenging the first week, but with time, I figured out how to effectively coordinate and handle the tasks. I had to be extremely careful because even the slightest error in the data entry or personnel document production could lead to more significant issues. Furthermore, I had to start from beginning to gain proficiency in my profession because I had never gone through the Human Resource Management procedure previously.

1.3.2 Recommendations (to the organization on future internships)

- a) Sheets or PDFs outlining internship duties and educational resources pertinent to the Human Resource Management procedure and related paperwork may be sent by ACME Consumer Products Ltd. You can get these documents and PDFs from the ACME Consumer Products Ltd website. It would be advantageous for interns to have this chance to boost their output.
- b) The division might use interns more frequently for HRM-related tasks including job analyses, recruiting and selection process design, and management strategy development.
- b) In order to motivate interns even more than it already does, the proposal may include a few extra incentives.

Chapter 2

Organizational Profile

2.1 Introduction

I conducted a thorough investigation into ACME Consumer Products Ltd.'s hiring and selection procedure in this report. An examination of ACME Consumer Products Ltd.'s HR strategy and its development was done in order to accomplish this goal. Both primary and secondary data were collected for the study. The primary data came from practitioner interviews and information obtained from the roadmap of ACME Consumer Products Ltd. A range of sources, including news articles, corporate websites, and previous publications on ACME Consumer Products Ltd., were used to gather secondary data. However, because of the time constraints and opportunities available, there was a cap on the amount of knowledge that could be obtained during the three-month deployment. An overview of ACME Consumer Products Ltd. is provided in this chapter, along with a review of the company's operations, including an examination of its HR department, supply chain management, sales force management, recruitment and selection procedures, and market positioning. The chapter also includes a study of the external forces affecting the organization and the company's strengths, weaknesses, opportunities, and threats. This chapter should be useful in many different contexts.

2.2 Company overview

2.2.1 Company profile

The eight active businesses that make up the varied ACME Group are involved in a variety of multidisciplinary commercial operations, including the manufacture and sale of pharmaceuticals, apparel, food, and related products (consumer goods), as well as IT and other service industries. The Group was established in 1954 as a proprietorship by the late Hamidur Rahman Sinha, who had the lofty and all-encompassing goal of ensuring everyone's health, vitality, and happiness. Over this extended duration, it has broadened its commercial sphere and launched eight initiatives under the Group's auspices. Presently, the ACME Group employs approximately 25,000 individuals across all grades and professions, with an annual revenue of over Tk 40,000.00 million. The Group has been making significant contributions to the government coffers in the form of duties and taxes, as well as new job possibilities at all grades and levels, which have all contributed to the nation's economic development. suggested The ACME Group has welcomed ACME Consumer Products Ltd as a new member.

The most recent addition to the ACME Group is ACME Consumer Products Ltd., which demonstrates the company's continued dedication to diversity and innovation. Although the specifics of this project may differ, it demonstrates the group's proactive commitment to satisfying the always changing needs of customers.

With a long history, a varied range of commercial endeavors, and a dedication to both economic progress and societal well-being, ACME Group is a vibrant conglomerate. A summary of the group's goals, business areas, economic impact, and most recent expansion project, ACME Consumer Products Ltd., is given in this corporate introduction.

The ACME Group has grown its business throughout the years in a number of industries, including food items, apparel, textiles, medicines, and IT services. Eight active businesses currently make up the company, and each one is vital to its total development.

Business Sectors

Pharmaceuticals: The ACME Group is well-known for producing and promoting pharmaceuticals, which it has contributed significantly to the healthcare sector over the years.

Food & Consumer Products: The ACME Group produces and distributes a large variety of consumer goods, guaranteeing both their quality and price.

IT Services: To fulfil the demands of the digital age, the business has also entered the information technology sector, offering IT services and solutions.

Mission, Vision

Mission

Attaining a distinct place among customers worldwide with legacy for edible products, ensuring continuous quality & for individual and national growth.

Vision

Propelling continuous development in the food industry for consumers with nutrition and food safety to enrich lives and strengthen households.

ACME Consumer Products Ltd.'s History & Growth

ACME group launched one of their food and beverage company called The ACME Consumer Products Ltd. back in 2021. Though ACME group already had a food and beverage company, ACME Agrovet & Beverages Ltd. which was established in 2002 they launched ACME Consumer Products Ltd. with some additional food and beverage products which are mentioned in 2.2.3. Now, both the companies are running their operations in parallel at the market and contributing significantly for the economy of Bangladesh.

Here are some achievements of ACME Consumer Products Ltd. since it's establishment;

2021- Establishment of ACME Consumer Products Ltd.

2022- Got Appreciation Award for being Refreshment Partner of "The Pitchers" - An Inter University Pitch Deck Based Training and Competition.

2023- Received Diamond Sales Award at Daraz Seller Summit, 2023.

2.2.2 Departments of ACME Consumer Products Ltd.

ACME Consumer Products Ltd. conduct their operations through various departments which are mentioned below;

Departments at Head Office:

- Human Resource Department,
- Sales Admin Department,
- Business Development Department,
- Brand Development Department,
- Supply Chain Management,
- Finance & Accounts Department.

Departments at Factory:

- Production Department,
- Engineering Department,
- Distribution Department,
- Quality Operation Department (QOD),
- Material Management (MM) Store,
- VAT & Accounts Department.

2.2.3 Products of ACME Consumer Products Ltd.

- Premium Drinking Water,
- Mango Fruit Drink (Classic & Premium),
- Amla Mango Fruit Drink,
- ACME Litchi Drink,
- Premium Gold Tea,
- Satej Tea,
- Mustard Oil,
- Manuka Honey,
- Jhal Chanachur,
- Ghee,
- Sauce/Ketchup,
- Mini Sauce/Ketchup,
- Pickle,
- Chutney,
- ACME Chinigura Aromatic Rice,
- Dal Bhaja,
- Fried Peas,
- Tasty Saline,
- Power Drinks,
- Lachcha Shemai,
- Vermicelli Shemai.

In order to satisfy a broad range of tastes and preferences, Acme offers a diverse selection of consumer items. They offer superior drinking water as one of their products for people who want to be completely hydrated. Acme has a variety of delicious selections, including lychee drinks, orange drinks, green mango drinks, and tamarind drinks, for those seeking a refreshing and fruity twist.

Acme ensures a great tea-drinking experience by offering a number of premium tea alternatives, such as Premium Gold Tea and Sotej Tea, for tea connoisseurs.

Acme provides a variety of condiments, such as tomato ketchup, Tatul chutney, mango pickle, olive pickle, garlic pickle, and mixed pickle, to pair with different dishes. Spice lovers can add sweet chilli sauce to their food to enhance its flavor.

Acme offers a variety of delicious appetizers and accompaniments in addition to drinks and condiments. Egg noodles are available for individuals who prefer foreign flavors, whereas Lachcha Shemai, motor vaza, dal bhaja, and chanachur lend a traditional touch to their menu.

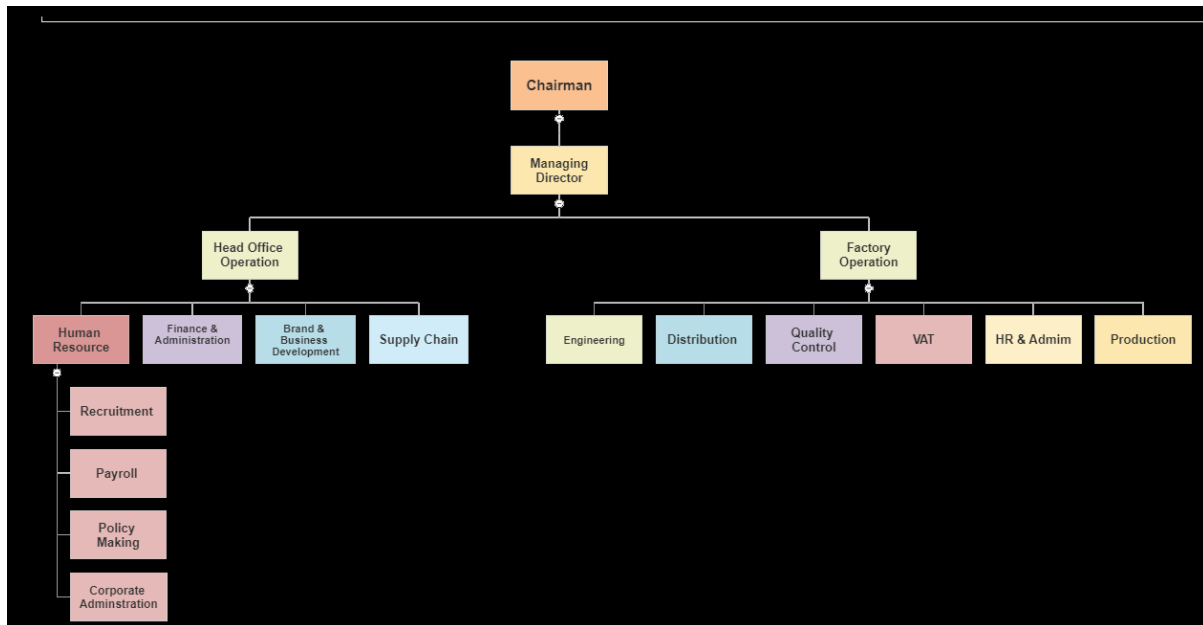
Tropical flavor is delightfully unleashed in the Aamli Mango Fruit Drinks. Acme's dedication to excellence is further demonstrated by the selection of both traditional and upscale mango beverages. Acme has you covered whether you're craving the classic mango flavour or want to try something more sophisticated when it comes to mango beverages.

Furthermore, Acme offers necessities such as chinigura rice, ghee, honey, and mustard oil, which complete their range of consumer goods. Acme genuinely comprehends and caters to the varied demands and preferences of its clientele with their extensive assortment.



*Figure 1: Products of ACME Consumer Products Ltd.
Source: <https://shorturl.at/IAQU4>*

2.3 Management Hierarchy of ACME Consumer Products Ltd.



*Figure 2: Management Hierarchy of ACME Consumer Products Ltd.
Source: Author.*

2.4 Human Resource Management

Planning for Human Resources

Planning for human resources includes determining the number and kind of employees required to accomplish an organization's mission and carry out tasks effectively.

The Value of Human Resource Management

- Because different kinds of people operate in different kinds of organizations, it is necessary to plan their activities.
- Human resource planning is an essential component of any organization; without it, its operations cannot be carried out effectively.
- Planning for human resources aids management in assigning the right personnel to the right jobs at the right times. The goal of human resource planning is to balance the organization's need and supply for employees.

Since human resources are an organization's core and lifeblood, human resource planning is essential to its success.

2.5 Activities in ACME Consumer Products Ltd.

Prior to manufacture, ACME Consumer Products Ltd. takes into consideration things.

1. Quality Control
2. Raw material
3. Packing material

2.5.1 Quality Control

Assurance of Total Quality (TQA) is Acme's key differentiator in guaranteeing peak quality. Since ACME Consumer Products Ltd. is a subsidiary of ACME Laboratories, quality control is a constant source of worry for the corporation. ACME guarantees top-notch equipment and highly skilled personnel. Every testing, sampling, and inspection method is meticulously planned, authorized, and carried out.

2.5.2 Raw materials

The greatest sources of raw materials are used by ACME in its production. According to ACME, the caliber of raw materials determines the caliber of the final product. The highest-quality continental mangoes are used to manufacture the concentrated mango pulp used in mango drinks, which is sourced from Pakistan and India. Orange juices are made by mixing a pool of carefully chosen fresh oranges, and the concentrated orange pulp used as raw materials is sourced from the best sources in Brazil. The greatest ingredients are gathered by ACME for the spices. Typically, ACME sources its raw materials locally, primarily from north Bengal. The greatest suppliers and tea leaf providers provide ACME Tea. ACME Consumer Products Ltd. regards water treatment plants highly. Splitting. Before the water is bottled as premium drinking water for marketing, it goes through 20 stages of filtering using reverse osmosis and is treated with ultraviolet light and ozone.

2.5.3 Packing materials

Our products are packed aseptically using the unique Tetra Pack technology ensuring

1. Longer Shelf Life
2. No deterioration during shelf life

2.6 Production Process

Plant

About 30 kilometers west of Dhaka City, in the Dhamrai area of the Dhaka district, is where the upgraded ACME Consumer Products Ltd. plant was created in Bangladesh. The factory is managed by qualified staff who adhere to the strict BSTI guidelines and is outfitted with state-of-the-art technological facilities.

Facilities

The facility of ACME is evidence of its fundamental dedication to producing pharmaceuticals that meet the highest ethical standards. The plant is equipped with the most advanced imported machinery and tools.

- Throughout the plant's design and construction, due consideration was given to the most recent
- Cross-contamination concepts,
- Superior effectiveness in managing air circulation.
- Particle-free coatings,
- Outfit configuration,
- Flow of processes,
- Safety and cleanliness.
- Additionally, extra attention has been paid to choosing
- Equipment and tools used in the lab.
- The plant is equipped with the most advanced imported machinery and tools.

2.7 Physical Distribution Channel

- **Forecasting of Market Demand**

The demand level, or the number of goods and services that the supply chain must manage, offers the fundamental inputs for the planning and management of all the functional areas, including marketing, production, logistics, and finance. Precise demand forecasts are necessary for the planning and management of supply chain operations. Since these estimations are usually expressed as forecasts and projections, predicting the level of demand or the amount of supply needed is essential to the operation of the business as a whole. Capacity levels, financial requirements, and the overall structure of the company are all significantly impacted by demand levels and their timing. However, the logisticians are typically not the only ones who must create the company's broad projections. It is more likely that marketing, financial planning, or a specifically chosen group will be given the assignment. In certain situations, logisticians frequently find themselves forced to create this kind of data, particularly for short-term planning like inventory control, order sizing, or transport scheduling.

The central logistics department of ACME Consumer Products Ltd., which is a division of the marketing department, is in charge of sales forecasting. Their marketing officers use the Planning, Procurement, and Inventory Control (PPIC) component to estimate the demand for their products in the future. PPIC and ACME's logistics division are two entirely different entities. Although it is not a part of Consumer Products Ltd., it works for ACME Laboratories, and as its primary responsibility is to keep the lines of communication open between the manufacturing and sales departments, it nonetheless assists Consumer Products Ltd. in forecasting supply requirements. As all decision-making is centralized and they have the only ability to make decisions, PPIC reviews the marketing officers' report and makes any required revisions before sending it to the top management for approval.

ACME forecasts using both qualitative and quantitative methods. They employ quantitative methods initially. Here, the sales pattern from prior years is examined to forecast the need for products in the future. Even if the market demand for ACME juice and mineral water typically exceeds the company's production capacity, forecasting is still important to determine how much has to be produced in the short term and what the demand will be in the long run. They also take into account the national festivities and seasonality in order to lessen the high demand uncertainty. Drinking habits vary with season, with summer being the most popular and winter

being the least. Additionally, it will be high on a number of religious and cultural occasions, including Eid and the first day of the Bengali year. Thus, the key factors to take into account when forecasting are seasonality and festivity. However, a stock out scenario could still occur if demand rises at a faster rate than anticipated or vice versa. For instance, this year's extended summer was incredibly unexpected, which undoubtedly led to massive missed sales; therefore, there had to be more demand than ACME could have supplied. Though individuals would consume far less in wet conditions, the late rain must have also had a negative impact on sales. In addition, the social and economic environments we live in are also exceedingly variable and unpredictable.

In order to generate quantitative projections about the future, ACME also employs qualitative forecasting approaches, such as the use of surveys, comparative analysis, subjective judgement, and intuition. The data about the variables influencing forecasts is usually soft, subjective, and non-quantitative. The methods' nonscientific nature makes it challenging to standardize and confirm their correctness. However, they are often employed in situations where prior data is either unavailable or unlikely to have any bearing on the current forecast. When attempting to forecast the influence of new technology, changes in governmental regulations, or the success of new products, these approaches can be the only ones available. These qualitative techniques will probably be preferred for medium- to long-term forecasting. Since there hasn't been much rain this year, for instance, it's safe to assume that the winter will be significantly colder than usual and that fewer beverages will be consumed during that time. Thus, in comparison to the winter of last year, ACME Consumer Products Ltd. should produce less this winter.

- **Information system and order processing**

Within a company, gathering, storing, and modifying data is primarily done to support commercial transactions and enable strategic and operational decision-making. The logistics information system ought to be extensive and powerful enough to facilitate communication between the company's supply chain participants as well as its functional divisions. As users find ways to benefit from information for carrying out their logistical tasks, ACME is now sharing specific information with vendors and buyers about sales, shipments, production schedules, stock availability, order status, and the like in an effort to reduce uncertainties throughout the supply chain. ACME uses a variety of tools, including Oracle, SAP, C++, and many more, to operate more efficiently and successfully. The Order Management System, Warehouse Management System, and Transportation Management System are the three main

subsystems of the logistics information system that ACME mostly utilizes. Each has tools for decision support that help with planning the specific activity in addition to information needed for transactions. To develop an integrated system, data flows between them and between the LIS and the other information systems used by the company. Usually, computer software packages are used to express information systems.

1) Order Management System

Invoicing: ACME determines if a party's excellent credit history precludes them from obtaining a commodity.

Fulfillment Location: ACME lets you compare the location status and the amount of time needed to complete an order.

Product Allocation: ACME processes or fulfils subsequent orders in the correct order.

Credit Checking: ACME maintains a record of every party's previous loan status, credit score, and other information.

2) Warehouse Management System

Receiving: ACME records information on "check in" from the inbound dock in the central warehouses of Dhamrai and Hemayetpur.

Stored: ACME keeps things in stores, departments, and warehouses according to their natural order.

Inventory Management: ACME keeps an eye on product stock levels, recommends replacement amounts, etc.

Order retrieval and processing: ACME selects the merchandise, add-ons, and packaging for order fulfilment.

Shipment Preparation: ACME completes the product's final packaging and labelling before arranging for delivery.

3) Transportation Management System

Mode Selection: Data about various modes, freight rates, availability, frequency, and time is stored by ACME.

Consolidation of Freight: ACME also monitors affordable loads.

Routing and scheduling shipments: ACME keeps accurate records of the scheduling of routes, choosing rest stops and imposing constraints.

Claims processing: For their distributors and merchants, ACME offers automated claim processing.

4) Inventory Management and Warehousing

The entirety of the operations required for the procurement, storage, sale, disposal, or usage of the stock of raw materials or completed goods is known as inventory management. Choosing what to order, when to order, and how to order are all part of managing inventories, which ensures that stock is available when needed and at a reasonable price.

The organization employs estimations from both quantitative and qualitative forecasting methodologies to determine how much inventory needs to be held in which warehouses (factory, intermediary, or retail) for which length of time (immediate, medium, and long-term). There are three main categories for the stockpiles or material that ACME possesses.

Components and raw materials: input or materials pre-stored for ACME's industrial and production processes include;

- Mango pulp and orange juice concentration
- Water is extracted from below ground by a deep tube well.
- Resin (mould) for bottles made of plastic
- Juice packaging in Tetra packs

Work-in-progress: data that needs to be processed, packaged, or operated

- Pulp dilution and concentration
- Juice exploded out of empty bottles that had been filled with resin.
- Refined water within the storage tank

Finished goods: stocks are kept in factory warehouses after the value addition process.

- Juice packaged and ready for shipping
- Water in bottles, ready for delivery

Stock Management:

- ACME keeps various juice and mineral water properly positioned near or further behind the departments, stores, and warehouses based on the level of demand for each.
- ACME determines the replenishment quantity and reorder point, as well as keeps track of product supply.

The intermediary distributors themselves are in charge of maintaining and managing the inventory at the stocking sites; ACME only manually tracks and makes recommendations about how much to retain.

The barcode: ACME handles its own inventory management by hand rather than using a barcode system. For products that they export and supply to superstores like Nandan, Agora, etc., ACME uses barcode systems. The products have barcode labels attached to them, which are subsequently scanned by the receiver's detectors and database data. When it comes to inventory management, ACME manages its own stock by hand rather than using a barcode system.

Transportation of products via outbound logistics

While outward logistics for juice and mineral water are different, inbound logistics remain the same. For both kinds, they employ the same distribution channel and transportation network. All that ACME uses for transportation is the road, which is shared with vans and vehicles. Distribution begins in the production warehouse in Dhamrai, from where vehicles transport the items to the Central Sales Centre in Hemayetpur. Following that, the merchandise is delivered to each of the 18 sales centers (depots) spread out around the nation. In order to get the products to the customers, the goods are subsequently sent to the local distributors and shops.

They have divided their distribution staff into three categories: Area Manager (AM), Territory Manager (TM), and Sales Representative (SR) in order to effectively manage the distribution. Additionally, they have separated the territories into various zones that change according to the region. For instance, ACME selected two AMs (Area Managers) for the Dhaka North and Dhaka South zones in the region. The number of TMs (Territory Managers) at each AM varies based on the regional market need. However, every TM has a precise count of five Sales Representatives reporting to them. To obtain the order from the retailers, each sales representative visits the retail stores to which they have been allocated. The distributor's

delivery man may receive orders from retailers as well. While SRs are required to visit retail locations, TM stays at home and watches over their job; AM keeps an eye on TM. However, a crucial aspect of Acme's distribution is that the products are delivered to the distributors at the point of sale (POS). Distributors are contracted by ACME to handle their commodities; ACME only keeps an eye on their operations via TMs and SRs.

All trucks and vans cost ACME between 10,000 and 12,000 TK (BDT) on average. They can move items from one location to another using their own carriers, which are trucks and vans. However, in instances of high demand, they may need to enlist the services of other transportation service providers.

Vendor selection

Any individual or business that sells goods or services to another party in the chain of economic production is referred to as a vendor. Manufacturers of components are suppliers of parts to other manufacturers, who put the parts together to create goods that are sold to retailers or wholesalers. Retailers are companies that sell goods to customers. The phrase is frequently used to describe vendors who provide goods and services to other businesses.

Despite not having an exclusive dealer or any other licenced dealer, ACME uses a set of criteria to choose their supplier. They place a great deal of weight on the distributor they choose because they are the ones that act as a middleman to get their company's goods to the consumer. In order to fulfil its ambition of being the greatest, ACME needs reliable supply partners in order to succeed.

They always look at a few distributor-related concerns while choosing their distributors, and those are:

- **Transportation Capabilities:** ACME selects suppliers that offer appropriate transportation services at a price that works for the business.
- **Integrity:** The appropriate supplier offers the appropriate product, timely delivery, appropriate quality, appropriate cost, and appropriate degree of assistance. It will be devastating for the company if the supplier breaks their word and supplies the goods of another competitor instead of Acme. It can also examine the past performance of the vendors.

- **Prior Performance:** Researching a supplier's prior performance can be useful when choosing which vendor to choose. For instance, examining the provider's performance on prior orders and contrasting the lead time the supplier requires before delivering the product.
- **Storage Capacity:** The provider needs to have a warehouse big enough to store Acme's merchandise in accordance with market demand. The warehouse needs to meet a few more requirements. Juice and water from Acme are perishable, thus they must be kept at a consistent temperature to prevent damage from increasing.
- **Organizational and Financial Capability:** The providers must possess a certain amount of financial capacity. Because a retailer will buy products from competitors if they are offered credit and the supplier refuses to grant it, which will ultimately result in a loss for ACME in the future. As a result, ACME selects distributors with the best financial standing.

The geographical base also influences the suppliers' selection. The quantity of dealers varies by district; the primary factor influencing dealer quantity is market demand. Due to the limited purchasing capacity of the people in north Bengal, ACME only has 12 sellers there, compared to about 100 dealers in Dhaka.

Because circumstances vary and the products and services needed fluctuate, the selection process is not always implemented in the same way and follows the same path. The organization's purchasing policies have an impact on the process of choosing a certain provider.

Dealer & retailer motivation

Since ACME does not use authorized or exclusive dealers, if the company cannot satisfy them, the dealer and retailer will lose interest in working with Acme and will instead only offer other companies' items on the market. The corporation will lose a larger portion of its market share in this scenario. ACME's sells their goods to distributors and retailers using a combination of push and pull tactics.

2.8 Sales Force of ACME Consumer Products Ltd.

To guarantee seamless sales, ACME oversees a sizable sales crew. It is an established truth that a corporation can get a respectable market share if its sales staff is effective. For this reason, ACME invests more on personal selling than in any other kind of advertising.

To succeed in the market, ACME carefully evaluates how to organize and lead its sales team. To create a successful sales system, ACME carefully takes into account a number of factors while building a sales team. They are as follows:

- Intentions,
- Thought,
- Organization
- The growth of the sales staff,
- Restitution.

While addressing those problems, ACME also seeks to build a productive sales team.

- **Objectives**

The foundation of ACME's sales force is their comprehension of the goal. All levels of management should be made fully aware of the goal of retaining the large sales force. Prospecting, targeting, communicating, servicing, information gathering, and allocating are among the shared objectives as described by ACME. The precise goals that ACME wants their sales team to accomplish are outlined in detail.

- **Strategy**

In terms of strategy, ACME employs salespeople in a way that allows them to approach potential clients when they are most likely to make a purchase. Salespeople can employ a variety of strategies, depending on which one best suits the circumstances. ACME keeps its attention on the market after deciding on a sales strategy. This indicates that salespeople are proficient in the analysis of sales data, estimation of market potential, acquisition of market knowledge, and creation of marketing plans and strategies. When building a sales force, ACME considers locating the appropriate resources to achieve these objectives. Effective administration of the sales team is critical to developing a winning strategy.

- **Designing the Sales Force**

Large corporations invest millions of dollars on personal selling each year. This exceeds the amount ACME has spent on any other form of advertising. Additionally, the majority of part-timers work in sales and similar fields. Salespeople work in almost every aspect of the corporate world, from recruiting in colleges to the insurance sector, and everything in between. For this reason, in order to succeed in the market, ACME gives great thought to the organization and administration of its sales force. The design of a sales force by enterprises and the efficient management of sales forces by managers will be covered in this article. To create a successful sales system, a business must carefully take into account a number of factors while developing its sales staff. These concerns include creating objectives for the sales team as well as their strategy, organization, and pay. The precise targets that businesses anticipate their sales reps to meet are known as Salesforce objectives. Sales quotas provide a salesperson with precise goals to strive for over a specified time frame.

Furthermore, there exist alternative methods of defining sales objectives outside from quotas. For instance, corporations frequently establish goals such as prospecting, targeting, communicating, servicing, information gathering, and allocating in addition to quotas. In essence, businesses need to specify exactly what goals they want their sales staff to accomplish. If these goals are reached, the company will see an increase in product sales. In terms of strategy, ACME employs salespeople in a way that allows them to approach potential clients when they are most likely to make a purchase. Salespeople can employ a variety of strategies, depending on which one best suits the circumstances. A sales professional may, for instance, personally approach a specific buyer or group of buyers. Alternatively, a sales team may speak with a single buyer or a group of buyers. Additionally, sales staff can use a strategy known as seminar selling, in which a team from the company educates the customer company about cutting-edge innovations during a seminar. ACME keeps its attention on the market after deciding on a sales strategy. This indicates that salespeople are proficient in the analysis of sales data, estimation of market potential, acquisition of market knowledge, and creation of marketing plans and strategies. When building a sales force, ACME considers locating the appropriate resources to achieve these objectives.

- **Management of the sales force**

Any organization or business needs strong management in order to use its workforce to accomplish its goals. Being in the company world without a robust and well-defined management system makes survival nearly difficult. This holds true for every industry on the planet.

Effectively managing the sales force is the next step in creating a successful ACME after the sales force foundation has been created. They employ a number of techniques and processes to efficiently oversee a sales staff. For instance, the ACME sales force management process consists of four primary steps: sales representative training, sales representative supervision, sales representative motivation, and sales representative evaluation. In ACME, training is a crucial initial step towards managing a sales staff. Rarely do newly hired salespeople who receive little to no training before being put into the field succeed. Consumers anticipate that a salesperson will know everything there is to know about both the demands of the consumer and the product they are selling. Therefore, appropriate training is a critical component of managing a successful sales force for ACME. Another crucial component of running a sales force is overseeing sales reps. In general, commission-based sales reps at ACME may receive less direct supervision than those who receive a salary. Another area where ACME excels is in inspiring sales reps. Managing a sales team well at ACME also involves evaluating sales reps. Sales reports are a common tool used by managers to evaluate salespeople since they provide precise information on the sales representative's proficiency in closing deals.

Manpower planning

At ACPL, there are steep consequences for understaffing. This is due to:

ACPL is aware of the losses incurred by understaffing in terms of orders, customers, profitability, and commercial economies of scale and specialization. According to ACPL, overstaffing is costly and wasteful if it persists, and it is also expensive to terminate due to current laws governing minimum notice requirements, consultation requirements, and redundancy payments. Significantly, having too many employees lowers the company's ability to compete. When determining staffing numbers, the organization's current and future needs must be evaluated and compared to its resources, both current and anticipated. Then, appropriate measures are scheduled to balance supply and demand. In order to adjust the

workforce profile for 1, 3, and 10 years ahead of time, the ACME first creates a "satellite picture" of the current workforce profile, which includes information on the number, skill set, age range, sex, expertise, forecasting abilities, character, and potential of current employees. This is done in accordance with the organizational policy for the corresponding time frames and takes into account normal employee turnover, planned staff movements, retirements, etc.

As would happen if current planning were to remain unchanged, the outcome is a succession of events involving oil supplies. The personnel manager's forecast, whose primary responsibility may very well be to examine and adjust the imprecise projections of other managers, only partially determines what future demands will be. Future ACME employment requirements are determined by:

- Projections for sales and production
- How changing technology affects work requirements
- Differences in labor's productivity, efficiency, and adaptability as a result of new incentives, work study, organizational changes, and training.
- Modifications to hiring procedures (such as the use of agency workers or subcontractors, task delegation, buy-in, substitute, etc.)
- Modifications to government initiatives (trade or regional grants, investment incentives, etc.)

The following segments go into greater information about sales force management:

- **Hiring and Selection procedure**

The operation of matching the desired individuals with the suitable jobs or functions is known as recruitment, and it is often carried out by recruiters. An employment firm or a staff member at the organization seeking new hires may also take on this task. A common step in the hiring process is advertising, which can be done in a number of ways: online, through newspapers, through professional publications, through newspapers devoted to job ads, through window advertisements, through job centers, through university alumnus hiring programs, etc. A person's appropriateness for a profession is usually judged by their skills, such as their typing, computer, and communication abilities. References' testimonies, work experience in a position requiring the necessary abilities, or educational or professional credentials can all be used as evidence of the competencies needed for a position. Computerized

examinations may also be administered by employment agencies to evaluate a candidate's "off-hand" software package familiarity or typing abilities. Written exams may be used to evaluate knowledge and literacy on a more fundamental level. An interview may also be used to evaluate an applicant. In order to give this proof, candidates may occasionally be asked to submit a resume, sometimes referred to as a CV, or fill out a job application form.

- **Employee Motivation through Compensation**

Money is a motivator for certain employees. To be honest, most are driven by money, at least to meet their essential necessities. Pay increases, commissions, profit-sharing, performance bonuses, and a host of other "extra benefits" like cars, trips, or other material purchases used as incentives can all be used to incentivize employees.

We came into an intriguing program at the corporate headquarters of ACME Consumer Products Ltd. They reward staff members according to a complex system that takes into account comments from customers. To find out how satisfied its consumers are, ACME Consumer Products Ltd. regularly conducts customer feedback surveys. When clients provide feedback on a sales representative's performance, the employee gains points that can be redeemed for incentives, gifts, and other prizes. The top salesmen choose to work for ACME because, in addition to these supplementary benefits, it offers its employees a wage that is competitive with other FMCG companies.

The efficiency of ACME Consumer Products Ltd.'s sales force:

Prior to beginning this analysis, we surveyed Territory Managers in sales to learn more about the elements that contribute to a salesperson's success in this industry. The results are as follows:

- An appeal that is logical rather than sentimental
- A sympathetic disposition
- A distinct communication style
- A detailed understanding of the product
- Positivity in physique
- Excellent product presentation
- Responding to the client's inquiries and questions
- Constant sales calls

- Integrity and Reliability
- The organization's corporate perception
- Humorous sense
- Strong educational background and robust physical fitness
- Being receptive
- Calm demeanor and verbal abilities

These elements showed up in our poll as critical to the success of FMCG salespeople. Nonetheless, the data in this analysis indicates a strong correlation between these variables and ACME's sales force management. The goal of the entire sales force management program is to develop certain characteristics or attributes in the sales team. While some of these qualities come naturally to salesmen, ACME works to fill in any gaps by providing training in these areas. From that vantage point, it is clear that ACME understands exactly what the market requires in terms of salespeople, and their consistent approach to sales force management guarantees the availability of the correct kind of salespeople. Possibly the primary cause of ACME's ongoing supremacy in Bangladesh's FMCG sector is its ability to attract, develop, and keep the precise kind of salespeople that consumers want.

2.9 The ACME Consumer Products Ltd. Industry Analysis

SWOT Analysis

Strength

1. The ACME group is willing to invest in ACME Consumer Products Ltd. The pharmaceutical industry's goodwill, along with its marketing channels and distribution capabilities, are being utilized to the fullest extent possible.
2. The manufacturing, office space, management, and experience of the ACME group are a major plus for ACME Consumer Products Ltd.
3. Compared to the majority of local FMCG companies, ACME Consumer Products Ltd. offers higher-quality products. When comparing the products' quality, the costs fall within the target segment's range.

Weakness:

1. The ACME Group has been in operation for almost fifty years. Consequently, top management may adopt traditional thinking as a result of this. Despite the fact that they are a completely different product from food and beverage, their experience is based in pharmaceuticals.
2. The staff turnover rate is rising across the board for the ACME group, possibly as a result of a weak corporate culture or inadequate compensation structure. The food and beverage industry is also being impacted by this. The staff members are neither productive or motivated with one another.
3. At the moment, ACME Consumer Products Ltd. lacks a dedicated research and development team. It is now a barrier to business strategy planning, new product creation, and effective and efficient market research, among other things.
4. A lot of promotional communication is required in this FMCG industry. For the management, it is an expense. Not just ACME group, but all managers ought to be aware of how a brand influences sales and react appropriately. Local businesses have been having trouble keeping up with multinational corporations (MNCs) like Unilever, who are doing the task more effectively.

5. Depending on the product, ACME Consumer Products Ltd. is entirely dependent on purchasing raw materials locally. Our production facilities are not here.
6. ACME Consumer Products Ltd. is dealing with inadequate chain management cooperation from all other departments as a result of differences in business methods. Because they are trained for pharmacy, IT, and other departments, the other departments are unable to provide ACME Consumer Products Ltd. with the support that it needs. Instead, ACME Consumer Products Ltd. needs specialists.
7. ACME Consumer Products Ltd. lacks competitive pricing and pricing experiments to preserve the quality of the products.

Opportunities:

1. The government is currently prioritizing the growth and promotion of domestic FMCG businesses in the nation. Any company that sells consumer products would greatly benefit from this. Bank loans to the consumer products sector have declined as a result of government initiatives to support the sector.
2. The world is evolving. Individuals are growing increasingly aware of what they put in their bodies. This presents a favorable opportunity for the beverage sector. These days, individuals are less interested in sodas like Coke and Pepsi and are more likely to drink tea, juice, or mineral water outside. The rate may be relatively low right now, but it is still rising. It displays the potential market for FMCG goods.
3. The percentage of households with two incomes is rising at a startling rate. People's lives are getting faster, which means they have less time for cooking. It presents a great chance for the spices market as a result.
4. There are plenty natural fruits and fertile terrain in our nation. This can serve as a source for the raw materials we need to make ACME products. We are able to develop domestic food production methods.
5. One of the main reasons we are expanding our market reach internationally is globalization. In terms of globalization, it is now simpler to expand our exports and penetrate outside markets in order to generate a larger profit. Additionally, it would allow us to locate our manufacturing facility and office space in a more financially viable location, allowing us to establish an MNC.
6. The supporting industries in our nation are expanding more quickly as well. In addition to other causes, there is fresh rivalry in advertising, a number of local TV stations

expanding internationally, and market tension. These factors would benefit us in reaching our clientele as well as in another area of our business. For instance, having many TV stations and newspapers would result in more promotional efforts and lower advertising expenses.

Threats:

1. Globalization is not always beneficial. Numerous multinational conglomerates are attempting to penetrate our market. Our nation, a third-world nation, is a marketplace for everything. among many other things, terrorists, smuggling, counterfeiting, and product dumping. First-world nations take advantage of us by putting pressure on our governments to allow them to sell their subpar goods here. Our local products lose market share to these products. However, they are typically of very poor quality.
2. Due to the high level of corruption in our nation, counterfeit goods are produced using advanced technologies and sold under false identities. Coke, ACME, and ACI are all targets of these types of scams. These technologies enable these individuals to create comparable product packaging and market them by using the goodwill and reputation of those goods.
3. The ACME Laboratories Ltd. and The ACME Consumer Products Ltd. are sister companies. As a result, the reputation of the goods and services connect them all together like a chain. All of them would be impacted if there was an issue with any sister concern's quality or reputation. Thus, the same criteria must be upheld by all the companies.
4. The largest challenges today come not only from rivalry but also from the way the existing corporate behemoths take advantage of or use the supplying industries for their own purposes. This might relate to how much their raw supplies cost. They can simply reduce their manufacturing costs by using low-quality raw materials. They would benefit from lower prices and a bigger profit margin as a result.
5. Political unpredictability poses a serious risk to any business. Distribution of products may be delayed or cease entirely due to sudden heart attacks or blockages. If there are any anomalies in the downtown area brought on by political concerns, it may also interfere with routine official duties.

6. Certain rules and regulations may alter as a result of government corruption. Any foreign business can readily bribe or engage in vigorous lobbying to gain entry into the market with a product that has a stronger brand image.

PESTEL Analysis

Political

In any industry, the political climate has a significant role. This is a general consideration for the public at large as well as for all corporate entities. Every political unrest leads to issues with the day-to-day risks faced by the organizations. For instance, a hartal, strike, etc., may interfere with ACME's regular local product delivery.

Economic

It is a universal element that impacts all businesses that turn a profit. It explains public disposable income, market supply and demand, and other things. In that nation, where there are many people with large spending incomes, ACME would export goods. The product prices must be determined appropriately. A small number of districts nationwide have greater sales, a larger profit margin, and higher distributor or trader profits.

Social

This broad component is significant since it establishes the norms, culture, and other effects of the society in which the nation is situated. Because our society is not used to the practice of regularly drinking tea or juice, ACME cannot easily have a bigger profit margin. They have no idea how important it is to include juice in their daily diet or to carry only pure, refined mineral water when driving. They don't know the health benefits of drinking branded tea. Consequently, ACME is impacted.

Technology

ACME operates as a manufacturer. Thus, technology plays a major role in any manufacturing organization. One aspect of the technology is the machinery that is being employed. Machines

differ in their ability to produce. To operate them, employees must be trained. Thus, the training facilities are also relevant. The plant's employees must be knowledgeable about emerging technology, and part of that is their prior education. The issue of their payment now arises. This demonstrates the significance of technology and how it affects how a business operates.

Environmental

Growing public awareness of environmental issues and the pharmaceutical sector are closely related.

Legal

The director of drug administration's (DDA) oversight and legal monitoring responsibilities have an impact on the manufacture, sale, and distribution of pharmaceuticals and drug products.

Conclusion

In its corporate work culture, ACME Consumer Products Ltd. combines justice and efficiency as a modern approach to business. It places a high priority on the expansion of the business by improving the abilities and expertise of its staff and by creating an atmosphere that is encouraging and favorable to their progress. Within the bounds of the law, ethics, and society, the company aspires to conduct all of its commercial affairs with openness and honesty. The productivity of human resources is acknowledged by ACPL as a key factor in the success of the business. At every level of its activities, it scrupulously abides by business ethics and transparency, guaranteeing both ethical and financial accountability. In order to improve society, ACPL goes above and beyond business, upholding a zero-tolerance policy against corruption.

Chapter 3

Project Part

3.1 Introduction

This paper examines the comprehensive process of ACME Consumer Products Ltd.'s hiring and selection. As a result, a comprehensive analysis of the ACPL Human Resource Division was carried out. Primary and secondary data were collected for this report. The information collected from ACPL staff members made up the majority of the data. Secondary data was gathered from news articles, corporate websites, and previous ACME Consumer Products Ltd. publications. This chapter provides an overview of the earlier research sources as well as the goal, reach, importance, approach, and constraints of the current investigation. The findings, which concern the ACPL's recruitment and selection procedure, make up the majority of this chapter. A few suggestions regarding the ACPL's hiring and selection procedure round out the chapter.

3.1.1 Literature Review

With eight active businesses, ACME Group is a diverse business conglomerate with a concentration on consumer goods, apparel, textiles, pharmaceuticals, and food. Since its founding in 1954, it has grown and started eight initiatives. The ACME Group, which has an annual turnover of Tk 40,000.00 million, helps the economy of the nation by generating new jobs and tax contributions. New member concern ACME Consumer Products Ltd. is proposed. (ACPL, 2021). With a booming industrial sector, an abundance of natural resources, competitive labor, and an environment that is business-friendly, Bangladesh boasts a progressive economic status. One of the biggest industries in the nation is the fast-moving consumer goods (FMCG) sector, which has seen tremendous expansion in recent years. Reputable FMCG company ACME Consumer Products Ltd. in Bangladesh grew from a tiny pharmaceutical production plant to one of the biggest conglomerates in the nation. ACME has a robust marketing program, employs over 3200 people, and has an annual revenue of over \$70 million (Sumona, 2015). For organizations to fill positions and guarantee the right people are employed, recruitment and selection are essential processes. It entails looking for and securing suitable applicants to meet openings. At ACME Consumer Products Ltd., the human resources department is in charge of hiring competent people who can make the biggest contributions to accomplishing company objectives. Sources for hiring include employment websites, daily newspaper ads, and ongoing CV receipts. Strict adherence to the law is necessary for effective hiring and selection processes. (ACPL Management, 2023). Planning, which assesses a

company's present and prospective human resources, is the cornerstone of managerial functions. Using employment planning, ACPL forecasts its workforce requirements in accordance with its mission, strategic objectives, and evolving technology. Since managerial judgement offers a real-world situation and is more accurate than graphical methods which depend on shifts in productivity and market conditions—it is utilized for precise forecasts. (ACPL Management, 2023). The present study investigates the work-life conditions of ACME Consumer Products Ltd. with particular emphasis on their recruitment procedure, managerial support, and workplace atmosphere. It emphasizes how crucial it is to have a well-thought-out plan in the ever-changing business world and how businesses are utilizing different HRIS to boost productivity and competitiveness.

3.1.2 Objective

Broad Objective

This report's primary goal is to give the essential details on the recruitment and selection processes that ACME Consumer Products Ltd. uses in its HR Department, along with suggestions.

Specific Objective

- a) To gain a comprehensive understanding of the current state of affairs regarding HRM at ACME Consumer Products Ltd.
- b) To gather data and understanding regarding the organization's recruitment and selection process.
- c) To become familiar with the various recruitment and selection procedures that ACME Consumer Products Ltd. uses.
- d) To connect the theoretical understanding to the practical application of ACME Consumer Products Ltd.'s recruitment and selection process.

3.1.3 Scope of the Study

This report serves as an illustration of the actual circumstances faced by the chosen organization based on a real-life case study. Thus, this report's scope is constrained. This report's primary goal is to provide readers with firsthand knowledge of how research is conducted in commercial organizations. The report's scope allows it to address a variety of HRM topics, including recruitment and selection procedures. My education program required me to study ACME Consumer Products Ltd.'s HR procedures in order to comprehend a real-world business scenario. Therefore, this report does not go deeply into the HRM operations of the chosen organization; it is not intended to do so. Instead, it focuses on presenting the observed data and drawing conclusions, without offering specific recommendations or ideas.

3.1.4 Significance of The Study

The employees, the company, the community at large, and the human resources department of ACME Consumer Products Ltd. will all find value in this study. It includes recommendations for how to strengthen their approach as well as the company's current HR practices at ACME Consumer Products Ltd. I'm going to make several recommendations, some of which may help the business operate more effectively and identify internal problems.

3.2 Methodology

This report has been made in a structured manner from beginning to end. Gathering data was a crucial component of this report as they were collected from both primary and secondary data that are mentioned below. Also, this report is made on the basis of a qualitative research as the findings and other important points were found through deep observation and discussion with the relevant company personnel. In the discussion, I had a Q & A session with them where I asked the following questions to get my findings;

1. How do you get to know that your company needs to hire personnel?

- The Head Office or the factory departments must notify the Human Resources Division if there are any open positions via a personnel requisition form that includes the job description and job specification in order to select the most qualified candidate.

2. From where do you get the approval for recruiting the required position?

- The Head of division approves the management team requisition.

3. How does the job descriptions are made for a position in ACPL?

- In order for the selectors to know what qualities and attitudes are desirable, what physical and mental characteristics applicants must possess, and what characteristics are a clear disadvantage, recruitment at ACPL begins with a job analysis, which is then written into a job description.

4. Which platforms ACPL uses to post the job ads?

- The management team from human resource division place an ad in various online platforms like Bdjobs.com, LinkedIn, or through an internal message.

5. How do you collect the applicant's CV's?

- The interested parties resume and application are received by the concerned department and the human resources division. Some CV's are collected by internal sourcing.

6. How do you finalize candidates after the interview?

- With upper management's consent, the concerned department head and the head of the human resources division debate performance ratings and finish the hiring process.

7. What are the formalities after selecting a candidate in ACPL?

- Selected candidates are notified of their status and requested to report to the administrative head in order to complete further formalities and get the appointment letter. After accepting the offer, candidates will get all recruitment materials from the human resources department. Then the candidates will sign a duplicate copy of the appointment letter and deliver it to the Human Resources Division as confirmation of acceptance. Then the original credentials are verified with the head of the human resources department.

Sources of Data

Primary Sources

- Organizational observation.
- Discussion with the concerned company employees.

Secondary Sources

- Previous Reports of the company.
- Internet.
- Textbook.

3.3 Limitations of the Study

This report has been developed based on input from the Human Resource, Marketing, and Finance & Accounts departments' staff. Even though ACME Consumer Products Ltd. might benefit from the research, some respondents expressed reluctance to offer input. There is a possibility that some individuals may believe their personal information is sufficiently private to share with the public. The passage of time was another issue. Because of time constraints, it was not able to analyze a big sample, so the sample size in the research case was rather limited. My work took place over the course of just three months. But this time frame is insufficient for a thorough and comprehensive investigation. There were certain assumptions made as a result of the information's limitations. Therefore, the report can contain a few personal errors. Despite numerous constraints, I made every attempt to provide the report.

3.4 Findings

Recruitment and selection process of ACME Consumer Products Ltd.

- **Step 1:** The Head Office or the factory departments must notify the Human Resources Division if there are any open positions via a personnel requisition form that includes the job description and job specification in order to select the most qualified candidate.
- **Step 2:** Then the management team from Human Resources Division requests the Departmental Head for approval of the required position.
- **Step 3:** The head of division approves the management team requisition.
- **Step 4:** The management team from human resource division place an ad in various online platforms like Bdjobs.com, LinkedIn, or through an internal message.
- **Step 5:** The interested parties resume and application are received by the concerned department and the human resources division. Some CV's are collected by internal sourcing.
- **Step 6:** Shortlisted candidates receive phone or mail invitations to the interview after screening.
- **Step 7:** Potential applicants are invited to a written exam.
- **Step 8:** With upper management's consent, the concerned department head and the head of the human resources division debate performance ratings and finish the hiring process.
- **Step 9:** Selected candidates are notified of their status and requested to report to the administrative head in order to complete further formalities and get the appointment letter.
- **Step 10:** After accepting the offer, candidates will get all recruitment materials from the human resources department.
- **Step 11:** Completing the formalities associated with recruitment candidates will sign a duplicate copy of the appointment letter and deliver it to the Human Resources Division as confirmation of acceptance.
- **Step 12:** Verify original credentials with the head of the human resources department.

In order for the selectors to know what qualities and attitudes are desirable, what physical and mental characteristics applicants must possess, and what characteristics are a clear disadvantage, recruitment at ACPL begins with a job analysis, which is then written into the job description.

Bad hiring can be highly costly because, in essence, choosing an employee at ACPL is like "buying" one (with the price being the wage or compensation multiplied by the expected number of years of service). Because of this, ACPL engages outside, specialized advisors for recruitment and selection.

Likewise, ACME's purpose is to "headhunt," or draw highly regarded employees from their current companies to the hiring company. But the "cost" of bad selection is so great that those who recruit and choose are well-trained to assess candidates' suitability even for routine day-to-day work.

The main sources of recruitment for ACPL are:

- Internal introductions and promotions (sometimes preferred for morale reasons)
- Careers officers, as well as masters of careers in schools
- Unemployment agencies;
- Advertising (often through agents for specialized positions) or other social media (LinkedIn, for example)

When ACPL publishes its own printed advertisements, it uses a distinctive logo as a trademark to draw attention quickly and makes sure it doesn't violate any laws against discrimination based on race, gender, or other characteristics. The application process (in-person interview, letter of application, or filling out a form) differs depending on the positions open and the number of candidates to be hired. In many positions, it is highly desirable that references and qualifications be verified (the latter does not always hurt an applicant's chances of getting hired because employers are obligated to hire a certain number of disabled persons). In employments where hygienic concerns predominate, any questions regarding medical fitness or capacity should be cleared up by requiring candidates to appear for a medical examination prior to letters of appointment being sent. This is particularly true when hiring someone for a fixed term or entails paying for their training—as is the case, for instance, with apprentices.

In ACPL, interviews can range from a five-minute "chat" to a procedure spanning several days. They can be conducted by people (such as a supervisor or departmental manager), by panels of

interviewers, or in the form of consecutive interviews by different experts. In the end, judgment comes primarily from personal skills, although methods to support judgment include selection tests for the following:

- Attainments;
- Aptitudes (especially helpful for those who have left school);
- General intelligence (all of these require expert evaluation and testing.)

ACPL recruitment practices include candidate appraisal and interview training. The former mostly involves instructing interviewers on how to get information from the interviewee, while the latter involves rating the applicants. In order to ensure uniformity and facilitate verification, ratings frequently involve assigning points based on a candidate's experience, expertise, physical and mental capacities, intellectual aptitude, drive, potential, leadership, and other factors, as determined by the job requirements. Freak assessments are eliminated when the normal curve of distribution is applied to scoring.

The human resources division is in charge of finding qualified candidates for the company who will be most helpful in reaching its objectives.

Recruitment is essential to:

- Fulfilling the present demand for personnel in order to accomplish the organization's long- and short-term goals.
- Replacement of the unoccupied post.

Recruitment Sources:

ACPL hires using many methods, including:

- A job website;
- A daily newspaper advertisement;
- A continuous CV receiving procedure.

Better qualified personnel may be found within the organization. Therefore, the technique of moving current employees up to higher level positions is known as promotion. The procedure of providing an employee different job responsibilities in different departments is called job rotation. Also, shifting an employee from one office location to another is known as transfer.

Conclusion

This report is based on my own experiences and the information I learned from interviews conducted as part of my internship at ACME Laboratories Ltd. I have examined ACME Consumer Products Ltd.'s recruitment and selection procedure in my report. All of the information I've plotted and covered in this report comes from speaking with ACPL staff members and from my own experiences. Thus, the information and data I provide in this study are highly trustworthy. The product line of ACPL, which denotes its assortment of goods, is its strongest suit. In Bangladesh, ACPL's growth and market share are both satisfactory. The brand ACME Consumer Products Ltd. is widely available and well-known. The food and beverage product sector is extremely competitive. Ever since the operation began, ACPL has been certain of their ability to meet challenges head-on, fostering positive relationships across the nation, with a focus on customer happiness, quality, and pricing. In order to guarantee the distribution and promotion of its goods at every customer level, ACPL has representatives for its goods and services throughout the entirety of Bangladesh. The key to ACPL's success is a strong recruitment and selection process and teamwork, which have been ingrained in the organization's culture. The state of ACPL's market is more than excellent. It is currently one of Bangladesh's most well-known food and beverage firms. They currently sell a variety of products across the nation. In addition to social assistance, people are receiving greater benefits for using ACPL's products. Additionally, ACPL has a significant amount of foreign cash from its parent business, ACME Laboratories Ltd. In order to assist the development of the domestic FMCG industry in our nation, businesses must take the initiative to create raw materials, and the government should do so by providing incentives and other forms of support. The study demonstrates that The ACME uses an efficient recruitment and selection process. Given that Consumer Products Ltd. is committed to providing both services and products, the company's successful operations combined with good HR practices provide it with a lasting competitive edge. Because of this, the study covered a wide range of topics related to recruitment and selection and how they work together to produce the greatest results. Finally, the research offers some recommendations for the recruitment and selection process based on actual experiences. This paper also investigates if organizational strategies, plans, policies, and processes are well aligned with the recruitment and selection process.

Recommendations

- The HR Department ought to give careful consideration to the issue of taking longer to call applicants after receiving their responses. By utilizing clearer and more detailed language in the advertisement regarding the minimum educational degree, recommended universities, and other essential criteria that were used to conduct the initial screening of the applications, the organization could manage the size of the candidate pool.
- The HR department should provide information on the salary scale in the job announcement, particularly for bottom line staff.
- The company may take part in hiring events such as job fairs. Because of the exposure that job fairs create, a significant number of applications are rejected by the organizations. The company's effective involvement in the job fairs can enhance its reputation as a possible employer.
- The firm can also hire on campus, which could result in a pool of highly educated new hires for entry-level positions. Additionally, the corporation can host seminars at the best business schools.
- The firm should support the online CV-posting system, which is a highly common and successful strategy employed by the most prestigious corporations.

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Appendix



Ref: ACPL/HR/09-2023/F-In 002

September 03, 2023

To
Shanzida Shahab Uddin
Manager
Office of Career Services & Alumni Relations
BRAC University.

Subject: **Internship placement of your student.**

Dear Sir,

We are pleased to inform you that the Management has gladly accepted your student **Mr. Syed Shakibul Islam Onee**, ID # 21104001 of BBA Program, as an “**Intern**” under Human Resources Division, in ACME Consumer Products Ltd. at Corporate Office, Dhaka for a period of 03 (Three) months with effect from **September 3, 2023**.

During the internship program, he will be assigned with a project and get an internship allowance @ the rate of Tk. 3,000/- (Taka Three Thousand) only per month, payable on submission of internship report at the end of internship program. **Mr. Syed Shakibul Islam Onee** will be required to attend office on all working days and should not remain absent without prior approval.

This Internship offer will be under the supervision of **Mr. Md. Razibul Hassan**, Assistant Manager, Human Resources Division, Corporate Office, Dhaka on **September 3, 2023**.

Thanking you,

A handwritten signature in black ink, appearing to be "Md. Ali Reza", written over a faint circular watermark.

Lt Col Engr Md. Ali Reza (Retd)
General Manager (Operations)