

Report On  
Internship Report on The Training and Development Process of  
PIMSL

By

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20204084

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  
11 August, 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.

**Student's Full Name & Signature:**



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**Tahsina Rahman Owishee**  
20204084

**Supervisor's Full Name & Signature:**



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**M. Nazmul Islam Ph.D.**  
Assistant Professor, BRAC Business School  
BRAC University

## Letter of Transmittal

Full name of Supervisor

Designation,

Department

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

It is my pleasure to inform you that I have written the report on “Internship Report on Training and Development process of PIMSL” after successfully completing my internship at PIMSL company where I was provided with the opportunity to work as a marketing intern.

I have put my best effort into writing this report from the information and experience I have gathered during my internship and relate them to the knowledge and theories I have learned at Brac Business School. I hope this report meets the required criteria and standard.

Sincerely yours,



---

Tahsina Rahman Owishee

20204084

BRAC Business School

BRAC University

Date: August 11, 2023

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Polar Ice Marine Services Limited (PIMSL) and the undersigned student at BRAC University.



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Tahsina Rahman Owishee

ID: 20204084

## **Acknowledgment**

In order to successfully complete my internship report, "Internship Report on The Training and Development Process of PIMSL" I would like to extend my heartfelt gratitude to those who helped and contributed.

I would first like to express my sincere gratitude to my thesis supervisor, Dr. M. Nazmul Islam, Assistant Professor at the BRAC Business School, for his unwavering support and prompt cooperation during the duration of my internship.

Secondly, I want to thank my company supervisor Capt. Md. Nasir Uddin, Master Mariner (Class -1), BMS (Nautical), MBA, MSC, for his valuable teaching, guidance and support during my internship period.

Finally, I would like to thank the rest of my company department and anyone who was involved.

## **Executive Summary**

The internship report reflects my three months long experience as a Marketing intern in Polar Ice Marine Services Limited (PIMSL). The objective of the report is to analyze the existing training and development process of PIMSL, identify the areas that need improvement and provide recommendations based on my academic learnings. Polar Ice Marine Services Limited (PIMSL) was established in September 2018. It is a private company limited by share. The company provides technical as well as logistic services to the merchant ships, ports, harbors, inland vessels, war ships, bases and training establishments/institutes.

Both primary and secondary data is used for the preparation of the report. The source of primary data is my observation and personal experience during the internship at the company. Rest of the data is extracted from secondary sources such as various documentations, resources and website information from the company.

The Marine industry in Bangladesh has been experiencing notable growth in recent years, emerging as a unique and prosperous sector. I have been fortunate enough to be doing internship related to this. As the industry expands and evolves, it becomes increasingly important for Marine Service Companies to prioritize Manpower Training and Development. As a result, I felt that this topic will shed light on the training practices of Polar Ice Marine Service Ltd. and will meet the requirements of my major and University Standards.

**Keywords:** Training; Development; Engineering; Maritime; Specialization.

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## **List of Acronyms**

PIMSL      Polar Ice Marine Service Limited

CAD        Computer Aided Design and Drafting

RINA        Registro Italiano Navale

**Overview of Internship****1.1 Student Information**

This report has been written by me; I am Tahsina Rahman Owishee with Brac ID 20204084. I have majored in Human Resource Management under my Bachelor of Business Administration degree.

**1.2 Internship Information****1.2.1 Company Information**

- **Period** – My internship period was from 1<sup>st</sup> June to 31<sup>st</sup> August
- **Company Name** – Polar Ice Marine Services Limited (PIMSL)
- **Department/Devision** – Marketing Department under Administration Division
- **Address** - 3rd Floor, Navana Zohura Square, Bangla Motor, Dhaka

**1.2.2 Company Supervisor Information**

My supervisor was Capt. Md. Nasir Uddin, Master Mariner (Class -1), BMS (Nautical), MBA, MSC. His designation in the company is Operation Director and Chief executive officer.

**1.2.3 Job Scope – Job Description/Duties/Responsibilities**

As a marketing intern I was responsible for various tasks that ensured better brand image for the company. I had several small everyday tasks but I was also involved with big projects during my internship period.

- The biggest project I was involved with was company logo redesign which is still an ongoing process. We had several meetings and discussions regarding the new changes

that can be implemented. I had to give presentations and pitch new ideas for the logo design. I also created sample logo prototypes that was judged during the meetings.

- The second project I had to work with was updating the Website. PIMSL previously created a website using a Web template. However, the company has grown bigger and now they are facing the need to create more customizable website catering to their current needs.
- I was involved with the company's annual calendar and brochure designs. Which were distributed to their customers and potential clients in order to strengthen their brand image.
- I was involved in organizing an event and I was making event posters and flyers for the organization. And also create agendas and notes from discussions and meetings.
- I managed their social media account on Facebook. I made posts and comments as I was instructed. I also sent out greetings during Eid-ul-Ahja on behalf of PIMSL to their potential clients.
- I arranged and created summary reports for the finished engineering projects. It serves as a visual representation for future clients who can quickly see the projects PIMSL has successfully achieved.

### **1.3 Internship Outcomes:**

#### **1.3.1 Student's contribution to the company**

During my internship at Polar Ice Marine Services Limited (PIMSL), I have made significant contributions to the company's branding and marketing activities. My involvement in multiple projects and tasks significantly enhanced PIMSL's brand image and overall visibility. Also, I played a key role in the ongoing logo redesign project. Moreover, I pushed my knowledge and

design skills through brainstorming sessions, prototype creation, and presentation of new ideas. My efforts directly impacted the company's visual changes. Additionally, my contribution to updating the company's website was needed for future growth, ensuring a more customizable and user-friendly online platform. Furthermore, by organizing in events and crafting promotional materials, I successfully boosted engagement and brand recognition. By managing PIMSL's Facebook account and sending out greetings during Eid-ul-Ahja, demonstrated an active social media presence and community engagement. Furthermore, my role in preparing summary reports for completed engineering projects showcased the company's expertise and achievements, contributing to its credibility. Overall, I hope that my dedicated contributions, effective communication, and creative skill has boosted PIMSL's brand image.

I believe I was able to bring my skills and knowledge as a Business Student and designer into my work as an intern for PIMSL. I believe that the company has benefited in building better marketing promotions, modernizing their existing brand designs, reaching more customers and overall, creating a better brand image for the company.

### **1.3.2 Benefits to the student**

- I learned a great amount about the Marine Industry which I was not familiar with. Because of working with an engineering-based company, I learned many things about engineering and learned a bit of technical know-how.
- I also had to learn basics of CAD software which is an engineering software. I had learned to organize files and export images from that software.
- I had learned to practically pitch ideas in presentation and participate in a meeting. I have given many presentations in my university life but however, the nature and dynamics of a real-life practical presentation and discussion is very different.

- I had learned professional mannerism. I have learned to engage with clients and communicate with customers. Writing and sending Eid greetings to customers was also a learning experience.

### **1.3.3 Problems/Difficulties**

During my internship, I had faced some problems which are

**Workspace setup:** The nature of my work was heavily focused on design. However, the computer that I started working with did not have any necessary software for design work and also lacked many utility softwares such as an updated Microsoft Office. Several software was needed to be installed and updated. Since Windows was also non genuine, it became difficult to install many software. On top of that, the computer needed maintenance and hard drives cleaned. As a result, it took much longer to get setup to work properly.

**Engineering focused organization:** PIMSL is a private marine service company primarily focused on marine engineering. Everyone from their top-level executives to their daily worker have a background in engineering and mechanics. It was difficult for me to adjust and understand the complex nature of engineering as a business student.

### **1.3.4 Recommendations**

Based on my experience as a marketing intern and the obstacles I encountered, the following are some suggestions I would make to my employer for future internships:

- Ensuring that interns have immediate access to the relevant software and tools. Providing up-to-date design tools, utilities, and a genuine operating system on a computer would considerably help the intern get started quicker.

- They can consider offering interns with basic training or workshops on the company's essential functions. Giving marketing interns a quick review of marine engineering ideas as they are unfamiliar with engineering. This could help them better understand the company's operations and goods, allowing them to generate more relevant and compelling marketing materials.
- Making learning resources such as online courses, design templates, marketing guidance, and industry insights easily accessible. These sites can help interns with their work and lifelong learning.



**Organizational Part of PIMSL****2.1 Introduction**

As a maritime country, Bangladesh has a long heritage of shipping and shipbuilding. I have been fortunate enough to receive an internship in a marine service company. This report is about PIMSL, a small size company that helps ships and ports with different services. I got the opportunity to learn a lot as an intern at this company. I saw how they do their work, what they care about, and how they want to make their clients happy. In this chapter, I have discussed the management, marketing, competitive analysis and many more aspects of the company.

**2.2 Overview of Company**

Polar Ice Marine Services Limited (PIMSL) was established in September 2018. It is a private company limited by share. The company provides technical as well as logistic services to the merchant ships, ports, harbors, inland vessels, war ships, bases and training establishments/institutes. Polar Ice Marine Services Ltd (PIMSL) is organized with number of internal departments such as Ship design, Construction, Repair, Supply, Survey, Chartering, and Servicing. Since the ships built over here were used historically by many countries of the world, Polar Ice Marine Services Limited (PIMSL) is working towards that direction to uphold the economic and technological development in the modern days. PIMSL is undertaking projects in various dimensions of maritime affairs to keep the merchant fleet, riverine crafts, military vessels and all related installations. They are committed to reach to the customers' door whenever knocked for any goods and services. (PIMSL Profile, n.d.)

**Vision of PIMSL:**

To be the most trustworthy in the field of services and technology

**Mission statement of PIMSL:**

Working together hand-in-hand and giving services towards the utmost satisfaction of all clients and long-lasting relationships with them.

**The core values of the company are:**



*Figure 1: Core Values of PIMSL*

**2.3 Management Practices**

PIMSL is a small private company with more than 40 employees. 19 employees are working in the head office in Dhaka. All the employees are either engineers, technicians or mechanics. The rest of the employees are distributed among Mongla workshop and Payra workshop.

### 2.3.1 Organizational Structure

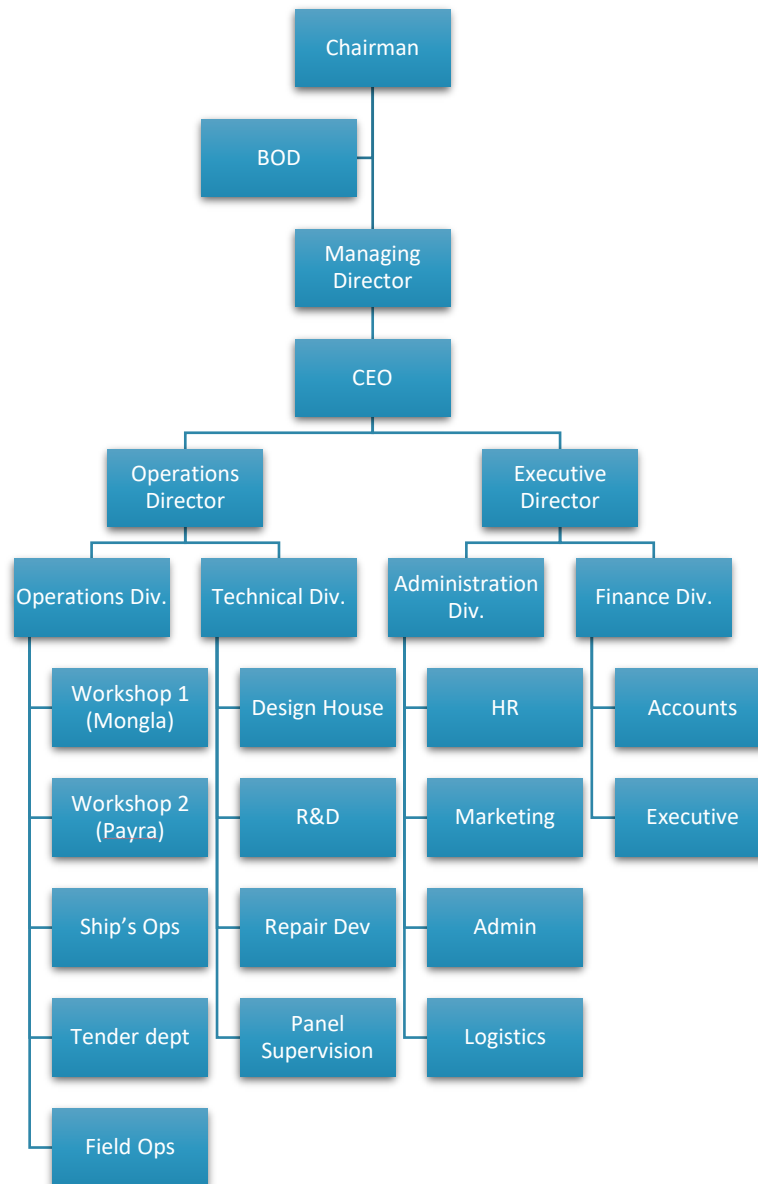


Figure 2: PIMSL Organizational Structure

### 2.3.2 Leadership Style

Marine industry is a growing industry in Bangladesh and most marine service companies require collaboration and innovation to deliver high quality service to their clients to remain

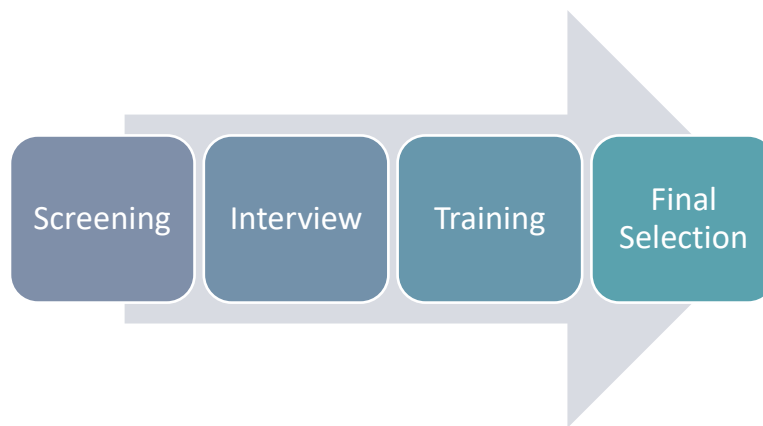
relevant in the industry. For this reason, most marine companies follow a participative leadership style. PIMSL also follows a participative leadership style. Some of the practices in the company are:

1. **Involving employees in decision making:** The most important aspect of a participative leadership style is involving employees in the decision-making process. In the company, I have witnessed that there is a collaborative approach to decision making and that there are meetings held where everyone is involved. In those meetings, the head of the department, directors and CEO discuss and share their views. Similarly, the head of the departments also conduct meetings with their respective employees to communicate in a top-down manner. The company values input from their employees when making decisions which leads to employees feeling more empowered
2. **Empowered work environment:** As mentioned before, involving employees in the decision-making process makes them feel involved and valued, this approach enables employees to feel more empowered and results in creating a positive work environment.
3. **Encouragement of creativity and innovation:** PIMSL always encourages their employees to be creative and come up with innovative solutions. Even during my internship, I was given ample amounts of creative freedom which helped me push myself to a greater level. I always felt my ideas were valued and heard by the company.
4. **Creating a sense of community:** Since my opinions were valued and heard by the company, I felt a greater drive to do my best at work and also accomplish the goals that have been set by the company. Similarly, all the employees feel like they are a part of the organization and give their best effort.
5. **Employee training and development:** PIMSL places a high value on employee training and development, which also proves that they use participative leadership style.

Training and Development done by the company shows commitment to producing highly skilled employees and fostering internal confidence.

6. **Creating long-term relationship:** The company's mission of providing long-term commitment and support to clients also reflects the participative leadership style. This style highlights building strong relationships with employees and stakeholders and hence focusing more on relationships for long term growth.

### 2.3.3 Recruitment and Selection Process



*Figure 3: Recruitment Process*

I have heard that PIMSL's recruitment and selection process is highly focused on identifying talented individuals who have the potential to become skilled marine engineers and deliver high quality service. Due to the lack of marine engineers in Bangladesh, the company adopts a unique method by hiring mechanical engineers and then providing them with comprehensive training for Marine engineering. The process begins with identifying hiring needs based on the

demand of the company. Then job openings for mechanical engineers who are interested in marine engineering are advertised through various platforms to attract potential candidates.

PIMSL invites a variety of machinal technicians including people who are expect in refrigerator or Air-conditioners but then trains them if they are enthusiastic to learn marine service. The application screening involves a careful review of resumes, cover letters, academic qualifications, and work experiences in any mechanical fields. Shortlisted candidates are then invited for written tests and viva, where their technical knowledge, problem-solving abilities, and compatibility are evaluated. Throughout the selection process, PIMSL also evaluates the candidate's potential for growth and willingness to learn and see if they match with the company's culture and values. The company mostly focus on evaluating a candidate's enthusiasm for learning. Since the marine sector is very complex and sometimes dangerous, it is important for the company to employ workers with enthusiasm to learn and overcome obstacles. Once selected, the newly hired technicians undergo an intensive training program designed to equip them with the necessary skills and knowledge required in the marine industry. This commitment to employee training aligns with the company values and mission to provide better services, creating competitive advantage and taking lead in the marine industry.

### **2.3.4 Compensation Process**

I was informed that every marine company has a diverse range of employee with different skill levels within the organization. As a result, the compensation process is tailored to individual class of employees.

For worker-level mechanics who comprise of the majority of the company's workforce, the compensation process ensures fair and competitive basic salaries. Even though the salaries may

be basic level, PIMSL understands the importance of their contributions in carrying out essential technical services for merchant ships, ports, harbors, and more. These workers are the heart of the company. That is why, PIMSL tries to provide job stability and support for these workers. Workers situated at the dockyards of Mongla port and Payra port are given residence and meals as a part of their compensation.

On the other hand, the company's ship design, construction, maintenance, and other technical services require engineers and expert personnel. Due to the value of their specific skills and knowledge, these personnel are rewarded with higher salaries. PIMSL wants to attract and keep top level people in the marine industry by offering a more competitive wage, which ultimately enables them to stay at the forefront of manufacturing and engineering techniques.

The company also provides festival bonuses equal to a portion of the employee's base pay during important religious festivals like Eid-ul-Fitr and Eid-ul-Azha. Eligibility for the bonus might require a minimum period of employment before the festival's start date. The compensation package at PIMSL may include a base wage along with various allowances, such as insurance, medical benefits, and transportation benefits.

### **2.3.5 Performance Appraisal Process**

As an intern for PIMSL, I witnessed their appraisal procedure. Each team member undergoes an annual evaluation by their supervisor. The appraiser and appraisee jointly select a third person to provide comments. The procedure is confidential, which encourages open conversation. In order to create fairness, objectives and training criteria is fixed by the CEO. The data is used by the HR department to develop an annual training plan. Continuous assessments ensure that goals are being met and also special evaluations may be conducted between annual reviews in case of unusual situations. This procedure promotes employee

development while also supporting the company's commitment to quality and innovation in the marine industry.

## 2.4 Marketing Practices

### 2.4.1 Marketing Strategy



*Figure 4: Marketing Mix*

As an intern of PIMSL, I learned about the company's marketing strategy, which is envisioned to capitalize on the growth and profitability in the marine industry. The marketing activities of PIMSL are focused on the four major parts of the marketing mix: product, price, place, and promotion.

- **Product:** The company provides a complete range of marine services, making it a one-stop shop for many different groups in the maritime sector. Ship design, construction, maintenance, supply, survey, chartering, and servicing are examples of these services. The company's dedication to offering high-quality services is consistent with its purpose which is obtaining the highest level of innovation, skill, and competence in the industry.



- **Price:** PIMSL asks a very Premium price for their services. As they offer extremely specialized services and each service's cost is tailored to the individual requirements of its diverse consumers, that is why their prices are Premium. Also, to develop confidence and credibility with customers, transparent and fair pricing procedures are used.
- **Place:** Chittagong Port Authority, Mongla Port Authority, and Payra Port Authority are a few of the important marine hubs and industrial sectors in Bangladesh where the company actively operates. This allows the organization to be immediately accessible to potential clients and respond to their demands quickly. Physical presence near major ports and harbors gives them a competitive advantage because it allows for greater coordination and timely service delivery.
- **Promotion:** The company regularly promotes its services through multiple channels in order to efficiently reach its target clients. Participation in industry events, trade exhibitions, and conferences allows the company to demonstrate its knowledge and network with potential clients such as the Bangladesh Coast Guard, Bangladesh Navy, and Private Shipping Companies. A big part of company's promotion lies with word-of-mouth advertisement and focusing of quality customer service and long-term relationships.

## 2.4.2 Target Customers

As an intern of PISML, I've learned that their target customers comprise a diverse range of customers in the maritime industry which are both national and international. They include:

1. **Bangladesh Coast Guard and Bangladesh Navy:** They provide critical technical and logistical support to the Bangladesh Coast Guard and Bangladesh Navy to ensure the smooth operation and maintenance of its boats and equipment.

2. **Chittagong, Mongla and Payra Ports:** Their ship design, construction, maintenance, and survey services help to improve and preserve the infrastructure of these essential port authorities.
3. **Private Shipping firms:** They serve the needs of private shipping firms by providing ship construction, maintenance, chartering, servicing, and supply services to improve operating efficiency.
4. **Warships, Naval Bases, and Maritime Training Institutions:** They provide technical expertise, equipment supply, and specialized training to warships, naval bases, and maritime training institutions.
5. **International Clients:** By demonstrating their experience, professionalism, and commitment to quality, they hope to broaden their reach and engage with marine industry investors from other nations.

### 2.4.3 Marketing Channels

The company hopes to acquire and maintain clients in Bangladesh's expanding marine industry by strategically structuring its operations and using multiple marketing platforms.

- **Direct Sales:** The Company has a dedicated sales team that creates good relationships with potential clients and understands their individual needs, providing tailored service offers.
- **Word-of-mouth marketing:** This is their biggest marketing strategy and it encourages satisfied customers to recommend the company's services to others in the sector, which can produce important leads and new business prospects.

- **Participation in relevant industry events:** Participating in Events provides a platform for showcasing the company's expertise and networking with potential clients and partners.
- **Networking and Partnerships:** Collaborating with other marine service providers and developing strategic alliances to gain access to a larger consumer base and broaden the company's reach.
- **Digital Marketing:** The company utilizes their website and social media platform to reach their customers.

## **2.5 Financial and Accounting Practices**

The following tables illustrated the company's Financial Ratios. I would like to mention that approximate data was used to construct the ratios as my company, PIMSL do not disclose their financial and accounting information to the public. As an intern of the company, I am required to keep the company's financial processes and accounting information confidential.

Budgeting, financial planning, and cost management are all common activities for marine service organizations. The company successfully manage resources, prepare for operational expenses, and make strategic decisions to meet their business goals. Cost control is crucial in the marine industry, since operational expenses can be substantial. Companies strive to reduce expenses without sacrificing the quality of their services. The evaluation of financial performance of PIMSL has been conducted through ratio analysis for Fiscal year 2021, 2022 and 2023.

<b>Current Ratio</b>			
<b>Fiscal Year</b>	<b>Formula</b>	<b>Calculation</b>	<b>Results</b>
2021	Total Current	175,432,000/526,319,000	0.333318766
2022	Assets/ Total	213,100,400/546,300,000	0.390079443
2023	Liabilities	146,254,623/534,854,320	0.273447586

*Table 1: Current Ratio Analysis*

The company had 0.33 Taka for every 1 Taka debt in the fiscal year 2021. At that time, the amount of current asset was relatively low compared to current liabilities. We can see the same has occurred for both the year 2022 and 2023. However, the decrease in 2023 indicate that the company total current asset has fallen.

<b>Quick Ratio</b>			
<b>Fiscal Year</b>	<b>Formula</b>	<b>Calculation</b>	<b>Results</b>
2021	(Total Current Assets - Inventories)/ Total Liabilities	175,432,000- 29,871,000/526,319,000	0.276564212
2022		213,100,400- 30,987,000/546,300,000	0.333357861
2023		146,254,623- 30,987,000/534,854,320	0.215512184

*Table 2: Quick Ratio Analysis*

The company had 0.27 Taka in fiscal year 2021 for every 1 Taka debt which increased to 0.33 Taka in fiscal year 2022. However, it again fell back for year 2023.

<b>Return on Equity</b>			
<b>Fiscal Year</b>	<b>Formula</b>	<b>Calculation</b>	<b>Results</b>
2021	Net Profit after Tax/ Shareholder's Equity	137,895,000/381,681,000	36.08%
2022		133,543,567/376,125,000	35.54%
2023		134,265,764/384,000,400	34.94%

*Table 3: Return on Equity*

The return on equity ratio indicates the amount of profit generated by each taka of common stockholder's equity. The ROE for PIMSL for 2021, 2022 and 2023 is greater than 30% which is a good indication. (Team, n.d.)

<b>Net Profit Margin</b>			
<b>Fiscal Year</b>	<b>Formula</b>	<b>Calculation</b>	<b>Results</b>
2021	Net Profit after Tax/ Revenue	137,895,000/820,000,000	16.79%
2022		133,543,567/810,500,000	16.49%
2023		134,265,764/780,045,000	17.21%

*Table 4: Net Profit Margin*

After the Pandemic travel restrictions were lifted the ship industry started to flourish again. The company increased their Net Profit Margin to 16.79% and 16.49% respectively. In 2023, PIMSL was able to increase it to 17.21%

<b>Total Asset Turnover</b>			
<b>Fiscal Year</b>	<b>Formula</b>	<b>Calculation</b>	<b>Results</b>
2021	Sales/ Total Assets	820,000,000/1,075,432,000	0.762067989
2022		810,500,000/1,013,100,400	0.799486409
2023		780,045,000/1,746,254,623	0.446358671

*Table 5: Total Asset Turnover*

The company maintained a steady Total asset turnover of 0.76 and 0.79 for the years 2021 and 2022. However, it greatly decreased to 0.44 in the year 2023.

<b>Equity Multiplier</b>			
<b>Fiscal Year</b>	<b>Formula</b>	<b>Calculation</b>	<b>Results</b>
2021	Total Assets/	1,075,432,000/381,681,000	2.819032027
2022	Shareholder's	1,013,100,400/376,125,000	2.698507263
2023	Equity	1,746,254,623/384,000,400	4.544099294

*Table 6: Equity Multiplier*

The company maintained an Equity Multiplier of 2.81 and 2.69 for the years 2021 and 2022. However, it greatly increased to 0.44 in the year 2023 which indicated high reliance on debt. (Team, n.d.)

<b>Return on Equity (DuPont)</b>			
<b>Fiscal Year</b>	<b>Formula</b>	<b>Calculation</b>	<b>Results</b>
2021	Net Profit	16.79*0.762067989*2.819032027	38.04%
2022	Margin*Total	16.49*0.799486409*2.698507263	35.29%
2023	Asset Turnover*Equity Multiplier	17.21*0.446358671*4.544099294	34.82%

*Table 7: Return on Equity (DuPont)*

In 2021, PIMSL has a return on equity of 38.04% which gradually decreased to 35.29% and 34.82% in the year 2022 and 2023 respectively. This indicates the company borrowing more debt.

**Accounting Practices:** For marine service companies, accurate financial reporting is critical. To assess their financial health and performance, they create accounting records such as income statements, balance sheets, and cash flow statements. Internal and external audits are conducted on a regular basis to assure the correctness and dependability of financial data. It is critical to follow accounting and taxation legislation. Companies guarantee that accounting standards are followed and that financial information is reported accurately to the appropriate authorities.

## 2.6 Operations Management and Information System Practices

As an intern at Company, I've had the opportunity to learn about the world of marine operations management and information systems techniques. They are committed to offering quality services to their varied range of clients, ranging from merchant ships and navy vessels to ports and training institutes. Quality Service is at the heart of the company's goals. Their operations management strategy is based on laborious preparation, exact execution, and a deep commitment to quality, honesty, teamwork, and innovation. They take pride in having a thorough training and development program that equips their workers with the skills needed to be empowered in their professions careers and provide future opportunities.

## 2.7 Industry and Competitive Analysis

### 2.7.1 Porter's Five Forces

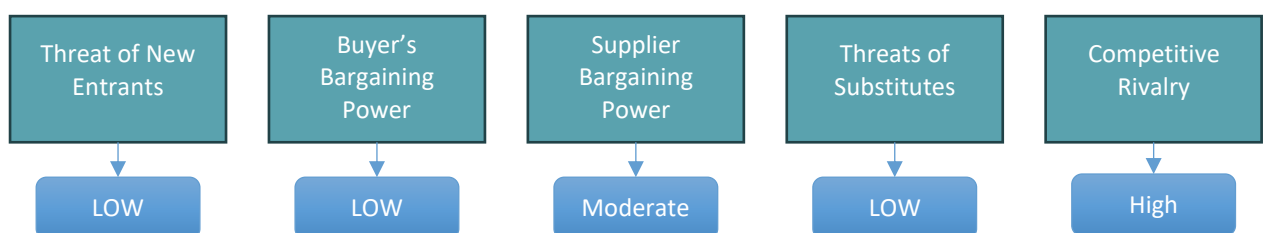


Figure 5: Porter's 5 forces

**Threat of New Entrants:** Due to the specialized nature of PIMSL's services, the marine service business in Bangladesh provides a high barrier to entry. A major advantage created by the company is their expert technicians, training programs, and established contacts with relevant authorities. It also requires large amount of capital, resources and dockyard to get started in the industry. (Martin, 2023)

**Buyer's Bargaining Power:** PIMSL is in a competitive environment with both national and international clients. Individual buyers' bargaining power is less because of that client diversity. The company's dedication to quality, innovation, and long-term support increases customer loyalty while reducing prospective buyer power. Buyer's Bargaining Power is low.

**Supplier Bargaining Power:** As an integrated maritime provider, the company works with a variety of suppliers for equipment, replacement parts, and resources. The company has strong relationships with suppliers and so their bargaining power is moderate.

**Threats of Substitutes:** The maritime industry provides a variety of technical and logistical services such as ship maintenance, construction, and surveying. PIMSL's specialization creates a differentiating factor that limits the impact of substitutes. And also, in general there is not much substitute for marine service (Martin, 2023).

**Competitive Rivalry:** The marine service business in Bangladesh is expanding rapidly, resulting in moderate to intense competition. The company has many advantages however there are bigger maritime companies operating in Bangladesh with greater resources.



## 2.7.2 PIMSL SWOT Analysis



Figure 6: SWOT Analysis

The company's strength, weakness, opportunities and threats are given below. (Shewan, 2022)

### **Strength:**

- Strong focus on Training and Development programs.
- Strong effort on long term client relationships with customers.
- Focusing on building technical expertise for specialized quality work.
- Encouraging innovation and high standard in engineering.

### **Weakness:**

- Limited ownership of land and resources.
- Infrastructure less advantaged compared to international companies.
- Relatively new company with less experience.

### **Opportunities:**

- Potential growth of marine industry in Bangladesh.
- Diverse range of clients from both nation and international regions.

**Threats:**

- High competition and fighting over limited land resources.
- Changes in International trade regulations or restrictions.
- Environment hazard that can damage dockyard.
- Economic uncertainty like recent oil price hike.

**2.8 Summary and Conclusion**

Marine industry is a growing industry in Bangladesh and most marine service companies require collaboration and innovation to deliver high quality service to their clients to remain relevant in the industry. For this reason, most marine companies follow a participative leadership style. PIMSL also follows a participative leadership style. The most important aspect of a participative leadership style is involving employees in the decision-making process. Similarly, PIMSL's recruitment and selection process is highly focused on identifying talented individuals who have the potential to become skilled marine engineers and deliver high quality service. Due to the lack of marine engineers in Bangladesh, the company adopts a unique method by hiring mechanical engineers and providing them with comprehensive training. Any marine company has a diverse range of employee skill levels within the organization. As a result, the compensation process is tailored to individual class of employees. For worker-level mechanics who form the majority of the company's workforce, the compensation process ensures fair and competitive basic salaries. As an intern of PIMSL, I learned about the company's marketing strategy, which is envisioned to capitalize on the growth and profitability in the marine industry. Quality Service is at the heart of the company's goals. Their operations management strategy is based on rigorous preparation, exact execution, and a deep commitment to quality, honesty, teamwork, and innovation. The company hopes to

acquire and maintain clients in Bangladesh's expanding marine industry by strategically structuring its operations and extracting benefits from multiple marketing platforms.

## **2.9 Recommendations and Implications**

As an intern of PIMSL, I believe the company is doing well in most aspects and is under strong leadership which will lead to more future growth. Although, my knowledge is limited about marine industry, I can suggest some recommendation based on my knowledge as a business graduate. Some of my recommendations are:

- Focusing on Green Engineering and Sustainability. Although PIMSL practices ethical and sustainable service, in my option, focusing more on this aspect and marketing about their dedication to eco-friendliness will appeal more to international clients.
- Creating social events like cleaning the ocean, helping marine life etc. to increase their brand image and creating a buzz in the media.
- Establish strategic connections with educational institutions and industry associations to promote knowledge sharing, research collaboration, and access to a pool of talented individuals.
- Create a structured client feedback process to collect information on service quality, client satisfaction, and areas for improvement. Data-driven insights can lead to greater forecasting, resource usage, and client delight.

**Training and Development Process of PIMSL****3.1 Introduction**

The Marine industry in Bangladesh has been experiencing notable growth in recent years, emerging as a unique and prosperous sector. I have been fortunate enough to be doing internship related to this. As the industry expands and evolves, it becomes increasingly important for Marine Service Companies to prioritize Manpower Training and Development. As a result, I felt that this topic will shed light on the training practices of Polar Ice Marine Service Ltd. and will meet the requirements of my major and University Standards.

**3.1.1 Background/Literature Review**

According to International Maritime Organization, effective training ensures that employees have the information and skills necessary to do their jobs correctly and efficiently. Marine services necessitate specialized technical knowledge for tasks such as ship design, maintenance, and servicing. (International Maritime Organization (IMO), n.d.) Well-trained employees provide high-quality services to clients, which boosts the company's reputation and customer satisfaction. Training ensures that services are delivered in a timely and efficient way that meets or exceeds client expectations. The maritime industry is defined by high-risk activity and complex laws. Proper training ensures that employees understand and adhere to safety guidelines, resulting in a safer workplace and compliance with industry standards. (Source: IMO Website)

Polar Ice Marine Services Ltd. is a marine service company that provides technical as well as logistic services to the merchant ships, ports, harbors, war ships, bases and training institutions. The company provides a comprehensive training and development program. They place a high

value on employee training as a key component of the company's operations. They are taking the initiative to produce highly skilled labor in order to deliver superior service.

### **3.1.2 Objectives**

The objectives are as follows:

1. Introducing the Training and Development process of Polar Ice Marine Services Ltd.
2. Relating the theories and concept learned from the Brac University BBA program with the practical application of Polar Ice Marine Services Ltd.
3. Understanding the impact of Training and Development in the Marine and Ship Industry.
4. Proving suggestions and recommendations based on the shortcomings of their Manpower Training and Development Process.

### **3.1.3 Significance**

The report plays a significant role by providing a unique perspective and valuable insights on a Marine Service Company related to the Training and Development process. Also, the report aims to bridge the gap between theoretical knowledge gained through the BBA program at Brac University and its practical application in the marine industry. This connection between academia and industry fosters a deeper understanding of how concepts and theories translate into real-world scenarios. Overall, I believe this report serves as a valuable resource, shedding light on the training practices within the maritime industry, fostering academic and industry collaboration, raising awareness, and offering actionable insights for improvement.

## **3.2 Methodology**

For the purpose of writing the report, both primary and secondary data will be used. For primary data, I will have direct communication with my supervisor and the HR department, observation

during my internship period and experience from collaborative work with the HR department. As for secondary data, I will have access to various documentations, resources and website information from the company.

### **3.3 Findings and Analysis**

Skilled workers are critical to an organization's success. As a result, training is critical for organizations to create talented people, boost their performance, and bring profit to the broader firm. Because of the highly specialized nature of the service, PIMSL, as a maritime service firm, requires specialist knowledge. Personnel must be highly proficient in ship repair and maintenance. Although, the majority of entry-level workers that join the organization have no prior expertise with ship repair. However, PIMSL employs a wide range of training methods to guarantee that its staff have the essential knowledge and skills.

#### **3.3.1 Training Need Analysis**

Skilled employees are a key part of an organization's success. That is why training is very important for the organization to develop skilled employees and as a result increase their performance and bring profit to the overall organization. However, there are more factors that play a role on the employees' performance which are not skill related. In this situation training might not be helpful. Factors such as poor environment, employee's personal psychology, companies' resources, lack of incentive and more could be the real reason behind employee performance which will not be improved by conducting training. On the other hand, training is very expensive and time consuming. For a small company like PIMSL, it is important for them to understand if training is truly needed before spending the budget on training. (International Maritime Organization (IMO), n.d.)

### Benefits for conducting Training Need Analysis:

1. PIMSL provides various services and specialized services which require high quality engineers and mechanics. Before deciding for training, they need to ensure whether the technicians have prerequisite knowledge or skills to understand the training program.
2. Identifying if the performance deficiency is a problem from job design, poor environment or job dissatisfaction which cannot be solved with training
3. Creating alignment between the outcome of the training program with the objectives of the organization.
4. To identify the suitable training content. That is, which employee will require which type of training, duration of the training, and required resources for the training most suitable for that employee.
5. Ship industry is a growing innovative industry with heavy reliance on technology. As technology changes the need for new skills arises.

### Process of conducting Training Need Analysis:

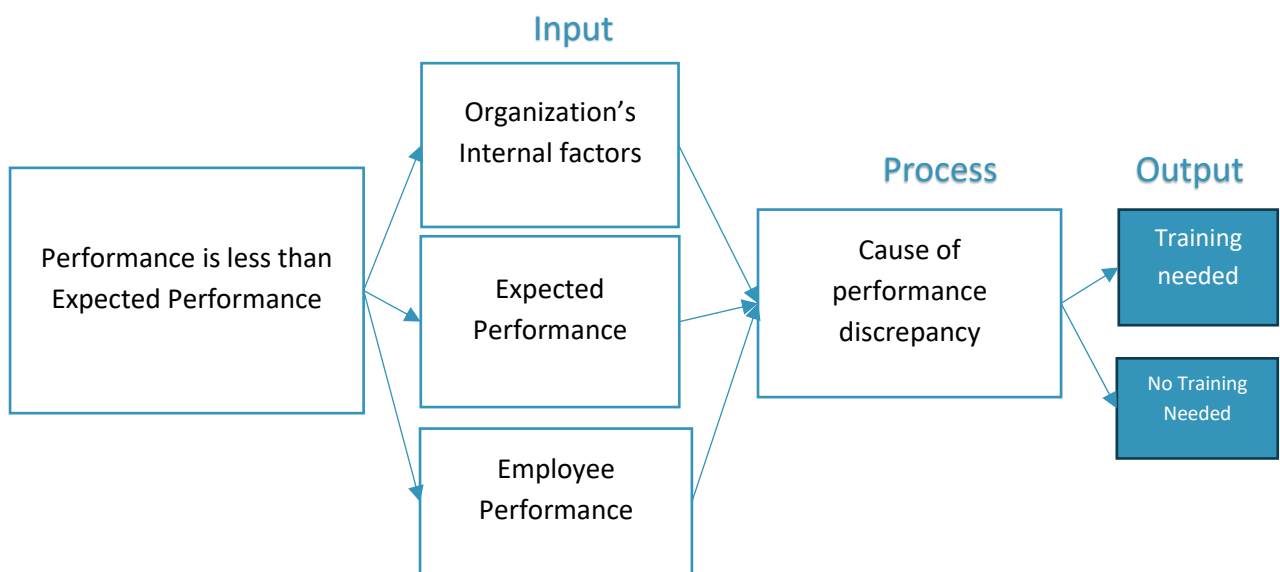


Figure 7: TNA Process

Several techniques or methods are used by PIMSL for their training need analysis. Based on the tenure of employees, employee characteristics, nature of the task, and the importance of task. These techniques along with other Input factors determine the reason for discrepancy.

### **Techniques used by for training needs analysis**

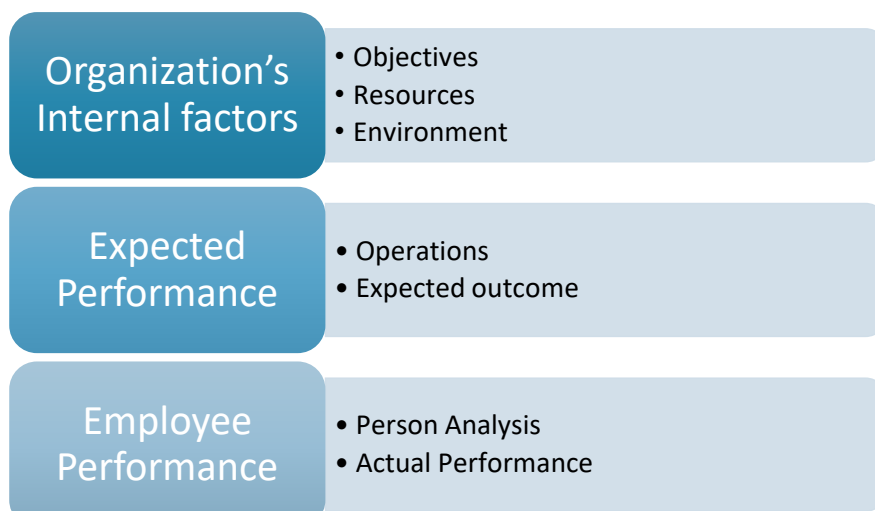
1. **Observation:** It is the most simple and common form for analyzing training needs. The senior engineers observe the task of the new entry workers and they can spot deficiency in their performance. When the supervisors observe the deficiency, they note it down and later on the data is used to create needs analysis. In this method the employee's work is not interrupted compared to other techniques.
2. **Interviews:** This technique is used after the observation method. If a supervisor finds discrepancy in the performance of an employee, then the supervisor and the department call them for an interview. Through the interview, it is found that the employee's poor performance is because of a lack of skill or knowledge for which the employee finds it difficult to perform the assignment task. Even though the interview process is very time consuming but it gives an in-depth idea of the employees' needs and lacks every employee is different and doing a one-on-one communication opens up for potential growth for both the company and the employees.
3. **Surveys:** PIMSL sometimes uses surveys when there is change in the industry or there is an introduction of new technology. The company wants to know if the employees are able to adapt to those changes. For example, conducting a survey and ensuring the well-being of the employees during the covid pandemic. They made sure whether or not they require technical assistance with online work and workshop safety. Moreover, the company has annual surveys which try to ask the questions related to job design,



environment, dissatisfaction towards the company, any complaints of the employees and if they want to get training on a particular skill etc.

4. **Focus Group:** PIMSL has divided their main technicians into three groups which are welders, fitters and plumbers. Each group has a head supervisor who foresees all the work associated with the group. Each team handles all technical related issues to that specific group needs and it becomes much easier to detect discrepancy in performance.
5. **Assessment:** Testing machinery is used to ensure the quality of the service conducted. For example, a quality testing machine is used to check whether the steel is perfectly welded after an employee has conducted welding service. Other forms of testing like load testing, heat testing etc. is also conducted to ensure quality. As a result, if an employee is unable to conduct high quality service it can be detected through testing.

**Input Factor for Training Needs Analysis:**



*Figure 8: Input Factors for TNA*

**Organization Internal Factors:** The company has the objective to deliver quality service to their clients and customers who are seeking specialized Marine related solutions. They are committed to provide various levels of services as well as maintaining long term relationships

with the clients and trying to achieve high level customer satisfaction. The company objectives are clearly communicated with the employees. PIMSL maintains an encouraging and positive environment for their employees to grow and learn. Team collaboration and a supportive environment is also maintained. Finally, despite being a small company, they have enough resources to achieve their initial objectives and provide training if necessary.

**Expected Performance:** As mentioned before, the company wishes to provide high quality service to their customers while maintaining a long-term relationship with their clients and in order to achieve this goal, employees are expected to deliver service to the best of their ability. However, Marine related solutions are extremely complicated. Employees may lack to deliver their best because of the lack of skill. (Martin, 2023) The company has seen many times that the employee is enthusiastic and able to work hard, however they like a specific set of knowledge or skill to solve the technical problems.

**Employee Performance:** Most of the employees who are recruited for entry level positions are mechanics of various fields or fresh graduates from mechanical engineering schools. Despite having knowledge about the theoretical aspect of ship repair most of those employees did not have first-hand experience with ship repair in Bangladesh there are some lacking in providing practical workshop education to mechanical engineers alongside their theoretical knowledge. As a result, employees are not fully skilled in ship repair. (Martin, 2023)

### **Reasons for Training in PIMSL**

1. As a maritime service company, PIMSL requires unique expertise because of the highly specialized nature of the service. The employees need to be highly skilled in repairing and maintaining ships however, most entry level employees who join the company have no experience with ship repair beforehand.

2. Training will help familiarize the employees with the company workshops. The employees will also be familiar with their tools, machineries and equipment. This will create confidence in the employee and increase competence.
3. Training will help integrate the new employees into the company culture. They will understand the internal operations better.
4. Creating specialized workers. For example, training a worker to be an expert in only welding metal and repairing hull damage. This will produce high quality specialized workers and that will give the company a comparative advantage.
5. In the long run, training current Bangladeshi workers is more cost effective than hiring foreign workers for specialized work.
6. It creates employee's personal growth and development and empowers them.

### 3.3.2 Training Methods used by PIMSL

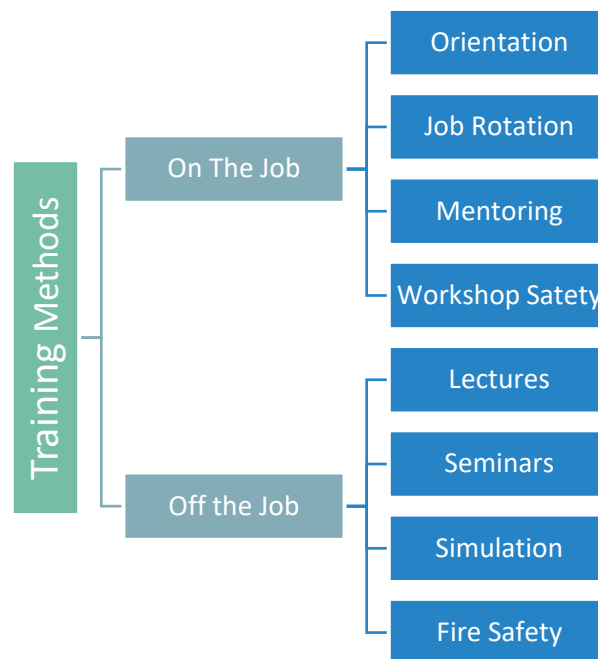


Figure 9: Training Methods

A wide variety of training methods are used by PIMSL to ensure the employees are equipped with the necessary knowledge and skills. The company provides opportunities for both on the job and off the job training.

#### **On the Job Training Methods:**

- **Orientation:** PIMSL arranges orientation programs for the new employees in their organization, through which they give the employees a complete idea about their organization. PIMSL hopes to provide high quality training. Because of their commitment to excellence, PIMSL provides a comprehensive orientation program, the orientation program is designed to familiarize each new employee with the company's mission, objectives and values. It also provides knowledge of the workshop equipment and technology so that the employees have a better understanding of the work environment. (Okporu, 2023) During the orientation, they provide a warm introduction of the organizational culture and communicate with the employees about their objectives. It helps their employees to understand their role towards the company's success. As a result, the beginning orientation plays a vital role for both the employee and the employers.
- **Job rotation:** Job rotation method is used to teach employees different skills and knowledge of different services. Under this job rotation technique, employees are rotated from department to department and also from one task to another. There are three main teams in the company which are welders, fitters and plumbers. Usually, each team is assigned to one of those categories for a short testing period. this ensures that the employees have an overall general knowledge of all the services. It is important to

mention that, even though there are separate categories, there is a link between the different services. So, in order for someone to be specialized in a particular category it is important for them to have a solid foundation in all the services.

- **Mentoring:** The mentoring training method is a dynamic method which is an ongoing process. Whenever an employee joins the company and they have undergone the basic training, they are assigned to a supervisor. The supervisor is responsible to tell him how to conduct the task, how to perform his duties, how to solve problems and the behavior he needs to maintain while on the job. The mentors play an extremely important role as they determine if an employee is fit for the job. The supervisor has the first say on whether or not the employee needs further training or the employee is not fit for the company. The observation techniques conducted in the training needs analysis are also done by these mentors. In PIMSL, the mentors are usually high-level technicians and engineers who are well known in the ship industry. (Okporu, 2023)
- **Workshop Safety:** Ensuring workplace safety is a high priority for PIMSL. They understand that there is potential risk in dockyards and ship workshops which includes fire hazards and accidents. Accidents can also occur while handling workshop equipment. To mitigate this risk and provide a safe working environment for the employees, the company provides a comprehensive workplace safety training program. The benefits of the safety training program are for both the employees and the company. It creates a strong safety culture and empowers employees. On the other hand, it ensures that there are no casualties or accidents within the company. This training also boosts

the employee's confidence, knowing that they can handle emergencies effectively. As a result, the training leads to higher job satisfaction and reduced stress in the workplace.

#### **Off the Job Training Methods:**

- **Lectures:** PIMSL arranges lecture classes for newly hired employees in order to provide information regarding their job, job environment, company policies, cultures, etc. The workshop located in Mongla port provides the necessary facilities and a seminar room where these lecture classes are conducted. Usually, the head of engineering is in charge of these lectures. It is one of the least time-consuming and least expensive training methods of PIMSL which is usually arranged for 3 to 4 classes. Again, whenever a new product or technology comes into their product line, then the employees are given elaborate information regarding the product or technology to their employees. Before going for the video presentation and simulation training method, these lecture classes are provided in order to give theoretical knowledge of the new technology. Trainers are hired from within the company and also international partners.
- **Simulations:** Ship industry can be a very hazardous place where accidents and casualties may occur. Simulation training provides an immersive experience of learning in a controlled environment. So, PIMSL considers the simulation method is the most effective one for teaching the employees, especially the engineers and technicians. The employees undergo severe training sessions where they encounter simulated scenarios of repairing the ship in dangerous situations. This simulation is designed to closely mimic the actual working conditions in the dockyards. For the company, simulation training significantly reduces the likelihood of workplace accidents and incidents. By providing workers with realistic training experiences, they become well-versed in safety protocols and preventive measures. There is no fixed duration for this training program, training is given after completing the lecture and presentation classes. After

the simulation, the employees get both theoretical and practical knowledge. Then the employees become ready to perform in a real situation.

- **International Seminars:** To improve the skills and knowledge of the senior engineers, PIMSL invests in their growth by sending them to international seminars and conferences. These events take place in various countries like India, Malaysia, Singapore, and others and also attending these seminars is an important part of their company's training and development program. These seminars allow their senior engineers to learn from experts in the industry, stay updated on the latest advancements, and build valuable relationships with international clients and partners. As PIMSL focuses on innovation and quality service, this not only benefits their employees but also contributes to the company's commitment to remaining at the front of their field.
- **Fire Safety:** As part of PIMSL's comprehensive training, they provide fire safety education to their employees. As ensuring a safe workplace is a top priority at the company, they encourage employee to take all kinds of safety training which includes being prepared for potential fire hazards. This education covers basic fire safety practices within the workplace. However, it's important to note that fire safety is a broad topic that goes beyond the basics. That is why, Fire Safety is a completely sperate training of own even though basic fire training is done within workshop safety training. For a more thorough understanding, they involve professionals who specialize in fire safety. These experts provide in-depth training that covers a wide range of fire safety practices and protocols. This training is typically offered by specialized organizations focused on industrial fire training or by qualified first responders. By prioritizing fire safety training, they ensure that their team is well-equipped to handle potential fire-related situations and maintain a secure working environment.

### **3.3.3 Training Evaluation Process**

In order to properly evaluate the trainee PIMSL brings in externals to conduct the evaluation. There are several certified evaluation organizations in Bangladesh who have state of the art testing capacity and precision assessment. These are international organizations and passing their test will ensure the trainees with an international certificate. This certificate will give the trainees a much better career growth and even the opportunity to work internationally. Among the certified origination, the most common one in Bangladesh is RINA.

RINA (Registro Italiano Navale) is a classification association that provides marine and industrial certification, testing, inspection, and consultancy services. They give certification and evaluation for welders, plumbers, and fitters who might work in the marine business. (Source: RINA official website)

PIMSL collaborates closely with RINA. They invite the organization to their ports and the invitation is given after the trainees have been successfully given theoretical lectures, workshop practices and hands-on training. Upon receiving the invitation, the representative from RINA spends a whole day evaluating one of the selections. It takes three days, one day each, for welders, plumbers and fitters. They bring high level instruments with them which is unavailable in PIMSL. These instruments are so sophisticated that Bangladesh does not have any local testing equal to them and all marine companies in Bangladesh has to rely on these international organizations. (Registro Italiano Navale Certification, n.d.)

Firstly, written tests or assessments are used to assess trainees' comprehension of industry standards, safety requirements, materials, processes, and relevant theoretical ideas. Practical evaluations entail doing specific trade tasks under the supervision of qualified assessors. This could include welding certain sorts of joints for welders, installing plumbing systems for plumbers, and assembling and fitting components for fitters. The quality, correctness, and



precision of the trainee's work are evaluated, as are aspects such as weld strength, plumbing system integrity, and component fit. Given the crucial relevance of safety in marine and industrial situations, trainees are also evaluated on their comprehension and application of safety regulations and practices. To demonstrate their ability, trainees must often pass both written and practical assessments. Certification frequently requires passing marks in both components. Trainees who pass the assessments are awarded a certificate attesting to their competence and skills as welders, plumbers, or fitters. This accreditation verifies their ability to carry out their duties in a safe and effective manner.

Several organizations across the world provide qualifications for welders, plumbers, fitters, and other maritime skilled tradespeople. Here are a few examples:

- American Welding Society (AWS): The AWS certifies welders, welding inspectors, and welding educators. Their credentials are widely accepted in the welding industry. (American Welding Association (AWS) Certifications, n.d.)
- NCCER (National Center for Construction Education and Research): NCCER provides craft training and evaluation programs for a variety of construction trades, including plumbing, welding, and pipefitting.
- City & Guilds provides occupational qualifications and certifications for a variety of industries, including maritime professions such as welding and plumbing.
- European Welding Federation (EWF): The EWF certifies welding specialists to ensure their competence and compliance with international standards.
- Canadian Welding Bureau (CWB): The CWB provides welding professionals with certification programs that focus on quality assurance and safety.

### **3.4 Summary and Conclusion**

The report plays a significant role by providing a unique perspective and valuable insights on the Training and Development process of a Marine Service Company. For the purpose of writing the report, both primary and secondary data will be used. Skilled workers are critical to an organization's success. As a result, training is critical for organizations to create talented people, boost their performance, and bring profit to the company as whole. Because of the highly specialized nature of the service, PIMSL, as a maritime service firm, requires specialist knowledge. personnel must be highly proficient in engineering repair and maintenance; nevertheless, the majority of entry-level personnel that join the organization have no prior expertise with ship repair.

Benefits for conducting Training Need Analysis provides various services and specialized services which require high quality engineers and mechanics. It creates alignment between the outcome of the training program with the objectives of the organization. There are many methods for finding training needs but observation is the most simple and common form for analyzing training needs. The senior engineers observe the task of the new entry workers and they can spot deficiency in their performance. When the supervisors observe the deficiency, they note it down and later on the data is used to create needs analysis. In this method the employee's work is not interrupted compared to other techniques. If a supervisor finds discrepancy in the performance of an employee, then the supervisor and the department call them for an interview.

The company has the objective to deliver quality service to their clients and customers who are seeking specialized Marine related solutions. They are committed to provide various levels of services as well as maintaining long term relationships with the clients and trying to achieve high level customer satisfaction. The company objectives are clearly communicated with the

employees. PIMSL maintains an encouraging and positive environment for their employees to grow and learn. Team collaboration and a supportive environment is also maintained.

As a maritime service company, PIMSL requires unique expertise because of the highly specialized nature of the service. The employees need to be highly skilled in repairing and maintaining ships however, most entry level employees who join the company have no experience with ship repair beforehand. And as a result, the company provides training.

### **3.5 Recommendation**

PIMSL has clearly adopted a comprehensive and broad range of training approaches to assure their employees' knowledge and skill development. Here are some suggestions to help them improve their Training and Development process:

- Creating a digital learning platform where employees may access a wide range of training materials, courses, and resources taking from the idea of Bux platform. E-learning modules, video lessons, articles, and interactive quizzes could all be included similar to BuX platform. Employees can use a continuous learning platform to engage in self-directed learning and improve their abilities at their own speed. This might inspire employees and reinforce learning. Ultimately, employees will be more familiarized with problem solving.
- While current training approaches cover a wide range of abilities, they can consider personalizing training paths to particular employee needs and career goals. This could entail developing specific tracks for various job roles inside the organization, allowing employees to focus on skills that are directly relevant to their roles. For example, welder can only focus on welding, plumbers can only focus on plumbing etc.
- Integrating regular performance evaluations into the training process. These assessments can aid in identifying areas where staff may want more training and

assistance. Assessment feedback can help influence the development of focused training programs. After each training session, they can collect feedback directly from the trainees. This can give information about the training experience, the quality of the content, and areas for improvement.

PIMSL may improve its Training & Development process by implementing these ideas, ensuring that workers have the skills, knowledge, and competencies they need to perform in their roles and contribute to the company's success.

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## **Appendix A.**



### Internship Report

Report on Manpower Training and Development Process of Polar Ice Marine Service Ltd.

Submitted by:

Tahsina Rahman Owishee

ID: 20204084

Submitted to:

Supervisor – Dr. M Nazmul Islam, Assistant Professor

Co-supervisor - Dr. Syed Far Abid Hossain, Assistant Professor

Submitted Date:

3<sup>rd</sup> July, 2023

## **Introduction**

The Marine industry in Bangladesh has been experiencing notable growth in recent years, emerging as a unique and prosperous sector. I have been fortunate enough to be doing internship related to this industry. The company to which I have been appointed, place a great value on manpower training and development. As a result, I felt that this topic will shed light on the training practices of Polar Ice Marine Service Ltd. and will meet the requirements of my major and University Standards.

## **Objectives**

The objectives are as follows:

- Introducing the Training and Development process of Polar Ice Marine Services Ltd.
- Relating the theories and concept learned from the Brac University BBA program with the practical application of Polar Ice Marine Services Ltd.
- Understanding the impact of Training and Development in the Marine and Ship Industry.
- Providing suggestions and recommendations based on the shortcomings of their Manpower Training and Development Process.

## **Background Information**

Polar Ice Marine Services Ltd. is a marine service company that provides technical as well as logistic services to the merchant ships, ports, harbors, war ships, bases and training institutions. The company provides a comprehensive training and development program. They place a high value on employee training as a key component of the company's operations. As a result, they are taking the initiative to produce highly skilled labor in order to deliver superior service.

## **Methodology**

For the purpose of writing the report, both primary and secondary data will be used. For primary data, I will have direct communication with my supervisor and the HR department, observation during my internship period and experience from collaborative work with the HR department.

As for secondary data, I will have access to various documentations, resources and website information from the company.

### **Significance**

The report plays a significant role by providing a unique perspective and valuable insights on the Training and Development process of a Marine Service Company. Also, the report aims to bridge the gap between theoretical knowledge gained through the BBA program at Brac University and its practical application in the marine industry. This connection between academia and industry fosters a deeper understanding of how concepts and theories translate into real-world scenarios. Overall, this report serves as a valuable resource, shedding light on the training practices within the maritime industry, fostering academic and industry collaboration, raising awareness, and offering actionable insights for improvement.

### **Timeline**

The timeline of the report will correspond with the time period for Internship which is 12 weeks.