

Report on
“Potent of the Recruitment & Selection process set by Square Pharmaceuticals
Ltd.”

By

Md. Soib Ibne Kabir

ID: 18204011

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

9th May, 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:

Md. Soib Ibne Kabir

Md. Soib Ibne Kabir

18204011

Supervisor's Full Name & Signature:

Dr. Md. Mizanur Rahman

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Dr. Md. Mizanur Rahman

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka—1212

Subject: Submission of Internship Report

Dear sir,

With due respect, I am very delighted to submit my internship report on “Potent of the Recruitment & Selection process set by Square Pharmaceuticals Ltd. (CHQ)” as partial fulfillment of the requirements for the degree of Bachelor of Business Administration.

I have successfully completed the report with necessary data and recommended proposal.

It is my belief that this report will fulfill the criteria set by University’s guideline.

Sincerely yours,

_____Md. Soib Ibne Kabir_____

Md. Soib Ibne Kabir

18204011

BRAC Business School

BRAC University

Date: 9th May 2023

Acknowledgement:

To start with, I am very grateful to the Almighty Allah for giving me the opportunity and capability to complete my internship at Square Pharmaceuticals Ltd.

Also, I'm grateful to certain individuals for their support and appreciation throughout my internship period.

I am highly thankful to my Supervisor, Dr. Mizanur Rahman, Lecturer, BRAC Business School for supporting me and provide guidance throughout the Internship report. It would not been possible for me to complete this internship report without his mentorship.

I am also grateful to Square Pharmaceuticals Ltd. for letting me complete my internship program there. I'm much thankful to my Supervisor Mr. Nurul Islam, Manager, Square Pharmaceuticals Ltd. for always guiding me throughout the internship report. I'm also thankful towards Mozzammal Hoque, Senior Executive for his unconditional support and guidance. I'm also grateful to my team members, Anisul Alam, Senior Executive and Sabrina Chowdhury, Senior Executive.

Executive Summary

This report is mainly focused on the recruitment and selection process set by Square Pharmaceuticals Ltd. There are currently several teams in the Human Resource department. I have done work of some teams there on rotation wise. However, recruitment and selection were my primary focus. There are 3 chapters in this report. In the first chapter, I have shared my practical internship experience and the duties I needed to perform there. Moreover, in the second part, I have shared the background of Square Pharmaceutical's Mission, Vision, History, Products, Departments etc. Also, some external work has been done here. For instance, the implementation of SWOT analysis and Porter's Five Model etc. These are done for the better understanding of the existing market condition and the strength, weakness, opportunities and threats of the particular company. Lastly, in the third part, I have shared Methodology, Findings & Analysis, Summary and Conclusion, Recommendations, recommendations for internship program and Reference.

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1.1 Student Information:

Name: Md. Soib Ibne Kabir

ID: 18204011

Program: Bachelor of Business Administration

Major: Human Resource Management

Minor: Marketing

1.2 Internship Information:

1.2.1 Period: 18th September 2022-18th December 2022 (3 Months)

Company Name: Square Pharmaceuticals Limited

Department: Human Resource Management (Recruitment & Selection process)

Address: Square Pharmaceuticals Ltd.

Sqaure Center, 48, Mohakhali, C/A, Dhaka-1212

1.2.2 Internship company Supervisor's Information:

Name: Mr. Nurul Islam

Position: Manager, Human Resource Management

1.2.3 Job Scope

Job Description & Responsibilities: I was assigned to work with the recruitment and selection team of Square Pharmaceuticals Ltd. By working there during the period of internship, I got to know what corporate world feels like. The environment there is very corporate and they make sure everything is done formally. I also learnt what a proper human resource department works like. And how they execute tasks as a team, divide and conquer. My work mainly surrounded the recruitment and selection process; however, I was lucky enough to work with most of the teams there. Besides, recruitment and selection, I have worked with compensations and rewards team, training and development team, MPO field force team.

To begin with, the requisition is raised. This would allow us to start the recruitment and selection process. The job description is created to make the candidates know what duties they will be performing. Then, the job specification is created to let the candidates know what specific skills they would need to perform the duties. Furthermore, the advertisement phrase begins. Here, they head hunt mostly externally. Their primary source of collecting CVs are LinkedIn, Bd jobs, Facebook groups etc. Then the CV sorting process starts. They set some minimum criteria for candidates. For example, 1 year experience needed in relevant field or particular minimum CGPA to apply. After sorting, I had to call each and every candidate to inform them the timing, place etc. According to the quantity of the candidates, rooms get selected. I had to inform and send mail to the reception that a particular exam is going to be held and to make the candidates seated if they reach early. Then, I would guide them to the examination hall.

The Senior executive or the executive of my team briefed me earlier what to do during the examination and how to guide the candidates throughout the process. I followed exactly the same and guarded the examination hall. Moreover, I had to check the aptitude test part of the written papers. I had to code them. Then, I had to summarize the personal information of the candidates. Such as, CGPA, university, permanent residence etc. Before submitting to the assigned supervisor, the executive used to recheck to let me know if there was any problem there or anything I needed to improve upon. This would allow us to work on further part of the selection process. After shortlisting, I was tasked to fix time slots of every candidate on particular days. I had to call and inform the selected candidates to inform them their particular time and date. Also, on the viva day, I called and made sure that everyone is coming and if anyone could not, I would fix the time slots according to that. I made sure each and every candidate went in the viva room on time and kept informing the executives of the situation. The evaluation form varies from position to position. For instance, the evaluation form of an Executive and a Manager is not the same there. It helps finding accurate and employees full of skill. There was a time when one of the executives was on annual leave. I had the experience of fulfilling the daily activities of an executive and it really helped me understand the corporate world much better. To conclude, I had to call and congratulate the selected candidates and tell them to complete the medical procedure. After the completion of

medical procedure, I checked their certificates, last month pay slip, National ID, and sent regret mails to other candidates.

1.3 Internship Outcomes

1.3.1 Students Contribution to the Company: Mainly I assisted the recruitment and selection team during my internship period. Such as, checking scripts. Making sure the candidates are in the right place in the right time. Guarded many examination halls with integrity so that there is not any means of dishonesty. Not for only the recruitment and selection team but also for the field force team. I have also checked the scripts of contractual to daily workers. I also kept track of their documents. I gathered their credentials etc. Making summary was part of my daily activities. Since requirement for new employees occurs almost every time, I had to be prepared of making summary almost every day. Moreover, I participated in some serious activities of the learning and development team. For instance, at the end of each year, many senior executives get promoted to manager position. I had to work as a prototype to find out if any loop holes existed in the question paper or activities. Furthermore, I participated also in crucial examinations for the RSM (Regional Sales Manager) position. These really enhanced my horizons. I went to visit the Kaliakoir factory of Square Pharmaceuticals Ltd. With the MPO (Medical Promotion Batch) to learn about how the company executes. I had to make sure the MPOs are right in time and also wearing safety measures. We all had to wear PPE there because we were in the center of the making of medicines. I also mentored a new recruitment and selection intern. My supervisor, Nurul Islam sir, Manager assigned me to mentor a new intern. I gave her idea of how the recruitment and selection team works using a fully compiled database of a candidate who has successfully completed all steps.

I also taught her how to summarize and how to answer a candidate in case of queries.

1.3.2 Benefits to the Student: The Human Resource department has taught a bunch of things. First of all, in detail learnings of the recruitment and selection process. This includes, how to set criteria, salary negotiation, how to understand if a person is interested for job proposition or not, how to understand if a candidate will stay for long term or short term etc. As I have never worked in a professional environment before, I got the idea what a

professional environment works like. Also, I did not have much knowledge about Human Resource Management practices. Now, I know how they perform so many tasks of Human Resource Management. Other than that, there were many scopes of learning. Every person there were open to teach how they operate. Moreover, I faced some job interviews while working there. My team members were very kind enough to prepare me for those interviews. Furthermore, specific persons from the department took sessions of me and told me where to improve upon, what things to learn and how it would help me in my career. My supervisor, Mr. Nurul Islam sir taught me what significant roles does the Human Resource Department play. For instance, the revenue of a company mainly depends on the sales department. And sales department needs the suitable team member for execution. Recruitment and Selection process plays a vital role here. Not just for sales, every department has important work to do. Talent management ensures that a department is getting right kind of team member along with long term sustainability. So, my work regarding recruitment and selection must be very precise and effective. My observation skills have increased by a significant amount of margin. This is because I had to deal with many types of people. As a HR professional, I must keep track of people management. It has helped me there too. Retention rate is very crucial as well. To maintain this, the employees must be satisfied. Satisfaction can come from many things. Compensation and rewards, promotion, praise etc. The company has taught me to focus on these heavily. I also learnt how the HR team in big factories handle situations.

1.3.3 Problems/Difficulties: During my internship period, I faced several problems. The first thing was time management. As the recruitment and selection team focuses on finishing things quickly, I could not cope up at first. I slowly got accustomed to it. Then I faced the multitasking issue. The executives of my team as well as other teams passed work on me at the same time. I had to set priority list and work according to it. I learnt how to do multitasking and work under pressure. My work had to be flawless because a little mistake in data output could have created outrageous outcome. Also, contacting particular candidates were a problem as well. Because they were from different backgrounds. Moreover, some candidates did not properly fill out their information. This

could have created a lot of ruckuses. For instance, proper data input is incomplete without CGPA. Some candidates even put their phone numbers wrong in forms. Some did not even put phone numbers. Another major problem was the candidates did not hold their end of the bargain. For instance, I fixed time slots of each candidate. And at that time, I had to make sure that necessary board members are present. If one candidate backs out at the last moment, the timeline gets messed up. That happened a lot of times and I had to solve it. Those were some problems I had to solve. However, I got accustomed to it gradually. I upgraded my time management skills, multitasking skills, synchronization skills, data input etc. These problems were actually my learning. I did not know the corporate world worked like before I joined Square Pharmaceuticals Ltd. I overcame those problems in about two weeks and started working with my full potential.

Chapter: 02

2.12 Introduction:

Objectives: The primary objective of this part is to find out the potent of the Human Resource Practices of Square Pharmaceuticals Ltd.

There are several targets of this report. The targets basically analyze the course of actions set by Square Pharmaceutical Ltd. This also determines SWOT (Strength, Weakness, Opportunities and Threats) and market condition. Moreover, this is focused on addressing the issues of recruitment and selection and provide recommendations to close the gap with due respect. Furthermore, this report finds out the potent of recruitment and selection process followed by the Human Resource department.

Methodology: I have gathered both primary and secondary data for this particular chapter. The primary data is gathered by personal experience and the roadmap session of Square Pharmaceuticals Ltd. The roadmap session is basically which interns complete by going to individual persons of each team and learn the vital roles they play. And I have gathered the secondary data from websites of Square Pharmaceuticals Ltd.

Scopes: I have tried to collect enough data that should cover the overall view of Square Pharmaceuticals Ltd. There are many available scopes of collecting data for this report. For this report, I have collected data from the official website of Square Pharmaceuticals Ltd. Road map session, external research etc. The data also consists of my personal experience during internship period.

Limitations: Square Pharmaceuticals Ltd. Is very strict in case of confidential information. For instance, the intern's computers had very limited access. This is because of not letting any kind of information go to other end. Moreover, 3 months of internship is not enough to get many information. Also, I was not allowed to get a glance of what other employees were doing. The information is confidential and not allowed to share with interns.

Significance: This chapter consists the overall evaluation of Square Pharmaceuticals Ltd. Each employee in every department plays vital role here. The execution of each employee reflects in the outcome of this company. Recruitment and selection play key role here. The execution of every individual depends on the potent of Recruitment and Selection process. After, recruiting and selecting, the other teams of Human Resource Department come into play. The teams make sure of the training and development, retention of an employee. This chapter gives us detailed insights of the teams of Human Resource Department and their role in developing the company further. I have also done the SWOT analysis and market condition for better understanding. The market position of Square Pharmaceuticals Ltd. And the analysis of competition is also done in this chapter. I think this help understand the significance of this company more and more. To conclude, this chapter is full of detailed information of the teams of Human Resource Department.

2.2 Overview of Square Pharmaceuticals Ltd:

2.2.1 Company profile: Square Pharmaceuticals Ltd was established back in 1958 and it was turned into a public limited company in 1991. Square Pharmaceuticals has been the sole leader in the pharmaceutical market position since 1985 till now. They have been exporting medicines throughout the globe since 1987. Their current expansion is surrounded with 42 countries. The company has a turnover rate of BDT 50.87 billion (US\$ 609.18 million) with about 16.95% market share. Their growth rate is 10.85% (July 2018– June 2019). Considering the economy of our country, pharmaceutical business has a very big scope to play in. The company is one of most technologically advanced company in the pharmaceutical industry. Insulin, cancer and hormone treatment are manufactured by this company. The current scenario Square Pharmaceuticals Ltd. Shows how much successful they are. Square is a very renowned company in Bangladesh. Also, Square Pharmaceuticals Ltd is now turning global. They have gotten permission to establish plant in Kenya named as “Square Pharmaceuticals Kenya EPZ Ltd” It is a subsidiary of Square. The construction of this plant began in 2019 and civil construction was ended in September 2021. Moreover, the pilot test started in December 2021. Square has been implementing effective strategies and been successful since its launch.

2.2.2 Square Pharmaceuticals History and Growth:

Since the establishment of Sqaure Pharmaceuticals Ltd, they have achieved enormous numbers of milestones. The roadmap of their milestones of excellence till 2021 is given below chronologically.

1958

Established as a partnership firm

1964

Incorporated to a private limited company

1974

Technically collaborated with Janssen Pharmaceuticals of Belgium

1985

Captured market leading positing among national and multinational companies

1987

Started exporting globally

1991

Converted to public limited company

1994

Started offering initial public offer (IPO)

1995

Got listed with Dhaka and Chittagong stock exchange

Started the production of Active Pharmaceutical Ingidient (API)

1997

Got awarded National Export Trophy for exporting pharmaceuticals

2001

US FDA/UK MHRA standard pharma factory goes into operation unit under the supervision of Bowis, UK

2002

Got recognized by UNICEF's as global supplier

2006

Got awarded Banker's forum award for ethical and smooth practices with bankers

2007

Got the approval of UK MHRA for Dhaka unit

2009

Started manufacturing insulin, steroid and hormone drugs while maintaining the standard of US FDA and UK MHRA with cGMP of WHO

2012

Got the approval by the “Therapeutic goods administration” (TGA) for Dhaka unit

2013

The journey of “Samson H Chowdhury Center of Excellency” gets started

2015

Got the approval by USFDA

2016

Won the HSBC Export Excellence Award

Got the approval of MCC, South Africa and PIC/S

Won the ICMAB Best Corporate Award

2017

Won the National Environment Award

Got GMP certification from by MOH Azerbaijan

2018

Won the National Productivity and Quality Excellence Award

Got approval of ANDA Valsartan for US market

Got GMP approval of manufacturing facilities by NPRA, Malaysia

Got awarded Gold National Export Trophy

Won the ICMAB Best Corporate Award

2019

Won the Occupational health and safety good practice award

Got awarded National Export Trophy

Won the “President’s Award for Industrial Development” as a successful enterprise in the category of Large-Scale Industry

2021

Awarded Gold National Export Trophy

Won Green Factory Award

Won the ICMAB Best Corporate Award

Got specially recognized by the Large Taxpayer Unit (LTU) of the National Board of Revenue (NBR) as one of the top taxpayers in this country

Awarded the Bangabandhu Sheikh Mujib Industrial Award in the category of country’s best largest industries

2.2.3 Objective, Mission and Vision:

Objective: Our objectives are to conduct transparent business operation based on market mechanism within the legal & social framework with aims to attain the mission reflected by our vision.

Mission: Our Mission is to produce and provide quality & innovative healthcare relief for people, maintain stringently ethical standard in business operation also ensuring benefit to the shareholders, stakeholders and the society at large.

Vision: We view business as a means to the material and social wellbeing of the investors, employees and the society at large, leading to accretion of wealth through financial and moral gains as a part of the process of the human civilization.

2.2.4 Square Sister Concerns:

Square Hospitals Ltd.

Square Toiletries Limited

Square Food & Beverages Limited

Square Informatix Limited

Square Fashions Limited

Maasranga Communications Ltd.

Mediacom Limited

Sabazpur Tea Company Ltd.

Aegis Services Ltd.

Square College of Nursing

Astras Limited

Square Air Limited

Square Texcom Limited

Sqaure Textilees Ltd.

Square Yarns Ltd.

2.2.5 Departments:

Sales Department

Accounts and Finance Department

Medical Services Department (MSD)
Information Technology Department (IT)
General Service Department (GSD)
Product Management Department (PMD)
International Marketing Department (IMD)
Technical Service Department (TSD)
Marketing Research and Planning Cell
Supply Chain Management
Human Resource Department
Distribution Department
Quality Control Department
Quality Assurance Department
Share and Corporate Affairs
Production Department
Production Planning
Engineering Department
Product Development and Validation
Project Management Department
Quality Management and Audit
Internal Audit
Material Management and Inventory Control

Products of Square Pharmaceuticals Ltd:

Square Pharmaceuticals Ltd. has a lot of products. Every single of them fulfills different kinds of needs for their target audience. There are lots of varieties. They have a total of 859 items. The products are segmented into 3 parts. The parts are Pharma product, Herbal and Nutraceuticals product, AgroVet and Pesticides product. Pharmaceutical has 637, AgroVet has 134, Pesticide has 36, Pellet has 14, Herbal has 30, Basic Synthetic has 8 and 35 items has sent off. Square had global intentions for their expansion. Currently, they are in business with 42 nations regarding pharmaceuticals.

2.3 The Functions of Human Resource Department:

Manpower Planning: Basically, manpower planning is the process is estimating the number of people needed for completing a certain project or task in proper time. The process, however, needs to done in an optimal way. This is one of the most important tasks of Human Resource Department. It requires a lot of accurate steps. The right kind of employee for the right kind of project and proper execution in time is very needed here. Basically, there are few steps that are followed. Firstly, the identification of the current supply of employees. This stands for what the existing employees are giving their output. Moreover, determining the future of the work force. This means to anticipate what the work force will be like after few years. How much effective their work will be or what will be their retention rate. Furthermore, maintaining the balance between labor supply and demand. In order to execute daily activities of an organization, labors are needed. However, their retention rate is highly off the margin compared to the corporate persons. This creates disruption on the part of demand and supply. So, balancing labor demand and supply is very important because of executing daily activities. Lastly, developing plans that support the company's goals. Planning or anticipation can solve any of the upcoming problems. Man power planning is a very crucial part of human resource management. Generally, a company targets long term forecasting of by executing man power planning.

Recruitment and Selection: It is one of the very primary tasks of human resource management. This is basically done to meet the demand of man power and maintain the equivalence of work environment. This also allows a company to find the purple squirrel. Purple squirrel means a candidate who meets every requirement for the position. Recruitment stands for setting job description to the first step of cv sorting. Selection means narrowing down the road to eliminate more candidates to see who can last till the end of process. This is also a highly crucial part of human resource management since it fulfills the demand of the workforce. The execution of those employees will reflect on the company's performance.

Training and Development: Training and development are basically educational activities to enhance the job performance of particular employees or groups. These activities are generally set and designed by the company. Not every employee has the perfect skill set to complete tasks by the company. In order to execute it, expansion of the person's skill set is very necessary. For instance, the employees who have been working for a long time did not know how to operate work from home during the time of covid lockdown. Training was needed there. Training is a short-term reactive process meant for operatives. In training employees' aim is to develop additional skills. In training, the initiative is taken by the management with the objective of meeting the present need of an employee. Development is designed continuous pro-active process meant for executives. Micro-learning is a great source of aiding training of development. Micro-learning is an educational strategy that breaks complex topics down into short-form, stand-alone units of study that can be viewed as many times as necessary, whenever and wherever the learner has the need. I saw some videos in the cafeteria which were really informative about diseases, how to take be proactive and reactive towards it. Also, this was during lunch break so it did not take extra time of mine.

Development is basically long term. In development, initiative is taken by the individual with the objective to meet the future need of an employee. For instance, learning how to draw salary sheet on Microsoft Excel. An individual took this measure to enhance his own growth. To summarize, training refers to the process of enhancing knowledge, skills etc. for doing a particular work. However, development refers to overall growth of an employee.

Operation Management: Efficiency and effectiveness are key factors of an employee. Operation Management is basically done to bring out the best possible result. This is administration process of creating highest level of efficiency possible. This guides to product designing, quality control, supply chain management etc. and ensures the service or product offered by that company reaches market efficiently. Square Pharmaceuticals Ltd. Operates in a very structured and profitable way. They follow everything according to plan and forecasting precisely. This generally plans, supervises and controls manufacturing, production and reaching out to the market. This also means overseeing business activities in order to reach objectives, enhance productivity etc. For instance, BMW company will store and transfer automobiles or their parts in a structured process.

Compensation and Performance Management: Compensations and performance management is another crucial part of Human Resource Management. This handles the primary stage of how much an employee is getting paid. This determines a very expanded evaluation of the salary of a particular employee. Moreover, this is to make sure that there is fairness aligned with the company policies and strategies. Compensation refers to incentives, various bonuses and performance bonus. Rewards refer to attaining the goals or targets that they have jointly set with the employees. Rewards can be non-monetary such as a paid vacation for two. In these cases, software can ease out the procedure and reduce the timing needed if it was done manually. Performance management system is usually done in order to know the current status of an employee. Either that employee is doing good or bad according to the company's policies. This can also be helped with the help of software. Square Pharmaceuticals Ltd. Is very focused in rewarding employees. This increases the productivity of existing employees and retention ratio.

2.4 The in-Detail Rundown of Recruitment and Selection process:

The steps of recruitment and selection followed by Square Pharmaceuticals Ltd. Are:

Recruitment:

1. Job Description
2. Job Specification
3. Job Advertisement

4. Recruitment

Selection:

1. CV Sorting
2. Selection Assessment
3. Assessment Paper Preparation
4. Evaluation of the candidate
5. Evaluation of Result Compilation
6. Placement

2.4.1 Procedure of Recruitment:

The recruitment of Square Pharmaceuticals Ltd. Varies from time to time and depending on the position. Generally, large number of requisitions are raised from the factory side. The Gazipur Unit in Kaliakoir and The Pabna Unit in Shalgaria requires employees every now and then. The margin of headquarter recruitment is very low compared to factory recruitment. Before the recruitment process, the requisition for the position gets verified if it really necessary or not. The turnover ratio plays key role here. The two factory units are handled by the headquarters located at Dhaka. The management of human resource department decides what methods they are going to use in case of recruitment. This is because Square Pharmaceuticals Ltd. Has many positions. Such as, managerial, non-managerial, permanent, non-permanent etc.

2.4.2 The Noteworthy Sources for the Recruitment and Selection process:

The company relies both on internal and external recruitment. It depends on the situation and the position. The CVs or Resumes from reference internally are given great value because they know what kind skill sets, they offer. And the recruitment team can easily place them in different departments or different teams. All this because they know that particular person is qualified as well as the information about them is known. This helps shorten the selection process set by Square Pharmaceuticals Ltd. However, most of the times they rely on external recruitment. To start with,

the job description and job specification gets created from the requisition. This is catered to both of the requirements set by Human Resource department and the particular department where hiring is going to occur. Then the advertisement process starts. In order to collect resume by advertising they rely on selected websites.

The websites are LinkedIn, Bdjobs.com, Chakri.com, Advertisement through Facebook groups, Square Pharmaceuticals Ltd. Career website. Mainly, they mention the job description and job specification along with criteria, last date of application etc. Posting on newspapers are also a great source for them. Because Square Pharmaceuticals is very renowned and has been in this country for many years. The Gen X and Millennials are very familiar with this company and their recommendation for working here is passed down to the next generation. Also, many people in Bangladesh still read newspaper with a cup of tea other than using mobile to find out the news around the world. This also helps collecting huge number of potential candidates. Moreover, they keep track of people who qualified for same positions but in the previous vacancy. Those people were down in the priority list. They mention email address where they collect the Resumes and start sorting them according to their criteria and vacancy limit. Internal reference is a great source for head hunting as well. They take both internal recruitment and external recruitment seriously.

Another crucial source for head hunting is job fest. There are a lot of job fests going around. Many companies go there to head hunt. Square Pharmaceuticals Ltd. Is no exception. They also go there to with their job openings and collect resumes. This also aids them in the long run in selecting a candidate. There are several more benefits as well. This creates brand awareness, creates scope for better candidates, face to face interaction, less time consuming, networking etc. But the primary objective is having a large pool of talent. The candidates also can choose from where they would like to apply. Square Pharmaceuticals Ltd. Has a huge advantage here since it has a very high reputation in this country and has been here for so long. Face to face interaction helps the human resource personnel to understand what kind of person who is applying for the position. This process is also cost effective compared to other conventional methods. This also advertises marketing for the existing brand. This also creates opportunity for unexpected candidates. For instance, a

videographer knows more than enough about cameras to become a good enough sales executive. Job fest is a very good source for Square Pharmaceuticals Ltd.

2.4.3 Record of the Recruitment and Selection process:

In order to raise a requisition, the supervisors from different departments must see if there is an actual job opening or not. Which positions are allocated for the candidates, how many candidates are needed, what are their responsibilities, what kind of compensation will they be getting? These information needs to be on the application. For instance, Executive of Accounts and Finance department is needed. The job description set by that department should be there as well as compensation, vacancy limit, whether the job is part time or full time etc. Human resource department will make any further changes that are required.

The human resource department will work according to the requisition raised. However, the human resource department can make changes to it. For example, the quantity for the required position. Or anything that they view as weakness of any other problems or if something does not go with the company's policy. This interference of the human resource department helps reaching objective set by the company. Such as, vacancy limit etc.

Advertisement actually attracts candidates towards an organization. In the job advertisement, there should be proper information of most of the things a candidate needs to know. To start with, compensation, position, deadline of application, location, age limit (if there is any) Little details about the company, the pre requisite to apply, job description, proper email address etc. These will be posted via LinkedIn, Bdjobs.com, Chakri.com, newspaper etc. General people who are active in job posting groups will share this through Facebook and Messenger groups.

After collecting the Resumes, the initial screening process starts. They start sorting according to the criteria they have set. It can vary on the total number of applicants. The general sorting criteria are:

1. Educational Qualification Stage
2. Area
3. Age

4. Past working experience in relevant sector
5. Extra-curricular activities

After sorting individuals from initial screening, the rest of them are called and emailed of the details of written examination. The date, reporting time, things they are allowed to bring, question type etc. are mentioned there. The written exam is basically between 60 minutes to 90 minutes. This basically depends on position to position. There is no written examination if a position is for only experienced personnel. In that case, two interviews get taken. One is initial and is taken by executives, and the final one is taken by top management positions. However, for an unexperienced position, written exam is a must. The written examination is basically to find out how well the candidate performs in logical reasoning, English, mathematical and descriptive part of applied position.

After sorting from the written stage, individuals are selected for viva. The interview is taken by Human Resource Personnel as well as the designated department's personnel. The viva board tries to find out how smart a candidate is, his psychological state, characteristics back ground and most importantly long-term sustainability. The company always look out for candidates who will long term asset to this company. The candidate who perfectly matches with the requirement gets hired. Sometimes there are several candidates who are worthy of the position. In that case, priority list is made. For instance, priority 1 will be hired now. Priority 2 stays in the waiting pool and if another requirement gets raised again, priority 2 gets hired if everything is all okay.

A summary gets made for the selected personnel and sent to supervisors. The summary consists of name, present and permanent address, individual data, compensation etc. This summary is sent to supervisors for enrollment process.

Then the selected candidates are sent for medical procedure. This is basically to certify that an individual is cleared to work for a long time. The candidate is sent to Square Hospitals for full body checkup. The cost of this is completely bore by Square Pharmaceuticals Ltd. After some days, the report of particular candidate is sent to Square Pharmaceuticals Ltd. The reports are sent to Medical Service Department (MSD) for verification. If everything is okay, candidate gets called for receiving appointment letter.

The final stage of recruitment and selection process is verification of academic certificates and other things mentioned by the candidates. For instance, Academic certificates photocopy, NID or birth certificate photocopy, Job clearance copy and last month pay slip (Eligible for only experienced candidates)

If the academic certificates or any other crucial information given by candidates are false, their appointment gets postponed. If everything turns out okay then the candidate is guided through the policies and regulations set by the company. Also, the in-detail view of compensation, benefits, rewards, code of conduct gets explained to the candidate. There is also a 5-year commitment contract for every individual. This is set due to employees leaving for better opportunity or any reason but within a very short time of joining. The recruitment and selection process are costly. The whole point of recruitment and selection fails if an employee leaves company within a short period of time. The probation period set for the executives are half a year but, in some cases, it can be extended before getting permanent. The duration depends on candidates. The duration lasts about 90 days if the candidate is experienced.

2.5 SWOT Analysis:

Strengths:

1. Diversified: Square has diversified many businesses. For instance, Square Toiletries, Square Hospitals, Square food and beverages, square fashion etc. Since Square is very well known, the diversified businesses have a lot of scopes in the existing market.
2. Modern Infrastructure: The company has very high-tech manufacturing units. The facility design, research and development, chemical units consider 0% chance of contamination. The focus is highly on quality.
3. Renowned: Square Pharmaceuticals has a great brand image globally. Their achievements and word of mouth throughout so many years reflect the brand image beautifully.
4. Effective staff: Square is always looking out for talents. The company is resided with many experienced employees and they ensure the brand image of Square is intact.

5. Huge number of target audience.
6. Customer retention rate is high.

Weaknesses:

1. Diversification: This is usually a good thing but diversifying too much can cut significant amount of cut from mother company's budget.
2. Low profit growth: The home country's economy is not that much well established. The price of raw materials will increase gradually but profit margin cannot grow that much due to home country's economy.
3. Time Consuming: Their decision-making time is pretty time consuming because of everything has to be done relating to higher level management.
4. Modern Technology: Even though Square is advanced in case of manufacturing. However, it is now a multinational company and now it has to compare with worldwide pharmaceutical companies. Keeping up with global pharmaceutical companies, who have been in the business for a significant amount of time, is extremely tough.

Opportunities:

1. Turning Global: Square has now a plant in Kenya and now in the international fully with more production. This creates chances for more revenue.
2. Government Support: Square Pharmaceuticals has been operating for many long years and maintained a very healthy relationship with government. They are the market leader for significant amount of time and has a very good brand image.
3. New Products: The teams of Square Pharmaceuticals are very experienced and trained. Due to this they are open to launching more and more products needed for targeted segments.
4. International Exchange Service: This can increase company's revenue from reputed global banks.
5. Due to its immense brand image, they can get huge amount of loans from reputed banks.

Threats:

1. **Price hike of Raw Materials:** The price of this is always hiking. This can cause a negative impact on the target audience. Increasing price again and again creates a distortion on the brand image.
2. **Hike of Interest rate:** As banks slowly increases the interest rate, this can cause problems. Because the higher the interest rate is, the lower the revenue is. Unless the price of products is increased, this is a big threat to deal with.
3. **Threat of New Competitor:** This threat is pretty much inevitable. There are new diseases coming out in this world. Any competitor can create medicine faster and capture the market.
4. **Unstable Exchange Rate:** Square is globally sending their products for a long time and turned multinational, the currency rate remains a threat. Because it can go up and down and this results in less revenue.

2.6 Porter's Five Forces:

1. **Threat of new entrants:** Threat of new players in the market is low. Because Square pharmaceuticals Ltd. Has created a brand image over many years. There is a perspective in the mindset of consumers that Square is reliable. New entrant cannot possibly match that kind of brand image built over so many years.
2. **Threat of substitutes:** Threat of substitute items are medium. Because of supply. Supply and demand ratio will not always match. For instance, whenever dengue strikes more, particular medicines are needed most. If the supply does not meet demand, then consumer will look for another medicine of another brand. And if the supply and demand ratio is perfect, consumers will stick by because of reliability.
3. **Bargaining power of buyers:** Bargaining power of buyers is low because Square Pharmaceuticals Ltd. Is market leader and known for its brand image and reliability. In case of health, people do not prefer to compromise and go for the best option available.
4. **Bargaining power of suppliers:** Bargaining power of suppliers is high because suppliers

are not committed to one company. Suppliers provide raw materials or goods to many companies to keep their business bloom even more. Moreover, switching from one supplier to another can affect the cost and eventually effecting the revenue.

5. **Current rivalry:** Even though, Square Pharmaceuticals Ltd. is the market leader, there are other players in this market as well. And they are either offering products related to opportunity gap or trying to capture more market share by providing substitute products. The more market share they grab, the more revenue they make. It is all about very tough competition in the end. So, the current rivalry ratio is high.

Chapter-3

3.1 Introduction:

3.1.1 Literature Review: Even in low economical countries, companies are well aware of the necessity of Human Resource functions. They have come to understand that it is very important to allocate personnel for various works. The roleplay of recruitment and selection is inevitable here. Recruitment and selection make sure of that talented and required personnel are in the right place and right time. This is very important in long run of a company. According to Flippo, Recruitment and Selection are incomplete without each other. These two parts complete each other by merging and finishing. It is mainly a bridge between job seekers and employers. According to Korsten (2003) and Jones et al. (2006), the whole human resource management has to emphasize on recruitment and selection process. Because this process is the very beginning of execution. This is what makes sure the company is never shorthanded, filled with talented individuals etc. Every department of a company plays key role in generating revenue. And recruitment and selection ensure that every department has the individuals needed for execution. Jones et al. (2006) suggested that recruitment policies of healthcare sector, business etc. can provide vital insights into managerial objectives. His suggestion was, allocating right kind of personnel into the right place while focusing on the recruitment policies of healthcare sector can end up fulfil managerial objectives. According to Jones et al. (2006), there are several ways of finding out potentials of candidates. These methods can vary from

company to company or on the country's perspective. For example, Square Pharmaceuticals Ltd. Recruitment and selection process is more of conventional and traditional. On the other hand, British American Tobacco focuses on different measurement. They focus on making the tests like gamification. This makes it more enjoyable for candidates and can perform to the extent of their limit. Both Square and BAT's way are successful. To summarize, each company has their own way to find out talents. Also, Jones et al. 2006, stated that failure in recruitment and selection can end up creating much problems for the company. Because improper recruitment may not fulfill the demand or target set by the company. This could end up creating less revenue for the company. This can also hamper management decision making. According to Price (2007), the recruitment and selection process must be precise and effective. Because the competition is always on the lookout or headhunting for potential employees. The more talented and trained an employee is, the more the company is going to thrive. In short, employees are asset of a company and they help changing the market shares to their favor. He also stated that team players have key roles in a company. According to Hiltrop (1996), a company should choose someone who has the potential to be trained and becoming asset. Because the culture of every company is not the same, people who have been in different sector of work will not instantly fit in another sector. Also, it becomes easier for an employee to perform better if he is trained properly. According to Silzer et al. (2010), retaining talent is a problem as well. Recruiting a talented individual means there should be enough room for his growth. If there is not, that person would not retain there and thus recruitment would fail. His suggestion was to create blueprint and develop existing talent management strategies to preserve talent. Or else this will result in failure of recruitment and selection. The cost and time will be wasted. Companies should be more focused on creating job openings not about when they need one. (Taher et al. 2000) This will end up resulting betterment of a company. Many people think this of extra cost or unnecessary. But finding talented individuals is not always possible by searching whenever there is necessity. For instance, being active towards job fests regardless of job openings. This will be extremely helpful because the purple squirrel can be found.

3.1.2 Objective: The main target is to find out the potent of recruitment and selection process set by Square Pharmaceuticals Ltd. This report will give in depth idea of how effective the recruitment and selection process are. And how can this process be more effective. Although my primary target is fulfilled, I got to know about more secondary targets. They are:

- Learning about all the functions of Human Resource Department of Square Pharmaceuticals Ltd.
- Identifying opportunity gaps between the recruitment and selection process
- Learning about the effectiveness of Human Resource practices
- Learning how the result of potent of recruitment and selection effects on business output of Square Pharmaceuticals Ltd.

3.1.3 Significance: This report is solely focused on the potent of recruitment and selection process. This also gives understanding why this process is very important in the long run. Moreover, this shows how this process can be improved upon. Also, to show how much effective the current recruitment and selection process is. By reading this, other companies can also know about how to recruit effectively. Furthermore, this will also give us an idea about all the functions of how human resource department execute and remain operational. There will be betterment for other companies and have a better output. They will also know about the importance of having a precise and accurate recruitment and selection team. To conclude, this report will help in developing Human Resource practices in our country as it is an emerging sector.

3.2 Methodology: This report is more of descriptive research based of recruitment and selection.

Primary and Secondary data were used for this report.

Primary Data: The primary data is gathered by personal experience and the complete roadmap session of Square Pharmaceuticals Ltd.

Secondary Data: I have gathered the secondary data from websites, news of Square Pharmaceuticals Ltd.

3.3 Findings and Analysis: I have gathered the required information for findings and analysis by asking questions directly to the manager, Nurul Islam. The question and answers are:

Which steps of recruitment and selection are followed?

Answer:

1. Job Description
2. Job Specification
3. Job Advertisement
4. Recruitment
5. CV Sorting
6. Selection Assessment
7. Assessment Paper Preparation
8. Evaluation of the candidate
9. Evaluation of Result Compilation
10. Placement

How to advertise the job openings?

Answer: According to the manager, posting on internet is the most efficient way to collect Resumes. For instance, LinkedIn and Bdjobs.com. There are some people who act as medium and share the job openings to some groups on Facebook. This helps gather a significant number of Resumes as well. These platforms are great source for attracting talent.

What are the criteria for CV shortlisting?

Answer: He stated, criteria is set accordingly to the job opening. For example, the basic criteria set for entry level job or executive is graduation from reputed university, CGPA 3.00 required, experience in relevant field etc. These vary from the requisition raised.

What is the process of evaluating candidates?

Answer: According to him, the candidates are evaluated in stages. Such as, passing written exam in all sections. Moreover, the marks get compared to other candidates. The interview process comes next. Here, the educational qualification, attitude, characteristics, knowledge etc. are

evaluated. Also, asking questions to find out if candidates are team players or not.

In what form the result compilation is kept?

Answer: He answered, the form is basically in hard copy here. They do not use technology to compile. They use the hard copies of Resume, Management Application Form, Evaluation form etc. to compile.

How to verify the background details provided by a candidate?

Answer: According to the manager, there are specialists here to verify documentation of candidates. For example, checking the educational certificates or the medical documents. They also use internet to verify the documents.

How to manage waiting pool of candidates?

Answer: He stated, managing the waiting pool varies on performance, possibility of raising requisition. When a vacancy has been filled and if other candidates are worthy of the same position as well, waiting pool gets created. There is also prioritizing in the waiting pool and it is kept in the form of hard copies.

The findings and analysis I have gotten from the answers of Nurul Islam, Manager is given below. The process here is very time consuming and not fully modernized. For instance, they rely solely on hard copies. Hard copies are difficult to replicate but it also very hard to find accurate hard copies when needed. On the other hand, if the files were kept as soft copies, one search could have easily found it. It would save a lot of time.

Their recruitment process is very effective but I think it can be improved upon by switching to online tests such as test gorilla or C factor etc. The main candidates they are going to attract are from Gen Z. And Gen Z has seen the revolution of Internet. They are more comfortable in doing things online. So, setting up online screening tests in the initial stage will not save time but also bring out potential of the candidates. This will help getting the purple squirrel.

They should conduct Focus Group Discussion and Deep Dive session to understand if the candidates are a team player. It could be also used for personal observation.

Again, the files of waiting pool are kept as hard copies. Storing them online will help to get organized as well as save time searching for them.

3.4 Summary & Conclusion: This report gives us a clear view of how much effective the recruitment and selection process of Square Pharmaceuticals Ltd. Is. The functions followed by Square Pharmaceuticals Ltd. Is nearly flawless. This is due to the execution of existing employees. The revenue generated depends on the quality of execution of all departments. This clearly shows how important recruitment and selection is. Hiring the right employee for the required position is key factor here. Otherwise, the market share may decrease. Square Pharmaceuticals Ltd. Has been the sole market leader since 1985. They have successfully kept their position as number 1 market leader for this long. This milestone cannot be possibly done without skillful and experienced employees. And the team that made sure this company is never shorthanded or short in effective employees. They started operating back at 1958 and carried a very strong brand image. The brand image of theirs is literally been passing down to generations. They started from baby bloomers generation. From there, they started to build high brand image. Now it has crossed Generation X, Millennials and currently in Gen Z. The timeline clearly reflects how long they have been around and kept their high profile. They have been the market leader from Millennials. Moreover, Square Pharmaceuticals Ltd. Focuses on keeping employees happy and motivated. For instance, the working hours are accurate. Not one minute less or one minute more. Other than that, the transportation service allows the employees come from long distance and also in time. They do not feel the hassle and travel in comfort. The facilities also play key role in keeping employees motivated. Such as, 50% discount at Square Hospitals Ltd. And other facilities from other square companies. The work environment also plays positive role in motivating employees. This keeps the talent pool happy and motivated.

However, there are rooms for improvement. The recruitment and selection process follows conventional or traditional way. They can be switched to online and fun tests. Such as Pymetrics that BAT offer or own gamified platform of Banglalink. This encourages and attracts more new talent because Gen Z always did love to take part in fun activity or gamified activities. The new generation also finds comfort in participating in activities where they will not be pressurized. There

are other benefits of taking exam online. Candidates can participate in their free time. They can manage other work and also participate in the test. Also, the recruitment and selection process of Square Pharmaceuticals Ltd. Is time consuming. Moving onto taking test online will save their time and keep information stored in soft copies. This way information regarding candidates will be easier to find. Moreover, they should bring into firsthand group activities to find out the collaboration skills since the employees work mainly as team.

To conclude, the recruitment and selection process of Square Pharmaceuticals Ltd. Is very effective and bringing in positive result but it can be improved upon using modern technology.

3.5 Recommendations: The recommendations that I would like to propose from the report for Square Pharmaceutical Ltd. Can bring upon improvement in their recruitment and selection process. The recommendations are:

- **Redesigning screening process:** By redesigning I mean, getting modernized. This can have many positive outcomes. For instance, creating a platform where they can hire according to their liking. Set up specific scenarios where decision making, analytical skills, logical reasoning will be tested. Following this particular way will lead to candidate whose mindset are preferable by the company. This allows the employer to find candidates according to their taste and candidates can maximize their efforts into the test. Since most of the candidates are now from Gen Z, their likings and preference will be to more online things since this generation have seen the revolution of internet. The existing method of screening process is very conventional. This is very time consuming and all data remain as hard copies. If they move onto gamification or fun activities, the data will be soft copy and will be very easier to find. It will also reduce time in recruitment and selection.
- **Focusing on Group activities:** Mainly, the employees of Square Pharmaceuticals Ltd. Work as team. There are teams divided for tasks in every department. Before hiring personnel, there should be test to see if that individual is a team player or not. The best way to test this is by engaging candidates into groups and give them an activity to showcase team skills. For instance, setting a case where each will get roles to solve it. A focus group discussion is the perfect example of it. Other than that, individuals can be put into test by

deep diving. They have to face one on one with the interviewer and present their finding. This will allow to understand the candidate even more, know about his team skills and presentation. Mainly, this can judge if that person is a team player or not. It can also reflect leadership skills.

- **Reduce time consumption:** The conventional method of recruitment and selection takes up much time. As the company is here for a long time, the methods have not yet fully developed. Even though the existing process shows significant positive result, I think it can be improved upon. Reducing time consumption in decision making or in recruitment or in anything can result in gaining more market shares. Furthermore, their decision-making process is very complex. As the existing methods are already effective, they are not showing many rooms for improvement here. Reduction in time consumption will result in focusing on other aspects of Human Resource Management.

3.6 Recommendations for Internship Program:

- Interns are not allowed to create job descriptions or specifications. More challenging tasks like posting advertisement could be more beneficial for interns.
- The compensation package can be increased considering the fame of Square Pharmaceuticals Ltd.
- Posting pictures of new batch of interns on social media can motivate interns more.
- Job description for interns could be set before in form of pdf. This can help interns be aware of their responsibilities more.

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Appointment Letter of Square Pharmaceuticals Ltd.



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HR/INT/4063/22

4th September 2022

Shanzida Shahab Uddin

Manager

Office of Career Services and Alumni Relations (OCSAR)

BRAC University, Dhaka

Dear Sir,

Internship Program at *SQUARE* Pharmaceuticals Ltd., Dhaka

Thank you for selecting our organization for the internship of your student, **Mr. Soib Ibne Kabir** with ID No. 18204011 of your university. We are pleased to confirm his placement as an Intern under Human Resource Department for a period of 03 (three) months.

The internship program will commence on 18th September 2022 and will be completed by 18th December 2022. He will do the internship under the guidance of Mr. Nurul Islam, Manager, Human Resource Department.

We hope to enrich his knowledge with a quality interaction with us.

Best regards,

Md. Shahidul Alam

Senior Manager

Human Resources

Appendix:

- 1. Which steps of recruitment and selection are followed?**
- 2. How to advertise the job openings?**
- 3. What are the criteria for CV shortlisting?**
- 4. What is the process of evaluating candidates?**
- 5. In what form the result compilation is kept?**
- 6. How to verify the background details provided by a candidate?**
- 7. How to manage waiting pool of candidates?**