

Report On  
The Recruitment and Selection process of ACI Logistics Limited  
(SHWAPNO)

By

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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  
January 2023

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## **Declaration**

It is hereby declared that

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

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

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**Zummatul Mahbin Prachi**  
18104148

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

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**Feihan Ahsan**  
Lecturer, BRAC Business School  
BRAC University

## **Letter of Transmittal**

Feihan Ahsan

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

It is my pleasure to share details regarding the Recruitment and Selection Process of ACI Logistics Limited (SHWAPNO), a position to which I was appointed as an Intern under your direction.

I've done my best to conclude the report as concisely and comprehensively as possible with the relevant information and suggested solution.

I have faith that the report will fulfill expectations.

Sincerely yours,

---

Zummatul Mahbin Prachi

18104148

BRAC Business School

BRAC University

Date: January, 2023

## **Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between ACI Logistics Limited (SHWAPNO) and Zummatul Mahbin Prachi]

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

## **Acknowledgement**

I would like to begin by thanking Almighty Allah for granting me the strength to finish the report within the allotted time. As an HR intern at ACI logistics limited, the internship program in the HR Department provided me with an excellent opportunity to learn about the professional or corporate culture.

I want to thank my honorable faculty "Mr. Feihan Ahsan", Lecturer at the BRAC Business School, BRAC University, for providing me with all the assistance essential to complete my report.

In addition, I would like to express my sincere appreciation to my Supervisor Farhana Tasmin Hira, Assistant Manager, HR Department, ACI logistics Ltd (SHWAPNO), and the team for providing me with all the necessary resources.

I am extremely grateful to ACI Logistics Ltd for allowing me to do an internship with their organization. In addition, I would like to thank all staff members for their kind assistance in completing the report. Without their assistance, I would not have been able to prepare my report successfully.

Last but not least, I would want to thank my family and all of my friends who have helped and supported me throughout the entire report writing process.

## **Executive Summary**

This article is based on a three-month internship requirement for the Bachelor of Business Administration (BBA) program at BRAC University in Bangladesh. The primary objective of this study is to analyze the recruiting and selection process of ACI Logistics Limited (Shwapno) based on my internship observations. Shwapno, the country's largest retail chain, is managed by ACI Logistics Limited.

The study also gives a comprehensive assessment of ACI Logistics Limited's recruitment and selection procedure. The report is segmented into four sections. The very first chapter provides a comprehensive summary of the introduction, including all pertinent details. The second chapter provides an introduction of ACI Logistics Limited, including an overview of Shwapno corporates and outlets, as well as the mission, vision, and services of Shwapno. The fourth AND fifth chapters of this study discuss the recruiting and selection process of ACI Logistics Corporate and outlets, including all recruitment process steps, recruitment policy, recruitment sources, and selection technique. The sixth chapter discusses ACI Logistics Limited's key discoveries. In addition, several recommendations are emphasized in the recommendation section based on my personal knowledge and observations.

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## 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

# **Chapter 1: Introduction**

## **1.1 Introduction:**

Human Resources are crucial factors when it comes to running a successful business. Human resource planning focuses mostly on two activities: recruiting new employees and evaluating their performance. The basic goal of recruiting is to find and hire the best possible candidates from among a sufficient pool of applicants. Because of the importance of having a sufficient number of eligible applicants to ensure a smooth selection process, also, efficient recruitment is crucial. Having access to resources is important, but it takes the dedication of individuals to actually accomplish something. Competitors can easily imitate a company's human, technological, material, or monetary assets. However, if a company's employees are very talented and skilled, that competitive advantage will be difficult for other businesses to replicate. Therefore, the ability to acquire, engage, and keep a sufficient number of highly qualified workers is a critical competitive advantage. These aspects are highly dependent on a competent method of hiring and selecting employees.

The majority of businesses are now utilizing a variety of HRIS systems to improve their effectiveness and efficiency. Even some businesses initiate a company transformation initiative to get a competitive advantage over their competitors. This report presents the work environment condition at ACI Logictics Limited (Shwapno). This research explores the recruitment process, supportive management, and work climate within the framework of ACI Logistics. I've focused on the current HR strategies that Shwapno is employing to boost employee productivity in their recruitment process.

## **1.2 Objective of the study:**

The success or failure of a study is largely determined by how its purposes and objectives are evaluated. This report's Objectives can be divided into Primary Objectives and Specific Objectives.

### **Primary Objective:**

- To demonstrate the recruitment and selection procedures of ACI Logistics Limited;

### **Specific Objectives:**

- To acknowledge the importance of the recruitment and selection procedures;
- To assess the strengths and weaknesses of ACI Logistics Limited's recruitment and selection procedure;
- To find out the opportunities and threats of recruitment and selection process;
- To be able to choose an appropriate source to interact with candidates;
- To understand how to get potential candidates for an organization;

## **1.3 Scope of the study:**

This study is intended to show ACI Logistics Limited's employee recruiting and selection procedure. In this regard, information is obtained from the company's authority. The purpose of the study was to determine the usefulness of the company's recruitment and selection procedure. So that higher authority can focus on this procedure to overcome recruitment and selection process challenges. In the future, they will obtain significant benefits if they follow the steps indicated by the study to minimize obstacles.

## 1.4 Methodology:

The report is mostly based on what I have learned from working at the company. I have also tried to find relevant information from other sources that will help the report to accomplish its goal.

### Data Collection:

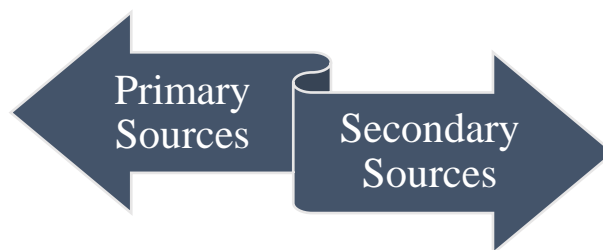


Figure 1: Sources of Data Collection

I choose ACI Logistics Limited (Shwapno) for this internship project, because it is currently one of the most prominent employers in Bangladesh. Using reliable data collection methods is a crucial step in the report-writing process. This paper makes use of data from both primary and secondary sources.

**Primary Sources:** In a primary study, information is gathered through direct observation and recording. Neither the company's own records nor externally available resources contain the information needed for the study. Eventually, it might be necessary to "collect original data," which means to conduct in-person research. The report's primary data was gathered primarily through the use of the following source.

- Face-to-face discussion with the superior authority

- Interacting with some personnel
- Direct communication with HR personnel

**Secondary Sources:** For secondary data, I have go through:

- Office record
- Books
- Internet
- Annual Reports

All the data have been collected during my internship period in ACI Logistics Limited.

## **1.5 Limitations:**

The limitations of the report are mentioned below-

- The report was completed in a short period of time.
- The research is self-funded.
- The official's hectic schedule inhibits data collection.
- According to the policy of the organization, some information was kept confidential for further analysis.
- Due to time constraints, the sample size was limited to a small proportion of the organization's personnel, which does not truly reflect the situation.
- Websites lacked up-to-date information.

## **Chapter 2: Organization Overview**

### **2.1 Overview of SHWAPNO:**

In 2008, ACI Logistics (Shwapno) branded its grocery footprint as "Fresh and close" in order to accomplish the company's Seed to Shelf goal of connecting farmers directly with consumers. (Farhad, 2017). In 2016, Shwapno ranked top in the industry of Supermarkets. Shwapno is the market leader with a market share of 45% and 600,000 registered customers. It operates 90 outlets in the cities of Dhaka, Comilla, Chittagong, and Sylhet. Shwapno has around 2500 people who have always endeavored to provide superior quality, value, convenience, and customer service. As Shwapno has a great understanding of the market, the period between 2008 and 2013 is complicated by challenges relating to health and hygiene, product availability, category and market strategy. However, on the bright side, Shwapno began to realize that a supermarket should feature categories that attract customers, generate profits, and serve as a destination or provide convenience. It has endeavored to determine the significance of each category and product to its clients. In addition, it has prioritized service delivery and worked to identify the target population. Industry relevance, consumer relevance, and pricing are the major components of Shwapno. In addition, it has earned two gold awards for the overall communication prize. (ACI Limited presently present) The sourcing technique utilized by Shwapno is another crucial component of their organization. Shwapno gets FMCG products from manufacturers, with fifty percent originating from the hamlet and the remaining fifty percent from the wholesale market. In addition to aiming to develop its own factory for its lifestyle section, the company has obtained all of its other products from third-party vendors. Since direct sourcing is the company's major purpose, 75% to 80% of its items are sourced directly. The company's revenue in 2016 was USD 93 million and in 2017 it was USD 120 million. In the past three to four years, the compound annual growth rate (CAGR) has been



34%, which is much greater than the sector growth rate of 14%. In addition, the gross margin is roughly 22% and the CARG fluctuates from shop to shop between 15% and 24.0%. 44% of the market share of the supermarket industry is held by Shwapno. In addition, they have a unique strategy for store placement that promotes local sites. A brand-new E-commerce platform has been brought to Shwapno as a result of the anticipation that Bangladesh's online-to-offline ratio will be between 20 and 80 percent by 2030. Shwapno places a premium on the customer's hard-earned money by promoting enhanced shopping experiences at lower pricing. The pricing is lower than that of its competitors because of its scalability and direct sourcing. BTL plays an important role in recruiting new consumers, which is why they are located close to their customers both inside and outside the store. ACI Logistics (Shwapno) is an ACI subsidiary, and its executive director is Sabbir Hasan Nasir, according to the company's most fundamental information. The mission of ACI Logistics is to enhance the quality of life of individuals via the ethical application of knowledge, skills, and technology. "Better Shopping at Affordable Prices" is the tagline of Shwapno, which guarantees better deals than competitors.

## 2.2 The slogan & logo of SHWAPNO

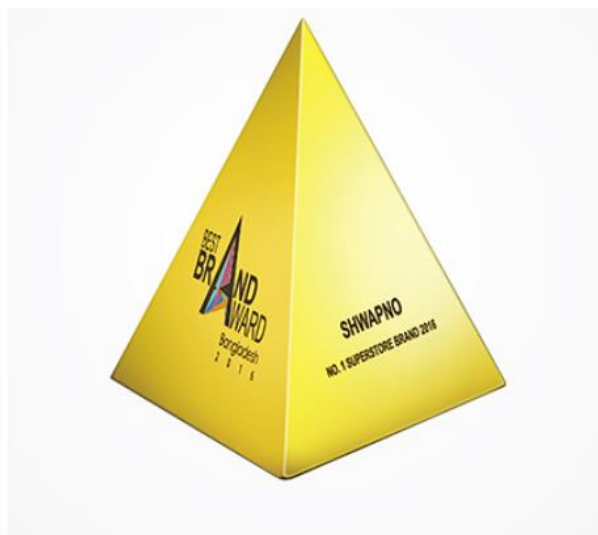


Figure 2: The logo of Shwapno

## 2.3 Achievements of Shwapno:



GLOBAL G.A.P. INITIAL MEMBERSHIP (2016)



BEST RETAIL BRAND AWARD (KANTAR MILLWARD  
BROWN & BANGLADESH BRAND FROM, 2016)

## 2.4 Shwapno Outlets:



*Figure 3: Outlet;s Opening*



*Figure 4: Shwapno Outlet*

## 2.5 Shwapno Website:

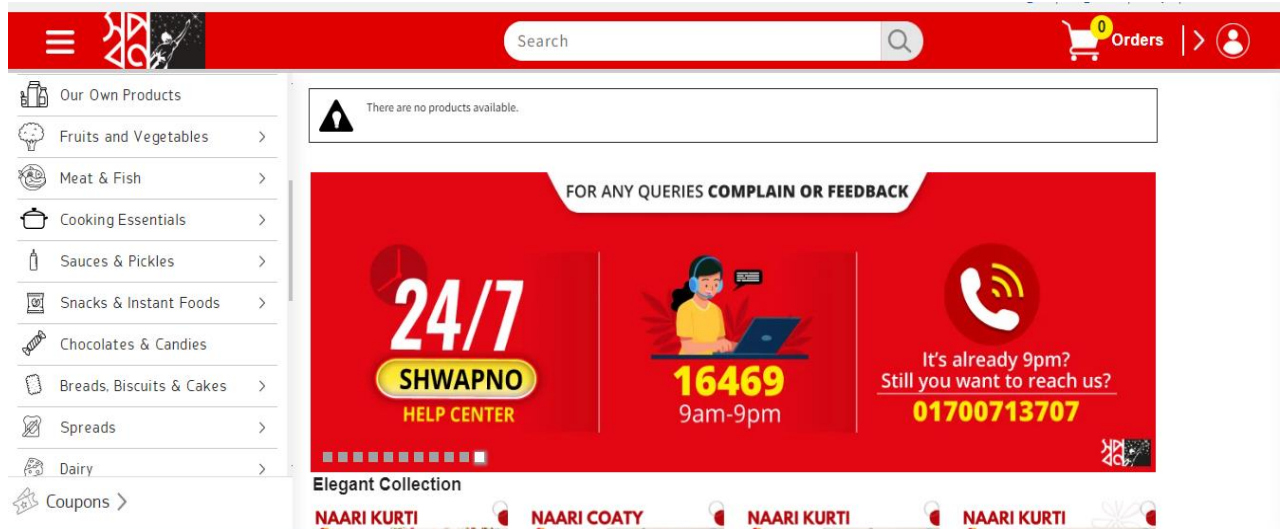


Figure 5: ShwapnoWebsite

## 2.6 Organogram of Shwapno corporate:

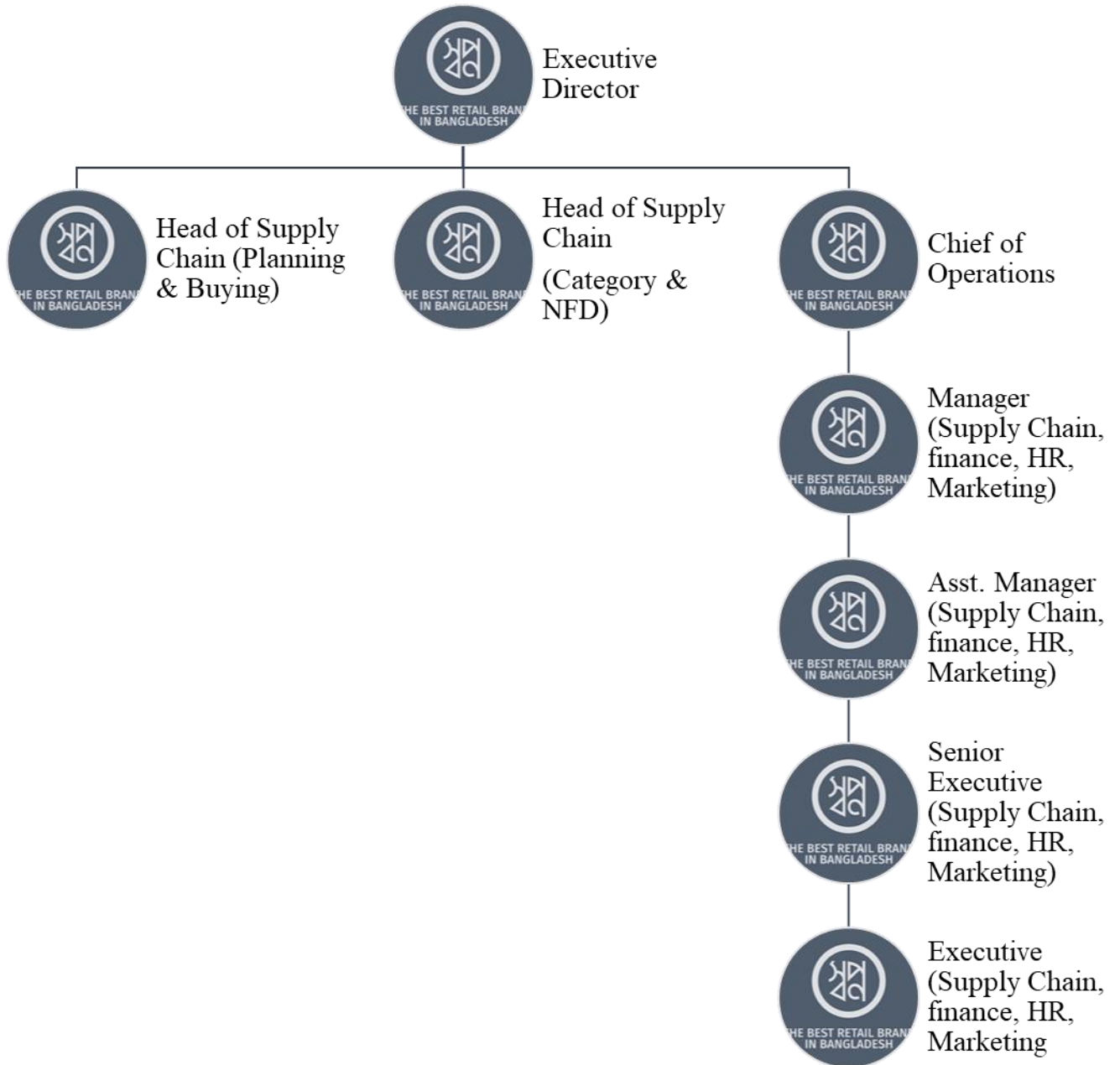


Figure 6: Organogram of Shwapno Corporate

## 2.7 Organogram of Shwapno Outlet Operation:

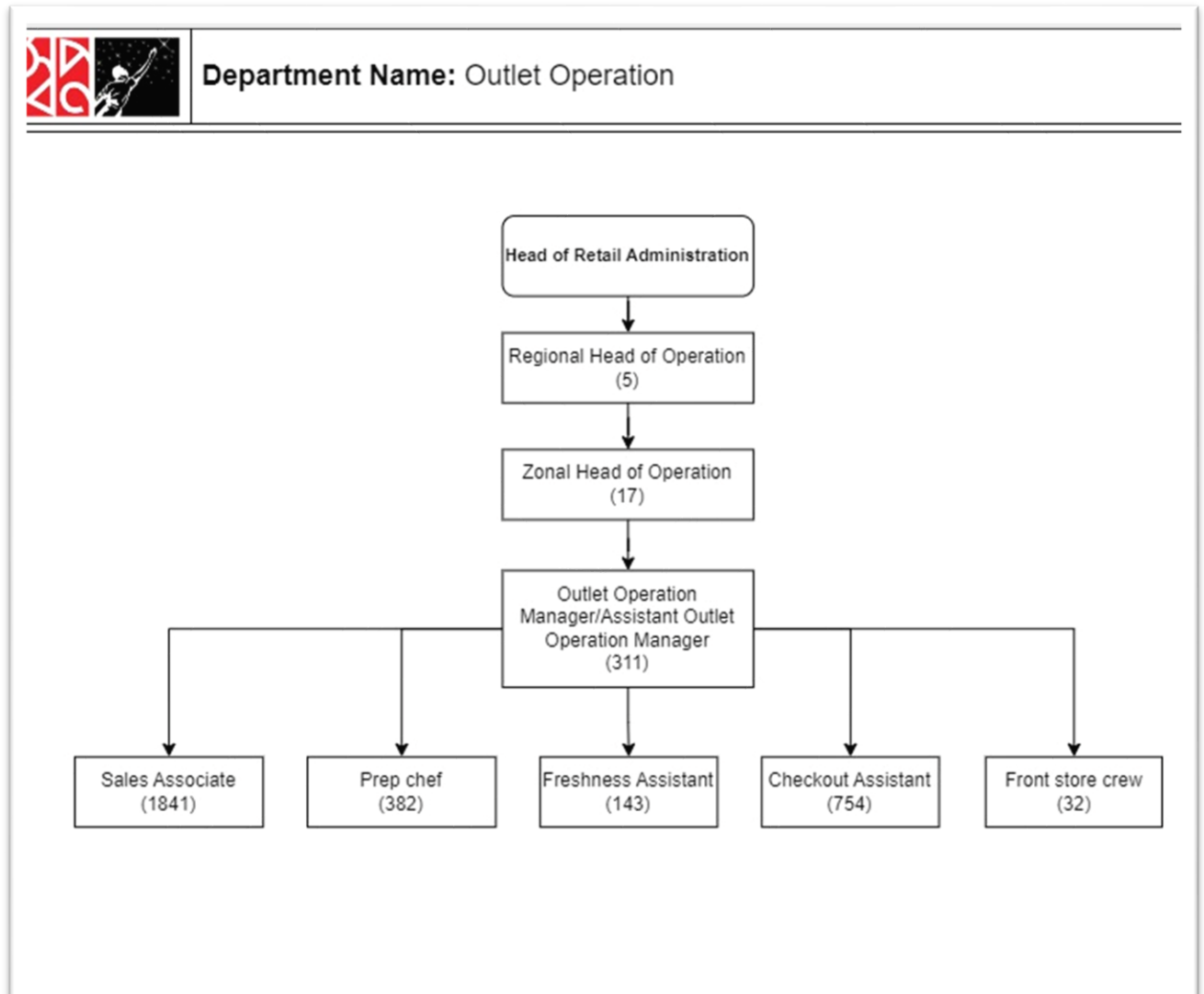


Figure 7: Organogram of Shwapno Outlet Operation

## 2.8 HR Structure :

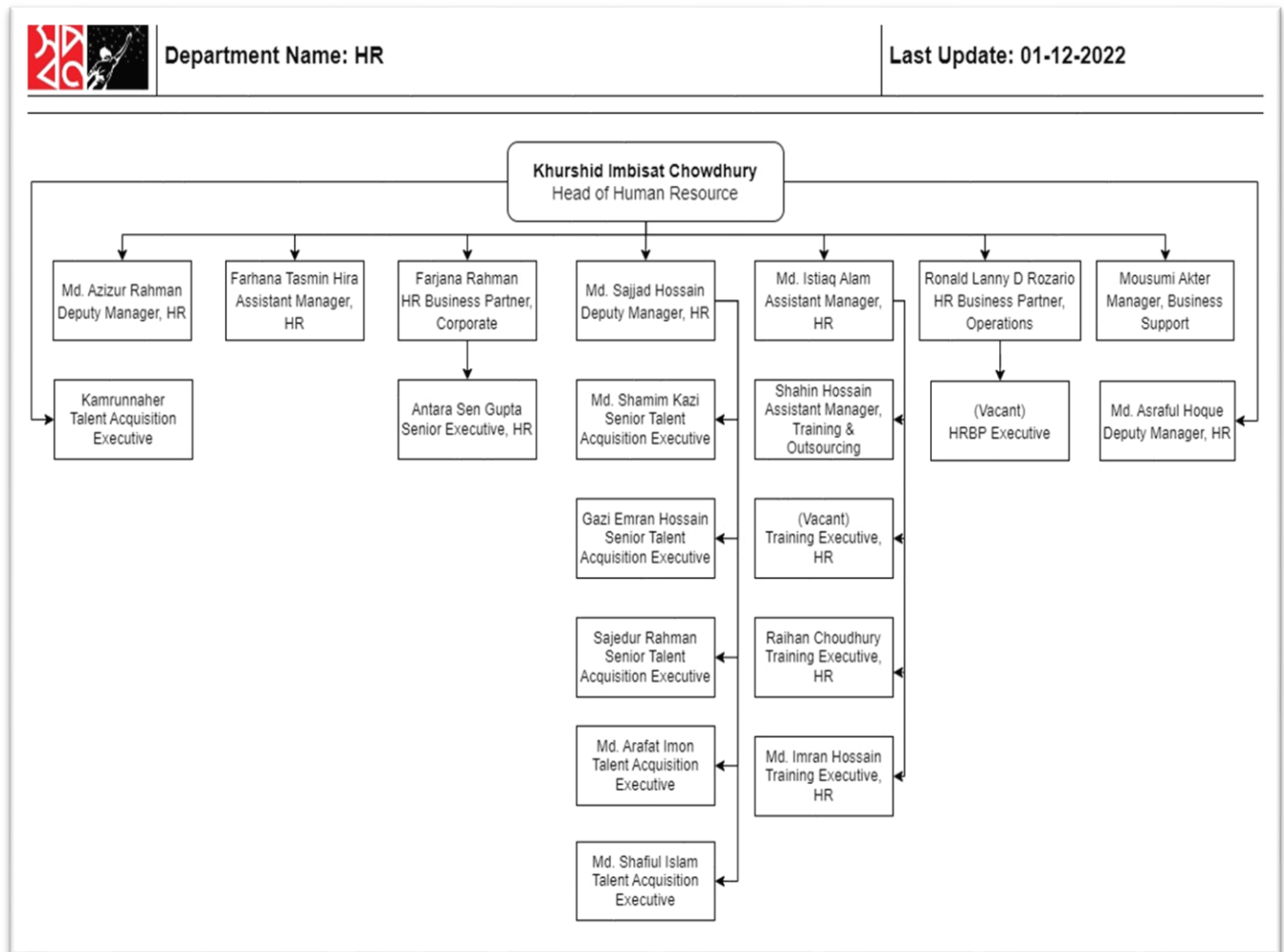


Figure 8: HR Structure

## 2.9 The vision & mission statement of SHWAPNO:

**Mission:** The mission of Shwapno is to “Winning the hearts of consumers by becoming the platform for exceeding expectations through innovating, creating, delivering brand promise, and “Everyday better life”.

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

**Company Offerings:** Shwapno is a collection of distinct product categories. It provides customers with all types of economical everyday essentials. The products include Grocery items and Dry foods. Lifestyle essentially refers to the apparel department (Men, Women, Children), accessories, fruits and vegetables, cooking supplies, home care and cleaning, dairy products, pet care, personal care, beverages, baby food and care, and spreads (Jam & Jelly, Honey, Cheese, Mayonnaise). In addition to these fundamental product choices, Shwapno offers various discounts, including 10% to 50% off, Buy one get one free, free returns, coupons, and promo codes.

Business Divisions	Master Categories	Sales Contribution (%)
Grocery	Nutrition	22.6
	Primary agricultural product	16.4
	Perishables	5.5
Company Products	Ready food	12.8
	Self caring product	9.4
	Dairy food items	5.8
	Beverage and tobacco	5.6
	Kitchen additives	3.3
	Home care	3.2
	Baby caring item	1.8
	Baby Care	1.5
	Stationeries	0.1
	Home Made	< 0.05
	Medicine	< 0.05
NFD	Life Style	6.4
	Electronics & Appliances	1.8
	Home Accessories	1.6
	Gift & Toys	0.9
	Home gadgets	0.5
	Accent & Decors	0.2
	Infotainment	0.2
	Furniture	0.2
	Vehicles	Currently not in operation
Restaurant	Restaurant	0.3



## **Chapter 3: Activities Undertaken**

### **3.1 Summary:**

My education in Human Resource Management taught me the significance of adhering to legal and ethical standards during the recruitment and selection processes. I was able to apply this information while assessing resumes and applications to verify compliance with anti-discrimination laws and regulations in the company's recruitment methods. In addition, I was able to utilize my knowledge of recruiting and selection best practices to assist in the creation of objective job descriptions and selection criteria.

In addition, my Marketing minor taught me how to effectively engage with prospects and sell the organization to prospective workers. This information was helpful in carrying out my duties of engaging with applicants and providing information about the organization and the position. Utilizing my expertise of marketing ideas, I was able to establish efficient communication strategies and messaging that highlighted the companies and roles' strengths and benefits.

In addition, my academic background enabled me to get a deeper appreciation for the function technology plays in recruitment and selection. I was able to watch how the organization utilized several recruitment platforms and technologies to manage resumes and applications, arrange interviews, and do reference checks. I was able to comprehend how technology may enhance the efficiency and efficacy of recruiting and selection processes, as well as the need of keeping abreast of the most recent recruitment technologies.

My academic education in Human Resources Management and Marketing, together with the practical experience I received during my internship, has provided me with a complete understanding of the recruiting and selection process and the abilities necessary for success in the human resources area. I am convinced that this experience will be invaluable as I pursue a

career in human resources management, and I eagerly anticipate the opportunity to apply my knowledge and abilities in a professional situation.

### **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 October 2, 2022, through March 2, 2023.

The recruitment and selection process at ACI Logistics Limited begins with the publication of job positions on the organization's website and on other job boards. The HR department is responsible for drafting job descriptions and establishing the credentials and experience required for each position. The HR department begins to receive resumes and cover letters from potential candidates once the job positions are publicized.

The first step in the selection procedure is to do a preliminary screening of the resumes and cover letters to discover which candidates fit the position's basic requirements. The Human Resources department is responsible for examining resumes and cover letters and finding the most qualified applicants.

The next step is to conduct interviews with the shortlisted candidates. The HR department is responsible for scheduling the interviews, which are conducted by the relevant department managers or team leaders. The interviews are used to assess the candidates' qualifications and skills, as well as their fit with the company's culture and values.

After the interviews are completed, the HR department compiles a list of the top candidates for each position. The final step is to conduct reference checks, which are done by contacting the candidates' previous employers or supervisors to verify their qualifications and work history.

Once the reference checks have been completed, the HR department makes a final hiring decision. They notify the chosen candidates and extend job offers.

During my internship, I aided the Human Resources department in a variety of recruitment and selection processes. This involved evaluating resumes, setting up interviews, doing reference checks, and keeping candidate records. I was able to watch the recruitment and selection process in action and obtain a better understanding of the essential abilities and credentials for the roles. I am appreciative for the knowledge and experience I obtained through my internship at ACI Logistics Limited.

### **3.3 Principal responsibilities:**

As part of my internship in the Operations and Recruitment and Selection teams, my primary responsibilities were to assist with communication with candidates, sort out files, and maintain data records.

**Communication with candidates:** I was responsible for communicating with potential candidates to schedule interviews, provide information about the company and the position, and answer any questions they had. This included sending emails, making phone calls, and responding to messages on various platforms.

**Sorting out files:** I was responsible for organizing and maintaining the files for the candidates who had applied for the positions. This involved sorting through resumes, cover letters, and other application materials, and ensuring that all the necessary information was accurate and up-to-date.

**Data Records:** In addition, I was responsible for maintaining and updating the data records for the candidates, which included entering and updating information in the company's databases and spreadsheets. This included information such as contact details, qualifications, and experience.

Overall, my internship provided me with hands-on experience in the fields of Human Resource Operations and Recruitment and Selection, and gave me a better understanding of the processes and procedures involved in these areas. I was able to improve my skills in communication, organization, and data management and gain valuable experience that will be useful in my future career.

### **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 Assistant Manager, Farhana Tasmin Hira. I worked under Mr. Feihan Ahsan's supervision to complete the internship report.

## **Chapter 4: Recruitment process of SHWAPNO -**

### **Corporate Part:**

Selection and recruitment have a significant impact on an organization's competitiveness and human resource planning. A significant resource that can be a competitive advantage for the company is likewise encourages human resources in the right positions.

#### **The purpose of the recruiting and selection process is to:**

- To build a pool of prospective employees for the organization, from which the management can choose the most qualified candidate for each position.
- Functions as a link between employers and job searchers and assures the placement of the ideal candidate at the right time and place.
- Utilizing and adhering to the proper recruitment procedures can facilitate the organization's selection of the best applicants.

### **4.1 Recruitment and selection process for ACI Logistics Corporate:**

#### **4.1.1 Recruitment Process of Shwapno Corporate:**

Recruitment at ACI Logistics is not about filling open positions; rather, it is about making a constant long-term investment to establish a high-quality workforce capable of achieving the organization's objective in the present and the future. The positions and duties of a given post determine the whole of the recruitment process. Internal Recruitment and External Recruitment are the two methods of recruitment that they follows. Internal Recruitment is the process of

identifying and recruiting applicants from within the organization's current workforce. External recruitment, on the other hand, is the method of finding and attracting employment candidates from outside the organization. When a position becomes vacant, ACI Logistics initially attempts to fill the position internally. If no suitable internal candidate is available, the organization will recruit externally.

When they try to hire for various positions within the organization, the company uses the following process to recruit potential candidates:

Step 1: Manpower Planning & Job Analysis

Step 2: Requisition

Step 3: Sourcing

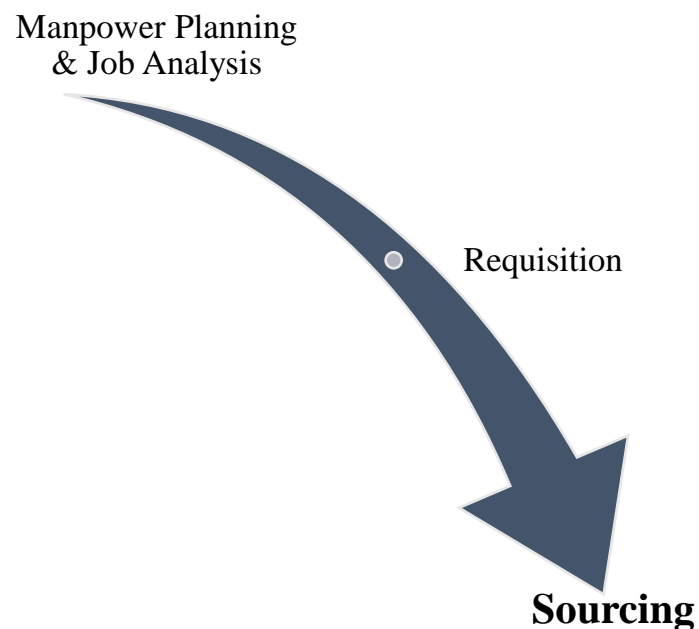


Figure 9: Recruitment Process of ACI Logistics Limited (Corporate)

### Step 1: Manpower Planning and Job Analysis

In ACI Logistics, Manpower Planning and job analysis are the first steps of the recruitment process. Manpower Planning is the analysis of an organization's expected future human resource needs in terms of numbers, skills, and locations. It assists the company to develop recruitment and training strategies to meet those demands. It is essential that they plan ahead. As the company expands, they must hire on a regular basis for its various business units.

During this phase, the company estimates its labor requirements and labor availability. Comparing all of these factors, along with external factors, the company develops its manpower strategy. A Staff Engagement Proposal is developed during the planning phase. A Staff engagement Proposal is a formal document that proposes the filling of an open position, as indicated by the signature of the Head of HR and with the approval of the Executive director of ACI Logistics.

The Human Resource Department (HRD) of ACI conducts Job Analysis simultaneously with workforce planning. In conjunction with job descriptions and person specifications, job analysis is a vital element of workforce planning.

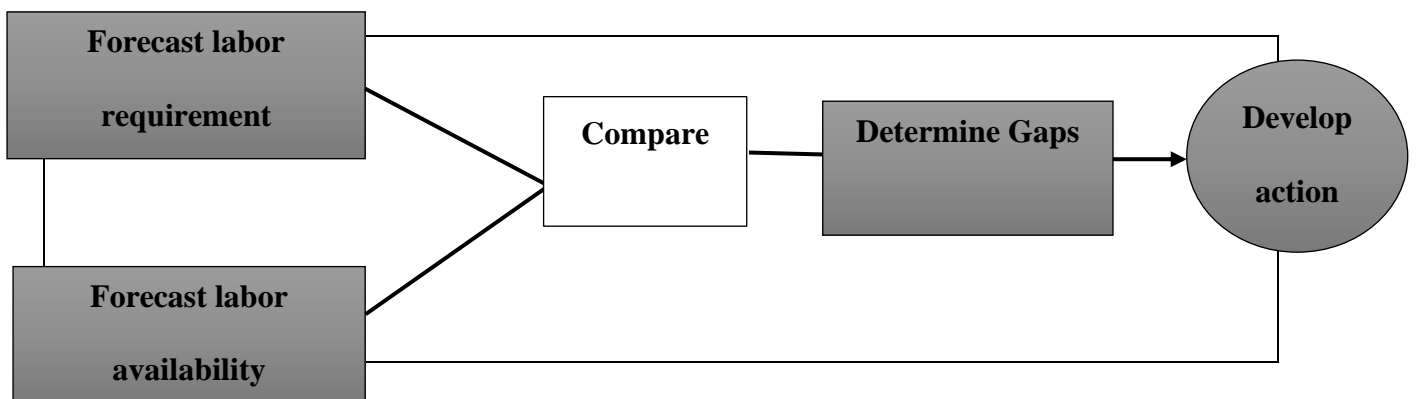


Figure 10: Basic elements of Manpower planning

## **Job Description:**

A job description is a document that provides detailed information about a specific job within an organization. It serves as a guide for both the employer and the employee by outlining the key responsibilities, activities, qualifications, and skills required for a role. This document is important for both the hiring process and the management of the employees once they are on the job. At ACI Logistics, the process of creating a job description begins when a vacancy arises in a particular position. Since the company has various business departments, each position has different responsibilities and requirements. Therefore, the HR department creates a job description for each position, tailored to the specific department and role. A typical job description at ACI Logistics includes the following elements:

The job title: The title of the position being advertised should accurately reflect the role and responsibilities of the position. The job objective: A brief statement that describes the overall purpose of the role, and how it contributes to the overall goals of the company. The duties and responsibilities of the position: A detailed list of the main tasks and responsibilities of the role, including any specific projects or activities that the employee will be expected to undertake. The required qualifications: A list of the minimum qualifications and experience required for the role, such as educational qualifications, certifications, and relevant work experience. The preferred qualifications: A list of any additional qualifications or experience that are desirable but not essential for the role. The working circumstances: Information about the working environment and conditions, such as the hours of work, location, and any travel or overtime requirements. In summary, the job description at ACI Logistics serves as a comprehensive guide for the recruitment process, providing potential candidates with a clear understanding of the role, the responsibilities, and the qualifications and skills required for the job. And also it helps the employee to have a clear understanding of the expectations from the organization.



## **Person Specification:**

A person specification, also known as a job specification or employee specification, is a document that outlines the specific knowledge, skills, abilities, and other characteristics that are required for an individual to successfully perform a particular job. It serves as a guide for the recruitment process, helping the organization identify the best candidate for the position.

At ACI Logistics, the process of creating a person specification begins when a new position is identified. The department or team manager responsible for the position creates a job description, outlining the duties and responsibilities of the role as well as the minimum qualifications and experience required. The manager then works with the HR department to create a person specification that corresponds with the job description, highlighting the specific knowledge, skills, abilities, and other characteristics that are required for the role.

The person specification includes the following elements:

**Knowledge:** The specific information and skills needed to do the job, such as information about the industry, technical skills, or professional qualifications.

**Skills:** The specific skills and abilities needed to do the job, like being able to use a computer, talk to people, or run a project.

**Abilities** are the specific mental or physical skills needed to do the job, such as being able to work well under pressure, do more than one thing at once, or work well with others.

## **Step 2: Requisition:**

The requisition process at ACI Logistics begins with the identification of workforce needs within the organization. When a new position needs to be filled or an existing position needs to be replaced, the department or team manager responsible for the position creates a formal

request for recruitment, known as a requisition. This requisition has information about the job, such as the job title, the duties, the qualifications and experience needed, and the number of positions to be filled.

Once the requisition is created, it is sent to the Executive Director (ED) of ACI Logistics for approval. The EDs review the job description and person specification to ensure that the position is necessary and that the qualifications and experience required are appropriate.

After getting approval, the HR department of ACI Logistics initially searches for potential candidates among existing employees. They look for employees who possess the knowledge, skills, and abilities (KSAs) that align with the requirements of the position. This is done to give existing employees the opportunity to advance within the company and to promote internal mobility.

If the HR department does not find any potential candidates among existing employees, it goes for external recruitment. They use various methods, such as job portals, employee referrals, recruitment agencies, or college campus recruitment, to identify potential candidates. The HR department is responsible for identifying the best sourcing methods for each position based on the qualifications and experience required.

Overall, the requisition process at ACI Logistics is a thorough and well-structured process that ensures that all positions are filled with the most suitable and qualified candidates. The process is overseen by the EDs, who ensure that the recruitment process is in line with the company's goals and objectives. This process helps the company plan for the recruitment of new employees and the development of existing employees, thus ensuring that the company always has the right people in the right positions.

### Step 3: Sourcing:

The HRD establishes the right channels for informing applicants about open positions and finding competent individuals once they have finished conducting effective workforce planning and job analysis. ACI Logistics uses BDjobs, LinkedIn, newspapers, ads, employee recommendations, and university placement as its main recruitment platforms.

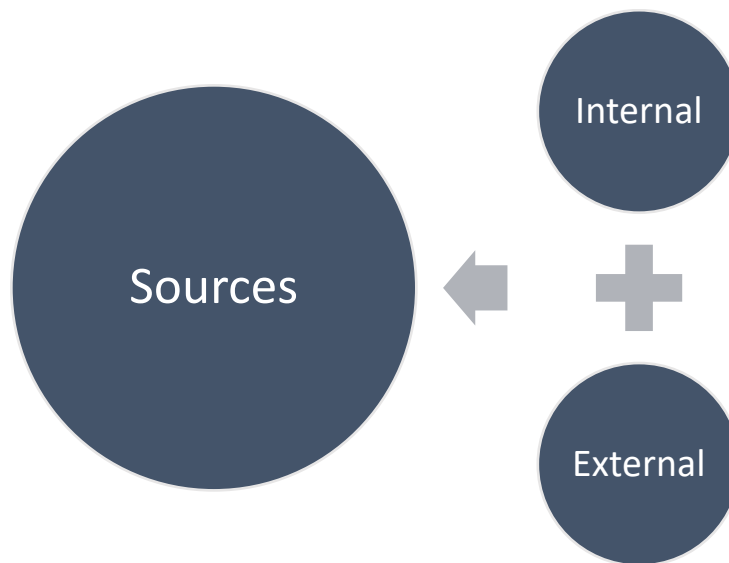


Figure 11: Sources of recruitment

**Internal sources:** ACI Logistics favors current employees over other sources of candidates when filling openings. If the requisite skills, qualifications, and experience can be obtained within the organization, they may choose to promote current personnel or encourage job switching. The organization utilizes internal sources such as-

- Job posting
- Promotions
- Job Rotations

- Nominations

**External Sources:** Regarding external sources, the organization aggressively seeks for applicants from outside the organization. The organization uses BDjobs, LinkedIn, social media, newspapers, ads, university placement offices, internships, and job fairs as external sources. This enables them to access a larger pool of competent candidates and increases the likelihood of finding the ideal candidate. Some external sources are-

- BDjobs
- LinkedIn
- Social Media
- Newspaper
- Advertisement
- University placement offices
- Internships
- Job fair

#### **4.1.2 Choice of sourcing**

ACI Logistics carefully evaluates the various sourcing methods when searching for new employees, realizing that each method has its own pros and limitations. To find the most relevant sources for a given search, the company considers a number of important characteristics. Those are-

- **Quantity of labors:** The amount of positions to be filled is a major consideration when determining which sources to hire. One of the most important factors is the quantity of

labor to fill available positions. When searching for a big number of employees for field work, for instance, the organization may choose to focus on external sites such as LinkedIn and BDjobs.

- **Quality of labors:** The quality of labor is an additional essential consideration. When the needed credentials and level of expertise are especially high, the corporation may decide to employ more targeted approaches, such as newspaper advertisements, to capture the attention of highly qualified personnel. When they locate the requisite qualities in an existing employee, however, they may choose to utilize internal sources.

If the criterion for quality is extremely high and there are not many applications, then the newspaper ad will be designed to be appealing in order to capture people's attention. If they find the required quality in any existing employee, then they go for internal sources.

- **Experience:** The requisite level of experience for the position is also considered while making sourcing decisions. For example, if a senior management position is to be filled, the company may target candidates from other organizations with comparable expertise.

**Budget Constraint:** Finally, budget constraints are also a factor in source selection. Typically, the organization seeks out efficient and cost-effective techniques for locating qualified candidates. When selecting a source, it is usually taken into consideration to select sources that are not only less expensive but also more effective. For entry-level positions, the corporation may use university placement offices and online job fairs as its principal recruitment tools.

## 4.2 Selection Process of Shwapno Corporate:

After determine the choice of sources they move forward to selection process. It starts with collecting CV's. Here I am mentioning the steps of selection process bellow-

Shwapno Corporate's selection procedure begins with the collection of resumes from a variety of sources, including internal referrals from current workers, internal advertisements and notice boards, past candidates, and transfer and promotion chances inside the organization. Additionally, external sources such as newspaper adverts and internet job boards are used to obtain a big number of applications.

- ✓ **Collecting CV's:** Shwapno Corporate's selection procedure begins with the collection of resumes from a variety of sources, including internal referrals from current workers, internal advertisements and notice boards, past candidates, and transfer and promotion chances inside the organization. They look to those already employed by the company to fill open positions in order to save down on the cost of finding new employees. Because it is such a large company, it has an ongoing need for a large number of staff. The following are some of the sources that they use to find applicants.

- Referral from within the workforce
- Internal advertisement /company notice boards
- Previous people who applied
- Transfer and advancement in position

Additionally, external sources such as newspaper adverts and internet job boards are used to obtain a big number of applications. They pull from a variety of sources, both internal and

external. They collect a large number of applicants from external sources when they are unable to find acceptable candidates internally. Newspaper advertisements, such as Prothom-Alo, Amar Desh, Bangladesh Protidin, and Daily Star.

The HR Division of ACI Logistics Limited has contracted with bdjobs.com and chakri.com for internet advertising. Therefore, they have complete access to their LinkedIn page to offer employment advice and collect CVs.

By utilizing interns, ACI Logistics outsources its workforce. As it is cost-effective and provides the interns with actual experience in exchange.

- ✓ **Sorting CV's:** After collecting resumes, the process of sorting and shortlisting commences. The evaluation of a CV is based on the extent to which it matches the job description, qualifications, and experience necessary for the position.
- ✓ **Communicate with sorted candidates:** After sorting the resumes, a list of candidates is compiled. These candidates are then contacted via phone to advise them of the following steps of the selection process, which include a written examination and other pertinent information. In addition, the candidates will be provided with information regarding the position, office location, and other pertinent factors.
- ✓ **Written Test & Interview:** For corporate hiring, every candidate must take a written examination, regardless of whether they were selected from internal or external sources. After the examination, candidates must have an interview with the HR department. This phase is used to cut down the candidate pool further.

- ✓ **Interview with Head of HR:** The shortlisted applicants from the written examination and initial interview with HR will subsequently be needed to participate in a final interview with the HR department's director. The head of human resources will then choose the final candidates for each position.
  
- ✓ **Interview with Executive Director:** A further interview with the Executive Director may be required for executive jobs. This phase is only applicable for executive positions. After got selected by the Head of HR for executive position, candidates' needs to sit for interview with ED.
  
- ✓ **Selection of final candidates and Job offer:** The job will be offered to the candidates who, based on their grades and qualifications, are deemed to be the most qualified. If the candidate accepts the employment offer, the joining procedure will commence and they will be needed to provide all appropriate paperwork.



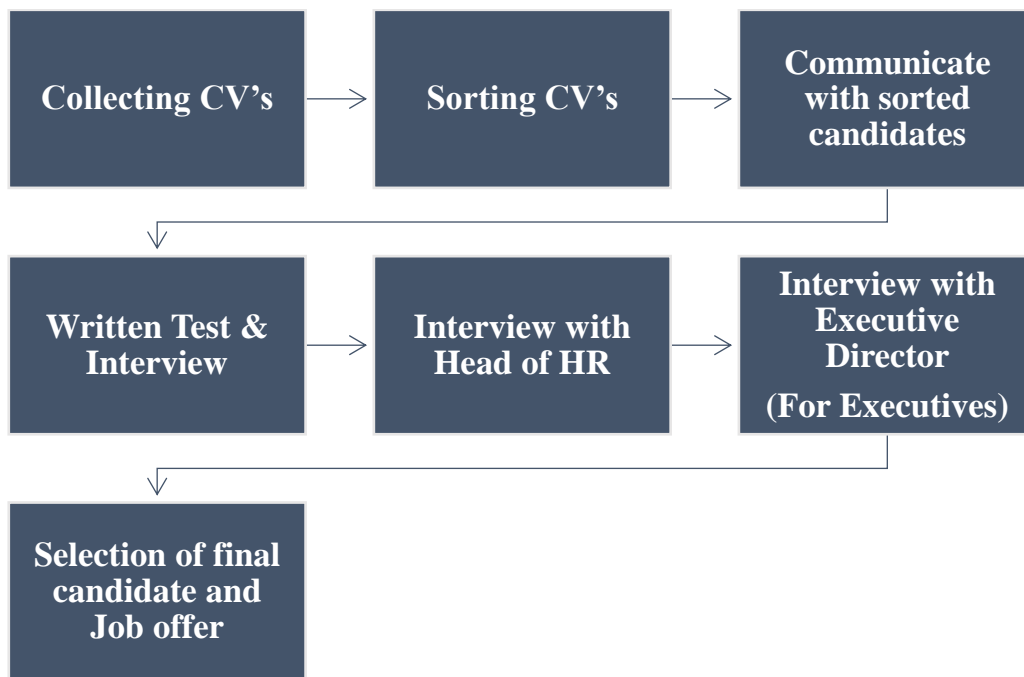


Figure 12: The Selection Process of Shwapno Corporate

### 4.3 Joining Process:

Upon acceptance of a job offer, candidates are required to complete the joining process before officially becoming a part of the organization. As part of this process, candidates must collect the joining form from the human resources office and provide all necessary information, including educational and previous job experience (if applicable).

In order to complete the joining process, candidates must submit copies of their birth certificate or National Identification Card for verification purposes. Additionally, candidates must also submit copies of all academic and professional certificates, as well as a copy of their Tax Identification Number certificate.

It is important to note that failure to submit all necessary documents may delay or prevent the completion of the joining process. Once all required documentation has been submitted and verified, the candidate will have completed the joining process and will be officially welcomed as a new member of the organization.

## Outlet Part:

### 4.4 Shwapno Outlets Structure:

The structure of ACI Logistics Limited (Shwapno) outlets and their corporate are different from one other. For that, the recruitment process of outlet positions are different than the corporate. The structure of Shwapno outlets are given below:

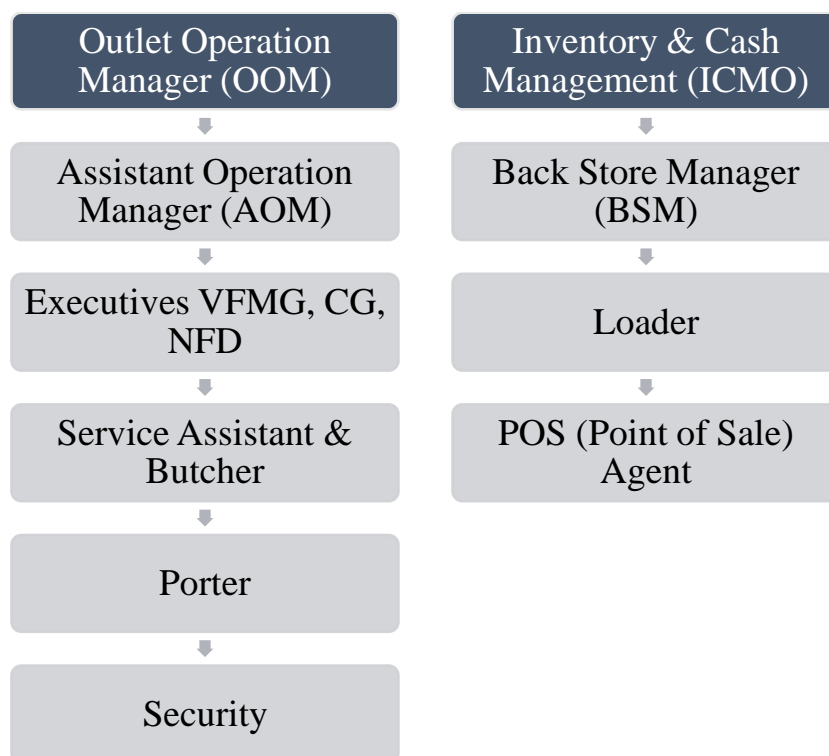


Figure: 13: The Structure of Shwapno Outlets

Here, the work place environment is fully different than the corporates. The duties and responsibilities are totally varies from positions to positions. Usually, Head of Retail Administration operates his duties from the head office. Others positions like Region Head of operations are responsible for the outlets of particular region. Likewise, Zonal Head of operations also responsible for certain areas outlets. These positions operates their duties from

head office. Other positions are directly operates their duties from outlets. That's why the recruitment and selection process varies position to position for outlets.

#### **4.5 Recruitment and Selection Process of Shwapno outlets:**

For outlet recruitment, the educational requirements are not strictly followed as corporate. They focus on experience rather than education. In some cases, the internal requirement is more preferable. Because internal employees have better knowledge and experience of outlet activities. After joining, they got promoted as per work experience. After certain years of work experience they have a huge career opportunity. But there are certain positions for which the minimum educational requirement is bachelor degree or diploma. In outlet, most of the employees are joined as contractual employee. But based on performance, they have opportunity to build their career and become a permanent employee.

#### **Recruitment and Selection Process of Senior Positions of Outlets:**

There are senior opportunities at DSM, RSM, ASM, OM, and AOOM outlets. For these positions, the company's head office's recruitment policy is followed. Candidates for these roles must possess bachelor's degrees and pass a written examination to qualify.

#### **Recruitment and Selection Process of Junior Positions of Outlets:**

For all junior positions, including CA, DA, Service Assistant, and Butcher, a high school degree is required. In some situations, though, SSC completion is also considered. The majority of these candidates are hired as Shine up crew. However, they have tremendous job prospects. Because their promotions were based on their expertise. After a number of years, they were

offered positions as ICMO or AOM. However, even if they were promoted, they must take the examination for those posts. Therefore, they follow the same procedure as corporations for top roles.

But even if they got promoted, they have to sit for the exam for those positions. So, for senior positions, they follow the same process as corporate.

For outlet entry positions, they follow these steps for recruitment and selection -

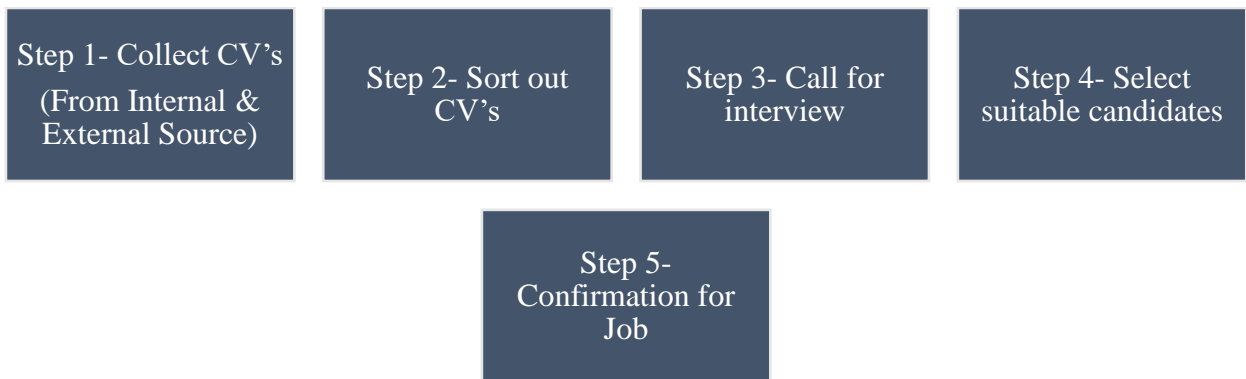


Figure 14: The recruitment & Selection steps of Shwapno Outlets

**Step 1- Collect CV's (From Internal & External Source):** When there is a vacancy in a retail location, HR first advises the manager's hunt for competent current employees to fill the position. If an employee is already qualified and experienced enough to carry out the following obligations, the manager will intervene with HR and forward the employee's resume. If no such employee is currently employed, they search on externally.

**Step 2- Sort out CV's:** They filtered the resumes based on experience after collecting them from internal and other sources. As educational background is not necessarily essential for

outlet roles, they place a greater emphasis on experience than education when shortlisting candidates.

**Step 3- Call for interview-** After shortlisting qualified applicants, they conduct interviews.

**Step 4- Sit for test (Only required for managerial post):** This phrase applies only to managerial positions. After selecting the best individuals, they administer a test. Internal and external both candidates have to sit for it to qualify for the following level.

**Step 4- Select suitable candidates:** After all the processes that mentioned above, based on candidates marks, the manager selects the most qualified ones and offers them the job. If the candidate accepts the job offer, the joining process begins and they are called to finalize the appointment required documentation.

**Step 5- Confirmation for Job:** After completing all the procedures they confirm the job to the suitable candidates, and after accepting the job offer, the joining process begins.

#### **4.6 Joining Process of Outlets:**

The joining process of outlets and corporate is almost same. But for outlets, the employees need to fill up a personal verification form of 5 pages where they need to mention everything including family member's information. Besides, they have to attach their parents NID photocopy along with an academic and a professional references including their NID

Photocopy's or visiting cards with reference forms. They also need to attach their all academic certificates and submit it to the HR. Then, HR team verifies all the documents.

## **Chapter: 5: Findings, Recommendations and Conclusion**

### **Key Findings:**

- ❖ ACI Logistics Limited recruits the best qualified candidates from an internal and external applicant pool.
- ❖ ACI Logistics Limited advertises in newspapers and online platforms for external sources. For example, [www.bdjobs.com](http://www.bdjobs.com) and [www.prothomalojobs.com](http://www.prothomalojobs.com)
- ❖ The policy of ACI Logistics Limited prohibits the employment of candidates younger than 18 years old.
- ❖ ACI Logistics Limited seeks young recent graduates for entry-level positions. For positions at the mid-level and above, they favor candidates with relevant experience and qualifications.
- ❖ The recruitment and selection procedure at ACI Logistics Limited is fair and transparent.
- ❖ There is no discrimination based on gender, ethnicity, religion, or color against applicants.
- ❖ While employed by ACI Logistics Limited, the individual may not work for another company.



## **Recommendations:**

There are a few gray areas in which ACI Logistics Limited's performance falls beyond expectations and could be enhanced, considering the fact that the company performs its activities efficiently. The following proposals have been suggested to enhance the current recruitment and selection procedure and to make the entire procedure more effective:

- ❖ To further improve the recruiting and selection process at ACI Logistics Limited, it is suggested that the organization adopt a formal policy for the selection of recruiters. It would be advantageous to have a clear guideline in this area to provide a more uniform and effective recruitment process.
- ❖ In addition, the organization should consider offering bonuses and other enticements to recruit top personnel, as it may occasionally be difficult to attract highly qualified individuals due to budgetary constraints.
- ❖ In addition, it is suggested that the management team make a greater emphasis on time management, as candidates may currently be required to wait excessively long for interviews. Both the candidates and the recruiters may experience unnecessary stress and frustration as a result.
- ❖ In addition, since the company conducts a large number of interviews for outlet positions, it is suggested that the organization make all necessary preparations prior to each interview, such as ensuring that there is sufficient seating equipment, in order to minimize any inconvenience and conduct the interview in a structured manner.
- ❖ Additionally, it is recommended that the organization undertake more organized interviews and aim to consistently improve its recruitment and selection processes. This can help to guarantee that the most qualified candidates for each position are selected and that the process is as efficient as possible.

- ❖ Lastly, it is suggested that the organization adopt a program for continuous process improvement, to guarantee that recruiting and selection procedures are continually evolving and optimized to fit the demands of the organization and candidates.

## **Conclusion:**

To conclude, recruitment and selection are crucial to the success of any firm. The selection of the ideal individual can have a substantial impact on the future growth and success of a firm. Recognizing the importance of selecting the best competent people to provide them a competitive edge in the business world, ACI Logistics Limited (Shwapno) has a well-defined and efficient recruitment procedure. With a focus on providing the finest client experience, the business recognizes that the best people are essential to attaining this objective. The suggestions presented in the section titled "Recommendations" can further enhance the recruitment process and ultimately result in an increase in the organization's revenue. Through my internship at ACI Logistics Limited (Shwapno), I gained significant insight into the recruitment process and the significance of company culture and professionalism. I feel that with the proper human resources in place, ACI Logistics Limited (Shwapno) has the potential to become an industry leader in retail.

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