

Report On
Assessment of Training and Development of Medical Promotional
Officer in SQUARE Pharmaceuticals PLC

By

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

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Nazifa Anjum
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Saif Hossain
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Saif Hossain

Assistant Professor,

BRAC Businesses school

BRAC University

Subject: Submission of internship report

Dear Sir,

I have the honour to state that, I am here by submitting an internship report, which is one of the most significant parts of the BBA program curriculum. I have the opportunity to work with sales force recruitment and selection of Square Pharmaceuticals Ltd, but my internship report is based on an examination of training and development in the carrier growth of medical promotional officer in Square Pharmaceuticals Ltd.

After the internship, I properly got practical knowledge about the Human Resources department of Square Pharmaceuticals Ltd but particularly about the sales force recruitment and selection. I was supervised by Khalid Abdullah sir senior executive of Square Pharmaceuticals. For accomplishing my report, I have restrained the information to make my report more reliable. My predominant source of guidance for my report is my supervisor.

Sincerely yours,

Nazifa Anjum

18204031

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between SQUARE Pharmaceuticals Ltd and the undersigned student of BRAC Business School, BRAC University.

Nazifa Anjum

ID: 18204031

BRAC Business School

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Acknowledgement

Firstly, I want to show my gratitude to the almighty Allah, cause my almighty Allah gave me the proper strength to work as an intern at Bangladesh's top-notch company. I am thankful to my God cause after various complications I can complete my report on schedule time.

It gives me immense pleasure to thank a large number of individuals cause without their direct and indirect cooperation, and encouragement I will not be able to complete my report.

Initially, I am greatly honoured to complete my report under the supervision of Great faculty (Saif Hossein) he always gave me his valuable time, when I want his feedback on my report. His feedback makes things about my report crystal clear. His proposition is intense to make the report as flawless as possible. But the co-supervisor (Riyashad Ahmed) supervision I can make my report more informative. He kept me on track to complete my report properly.

On the other hand, the organization's supervisor for my report (Khalid Abdullah) sir also very much helpful that's why I can get proper information about the topic of my report. He is always willing to give me the proper information and work experience with me. Moreover, without his proper guidelines, it is really difficult to understand the office culture and how to deal with the colleges of office.

Last but not least, I would also like to show my gratitude to all my colleagues and fellow mates of the Human Resource Division especially (M.M. Monirul Islam) (Lora Shaha) and (Anisul Alam) of SPL who are showing their willingness to help during the work duration make my experience more enthusiastic and created the environment more lively.

Executive Summary

In this research, we have leaned the assessment of training and development of Medical Promotional officers (MPO) in Square Pharmaceuticals Ltd. Participants must successfully finish the required training and development program in order to become a qualified MPO. Anatomy and physiology, medical terminology, public health, medical ethics, and healthcare policy are a few examples of topics that might be covered in training and development program.

The qualitative method is applied here. The qualitative approaches place an emphasis on gathering information. Surveys, interviews, or focus groups may be required to learn how employees feel about the training programs and how they affect their abilities and job satisfaction.

The research has several difficulties in the execution of the training and development programs, though. The training programs' incompatibility with company objectives is among the biggest problems. Because of time restrictions and work stress, the study also discovered that employee engagement in training programs is generally low. The training and development programs of Square Pharmaceuticals Ltd. Have been suggested to be improved in light of the findings in several ways. The suggestions include integrating technology-based training programs, raising employee engagement, employee feedback and evaluation, and connecting training initiatives. Finally, I Square Pharmaceuticals Ltd. Can be benefited by creating more comprehensive training and development program.

Keywords: Pharmaceuticals Industry, Skill development, Company's strategy, Product Expertise, Medical promotional Officers.

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List of Acronyms

SPL	Square pharmaceuticals Limited
GM	General Manager
TM	Territory Manager
MPO	Medical Promotional Officer
R&D	Research and Development
CSR	Corporate Social Responsibility
USP	Unique Selling Propostion

Chapter 1: Internship Overview

1.1 Student Information

Name: Nazifa Anjum

BRACU ID: 18204031

Program: Bachelor of Business Administration (B.B.A)

Major: Human Resource Management

1.2 Internship Information

1.2.1 Period, Company Department and Address

Period: 12 Weeks (3 months) 1st February 2023 – 1st May 2023

Company Name: Square Pharmaceuticals Limited

Department: Training and Development

Address: 48, Mohakhali CA Dhaka-1212 Bangladesh

1.2.2 Company's Supervisor's information

Name: Khalid Abdullah

Designation: Senior Executive

1.2.3 Job responsibility

Throughout the internship period I worked in Training and development team of HR department of Square pharmaceuticals Ltd. I had the opportunity to work with General Manager, Manager of Square pharmaceuticals limited. I actively engaged myself with HR related discussions. They also taught me different team's work of HR department. Together we

identified areas for potential improvement, documented them monthly report about employee's work and followed up the implementation.

1.3 Internship Outcome

1.3.1 Contribution to the company

1. Coordinating of company events with the team
2. Script checked of Medical promotional officer (MPO)
3. Bill check of Medical promotional officer and Territory Manager (TM)
4. Work as an examiner to guard MPO's exam
5. Encourage effort to improve the employment engagement
6. File paperwork, CV shorting, deliver mail
7. Maintain relationships with the personnel with effective collaboration.

1.3.2 Benefits of the students

After internship I had learned a lot of things. Internship was able me to use my theoretical knowledge to practically. It's like real world experience which aids me to learn about the combination of hard skills and soft skills. As a result, I was able to learn about the scientific data analysis as well as learned about the interaction with others, collaborative figuring out solutions etc. This internship also gave me the chance to engage myself to HR Professionals which would help me to learn about valuable skills for potential future employment. Last but not least, my internship boosting my trustworthiness, self-determination and perception of accountability along with teaching me the problem-solving quality in the work place.

1.3.3 Problems during Internship Period

There are some minor issues I faced during my internship. Even though I was assigned with various tasks, I would be more satisfied if I was given more tasks those are heavily software dependent.

1.3.4 Recommendations (to the company on future interns)

The interns' normal timetable must be examined, and if they come across particular obstacles, they must offer helpful input. Pupils are able to identify the varieties of improvements they need to make to their assignments as a result.

They must acknowledge their accomplishments and provide individuals with appropriate recognition, such as awards, letters of suggestions, job opportunities in the company which assist to inspire interns. Students will thus accomplish greater the following time.

Chapter 2: Organization Part

2.1 Overview of the company

Since 1985, the flagship business Square Pharmaceuticals LTD has held an influential place in Bangladesh's medicinal marketplace and is currently making strides towards becoming an outstanding durability player on the international stage. Over thirty corporations engaged across the nation make up the Square conglomerate. The vast majority of the business have a strong track record across the entire nation for both their top-notch products and offerings their integrity and morality in conducting business.

In the present day, Square reflects a brand and way of thinking. Its path to economic growth and prosperity, however, has not been without challenges. Since it was established in 1958, it has evolved into one of Bangladesh's most prominent businesses.

- After patents expired, Metronidazole, Ampicillin and Cotrimoxazole were produced and marketed first.
- First to ship antibiotics and other normally acceptable medications aboard.
- First to create a locally based sustained release system.
- First to reach record high sales turnover of 25 million dollars in business.
- The first company to manufacture cutting edge Metered Dose Inhalation (MDI) formula locally.

2.1.1 Corporate history

Year	Event
1958	Year Of Establishment
1964	Incorporated as a Private Limited Company
1974	Technical collaboration with Janssen Pharmaceuticals Ltd
1985	Market Leadership among all in the Pharmaceuticals Industry
1987	Pioneered in Pharmaceuticals Export
1991	Converted to Public Limited Company
1994	Initial Public Offer of ordinary shares
1995	⇒ Enlisted in the Dhaka & Chittagong Stock Exchange ⇒ Chemical Division starts with APA Products.
1997	Won the National Export Trophy for exporting pharmaceuticals.
2001	US FDA standard pharmaceuticals factory goes into operation.
2002	Enlisted as UNICEF's Global Suppliers.
2007	Dhaka unit gets UK MHRA approval.
2009	Starts Manufacturing of insulin, hormone & steroid products maintaining US FDA, UK MHRA standards complying with the cGMP of WHO.
2012	Dhaka Unit gets the Therapeutic Goods Administration
2015	Awarded with "AAA", "ST-1" ratings.

Figure 1: Corporate History

2.1.2 Details of Business:

- Pharmaceuticals products
- Chemical
- Agro Vet

2.1.3 SPL at a glance:

- Established: 1958
- Head office: Square Centre 48, Mohakhali C/ A Dhaka 1212, BD
- Profit After Tax: BDT 14. 74 billion (2020- 21)
- Net Asset Value: BDT 82. 22 billion (2020- 21)

- Listed with the stock market: 1995
- Export Market cover: 42 countries

2.1.4 Founder Chairman's profile:

According to a report Mr. Samson H. Chowdhury was brought up in September 1925. Eventually returned to East Pakistan immediately after obtaining his formal schooling there, relocating to the rural community of Ataikula in the Pabna district, during which his father performed as a medical officer at a clinic that treated outpatients. In 1952, he established a modest pharmacy in the Bangladeshi village of Aatiakul, some 160 kilometers northwest of the capital Dhaka. Samson H. Chowdhury and 3 of his close friends made the decision to launch a joint venture in the pharmaceuticals business in 1958.

2.1.5 Various Concerns of SPL:

- HR department always recruits and deploys standards and practices.
- The orientation program and engaging with other potential applicants. And the institution's individuals.
- Staff members' promotion and directions are improving organizational control.
- The determination of pay and benefits influences the evaluation of the job.
- Talent participation constantly aids the professional growth and advancement of Human Resources
- They always created interpersonal communication and collaboration with current and potential team members ahead of time.
- Mission, Vision, Objective and corporate focus of SPL:

2.1.6 Mission

As per the report's annual summary for the year ending June 30, 2022, to improve the quality of life of people around the world by providing safe, effective and affordable pharmaceutical products. Their mission is to establish and distribute top-notch innovative medicinal remedies for people to uphold the highest ethical standards in business practices and guarantee benefits for stockholders, stakeholders and society as a whole.

2.1.7 Vision

According to the Annual report of SPL, to be a leading global pharmaceutical company that is recognized for its commitment to excellence, innovation and ethical values. We regard operations as a tool for advancing both the material and social well-being of shareholders, workers and society at large, generating wealth through the material and constitutional gains as a consequence of the advancement of the development of human civilization.

2.1.8 Corporate Slogan:

“Quality Medicine for all”.

2.1.9 Objective

To fulfil the mission reflected in our vision, our goal is to perform open, market-based business operations within the confines of the law and society.

2.1.10 Corporate focus

Our company's purpose, aims and ambition are to place a strong emphasis on the quality of our goods, processes and services as a means of fostering the expansion of the business while ingraining ethical business practices.

The sales and marketing staff at Square Pharmaceuticals is made up of exceptionally competent people with extensive knowledge of the healthcare industry, buyer habits, and developments in the market. Together, they generate and carry out powerful promotional campaigns that connect with their prospective market and increase purchases.

2.2 Marketing Practices

The marketing team's primary duties include doing statistical analysis and market research to pinpoint buyer requirements, individual tastes, and new trends. Utilizing this data, creative advertising techniques are created that complement the mission and goals of the business. In order to maintain its position up to date on the most recent innovations and guarantee that Square Pharmaceuticals maintains its competitiveness in the pharmaceutical sector, the team also closely monitors the environment of rivals. Branding leadership is another duty of Square Pharmaceuticals' marketing department. In order to establish and convey the guiding principles, strategy, and message of their brand, they collaborate extensively with the company's leadership. The audience that is being targeted receives accurate information about the benefits and distinct characteristics of Square Pharmaceuticals' products through the development of innovative marketing powerful advertisement and marketing campaigns.

Additionally, the advertising department forges and keeps durable relationships with important parties, such as marketers, merchants, and medical experts. They work together with these

outside organizations to assist in making sure Square Pharmaceuticals' goods are widely accessible as well as effectively advertised in the marketplace as well.

2.3 Financial Performance and accounting Practices

Square's dedication to being transparent and trustworthy is one among the practice's defining characteristics in the areas of accounting and finance. In order to give consumers trustworthy and precise data, an organization makes arrangements to ensure its accounts payable and receivable have been generated in compliance with worldwide accounting principles. This dedication to openness in addition strengthens the reliability of the business yet additionally promotes confidence across consumers such as clients, shareholders, as well as additional consumers.

Square also focuses a lot of attention on accounting and monetary preparation. The business creates thorough expenditures and investment plans that complement its long-range objectives. This makes it possible to allocate resources smoothly and aids in meeting economic objectives. Square may undertake the required steps to improve its economic standing by making well-informed judgments and carefully track and evaluate its financial achievements.

Square has a prompt and reliable publishing method for economic data. In order to give creditors, the most current data on how it's doing financially, an organization makes guarantees that its balance sheets are completed and presented during the required deadlines. Square's dedication to precise accounting documents not simply shows this company's enthusiasm for accountability, nevertheless helps consumers reach wise choices.

2.4 Operations Management Practices

The emphasis on cleanliness is one of Square's fundamental operating and organizational principles. The business has undertaken significant investments in R&D to create exceptional

medicinal products. Modern production sites that follow global quality regulations are available there. In order to guarantee the security and effectiveness of the items it manufactures, Square also prioritizes monitoring procedures at all phases of the manufacturing procedure.

Square employs an independent system of governance. The corporation is well-structured, with every function having distinct tasks and duties. The result makes it possible to make wise decisions and react quickly to changing customer expectations. In order to keep forward of the surrounding competitors, Square also promotes a mindset based on creativity and perpetual enhancement. Square’s dedication to responsible business practices is additional noteworthy action. In all of its business activities, this business upholds rigorous ethical principles and strictly complies with every rule and governmental laws and regulations. To promote openness and responsibility, it has put in place strong business oversight procedures. Additionally, Square takes part constantly in CSR programs that benefit the surroundings and local communities.

The operating and executive leadership methods used by Square Pharmaceuticals LTD have, all around been extremely important to the company’s prosperity. Square has established the reputation of a top pharmaceuticals firm in this country and is working to gain reputation on a global scale by putting a significant emphasis on performance, utilizing an autonomous approach to leadership, upholding moral values, and building an effective supply chain.

2.5 SWOT Analysis

Strengths:	Weaknesses:
<ul style="list-style-type: none"> • Strong brand presence in Bangladesh’s pharmaceutical sector since 1985 thanks to Square 	<ul style="list-style-type: none"> • Restricted worldwide expansion Despite Square Pharmaceuticals’ ambition to emerge as a dominant force

<p>Pharmaceuticals: an internationally recognized brand.</p> <ul style="list-style-type: none"> • Universal corporation: The Square conglomerate has almost thirty firms involved in numerous areas, offering a broad strategy. • Excellent maintain documentation: Square Pharmaceuticals has a reputation for delivering high-quality items and solutions that win the confidence and dedication of its clients. • Righteousness and reliability: The company has an excellent record for upholding moral principles and legitimate business procedures, therefore helps to further its excellent standing. 	<p>upon the world stage, the company already has a small global footprint.</p> <ul style="list-style-type: none"> • Reliance on the country's marketplace: Due to the company's heavy reliance on the country's market, it is susceptible to shifts in the economic climate of the region. • Square Pharmaceuticals may need to increase its R&D spending in order to remain inventive and successful in the health care sector, which is undergoing significant transformation.
<p>Opportunities:</p>	<p>Threats:</p>
<ul style="list-style-type: none"> • Internationally expansion: By leveraging the rising need for medicinal goods around the world, Square Pharmaceuticals can look at ways to increase its visibility in foreign markets. 	<ul style="list-style-type: none"> • Rivalry: The pharmaceutical business faces fierce rivalry from well-established companies both locally and internationally. To keep its market share attained, Square Pharmaceuticals

<ul style="list-style-type: none"> • Scientific developments: Square Pharmaceuticals could boost procedures and acquire a larger consumer base by adopting emerging technologies such as electronic healthcare offerings. • Legislature assistance: The legislature of Bangladesh has supported the pharmaceutical sector by implementing advantageous legislation and motivations, who may present chances to feed Square Pharmaceuticals to expand. 	<p>must continue to outperform the opposition.</p> <ul style="list-style-type: none"> • Administrative obstacles: The pharmaceutical sector is regulated by stringent rules and conformance criteria. Production at Square Pharmaceuticals may be threatened by major adjustments to standards or instances of failure to comply. • Financial variables: If Square Pharmaceuticals is strongly dependent on the local marketplace, financial ups and downs, price inflation, and change rates for currencies may have an effect on its financial health.
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Figure 2: SWOT Analysis

2.6 PESTLE Analysis of SPL

Political Factors:

1. The instability of political factors is hampering the sales of medicines
2. The budget is growing spontaneously as a result it is creating pressure which affects the industry.

Economic factors:

1. The unemployment rate is high which has created a bad impact on the pharmaceutical industry
2. The industry is affected by the lower labor cost

Social Factors:

1. People are concerned about their health as a result it has created a great impact.
2. The growth of the population is increased progressively which has created a great effect

Technological Factors:

1. The innovation of technology is increasing day by day.
2. They hire supporters who technologically skilled

Environmental Factors:

1. The employees who are concerned about the ecosystem.
2. climate change is day by day which affects the company

Legal Factors:

1. The legal queries are solved properly
2. The supervisory and Monitoring role of employees has created a wonderful role to maintain transparency.

2.7 Porter's Five Forces Model:

The concept known as Porter's Five Forces is used to examine how a market is competitive. By looking at five important variables, it can determine whether a sector is appealing and profitable:

Threat of new Entrants: This element evaluates possible entry barriers for potential rivals. There is a fair amount of rivalry in the market for Square Pharmaceuticals, as evidenced by the existence of over thirty businesses. But Square might have an edge over rivals that keeps startups away if it develops a solid brand recognition and high levels of customer engagement.

Bargaining power of Supplier: This measure assesses how much sway suppliers have over the market. Producers of intermediates and medicinal products might have a lot of negotiating influence in the medical device industry. To lessen dependence, Square Pharmaceuticals might wish to keep strong contacts with its vendor network or think about retrofitting.

Bargaining power of Buyer: This element investigates the impact that consumers have on business. Hospitals, clinics, and pharmacists are probably the purchasers in the circumstance of Square Pharmaceuticals. These customers may have more negotiating leverage if they're offered a wide range of alternatives and can quickly switch suppliers. To keep its edge in the marketplace, Square Pharmaceuticals must guarantee client happiness and distinguish the goods it sells.

Threat of Substitutes: This element takes into account the accessibility of comparable products or services that can meet exactly what the client wants. There can be inexpensive equivalents or substitutes in the pharmaceutical sector. To lessen the potential danger of alternatives, Square Pharmaceuticals must constantly develop and distinguish its good

Competitive Rivalry: The pharmaceutical industry in Bangladesh is home to approximately thirty businesses, thus the rivalry is sure to be fierce. To keep competitive with its rivals, Square

Pharmaceuticals must concentrate around its distinct value offer, effectiveness, and interaction with consumers.

In order to preserve its standing in marketplace and succeed internationally, Square Pharmaceuticals may take advantageous choices by examining these five elements in order to obtain a better understanding of the environment of rivalry.

Chapter 3: Project Part

3.1 Background of the study

Every investigation or assessment procedure, especially the enactment of instructing attempts, must include consideration of the study's contextual backdrop. It outlines the setting and goal of the investigation, the justifications for the necessity for the instruction, and goals for the instructional session.

The initial phase of the research, which is conducted in regards to the setting of establishing programs of instruction for employees, might entail an examination of the employee population's up-to-date knowledge and abilities, the detection of deficiencies or opportunities for enhancement, along with the business objectives and targets that the instructional program is intended to encourage. It could additionally incorporate an analysis of previous instructional projects and their results, that can offer insightful information pertaining to what helps alongside what doesn't.

The study's historical backdrop can reveal details about the environment within which the instructional materials will eventually be put into practice, such as the business atmosphere, the tools for instruction readily accessible, and any possible challenges or obstacles. The conception and execution of the educational curriculum, together with the techniques used to determine its efficacy, can be influenced by this knowledge.

The context of the research investigation might offer important clues as to which technique could be the most suitable when deciding amongst the two approaches. Quantitative approaches could be wished, for instance, if the firm has an established philosophy of making decisions based on information. On the other side, qualitative techniques may be more appropriate if the

instructional program's objective is to increase staff members' workplace fulfillment or enthusiasm.

3.2 The principal objective of this report

Enhancing colleagues' competence, abilities, and talents is the goal of training and growth for staff members in order to increase engagement and production. This is accomplished via a variety of techniques, including conferences, seminars, courses on the internet, and job-based instruction. The long-term objective is to promote an atmosphere of constant growth and advancement across the business, that brings with a number of advantages. This has led to a rise in client happiness, a rise in corporate efficiency, a fall in staff churn, and a rise in individual enthusiasm and fulfillment with work. Organisations may guarantee that their personnel stay up to date with the most current information and abilities in a continually developing business environment by implementing training initiatives for workers, which will lead to achievements and advancements on behalf of the candidate and the firm.

1. To provide a general summary of the company's strategy for employee training and development, a report on training and development at Square Pharmaceuticals was written.
2. The report will discuss the company's policies and initiatives for employee growth, as well as their efficacy and broader effects on the business.
3. The goal of this paper is to shed light on the significance of training and development in the pharmaceutical sector and how it can support an organization's success.
4. The report will also detail the difficulties Square Pharmaceuticals had when putting its training and development programs into practice and offer suggestions for how the

business may get around these issues and keep improving its employee development programs.

5. Providing a thorough study of how training and development have contributed to Square Pharmaceuticals' success is the overall goal of this paper.

3.3 Methodology

Quantitative and qualitative methodologies can both be used in the process of putting programs of training into place to help staff members to improve their skill set, competencies, and strengths.

Focusing on quantifiable results and informed by data examination, analytical techniques are used. This can entail keeping records of statistics like the proportion of personnel who finish training courses, the rise in output or proficiency following classroom instruction, or the decline in the rate of employee turnover. The effects of instructional materials on company productivity are demonstrated using these techniques.

Comparatively, qualitative methods emphasize obtaining employees' irrational opinions and insights. In order to determine how employees feel about the training programs and how they affect their skills and job satisfaction, it may be necessary to conduct surveys, interviews, or focus groups. A deeper insight of the person is provided by qualitative methods. Approaches that are quantitative and qualitative each possess strengths and limits of particular. Whereas qualitative methods offer deep through nuanced comprehension of individuals' opinions and perspectives, quantitative methods provide objective facts and enable comparability and analyses based on statistics. A thorough assessment of the efficiency of instructional programs for developing personnel' competency, capacity, and endowments is able to achieved by combining the two methodologies.

The decision amongst quantitative and qualitative methods inevitably boils down to the particular goals and targets of the educational experience as well as the assessment instruments that are at hand.

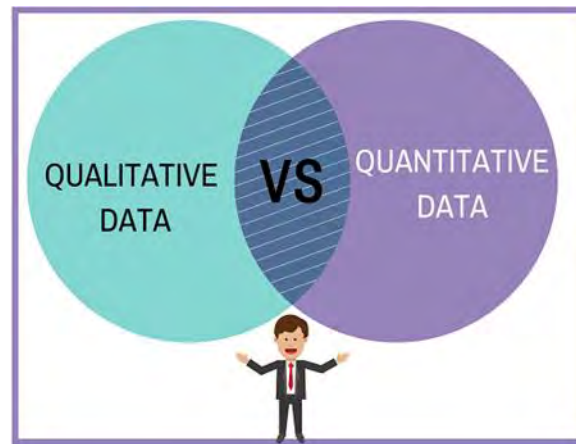


Figure 3: Methodology

3.4 Significance and Rationale

1. Documenting Information: Reports give readers access to in-depth documentation of knowledge. They record significant discoveries, such as observations, findings from studies, and suggestions.
2. Communication: Sharing information with others through reports is a successful strategy. They can be used to explain intricate concepts, conclusions, and advice to clients, coworkers, and stakeholders.
3. Making Decisions: Reports can aid in making decisions. They offer impartial analysis that is unbiased and objective, assisting people or organizations in making wise decisions.

4. Reports can be utilized for planning and forecasting upcoming activities. They offer data that can be utilized to evaluate trends, dangers, and opportunities, assisting people or businesses in making wise future decisions.
5. In general, writing reports is important and sensible because it delivers a systematic and ordered manner to record and communicate information that can be utilized for strategic planning, management,

3.5 Human Resource Department

In order to preserve the most stringent requirements of achievement and compliance, Square Pharmaceuticals Ltd.'s Human Resource (HR) department focuses the greatest emphasis on making sure quality assurance procedures are in operation.

Recruiting, developing, and retaining the top people for the company is one of the main responsibilities of the HR department. To do this, the HR team uses stringent procedures for screening, such as background checks, skill evaluations, and references, in order to make ensuring that only the most competent and appropriate individuals are chosen. To assist new hires in adjusting to the corporate culture, rules, and practices, the HR department also offers thorough initial orientation and education programs.

A friendly and encouraging workplace is essential for staff satisfaction and involvement, and the HRM department plays an essential role in building such an atmosphere. This entails putting into place and upholding ethical and open human resources practices and regulations, including as assessment systems, disciplinary processes, and employee appreciation initiatives. Additionally, the HRM division makes sure that every employee receives treatment with dignity and consideration and that all communications between personnel and the management group take place in a respectful and acceptable manner.

Compliance with pertinent regulations, rules, and requirements is a crucial component of the HRM department's quality control process. The department makes sure that every HR policy and practice complies with all applicable local laws and regulations and that every employee is aware of their rights and obligations. The department also performs routine audits and assessments to find areas for development and make the required adjustments.

The HR department of Square Pharmaceuticals Ltd. Is dedicated to upholding the best possible standards of productivity and compliance and, as a result, takes monitoring quality seriously. In addition to fostering a healthy and encouraging work atmosphere and ensuring compliance with pertinent regulations and guidelines, the department works hard to recruit, train, and retain the best people. In supporting the organization's overall success in this way, the department plays a crucial the contribution.

Leadership style: In a cutthroat industry, pharmaceutical businesses require effective management to flourish. Pharmaceutical managers must have a visionary attitude and motivate their teams to meet organizational objectives. In this area, having the capacity to strike an agreement between the requirement for quality and efficiency is just as important as having excellent abilities to communicate and solve problems. Leaders in the pharmaceutical sector also need to be prepared to handle regulatory requirements and uphold an exceptionally high standard of ethics.

Selection and hiring: The method of drawing in, vetting, and engaging new staff is referred to as recruitment and selection. It plays a significant role in human resource management and has an effect on the longevity of an organization. The procedure entails figuring out what the organization needs, coming up with employment descriptions and specifications, posting job openings, and choosing applicants who satisfy those criteria.

The size, cultural backgrounds, and necessities of the organization all influence the recruitment and selection processes. The use of social networking sites, job fairs, online job portals, and recruitment on campus are some of the possible strategies. Using interviews, group activities, and psychological assessments, the selection process subsequently evaluates the candidate's abilities, background, and abilities.

The organization may lure and hire the top people by using effective recruitment and selection practices. In turn, this improves organizational effectiveness and raises individual happiness at work.

Competition policy: Competition law is a regulatory structure designed to encourage market competition and guard against monopolies. Making sure that all firms can compete on an even playing field is its main objective. The plan may include antitrust laws, purchases, mergers, price controls, or agreements for market sharing.

By forbidding monopolistic enterprises from engaging in anti-competitive behaviour, competition rules advance effectiveness, creative thinking, and consumer welfare. Smaller enterprises may compete on an even playing field thanks to this, which also promotes innovation and gives customers more options and better costs.

In order to promote competition and stop anti-competitive behavior, regulators must find a balance. While stringent laws may hamper innovation and prosperity, robust competition policies can aid in promoting open and equitable marketplaces. Therefore, it is essential to carefully develop competition policy to strike a balance between fostering competitiveness and supporting economic growth.

Performance Appraisal team: The practice of comparing a staff member's job performance to the established goals and standards within an organization is known as performance

appraisal. The purpose of the performance review process is to gauge an employee's capacity to meet organizational expectations.

The evaluation process takes into account things like an employee's output, job quality, involvement level, abilities, attitude, and sense of cooperation. Methods for the procedure include the 360-degree evaluation process, performance assessment scales, and manager narrative comments.

Performance appraisal methods that are effective aid in enhancing employee motivation, career advancement, and retention rates. They aid management in discovering potential areas of employee need for assistance, education, or development.

Training and development: In order to increase an employee's performance at work, training and development refers to the method of advancing that employee's knowledge, talents, and skills. Training courses can be delivered by lectures, workshops, online learning materials, or on-the-job training.

For both individuals and the organization, effective education and growth programs provide several advantages. They aid in boosting consumer satisfaction, boosting organizational productivity, lowering employee turnover, and improving employee work satisfaction and motivation.

For employees to keep current with the latest abilities and information as the corporate world continues to change, it is essential to offer continual education and growth. Companies can promote a culture of ongoing learning and growth, that eventually leads to achievement, by putting money into staff development programmers.

3.6 Recruitment procedure of Medical promotional Officer (MPO)

In medicinal products businesses, hiring and selecting Medical Promotion Officers (MPOs) is a methodical process. To decide the number of MPOs the business has the funds to hire, the initial stage is to create a worker's budget. The business drafts a request for proposals outlining the requisite credentials and abilities for the position once the expenditure plan is approved. The company then publishes job advertisements in various media venues and requests inquiries and resumes from individuals. When candidates come to office they take viva exams to gauge their sales skills after that they take written exam. When the submission done their submissions have been sorted and examined in accordance with eligibility requirements. Prior to receiving clearance from the management to extend a contract of employment, qualified individuals are then they have to go Field training. When the the candidates properly done field training then they go to main training. Successful applicants must undertake a medical examination after accepting the contract of employment before establishing the business candidate.

1. Setting a staff member's spending limits, which will set the maximum number of Medical Promotion Officers (MPOs) that may be recruited, is the first step in the process of recruiting and choosing candidates for MPOs in a pharmaceutical company.
2. After the budget has been authorized, a request for applications for the positions is created, stating the requisite credentials and competencies for the post.
3. A justification for recruiting MPOs is then given, describing the advantages the business will experience as a result of doing so.
4. Following approval, the business publishes job advertisements for MPOs in various media.
5. Following that, the business receives resumes and applications from prospective employees.

6. Those candidates undergo examination this viva their sales prowess and understanding of medical language.
7. In order to further assess candidate's suitability for the position, they must take part in a written part.
8. A medical examination is required of the chosen MPOs to determine their suitability for the job.
9. Lastly, the organization would offer jobs to the chosen candidates.

3.7 Training Needs Analysis:

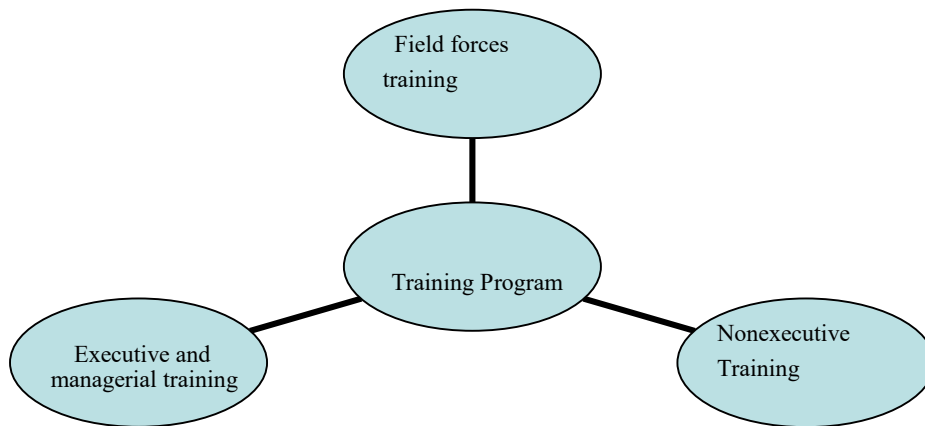


Figure 4: Training Program

A growing number of specialists and advisors are readily accessible for guiding users in determining their training needs. The guidance and instruction provided through an instructional / consultant company can be completed by the organization if it is adequately sized and lacks the resources or time necessary to take part in this process.

Types of training: The staff of Square Pharmaceuticals Ltd. were always divided into 4 categories. A) by grade/position B) by location C) by position R) by suppliers. The training and development process, however, divides the participants into two groups: one group is designated as "none leadership," and the other is "leadership." The organizational body is

categorized as a complete always. Internal and external programs for employee development are divided into two categories. Internal expenses for the program are made by the corporate office. Square strives to provide the best training possible as a premier pharmaceutical company. Because of this, both on- and off-the-job training is provided. Employees learn through switching between jobs, receiving coaching, and completing an apprenticeship, according to on-the-job training. Employees of SPI also learn off-job training through lectures, program instructions, case studies etc.

- 1. Training facilities and training budget:** Organizations should have adequate training facilities and a budget to provide effective training to employees. Inadequate training facilities and budget can lead to poor quality training, which may not meet the employee's needs.
- 2. Training assessment system:** A training assessment system should be in place to evaluate the effectiveness of the training program. The training assessment system should include feedback and performance evaluation mechanisms to identify areas for improvement in the training program.
- 3. Training of the trainers:** The training of trainers is essential to ensure that trainers have the skills and knowledge to design and deliver effective training programs. Trainers should have a thorough understanding of the training content and the audience they are training.
- 4. Seminars:** Seminars can be a useful training method as they provide an opportunity for employees to learn from industry experts and engage in interactive learning. However, seminars can be expensive and may not always provide targeted training to meet the specific needs of employees.

5. Pre-planned training programs: Pre-planned training programs can be effective as they ensure that all employees receive the same training and develop the same competencies. However, pre-planned training programs may not be flexible enough to meet the specific needs of each employee.

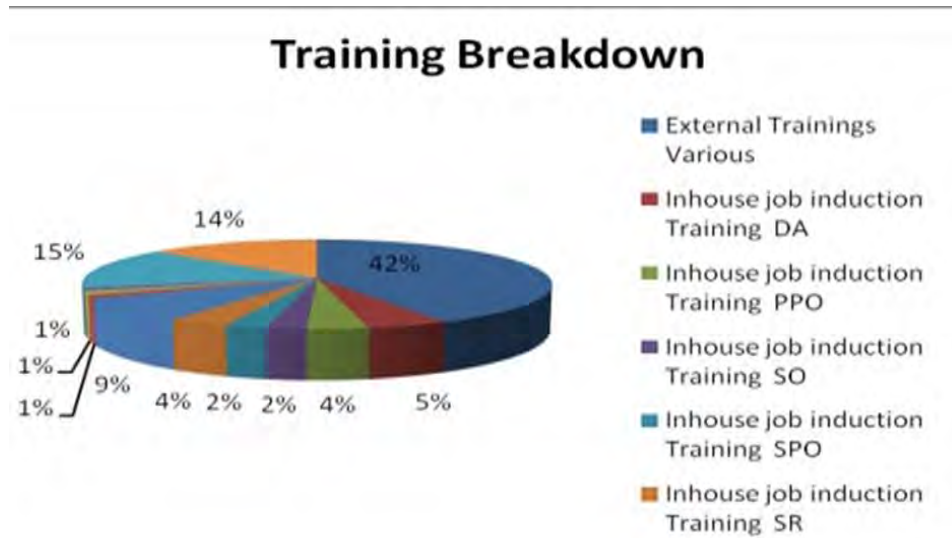


Figure 5: Training Breakdown

3.8 Field training

The MPOs of SPL players have a big influence because they are the main companies that sell the merchandise. Three types of consumers predominate. A) Doctors; b) chemists; and c) customers. The benefits of the drug may be difficult for doctors to understand if staff members are not properly trained. Even Nevertheless, doctors occasionally write their goods. It is for this reason that the MPOs are receiving appropriate training.

MPOs of SPL receive training in a variety of facets of the pharmaceutical sector, such as product expertise, marketing tactics, and compliance guidelines. Most businesses have a structured training program that combines in-person instruction with online learning and on-the-job training.

As it offers practical experience in marketing and selling products to doctors and other healthcare professionals, field training is a crucial component of an MPO's education. MPOs are typically accompanied by seasoned salespeople or supervisors who offer direction, criticism, and mentoring throughout field training.

Role-playing and simulations may also be used by businesses to get MPOs ready for real-world situations, answer frequent concerns, and improve communication. Pharmaceutical firms make significant efforts in the training and development of MPOs because they are essential to meeting sales targets and cultivating relationships with healthcare professionals. Square Pharmaceuticals also know that because of this, businesses typically maintain continual training and development programs to keep its MPOs abreast of the best practices, technology, and trends in the field.



Figure 6: Employee Participation

3.9 Training of MPO:

1. Basic physiology and pathology
2. Human anatomy
3. Eye

4. Digestive system
5. Diabetology and Diabetics
6. Blood system
7. Cardiovascular system
9. Skin and skin diseases
10. Central nervous system
11. Respiratory system

There are 4 types of tests they have to attend:

1. Medical promotion officer grooming: The Medical Promotion Officer is the company's public face in the healthcare sector. For the Medical Promotion Officer to establish an enduring and favorable impact on medical professionals, grooming and physical appearance are extremely important. The most important aspect of the Medical Promotion Officer's appear is adequate grooming.

The medical promotion officer should always have perfect personal hygiene, which includes tidy hair, manicured nails, and white teeth. A polished pair of shoes, clean, well-pressed apparel, and a professional haircut all contribute to an elegant and successful appearance. The clothes that are worn should be compatible with the medical field and the shades of colour used shouldn't appear excessively bright. To further establish the medical promotion officer's recognition, a name or logo tag bearing the firm name should be worn on the clothing.

The medical promotion coordinator should take pride in their appearance as it represents the norms and beliefs of the organization. Every worker who speaks on behalf of the organization

should exhibit a uniformed appearance. Overall, a clean and polished appearance improves the medical promotion officer's reputation and confidence among healthcare professionals.

2.The medical promotion officer's body language: Communication between the Medical Promotion Officer and healthcare providers is greatly influenced by body language. An effective interaction can start with the right body language, and it can also make an excellent first impression on the healthcare professional.

The medical promotion officer should look the healthcare professional in the eye when communicating to them. Establishing trust and connection with the healthcare provider through eye contact is beneficial. The medical promotion officer should have a confident and polished demeanor whether they are standing or seated. The medical promotion officer's look is improved and they come off as more confident and professional when they are in good posture.

During the dialogue, hand gestures should be utilized rarely and effectively. A chart or some statistics, for instance, can support the message the medical promotion officer is trying to convey. In accordance with the circumstance, the medical promotion officer must additionally modify their vocal pitch. The medical professional could feel more comfortable if they hear you speak with assurance, clarity, and a nice tone.

Overall, the Medical Promotion Officer may acquire the respect as well as trust of the medical professionals by exhibiting a confident and professional body language.

3.Teaching about medicine to MPO: Promote the medication(s) to medical professionals is the duty of the medical promotion officer. An organized, succinct, and interesting approach to healthcare is essential.

A summary of the therapeutic advantages of the drug(s) that will improve patient outcomes should be given at the beginning of the drug introduction. To make the material easy for medical professionals to understand, the way it is presented should be structured and organized.

The medical promotion officer must additionally provide details on the academic research that backs up the beneficial effects of the drug(s). This helps demonstrate to healthcare providers the medicine's (or medications') effectiveness. The medical promotion officer should also give dose guidelines and details on any possible adverse reactions of the medication, as these things aid the healthcare professional in making an educated choice when prescribing the medication.

Of specific importance is the pharmaceutical presentation when adopting new medications. The medical marketing supervisor ought to define the benefits, possible upsides, and USP (unique selling proposition) of the new medication in comparison to competing products on the marketplace. This aids the medical expert's comprehension of the medicine's special qualities and how it can benefit their patients.

Additionally, the medical promotion officer needs to be competent and prepared to respond to any inquiries from the healthcare professional about the medication(s). Credibility and trust are increased as a result.

An effective pharmaceutical introduction can assist the medical promotion officer build connection with specialists in medicine, establish trust, and finally lead to prescriptions.

4.Promoting medical promotion officer orientation: In order to properly sell medications to healthcare professionals, the medical promotion officer must establish enduring relationships. The Medical Promotion Officer can accomplish this goal more easily if they have a background in sales.

A sales strategy begins with identifying the demands and specifications needed by the medical professional and then personalizing the marketing pitch to offer a solution that satisfies those demands and criteria. With the healthcare professional, this contributes to the development of confidence and reliability.

Additionally, the medical promotion officer needs to be informed of the market and rivalries. They ought to be aware of the advantages of the drug(s) being advertised and ready to offer clinical evidence and analysis to back up the beneficial effects. The medical promotion officer ought to have adept at overcoming challenges and offering remedies that allay the worries of healthcare professionals.

The marketing approach should be concentrated on establishing enduring connections with medical professionals. The medical promotion officer ought to allocate the time to comprehend the demands, needs, and behavioral behaviors of the healthcare professional. They should also stay in regular communication with medical specialists, whether in person or online.

Generating recommendations for the medication(s) should be the primary goal of the sales orientation. The healthcare practitioner and the medical promotion officer should collaborate closely to identify and comprehend the needs of those receiving treatment and how the medicine(s) being pushed can help them. This aids in creating a condition where both the business and healthcare experts win.

As a whole, a selling orientation enhances the medical promotion officer's ability to effectively market the medication(s) to medical professionals while fostering trusting connections.

The professional growth of a medical promotion officer entails a lengthy and continuous process of ongoing education and growth after the induction training programme is over.

A medical promotion officer's main responsibility is to educate customers and medical personnel about the goods offered by the business. They are in charge of informing prospective clients about the items' medical applications, advantages, and security between other duties. Only individuals with the requisite aptitude, expertise, and expertise are capable of succeeding in the promotion of medical products, which can be difficult.

3.10 Major areas of concentration in the formation of a medical promotion officer, including:

1.Product expertise: A qualified medical promotion specialist should be well-versed in the medical goods that they are promoting the features, advantages, adverse effects, evidence, restrictions, and possibilities for drug interactions with other medications of the items must be known to them. Knowing how the items operate, how customers utilise them, as well as how they contrast to rival goods are all essential to an in-depth comprehension of these goods. Medical promotions agents must participate in regular instruction and learning about their products to advance their product expertise, often through consistent business training programs and seminars. In their spare time, promotional officers can also consult academic journals, ongoing research studies, and other business resources to stay current on knowledge about the product.

Knowledge of Clinical and Scientific Concepts: Since healthcare professionals are frequently their main clients, medical promotion officers have to possess great therapeutic communication skills. This implies that medical promotion officer's ought to have familiar with medical jargon, diagnoses of patients, test findings, and medical interventions.

Furthermore, they ought to be informed about the most recent research findings that are pertinent to their goods, such as the safety and effectiveness of those products in managing patients' medical conditions. Establishing confidence with healthcare professionals through this knowledge is important for improving their capacity to sell the item in question to potential clients.

2. Complying with the Law and Ethical Issues: Medical promotion officials are required to abide by the rules governing promotion practices. The FDA, a government agency in the USA, regulates the marketing and promotion of prescription drugs. In contrast, local regulatory

bodies in other nations implement identical standards of regulation for their territory.

Promotions officers

therefore, make sure that all of their marketing efforts and materials adhere to the rules of marketing and advertising, including refraining from making any potentially false or deceptive representations or claims. In order to preserve compliance promotional practises and prevent litigation, fines, and reputational harm, it is crucial to keep up with regulatory requirements and sector standards of behavior.

3.Sales and Marketing Competencies: Promoting medical products is a kind of sales and marketing, thus successful medical promotion officers need to be adept at both disciplines. That includes communication and relationship-building prowess, as well as presenting ability. Medical sales representatives have to be able to analyze the requirements, preferences, and reluctance of potential clients and adjust their sales pitches accordingly. They must also be able to answer queries and counterarguments regarding the advantages and characteristics associated with their items. Promotions representatives should be able to modify their approaches to communication to fit various contexts, including interacting with other stakeholder groups, patients, and healthcare professionals. Additionally, a good medical promotion officer possesses pertinent promotional abilities, including advertising, the creation of marketing strategies, and handling marketing campaigns.

The development of a medical promotion officer, in summary, entails continual instruction and enhancement of abilities in a number of crucial areas. These competencies cover a variety of topics, such as product understanding, clinical and scientific comprehension, compliance and ethical issues, and sales and marketing abilities. The commercial success of their company's products ultimately relies on their ability to execute the most effective promotional program while staying one step ahead of their rivals.

3.11 Executive managerial training:

One of the top pharmaceutical firms in Bangladesh is Square Pharmaceuticals Ltd. They continually invest in their human resources to keep their position in the market. They do this, among other things, by offering their staff members executive training.

The goal of Square Pharmaceuticals Ltd.'s executive training program is to increase the knowledge and abilities of the company's executives. The course combines in-class instruction with workshops and on-the-job training. Industry specialists and seasoned trainers deliver the training internally. The curriculum is tailored to the unique requirements of the executives. They carry out internal training for the coaching staff, targeted departments, and coaching desires. They consistently work to allocate team members who can provide technical support, such as material consultants (PMI), when hiring trainees to conduct coaching. Whether the training will take place in CHQ or elsewhere, such as the external stations in Pabna and Gazipur, is decided by the consultants. However, internal training was only carried out when it was necessary to improve communication and computer abilities, for example. Managers and executives from external organizations, including the Bangladeshi workforce, Federation, ISCEA, and Brand forum, conduct the training program. They also carry out training programs for their top-level managers in other nations. The training includes a wide range of topics, such as strategic planning, financial management, marketing, management, and leadership abilities. The program is meant to give the executives the abilities and know-how they need to carry out their responsibilities successfully.

Case studies, group discussions, role-plays, and classroom instruction are all used in the program's delivery. Executives can learn from and exchange experiences with their peers thanks to the engaging and interactive training. To assist executives in applying what they have learned in their daily job, the program also includes mentoring and coaching sessions.

Additionally, Square Pharmaceuticals Ltd offers its executives the chance to participate in outside conferences, seminars, and training sessions. This enables CEOs to network with specialists in the business while learning about the most recent trends and advancements in their specific professions.

Furthermore, the SPL is already designing a management development program (MDP). They can involve themselves as a result of developing their social control skills. Overall, Square Pharmaceuticals Ltd.'s executive training program is evidence of the organization's dedication to investing in its people resources. The business can maintain its position as a pioneer in Bangladesh's pharmaceutical market by giving its executives the abilities and information they require to do their jobs well.

3.12 Findings:

Every investigation or assessment procedure, especially the enactment of instructing attempts, must include consideration of the study's contextual backdrop. It outlines the setting and goal of the investigation, the justifications for the necessity for the instruction, and goals for the instructional session.

The initial phase of the research, which is conducted in regards to the setting of establishing programs of instruction for employees, might entail an examination of the employee population's up-to-date knowledge and abilities, the detection of deficiencies or opportunities for enhancement, along with the business objectives and targets that the instructional program is intended to encouragement. It could additionally incorporate an analysis of previous instructional projects and their results, that can offer insightful information pertaining to what helps alongside what doesn't.

The study's historical backdrop can reveal details about the environment within which the instructional materials will eventually be put into practice, such as the business atmosphere,

the tools for instruction readily accessible, and any possible challenges or obstacles. The conception and execution of the educational curriculum, together with the techniques used to determine its efficacy, can be influenced by this knowledge.

The context of the research investigation might offer important clues as to which technique could be the most suitable when deciding amongst the two approaches. Quantitative approaches could be wished, for instance, if the firm has an established philosophy of making decisions based on information. On the other side, qualitative techniques may be more appropriate if the instructional program's objective is to increase staff members' workplace fulfillment or enthusiasm.

Organizations implement training and development initiatives to enhance the knowledge, skills, and capacities of their employees. Such programs' goals are to stimulate growth as professionals, improve individual as well as collaborative performance, and ensure the company's overall success.

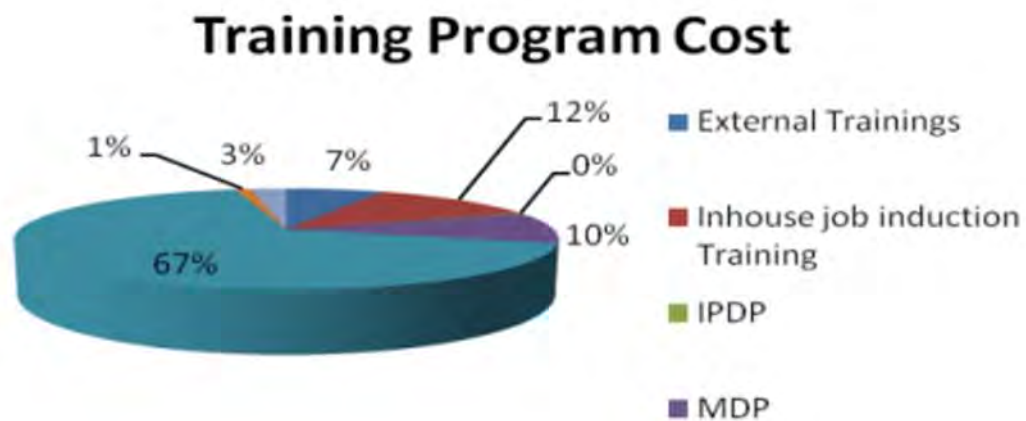


Figure 7: Training Program Cost

The following is a list of these crucial education and development-related findings:

1. Training and development activities have been shown to significantly boost employee performance. Employees can carry out their duties more proficiently and effectively, which improves efficiency and yields better outcomes.
2. Offering learning and growth opportunities demonstrates an organization's commitment to the individual growth of its workers, which increases staff engagement and satisfaction. Job satisfaction and participation are higher as a result, which increases motivation and commitment.
3. Reduced Staff Turnover: Studies show that companies that spend in the training and development of their employees tend to have lower staff turnover rates. When employees perceive that their employer cares about their professional development, both employee retention and long-term contribution go up.
4. Filling Skills shortages: Training and development programs can help fill workers' skill shortages. The ability to adjust as sectors and advances in technology evolve is a skill that organizations must ensure their staff employees possess. Specialized training initiatives can work to eliminate these gaps while keeping the labor force up to date.
5. Planning for Succession and Talent Development: Training and development are crucial components of successor planning and talent development strategies. By identifying high-potential individuals and providing them with the required training, organizations may develop future leaders from within, ensuring a smooth transition and management continuity.
6. Change Adaptation: Training and development programs assist employees in making a more successful transition to changes in the workplace environment. By giving them the necessary skills and expertise, organizations may more effectively handle changes in the market, advancements in the internet, and industry upheavals.

7. **Personal and Professional Advancement:** Training and development programs not only benefit companies but also assist individuals in progress both personally and professionally. Learning new talents can enhance one’s job prospects, market value, sense of fulfillment, and satisfaction at employment.

It's critical to keep in mind that a variety of factors, such as program structure, delivery strategies, employee engagement, and organizational culture, can affect how successful educational and training initiatives are. Organizations must therefore adapt their training and development programs to meet the specific demands and goals of their employees.

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

Figure 8: Sales Market Effectiveness

3.13 Limitations :

1. **Time and financial restrictions:** The expense of training and growth is one of its main drawbacks. The time and money needed for training programs makes it challenging for small to medium-sized enterprises to regularly provide employee training.
2. **Limited impact:** Training and development programs are intended to increase worker capacity and expertise, but occasionally they may not have a noticeable effect. For instance, if staff members lack the will to learn, training may not be successful.

3. **Limited resources:** In some circumstances, the availability of training and development programs may be hampered by limited funds or a lack of resources. As a result, there may be insufficient possibilities for training or only one-time training programs offered.
4. **Resistance to change:** Some workers may be unwilling to adapt to the changes brought about by training and development initiatives, instead choosing to remain with their current work practices.
5. **Frequent changes in technology and industry trends:** Because technology and industry trends are constantly evolving, it can be challenging for firms to keep their training curricula current. When businesses employ a sizable workforce, this difficulty gets more important.

Square Pharmaceuticals Limited has advanced significantly since its establishment. It is currently becoming a pharmaceutical business leader in the industry based on client happiness and dependability.

3.14 Recommendations

1. **Utilise Digital Marketing:** Look at digital marketing strategies such as social media advertising, email advertising, and optimizing your website for search engines since these methods typically offer less expensive options to connect with more people. Internet marketing could be more affordable than conventional tactics like ads in newspapers or conferences. Create interesting content for healthcare providers, such as blog entries, articles, or webinars, to capitalize on content marketing. One efficient way to attain thought leadership is through establishing trust with your target audience through multimedia advertising.
2. **Enhance the effectiveness of the sales staff** by evaluating its efficiency and output. Provide them with the instruction, tools, and materials they need to work as efficiently as possible.

Ensuring certain that the sales staff is well-equipped can increase the total advertising spend even though cost has been significantly advertising.

3. Streamline Your Event Participation by Attending Only Relevant Meetings, Seminars, and Events. Events that are likely to pull in those you want to attract should be given top importance. When allocating funds, take into account the benefits and drawbacks of participating in each event.

4 Establish a trustworthy mechanism for supervising and handling the costs of promotional activities. Keep a close eye on your finances and budget. You must regularly review your spending plan, look for areas of wasteful expenditure or inefficiencies, and make changes where necessary if you want to ensure that it is being managed efficiently.

3.15 Conclusion

Country In order to penetrate the western market, it is now searching beyond the national border. So, MIGT Sog is going throughout a difficult time. I believe that right now, having informed, talented, and efficient human resources is more important to the business than before. The good news is that SPL values its human resources highly, allowing its upper management to maximize employee growth and development.

The investigation determined that Square Pharmaceuticals Ltd. Has a solid training and system, but that it needs some fine tuning by paying close attention to detail and by prioritizing the training activities of its business. The necessity of the Square training was frequently discussed throughout the study. In actuality, a lot of training efforts are wasted because staff were improperly chosen, a problem that the SPL top administration should address.

The shortage of competent trainers is another major problem for Square. Despite doing their best and undoubtedly providing outstanding instruction, the training wing was limited in what

it could accomplish for all the establishments located around the nation because it was located in the headquarters. The scene's positive aspect is

To be able to obtain MHRA (Medical and Healthcare Product Regulatory Authority of the United Kingdom) certification, Square has appointed foreign consuls at its Dhaka Unit factory. These consuls provide the essential technical training and assistance. Hopefully, all plant managers will use this as standard procedure. Last but not least, it can be concluded that even with more scenes,

To improve the effectiveness of its employees, Square Pharmaceuticals Ltd. Maintains an efficient training program.

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