

Report on

Exploring New Horizons: A Comprehensive Look into ACI Logistics Limited's (Shwapno)
Recruitment and Selection Process

By

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ID: 18204038

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

BRAC Business School

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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 that has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Syed Ashikul Islam

18204038

Supervisor's Full Name & Signature:

Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

Letter of Transmittal

Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

I would like to convey my heartfelt appreciation for the opportunity to successfully conclude my internship at ACI Logistic Limited (Shwapno) and submit this detailed report. I credit the achievement of these significant milestones to the compassion of the Divine.

I am particularly grateful for your tremendous mentorship and oversight during my internship, which has enhanced my professional development. This report contains a comprehensive and concise outline of my tasks and responsibilities. Utilizing the pertinent data, I endeavored to ensure that my progress toward the culmination of this report was both succinct and enlightening. This experience has enhanced my ability to apply theoretical information in practical situations, hence increasing the likelihood of achieving success in my chosen field of work.

Sincerely yours,

Syed Ashikul Islam

ID: 18204038

BRAC Business School

BRAC University.

Non-Disclosure Agreement

This agreement is made and entered into by and between ACI Logistics Ltd (Shwapno) and the undersigned student at BRAC University.

Syed Ashikul Islam

18204068

BRAC Business School

BRAC University

Acknowledgment

I extend my heartfelt thanks to Almighty Allah for bestowing upon me the courage needed to finalize the report within the specified timeframe. My internship experience in the HR department at ACI Logistics Limited has proven to be an invaluable opportunity, allowing me to immerse myself in the intricacies of the business and the overall workplace atmosphere.

I want to take this opportunity to express my deep appreciation to Professor Shamim Ehsanul Haque, one of the highly respected professors at BRAC Business School, BRAC University. His consistent advice and assistance were essential to my report's successful completion.

I would like to express my genuine gratitude to the team and my supervisor, Asraful Hoque, who holds the position of Deputy Manager in the HR Department at ACI Logistics Ltd (SHWAPNO). Their indispensable assistance and provision of crucial materials greatly contributed to the effective culmination of my project.

I want to extend my heartfelt gratitude to ACI Logistics Ltd. for granting me the opportunity to partake in an internship with their prestigious organization. I am grateful to the entire crew for their generous support during the report's completion, which was crucial for achieving this success.

Finally, I want to express my deep gratitude to my family and friends for their unwavering support and help throughout the entire process of writing this report.

Executive Summary:

The present article originates from the obligatory three-month practicum that is an integral part of the Bachelor of Business Administration (BBA) program at BRAC University. The main aim of this study is to examine the recruiting and selection procedure employed by ACI Logistics Limited, the supervisory body of Shwapno, the largest and number one retail chain in the country.

Furthermore, an exhaustive evaluation of the recruitment and selection procedures utilized by ACI Logistics Limited is undertaken as part of the research. The manuscript is divided into four discrete sections. The initial chapter provides a thorough exposition, encompassing all pertinent particulars. ACI Logistics Limited is presented in the second chapter, which also includes a synopsis of Shwapno's corporate characteristics, locations, mission, vision, and offerings.

Moreover, an in-depth examination of the recruitment and selection processes employed by ACI Logistics Corporate and its diverse branches is presented in Chapters Three and Four. This entails a comprehensive analysis of the recruitment policy, recruitment sources, and selection methodologies. The sixth chapter provides a comprehensive summary of the significant discoveries made throughout the research conducted by ACI Logistics Limited. In addition, the recommendations section highlights several suggestions that have been formulated based on my expertise and observations.

List of Acronyms

HRD	Human Resource Department
ED	Executive Director
KSA	Knowledge, Skills & Abilities
OOM	Outlet Operation Manager
ICMO	Inventory Cash Management Officer
AOOM	Assistant Outlet Operation Manager
POS	Point of Sale
BSM	Back Store Manager
DA	Dream Attendant
CA	Checkout Assistant

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Chapter 1: Overview of Internship

1.1 Student Information:

Name:	Syed Ashikul Islam
ID:	18204038
Program:	Bachelor of Business Administration (BBA)
Major:	Human Resource Management & Marketing (Dual)
Minor:	N/A

Table 1: Student Information

1.2 Internship Information:

1.2.1 Period, Company Name, Department, Address:

Period:	1st August - 1st January
Company Name:	ACI Logistic Limited (Shwapno)
Department:	Human Resource Department (Talent Acquisition Team)
Address:	Novo Tower, 270, Dhaka

Table 2: Information about the Internship

1.2.2 Company Supervisor's Information:

Name:	Asraful Hoque
Designation:	Deputy Manager (Human Resource Department)

Table 3: Company Supervisor's Information

1.3 Internship Outcome:

1.3.1 Student's contribution to the company:

Streamlining the recruitment and hiring process by overseeing tasks such as creating and distributing job adverts, assessing applicants, and organizing interview timetables. Utilizing orientation materials and facilitating new hire orientations to optimize the onboarding process for recently recruited staff. Guaranteeing the precision and adherence of personnel records by swiftly and accurately updating information within the HR system and offering extensive assistance to the HR department by undertaking many tasks and projects, such as conducting research and organizing staff gatherings, and enhancing employee involvement and growth by organizing team-building events and implementing employee engagement initiatives. Maintain a digital HR dashboard to offer the department head a thorough summary of the most recent recruitment developments.

1.3.2 Benefits to the student:

As a member of the Recruitment and Selection team at ACI Logistics Ltd., I am entrusted with the responsibility of leading initiatives to efficiently identify and integrate outstanding personnel. My duties include developing persuasive job advertisements, conducting thorough

evaluations of resumes, and facilitating insightful interviews in order to identify candidates who possess the necessary qualifications to meet the requirements of our organization.

With a strong commitment to maintaining accuracy and adherence to regulations, I consistently update personnel records in the HR system. By closely collaborating with the HR department as a whole, I actively contribute to the organization of engaging employee activities and conducting research in support of various initiatives, thereby fostering a positive work environment.

Ensuring a favorable candidate experience is of the utmost importance to me, as is cultivating a flourishing organizational culture. Contributing to the enhancement of strategic planning and decision-making, I assisted in the development of a digital HR dashboard for department chiefs that provided real-time updates on the most recent recruitment developments.

Primarily, my responsibility entails fostering a dynamic and proficient workforce, thereby contributing to the success of ACI Logistics Ltd., in addition to recruiting exceptional talent. I am wholeheartedly dedicated to fostering organizational development and implementing successful recruitment strategies to effect significant change.

1.3.3 Recommendations to the company on future internships:

To enhance the effectiveness of ACI Logistics Limited (Shwapno), it is recommended to establish a concise and unambiguous set of duties and expectations for interns. Moreover, it is advisable to continuously offer comments and evaluations regularly. Interns can acquire essential expertise and understanding by engaging in meticulously organized training programs and receiving guidance from mentors. Providing interns with meaningful and hands-on assignments will cultivate a feeling of purpose and responsibility. Ensuring open and honest

interaction and promoting a supportive and motivating work atmosphere are essential factors in this context. As an HR trainee, I mostly focused on internal aspects and needed to have the opportunity to contact others in the organization. However, increasing the chances for students to network and build relationships with fellow employees and others in the company and involving them in cross-functional teams to gain knowledge across different aspects of the business would increase the probability of these interactions.

To enhance students' understanding of the company's values and beliefs, ACI Logistics Limited (Shwapno) may contemplate offering fair remuneration and benefits. This technique would effectively enhance the entire experience and involvement of interns.

1.4 Objective of the study:

The outcome of a study is primarily influenced by the assessment of its aims and goals. The objectives of this study can be categorized into primary goals or specific objectives.

1.4.1 Primary Objective:

The primary objective is to showcase the processes for hiring and choosing employees of ACI Logistics Limited.

1.4.2 Specific Objectives:

- To conduct a thorough analysis of the advantages and disadvantages of ACI Logistics Limited's recruitment and selection process.
- Acquire knowledge of the techniques utilized to identify prospective employees in an organizational setting.
- To emphasize the fundamental importance of the recruitment and selection processes.

1.5 Scope of the study:

The purpose of this inquiry is to demonstrate the staff recruitment and evaluation methods conducted by ACI Logistics Limited. The data regarding this issue has been acquired via the organization's regulating authority. The study aims to assess the efficacy of the company's hiring and selection processes. In order to tackle the difficulties related to the recruiting and selection procedures, it is crucial for higher authorities to give utmost importance to this process. Following the prescribed strategies stated in the study will provide individuals with substantial advantages in overcoming forthcoming challenges.

1.6 Methodology:

The majority of the report is derived from my professional experiences at the organization. I also tried to locate useful data from different sources which will aid in the assessment's completion.

1.7 Data Collection:

For this internship report, I have decided to work with ACI Logistics Limited (Shwapno) because it is currently one of the largest and most renowned companies in Bangladesh, with trustworthy methods for data collection. Both main and secondary sources of information are utilized in the compilation of this paper's data.

1.7.1 Primary Sources:

During the initial studies, data is collected by directly seeing and documenting information. Both the internal records of the organization and outside sources do not possess the required data for the Report. At some point, it may become imperative to "gather primary data," referring to the need to carry out studies in one another. The report's main information was mostly collected from the following sources:

1. In-person conversation with the superior authority also Interaction with certain staff

2. Engaging in personal interaction with human resources representatives

1.7.2 Secondary data sources:

This research extensively investigated secondary data using several methods:

- Books: appropriate books and literary works were frequently quoted for better understanding.
- Internet: The vast web was utilized to gather more data.
- Yearly Reports: ACI Logistics Limited's yearly reports revealed its activities and results.

1.8 Drawbacks:

This paper seeks information yet has limitations:

- Fast completion may have reduced this paper's depth and scope.
- Official Timetable: Key personnel's packed schedules hindered data collection.
- Organizational guidelines demanded holding proprietary data for corporate examination.
- Time restrictions constrained the study's amount to a smaller percentage of the company's workers, reducing the ability for generalization.
- Web-based platforms without real-time updates may make the secondary information obsolete.

Consider these limitations before assessing and implementing the study's outcomes.

Chapter 2: Organization Overview

2.1 Overview of SHWAPNO:

ACI Logistics (Shwapno) initiated a grocery enterprise known as "Fresh and Close" in 2008, with its Farm to Store objective of establishing direct connections between farmers and consumers. The company emerged as the prevailing contender in the retail food supply sector in 2016, amassing a clientele of 600,000 and an overall market share of 45 percent. Ninety locations are under the organization's umbrella in Dhaka, Comilla, Chittagong, and Sylhet. Now the workforce exceeding 7000+ individuals is committed to delivering outstanding service to the customers. From the year 2008 to the year 2013, The company encountered challenges in product accessibility, cleanliness, health, and market tactics. Subsequently, the organization came to understand the importance of organizing grocery categories deliberately to generate revenue, satisfy consumers, and provide efficiency. The company emphasized understanding the significance of every kind of product and line for its clientele, emphasizing helping, and identifying target consumer segments. Because Shwapno bases its strategy on buyer contest, market significance, and price competitiveness, the company has been awarded two gold medals by ACI Limited for overall interpersonal excellence. The procurement methodology implemented by Shwapno is an integral element of its organizational structure. To achieve the goal of direct buying, fifty percent of (FMCG) is obtained from the producers, with commercial platforms and the countryside receiving an equal distribution. Shwapno procures lifestyle products from external suppliers in the interim of constructing its manufacturing facility. 75% to 80% of the company's products are sourced directly, showcasing its commitment to direct procurement. The organization achieved revenue growth from USD 94 million in 2017 to USD 125 million in 2018. This represents a CAGR (

Compound Annual Growth Rate) of 34% across the past 3 to 4 years, which is significantly higher than the 14% rate of expansion of the entire industry. Although the profit margin stays relatively constant at around 22%, the (CARG) exhibits variation across outlets, ranging from 15% to 24%. With a 45% share of the market. Now, the company is the market leader in the supermarket industry due to its unique store positioning strategy that emphasizes local locations. With the expectation that the ratio of physical to online purchases in the country will shift to 25:85 by 2029, The company has introduced a novel electronic commerce infrastructure. The organization places a high value on delivering enhanced purchasing



experiences at competitive prices, which it achieves via sourcing directly and scalability. ACI Logistics operates as an affiliated organization of ACI, overseen by its chief executive officer, Sabbir Hasan Nasir. Its mission is to enhance the standard

of life for individuals through the moral implementation of knowledge, abilities, and the use of technology. The slogan "Better Shopping at Affordable Prices" underscores Shwapno's commitment to offering exceptional value in comparison to its competitors.

2.2 Achievements of Shwapno:

Shwapno is privileged to receive the prestigious "Super-Samakal Earthquake and Fire Preparedness Award-2023" in acknowledgment of its unwavering commitment to safeguarding forests against fires and ensuring safety for earthquakes and fires. The recognition, which was presented by Daily Samakal, Action Aid, World Vision, the Dhaka Chamber of Commerce and Industry, United Purpose, and the European Union Civil Protection and Humanitarian Aid,

underscores Shwapno's steadfast dedication to ensuring secure working environments. On August 23, 2023, at an event honoring the award, Md Kamruzzaman (Milu), the public relations and media relations manager for Shwapno, represented the organization's director of general services, Brigadier General Amin Akbar (rtd), and was presented with the accolade by Dr. Enamur Rahman MP, the state minister for disaster management.

This recognition serves to reassert Shwapno's position as a preeminent organization committed to upholding the highest standards of security and protection. The primary objective of the Super-Samakal "Earthquake and Fire Preparedness Award-2023" is to acknowledge the contributions made by the commercial sector and the media in the realm of disaster risk management. The goals of the award are to encourage collaboration, facilitate progress toward establishing an increasingly durable urban society as a whole, and support collaboration and fulfillment. The meritorious standing of Shwapno is reinforced by its congruence with the primary goals of the award; thus, heartfelt congratulations are extended to Shwapno and all stakeholders who participated in this significant achievement.



Received Appreciation Award from BRAC SDP (Skill Development Program) for Progressing the Retail Sector by Improving Decent Employment (PRIDE) project.



2.2.1 JCI Smart Bangladesh Summit Expo & CYE Award 2023

The company is thrilled to share information about the "JCI Smart Bangladesh Summit, Expo & CYE Award 2023," which is being co-organized by the ICT Division of a2i (Aspire to



Innovate). The Summit was Held on June 9–10, the year 2023, at International Convention City Bashundhara, the event showcased significant developments in Bangladeshi technology as well as business.



One noteworthy feature of the Smart Exposition was how manufacturers' state-of-the-art technology gave visitors a glimpse of Bangladesh's highly advanced technological condition.

On the second day of the summit, over a thousand attendees received recognition for their entrepreneurial drive at the CYE Award ceremony. The winners received Tk3.5 lakh in addition to helpful coaching to help them become ready for bigger venture capital investments. Investors were interested in the tournament, which made it possible for the winners to compete internationally.

Shwapno should be given extra credit for winning the "Best Booth Award." The Shwapno Smart 2041 concept was revealed during their presentation via the creative exhibit they showcased. This recognition demonstrates Shwapno's commitment to shaping the future of Bangladesh's retail sector.

Shwapno received the Best Booth Award in person to acknowledge their outstanding contribution to the Futuristic Expo. We sincerely congratulate Shwapno on this well-deserved accolade, which highlights its inventiveness and positions it as a leader in the retail industry.

2.3 The logo & slogan of SHWAPNO:



2.3.1 The vision & mission of SHWAPNO:

Mission: The mission of Shwapno is to gain the favor and loyalty of customers by serving as a platform that surpasses their expectations via innovation, creation, and the fulfillment of brand commitments. “Every day better life”

Vision: Their vision is to be the Best Retailer where people love to work, shop and invest.

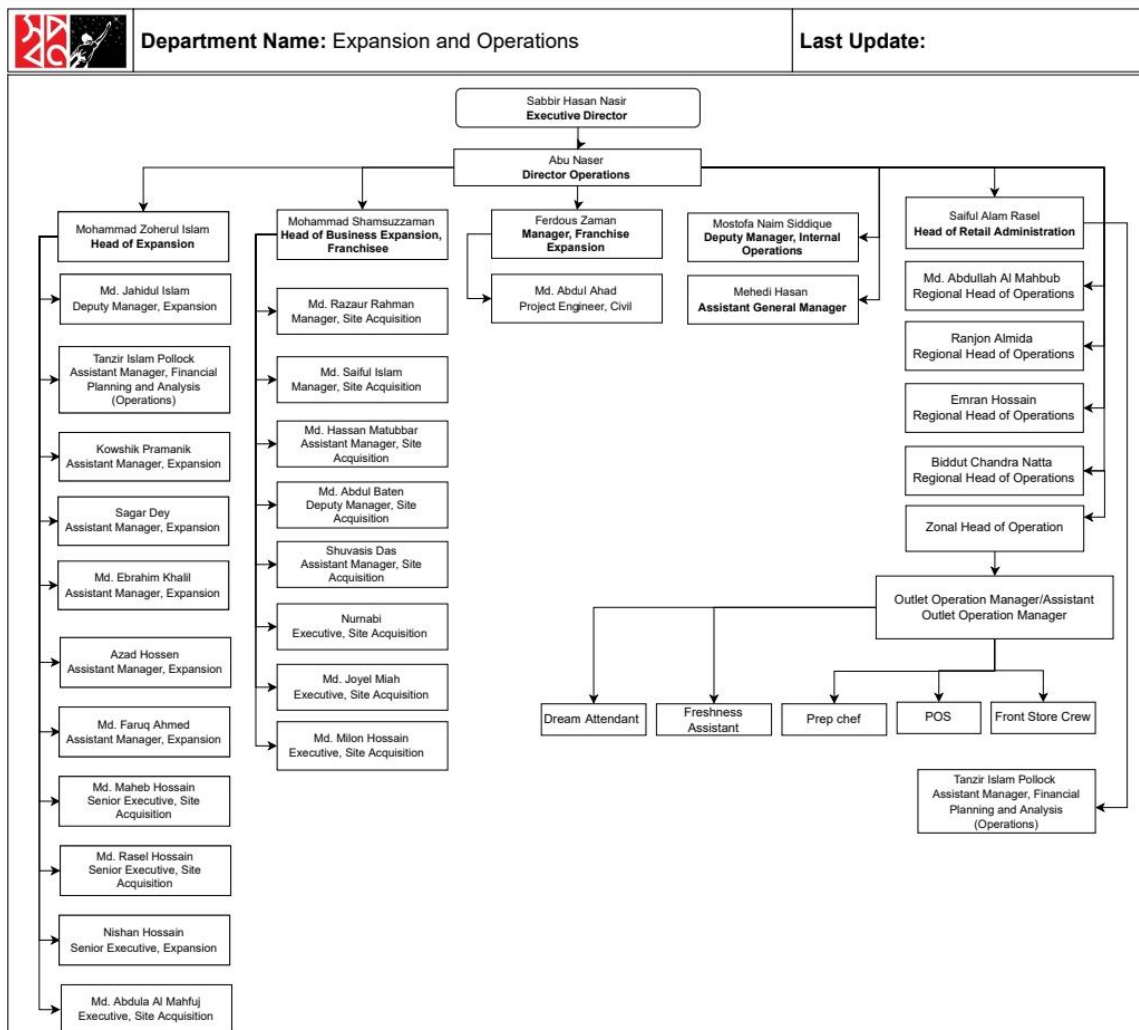
2.4 Shwapno Outlets Sales contributions:

Business divisions	Master categories	Sales Contribution (%)
Company Product	Ready Food	15%
	Dairy Food Item	9%
	Self Caring Product	5%
	Kitchen Additives	4.30%
	Home Care	3.52%
	Beverage and Soft Drinks	6.48%
	Baby Care	2%
	Home Made	<.5%
	Stationeries	0.10%
Grocery	Nutrition	25.50%
	Primary Agricultural Product	15%
	Perishables	6%
NFD	Life Style	7%
	Electronics & Appliances	0.20%
	Gift & Toys	0.20%
		0.20%
Others		<.5%

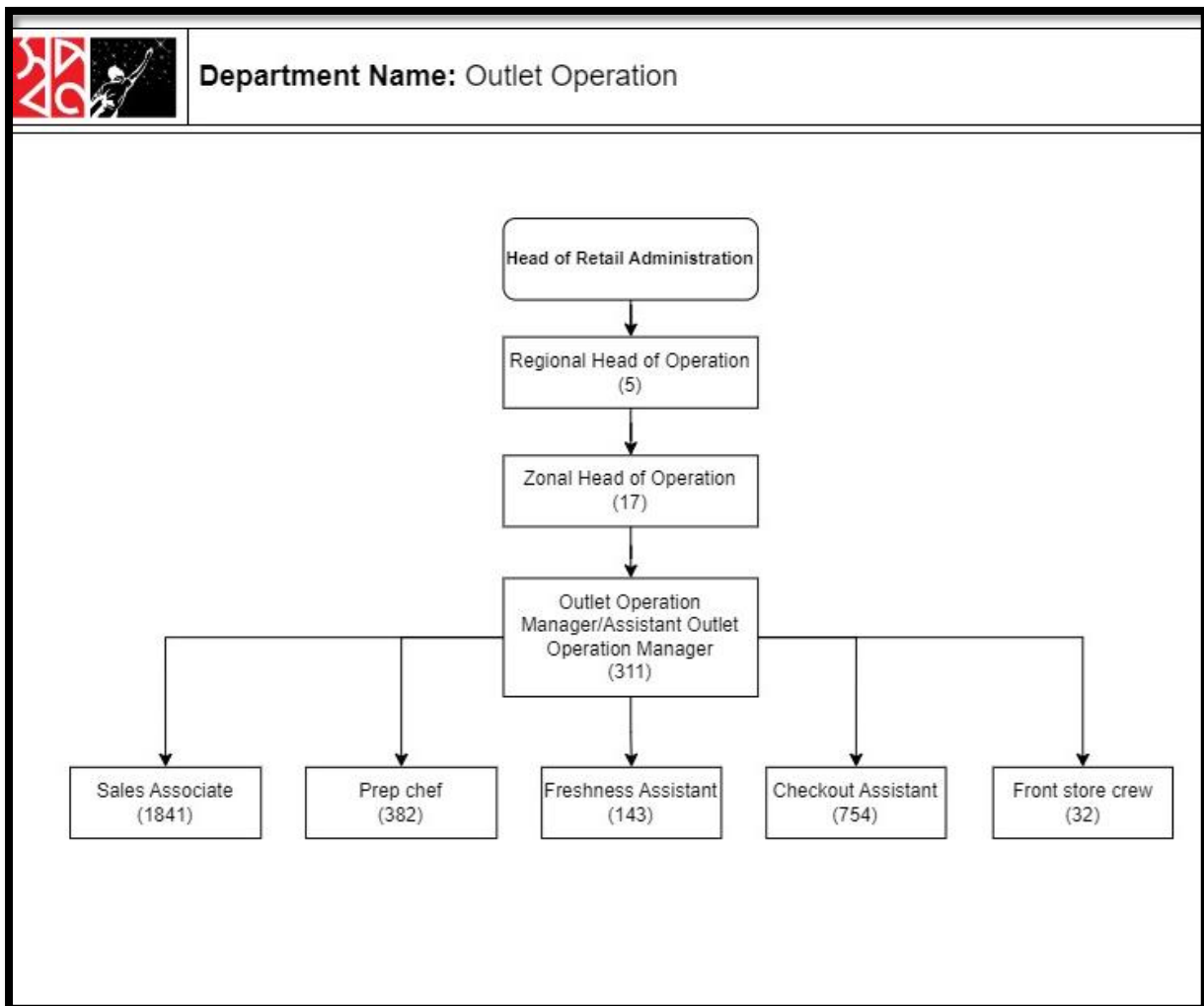
Shwapno has a different segment in terms of selling products. The organization has more than 5 segments and each segment has many different products to offer. And for each segment, there is a hero product that is contributing to maximum sales. Here in the Company Product segment,

they are offering more than 10 products, and as I mentioned they have a hero product for each segment so here the hero product is Ready Food which contributes almost 15% of the total sale. Another segment is Grocery and here we can see from this segment that product Nutrition contributes more than 25% of the total sales which is not only the highest in the segment but also the highest among all the segments. After that we have NFD, this segment contributes a short portion of the total sales. Lastly, the company introduced new items like a live kitchen and all.

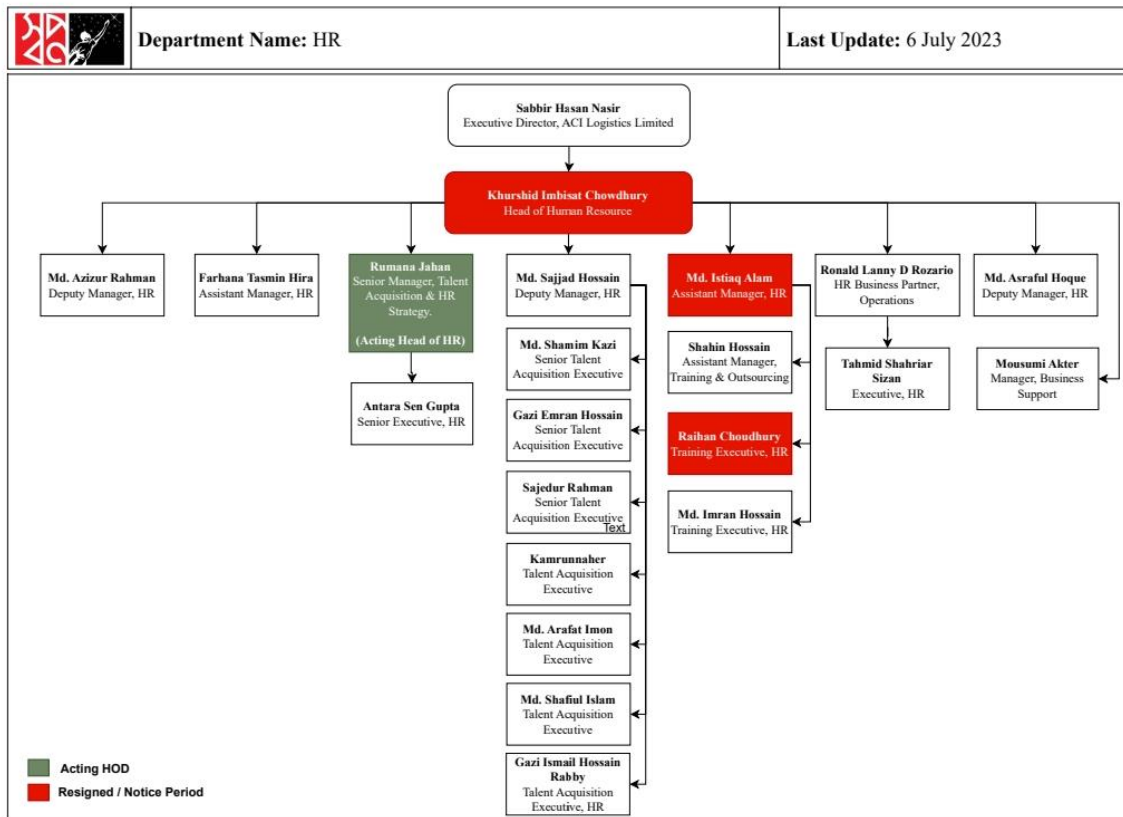
2.5 Organogram of Shwapno Operation:



2.6 Organogram of Shwapno Outlet Operation:



2.7 Organogram of Shwapno HR Operation:



Chapter 3: Activities Undertaken

3.1 Introduction

My education in Human Resource Management emphasized the importance of adhering to legal and ethical practices when it comes to recruitment and selection. This facilitated the process of verifying resumes and applications for adherence to anti-discrimination regulations.

In addition to that, my Marketing minor aided me in effectively involving potential clients and advertising the company to potential recruits. This assisted me in educating candidates and devising communication tactics that emphasized the positive aspects of the organization.

My educational background has also facilitated my comprehension of technology in the field of recruitment. The company employed diverse recruitment platforms and technologies to oversee the handling of resumes, coordinate interviews, and verify references. I acquired the skill of keeping up-to-date with recruitment technologies as technological advancements can enhance operational effectiveness.

Due to my educational background and prior internship experience, I possess a comprehensive understanding of the recruitment and selection process. I am confident that my skills and knowledge will enable me to excel in the field of human resources management. I eagerly anticipate applying my skills in a professional capacity.

3.2 About the experience:

During my six-month internship with ACI Logistics Limited, I was able to obtain first-hand knowledge of the company's recruitment and selection process. My internship lasted from August 1, 2023, through January, 2024.

ACI Logistics Limited's recruitment and selection process begins with job postings on its website and other job boards. Human Resources writes detailed job descriptions that list all required qualifications and work experience. After job openings are announced, candidates will submit resumes and cover letters to Human Resources.

CVs and cover letters are evaluated at the start of the selection process. This screening process determines candidates who meet job requirements. The Human Resources department carefully reviews these documents to determine the best candidates.

Candidates selected for further consideration are interviewed after screening. Human Resources schedules interviews, but department managers or team leaders coordinate them. Candidates' qualifications, skills, and fit with the company's culture and values are assessed during interviews. After all interviews, HR will compile a list of the best candidates for each position. After that, candidates' previous employers or supervisors are contacted to verify their credentials and employment history. Human Resources makes the final hiring decision after reference checks. After announcing the results, the department offers the selected candidates jobs. My internship at ACI Logistics Limited involved a variety of tasks that helped the Human Resources department recruit and select candidates. Resume evaluation, interview coordination, reference verification, and candidate record administration were duties. This experience gave me a deeper understanding of the recruitment and selection process and the skills and qualifications needed for various positions. My internship at ACI Logistics Limited gave me theoretical and practical experience, which I appreciate.

3.3 Principal responsibilities:

During my internship with the Operations and Recruitment and Selection teams, my primary responsibilities included keeping data records, organizing files, and communicating with

candidates. I was also responsible for maintaining data records. On top of that, I was responsible for the organization of the files. In the realm of candidate communication, I was tasked with the responsibility of coordinating the scheduling of interviews, the distribution of information related to the company and the position, and the handling of inquiries via email, phone, and messages, among other channels.

It was necessary to carefully organize and maintain candidate files to organize the files. These files included supplementary materials such as cover letters, resumes, and other information that was necessary for the application process. The verification of information that was both accurate and up to date was necessary to complete this task.

Regarding the management of data, I took on the responsibility of maintaining and updating candidate records within the organization's databases and spreadsheets. The responsibility of managing this obligation fell under my supervision. Some of the information that was included in these particulars included credentials, professional background, and contact information.

Through the practical experience that I was able to acquire during my internship, I was able to acquire a better understanding of the processes and procedures that are associated with Human Resource Operations as well as Recruitment and Selection. As a result of this experience, I was able to acquire valuable insights that will undoubtedly be of assistance to me in my future academic and professional endeavors. These insights will include the enhancement of my proficiency in data management, organization, and communication.

3.4 Academic preparation:

After completing all of the main courses at BRAC University, I majored in Human Resources Management and minored in Marketing and began interning with ACI Logistics Limited under the supervision of HR Deputy Manager, Asraful Hoque.

Chapter 4: Recruitment & Selection Process of SHWAPNO

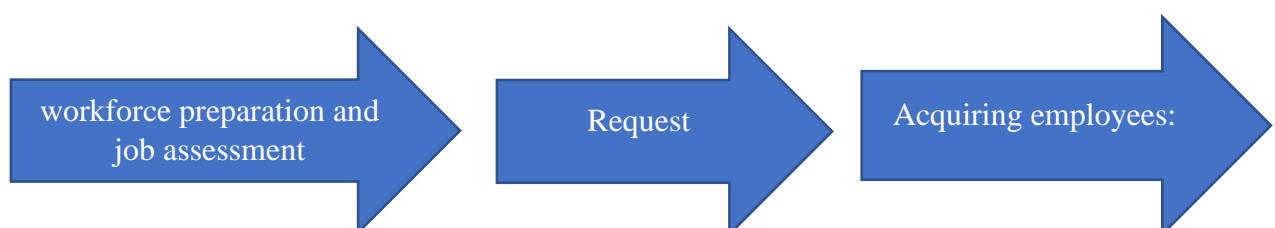
4.1 The recruitment process at Shwapno Corporate:

The process is not just focused on completing vacant jobs, but also on creating a continuous and enduring investment in building a skilled and proficient staff that can effectively accomplish the company's current and potential goals. The recruiting procedure is entirely determined by the roles and obligations associated with a certain post. Internal hiring and External Hiring are the two ways of recruiting that are utilized. Internal selection refers to the systematic procedure of discovering and selecting potential candidates within the existing workforce of a business. External recruiting refers to the process of identifying and enticing potential job applicants who are not currently affiliated with the business. Whenever an opportunity becomes available, ACI Logistics first seeks to fill the vacancy from inside the company. If there is no eligible internal applicant, the business will engage in external recruitment. The corporation employs the following method to attract possible individuals for filling different employment opportunities within the organization:

First step: Workforce preparation and job assessment

Second step: Request

Third Step: Acquiring employees



4.1.1 First step: Workforce preparation and job assessment

The hiring process at ACI Logistics commences with workforce preparation and employment assessment in the initial phases. Evaluation of the company's anticipated future human resource requirements in terms of scale, expertise, and geographical distribution constitutes workforce preparation. This evaluation facilitates the development of hiring and training strategies to meet these demands, which requires proactive preparation. Consistent recruitment becomes essential as the organization flourishes across its varied operational divisions. Throughout this stage, the organization evaluates its labor requirements as well as the supply of labor.

Staff Engagement Proposal: ACI Logistics' formulation of its personnel strategy is influenced by both internal and external factors. This official document presents a recommendation for the staffing of vacant positions, which necessitates the approval of the director in charge of ACI Logistics and the Head of Human Resources. Simultaneously with workforce preparation, the HRD at ACI performs job assessment. In conjunction with person specifications and job descriptions, job analysis is an integral component of the workforce preparation procedure as a whole.

4.1.2 job description

A job description is a comprehensive document that provides in-depth details regarding a particular position at ACI Logistics. This document functions as an invaluable resource for both supervisors and staff members alike, providing an all-encompassing synopsis of the position's fundamental obligations, undertakings, prerequisites, and necessary proficiencies. The information contained herein is of utmost importance in influencing the recruiting procedure as well as the following employee administration within the company's walls.

In ACI Logistics, the initiation of the job classification procedure occurs in response to the occurrence of a job opening for a particular role. In light of the varied business divisions present inside the organization, every position encompasses distinct obligations and prerequisites. As a consequence, descriptions of duties for every job are tailored by the Human Resources division for the particular area and duty.

ACI Logistics's standard employment descriptions comprise the following information: position descriptions, goals, tasks and duties, necessary and recommended skills, and working environments. The job description effectively designates the responsibility of the role, whereas the job goal offers a concise declaration delineating the position's primary objective and how it supports the company's primary goals. This document provides additional details regarding the duties, obligations, and prerequisites that are essential for the position. It functions as an all-encompassing manual for prospective candidates throughout the recruitment procedure. In addition, it facilitates employees' comprehension of the expectations of the organization.

4.1.3 Job specification

Job specification acts as an additional crucial documentation utilized by ACI Logistics to delineate the precise competencies, aptitudes, capabilities, and attributes that are necessary for the effective execution of job duties. The initiation of this procedure occurs upon the identification of a fresh position, wherein the Human Resources department collaborates with the team leaders. The employee specification that is generated is by the job description that it corresponds with, emphasizing particular requirements including expertise in the sector, abilities in technology, Interpersonal aptitudes, along professional accreditations. By encompassing components such as expertise, expertise, and skills, this document offers

a comprehensive analysis to facilitate the hiring procedure for identifying those who are most qualified.

4.2 Second stage request:

The very first stage of the requisition procedure at Shwopno entails evaluating the organization's personnel needs. The official request for recruiting is sent out by the division or supervisor of the team. This request contains details regarding the position, which includes the necessary qualifications and experience, in addition to the number of available positions. The responsibility of evaluating the position definition and individual requirements before determining request approval lies with the Executive Director.

The Human Resources division conducts an initial inquiry within the current workforce to identify potential candidates. In the case that internal candidates are not identified, outside hiring methods such as job boards, employee referrals, employment agencies, and university recruitment are utilized. Swopono adheres to a comprehensive petition process under the direction of the Executive Directors.

4.3 Third stage Acquiring employees:

After workforce preparation has been finalized, the Human Resources department devises strategies to distribute information regarding available positions. ACI Logistics can hire suitable employees via critical channels including BDjobs, LinkedIn, newspapers, advertisements, employee referrals, university placement ETC

Moreover, ACI Logistics places the utmost importance on internal referrals, including suggestions, job postings, promotions, and shift rotations. Secondary sources for hiring

possibilities include BDjobs, LinkedIn, job fairs, social media platforms, newspapers, advertisements, university placement offices, and online platforms.

4.4 Source Selection for Sourcing:

An assessment of methods of procurement is conducted by ACI Logistics, which considers a multitude of factors including budgetary constraints, workforce quantity, craftsmanship, and knowledge. The organization's objective is to identify effective and inexpensive methods for identifying competent individuals based on specific characteristics.

4.5 The Employee Selection Procedures of Shwapno Corporation:

The initial phase of the potential employee selection process consists of accumulating curriculum vitae. This phase encompasses credential collection, CV categorization, applicant interaction, Written examination and oral interview with management, and final decision-making. The assessment of profiles encompasses an examination of their correspondence via the position specification, adherence to essential abilities, and actual work experience. The process of choosing potential personnel begins with the gathering of curriculum vitae as the initial step. First and foremost, this is the initial stage in the process, as well as the initial component of the approach. This stage of the process covers a huge number of actions, including the acquisition of credentials, the classification of curriculum vitae, the interaction with candidates, the written examination and oral interview with management, and the end of the decision-making process. During the process of evaluating the profiles, a variety of distinct characteristics are taken into consideration. A study of the degree of consistency that exists between the profiles and the position specification, adherence to the needed talents, and the

candidate's actual work experience are some of the characteristics that are included in this category.

It is anticipated that the applicants who have been put in the same category will communicate with one another to share the following information:

To offer prospective workers information about the further stages of the candidate screening process, few of them are contacted via telephone. This is done to supply them with information. Specifically, the paper in question contains not only information on the position itself but also specifics on the location to which the role will be assigned.

In addition to the written work that was completed in person, our observations and evaluations of personal interviews include the following:

4.5.1 Exchange of Information Regarding the Applicants Who Have Been Classified:

Details regarding the subsequent stages of the hiring process are conveyed to potential personnel via phone calls. This information contains details regarding the place of work location as well as the position.

4.5.2 Writing Assessments and in-person Interviews:

Before being considered for the position, all candidates are expected to undergo an in-person interview with the Department of Human Resources and complete a written examination.

To facilitate a more precise evaluation of the applicant pool, a final interview with the Head of Human Resources is necessary.

4.5.3 Final Candidate Selection and Job Offer Proposal:

Individuals who have the greatest potential for the specific position are extended job proposals based on their academic performance and qualifications. After the job has been accepted, the enrollment process will start immediately. This process will need the submission of documents that are specific to the position that is being considered for employment.

4.6 Interview with the executive director:

Candidates are anticipated to be seated for the interview with the executive director, beginning with the executive post. Once the applicant has demonstrated that they have completed a written exam and an interview session with the relevant department, they will be extended an invitation to participate in the final interview with the executive director. If the executive director does not provide their clearance, access to the interview will be prohibited.

4.7 Joining Process for Support Office:

To formally integrate into the business, prospective workers are needed to finish the initiation process after accepting a job offer. This is done to fulfill the requirements for formal

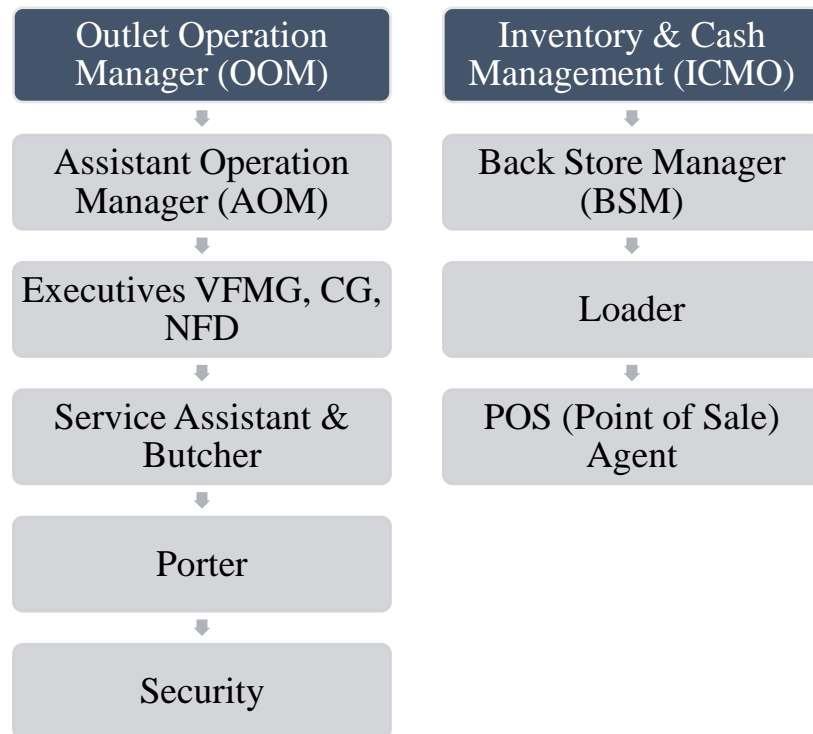
assimilation. To proceed with this process, candidates are required to get the initiation form from the Department of Human Resources and supply appropriate information, which may include past job and academic history, if applicable.

To finish the initiation process, applicants are needed to provide replicas of their birth certificate or national identity card for verification. This is done to ensure that the procedure is carried out correctly. Additionally, candidates are asked to give duplicates of their tax identity number certificates as well as copies of all of their academic and professional certificates from the relevant institutions.

The importance of highlighting the fact that failing to present all of the necessary evidence might potentially impede or even prohibit the completion of the starting procedure cannot be overstated. The candidate will be considered for the induction procedure and will be formally initiated as a new member of the organization after all of the appropriate documents have been submitted and validated.

4.8 Outlet structure:

Before understanding the recruiting process, let us examine the organizational structure of the Shwopno store.



In the structure of the outlet management, there are two senior positions in every outlet one is the Outlet Operation Manager and the other one is the inventory and cash management officer.

They are assigned different people according to their position. Such as the Assistant Outlet Operation Manager, NFD, Service Assistant & Butcher, Porter, and Security all of whom directly report to The Outlet Operation Manager. Other than that Back Store Manager, Loader & point of sale agent directly report to ICMO.

4.9 Methods for Evaluating and Recruiting at Shwapno Outlets:

In contrast to the prevailing practice within the organization, Shwapno prioritizes practical experience over academic credentials during the retail store hiring procedure. The preference for internal candidates frequently stems from their extensive knowledge and acquaintance with the day-to-day activities of the outlet. Following enlisting, competent applicants are afforded the chance to progress in their careers through their professional experience. They can investigate substantial career opportunities within the business as time passes. Nevertheless, specific positions within the organization do demand a minimum level of academic achievement, such as a high school diploma or bachelor's degree. Although contractual employment is the norm for almost all outlet personnel, outstanding performance grants them the opportunity to advance to permanent positions.

4.9.1 Selection Procedure for Senior Positions:

Retailers that hold high-ranking positions such as the DSM, RSM, ASM, OM, and AOOM stick to the hiring procedures established by the corporate headquarters. To be eligible for appreciation, applicants must possess a bachelor's degree and complete an oral test for those jobs.

4.9.2 Process for Entry-Level Positions:

The minimum qualification for lower-level jobs, such as CA, DA, and Butcher, is a diploma or a high school degree; however, there are specific circumstances in which SSC fulfillment may be waived. The majority of entry-level candidates are initially recruited as Light Up team members yet offer substantial chances of career advancement. Particular experience determines promotions, and following a while, according to their

performance applicants are offered positions such as ICMO. Applicants are required to pass tests for such posts.

4.10 Steps for Evaluation and Recruitment for Entry-level Positions:

4.10.1 First Step: Resume Collecting:

Human resources advises executives to initially investigate internal candidates if a position arises. When appropriate candidates within the organization cannot be identified, external sources are subsequently evaluated.

4.10.2 Second Step: CV Inspection:

Applicants' portfolios are assessed primarily based on their professional experience, placing less importance on their academic credentials.

4.10.3 Third step:

Oral assignments are extended to the selected applicants in the Support office.

4.10.4 Fourth Step:

Evaluating (which applies to Leadership and Roles): Internally and outside applicants are required to pass a test for positions of management to advance to the subsequent stage.

4.10.5 Fifth Step:

entails choosing applicants, wherein the hiring manager evaluates the performance of the most suitable applicants by the aforementioned procedures. Proposals of employment are accepted, and the induction procedure commences, which entails the submission of essential paperwork.

4.10.6 Sixth Step: Job Validation:

Following the conclusion of all formalities, the chosen candidates are officially acknowledged for the position, and the induction process initiates upon their acceptance of the offer.

4.11 Technique for Inducing Outlets:

The process of establishing retail locations bears a significant resemblance to the trajectory of organization enrollment. Conversely, employees are required to diligently complete a lengthy identification documentation comprising 5 pages, just like an integral component of the outlet structure. The provision of exhaustive data, such as particulars of relatives, is mandatory for this paperwork. Furthermore, it is mandatory to provide printouts of the guardians' NID documents and recommendations to scholarly and authoritative sources. It is required that these individuals furnish printouts of their identity cards or NID identity credentials. Moreover, it is required that every instructional document be enclosed in the file, which acts as comprehensive documentation along has become consequently submitted to the Human Resources department.

Following this, each filed paper is subjected to a comprehensive review by the Human Resources division to ensure compliance with the guidelines and requirements of the company. The comprehensive examination of information is a critical element for determining the accuracy and reliability of the data provided. This emphasizes the commitment of The company to holding its retail location workers accountable through a thorough as well as transparent onboarding process. The thoroughness exhibited throughout this validation stage acts as a sign

of the company's dedication to upholding standards of competence and honesty in every aspect of workforce management.

Conclusion:

Finally, ACI Logistics Limited's hiring and selection process for Shwapno, Bangladesh's largest retailer, is investigated. Four components make up research. The intro covers the entire institution. The next two parts discuss Shwapno's corporate traits, locations, aspirations, and goods. Sections three and four include recruitment policy, criteria, and selection methods. Part 2 assesses inquiry results and provides internships. The research emphasizes simple recruiting and selection, accuracy and compliance, a healthy environment, and a dynamic team.

This study investigates the recognized Bangladeshi corporation ACI Logistics Limited's employment and selection procedure. It investigates the company's recruiting, selection, and applicant identification. Explaining HR/management meetings. Books, newspapers, and the internet provided more information.

Bangladeshi retail behemoth ACI Logistics Ltd. serves 600,000 with a 45% market share. Despite product availability, sanitation, wellness, and advertising issues, the corporation adjusted its purchasing strategy to satisfy customers and generate money. The largest grocery chain grew 34% CAGR over 3-4 years. Trust Shwapno for work, shopping, and spending. Screening and recruiting include job ads, CVs, letters of application, interviews, and reference checks. ACI Logistics Limited teaches applicant records, screening, interview coordination, and recommendation confirmation. Apprenticeships included candidate communication, file management, and data recording. Selection and recruitment were my HR training highlights. This aids academic and professional success. Corporate Shwapno seeks professionals to succeed. Recruiters hire outsiders, but employees are hired within. Recruitment, training, and

HR needs analysis are part of workforce planning and evaluation. Professional qualifications attract recruiters. University placement offices, BDjobs, LinkedIn, newspapers, and advertising recruit in the third step. Each institution's division recruits identically. Shwopno's Inventory and Cash Management Officer and Outlet Operation Manager run stores. The hiring procedure values experience above education. Internal applicants know store operations and are favored. Start with resumes, then CVs, oral tasks, and high school-equivalent entry-level job evaluations. The recruitment manager selects induction candidates. HR verifies employee IDs.

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