

Report On

**“The Process And Impact of On The Job Training Sessions on the
Corporate Culture of Transcom Digital”**

By

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An internship report submitted to the Bachelor of Business Administration in partial fulfillment of the requirements for the degree of Human Resource Management & Computer Information Management

Bachelor of Business Administration

BRAC University

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Declaration

It is hereby declared that

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

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Letter of Transmittal

Mohammad Atiqul Basher

Lecturer,

BBS Department

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “The process and impact of On The Job Training Sessions on the corporate culture of Transcom Digital.”

Dear Sir ,

With due respect, I, Fariha Azad (ID: 19104079), would like to inform you that it has been a pleasure to conduct this research paper titled “The process and impact of On The Job Training Sessions on the corporate culture of Transcom Digital.” under your supervision. The information and data included in this study are primarily drawn from my experience as an intern at “Transcom Electronics Ltd.”, as well as the conversations and the interviews I conducted with my colleagues from the head office of Transcom Electronics Ltd. and the employees from Transcom Digital outlets. I did my best to conclude the report with the most important information and recommendations in the most compact and thorough way feasible.

Making this report allowed me to gain knowledge and competence in the practical training function, how this training affects the entire organization, how employees benefit from the training, what factors influence the training, how we will conduct a proper training session, and most importantly, how this training session can affect the entire organization. I greatly appreciate your guidance and effort during the completion of my report, and it was a pleasure to work in line with your directions. I tried my hardest to deliver the appropriate level of writing and am prepared to make changes if necessary.

Sincerely yours,

Fariha Azad

Student Full Name

Student ID: 19104079

BRAC Business School

BRAC University

Date: May 23, 2023

Non-Disclosure Agreement

With reference to my offer letter dated 7th January 2023 “Transcom Electronics Ltd.” has organized an internship program for me. They took me as an intern for three (3) months which started on 9th January, 2023. The agreement between me, a student of BRAC University and “Transcom Electronics Ltd.” are given below:

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

ALLOWANCE: Your internship is free of cost.

JOINING DATE: Your internship contract will be effective from 9 January 2023.

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

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

Acknowledgement

Working as an intern for a firm like "Transcom Electronics Ltd." has been an incredible learning experience for me. First and foremost, I'd want to express my profound appreciation to Allah for granting me the opportunity to submit my report on time.

Second, Mr. Mohammad Atiqul Basher, lecturer at BRAC Business School and my academic supervisor, is deserving of particular attention. He is a very understanding supervisor who gave me enough flexibility to finish the report. He supervised me with his valuable time, genuine support, and smart advice in preparing the report.

Third, I'd like to thank "Transcom Electronics Ltd." for the great chance to perform my internship there. Where I'd been acquiring new skills since the first day of my internship. I'd like to thank Mr. Ritesh Ranjan, Head of Business - Transcom Digital and Mr. M.M. Nazmul Hasan, National Operations Head – TD Operations, for giving me the opportunity to finish my internship on such a platform. Mr. Md. Obaidur Rahman, Sr. Officer of Transcom Electronics Ltd's Human Resource Department, deserves my gratitude and admiration. He has helped me with everything since the day I joined "Transcom Electronics Ltd." and has always regarded me as a student. And a special thanks to Mr. Khandakar Raihan Sayeed, Head of HR and Mr. Md. Shahin Mahmud, Asst. Manager- Human Resources for giving me many suggestions to improve myself.

Finally, I'd want to thank each of my senior colleagues for assisting me learn more about "Transcom Electronics Ltd." in a new way every day, as well as for being helpful whenever I needed it.

Executive Summary

This study focuses on the internship program experience at "Transcom Electronics Ltd." - an electronics business as part of the BBA degree program at BRAC University. The primary purpose of this paper is to present information regarding the significance of "Transcom Electronics Ltd." training services. In the first chapter, I describe my complete internship experience. The second chapter examines Transcom Electronics Ltd.'s management techniques, marketing practices, accounting procedures, financial performance, operations management, and information system. There is also information on the competitive position of "Transcom Electronic Ltd." in the electronic industry.

As an HRM major, the reasons for selecting this internship report topic are stated in the introduction and literature review section of the third chapter. The report's aims have been stated to learn more about the issue and its relevance. For the methodology section, the methods for gathering the majority of the data and information are provided; here, the majority of the data is gathered from primary sources. There is also information on the training sessions that "Transcom Electronics Ltd." offers to meet the needs of its employees. Also included is a description of how and why "Transcom Electronics Ltd." employees trust and rely on them for HR services. The results part of the observation during the three months of work experience and analysis of the data that was acquired for the training service "Transcom Electronics Ltd." is then presented in the other section of "finding and analysis." In the recommendation section, I gave my view on what "Transcom Electronics Ltd." may do to increase their productivity and efficiency based on my research and analysis.

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List of Acronyms

FGD- Focused Group Discussion

TD- Transcom Digital

ID- Identity

HR- Human Resource

TEL- Transcom Electronics Ltd.

CEO- Chief Executive Officer

CV- Curriculum Vitae

TV- Television

1. Chapter 1: Overview of the internship

1.1 Information of The Student

My name is Fariha Azad. The student ID of mine is 19104079. I am currently studying BBA in BRAC Business school. I have done my major in Human Resource Management and minor in Computer Information Management.

1.2 Information of Internship

1.2.1 Company's Information

I have completed my internship in Transcom Electronics Limited, House-22, Road-4. Block-F, Banani, Dhaka-1213 for three months from 9th January, 2023 to 8th April, 2023. I have worked there in the Human Resource Department of Transcom Digital (TD).

1.2.2 Supervisor's Information of the internship company

In the period of my internship, I was supervised by Md. Obaidur Rahman who is a Sr. Officer in Human Resource Department of Transcom Electronics Ltd.

1.2.3 Job description and responsibilities

I have done lots of official work related to HR department. My main task was to support my supervisor. I was responsible for collecting information from new employees and made a file according to their ID. I also made appointment letter for them. I have made presentation slide. I worked for settlement list. I worked for clearance letter and went different departments for approval. I made show cause letter for employee. I worked for mobile bill, COI checking, Tax return file, variable commission and disbursement calculation file. I also took interview for outlet.

1.3 Outcomes of the internship:

1.3.1 Student's contribution to the company

In Transcom Electronics Ltd., I was the only intern in HR department of Transcom Digital. As an intern, if HR department had any additional works, then I would complete them on time. In the company, as an intern I have a significant impact. HR department values my opinions and suggestions for work. During the internship period, I got the opportunity to talk to the employees who worked in Transcom Digital outlets, I found out some issues which were not addressed in the head office so I talked to the Head of HR and also shared my opinions with him.

1.3.2 Benefits to the student

Transcom Electronics Ltd. is one of the biggest companies in Bangladesh, here we can see different type of works which are very important for us. Because as an HR we have to deal with lots of issues related to the company. Especially here we get the opportunity to work with expert and experienced employees who can teach us how to do difficult tasks on time. The work environment is good and secure for everyone. As a female intern, secure work place is necessary for me. Sometimes they provide snacks and tea which is a very good initiative for any work place.

1.3.3 Problems/Difficulties (faced during the internship period)

The supervisor and co-workers are very helpful so I did not face many problems but they have few employees in HR department so work pressure is very high, as a result, they cannot give me extra time. Also, as an intern, I feel that a temporary official sim for contacting with employees or contacting with candidates for interview is necessary. But they tried to give their best for making my internship journey easier.

1.3.4 Recommendations (to the company on future internships)

In Transcom Electronics Ltd., intern can find an organized system where he can work like a professional. The company gives a very good support system to their interns. If a post is empty and they need an Intern in the same department then it might be a great opportunity for everyone to grab the chance. Also, if a circular publishes then interns get a priority over others. If someone really want to learn corporate culture and want to face challenging tasks then Transcom Electronics Ltd. can be a good choice for them. Everyone from Transcom Electronics Ltd. is friendly and kind so they will try to teach different and difficult tasks so that intern will not face any difficulties in their future work place.

2. Chapter 2: Organization Part

2.1 Introduction

Transcom Electronics began its entrepreneurial journey in 1993, once it purchased the PHILIPS Electronics operation within Bangladesh. (Transcom Electronics, n.d.) Currently, the firm has grown into a prominent participant in the electronics sector, with an essential strategic emphasis on the retail sector, distribution, services, manufacturing, and project enterprise, with the objective of providing outstanding brands and quality goods with exceptional service to its customers. Transcom Digital is one of their units.

2.1.1 Retail

Transcom Digital has become Transcom Electronics' commercial arm, with 68 business-owned outlets in major Bangladeshi cities. Transcom Digital's mega-brand portfolio contains globally recognized brands such as Whirlpool, Daikin, Samsung, Panasonic, TRANSTEC, Media, Black & Decker and Philips to cater to various kinds of consumers and provide the best purchasing experience when it comes to electronics, residential appliances, AC, minor appliances, and cell phones. They have 165 electronics dealers and they have very good relationship with them. (Gazi, S., 2016)

2.1.2 Distribution

TEL provides all major appliances and electronics across a nationwide distribution network of 400+ exclusive as well as multi brand retailers. (Transcom Electronics, n.d.) The firm operates production operations in collaboration with worldwide companies like Whirlpool, Samsung, Hitachi, TCL as well as Daikin to locally create TVs, fridges, and air conditioners. In Bangladesh, Transcom Electronics Ltd. is Changhong TV's sole authorized distributor. (Sultana, N., 2018)

2.1.3 Service

TEL has created a countrywide service system with coordinated call center services to deliver exceptional customer support. Transcom Electronics additionally serves as an authorized service provider in Bangladesh for Whirlpool, Hitachi, Samsung, Panasonic and more companies.

2.2 Overview of the Company

Transcom's roots may be traced back to cultivation of tea around 1885. That is how the narrative starts. Except for tea, all family enterprises were nationalized after the country's freedom in 1885. W Rahman Jute Mills is the most lucrative in the group. Mr. Latifur Rahman established the contemporary Transcom as a trading corporation in 1972, and via Tea Holdings Ltd., he signed Bangladesh's first global barter contract in history. Transcom Ltd was formed in 1973 to expand the trade operation and entered into a partnership with the Swiss company Andre & Cie. Now, Transcom Ltd is the holding company for Transcom Group. With the establishment of TDCL in 1981, the organization began to grow into distribution; these days, TDCL is Bangladesh's largest autonomous distribution and logistics business. Transcom created history when it purchased Smith Kline & French's Bangladesh business in 1987. The very first acquisition of a global firm activity in history via a Bangladeshi corporation. Smith Kline & French became Eskayef Pharmaceuticals after having the acquisition, and it is now one of Bangladesh's largest pharmaceutical producers. The Daily Star, the country's premier English newspaper, is established in 1990, with Transcom owning significant stock and Mr. Latifur Rahman serving as its founding Director. Also, Transcom purchases Philips' Bangladesh business and established Bangladesh Lamps Ltd., company's only publicly traded firm, in 1991, with country's first leveraged buyout throughout history.

TEL celebrates Transcom's entry into the electronics business in 1992. Also in Bangladesh, we saw that TEL produces, retails, and distributes worldwide electrical brands. Transcom establishes Mediastar Ltd in 1993, then Prothom Alo is launched through Mediastar. Prothom Alo is now the world's top Bangla news media firm, both in print as well as digital audience. Transcom buys the PepsiCo beverages franchise to operate in Bangladesh during 1998 through its subsidiary Transcom Beverages Ltd. TBL is now the nation's largest beverage firm. Transcom Foods Ltd. is established in 2000 as a franchisee with Yum Foods, the country's first fast food firm. TFL is now the country's top restaurant firm, having Pizza Huts including KFCs all throughout the country. Eskayef gets licensed by the strict UK MHRA in 2003, accelerating its trip into tightly controlled markets. TBL receives the worldwide Bottler of the Year Award by PepsiCo in 2008, honoring TBL as their best bottling partner throughout their whole worldwide network. Transcom's core values, most crucially ethical business, were established by the Founder Chairperson in 2010. The Founder Chairperson received the Oslo Business for Peace Award, the most prestigious award in

the worldwide business sector, for morally and socially creating Transcom. PepsiCo franchised a snacking operation through its reliable partner Transcom, including subsidiary Transcom Consumer Products Ltd., for the first time in the company's history in 2012. TCPL is still manufacturing, marketing, and selling global brands including Lays, Quaker Oats, Kurkure, and others. PepsiCo honors TBL as its top global partner for the 2nd time in 2014. Eskayef signed a deal with Novo Nordisk in 2017 to produce its cutting-edge advanced penfill insulin, turning into the very first such firm to do so as a supplier of goods to Novo Nordisk. Simeen Rahman will succeed the Founder Chairperson as Group CEO in 2018. She is still building on the Transcom heritage today, keeping the principles of the company's founder, Mr. Latifur Rahman, in mind. Also, Eskayef will be the first business in the world to introduce the generic version of three COVID antivirals in succession in 2020. Remdesivir, Molnupiravir, and Nirmatrelvir are included in Ritonavir packages. Eskayef turns into the first and only firm in Bangladesh to receive US FDA certification for each sterile and solid pharmaceutical goods between 2020 and 2021. Other severe worldwide regulatory approvals include the UK MHRA, the EU EMA, Brazil Anvisa and others. Having the most desired certification in the world, the Eskayef team decided to enter the US marketplace with even higher expectations. (Transcom Electronics, n.d.) According to a report, Transcom is hiring over five thousand people. (Karim, A. R. M., 2006) So, Transcom is playing a good role in the economy of Bangladesh.

2.2.1 Vision of Transcom's Group CEO

Ms. Simeen Rahman, Group CEO of Transcom, has three main goals: achieve exponential expansion in its present sectors, extend Transcom internationally via Eskayef Pharmaceuticals, and focus on modern technology as a future important development area.

2.2.2 Corporate missions

- To offer high-quality products and services
- To give high-quality client service
- To uphold corporate and commercial ethics

- To make our inventory exceptional and beneficial to consumers
- To show team spirit and expertise
- To have a Solid Capital Base

2.2.3 TD Outlet Organogram

Here are the positions at Transcom Digital (TD) are organized in the following hierarchy:

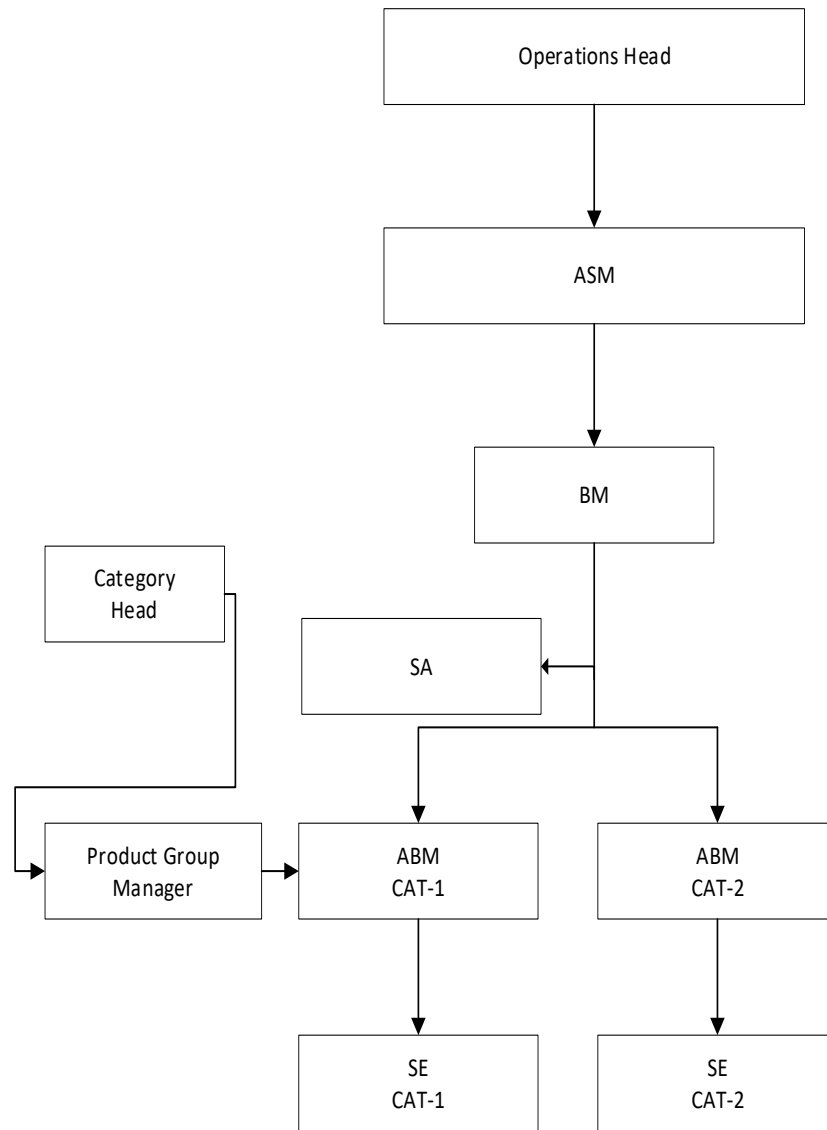


Figure 1: TD Outlet Organogram

2.2.4 TD Operation Structure Organogram

Here we can see the Operation Structure of Transcom Electronics Ltd. (TEL):

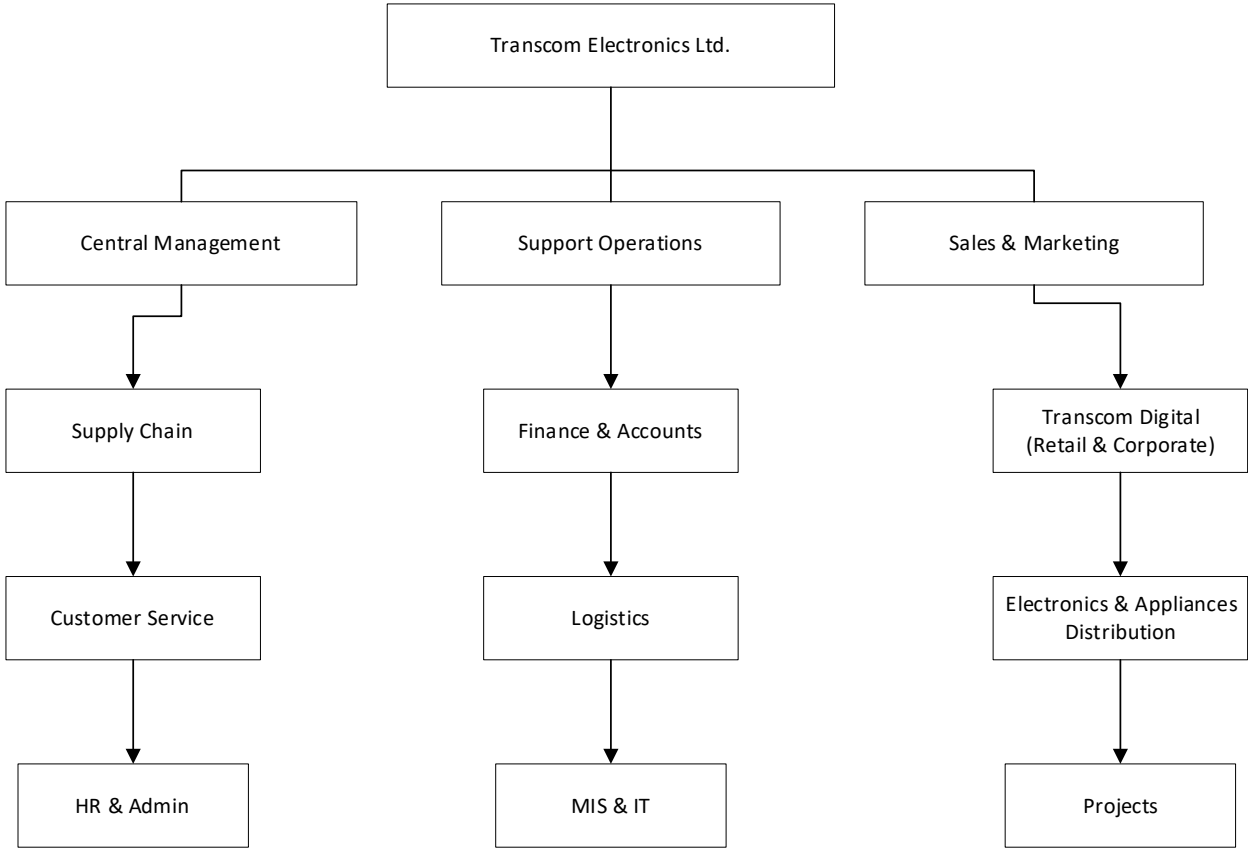


Figure 2: Operation Structure Organogram

2.3 Management Practices

Managers must ensure the effectiveness of the work force. Management practices are the techniques and ideas that managers employ to guarantee the effectiveness of organization systems. Employee empowerment, training workers, improved quality systems and the utilization of various types of contemporary technology are common management strategies.

2.3.1 Leadership Style

The leadership style is very impressive in Transcom Digital. Here the Head of Business mainly decides every decision for Transcom Digital. According to his decision the National Operations Head finalize every issue related to Transcom Digital. This company is very well structured so according to the position everyone listens to their senior's order. Everybody has to give the update on the progress of their assigned tasks.

2.3.2 Recruitment and Selection Process

Basically, the HR department is responsible for this task, they find CV from online portal. When a job position is empty, they give circular so that people can drop their CV. Then HR department collect the CV and according to their need they choose some candidates and then they arrange an interview session. After the interview session they choose the perfect candidate for the current job positions.

2.3.3 The Training and Development Initiatives

In Transcom Digital there are four types of training - Package training, On the job training, Classroom training and Online training. Recently they are mostly focusing on Online training. After the training sessions the employee will get some feedbacks which are really important for their future growth.

2.4 Marketing Practices

Marketing practice refers to a company's overall strategy for connecting with prospective consumers and converting them into clients of its products or services. Here sales department is divided into two categories- B2B and B2C. (Gazi S. , 2016)

2.4.1 B2B (Business to Business)

- **Lead generation:** The primary goal of the sales department is to generate leads. Transcom's sales staff is continually looking for new and useful ways to attract customers' attention. Transcom segmented the target market and targeted corporate headquarters and factories.
- **Communication:** Transcom Electronic Limited primarily interacts in three ways in the B2B market. To close a sale in the B2B market, communication is essential. It is a matter of persuading and motivating clients.
 1. **Door to door:** A special team makes promotional visits to the corporate headquarters and plants. While going to them, company makes an effort to concentrate on the uniqueness of the items company offer.
 2. **E-mail Marketing:** Company send emails using the database in their system, that contains all of the contact information for company headquarters and factories.
 3. **Phone calls:** They even call each other to communicate. This is one of the most convenient ways to communicate with the offices.
- **Presentation:** If their staff is successful in convincing customers, they will schedule a face-to-face encounter. During the meeting, they created a unique identity with all of the essential product information.

2.4.2 B2C (Business to Consumer)

Transcom Electronic operates showrooms across Bangladesh. They invite walk-in customers and try to persuade them to purchase their goods. They even market the goods on TV commercials and billboards. Showrooms such as LG and Sony all have a rich atmosphere within which consumers, particularly homemakers, would choose a better environment to acquire electronic items. The store's expanding perspective has allowed customers to take their time while purchasing goods. (Gazi S., 2016) To get consumer's satisfaction, this company ensures their product quality. (Islam, S., 2004) So consumer is very important for their company.

2.5 Financial Performance and Accounting Practices

Financial performance is an arbitrary evaluation regarding a company's capacity to generate income by utilizing assets from its primary mode of business. The term is additionally utilized to define the financial state of an organization throughout a specific time period. The practice of accounting is also defined as the technique and procedure for recording a company entity's day-to-day financial activities. Accounting practice is essential in order to generate a company's legally required yearly financial statements.

2.5.1 Budget Analysis

Transcom Digital develops a revenue target for the year. They first outline the activities that must be taken in order to complete the projects and customers for whom they will work, and then assess the expenses of carrying out those activities. This means they used an active budgeting strategy.

2.5.2 Bank Reconciliation

It balances both the debit & credit sides. It occurs to identify the distinction between both of these and to record the revisions to the accounting report. It is useful to compare the amount in the cash account within a corporation's accounting files to the information on a statement from the bank. Transcom Electronics Ltd. is a large firm, but they did not provide much information on how they handle their accounting.

2.5.3 Customer Transaction

In Transcom Digital, clients use different banks to transact their payment. In Bangladesh, there are lots of banks – BRAC bank limited, Dutch Bangla bank, ICB Islamic Bank Ltd., Islami Bank Bangladesh Ltd, United Commercial Bank and Eastern Bank Ltd. etc.

2.6 Operations Management and Information System Practices

2.6.1 Operations Management

Operations management, also referred to as OM, is the management of business processes to maximize effectiveness and efficiency within a company. It helps in the conversion of labor and raw materials into services and products.

- **Planning-** Choosing a location for the business and organizing production are both parts of planning. The organization's location has an influence on its success. The head office of Transcom Electronics Ltd. is in Banani which is a very lucrative place. Also, we can see there are many outlets all over Bangladesh. They have 68 outlets in total, each of them is located into local areas where they can grab the attention from the customers.
- **Scheduling-** Due of their size, Transcom Electronics Ltd. does have tight scheduling. Employees at Transcom Digital are required to show up for meetings on schedule. An employee would frequently plan specific tasks or activities for a project if he intends to work on it and strive to finish it effectively.
- **Organizing-** It specifies the action needed to achieve the company objectives and assigns authority to carry it out. It essentially sets the hierarchy of roles and powers. If it's a recruiting service, higher authorities must first tell the HR department. The employees will next learn more about the work position and the preferred personality type. Following that, they will begin to source CVs. Using those CVs, they will contact people about job openings; those who agree to switch jobs will then send another, updated CV, which will be forwarded to the head office. After that, the HR representative will deliver a list of shortlisted CVs, and the company's HR department will contact those applicants to schedule interviews.
- **Controlling-** It entails making sure that performance matches expectations. It assesses actual results and evaluates them against operations management strategies. Controlling expenses, quality control, along with time management are the most important tasks here. On workdays, meetings are held to ensure that employees are completing their tasks in order to meet performance expectations and by a certain time. An online meeting is required for quality control, according to higher authorities. The corporation constantly monitors its staff to ensure that they are performing their duties effectively.

2.6.2 Information System

The term "information system," or "IS," refers to a field of study that focuses on the systems that individuals and organizations utilize for data collecting, filtering, analysis, creation, and dissemination.

- **Hardware and Software-** Hardware refers to any physical object. For usage at work, Transcom Digital equips staff with PCs, laptops, and SIM cards. They use software for HR-related tasks.
- **Data-** Information obtained for analysis is referred to as data. The entire task is completed using a variety of data kinds. Transcom Digital staff members update their needed personnel list and job market research lists in a Google excel sheet before sourcing CVs from job seekers. They then give the Head of HR this updated form, along with a mapping for a specific post for their particular department, so they can quickly and simply review the details of the job seekers.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

Industry analysis is a technique that allows a firm to examine its position in relation to other companies that produce similar goods or offer comparable services. Identifying the variables at play in the business sector as a whole is critical to good strategic planning. Furthermore, competitive evaluation based on strategic management and marketing entails an examination of current and potential rival's strengths and weaknesses. This research provides a strategic framework for evaluating possibilities and hazards from both an offensive and defensive approach.

I. Rivalry among Competing Sellers

Although there are numerous reputable organizations in the electronics sector, Transcom Electronics Ltd. is one of the most widely recognized. It offers not only high-quality products but also other services tailored to the demands of its customers. Transcom Electronics Ltd. provides a variety of services. These types of services are unusual in many firms since they need a significant amount of expertise to be performed professionally. Transcom Electronics Ltd. has been in business for many years, and customers trust their professionalism. Therefore, we can claim that in terms of rivalry among competition sellers, Transcom Electronics Ltd. has neutral competitive pressure, means (3/5).

II. Competitive Pressures from Potential Entrants

There are various well-known companies that specialize in this sort of technological industry. To join the market, one must first strengthen their relationship. They, like Transcom Electronics Ltd., have their own database system where they search for the best goods for their customers. Because clients have varying requirements for a product, it must be ambitious in order to meet those standards. People are suddenly apprehensive about starting this type of business. People do not place their confidence and money in untrustworthy companies because trust is so crucial. As a result, the danger of new entrants is quite minimal, so that they cannot readily take the market, which means (1/5).

III. Competitive Pressures from Substitute Products

Transcom Electronics Ltd. is a large firm in Bangladesh that sells items to consumers based on their demands. Many buyers desire various types of devices to make their lives easier. Buyers from different company contact Transcom Electronics Ltd. for assistance with this type of product information. But if a company has its own manufacturing system, it will not seek assistance from Transcom Digital and will instead purchase the products based on demand. So, in terms of substitute products, we can say Transcom Electronics Ltd. has neutral competitive pressure, means (3/5).

IV. Power of Suppliers

Transcom Electronics Ltd. uses many third parties for its goods; nonetheless, the suppliers have no intention of interfering with Transcom Electronics Ltd. However, they may occasionally take advantage. Because there are other strong rivals who can employ third-party services. However, Transcom Electronics Ltd. is a large company with good connections with many suppliers, so this is not a major issue for them. So, the power of supplier is low, in such a manner that they won't disrupt Transcom digital's work that much, means (2/5).

V. Power of Buyers

On the market, there are other electronics companies. It is extremely difficult for many companies to remain competitive after Covid-19. However, the number of TD (Transcom

Digital) customers is large and growing by the day. Transcom Electronics Ltd. must also incorporate new technology, and they are continually on the lookout for new ones. But they have shortages of products availability in outlets. So, the power of buyer is high, at least in a way that their presence will put a little of a competitive pressure on their work, means (45).

2.7.2 SWOT Analysis

- **STRENGTHS**

- 1.Under one roof, all brands
- 2.Affordable pricing
- 3.Global brand perception
- 4.Corporate Goodwill
- 5.Brand Items
- 6.Good working connection with the distributor
- 7.Represent the company's name in the nation
- 8.After-sales support
- 9.Powerful and Proven Distribution Channel

- **WEAKNESSES**

- 1.There is no countrywide customer care setup.
- 2.Existing Market Rivals
- 3.Failure to reach the lowest income group

- **OPPORTUNITIES**

1. Advantage of the first mover
2. The number of showroom customers is growing.
3. Extensive distribution coverage
4. Massive market
5. Market for replacements
6. Expansion of the operators
7. Users of several mobile phones
8. Operators' reduction of call rates
9. New innovations and technological advances

- **THREATS**

1. Present Competitors
2. An issue with operator capacity
3. Government-imposed additional import taxes
4. China's market dominance
5. Overall market state
6. Inflationary pressures

2.8 Summary and Conclusions

"Transcom Electronics Ltd." is one of Bangladesh's largest companies and the country's premier electronics firm. Transcom Electronic Ltd. offers not only product services, but also additional services according to the client's requirements. Transcom Electronics Ltd. now has a large number of workers, including interns that work inside the firm. The crew is efficient and skilled enough to manage any challenging issue. The firm believes that their workers may constantly learn and improve while working.

Their employees are advised to make interactions with people in other organizations so that they can stay up to date on other companies' policies and marketing strategies. Transcom Electronics Ltd. develops a revenue target for the coming year. Transcom Electronics Ltd. is a large corporation, but they did not provide much information on its financial and accounting practices. Employees at Transcom Digital are consistently focused on their work. Transcom Digital's headquarters is always available to assist TD outlets. When clients require assistance, head office makes every effort to deliver the finest services possible. But on the same time, Transcom Digital should provide more and more On-the-job training sessions so that the employee from outlets can make good profit for the company.

Transcom Electronics Ltd. is continually seeking for innovative products to stay competitive. Transcom Electronics Ltd., being one of the renown industries in Bangladesh, has a large network, which gives their clients loyal to them and their company a strong brand reputation. So On-the-job training can give more information about the features and functionality of the product.

2.9 Recommendations

Even if Transcom Electronics Ltd. is a market leader, they must adapt or adopt some methods for impending issues, such as:

- **Participating in additional on-the-job training sessions**

The employees should be properly trained for the outlet; the corporation might maintain monthly or semi-annual training sessions for the employees. Because customers desire competent workers who can provide complete product information and persuade them to

buy the product. They should introduce a new product model as soon as it becomes obsolete in rivalry with others; the more they reflect new products, the more they will dominate the competition.

- **Investing on social media**

The advertising medium aids in the collection of information about the product firm, as well as their specials and discounts, and it raises client awareness. Transcom Digital should invest more on advertising. TV and billboard advertising are two forms of advertising that motivate responders. Transcom Digital should start with TV advertising and then go on to billboards to get customers to notice the brands they provide.

3. Chapter 3: Project Part

3.1 Introduction

Employees are the most valuable asset for the company if we can use them by giving the right direction. We know that training can provide an active group of employees who know how to deal with company's issues and what are the responsibilities for a particular job. Transcom Electronics is the part of Transcom Group Limited and one of their units is known as Transcom Digital, this part of the company is solely responsible for the electronics sector and deals various problem related to this sector. They have many brands for the consumers. (Transcom Digital | Buy Original Branded Electronic Products Online BD, n.d.)

Transcom Digital is already adopted with the new technologies and continuously changing their business structure over time. They normally run their business with professional employees in their corporate office. But they have 68 outlets all over Bangladesh. (Transcom Electronics, n.d.) In the outlets there are many experienced and unexperienced employees who are very talented but need some training sessions for themselves and this training is also beneficial for the company's own betterment.

3.2 Background of the study

Training program is very useful because it can create better employee for the company. For any training program we might need a framework which makes a perfect plan. We have to determine TNA for the company. (Gould, D., Kelly, D., & White, I., 2004) There should be some training objectives. And the most important part is delivery method. According to the trainer of Transcom Digital Operations, there are four types of training in Transcom Digital – Package training, On the job training, Classroom training and Online training. But here we only focus on 'On the job' training.

Researchers found out that there are two key aspects which are accepted all over the world. One is on-the-job training is a significant investment in human resource. Another one is

this training is the difference between specific and general. Employee productivity can be increased via general training at companies other than the trainer's. And employee productivity boosts at the company by specific training that offers the training but not at other companies. (Barron et al., 1997) That's why this study only focus on "On-The-Job Training Sessions" on the corporate culture. Our target location is only Transcom Digital outlets of Bangladesh. I will find some variables regarding on-the-job training sessions and conduct a field survey depending on those variables so that I can find out the factors. Field survey is a way to analysis data. (Ye et al., 2020) The target people are the employees of Transcom Digital.

3.3 Problem Statement

In the industry we can find out that employees are losing their job if they are not productive and they cannot fulfill their requirements for their assigned work. There is another problem which is related to the employee's self-determination. If the mentor cannot give motivation properly and cannot communicate properly about organizational commitment then the employee can feel demotivated. (Orpen, C.,1997). There are several studies which show us that a training is very essential part for a company. It is not only beneficial for the company but also beneficial for the employee himself.

Present studies regarding on-the-job training sessions have limited information in terms of Bangladesh. In Bangladesh, businessmen are facing various challenges for the insufficient scholarly information regarding human resources. Another reason behind this is businesses are only focus on the profit, they do not think from a long-term perspective. For long run, company must need an active group of people who can face any challenges.

3.4 Significance of the study

The proposed study will mainly focus on two things-

1. This study might help the researchers for their further investigation.
2. This study can help Transcom Digital to find out the effectiveness of "On-The-Job" training sessions.

In this study, we can see that there are lots of information regarding on-the-job training sessions. It shows how this training effecting the whole organization, how employees are benefited by the training, what are the factors behind the training, how we will take a proper training session and most importantly how this training session can affect the whole organization. On the other hand, it can give a clear idea about the effectiveness of “On-The-Job” training sessions for Transcom Digital. So that they can take further decisions on the basis of this study.

3.5 Literature Review

We can see that there is an important role plays human capital. So, we should know the concepts of human capital. As a result, we are here taking about Human Capital theory. (Fleischhauer, 2007) In terms of Human Capital theory, people should invest in human assets to get more productivity which is better than investing in financial or tangible assets. Here people can learn many things from “On-The-Job” training sessions. Here this training focuses on recent findings related to the theoretical works. (Frazis & Loewenstein, 2006) A dominating paradigm that has been generally recognized in the setting of corporations since the works of Fredric W. Taylor and throughout the 20th century is that focused on the benefits of remuneration as an incentive. The HRM practices in businesses and certain governmental administrations have backed the paradigm's view that salary plays a significant role in employee motivation. The paradigm's origins may be traced back to previous research on the concept of motivation; a corpus of theoretical and empirical research has arisen in search of motivating factors that might affect effort and, in turn, impact job performance. The paradigm of motivation via incentives eventually came to be based on the perspectives of two fields—economics and physiology—that are complimentary and mutually beneficial. (Gagné, 2014) Organizational psychology theories contend that people are rational and also that they make thoughtful decisions about whether to engage in work-related activity as well as the kind, scope, and duration of such activity. According to equity theory, motivation depends on a person's propensity to contrast their own circumstances with those of others used as references, either inside or outside of the firm. Fixing goals for people, in accordance with the goal-setting theory, boosts motivation

and work performance. The underlying assumption is that people have objectives that they intentionally work to achieve on their own. When the following five criteria are met, this theory enhances their performance: 1. The person believes he or she is capable of achieving the objectives; 2. Feedback is embedded into the system; 3. Incentives are offered when goals are accomplished; 4. Management supports as well as upholds the goals; and 5. The person consents to the objectives that have been given to him or her. (Gagné, 2014)

3.6 Methodology of the study

For this study, primary and secondary data will be used. For completing this study, we can see different methods, techniques and tools. The essential data are collected from secondary sources. Primary data- these data are collected by researcher. Here primary data is collected through interviews and online surveys. Secondary data- these data are collected from articles, annual reports, journals, websites and project paper.

Here we will see that both qualitative and quantitative methods are applied. For qualitative data I am going to conduct FGD (Focus Group Discussion) with 6 employees of Transcom Digital outlet. Because FGD involves 6 to 8 people in a period of time. (Ritchie & Lewis, 2003) And we know that the level of intercoder reliability is 25 percent. (Campbell et al., 2013) For quantitative data I have selected a sample of 50 people which are the 25 percent of all employ of Transcom Digital outlets. The sample is randomly taken. Because Here I will follow computer administered mode.

All the collected data will be proceeded by Microsoft word and excel table.

3.7 The factors of the survey

According to a paper which is published in a European journal tells that training can predict the performance of the employee. And this performance also effects the organizational performance (Ibrahim et al., 2017). Here I am developing a model to evaluate the process and impact of “On The Job Training Sessions” on the Corporate Culture of Transcom Digital. According to an article I am using literature review for making this questionnaire (Geer et al., 2006). The purpose of this survey is to know the effectiveness of “On the job training sessions”.

After participating in this survey, you can aware about “On the job training sessions”. This survey is divided into 5 categories (Category 1- Motivation, Category 2- Feedback, Category 3- Incentive, Category 4- Management support and Category 5- Objective).

3.8 Factor analysis

The process of examining the outcomes of employee-specific questionnaires as a result of survey results is referred to as survey analysis. Surveying your staff is the most efficient approach to acquire this information. Based on these observations, additional conclusions can be drawn, which may include qualitative remarks, numerical facts, or percentages.

Frequencies

Statistics

What is your age?

N	Valid	50
	Missing	0
Mean		2.2800
Median		2.0000

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	1	2.0	2.0	2.0
	25-30 years	35	70.0	70.0	72.0
	31-40 years	13	26.0	26.0	98.0
	More than 40 years	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.1 (What is your age?), we can see that the highest percentage of age group is 25 to 30 years, which is 70 percent. Second highest group is 31 to 40 years, which is 26 percent.

Frequencies

Statistics

What is your designation?

N	Valid	50
	Missing	0
Mean		4.2600
Median		4.0000

What is your designation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Branch Operation Head	3	6.0	6.0	6.0
	Branch Manager	4	8.0	8.0	14.0
	Assistant Branch Manager	21	42.0	42.0	56.0
	Executive	14	28.0	28.0	84.0
	Jr. Executive	8	16.0	16.0	100.0
	Total		50	100.0	100.0

According to figure 3.8.2 (What is your designation?), we can see that most of the employees are Assistant Branch Manager and Executive.

Frequencies

Statistics

Work experience in Transcom

Digital outlet

N	Valid	50
	Missing	0
Mean		2.3400
Median		2.0000

Work experience in Transcom Digital outlet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 1 year	13	26.0	26.0	26.0
	1-3 years	13	26.0	26.0	52.0
	4-7 years	18	36.0	36.0	88.0
	More than 7 years	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.3 (Work experience in Transcom Digital outlet), we can see that most of the people have 4 to 7 years' experience in Transcom Digital, which is 36 percent.

Frequencies

Statistics

“On the job training sessions” is very effective for me.

N	Valid	50
	Missing	0
Mean		4.7600
Median		5.0000

“On the job training sessions” is very effective for me.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.0	2.0	2.0
	Neutral	2	4.0	4.0	6.0
	Agree	4	8.0	8.0	14.0
	Strongly Agree	43	86.0	86.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.4 (“On the job training sessions” is very effective for me), we can see that almost 86 percent people strongly agree that On-the-job training sessions is an effective process for them.

Frequencies

Statistics

I feel motivated after attending the training sessions.

N	Valid	50
	Missing	0
Mean		4.8600
Median		5.0000

I feel motivated after attending the training sessions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	2.0	2.0	2.0
	Agree	5	10.0	10.0	12.0
	Strongly Agree	44	88.0	88.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.5 (I feel motivated after attending the training sessions), we can see that 88 percent people strongly agree with the statement that they feel motivated after attending the training sessions.

Frequencies

Statistics

Content of the training is organized and easy to follow.

N	Valid	50
	Missing	0
Mean		4.8200
Median		5.0000

Content of the training is organized and easy to follow.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	4.0	4.0	4.0
	Agree	5	10.0	10.0	14.0
	Strongly Agree	43	86.0	86.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.6 (Content of the training is organized and easy to follow), we can see that 86 percent people strongly agree that the content of training is organized.

Frequencies

Statistics

Training sessions are making my job experience more enjoyable.

N	Valid	50
	Missing	0
Mean		4.8200
Median		5.0000

Training sessions are making my job experience more enjoyable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	6.0	6.0	6.0
	Agree	3	6.0	6.0	12.0
	Strongly Agree	44	88.0	88.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.7 (Training sessions are making my job experience more enjoyable), we can see that most of the people are strongly agree with the statement that training sessions are making their job experience more enjoyable. The percentage of them is 88 percent.

Frequencies

Statistics

My trainer gives me feedbacks after attending the training sessions.

N	Valid	50
	Missing	0
Mean		4.8000
Median		5.0000

My trainer gives me feedbacks after attending the training sessions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	6.0	6.0	6.0
	Agree	4	8.0	8.0	14.0
	Strongly Agree	43	86.0	86.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.8 (My trainer gives me feedbacks after attending the training sessions), we can see 86 percent of people strongly agree that trainer gives them feedback after attending the training sessions.

Frequencies

Statistics

Feedbacks from training are beneficial for future.

N	Valid	50
	Missing	0
Mean		4.8600
Median		5.0000

Feedbacks from training are beneficial for future.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	4.0	4.0	4.0
	Agree	3	6.0	6.0	10.0
	Strongly Agree	45	90.0	90.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.9 (Feedbacks from training are beneficial for future), we can see that 90 percent of people are strongly agree that feedbacks from training are beneficial for future. Nobody disagrees with this statement.

Frequencies

Statistics

Trainer is adequately prepared for the training and I get proper feedback.

N	Valid	50
	Missing	0
Mean		4.7800
Median		5.0000

Trainer is adequately prepared for the training and I get proper feedback.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	6.0	6.0	6.0
	Agree	5	10.0	10.0	16.0
	Strongly Agree	42	84.0	84.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.10 (Trainer is adequately prepared for the training and I get proper feedback), we can see that most of the people strongly agree that trainer is adequately prepared for the training and employee get proper feedback from him.

Frequencies

Statistics

I have the opportunity to work on those feedbacks which are given by the trainer.

N	Valid	50
	Missing	0
Mean		4.7000
Median		5.0000

I have the opportunity to work on those feedbacks which are given by the trainer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	5	10.0	10.0	10.0
	Agree	5	10.0	10.0	20.0
	Strongly Agree	40	80.0	80.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.11 (I have the opportunity to work on those feedbacks which are given by the trainer), we can see that 80 percent employee strongly agree that they have the opportunity to work on those feedbacks which are given by the trainer after the training sessions.

Frequencies

Statistics

This training is helpful for achieving goals of my carrier.

N	Valid	50
	Missing	0
Mean		4.8400
Median		5.0000

This training is helpful for achieving goals of my carrier.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	4.0	4.0	4.0
	Agree	4	8.0	8.0	12.0
	Strongly Agree	44	88.0	88.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.12 (This training is helpful for achieving goals of my carrier), we can see that 88 percent people are strongly agree that On-the-job training is helpful for achieving their carrier goals.

Frequencies

Statistics

This training helps me to have some incentives.

N	Valid	50
	Missing	0
Mean		4.7200
Median		5.0000

This training helps me to have some incentives.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	2.0	2.0	2.0
	Neutral	2	4.0	4.0	6.0
	Agree	7	14.0	14.0	20.0
	Strongly Agree	40	80.0	80.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.13 (This training helps me to have some incentives), we can see that 80 percent people strongly agree that On-the-job training helps them to have some incentives.

Frequencies

Statistics

I am satisfied after getting some incentives for accomplishing the goals.

N	Valid	50
	Missing	0
Mean		3.6800
Median		4.0000

I am satisfied after getting some incentives for accomplishing the goals.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	14.0	14.0	14.0
	Disagree	5	10.0	10.0	24.0
	Neutral	8	16.0	16.0	40.0
	Agree	7	14.0	14.0	54.0
	Strongly Agree	23	46.0	46.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.14 (I am satisfied after getting some incentives for accomplishing the goals), we can see that 46 percent people strongly agree that they are satisfied after getting some incentives for accomplishing the goals. 14 percent people just agree that they are satisfied after getting some incentives for accomplishing the goals. 16 percent people have no comment on that statement. 10 percent people simply disagree with the statement. 14 percent people strongly disagree that they are satisfied after getting some incentives for accomplishing the goals.

Frequencies

Statistics

This incentive is enough for my current job position.

N	Valid	50
	Missing	0
Mean		3.6000
Median		4.0000

This incentive is enough for my current job position.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	12.0	12.0	12.0
	Disagree	6	12.0	12.0	24.0
	Neutral	11	22.0	22.0	46.0
	Agree	6	12.0	12.0	58.0
	Strongly Agree	21	42.0	42.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.15 (This incentive is enough for my current job position), we can see that 42 percent employee strongly agree that incentive is enough for his current job position. 12 percent employee just agree with the statement. 22 percent people have no comment on the statement. 12 percent people simply disagree that incentive is enough for his current job position. 12 percent people strongly disagree that that incentive is enough for his current job position.

Frequencies

Statistics

The management of Transcom Digital is trying to give a proper training session.

N	Valid	50
	Missing	0
Mean		4.7400
Median		5.0000

The management of Transcom Digital is trying to give a proper training session.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.0	2.0	2.0
	Neutral	2	4.0	4.0	6.0
	Agree	5	10.0	10.0	16.0
	Strongly Agree	42	84.0	84.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.16 (The management of Transcom Digital is trying to give a proper training session), we can see that 84 percent people strongly agree that the management of Transcom Digital is trying to give a proper training session. And 2 percent people strongly disagree with the statement. 10 percent people are simply agreeing that the management of Transcom Digital is trying to give a proper training session. 4 percent people do not give any comments on that.

Frequencies

Statistics

The management team supports the training properly.

N	Valid	50
	Missing	0
Mean		4.7800
Median		5.0000

The management team supports the training properly.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.0	2.0	2.0
	Neutral	2	4.0	4.0	6.0
	Agree	3	6.0	6.0	12.0
	Strongly Agree	44	88.0	88.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.17 (The management team supports the training properly), we can see that 88 percent employee strongly agree that the management team supports the training properly. 6 percent people just agree with the statement. 2 percent strongly disagree that the management team supports the training properly. And 4 percent people have no comment on that statement.

Frequencies

Statistics

They are trying to provide every essential thing for the training sessions.

N	Valid	50
	Missing	0
Mean		4.8000
Median		5.0000

They are trying to provide every essential thing for the training sessions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	2.0	2.0	2.0
	Neutral	2	4.0	4.0	6.0
	Agree	2	4.0	4.0	10.0
	Strongly Agree	45	90.0	90.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.18 (They are trying to provide every essential thing for the training sessions), we can see that 90 percent people strongly agree that the management of Transcom Digital is trying to provide every essential thing for the training sessions. 4 percent just agree with the statement, 4 percent people has no comment. 2 percent people strongly disagree that the management of Transcom Digital is trying to provide every essential thing for the training sessions.

Frequencies

Statistics

Sometimes I feel pressure from management for attending the training sessions.

N	Valid	50
	Missing	0
Mean		4.3800
Median		5.0000

Sometimes I feel pressure from management for attending the training sessions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	10.0	10.0	10.0
	Disagree	1	2.0	2.0	12.0
	Neutral	3	6.0	6.0	18.0
	Agree	2	4.0	4.0	22.0
	Strongly Agree	39	78.0	78.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.19 (Sometimes I feel pressure from management for attending the training sessions), we can see that 78 percent people strongly agree that sometimes they feel pressure from management for attending the training sessions. 4 percent people simply agree that sometimes they feel pressure from management for attending the training sessions. 10 percent people strongly disagree that sometimes they feel pressure from management for attending the training sessions. 2 percent people just disagree with the statement and 6 percent people has no comment on the statement.

Frequencies

Statistics

Objectives of the training are
clearly defined.

N	Valid	50
	Missing	0
Mean		4.8600
Median		5.0000

Objectives of the training are clearly defined.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	4.0	4.0	4.0
	Agree	3	6.0	6.0	10.0
	Strongly Agree	45	90.0	90.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.20 (Objectives of the training are clearly defined), we can see that 90 percent of people strongly agree that objectives of the training are clearly defined. 6 percent people simply agree that objectives of the training are clearly defined. 4 percent people do not have any comment on the statement.

Frequencies

Statistics

The objectives are fully accomplished after attending the training sessions.

N	Valid	50
	Missing	0
Mean		4.8200
Median		5.0000

The objectives are fully accomplished after attending the training sessions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	6.0	6.0	6.0
	Agree	3	6.0	6.0	12.0
	Strongly Agree	44	88.0	88.0	100.0
Total		50	100.0	100.0	

According to figure 3.8.21 (The objectives are fully accomplished after attending the training sessions), we can see that 88 percent people strongly agree that the objectives are fully accomplished after attending the training sessions. 6 percent people simply agree that the objectives are fully accomplished after attending the training sessions. And 6 percent people do not have any comments on the statement.

Frequencies

Statistics

Training experience will be useful to achieve my objectives.

N	Valid	50
	Missing	0
Mean		4.8800
Median		5.0000

Training experience will be useful to achieve my objectives.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	4.0	4.0	4.0
	Agree	2	4.0	4.0	8.0
	Strongly Agree	46	92.0	92.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.22 (Training experience will be useful to achieve my objectives), we can see that 92 percent people strongly agree that training experience will be useful to achieve their own carrier objectives. 4 percent people simply agree with the statement. 4 percent people do not have any comment on the statement.

Frequencies

Statistics

There is a positive relation between my carrier objectives and the organization's objective.

N	Valid	50
	Missing	0
Mean		4.8800
Median		5.0000

There is a positive relation between my carrier objectives and the organization's objective.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	4.0	4.0	4.0
	Agree	2	4.0	4.0	8.0
	Strongly Agree	46	92.0	92.0	100.0
	Total	50	100.0	100.0	

According to figure 3.8.23 (There is a positive relation between my carrier objectives and the organization's objective), we can see that 92 percent people strongly agree that there is a positive relation between their carrier objectives and the organization's objective. 4 percent people simply agree with the statement. 4 percent people do not have any comment on that.

3.10 Regression

Here is the regression with SPSS by using the questioner of the survey.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	There is a positive relation between my carrier objectives and the organization's objective.. Work experience in Transcom Digital outlet. This incentive is enough for my current job position.. Sometimes I feel pressure from management for attending the training sessions.. What is your designation?. I have the opportunity to work on those feedbacks which are given by the trainer.. They are trying to provide every essential thing for the training sessions.. The management of Transcom Digital is trying to give a proper training session.. "On the job training sessions" is very effective for me.. I am satisfied after getting some incentives for accomplishing the goals.. Trainer is adequately prepared for the training and I get proper feedback.. This training helps me to have some incentives.. My trainer gives me feedbacks after attending the training sessions.. The objectives are fully accomplished after attending the training sessions.. Feedbacks from training are beneficial for future.. I feel motivated after attending the training sessions.. The management team supports the training properly.. This training is helpful for achieving goals of my carrier.. Content of the training is organized and easy to follow.. Training sessions are making my job experience more enjoyable.. Objectives of the training are clearly defined. ^b		Enter

a. Dependent Variable: What is your age?
b. Tolerance = .000 limit reached.

Figure 3.10.1: Regression

3.11 T-test

Here I am doing a T-test for two highest number of groups who are working in Transcom outlets.

T-Test

Group Statistics					
	What is your age?	N	Mean	Std. Deviation	Std. Error Mean
I am satisfied after getting some incentives for accomplishing the goals.	25-30 years	35	3.5714	1.52017	.25696
	31-40 years	13	3.9231	1.49786	.41543

Independent Samples Test										
		Levene's Test for Equality of Variances				t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I am satisfied after getting some incentives for accomplishing the goals.	Equal variances assumed	.002	.961	-.715	46	.478	-.35165	.49187	-1.34173	.63844
	Equal variances not assumed			-.720	21.811	.479	-.35165	.48848	-1.36520	.66190

Figure 3.11.1: T-test

3.12 Qualitative Data Analysis

I arrange a FGD (Focus Group Discussion) with 6 employees of Transcom Digital outlet. Here, I got some information regarding On-the-job training sessions. Though I take a survey of 50 people, I also arrange a group discussion session. I take six people's interview regarding my topic. Most of them are 25 -35 years old. Most of them are graduated and some employee also completed their post-graduation. They all have 4-9 years' experience in Transcom Digital outlets. Here I talked with 2 ABM (Assistant Branch Manager), 3 BOH (Branch Operation Head) and 1 BM (Branch Manager). They all are feeling good in working here.

Accordinging to appendix C, different speakers discuss the importance of training for employees at Transcom Digital. Some feel the current training opportunities are sufficient, while others want more On-the-job training sessions and clearer instruction. Overall, training is seen as essential for developing skills and improving customer service. After taking the interview, according to figure 3.12.1, I see that 4 out of 6 people think that On-the-job training is not enough in Transcom Digital.

Here we can see some statements which are taken from 6 employees of Transcom Digital Outlet:

Speaker	Description (Highlighted Statements)
Speaker 1	Training is good enough for them, there are many opportunities for them to have different types of training.
Speaker 2	Every month there are 2-3 training sessions. If there are some new products in the showroom then the trainer gives training to them about the features of the product.
Speaker 3	Executive people have to give exam so that the trainer will know about their knowledge and understanding regarding the product. If

	<p>they use this information about the product then customer will feel more interested to purchase from them. These trainings help them to increase their experience and product knowledge.</p>
Speaker 4	<p>Transcom Digital provide good trainings but after Covid-19 they are providing online based training which is not organized properly. They want more On-the-job training sessions. Training has a good impact on career and personal life. It helps to develop their skills.</p>
Speaker 5	<p>It is impossible to know about the specification of the product without training. So, training is very necessary for every employee.</p>
Speaker 6	<p>Some of them facing some problems regarding training. During On-the-job training sessions, sometimes trainer comes in a rush hour when there are customers in the showroom. So, the trainer should come between 12:30 pm to 3:00 pm because that time the showroom is mostly empty. Additionally, if the training is given deeper and clearer concept about the product then they can learn better than before. If trainer shows the benefits of the product practically then it will help them.</p>

3.13 Summary and Conclusions

3.13.1 Summary of Findings

After reviewing the data and examining the outlets, I discovered the following:

1. Most employees in the Gulshan shop are pleased with their incentives since they sell more merchandise than other outlets.
2. The majority of employees at the Gulshan outlet believe the incentives for their present employment position are fair and adequate.
3. Online training is used more frequently than on-the-job training in Transcom Digital outlets.
4. The majority of the employees are between the ages of 25 and 30.
5. The majority of staff have been with the company for 4 to 7 years.
6. Transcom digital is effective in on-the-job training sessions, according to respondents.
7. More on-the-spot training sessions are desired by employees.
8. Training session feedback is beneficial to the employee.
9. Transcom Digital's management compels their personnel to attend such training sessions for the benefit of everybody.

3.13.2 Conclusions

Employees differ widely in age, income, education level, and experience throughout the world. Understanding how these disparities effect internal business growth is one of the most difficult tasks firms confront. General training at organizations other than the trainers can boost employee productivity.

Employee productivity is increased at the firm through unique training that is not available at other organizations. As a result, this research focuses solely on "On-the-Job Training Sessions" on corporate culture. At the end of the report, I can state that there are numerous reasons for Transcom

to choose on-the-job training over online training. If employees view the items during training sessions, they will be able to learn more about them. The company has a strong reputation and will continue to do so in the future with great pride.

To sum up, Transcom Electronic has enormous potential in Bangladesh. Transcom Electronics will undoubtedly sustain its growth in the next years by applying creative tactics, as necessitated by the extremely competitive business climate. This organization provides on-the-job training to its staff in order for them to produce greater results than previously.

3.14 Recommendations/Implications

To be one of the winning firms, "Transcom" can accomplish the following:

- Transcom Digital can build up its own individual place where they can be trained by the trainer in various districts, upazila cities of the country, thus increasing the company's sales volume.
- Transcom Digital needs to build more employee facilities and provide enhanced training.
- The organization should not follow the usual training approach, but rather invent new methods to train people.
- Prior to training, they should conduct TNA, and then deliver training based on their requirements.

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- **Appendix A.1**

Questioner

The process and impact of “On The Job Training Sessions” on the Corporate Culture of Transcom Digital

According to a paper which is published in a European journal tells that training can predict the performance of the employee. And this performance also effects the organizational performance (Ibrahim et al., 2017). Here I am developing a model to evaluate the process and impact of “On The Job Training Sessions” on the Corporate Culture of Transcom Digital. According to an article I am using literature review for making this questionnaire (Geer et al., 2006). The purpose of this survey is to know the effectiveness of “On the job training sessions”. After participating in this survey, you can aware about “On the job training sessions”. This survey is divided into 5 categories (Category 1- Motivation, Category 2- Feedback, Category 3- Incentive, Category 4- Management support and Category 5- Objective). You have to give your opinions for each category. Please indicate how much you actually agree or disagree with the statements which are given below.

Thank you for your participation.

Choose the right answer according to you.

1. Age-

- 18-24 years
- 25-30 years
- 31-40 years
- More than 40 years

2. Designation-

- Branch Operation Head
- Branch Manager
- Deputy Branch Manager
- Assistant Branch Manager
- Executive
- Jr. Executive
- Promoter

3. Work experience in Transcom Digital outlet-

- Below 1 year
- 1-3 years
- 4-7 years
- More than 7 years

Scale: Strongly Agree- 5

Agree- 4

Neutral- 3

Disagree- 2

Strongly Disagree- 1

Factors	Category	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1. “On the job training sessions” is very effective for me.	Category- 1					
2. I feel motivated after attending the training sessions.	Category- 1					
3. Content of the training is	Category- 1					

organized and easy to follow.						
4. Training sessions are making my job experience more enjoyable.	Category- 1					
5. My trainer gives me feedbacks after attending the training sessions.	Category- 2					
6. Feedbacks from training are beneficial for future.	Category- 2					
7. Trainer is adequately prepared for the training and I get proper feedback.	Category- 2					
8. I have the opportunity to work on those feedbacks which	Category- 2					

are given by the trainer.						
9. This training is helpful for achieving goals of my carrier.	Category-3					
10. This training helps me to have some incentives.	Category-3					
11. I am satisfied after getting some incentives for accomplishing the goals.	Category-3					
12. This incentive is enough for my current job position.	Category-3					
13. The management of Transcom Digital is trying to give a proper training session.	Category-4					
14. The management team supports the training properly.	Category-4					

<p>15. They are trying to provide every essential thing for the training sessions.</p>	<p>Category- 4</p>					
<p>16. Sometimes I feel pressure from management for attending the training sessions.</p>	<p>Category- 4</p>					
<p>17. Objectives of the training are clearly defined.</p>	<p>Category- 5</p>					
<p>18. The objectives are fully accomplished after attending the training sessions.</p>	<p>Category- 5</p>					
<p>19. Training experience will be useful to achieve my objectives.</p>	<p>Category- 5</p>					
<p>20. There is a positive relation between my carrier objectives and the</p>	<p>Category- 5</p>					

organization's objective.						
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- **Appendix A.2**

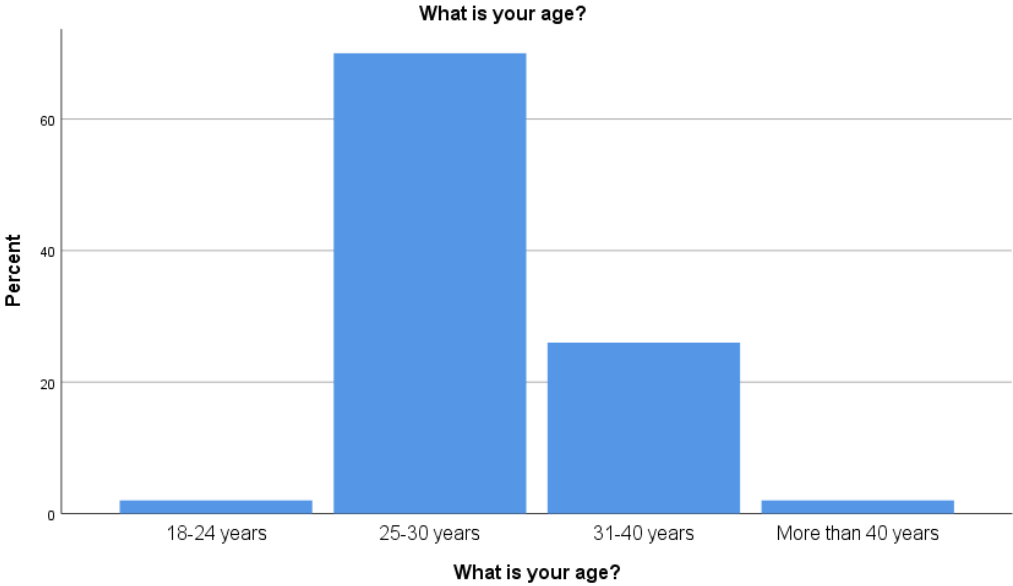


Figure 3.8.1

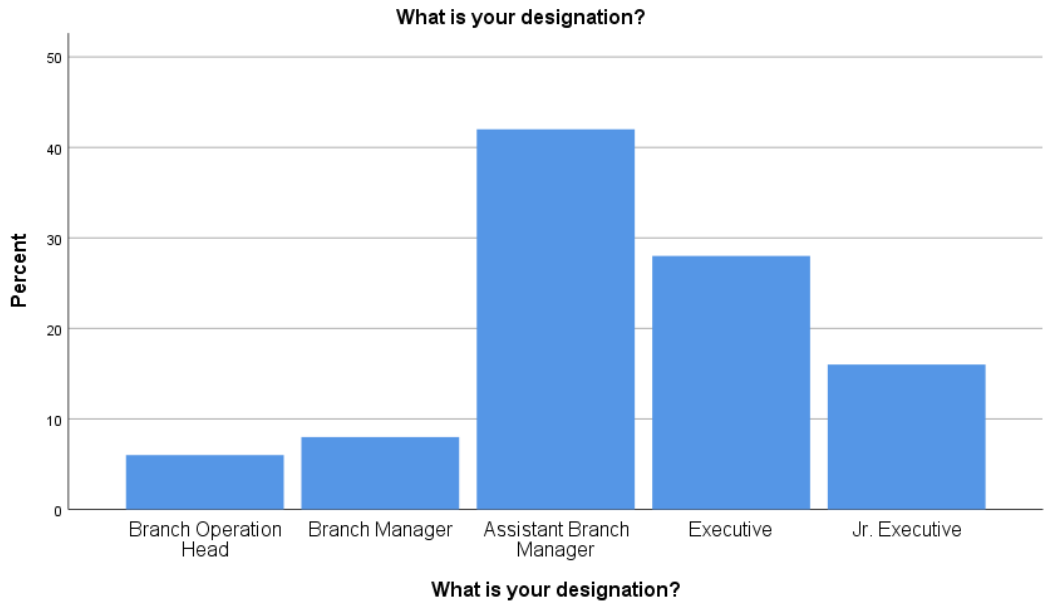


Figure 3.8.2

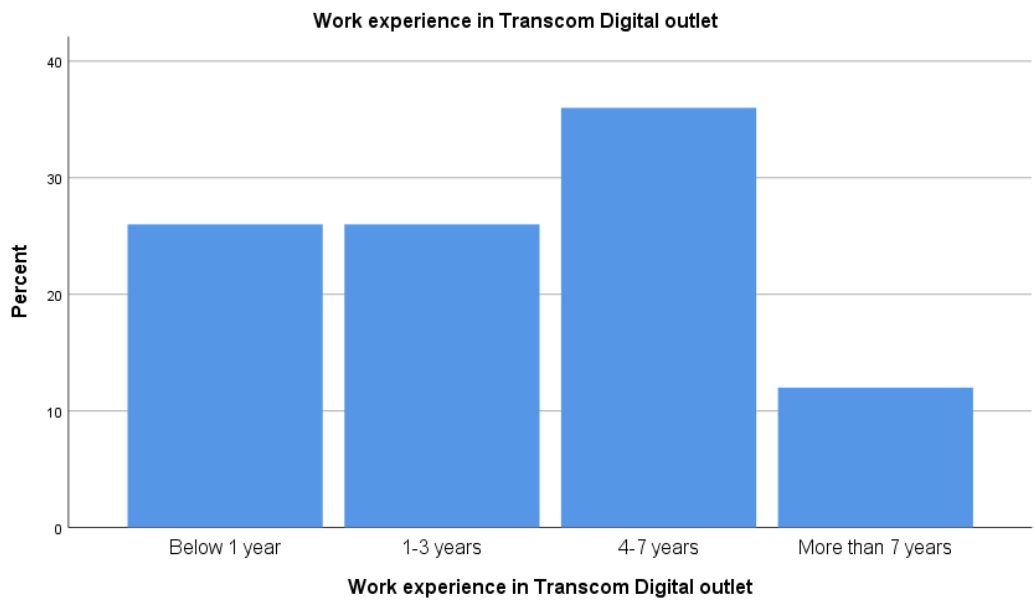


Figure 3.8.3

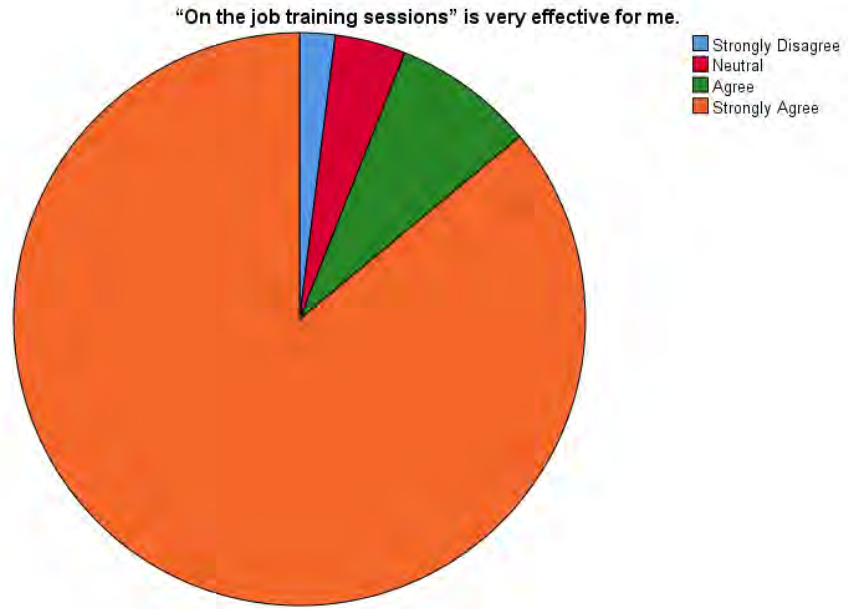


Figure 3.8.4

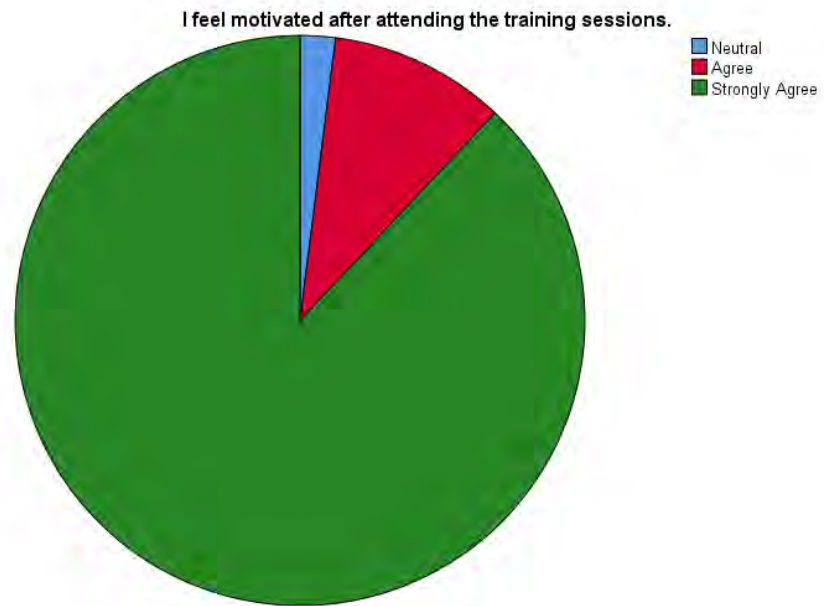


Figure 3.8.5

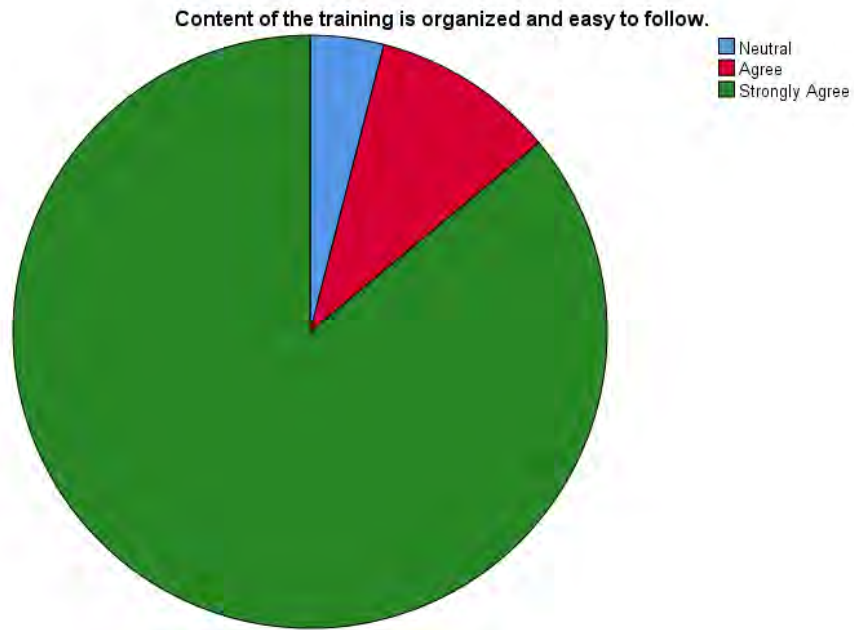


Figure 3.8.6



Figure 3.8.7

My trainer gives me feedbacks after attending the training sessions.

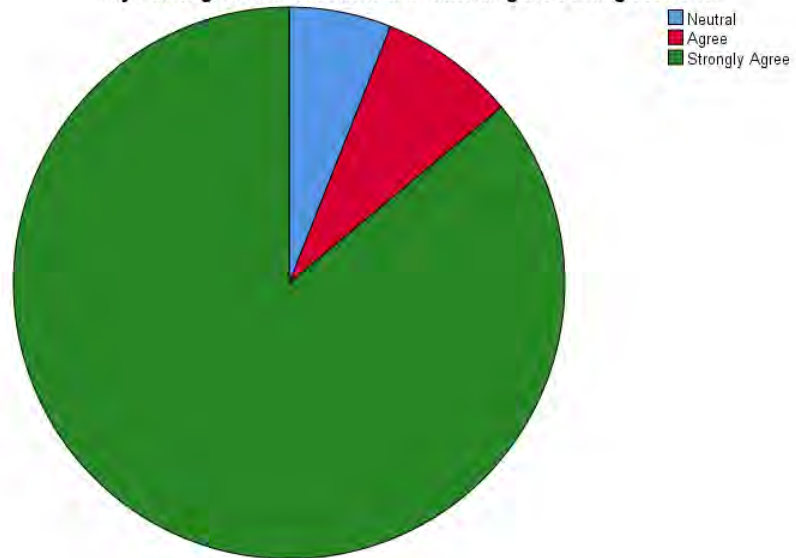


Figure 3.8.8

Feedbacks from training are beneficial for future.

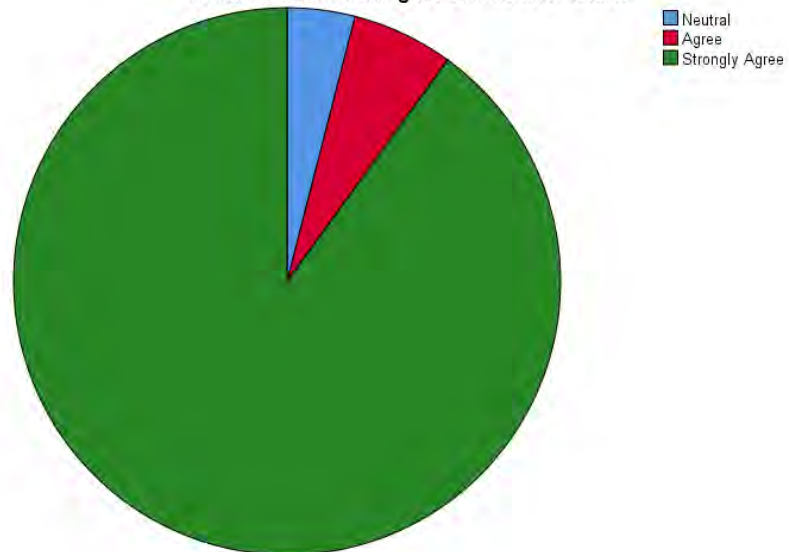


Figure 3.8.9

Trainer is adequately prepared for the training and I get proper feedback.

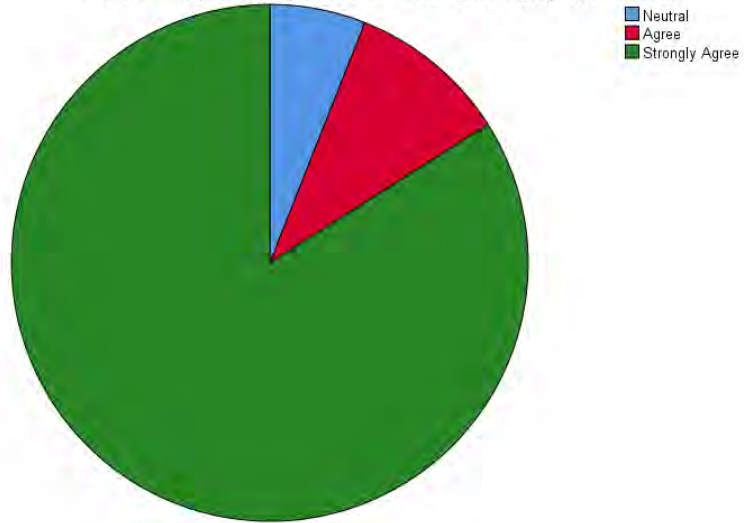


Figure 3.8.10

I have the opportunity to work on those feedbacks which are given by the trainer.

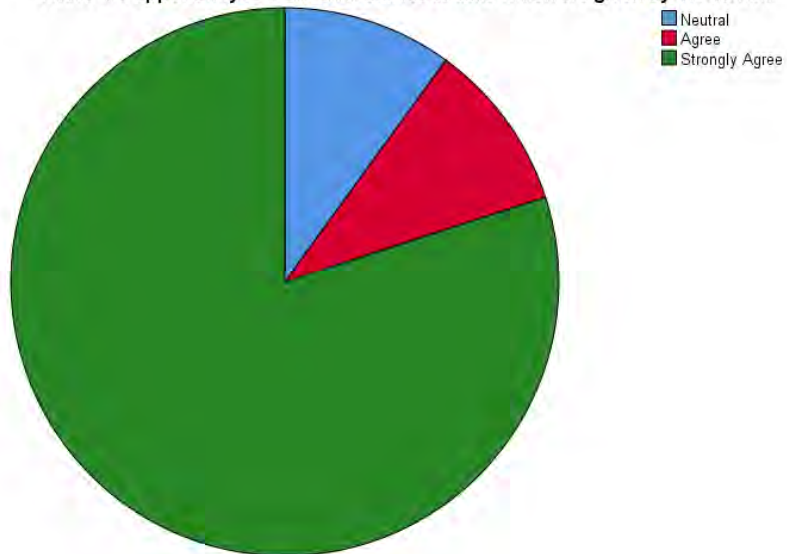


Figure 3.8.11



Figure 3.8.12



Figure 3.8.13

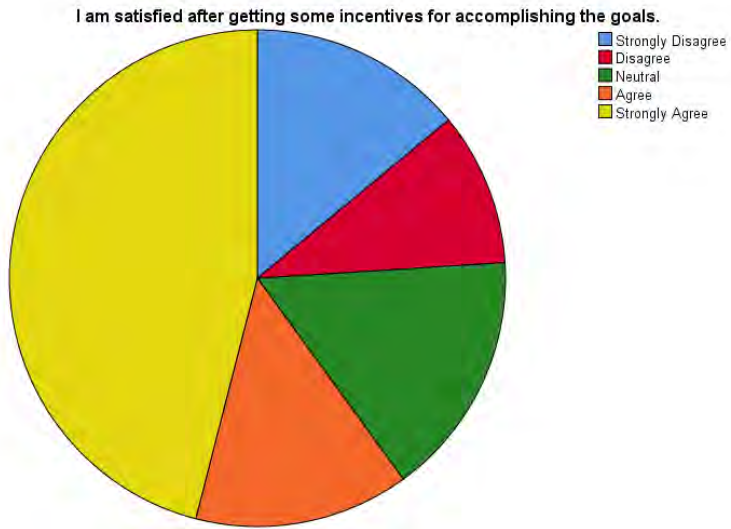


Figure 3.8.14

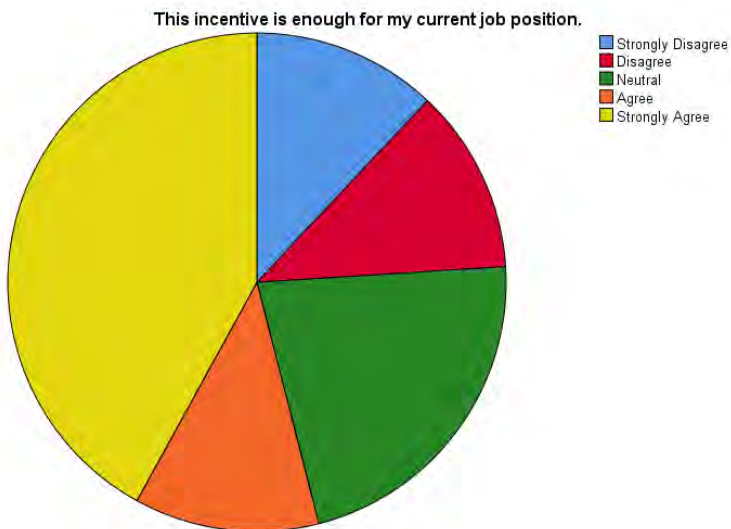


Figure 3.8.15

The management of Transcom Digital is trying to give a proper training session.

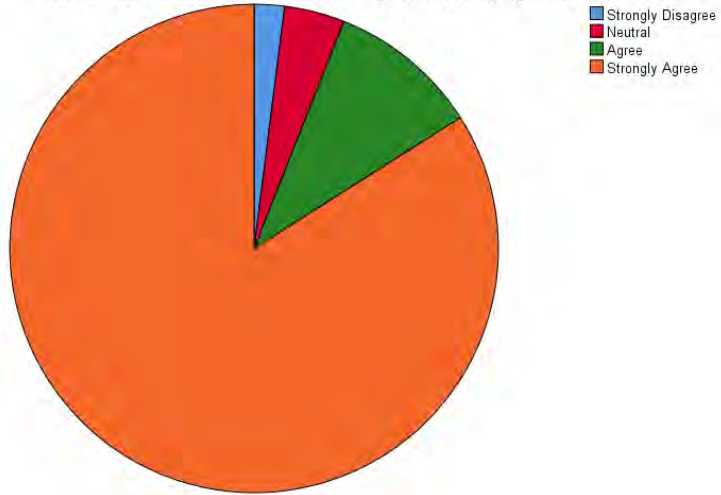


Figure 3.8.16

The management team supports the training properly.

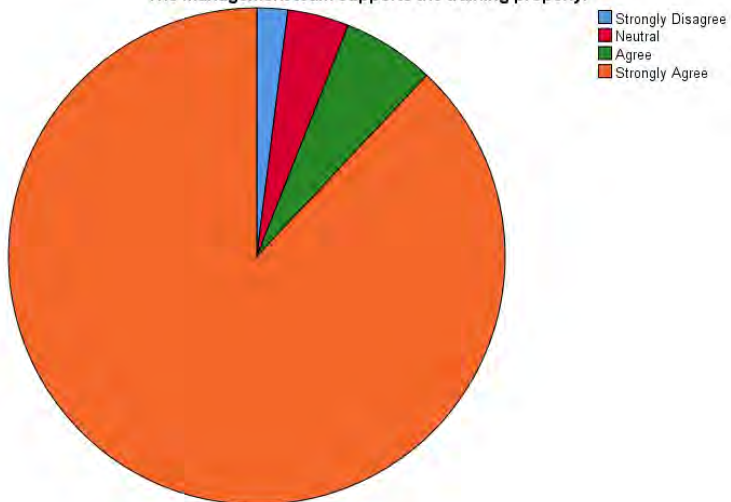


Figure 3.8.17

They are trying to provide every essential thing for the training sessions.

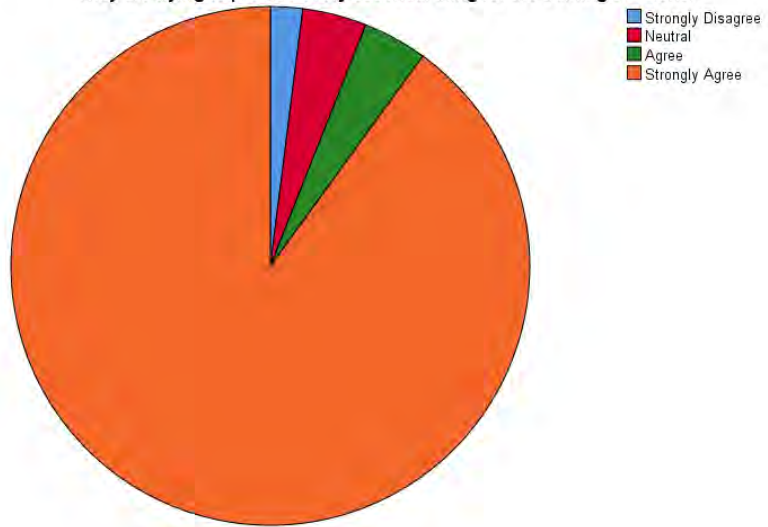


Figure 3.8.18

Sometimes I feel pressure from management for attending the training sessions.

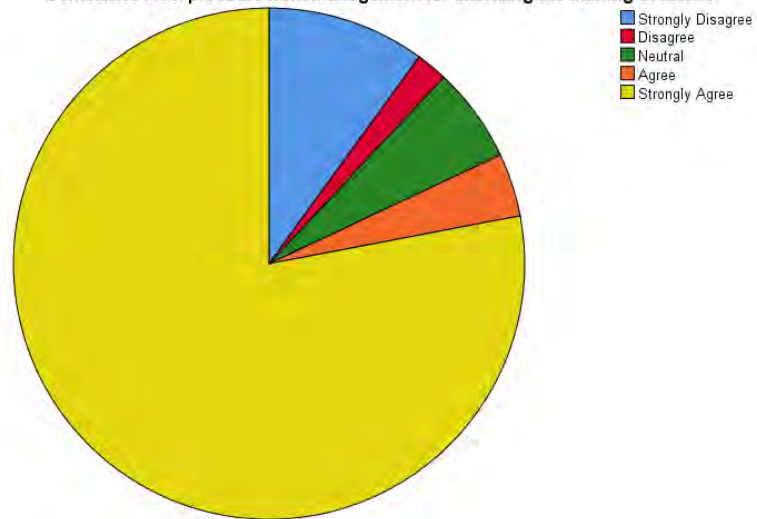


Figure 3.8.19

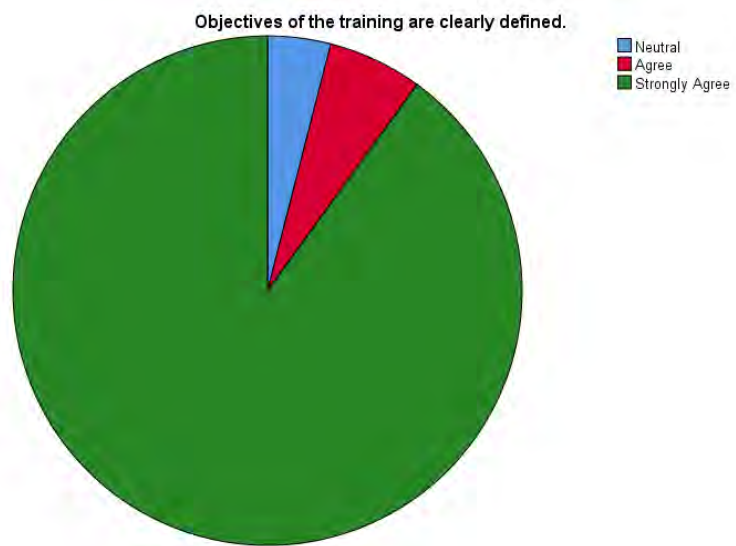


Figure 3.8.20

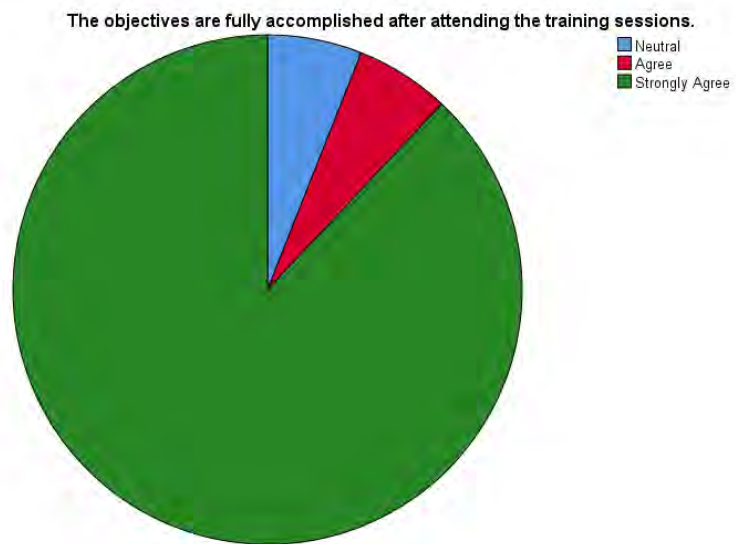


Figure 3.8.21



Figure 3.8.22

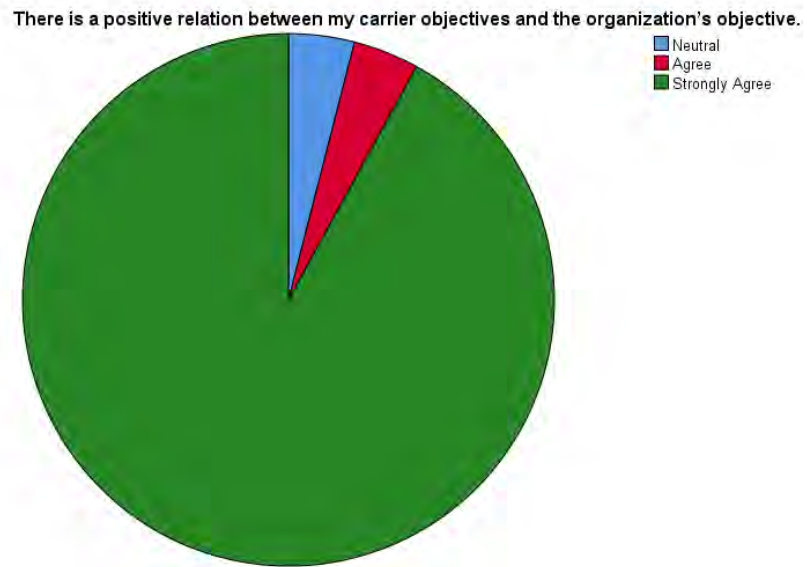


Figure 3.8.23

- **Appendix B**

Personal Interview Question

- What is your age?
- What is your educational qualification?
- What is your current designation?
- How many years you are working here?
- How does it feel to work here?
- What is the opportunity to take your training at Transcom outlet? Are they able to provide proper training?
- How is On-the-job training impacting your career?
- Are you able to learn something new through this training?
- What problems do you face in terms of training?

- **Appendix C**

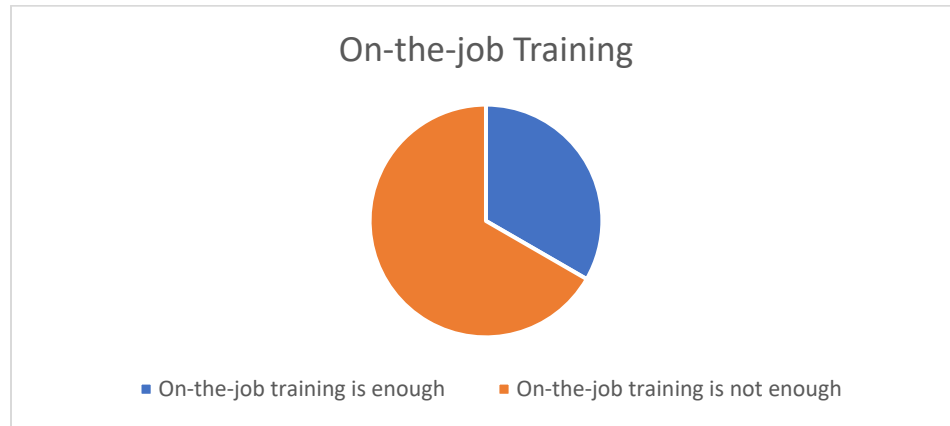


Figure 3.12.1: Qualitative data of On-the-job training sessions