

Report On
Recruitment and Selection Process of the Chillox

By
Rukaiya Areen
21364031

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

BRAC Business School
Brac University
September 2023

© 2023. Brac University
All rights reserved

Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party.
3. I have acknowledged all main sources of help.

Student's Full Name & Signature

Rukaiya Areen

21364031

Supervisor's Full Name & Signature

Dr. M. Nazmul Islam

Assistant Professor, BRAC

Business School

BRAC University

Letter of Transmittal

4th September, 2023

Dr. M. Nazmul Islam

Assistant Professor

BRAC Business School

BRAC University

66, Mohakhali, Dhaka-1212

Subject: Internship report on “Recruitment and Selection Process of Chillox”

Dear Sir,

With due respect and enormous gratification, I am submitting my internship report on, “Recruitment and Selection Process of Chillox”. It is an incredible opportunity for me to collect massive data along with applying theoretical knowledge in this report.

I made an effort to prepare the report according to the necessary and suggested guidelines. This study will provide information regarding the recruitment and selection process in Chillox.

Please pardon me if I did any grammatical errors or additional mistakes. I completed each task thoroughly and precisely. I trust you will find this report to be up to your standards.

Sincerely Yours

Rukaiya Areen

21364031

BRAC Business School

BRAC University

Acknowledgment

To begin with, I would like to express my gratitude to the almighty Allah for bringing me this far and for giving me the patience to complete my report. I would like to thank Chilox for allowing me to intern at their head office in the HR and Administration division. Most importantly, at this point, I would like to express my sincere gratitude and debt of gratitude to my internship supervisor, Dr. M. Nazmul Islam, an assistant professor at BRAC Business School, for his guidance and assistance in helping me to prepare this report. Without his direction, this report would not have been possible and would not have been successfully compiled. Also, I would like to thank my line Manager Mehrab Islam Brishty who guides me, supports me, and helps me to do each task in a good way. Besides my other Senior Managers and my other employees, I have looked for information from Chilox who gave it their all in an effort to help me.

Executive Summary

This internship report is based on the three months of work I did as an intern which I completed successfully at the Chillox under HR and Admin department from 1st June 2023 to 31st August 2023 as a recruitment for my MBA degree in BRAC University.

This company was built on 14th February 2016 beside BRAC University.

The prime objective of making this report is to determine how the theories and concepts taught in the MBA program are applied in the Chillox Company's hiring and selection procedures.

While preparing the report both primary and secondary data have been used. The sources of primary data are collected from my day-to-day tasks in my office. The sources of secondary data were from the websites of Chillox and the conversation with my manager and the head of this organization.

The purpose of this report is to find out the recruitment and selection process of Chillox which is done by the HR and Admin department. In this report, recommendations have also been given to improve their processes.

Table of Contents

Chapter 1: Internship Experience	
1.1 Student Information	7
1.2 Internship Information	7
1.3 Organization’s Supervisor’s Information	7
1.4 My Responsibilities as an Intern	7
1.5 My Involvement in the Company	8
1.6 Advantages of the Internship Program	8
1.7 Problem Faced during Internship	9
1.8 Recommendations	9
Chapter 2: Overview of the Organization	
2.1 Introduction	10
2.2 Company Vision, Mission, and Core Value	10
2.3 Products of the Company	12
2.4 Management Practices of Chillox	13
2.4.1 Department & their Management Process	13
2.4.2 Operation	13
2.4.3 Planning	13
2.4.4 Finance	14
2.4.5 Accounts	14
2.4.6 Marketing	15
2.4.7 Human Resource & Recruitment	15
2.5 Chillox’s Quality Policy	15
2.6 Leadership Style of Chillox	16
2.7 Marketing Practices of Chillox	17

2.8 Financial Performance	18
2.9 Information System	20
2.10 Porter’s Five Forces	20-21
2.11 SWOT Analysis	21-22
2.12 Conclusion	22
2.13 Recommendations	23
Chapter 3: Project Part	
3.1 Introduction	24
3.2 Theoretical Background	24
3.3 Objective	24
3.4 Significance	25
3.5 Methodology	25
3.6 Limitations	25
3.7 An overview of the Department of Administration and Human Resources	26
3.8 Assessment of the Hiring and Selection Procedures	27-28
3.9 Recruitment and Selection Process for Head Office	28-29
3.10 Findings from the Analysis	29
3.11 Recommendations	30
3.12 Conclusion	30
4.0 References	31
5.0 Appendix	32-33

List of Figures

Figure 1: Chillox Food Cart	11
Figure 2: Chillox Food Menu	12
Figure 3: Customer Support Process	14
Figure 4: Leadership Style of Chillox	17

Chapter 1: Overview of Internship

1.1 Student Information:

This internship report has been done by me, Rukaiya Areen with student ID 21364031 majoring in Human Resource Management in the MBA program.

1.2 Internship Information:

Chillox is a burger shop and it is one of the famous burger restaurants in recent times. They have Marketing, Accounts and Finance, MIS, Customer service, and HR and admin departments as well. For three months, I was permitted to work there as an intern from 1st June to 31st August of 2023. I had the opportunity to work in HR and the Admin department at their head office in Banani.

1.3 Organization's Supervisor's Information

As a Human Asset intern at Chillox, I worked under the direct supervision of and reported to Mehrab Islam Brishty, who is as of now working as a senior HR Executive in Chillox. In expansion, I also worked with Maruf who is a Senior Recruitment Specialist at Chillox.

1.4 My Responsibilities as an Intern:

I was selected for the recruitment and selection department in the division of HR and Admin. At first, they gave me a list of my tasks which I found difficult to do. But as time passed it seemed easier for me. The list of tasks that I had done during my internship are given below:

- **Recruitment and Selection:** In the beginning, I only assisted with my Recruitment team and saw how they were taking the interview. After 2 weeks I started to take the interview with the help of my line manager. And after one month I took all the female interviews for the outlet by myself. I got this access by showing my capability to take the interview alone where I asked them questions and made them understand the task, rules, and regulations. I also took an online interview via phone for those candidates who lived outside of Dhaka.
- **Updated All the CVs in Sheet:** After taking all the interviews I updated all the CVs data in the Excel Sheet.
- **Making calls to candidates:** Before recruitment, I had to make at least 30 calls each day to call the candidates for the interview. After selection, I again had to call those selected people for joining purposes.

- **Giving Joining Letter:** When the candidates were selected, I prepared a joining letter for them and sent them.
- **Preparing Attendance sheets:** This company has recently used PiHR for attendance but not fully for the outlets. Because it will take time. So, from mid-June after joining, I kept a record of all the attendances for 18 outlets manually in an Excel sheet.
- **Make all the Paperwork:** I made all the appointment letters or joining letters, NDA, and employee agreement contracts for employees and other interns as well. Then I wrote all the leave announcements, kept expense records, tracked office staff's leave records, and all the admin tasks as well.
- **Compliance and law:** I assisted my line manager if any complaints came from the female staff in the outlets and gave them solutions.
- **Program:** After my joining, I was given the duty to organize a fruit festival and an Eid shopping festival. Alongside I had arranged other small or big festivals such as someone's birthday or Farwell in the company.

1.5 My Involvement to the Company: As an intern, my contribution to the company played a big role since I was taking the female interview for all the outlets. The attendance I had done for 18 outlets manually also was a big task in this company. Based on this attendance salary was given to each staff member. Apart from that I have also done admin-related tasks such as making leave policies for the office employees, keeping a record of all the expenses that were done by the employees, and arranging programs.

1.6 Advantages of The Internship Program: I have come across a significant amount of information during this internship program which are mentioned below:

- **Time Management:** In Chilox every employee has to maintain the working schedule and it is also mandatory for every intern. For this reason, I had a good habit of maintaining this working time as well. Also, I had to finish all the tasks within a specific time. So, I have developed this habit of time management.

- **Communication:** Since I worked in the HR and Admin departments, I had to communicate with every person from other departments as well for any announcements and I also had the responsibility to create any event in the organization. Thus, my communication skill has been developed.
- **Stress Management:** The recruitment and selection process is lengthy and difficult. Because I had to make them understand the time-consuming task and sometimes it was stressful. But I have also learned how to overcome those stresses by handling them.

1.7 Problem Faced during Internship:

I had a good time with Chillox but still, I faced some issues that are given below:

- Chillox did not want to give me access to their financial performance report as they do not keep any book records or annual reports in a handbook. When I wanted it, they could not trust me. For this reason, I could not get the total financial performance report or data from them and I could not prepare the financial report of Chillox.
- They were fully dependent on me for the recruitment section and also for the attendance record. They did not understand that I was new and I needed some time to learn about all the tasks.
- Some days I had to do work for more than 8 hours and that was very tiring for me and based on my work the salary was low because I worked there as an employee.

1.8 Recommendations:

- They should give training to their interns or employee who is a newcomer before assigning them any task.
- Their salary range is low according to the work. They should focus on it.

Chapter 2: Organization Part

2.1 Introduction

Chillox”, also known as “Chillox Burgers”, may be a chain of Burger fast-food eateries in Bangladesh. Chillox started its journey on 14 February 2016. Chillox started its journey at BRAC University and presently they have come to their extreme success. Maruf Hasan Nirzhor, one of the three accomplices of Chillox, claims that Pranto Bhowmick and he were classmates when they met Ahmed Faiz, another accomplice, amid their undergrad a long time at IBA, Dhaka University. Pranto Bhowmick and Maruf Hasan Nirzhor are the founding partners. They didn’t have any huge plans within the beginning, they fair needed to create individuals happy and do something for themselves beyond their 9-5 work. They did their starting promoting by sharing burgers with their companions without charge and afterward they utilized to come to purchase burgers for their family and office get-togethers. That’s how their cart got to be popular over the school, college, and workplaces of Mohakhali.

From the begin of its journey, Chillox had topped all the burger eateries in Dhaka and need to be very exceptional among individuals. Chillox, as a brand, is synonymous with a quality item, at a sensible cost. As of now, Chillox has 18 outlets. Every outlet is also popular with children, teenagers, and adults. The reasons for its ubiquity are as follows: 1. Competition, though it has understandably taken a toll; 2. Variety of burgers, including their signature dives, shakes, and fries; and, finally, 3. Quality. In order to guarantee that every outlet produces burgers that are identical in terms of measurement, flavor, weight, and quality, Chillox sets strict requirements. It also maintains a stringent requirement that the food be fresh and not be left out for longer than a certain period of time. Generally speaking, it opens daily from 10.30 am to 12 am. However, the timing varies depending on the outlet. It offers both card payment and a cash payment structure for the comfort of the client. Customers have three payment options: Master Card, VISA, and American Express.

2.2 Company Vision, Mission, and Core Value:

Vision: The company makes a vision for future purposes. Like, in the future in which way or at which position or stage do they want to see their company? Chillox’s vision is to open their outlets more outside of Dhaka. They have already opened 4 outlets in 3 districts such as Mymensingh, Narayanganj, and Chittagong but they also want to open more outlets in other districts too. By doing this Chillox wants to

reach their brand, good quality food to so many customers. They have a plan to open two more outlets in Banani and Rampura this December and also open their outlets in some other places in Dhaka. They just do not want to open outlets but also want to ensure provide the best quality burgers and other appetizers to their customers in the future.

Mission: The goal of Chillox is to make sure that all of its locations adhere to stringent guidelines so that every burger is the same in terms of size, flavor, weight, and quality. Additionally, it upholds the stringent condition that food be fresh and not be kept in storage for longer than necessary.

Value: Chillox emphasizes VFM (Value for Money) giving premium services at reasonable costs, consistently.



Figure 1: Chillox Food Cart

2.3 Products of the Company:

Chillox is advertising different sorts of food menus to its customers. Keeping burgers as their primary food, they are including new things to their menu as well. They have included fish burgers, fish tots, and chicken fingers to their modern food menu. At the side that, they are keeping assortment for their fanbase. For instance, they have included dessert items named as 'love in a cup'. Their 'Pankha Wings' is additionally including flavors to their regular menu. To grant their customers choice most elevated need they have included bun, sauce level, and spice level choices which make their customers feel esteemed. Final but not slightest their popular thing Naga Drums is still including fun to each hangout with family, companions, and colleagues.

With all of these delicious food items, Chillox shows an eye-catching menu card to its customers. Its menu also offers bun, sauce, and spice levels to make them feel valued as per their preferences. Its updated menu card is added below.



Figure 2: Chillox Food Menu

2.4 Management Practices of Chillox

2.4.1 Department & Their Management Process

Chillox operates its daily function properly with the help of its 5 departments.

- Operation
- Planning
- Finance
- Accounts
- Marketing
- Human Resources and Recruitment

2.4.2 Operation

It is one of the noteworthy departments of Chillox. Without an operation group, Chillox will not be able to function easily every day. Chillox operation group has a range supervisors for diverse areas and they handle their chosen outlets every day and remain associated with the head office to share and collect data. Those who work in this division are directly dependable for overseeing each day's operational duties. A variety of unpredictable circumstances as often as possible emerge in each outlet, and operations are mindful for dealing with these sorts of events appropriately. They are free to visit any of the outlets without inquiring for consent. In case there was any blunder, they had the superior authority to rebuff the staff in the event that required.

2.4.3 Planning

Chillox's Planning department is regularly created to form different organizational plans. The organizational official committee is specifically included in this office. The planning division at that point completes all of the arranging with help from the official committee after to begin with observing and looking into the execution of plan schemes. This segment is in charge of unused outlet planning. They build up mission, vision, organizational objectives, and yearly budgets. They moreover conduct investigate into opening new businesses, such as the most excellent areas. This division ordinarily helps the official committee in making decisions with respect to the company. So clearly most critical errands of Chillox are being taken care of by this office. It gives 24/7 customer support through its proficient back group comprising of 5 CSRs to require care of each burden confronted by a customer.



Figure 3: Customer Support Process

2.4.4 Finance

This department of Chillox comprises of its MIS and Finance group. They handle all of the budgetary information of every day deals and others. A sales report, moreover known as a deals analysis report, gives a rundown of the state of the company's sales action. It not as it were outlines the different designs in sales volume over time but too analyzes the different stages of the sales prepare. Every day, week by week, and month to month sales reports are all choices. Chillox lean towards that day by day sales reports from all of the outlets be made in Microsoft Exceed expectations and mailed to management each night. A management data system (MIS) may be a framework built on a database that points to deliver data to the organization's employees. MIS is basically an organized system of staff, equipment, communication systems, and information sources that assembles, alters, and gives information inside a company. The essential objective of MIS is to deliver management the essential information so they can make astute choices and increment efficiency. The MIS in Chillox supports the management and following of imperative information, diminishes duplication of information section, and boosts efficiency.

2.4.5 Accounts

The accounts department of Chillox is in charge of each employee's salary, from head office to outlet staff, merchant payments that are past due, cash stores from outlets, accounts receivable, charge payments, and accounts payable. They are moreover in charge of planning the company's financial explanations, giving money related announcing to the official committee, and maintaining Chillox's inside financial controls. It oversees each money related matter from modern outlet budgeting to petty cash. Merchants specifically contact this group and it works the full payments with the vendors.

2.4.6 Marketing

Chillox's marketing group works freely to allow itself a boost within the market with upgraded trends. They too take third-party support for doing their marketing. For a restaurant, marketing is the foremost important thing to remain centered and associated within the market. Chillox too does the same by doing each social media promotion for its customers alongside a few challenges, and recreations for their regular customers. The most objective of this office is to promote Chillox, draw in clients, and increment sales. They do market inquire about to get it the target market, and buyer inclinations and get it the progressing advertise drift. They moreover work on situating the brand and keeping up the brand picture. They basically center on online showcasing like running online advertisements, locks in with customers on social media stages, etc.

2.4.7 Human Resource & Recruitment

Chillox has both human asset and recruitment departments for running its operation easily. The human asset group works to oversee staff for both blue-collar and white-collar employees, keeping track of their normal participation, fathoming issues, dealing with payroll with the accounts division, conducting interviews, hiring, termination, leave tally, joining, etc. Though its recruitment group primarily centers on the progressing hiring of outlet staff. Blue-collar contracting may be a pivotal and standard assignment of Chillox. The recruitment group is dependable for keeping sufficient staff in each outlet as needed. The HR group makes an exertion to extend the number of outlet employees. Moreover, this group is additionally in charge of other departmental opening. In case any division contacts HR, it discharges work declarations, gathers leads, makes shortlists, and plans interviews for open positions. They too keep track of the finance for both staff and representatives at the headquarters. The HR group too arranged training sessions for the laborers at the outlets. Both HR and Recruitment groups work on keeping the labor supply steady at Chillox.

2.5 Chillox's Quality Policy:

When it comes to maintaining strict quality control over its food, Chillox is unmatched. They serve fries and shakes with chicken and meat burgers. However, no matter how many assortments they have, they never skimp on food quality.

Additionally, they are incredibly detailed when it comes to client grievances and critiques. Whatever the complaints and feedback are, they are consistently set up to pay attention to the clients' complaints (if

any) and feedback. and make an effort to decipher and carry out those as soon as it is possible. Chillox has become what it is today due to this mentality.

2.6 Leadership Style of Chillox

Based on my 3 months' experience in Chillox company, it seemed that the company managed through a democratic leadership style. There's a balance between the decision-making responsibility between the top management and other employees. Meetings take place with all the heads of the divisions and executives where discussions take place. Everybody shares their views and everybody listens to each other. Each department supposes Marketing, HRM, Accounts and finance, and MIS department's senior and junior employees participate in the meeting with their respective bosses or heads of the division. If any employees of any department face any problem, then they make a list of problems and try to find some solution. And if they cannot solve the problems then they hold a meeting with the head. By doing this, employees and the top of the management have a good understanding of the work- and there is no miscommunication between employees and the heads of the department. This moreover opens the door to ideas of the employees. It gives them the room to be more imaginative. With the utilization of this style, the leaders of the company can make choices which is acknowledged by everybody.

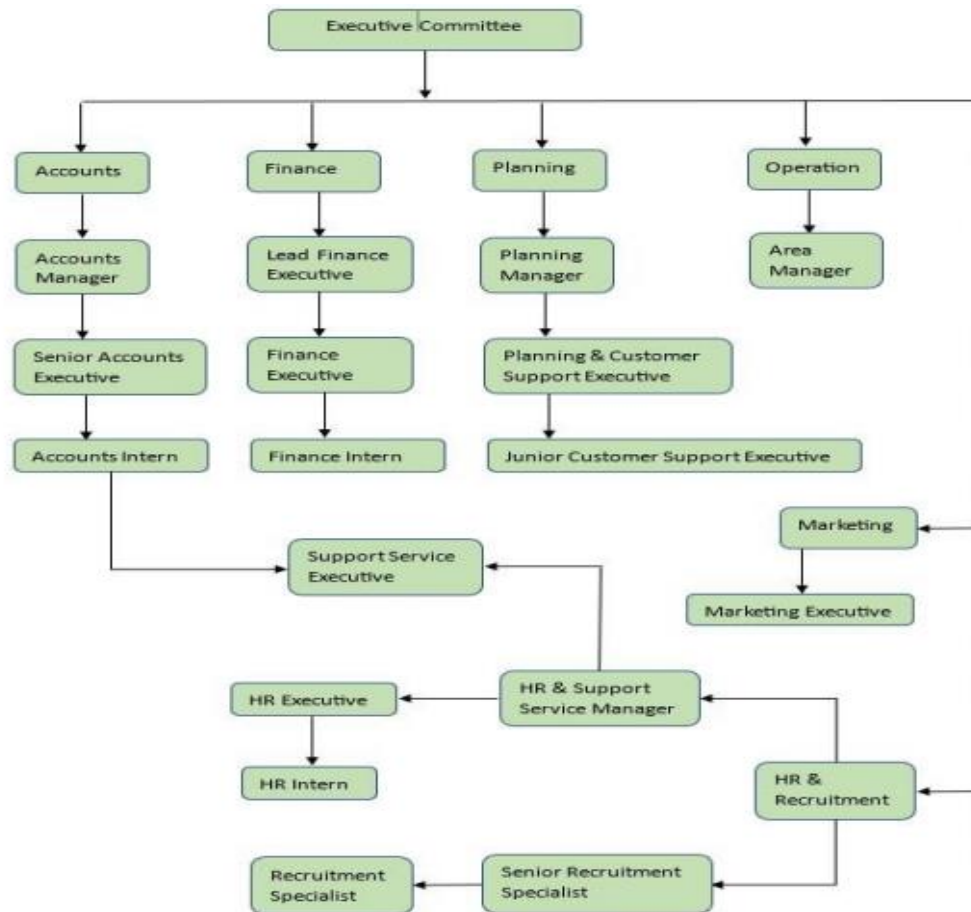


Figure 4: Leadership Style o of Chillox

2.7 Marketing Practices of Chillox

- **Segmentation:** Chillox needs to do segmentation based on diverse characteristics, inclinations, and behaviors of clients. By understanding and centering on specific portions it can tailor its promoting strategies, menu offerings and by and expansive approach to meet the wants of its target customers.
 - Demographic Segmentation: Chillox divided the age run of 18-25 a long time old for their regular customer. Those who look for esteem for money and a level of consistency within the taste of food tend to be cheap. They primarily centered on urban youth and student as their target customer.

- **Geographic Segmentation:** For geographic segmentation Chillox goes for a specialty advertise, they select the correct region or zone from where they can serve their target customers.
- **Psychographic Segmentation:** For this segment, Chillox goes for customer request. They seek for customers who incline toward quick suppers, are quick food devotees, and looking for casual eating encounters with families.
- **Behavioral Segmentation:** It is one of the imperative segmentations to support longer within the market. For this, Chillox has customization choices for their burgers. In this, they consider diverse factors like arrange measure, favored menu things, and dependability.

2.8 Financial Performance:

The financial performance of a company implies how great a company is in utilizing its resources and generating income. With the analysis of financial performance, we are ready to know how financially sound and healthy a company is. With the analysis of financial performance speculators and analysts can compare one company with another in the same industry. This makes a difference in investors, creditors, employees, and management getting a clear thought approximately the company's financial well-being. But the thing is that Chillox Company is not a full corporate company and they do not have a yearly book or prospectus. They only have some Excel sheets where they have kept their data. But as an intern, they do not give me access to those data. That's why Chillox's financial performance is very limited.

To evaluate the financial performance of The Chillox Company, the following ratio analysis has been done based on the data from fiscal years 2019-2020 and 2021-2022.

Current Ratio			
Fiscal Year	Formula	Calculation	Result
2019-2020	Total Current Assets ÷ Total Current Liabilities	39, 630, 228 ÷ 40, 609, 838	0.97
2021-2022		36, 734, 838 ÷ 38, 787, 419	0.94

It seems that the Company is not in a good financial position between these years.			

Quick Ratio			
Fiscal Year	Formula	Calculation	Result
2019-2020	(Total Current Assets – Inventories) ÷ Total Current Liabilities	39, 630, 228 ÷ 18, 956, 980	2.09
2021-2022		40, 609, 838 ÷ 9,135, 252	4.4
It appears that this company's financial performance is better in 2021–2022 than it was in 2019–2020.			

2.9 Information System:

Chillax recently decided to use PiH because it wants to move its work from manual and wants too digital. PiHR is an app where Chillox can track outlet Staff attendance digitally through a finger automation system. This company can also track the attendance of head office employees. An employee can take leave, a day off through this app. HR can find easily the leave information of an employee by using this app. Chillox can make each employee profile in this app and can keep records forever for both outlet staff and office staff. This app is very flexible for this company and it is not time-consuming so HR can run their task smoothly.

2.10 Porter's Five Forces:

Porter's five forces are shown which can help in recognizing and analyzing the 5 (five) strengths which are competition within the industry, potential of new entrants, power of suppliers, power of customers and the threat of substitute products that can form an industry and point out its qualities and shortcomings. Here, the same has been done for the Burger companies in Bangladesh.

Competition in the Industry: The companies that are competing within the restaurant business are exceptionally huge and most of them are equal or near to one another in size. Moreover, the number of burger companies working in this business is high as well. Since each month new burger restaurant is opening their outlet. As a result, the competition is very strong in this industry. As the products are the same just with distinctive brand names, the companies attempt to capture the market with different strategies.

Potential of New Entrants: The potential of new entrants in this industry isn't exceptionally low but to compete with others will be a great challenge for new entrants. Since one can enter the industry if they need to One would need to make a huge investment. One needs to lend land or space or shop, equipment for production, manpower for operating machines and production, raw materials, and many more. Not only it requires a part of investment but it too requires a part of time. One can open a burger shop but it takes a lot of time to beat the competitors and to attract the customers. So, it is safe from new entrants.

Power of Suppliers: In the restaurant business of Bangladesh, the power of suppliers plays a vital role. Because each restaurant needs raw materials and they bring it from the suppliers. The company has some

trustworthy suppliers and they create a good bond with them. In this case, they do not prefer to switch to other suppliers. So, suppliers have power over them.

Power of Customers: In this sector, most of the customers have their preferred brands and they do not want to switch their brands so easily until the quality of the product is too low. Once they have a certain trust and preference in their brand then after increasing the price still, they will stick with that burger shop.

The Threat of Substitute Products: The threat of products in this sector is very high. Each year or each month someone is opening a new burger shop and they try to make it in some unique way to attract customers. If customers like the new burger shop or one specific item from that new shop then it will be a threat to the existing burger restaurant.

Based on Porter's 5 Forces analysis of the Chillox Company, it can be said that this company is now in a good position because of its fame or brand. It is still in the competition and beat its competitors because it has already made regular customers. New entrants can come but it will not affect a lot on them. But again, customers have preferences and new shop is made so at any time there can be a threat from new entrants.

2.11 SWOT Analysis:

SWOT analysis is used to evaluate a business's standing in its sector. To be aware of the current and future circumstances, one must consider both internal (strengths and weaknesses) and external (opportunities and threats) factors. The Chillox Company has conducted a SWOT analysis based on this information.

- **Strengths:** The main USP of Chillox is that they offer a premium fast-food experience at a very affordable price, giving proper value to the customers. It is a Value for Money (VFM) brand that consistently provides the same experience which is pocket-friendly. This strength helped them to gain a loyal customer base.
- **Weaknesses:** Previously the business was not that much broad, so it was easier to do things. But now as a company, the volume is growing and they are becoming heavy. That is why it takes more

time for them to plan and implement. There are only 8 members in the management team. This small group handles all the work for 18 outlets in 3 different districts and they are serving around 6000 customers every day. So, this is a huge thing with an inadequate qualitative management team.

- **Opportunities:** They became a stable platform in the market and now they want to scale up. From last year till this September, they opened 6 new outlets in Bashundhara, Khilgaon, Mymensingh, Mirpur, and Aftabnagar. This way they have doubled up the number of outlets and they plan to spread overall to Bangladesh having outlets in every district. Their vision is to be a truly national-level chain.
- **Threats:** The main threat for his company is the third-party delivery services (3PDs). Previously customers used to come to restaurants to buy food, or take parcels. But now the number of online buyers is increasing. These 3PDs do everything they need to do for their growth. What he said is that Chillox generates customers, but the 3PDs are taking them away.

Chillax can overcome its weaknesses with its strength because they have a great opportunity ahead in the future and the present. They have the opportunity because they have already gained the trust of their customers and earned the brand value.

2.12 Conclusion:

One of the most well-known burger restaurants in Dhaka, "Chillox," has quickly become one of the most prosperous burger restaurants. It began operations on February 1, 2016, and as of right now, it has 18 locations. Three owners have started their journey together and now they are seeing success.

This company is following democratic leadership. It shows value to its employees. The company has made itself digital and removed most of the manual work. Though it faces some threats from the same sector it can overcome all the challenges and reach them into a good position.

2.13 Recommendations

Drawing from the discourse presented in this chapter, I propose the subsequent suggestions for the organization that may prove beneficial to them.

- Most of the time senior makes all the decision by themselves and they do not feel like involving their junior team members. For this reason, juniors feel demotivated. So, they should at least take suggestions regarding any task from their juniors.
- Pihr this software is still not running properly because of some lacking from other departments. This should be done properly.

Chapter 3: Project Part

3.1 Introduction

Completing this report is a prerequisite for my Master's in Business Administration at BRAC University. To finish the MBA program, students must complete a three-month internship at a company and turn in an internship report. To fulfill this requirement, I joined as an intern in the Human Resource and Admin department at Chillox on 1st June 2023 and continued till 31st August 2023. I have chosen to write my internship report on the following subject “Recruitment and Selection Process of - Chillo”. I was guided and supervised by Dr. M. Nazmul Islam, Assistant Professor and co-supervisor Dr. Syed Far Abid Hossain while preparing my internship report.

3.2 Theoretical Background

In HRM, recruitment and selection are the processes by which an organization generates a pool of suitable candidates for long-term positions that need to be filled by human resources. The process of drawing suitable applicants for a position is known as recruitment, and the process of locating and choosing the best applicant for that position is known as selection.

In case a company needs to grow its operations, it'll look to enlist workers. The development may be arranged in terms of expanding production or manufacturing diverse items for new markets. Selection is an integral portion of the general recruitment process, happening after the creation of a pool of candidates. Once the HR department or the outside recruiter encompasses a list of candidates, they begin the method of selection. The whole process depends on the adequacy of selection. Candidates are shortlisted at this stage, and they are put through diverse tests to check their competence.

3.3 Objective

This report's main goal is to establish a connection between Chillox's hiring and selection procedures and the theories and concepts taught in the MBA program.

The objectives of this report are:

- To explain Chillox’s hiring and selection procedure
- To connect the theories and concepts learned in the MBA program to Chillox's practice
- Offer ideas and recommendations that might enhance their hiring and choosing procedure.

3.4 Significance

The purpose of the report is to provide an explanation of Chillox's recruitment and selection procedure. The purpose is additionally to distinguish any flaws and give recommendations for those flaws.

3.5 Methodology

Both primary and secondary data were used in the completion of this report. The original data sources have been collected from my day-to-day activities at Chillox where I have been working for 3 months. The sources of secondary data have been collected from the company website, their recorded files, and any relevant books.

3.6 Limitations

The following list includes the obstacles encountered while preparing this report:

- Individual employment restrictions. Employees were usually so busy that they didn't seem to have enough time to give me all the information I needed.
- Because it was difficult to obtain sensitive data and information, the accounts and finance department was hesitant to provide information.

3.7 An overview of the Department of Administration and Human Resources

The HR and Admin division of Chillox plays a pivotal part in ensuring the smooth working of the organization by managing the different perspectives related to human resources and administrative functions. This department tries to follow and act according to the Bangladesh labor law rules.

Employee performance appraisal, Employee of the Month, Rewards system, and employee benefits all are created by this department. Employees get to know about their current performance status through this performance appraisal which is made by the HR and Admin Department.

This division is important for this office because all the employees' official tasks are done by this department. 12 team members are working in this team.

3.8 Assessment of the Hiring and Selection Procedures

The recruitment and selection process is an integral part of any company and it is also an essential task for Chillox as well. Since Chillox has 18 branches all over Dhaka, this is why they need at least 21 staff for each outlet. For this reason, it is a very crucial task for the Human Resource team of Chillox to recruit and select the right number of staff at the right time for doing the right amount of work. Since it is a restaurant business this office recruitment process has two types. One type of recruitment has been done for the outlet staff and the other type of recruitment has been done for the head office.

First, I will talk about the recruitment and selection process of the outlet staff in detail which is given below:

Need of Manpower: Each outlet needs staff to do work. Here they recruit to do 2 types of tasks in the restaurant which are for the kitchen and dining department. Sometimes people leave their jobs for so many reasons. This is why this restaurant needs new people, some replacements. There is an area manager who informs the HR department of Chillox when there is a manpower shortage or for which outlet needs how many people then he directly informs the HR department for recruitment purposes. This is the first step before the recruitment.

Job advertisement: When there is a manpower shortage the job advertisement is posted on different sites such as BD jobs, Somvob, and Facebook. There are some other ways Chillox is giving the job advertisement such as personal lead, and walk-in interview. People who need the job also go to the outlet to directly drop their CV, sometimes they apply through staff refer or with references.

CV Screening: After receiving resumes from different sites and platforms, the HR department then screens all the CVs and selects interview candidates based on the organization's requirements. After that, all the selected candidates get a call from the HR department.

Final Interview: The final interview has been conducted by the HR department. Since it is a restaurant business this organization is looking for team members as they do not call their staff a waiter. Each interview session takes a long duration because in each session a detailed discussion regarding the task has taken place. HR recruiter tells them about the task in detail and also about all the rules and regulations they have to follow while doing this job.

Employee Agreement: If they agree to do the job and if their vibe is positive regarding the company's rules and policy then a paper is given to each candidate where all the rules and regulations, leave days, assigned tasks, and probation period-related information are written. After reading that paper the candidate fills up a form where they agree with Chillox's rules and procedures that if they are selected then they will obey all these instructions.

Selection Process: All selected CVs are sent to the Area manager and then he decides which candidate should work at which branch. When the HR department gets his approval then they make a final call to those selected candidates for doing the job. If they agree to the job then the joining letter has been sent to them.

3.9 Recruitment and Selection Process for Head Office

Departmental Manpower Need: When each department of Chillox feels to recruit some employee or intern then they directly request for it to the head of the Office. The bosses then analyze the actual necessity of hiring new employees. If the bosses agree with it then each head of the department starts the further processes.

Preparing Job Description: As per department needs and company rules and policy HR then prepares a Job description. For example, if Marketing, Finance, Accounting, or HR Departments want to recruit someone then they write all the responsibilities and tasks which is called job specification that a candidate will have to do, and write all the requirements that a candidate must have to get the job.

Job Advertisement: After preparing the job description the HR department of Chillox posts it on different sites such as Facebook, LinkedIn, and BD jobs.

Collecting CVs: The HR department receives all the CVs till the deadline and then shortlists those CVs based on their requirements and the Candidate's qualifications. After that, they call those candidates for an interview.

Interview Session: HR then conducts the interview session. When it comes to another department besides the HR department then one or two senior employees from that department join the HR for taking the

interview. There they ask the candidates for job-related questions and give them some scenarios and ask how to handle that situation. After finishing all the interviews HR team then selects the candidates whom they want to give the final call.

Last Round: In the last round HR call those selected employees for the final meeting. In this round, they make them understand the task to which they will be assigned. After hearing the task and responsibilities if the candidate agrees to the job, then they provide the joining letter. And finally, the candidates join the organization as per their flexible date.

3.10 Findings from the Analysis

There are some findings that I have found from the Recruitment and Selection process which are given below:

- Their recruitment and selection process is very lengthy and time-consuming for recruiting team members at the restaurant. During the interview session for each candidate, HR has to spend 15-20 minutes telling them about the task in detail and has to make them understand their job. After that, they fill up the form after reading the paper which has mentioned above. Each day at least 10 females come for the interview. And all of them do not come at the same time so for HR it feels very monotonous.
- The recruitment session is an ongoing process. HR recruits team members for the outlet since Chilox's turnover rate is very high. For this each day HR has to make a call to candidates who drops their CV through different sites.
- The selection process is also not very smooth. After taking their interview their CV has to be sent to the area manager. He then decides which outlet needs team members and it takes one day. After getting the approval from him the HR department calls them again for joining purposes and asks them their preferable joining date.
- The thing that is found good is that they allow the less experienced or non-experienced candidates for the job.

3.11 Recommendations

- Chillox should reduce the time for each interview session. After taking the interview and explaining the job-related information in detail they again let them read the paper where the tasks are written in detail. So, this part can be skipped.
- Each month instead of taking interviews almost every day HR department can fix some days for the interview session.
- The selection process is very lengthy this is why to make it short HR department can make some decisions about this instead of fully depending on the Area manager.

Conclusion

Chillox Company's Recruitment and Selection department plays an integral part in its company. Because this company hires so many staff for their outlets, for this reason, the HR department plays an important role in this company. Their recruitment and selection procedure are lengthy but the positive thing is that they can attract so many employees for the job and get huge responses from the candidates. Their process is time-consuming but by doing this HR department gets selective and good staff or team members for their outlets which has a positive impact on the company. And Chillox will surely improve in their recruitment and selection department.

References

<https://www.studocu.com/row/document/premier-university/marketing-management/implementing-marketing-plan-on-a-new-product-of-chillox-restaurants/26409147>

<https://www.facebook.com/Chillox.burgers/>
<https://www.facebook.com/chillox.burgers>

Bruce J. Fried, P. (2002). RECRUITMENT AND SELECTION. In B. J. Johnson, Human Resources in Healthcare Managing for Success. Health Administration Press, Chicago, Illinois.

MAIMUNA, F. (2022). From roadside cart to burger brand. The Financial Express.

Appendix

CHILLOX								
PROJECTED STATEMENT OF CASHFLOWS								
for the years ended 31st December								
	2019	2020	2021	2022				
9	Operating Cash Flow							
10	Net profit	54, 940, 482	81, 770, 076	103, 995, 243	119, 576, 900	-	-	
11	Add: Depreciation & Amortization	9,786, 838	14, 009, 838	17, 349, 838	19, 952, 313		-	
12	Less: Changes in Working Capital	(8716, 912)	(5,723,404)	(6,631, 063)	(5,339, 935)			
13	Cash from Operations	56, 010, 407	90. 056, 509	114, 714, 017	134, 189, 278		-	
14								
15	Investing Cash Flow							
16	Investments in Non-current assets	39, 630, 228	40, 609, 838	36, 734, 838	38, 787, 419	-	-	
17	Cash from Investing	39, 630, 228	40, 609, 838	36, 734, 838	38, 787, 419	-	-	
18								
19	Financing Cash Flow							
20	Issuance (repayment) of debt	18, 956, 980	9,135, 252	8,679,262	5,515, 724			
21	Drawings	(112, 670, 053)	(135, 517, 547)	(159, 163, 788)	(176, 934, 139)			
22	Cash from Financing	(93,713, 073)	(126,382,295)	(150,484,526)	(171,418,415)		-	

	A	B	C	D	E	F	G	H	I
13			Cash from Operations		56,010,407	90,056,509	114,714,017	134,189,278	
14									
15			Investing Cash Flow						
16			Investments in Non-current assets		39,630,228	40,609,838	36,734,838	38,787,419	
17			Cash from Investing		39,630,228	40,609,838	36,734,838	38,787,419	
18									
19			Financing Cash Flow						
20			Issuance (repayment) of debt		18,956,980	9,135,252	8,679,262	5,515,724	
21			Drawings		(112,670,053)	(135,517,547)	(159,163,788)	(176,934,139)	
22			Cash from Financing		(93,713,073)	(126,382,295)	(150,484,526)	(171,418,415)	
23									
24			Net Increase (decrease) in Cash		1,927,562	4,284,052	964,329	1,558,282	
25			Opening Cash & Cash equivalents		3,212,604	5,140,166	9,424,218	10,388,547	
26			Closing Cash & Cash equivalents		5,140,166	9,424,218	10,388,547	11,946,829	
27									
28									
29									
30									
31									
32									

