

Report On  
The impact of work time and the life cycle of the employees of Aarong on  
their performance

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 have acknowledged all main sources of help.

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

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**Atika Tabassum**

18204047

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

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**Hasan Maksud Chowdhury**

Assistant Professor

BRAC Business School

BRAC University

## **Letter of Transmittal**

Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship

Report Dear Sir,

I would like to express my gratitude to the Almighty for allowing me to finish the internship and present this report to you. I could not have done either of those things. I count it among my good fortune to have you serving as the supervisor of my internship. This report contains an overview of my responsibilities while working as an intern at the Head Office of BRAC-Aarong.

I sincerely wish for your contentment and acknowledgment of the effort I have put into the report. In addition, I sincerely hope every reader will find this report insightful, which was one of the primary reasons I decided to write it. I am grateful that you inspired me to continue working on this fascinating issue. I hope that you will give it some thought and appreciate it.

Sincerely yours,

Atika Tabassum

18204047

BRAC Business School

BRAC University.

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between BRAC- Aarong and the undersigned student at BRAC University, BRAC Business School

.....Atika Tabassum ...

## **Acknowledgement**

This internship report was made possible by the cooperation of a huge number of helpful individuals. I would like to begin by expressing my gratitude to Almighty Allah for granting me the opportunity to write this report. Next, I would like to express my sincere appreciation to my supervisor, Hasan Maksud Chowdhury, Assistant Professor at BRAC Business School, for guiding me in the drafting of this report. Without his aid, it would not have been possible to write this report. In addition, I would like to express my appreciation to the entire human resource department of BRAC-Aarong for treating me as one of their own, as well as to all the wonderful people of this division for their supervision, especially the operation team for their unwavering support and cooperation throughout the duration of my internship.

## **Executive Summary**

A 40-year-old company, Aarong is the leading lifestyle retail chain in Bangladesh. It is the source of income for over 65,000 craftsmen dispersed throughout the nation, some of whom are reached by the Ayesha Abed foundation, which oversees 37 centers and 637 sub-centers of production where artists can find employment and make their goods. This report is divided into three chapters. In this report, the first chapter is about the outcome of the internship. In the second chapter, I outline the background of Aarong, including its mission, vision, and core values, as well as its product line, wide range of outlets, and operating network as illustrated by an organogram. In addition, I conducted many analyses of Aarong, including Porter's five forces analysis, PESTEL analysis, internal analysis, and SWOT analysis, it describes the nature of Aarong's Human Resources processes as well as my allocated duties at Aarong. I also described the educational components of Aarong in the same section, it also describes their target market and strategies, product line to overcome the weakness and threats. This report also analyze, interpret and provide insights on their financial performance. Based on their financial performance, this report describes different aspects accounting principal of Aarong. Right after this part the most crucial part of the report comes forward which is all about the research on the employee's performance, Exploring the working time and life cycle of Aarong employees, determining the impact of working time and life cycle on the performance of the employees. In addition, it began with a statement of the research gap, research question, and research purpose, followed by the data collection process. In the section on data collecting, I then discussed the qualitative research I conducted for the overall study of this report. Next, a critical analysis is conducted to determine the impact of work time and the life cycle of Aarong's employees on their performance. I described the outcome of the analysis in the report's results section. Last but not least, the study came to a close with a conclusion.

## **List of tables**

Table 1: Student Information	11
Table 2: Information about Internship	11
Table 3: Company Supervisor's Information	12
Table 4: Aarong Award	31
Table 5: Company profile	33

## **List of Figures**

Figure 1: Key Values of BRAC-Aarong	24
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Figure 2: BRAC-Aarong Logo	25
Figure 3: Aarong Product Line	28
Figure 4: Aarong Human Resource Organogram	30
Figure 5: Employee satisfaction on festival Bonus	66
Figure 6: Employee satisfaction on Leave procedure	67
Figure 7: Employee Satisfaction on salary	68
Figure 8: Comparing satisfaction level of Aarong's compensation with other companies	70
Figure 9: Comparing satisfaction level of academic result with office responsibility	71
Figure 10: Employees Performance level	72

## Table of Contents

<b>Declaration</b>	2
<b>Letter of Transmittal</b>	3
<b>Non-Disclosure Agreement</b>	4
<b>Acknowledgement</b>	5



<b>Executive Summary</b>	6
<b>List of tables</b>	7
<b>List of Figures</b>	8
<b>Chapter 1: Overview of Internship</b>	11
1.1 Student Information	11
1.2 Internship Information	11
1.2.1 Period, Company Name, Department, Address	11
1.2.2 Company Supervisor's Information:	12
1.2.3 Job Scope- Job description/ Duties/ Responsibilities:	13
1.3 Internship Outcome	16
1.3.1. Student's contribution to the company	16
1.3.2 Benefits to the student	17
1.3.3 Problems/ difficulties faced during the internship	18
1.3.4 Recommendations to the company on future internships	19
<b>Chapter 2: Organization Part</b>	20
2.1 Introduction	20
2.1.1. Mission	23
2.1.2. Vision	23
2.1.3. Key values	23
2.1.4 BRAC- Aarong Logo	25
2.1.5 Products of Aarong	25
2.1.6 Outlets of Aarong	29
2.1.7 Organogram	30
2.1.8 Awards	31
<b>2.2 Overview Of the company</b>	31
2.2.1 About BRAC-Aarong	31
2.2.2 Company Profile	32
2.2.3 Relationship among BRAC, Aarong and AAF (Ayesha Abed Foundation)	33
2.3 Management Practices	34
2.3.1 Leadership style:	34
2.3.2 Human Resource Planning Process:	34
2.3.3 Recruitment and selection Process:	38
2.3.4 Leave Management	43
2.3.5 Grievance and Separation management	44
2.3.6 Employee Category of Aarong:	45
2.3.7 Benefits and compensations of Aarong:	46

2.4 Marketing Practices	51
2.5 Financial Performance and Accounting Practices	53
2.6 Operations Management and Information system practices	53
2.7 Industry and Competitive Analysis	54
2.7.1 Porter’s Five Forces	54
2.7.2 SWOT Analysis	56
2.7.3 Pestel Analysis	57
2.8 Conclusion	59
2.9 Recommendation	59
<b>Chapter 3: The impact of work time and the life cycle of the employees of Aarong on their performance</b>	<b>61</b>
3.1 Introduction	61
3.1.1 Literature Review	62
3.1.2 Objective	63
3.1.3 Significance	63
3.2 Methodology	64
3.2.1 Primary Data Sources:	64
3.2.2 Secondary Data Source	65
3.3 Findings and Analysis	65
3.3.1 Survey Questionnaire	72
3.4 Summary and conclusion	75
3.5 Recommendations/ Implications	76
References	78
Appendix	80

## **Chapter 1: Overview of Internship**

### 1.1 Student Information

<b>Name:</b>	Atika Tabassum
<b>ID:</b>	18204047

<b>Program:</b>	Bachelor of Business Administration (BBA)
<b>Major:</b>	Human Resource Management & Computer Information Management (Dual)
<b>Minor:</b>	N/A

Table 1: Student Information

## 1.2 Internship Information

### 1.2.1 Period, Company Name, Department, Address

<b>Period:</b>	15 <sup>th</sup> September- 15 <sup>th</sup> January
<b>Company Name:</b>	BRAC- Aarong
<b>Department:</b>	Human Resource Department (Operation Team)
<b>Address:</b>	346, Industrial Area, Tejgaon.

Table 2: Information about Internship

### 1.2.2 Company Supervisor's Information:

<b>Name:</b>	Md. Golam Saklain
<b>Designation:</b>	Manager

Table 3: Company Supervisor's Information

### 1.2.3 Job Scope- Job description/ Duties/ Responsibilities:

I was hired by the human resources department's operating team and spent a few weeks rotating to the recruitment and employer branding team. As I spent the most of my internship period in the operation team, where I had learnt a lot of backend works of human resource department, I used to perform a variety of tasks. My obligations and tasks include things like:

- My first and foremost work was to updating the software. I had to fill up the gap where information was missing. For example: present address was missing for most of employees. I collected present address from every department through email and after that I helped the organization to eradicate this problem.
- Then, my second work was to update the employee's photos in the system. For some employees picture was missing. On the other hand, some pictures were very old, from there it was unable for them to recognize an employee.
- Next, my responsibility was to upload the collected documents on the server. For that, firstly, I had to scan the documents and then open the EDMS system. To open the EDMS, I had to put pin number and password. After opening the EDMS, the land page shows that I have to save the files which I want to upload. After saving, the documents need to submit in their respected place, for that, I need pin number, date, category and group. Then, need to save the document in PDF file and this is how the EDMS works.
- Moreover, conducting the onboarding session of the new joiners was my one of the responsibilities and completing the joining process for

the new joiners, for example: helping them in filling up the required documents so that department can maintain a personal file for each of the new joiners.

- Then, I have to collect required documents of new joiners and conduct reference checking.
- Assisting in the process of making ID card and visiting card and ensure the proper distribution of cards.
- Lastly, I had to ensure the employees attendance by reviewing and collecting the leave application and maintain an excel file for that as the current system of Aarong is down, so I had to manually work on the leave application.

After that, I worked with the recruitment and employer branding team later on in my internship, where I also picked up a lot of knowledge from them. The duties include, for example:

- Collecting the CV and sorting the CVs according to the requirements of different positions.
- Making the board sheet of shortlisted candidate, listed as their name, email, phone number. Calling the candidates to take participate in the exam session.
- Then prepare for conducting the exam session. For example: booking the room to conduct the exam session, make sure the room is neat and clean, and prepare the question paper according to the requirements.
- Invigilate the exam session. Making sure everyone has signed the attendance sheet, let them know about the rules and regulation to complete the exam.
- After collecting the exam papers, I need to check the papers for the next interview session. According to the marks, I need to shortlisted candidate and

conduct the interview session.

- Again, I had to book a room for conducting the interview session. Before entering the room for interview, candidates need to fill up the initial form, I had to help them in this regard.

## 1.3 Internship Outcome

### 1.3.1. Student's contribution to the company

I believe I have contributed to the organization because many of its members have acknowledged and appreciated my participation. First, I help officers and senior officers manage their workload during peak periods by obtaining signatures from the general manager or manager on their behalf. When it was very much necessary, I helped them by scanning the documents as soon as possible. Moreover, by providing them with the documents that is required of them. I had access to a number of vital portals, including ERP and EDMS, as well as other essential systems. In addition, I was given the opportunity to travel with the officers to the residences of clients in order to present legal documents. Additionally, I was able to complete the documentation, which was the most important aspect of the project. If the documents are placed in the incorrect file, it will be exceedingly difficult, if not impossible, to locate them due to their abundance. I was only able to contribute the minimum possible sum. I was in charge of filling out paperwork for new recruits, and the senior officers relied on me to do so. In addition to this duty, it was my obligation to evaluate if the documents contained any blank areas. I believe I was able to make a major contribution to the organization as a result.

### 1.3.2 Benefits to the student

During my internship at BRAC-Aarong, I believe I received more than I contributed. I had a front-row experience for the organization's management procedure. During this moment, I

was able to view both internal and external projects, such as APL, which was extremely rare given that I only deal with them at the end of the year. I was able to look into and learn about a range of departments and tasks. I learnt how to use ERP and EDMS with the help of the portal, where one can obtain all the necessary information on employees and how to utilize the systems. It is extremely important and confidential software for the company. Each employee has a unique PIN number and password to access their account so that no one else can view their information. The confidentiality and safety of employee information is of the utmost importance.

Importantly, I had the chance to speak with officers and obtain knowledge and experience that would not have been possible otherwise. I also gained knowledge on how to engage with staff members, provide them with the services they require, and handle multiple tasks at once. I learn new things. I gained knowledge on how to relate to and conduct myself with an organization's senior executives as well as how to treat the lower-level staff members with respect. Finally, I discovered and acquired knowledge of the fundamental and significant office etiquette.

### 1.3.3 Problems/ difficulties faced during the internship

My internship was like going on a rollercoaster ride, in my opinion. There are positive aspects to this, but there are also some adverse effects. Because I was unfamiliar with the



setting and lacked the knowledge essential to react effectively in a variety of situations, I had some initial difficulty interacting with the officers. I was also nervous about the situation. An extra special thank you goes out to Mr. Monir, the Associate Officer, who was a tremendous help in maintaining order throughout the event. In addition, there were times when I had to rearrange the hours that the other members of the team had set aside for their individual responsibilities. This was necessary because there were times when another officer had essential and urgent work that I needed to complete within the time that was set aside for the other officers. Because of the tremendous amount of pressure, I did not always succeed in completing the task to the mark. During the course of my internship, I ran into another problem when I tried to find particular documents from the past; there were a lot of files in the cabin, which made it difficult to retrieve the records in a timely manner.

#### 1.3.4 Recommendations to the company on future internships

Firstly, I want to recommend that at the end of the internship, they provide us some training for example: CV writing, Business communication and Excel. They could have given that training in the beginning of the internship. We do not have any experience on how to communicate with officer or any senior level manager as we are students. Training on

Business Communication would help us in this regard. As we were getting real life experience of an organization through this internship program, it would be great if we had some feedback on weekly basis, based on that we could have improve ourselves. Secondly, they could have given us some challenging works, though there is a chance of making mistakes. In this point, they could have given some time to check the works. Then, they could have rotated the interns on weekly basis. So that they can have more experience, to help the interns for their future. Like: I was working in the operation team of Human resource department. There was also a team of retail HR, both the interns could discuss about the works and rotate the positions to expand the existing skills. Moreover, the seat and computers for interns should be as efficient as other employees. Lastly, the supervisor should teach and motivate the intern so that they can get encouragements while working on different projects.

## **Chapter 2: Organization Part**

### **2.1 Introduction**

The mission statement is, "To create a secure and lucrative source of employment for the less privileged rural craftsmen, lift up the traditional identity, and commit to providing excellent service." Aarong embarked on its journey in Bangladesh on the basis of these guiding principles. This organization is committed to improving the lives of those who are marginalized, promoting traditional goods from Bangladesh, and establishing doors so that such goods can be exported. The name Aarong has become synonymous with quality, creativity, and one-of-a-kindness not only in Bangladesh but also in other countries across the world. Not only have the designer and creators of the product range offered by Aarong established the company as leaders in deshi handicraft, but they have also reignited interest in and popularity for styles and traditional crafts that are native to the country.

Aarong is a leader in the deshi handicraft industry. Each item is guaranteed to be unique and marketable in today's culture because to the artful fusion of modern and traditional elements that goes into its production. As a result, Aarong is home to hundreds of skilled craftspeople who create works of ceramics, jewelry, woven baskets, silk, leather goods, metal pieces, and stunning wood carvings. Today, very few city dwellers would disagree with the assertion that Aarong is the regional Mecca for deshi handicrafts. The product designs of Aarong have brought consumer attention back to the products and styles that are indigenous to Bangladesh. Its designers have blended the traditional with the contemporary in a manner that has won instant consumer appeal, thereby beginning a revolution in trends that has now been taken up by an innumerable number of other boutiques and stores. The varied sorts of crafts and

patterns that have been woven by hand by craftsmen and weavers in craft centers all throughout the country are the inspiration for Aarong's product designs. These patterns and crafts have been passed down from one generation to the next.

Aarong is a Bangla term, and that word was used to name the organization. The term literally translates to "a market or fair in a village," and it refers to an event that gives artisans of all kinds the opportunity to showcase and sell the traditional products they make. Because of this, the organization's dedication to promoting the indigenous commodities of our nation, which are a significant component of our extensive cultural and artistic legacy, is upheld by the name of Aarong as such. It is the handicraft marketing branch of BRAC, which is the largest non-governmental organization in Bangladesh. BRAC stands for the Bangladesh Rural Advancement committee. Aarong has organized a village fair in which craftspeople of all kinds may come together to display and sell the traditional wares they make. It helps to revitalize traditional craftwork and locate a bigger market for their products, both domestically and globally.

Aarong is a non-profit organization that has been around since 1978. It is a fair-trade group that works to improve the lives of disadvantaged artisans and poor rural women by reviving and promoting their skills and craft. Aarong accepts and nourishes a broad representation of 65,000 craftsmen, the most of which are women. These artisans include weavers, potters, brass workers, jewelers, jute workers, basket weavers, wood carvers, and leather workers, amongst others.

Today, Aarong helps autonomous cooperative organizations and family-based artists advertise their craft to promote the nation's handicraft industry globally. This promotes the

nation's handcraft industry internationally. Aarong has long been one of the leading rural craft producers and marketers in the US and abroad.

### 2.1.1. Mission

Our goal is to improve the quality of life for individuals and communities struggling with issues like as poverty, illiteracy, sickness, and social injustice. Our initiatives intend to bring about good changes on a broad scale via the implementation of social and economic initiatives that support women and men in achieving their full potential.

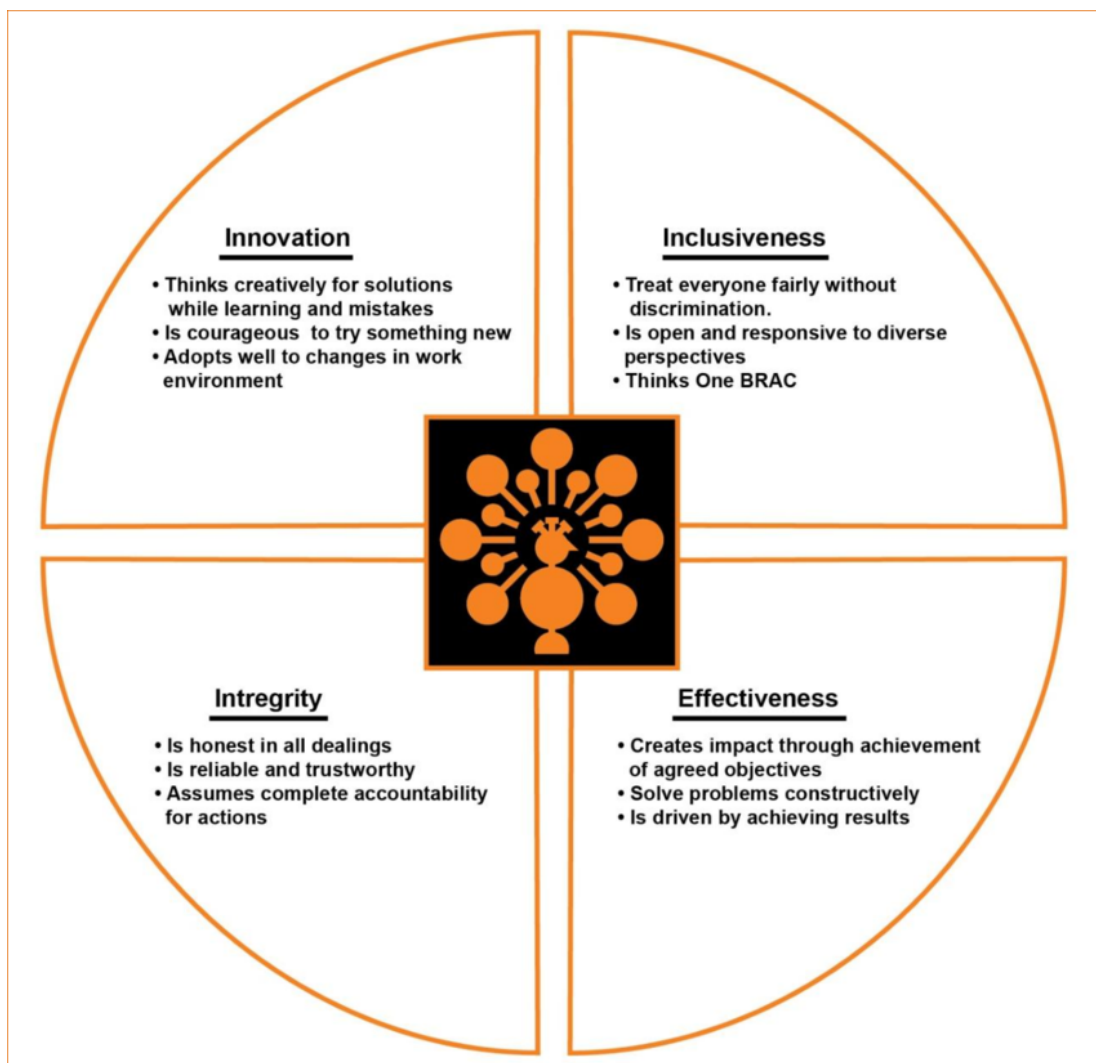
### 2.1.2. Vision

Aarong's ultimate objective is to prolong their reign as the preeminent global brand in the fair-trade apparel sector. The Aarong Company grew to serve customers all around the world. By investing in the education and training of Bangladeshi craftsmen and giving them access to markets abroad, Aarong seeks to increase the number of tourists interested in Bangladeshi culture.

### 2.1.3. Key values

Aarong has 4 key basic values.

- Innovation: AARONG stresses creativity as a means to end poverty in our country. With cutting-edge development initiatives, it hopes to show its worldwide leadership.
- Integrity: When it comes to building a versatile and trustworthy business, AARONG places a premium on honesty and transparency. AARONG's unshakeable honor code is upheld via actions and actions that are easy to understand.
- Inclusiveness: AARONG values diversity and welcomes all members regardless of their age, gender, sexual orientation, race, ethnicity, country, physical or mental ability, or socioeconomic status. AARONG is committed to the idea that every member of our community is valuable.
- Effectiveness: To optimize the effectiveness of its interventions, AARONG strives to improve its own performance and that of its members at all times.



#### 2.1.4 BRAC- Aarong Logo

A picture of a peacock is the logo for Aarong. It is very beautiful because its tail has a brilliant, iridescent pattern of many different colors. Orange, which stands for energy, is the

color of the peacock in the logo. This logo lets people know that Aarong's products are as beautiful and unique as a peacock. Through the symbol, it also wants to show that its products are natural and good for the environment.



#### 2.1.5 Products of Aarong

Aarong is the premier fashion house in Bangladesh. Even though Aarong was established to serve the needy, impoverished silk growers of Manikganj, it did not take long for it to become one of Bangladesh's greatest retail chains. In addition, this business has had an export market since 1984. The product lines of Aarong have expanded in tandem with its company. Currently, Aarong offers over 100 product lines. The following items are produced by Aarong:

- **Men's Products**
- **Women's Products**
- **Children's Products**
- **Home Textile Products**
- **Home Accessories**

✓ Bed



- ✓ Table
- ✓ Living
- ✓ Kitchen
- ✓ Lamps

- **Jewelry Products**

- **Leather Products**

- **Terracotta Products**

- ✓ Decorative
- ✓ Dining
- ✓ Lamps
- ✓ Plant Accessories

- **Bamboo/Leaf Products**

- ✓ Living
- ✓ Dining

- **Metal Products**

- ✓ Decorative
- ✓ Living
- ✓ Lamps

- **Candles**

- **Jute Products**

- ✓ Decorative

✓ Personal Accessories

- **Ceramics Products**

- **Paper Products**

- **Wood Products**

- ✓ Decorative

- ✓ Living

- ✓ Table

- **Glass Products**

- ✓ Table

- **Nakshi Kantha Products**

- ✓ Decorative

- ✓ Fashion

- ✓ Bed

- ✓ Table

- ✓ Personal Accessories

- ✓ Decorative

- ✓ Fashion

- ✓ Bed

- **Food Products**

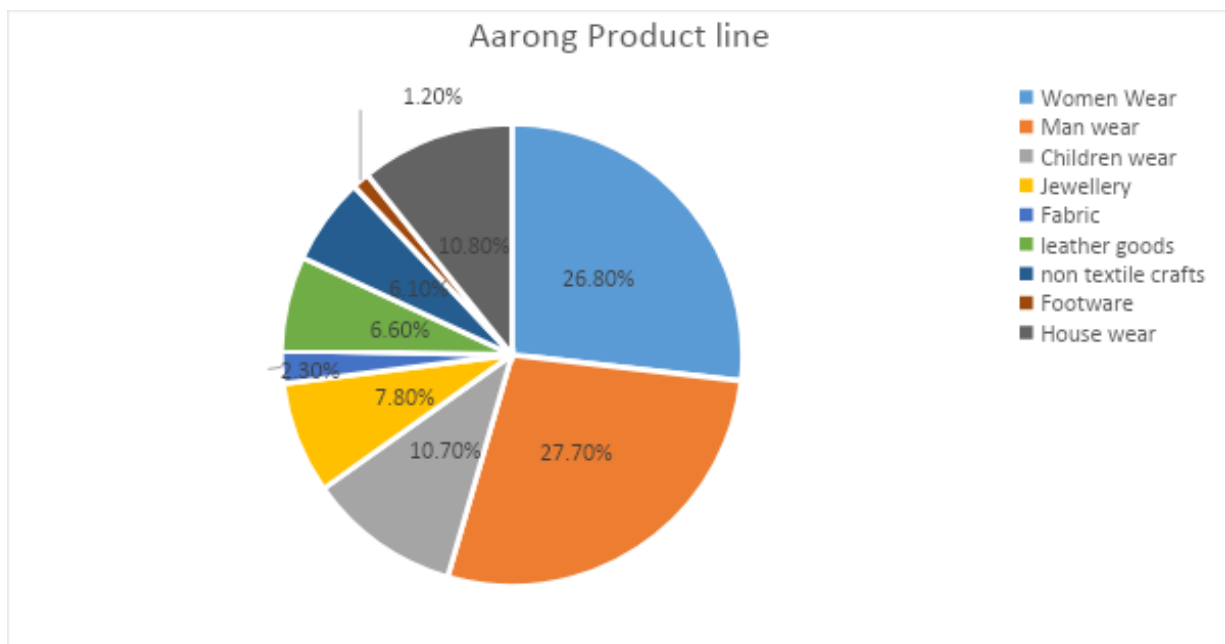
- **Herbal Products**

- **Footwear and Bags**

### 2.1.6 Outlets of Aarong

Total 26 outlets of Aarong are:

1. Dhanmondi Outlet



2. Bashundhara Outlet
3. Lalmatia Outlet
4. Gulshan Outlet
5. Tejgaon Outlet
6. Uttara Flagship store
7. Moghbazar Outlet

8. Jamuna future park Outlet
9. Banani Outlet
10. Mirpur-1 Outlet
11. Mirpur-2 Outlet
12. Wari Outlet
13. Basabo Outlet
14. Narayangonj Outlet
15. Haliashahar Outlet
16. Sholoshahar Outlet
17. Barishal Outlet
18. Feni Outlet
19. Faridpur Outlet
20. Bogura Outlet
21. Khulna Outlet
22. Comiila Outlet
23. Sylhet Outlet
24. Mymensingh Outlet
25. Banasree Outlet
26. Rajshahi Outlet

#### 2.1.7 Organogram

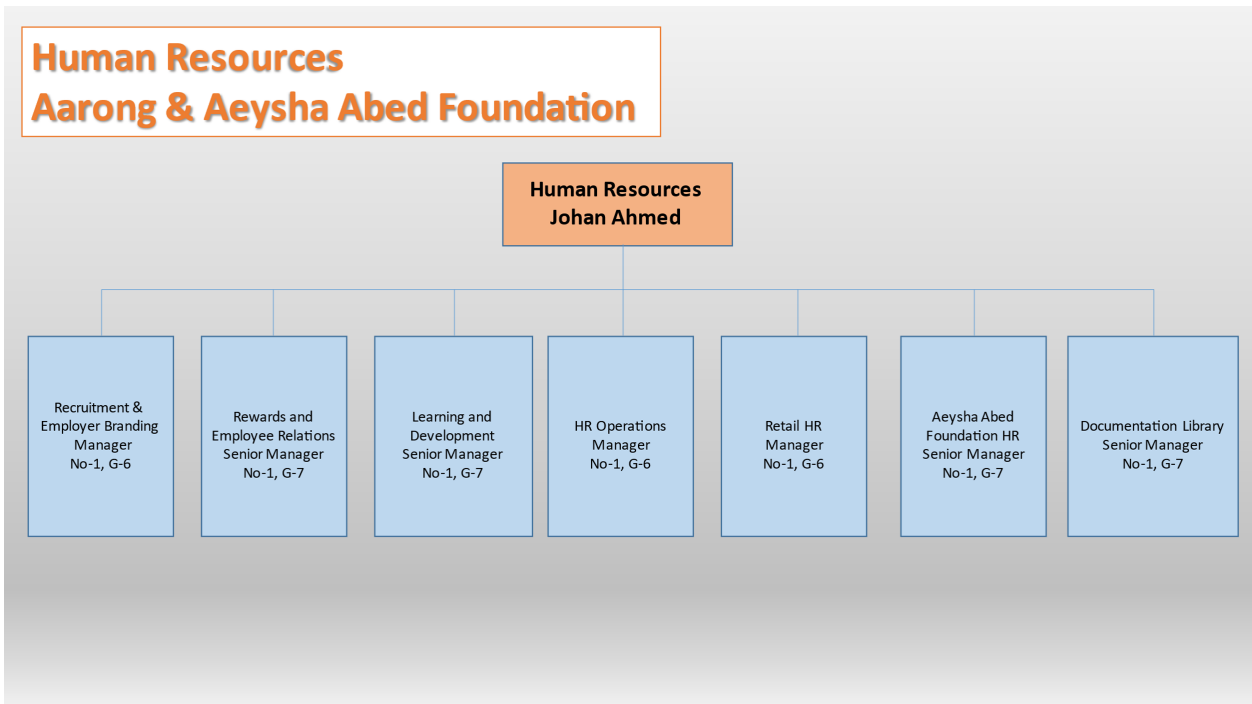


Figure 4: Aarong Human Resource Organogram

#### 2.1.8 Awards

Year	Awards For
2012	Excellence Of Handicrafts
2015	Best Brand Award
2016	Asia Marketing Excellence Award
2017	International craft Award
2018 & 2019	Excellence in supply Chain Finance

Table 4: Aarong Award

## **2.2 Overview Of the company**

### **2.2.1 About BRAC-Aarong**

As a pioneer in boosting Bangladesh's fashion sector, Aarong is the top fashion house in that country. Aarong was founded in 1978 with the mission "to uplift the traditional identity and the devotion to quality service, while providing a steady and lucrative source of work for the disadvantaged rural artisans." Three fundamental traits of Aarong are excellence, originality, and distinctiveness. It is a business that supports BRAC NGO. In essence, Aarong runs its entire operation along with Ayesha Abed Foundation (AAF). The major objective of Aarong is to assist Bangladesh's underprivileged citizens. In addition to conserving and promoting Bangladeshi designs and goods, which each embody the culture and beauty of Bangladesh. Quality goods and services, care for people, particularly for producers, fostering an interest in and demand for Bangladeshi crafts and craft-related skills, teamwork, gender parity, innovation and creativity, and environmental awareness are among Aarong's core values.

Aarong is a symbol of the world community. According to this group, the three biggest barriers to meaningful employment in rural areas are a lack of operating capital, a lack of marketing support, and a lack of opportunities for skill development. As a social enterprise, it offers some services to those marginalized and low-income rural residents in order to help them overcome the three challenges. In Bangladesh, the majority of people reside in rural areas. They are the most disadvantaged and disenfranchised individuals, and Aarong has created a space for them. Aarong uses their artistic talents and aids in generating income to benefit more than 2000 villages. For Aarong, almost 65 000 rural artisans and handicraft makers operate. 85% of them are women, which is the majority. Aarong currently has 13 manufacturing centers and 653 sub-centers spread out over the nation. Aarong has more than 100 product lines as a result of the invaluable contributions of these artisans and handicraft manufacturers. Men's, women's, children's, home textile, home accessories, jewelry, leather, and other items are all part of Aarong's product line. There are currently 26 domestic locations for Aarong, including Uttara, Mirpur, Dhanmondi, Bashundhara, Chittagong, Bogura, Rajshahi, Gulshan, Faridpur, Feni, Wari, Moghbazar, Banasree, and Basabo. This company has one franchise location in London in addition to these shops. The public in Bangladesh can purchase a handcrafted item from Bangladesh through Aarong. It is serving as the outside world's representative of Bangladeshi culture. This company has been selling

internationally since 1984. Aarong exports its goods to countries like Australia, Japan, Canada, the United Kingdom, and Italy. Leading fair trade customers make up 85% of the export market's buyers, while commercial purchasers, notably London outlets, make up 15%.

### 2.2.2 Company Profile

<b>Company Title and Name:</b>	BRAC- Aarong
<b>Type:</b>	Retail Fashion Brand
<b>Industry:</b>	Design, sales of clothing, accessories, jewelry, home goods, development, economic empowerment of women
<b>Founded:</b>	18 December, 1978.
<b>Founder:</b>	Ayesha Abed Martha Chen
<b>Headquarters:</b>	346, Tejgaon Industrial Area, Dhaka-1208, Bangladesh
<b>Products:</b>	<ul style="list-style-type: none"> <li>● Clothing</li> <li>● Jewelry</li> <li>● Fabric</li> <li>● Non-textile craft</li> <li>● Leather goods</li> <li>● Footwear</li> <li>● Housewares</li> </ul>
<b>Number of outlets:</b>	26
<b>Customer:</b>	All age group of people
<b>Producer:</b>	1200+
<b>Working Man power:</b>	1500+
<b>Phone Number:</b>	(+88) 09 678 444 777
<b>Email:</b>	<a href="mailto:customerservice.aarong@brac.net">customerservice.aarong@brac.net</a>

<b>Website URL:</b>	<a href="http://www.aarong.com">www.aarong.com</a>
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Table 5: Company profile

### 2.2.3 Relationship among BRAC, Aarong and AAF (Ayesha Abed Foundation)

Because Aarong is a BRAC-affiliated support company, a significant portion of its income go toward directly funding the development projects of non-governmental organizations (NGOs) working in the areas of healthcare, education, and economic and social improvement.

The BRAC Development Program (BDP) and Aarong in particular have a close relationship with the Ayesha Abed Foundation (AAF). The women that work for the AAF come from organizations in the villages that were established by the BDP. As a result of the women's job at the AAF, they are eligible to participate in a variety of BRAC initiatives. All of the AAF's finished products are marketed and sold through Aarong, which also provides the organization with designs, raw materials, and financial support. Due to the fact that AAF exclusively provides for Aarong, it is packed with production centers for Aarong.

## 2.3 Management Practices

### 2.3.1 Leadership style:

Developing a vision and mission, creating goals, crafting plans, directions, and tactics, as well as overseeing and controlling organizational activities, all require the leadership role. Among all of the leadership style, BRAC-Aarong's leadership style is Strategic leadership.

The role of strategic leadership is to serve as a channel for communication between the senior management and the workforce. Leaders who adopt this technique ensure that both the executive's goals and the working environment of the team are steady before making a choice.



The main objective of Aarong's leadership style is to create an environment that enables people to be creative, independent, and to bring forward their own ideas by streamlining processes, increasing strategic productivity, and encouraging originality. Sometimes managers also give rewards and incentives to motivate and encourage the employees.

### 2.3.2 Human Resource Planning Process:

The human resources department at BRAC-Aarong is composed of seven distinct sections all working independently from one another. Each component is responsible for completing its own distinct collection of tasks and responsibilities in accordance with its assigned role. The component consists of a wide variety of individually distinct actions. The actions are written below:

#### 1. **Recruitment & Employer Branding:**

- Recruitment & Selection
- Salary Negotiation
- Appointment Letter
- Job Descriptions
- MT Program Management
- Assessment Center
- Employer Branding
- Employee Engagement

#### 2. **Rewards and Employee Relations:**

- HR Policy
- Organogram
- Payroll Process

- Staff Succession Planning
- Talent Management
- Staff Reward Program
- Performance Management
- Investigation Management
- Grievance Management

### **3. Learning and Development**

- Skills mapping and Competency development
- Research and Content Development
- Training Operations
- Training Information Management
- New Joiner Orientation Program

### **4. HR Operations**

- Staff Onboarding
- Staff Confirmation
- Staff Attendance
- Staff Separation
- Staff Insurance
- Exit Interview
- Staff Farewell
- Staff File Management
- Mobile SIM Management
- HRMS
- EDMS

- Expat Management
- In house Medical Center
- Aador Management
- HR Analytics
- Manage & resolve employee queries and escalations
- Sales Associates Recruitment
- Provide HR guidance
- Suggest new HR Strategies
- Outlet Staff Engagement Program
- Exit Interview

#### 5. **Retail HR**

- Manage & resolve employee queries and escalations
- Sales Associates Recruitment
- Provide HR guidance
- Suggest new HR Strategies
- Outlet Staff Engagement Program
- Exit Interview

#### 6. **AAF HR**

- Center New Joiner Orientation
- Support in PMS
- HRPP rollout
- HR Operations
- Exit Interview
- Center Staff Engagement program

- Payroll Process of Foundations

## 7. Documentation Library

- Product Image and Product Clearance
- Archiving all design related documents
- Inter-transfer of Design Samples
- Library of books and magazine

### 2.3.3 Recruitment and selection Process:

Aarong was a pioneer in promoting the fashion industry in Bangladesh. They require a vast staff to operate their business. This corporation established a human resources department to oversee hiring and selection procedures. The HR department's principal responsibility is to place the right individuals in the right positions at the right times. Aarong's HR department recruit and select all the talented candidates for both Aarong and the Ayesha Abed Foundation. In other words, Aarong's HR department ensures that these two companies have qualified employees. They must adhere to a particular hiring and selection procedure. The following diagram depicts Aarong's hiring and selection process:

- Getting Staff Requisition:

First, any department must submit a staff requisition. Any department wanting new personnel must formally seek them. When employees leave, new positions are established, or some Aarong divisions need more staff due to growing duties. The department creates a staff request. The staff request specifies the number of workers needed, job descriptions and analyses, qualifications, and hiring sources. The

department head approves the employee's request. Aarong HR receives approved staff requests to recruit and hire employees. Any department's director, managing director, or chair must accept HR's requests to hire new workers. Before following their procedure, HR must first get approval.

- Job Advertisements

Candidates are drawn from job ads. Upon request, job ads are prepared. Aarong advertises online and offline. They choose ad media based on target applicants. If they need administrative staff, as for HR, they use the internet. For example, Bdjobs or LinkedIn. This company advertises for sales staff and cooks in the newspaper. They post job listings on bdjobs.com and prothom-alo. When they need local people like for Bogura Outlet, they need local people from Bogura, Aarong advertises in local newspapers in these situations. Ads are usually published 15 days before the CV deadline. The job ads list the vacancies, the number of open positions, job descriptions, educational qualifications, candidate attributes, salary, the location of the role, Aarong's headquarters, an email address for sending resumes, and the deadline for sending resumes.

- Collecting CVs of Candidates

Aarong's HR collects CVs after the deadline. When posting jobs online, they save each applicant's resume in a folder. Every outlet sends all resumes to Aarong head office for sales staff. Aarong collects CVs by email also.

- Sorting, Analyzing CVs and Short Listing

The recruitment and selection procedure depends primarily on resumes. The CV of the applicant includes all the data required by the company. Each CV is assessed once

they have all been collected. However, if there are numerous available positions, the resumes are organized according to the available positions. After collecting resumes, they sort them by the positions for which they were submitted. They classify the CVs before examining them. All CVs are evaluated in light of the job descriptions, educational requirements, and candidate qualifications. The candidate's CV is only considered if they satisfy the requirements; otherwise, it is disregarded. The HR department takes analytical exam first, then they call fifteen candidates maximum for interview for each open position. They are the top candidates for the role. After that, they choose three to four people for the next and final interview with the head of the departments.

- Calling for Interview and Scheduling

The day, time, and location of the interview are decided by the interviewers. The chosen candidates are then contacted to confirm the time, date, and location of the interview. Different time slots are allocated to the candidates, and each time slot is allotted a specific number of participants. For example, five candidates might be booked for interviews within thirty minutes. The date, time, and place of the interview are communicated over the phone to the shortlisted individuals. In addition, it is specified whether the applicant must provide anything, such as their academic credentials. Then, a database for interview scheduling is developed. There is a listing of the scheduled name, father's name, contact information, and interview time. This interview schedule has been prepared for interviewers.

- Conducting Interview

The goal of the screening interview is to find people who might be good to hire. Interviews are the best way to figure out what a person is like. Usually, the interview is done by one person from Human Resources and one person from the department where the applicant wants to work. Sometimes, more than two people take part in an interview. For example, the head of the IT department and the general manager of human resources may interview candidates for the IT officer post. The day chosen is set aside for interviews.

- Final Selection

Typically, each applicant is questioned separately, but occasionally, two candidates are interviewed simultaneously. Experience, motivation, prior performance, initiative/drive, neatness and appropriate attire, team player, comportment (manners, behavior, and attitude), leadership quality, communication skill, self-confidence, punctuality, IT knowledge, flexibility, and time management are all factors that are taken into consideration when awarding points. Each candidate is asked questions, watched, and given a grade based on these things. They add up the grades. For each job that requires an interview, the person or people with the highest scores are chosen. If there are two interviews for a job, the person who did best in the first interview is chosen first. During a second interview, the first-choice applicants are re-evaluated based on certain criteria. After that, the final choice is made in a similar way. The chosen candidates are called and told that they were chosen and when they will start. Also, the candidate who is chosen must give a photocopy of his national ID card and academic transcripts to the HR department within two or three days of starting work.

- Orientation and Training

A new employee learns about the business, their position, their work group, and the terms and circumstances of their employment during orientation. Additionally, workers receive training to assist them achieve a standard level. Programs in this area may be focused on subjects linked to employees' careers or may be directly related to their jobs. Aarong's training division is in charge of instructing new hires. The newly employed individuals must complete training before beginning their work. Employees receive this instruction prior to starting work. In actuality, it is known as orientation. At the beginning of the training, the staff receives an orientation. The company's history, key guidelines, operational practices, codes of conduct, etc. are then explained to them. Most of this instruction is provided on the first day of employment. This training typically lasts a few hours. However, training sessions can only last one or two days. In addition to this training, the administrative personnel occasionally receive training on various topics.

- Providing Appointment Letters and Preparing Files

When a new employee starts work, the company gives them a letter of appointment. Within two or three days of starting work at Aarong, a new hire gives the HR department a copy of their documents, such as their national ID card and educational credentials. The HR department then writes the new employee a letter of appointment. On their first day of work, the joining letter and appointment letter are given to and signed by new employees. The HR department then makes two copies of the letter of appointment, and the original is given to the person who was hired. After that, the HR department puts together a file for the new employee with a copy of the appointment letter and any other paperwork that backs it up. For pay purposes, the finance department gets a copy of the second appointment letter.



- Performance Appraisal

Employees get reviews of their work to help them do a better job. Every regular worker with a PIN in this company gets a performance review (Personal Identity Number). Before a year has passed, a new hire's position is not set in stone. New hires are eligible for a performance review after they have been working for a year. The newly hired employees will get a PIN right away. After one year of continuous service, their coworkers will rate them on their job knowledge, work quality and quantity, time management, flexibility, interpersonal relationships, work approaches, perseverance, communication, and discipline. If the evaluation comes out well, the worker will be kept on as a permanent employee. For great work, he or she may also get a raise, a special allowance, or something else. Also, if the results of the evaluation are not good enough, the employee may be fired or put in a lower position.

#### 2.3.4 Leave Management

Aarong keeps track of its workers' attendance by comparing their fingerprints every morning when they come to work. The software that the HR department uses to keep track of who is there and when. At the company headquarters, every employee logs in with their fingerprint. Only store employees still count attendance by hand. When employees take time off, these attendance records are used. When an employee wants to take a leave of absence, they have to fill out the paperwork, get permission from their department head, and send it to HR. At the end of each month, the HR department makes changes to the time off those employees in different departments took the month before. In the HR department, different people are in charge of different departments, and the HR officers and Executives are in charge of how their departments' leave is handled. Before being put into the HRMS, the absence forms are

checked against the attendance software and, in the case of outlets, the attendance register. The HRMS figures out automatically how much paid and unpaid leave each employee has and shows them their annual leave balance. HR sends the list of unpaid leaves to the Finance and Accounts department so that payment changes can be made. The employees can fill out applications for different kinds of time off. But currently the system has become down and they are manually putting the leave attendance in the excel sheet with the help of leave form to maintain the chain. Leaves are:

- Earned Leave
- Sick eave
- Maternity leave
- Paternity Leave
- Bereavement leave
- Quarantine Leave
- Compensatory Leave.

### 2.3.5 Grievance and Separation management

Investigations into any allegations or complaints that have been made are carried out by the grievance and separation team. In addition, the group is responsible for handling all aspects of management and project personnel termination as well as resignation. This staff has experience in the management of disciplinary matters such as penalties, warnings, dismissals, and transfers, among other things.

### 2.3.6 Employee Category of Aarong:

- Contractual employees: Total 25 contractual employees working currently for Aarong. Time schedule for this type of employees are same as regular employees but they are working for some time like 3 month or 6 month. If the organization thinks that they need that particular employee for another 3 or 6 month, they can extend that for another 3 or 6 month, if the employee is happy with all the conditions given by the organization.
- Service Grade employees: Total number of service grade employees is 1,374. They are working from morning to night, some have shifts like security guards are fall under the service grade and they work in shifts of day (8 AM to 5 PM) and night (5 PM to 12 AM). Some works full time in the organization.
- Service Non- Grade employees: Total 180 employees are working right now in this category. They are non-confirmed employees. In need basis, they are asked to join the organization. For example: if a security guard who is a female, becomes pregnant, Aarong doesn't separate them from job. They just replace them for the time being. That security guard who was replaced in that position is in service but non-graded position.
- Regular Employees: Regular employees' works in the head office of Aarong and Ayesha Abed foundation. The number of total employees in this category is 1043. They work from 8.30 AM to 5.15 PM. They are also eligible for many other benefits other than the other employee categories.
- Sales Associate-Aarong: Total sales associate of Aarong is 2,113. They play a vital role for both Aarong and BRAC. They are mainly on going student, they work here as part-time worker. They work in shifts of 6 hours and gets payment in monthly wise.

### 2.3.7 Benefits and compensations of Aarong:

- Salary: Aarong pays its employees on time. They give salary in two disbursement. Those who do not have any issues regarding their salary, they get their salary on 27th of every month but if employees raise a ticket for their salary issue, after solving their problem, they get their salary on 15th of the other month. But Aarong doesn't cut salary if they did not get any loan from the organization.
- Annual Increase: All the employees get a Salary increase depends on their grade every year.
- Advance installment: if an employee goes somewhere and he or she is unable to come back in the month, she or he gets the proper compensation.
- House rent: The employees of Aarong are given a predetermined amount of housing leasing. It is granted in consideration of the representatives' grade.
- Travel allowance: Regular employees get travel allowance of 1700 BDT. But if someone uses the transport facility of Aarong, she or he doesn't get the allowance.
- Movement Allowance: All regular staff after their confirmation for their respective jobs get accommodation allowance.
- Transfer allowance: As transfer allowance, Aarong employee gets 2 days leave.
- Over time Allowance: When employees at Aarong are expected to stay after office hours or required to report to work on vacation, they are compensated with additional minutes. The amount of extra time every day or hour depends on the type of employment.
- Uniform for Transport, Logistics and Maintenance Staff: At the starting point of every year, Driver, security guard, maintenance staff, office assistant get their uniform from the organization.

- Allowance for Transportation and Meals When Working after Office Hours: Some staff did not take the facility of transport but if they had to work after office time, they are allowed to take transport and food allowance for the day.
- Transport facility: only the regular staffs can get the transport facility. Service staffs are not included in this compensation.
- Phone facilities: Aarong provides its employees with office phones. It is primarily designed for formal use. Representatives may, however, correspond with individuals in a limited setting. Depending on their assignment, a few employees can also conduct phone business from home. The employees also receive a cell phone and a portable SIM card for the easiest communication.
- Mobile Allowance: Regular employees get mobile allowance depending on their work responsibility. For example: Officers get 300 BDT as their mobile allowance but a manager gets 1000 BDT as their mobile allowance.
- Celebration Bonus: Every member of the regular and administrative staff is eligible to receive a celebration incentive twice a year. The incentive for the celebration is the same as the monthly remuneration the worker receives. In the event that it is administered more than once in the course of a year, it will be split into two portions. One portion will be delivered as payment the first time, and the other will be distributed the second time.
- Medical Allowance: An amount of recovery money that has been established is distributed to the Aarong personnel. The therapeutic stipend comes in a variety of different amounts as well, depending on the degree.
- Exceptional Allowance for Recruitment: Anyone who must appear in person at the office for enrollment purposes on a non-workday will be compensated an additional 600 taka per day, including travel expenses.

- Staff Weekly/Annual Holiday Special Maintenance Allowance: The Head Office representatives will receive exceptional compensation if they work during events even though they don't get extra minutes. The amount of their special stipend will be double that of their base pay.
- Earned Leave: This vacation is paid for through labor. It is compensated. Earned leave only includes working-day leaves. Weekly occurrences, sporadic occurrences, or other occurrences are excluded from this leave.
- Week Holiday: For the officials of the BRAC and Aarong head offices, there are two opportunities each week (on Friday and Saturday). In a week, the BRAC field office representatives and its auxiliary organizations receive one occasion (Friday). Male security guards are permitted to enjoy one occasion every 15 working days. That means they receive two events each month. Every seven days, female guards can enjoy one event.
- Yearly Holiday: The annual leave preparation for the representatives of BRAC and Aarong is decided upon in accordance with the dispersed rundown of leave by fundamental office. These events are primarily those related to administration. The issue is settled in light of current political events.
- Sick Leave: Every year, Aarong employees are granted 14 days of paid sick leave.
- Maternity Leave: Aarong offers its female employees a six-month paid maternity leave. The Aarong employee is also granted an additional six months of unpaid maternity leave.
- Paternity Leave: Every single confirmed employee of Aarong is granted a minimum of seven days of paternity leave. Non-affirmed employees are not eligible for this leave.

- **Obligatory leave:** People who work six days in a row receive six days of paid leave every year at an increased rate, while people who work five days in a row receive an additional five days of paid leave at an increased rate.
- **Higher Study leave:** An approved general employee may be granted higher study leave by the authorities. It may be compensated or not. Staff will be compensated in the unlikely event that they are selected by the association for advanced training.
- **Gratuity:** Only employees who have been with Aarong for more than three years are eligible to receive it. The last month's wage will be paid for each year that has been completed if a person works for the company for three years or more without being fired.

#### Non- Compensation Advantages Of Aarong:

- **Discount:** All of their purchases qualify for a 10% employee discount if they work for Aarong. Employees of Aarong's can now take advantage of a price break while purchasing the company's products. It increases both their feeling of accomplishment and dignity. Enhance not just your physical health but also your performance and personal development.
- **Work place:** Aarong promises their employees effective work output. For the Aarong employees, it has an all-around energized meeting place, a canteen, and all-around ready office space. It also names a specialist to work with its team. The general working environment in Aarong is excellent for promoting physical health, intellectual advancement, and emotional development.
- **Day Care:** Aarong maintains a daycare facility so that it can provide child care for the children of its employees. Any employee is free to bring their own child to work with

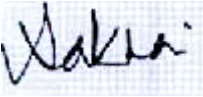
them. There is an adequate number of staff members designated to look for these children. Children may make the most of their time with toys placed around various offices, which contributes to an improved level of concentration throughout the day. It is possible for mothers of young children to fully exhaust themselves while working so long as they keep their newborns close by. They do not have to be concerned about the well-being of their little children inside the allotted period. In the end, it improves the personnel's physical well-being and raises the level of contentment among them.

- Promote valuable social association with colleagues: Annual Picnic: Every year, the entire staff of Aarong gets together and goes on an outing. They make the most of their time spent with family and friends. They spend the entire day making fun of each other, playing games, betting, drawing, and performing. The Aarong crew is able to strengthen their relationships with their family and coworkers thanks to the trip game plan.
- Provide enough resources for job: Aarong makes sure that employees always have access to the resources they need to do their tasks. It has sufficient capacity to complete tasks successfully. Representatives are timely provided with all necessary authority supplies so they can carry out their duties.
- Often Strong Administration: Aarong picks a capable leader to guide the team and maintain consistent authority in each and every division. Aarong's supervisor are incredibly helpful and friendly. They regularly monitor their coworkers' work performance and are always ready to support their people when they run into any problems.



## 2.4 Marketing Practices

Aarong has always placed an emphasis on quality in all that it does, as is evidenced by their photo sessions and the various marketing projects they have undertaken. They always choose the most influential people on social media and models in the business to represent their brand and demonstrate their wares. The majority of Aarong's marketing methods concentrate on digital marketing as their primary focus. They now do much of their marketing on the internet rather than through more traditional ways. Aarong commits tens of thousands of takas every single month to various marketing endeavors on social media websites such as Facebook, Instagram, YouTube, and Google, amongst others. In addition to this, they make use of a range of strategies, such as the placement of bumper adverts on YouTube and the Google Display Network. The marketing efforts of the company have been supported by the launch of Aarong's mobile app and e-commerce platforms. These two innovations make it possible to directly target customers and to conduct in-depth analyses of client requirements over time. In addition to this, they organize a variety of other events that match with different marketing objectives. In honor of the launch of Aarong's subsidiary Taaga and as a gesture of gratitude to its most committed customers, the company hosted a celebratory barbecue for those customers. Marketing methods for Aarong are not like those used by most other firms because the company sells such a wide selection of distinct and distinct and varied items. They are also known for hosting the most extravagant fashion events and displays, which contributes to their reputation for being ostentatious. Because they want to be associated with fashion, Aarong has an advantage over other fashion businesses in the country that compete in the same market.

In addition to being in charge of the customer experience, the CRM department also serves as an ideation group for marketing campaigns. Customer interaction and the overall administration of customers are both the purview of the CRM department, which is responsible for such functions. Additionally, the Customer Relationship Management (CRM) branch of Aarong is in charge of managing alliances with other large national organizations such as Radisson, Amari, Berger Paints, Regent Airways, and so on. Several different marketing strategies make use of these connections in an effort to improve the brand's reputation. People are excited to make purchases from Aarong as a result of these brand affiliations, which provide customers with additional reasons to do so. The chapters in this book and the concepts that run throughout it are mainly based on my own experience, much of which I gained during my internship. As a consequence of this, there is a possibility that I might have a preference for one story over another. For instance, all of the aforementioned marketing methods are derived from  things that I have personally researched, tested, and implemented.

## 2.5 Financial Performance and Accounting Practices

Because of confidentiality, this organization do not publish their financial statement online. After asking for the financial statement, they did not agree to provide the statement. But they said that their net profit is increasing every fiscal year. Likewise, they also did not agree to give information on the accounting practices.

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Signature of Supervisor

## 2.6 Operations Management and Information system practices

Data protection, network monitoring, recovery plans, the application of equipment and software, data erasing, and other critical areas of customer protection are addressed in the information and communications technology policy of Aarong. The Board of Directors has given their approval to it, and it is subject to consistent examination. The following is a list of the most significant features of the policy that should be taken into consideration:

- Assist the organization in creating a secure infrastructure for information technology
- Find and control potential risks to information security.
- By taking part in regularly scheduled training courses, information technology users can raise their awareness of their rights.

The Information Technology Security Department is under the direction of the chairman of the IT department, and its staff has been trained in accordance with both industry standards and the ICT security guidelines published by the government. The department's key responsibilities are as follows:

- Organize the procedures governing the ICT security
- Controlling the risks that ICT poses and guaranteeing compliance
- In charge of incident management.

- Helping the organization set up its information and communication technology infrastructure in a secure manner
- Create a safe environment for the processing of data.
- Establish an all-encompassing plan for managing ICT hazards. Plan and host awareness events all year long.

## 2.7 Industry and Competitive Analysis

### 2.7.1 Porter's Five Forces

- **Supplier Power**

The fact that Aarong's suppliers are easily disposable and replaceable renders them powerless to exert any influence on the company. Aarong determines the supplier's price and ensures that the raw materials for the final goods satisfy the highest requirements.

- **Buyer Power**

The bargaining power of Aarong is unquestionably poor. Despite the increased prices, most customers are brand loyal and satisfied with the better quality.

- **Threats of substitute**

The number of clients who switch from Aarong to other companies may increase due to the substitute products of Aarong. Customers are unwilling to switch to alternatives due to the unique market and diverse client segments.

- **Threats of Entry**

Changing entries may find new and interesting ways to sell their own products and make them more appealing to customers if they make intelligent use of social media

and perform comprehensive analysis of new consumer preferences. However, it is still tough to compete with Aarong, which is a leading brand in the fashion business. Aarong's clients do not mind paying premium prices for products of the greatest possible quality.

#### Strengths

- ☒ Leading brand values and reputation
- ☒ High consumer loyalty
- ☒ High quality products
- ☒ Diversified product line and distribution channel
- ☒ Dedicating customer service

#### • Competitive Rivalry

The businesses Jatra, Deshi Dosh, Onnomela, Kay Kraft, Swadesh, Rong, Nipun, and Grameen Check, among others, are among Aarong's key rivals. These

companies all produce similar items and have created a market that is fraught with intense competition. Aarong sells innovative items to customers in different market categories. Therefore, competitors have some degree of power in the negotiation process.

### 2.7.2 SWOT Analysis

#### Weaknesses:

- ☒ High price range of products
- ☒ No diversified marketing strategy
- ☒ Online shop is not attractive
- ☒ Indifferent designs of product line
- ☒ Less training session of sales associates

#### Opportunities:

- ☒ Diversified and unique product categories
- ☒ Increasing amount of distribution channel
- ☒ Entrants into international market
- ☒ Cultural events facilities
- ☒ Seasonal influence in fashion

#### Threats:

- ☒ Increasing amount of competition
- ☒ Changing trend and technology
- ☒ Price war between rivals
- ☒ Political instability
- ☒ Recession

### 2.7.3 Pestel Analysis

- **Political**

Aarong enjoys the unwavering backing of the government in every conceivable political capacity and arena. Tax regulations and other commercial policies are strictly followed by Aarong at all times. It

exports its products in a lawful manner in accordance with the political agreement, which it complies with. In addition to this, it is supported financially by the government in a wide range of important areas. During the terrorist incident that took place at the Holy Artisan Restaurant, Aarong was provided with comprehensive

security assistance by the RAB and the police. This was done to protect the safety and security of the restaurant's staff as well as its customers.

- **Economic**

The importance of Aarong to the health of the economy of our nation cannot be overstated. As part of its mission to eradicate poverty, Aarong offers disadvantaged rural communities a substantial platform from which they can increase their chances of finding employment. Therefore, Aarong contributes to the improvement of the economic situation in our country. In order to maintain the integrity of the taxation policy, Aarong not only stresses the importance of economic issues, but also requires customers to pay tax in the form of VAT in addition to the actual price of the items.

- **Social Factors**

When interacting with the generally held views, norms, and attitudes of the general people, Aarong is very conscientious about adhering to the social factors that are prevalent in our country and that are taken into account. Aarong preserves the dignity of our country's sociocultural realities and, through its goods and basic beliefs, encourages our populous to adhere to the actual standards and traditions that are associated with those realities.

- **Technology**

As a result of evolving trends in technology, Aarong has developed an online website via which its clients may easily acquire the company's products. In addition to this, it makes use of social media, which enables Aarong to have direct conversations with its customers.

- **Environmental factor**

Aarong is a firm believer in developing environmentally friendly products and recycling products made with sustainable raw materials, despite the fact that it is a

fantastic reality that raw materials are getting more limited. Given that Aarong is required to meet the goals that have been established by the government for decreasing pollution and its overall carbon footprint, this is one of the most critical concerns that the company faces. The company continues to support and advance the cause of environmental protection.

- **Legal Factor**

Legal considerations include, but are not limited to, issues of health and safety, fair treatment, ethical norms, consumer rights and regulations, product labeling and safety, and many others. Aarong complies scrupulously with all of the legal obligations, while also having a solid awareness of what is forbidden by the company's standards.

## 2.8 Conclusion

The lightning-fast service that Aarong provides enables the company to provide the utmost level of customer pleasure that is humanly possible. Because Aarong is rapidly extending its product lines on both the local and international fronts, the company is constantly engaged in new research in order to maintain its reputation for providing innovative and cutting-edge methods. Because of this, they are able to understand the requirements of their clients and the aspects of their business that can fulfill those requirements. In addition, they are in a position to deliver service that is not just satisfactory but also effective when they make effective use of the resources that are made available to them. It is required of Aarong to offer its employees with training so that workers are aware about how to analyze the requirements of clients, how to provide service at the appropriate time and in the proper manner, and how to properly fix problems.



## 2.9 Recommendation

The company has to train the officials how to do their jobs in order to make sure that the people they hire are ready for the job. They have insufficient employees in their Human resource department. For example: in the grievance team, they just have two people in order to handle all the cases of Aarong head office, Outlets, Ayesha Abed foundation. They are lagging behind to resolve those cases as they do not have sufficient employee in their team. For this reason, I recommend that they should include more employee when it's needed in the team for smooth work condition. Finally, the employees of the HR department are always busy because of their work pressure but in the meantime lots of people come with their inquiry about different things. As a result, they sometime miss the flow of work or forgets what they were doing. In this regard, the organization can come up with ideas of meeting people. For example: they can set a time of 1 or 2 hours for the people who come with their inquiry. In this manner, they will be prepared for this situation. It is beneficial for both of the party.

## **Chapter 3: The impact of work time and the life cycle of the employees of Aarong on their performance**

### **3.1 Introduction**

It is very important for an organization to keep data of performance of Employees. With the help of this data, Organization will be able to know about the employee's productivity, absence rate, accident rate, retention rate. This are very important KPI of HR. A well-designed employee life cycle helps retain employees longer. Aarong has different categories of employees in the organization. For example: Contractual, Service (Graded), Regular, Project, Service Staff (Non- Graded), Part time, Sales Associate. They work under different times of Office and salary, some employees are confirmed, on the other hand some others are non-confirm. They get salary under different grades under the statement given by the Government. Some of the employees also studying beside their work even if they are full time employees of the organization. Most of the sales associates are part-timer, mainly they are running students of honors in different universities. But some of the sales associate working as a full-time employee but the number of this type is very few. The life cycle of

employees has a huge impact on their performance at office. If the employees are balancing their office hour and life cycle in a good manner, they will be happy and the absence rate will be less, the separation rate will be less as well. Organizations should need to see this rate very carefully so that they could understand their employees. On basis of that, they can give their employees training and motivation in balancing between work time and life. Otherwise, it will be impossible for the organization to fulfill their goals as organization's success depends on the employee's performance.

### 3.1.1 Literature Review

Aarong, which literally translates to "Village Fair," is Bangladesh's most popular lifestyle retail brand. Its name comes from the Bengali word for the celebration. This socially responsible company started out in 1978 with the mission of assisting rural craftspeople in climbing out of poverty. Today, Aarong helps more than 68,000 craftsmen by providing them with equitable conditions of exchange. The company also operates 15 retail sites around Bangladesh and provides more than 100 products related to design and lifestyle. This well-known company is leading a revolution in the retail business by setting exceptionally high standards for both the quality and artistry of its products. It does this by fusing both classic and contemporary aspects in a way that is seamless in order to attract customers both domestically and internationally. When BRAC, the largest development organization in the world, began working with a few rural women in 1976 to create crafts, its only clients were a few merchants scattered across Dhaka. BRAC's goal was to broaden its consumer base to include more people. Prior to the intervention of BRAC and the establishment of Aarong to immediately pay the village ladies for their wares, there could be a delay of several weeks or even months between the supply and the installment. Aarong has recently carved out an extraordinary market segment for handicrafts by working with 850 small business

entrepreneurs and the Ayesha Abed Foundation. In doing so, Aarong has contributed to the preservation of Bangladesh's rich heritage and has had an impact on the lives of more than 325,000 people. The foundation acts as the hub of manufacturing in Aarong, providing access to the comprehensive assistance offered by BRAC. Some of the services provided by BRAC include maternal healthcare, cleanliness awareness and funded restrooms, small-scale loans, legal advice, and daycare for the children of working parents. Aarong has an incredible variety of creative products, from mud pots to precious stone diamond setters, silk and cotton textures to metal and calfskin stock, supported by a robust shop network and distribution arrangement. This makes Aarong truly a family unit brand in Bangladesh. From mud pots to diamond setters made of precious stones, Aarong produces a variety of goods. Through fair exchange systems and the internet store, it is expanding its footprint outside of Bangladesh, which creates new opportunities for Bangladeshi artworks.

### 3.1.2 Objective

The main objectives of this paper are:

- Exploring the facts that has impact on working time and life cycle of Aarong employees.
- Determining the impact of working time and life cycle on the performance of the employees.
- Providing some recommendations and suggestions to the organization so that they can make an improvement in the strategies for better performance of employees.

### 3.1.3 Significance

The primary goal of this report is to give information about the performance of employees which is impacted by the office and personal life of an employee, this information was gathered by having a practical experience in the organization. This paper will cover the effectiveness of the retail industry in Bangladesh, in particular the impact of work life and life cycle on employees' performance, as well as my own experiences from a three-month internship. This report will also have some recommendations for the organization and for human resource department as well. I would like to investigate not just my personal experience but also the knowledge I gained from participating in the internship program. This report will serve as a reference for the coming years. The second big benefit of using this report is that it helps students learn a lot when they do research. Another good thing about this report is that the person who wrote it will be eager to share their point of view with the reader and will welcome feedback on the information that is given. This makes this report stand out from others in a good way. Another important thing about the study is that it gives a full picture of the operations team of Aarong. This understanding is written down in the report, along with details about the author's internships. This part of the report is important and needs to be read. It's interesting to note that once the user knows about the problem, he or she may understand it correctly throughout the whole report, from the beginning to the end. This is something that needs to be thought about. From the author's point of view, this research will give a complete analysis of how the employees are doing right now in Aarong.

### 3.2 Methodology

The details I've included in this internship report have been compiled from a variety of sources. The sources are listed below.

### 3.2.1 Primary Data Sources:

Facts that the author has created specifically for the purpose of studying or explaining something are known as primary data. Primary data can be collected in a number of different ways. I was able to gather information through having extensive discussions with Aarong's employees about their experiences. In addition, I arranged for a survey to be taken, which the employees of Aarong were responsible for completing.

### 3.2.2 Secondary Data Source

The term "secondary data" refers to any information that was obtained for a purpose other than the core facts. Secondary data can serve as a reliable source for the collection of primary data. In addition to it, I gathered information from a variety of other sources. The sources are:

- Website.
- Face to face conversation with HR department.
- HRPP of Aarong
- Past reports on this organization.
- Different newspaper articles.

## 3.3 Findings and Analysis

Performance of employees depends on the things when they are working in the office and when they are outside of the office. When they are working in the office, two things has impact on the performance. Number one is in which category or grade they are working and depending on that which benefits and compensation they are getting. When they are outside of the office, there are many things that happens in one's life, but here I will be talking about their education.

**Analysis:**

To complete this report, I created a questionnaire so that I can get the facts of how work time and life cycle of employees are affecting the performance. To get the proper information, I used three key points. Number one is employee's category; Number two is compensation and benefits and number three is what they are doing after office hours.

For this, the survey was directed on 50 staff. I got lots of information which is enough for my report as I included every type of employees and their opinion.

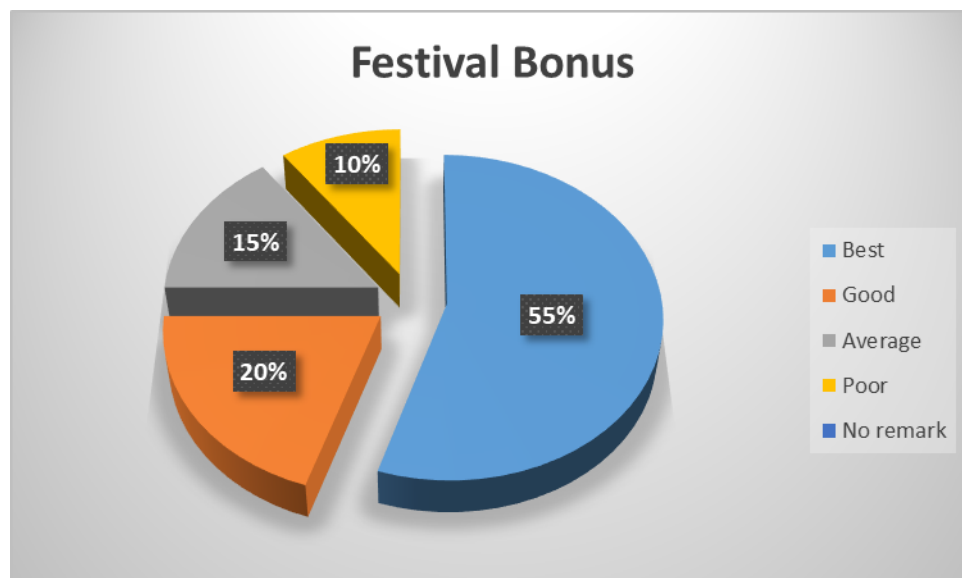
**Festival Bonus:**

Firstly, I am going to talk about the festival bonus as all other employees get this bonus from service grade to regular staff. From that I can say that Aarong's 55% employees think that the festival bonus is best and they are very happy when they get this benefit and 20% representative of that sample think that it is good, rest 15% staff and 10% staff think that the festival bonus average and poor accordingly.

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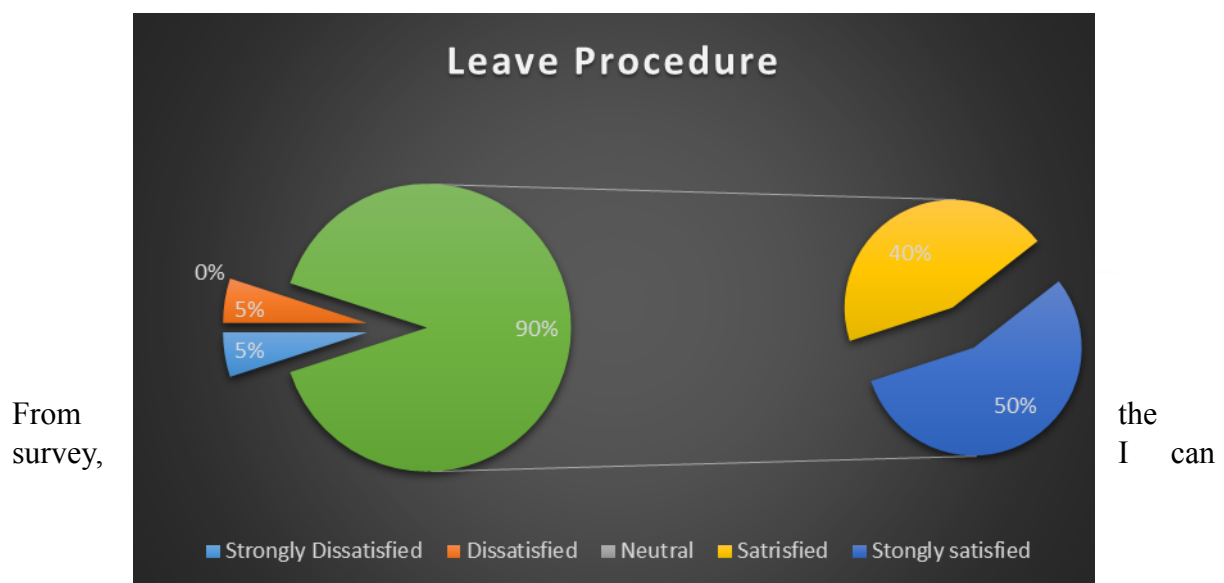
This implies that the employees are very satisfied with their festival bonus. As they are happy excluding that 10% staff, it can be explain in this way that festival bonus has positive impact on the performance of employees.

**Leave procedure:**





From the survey I found out that, most of the employees are happy with the leave procedure of annual leave, sick leave and compensatory leave. From the sample of survey, I can say that 90% employees are strongly satisfied and satisfied and 10% employees are dissatisfied, in this 10% of employees, 5% staff is strongly dissatisfied. Those 10% employees has given many reason for their dissatisfaction. Some of them said that Sick leave should be increase from 5 days to 10 days in a year.

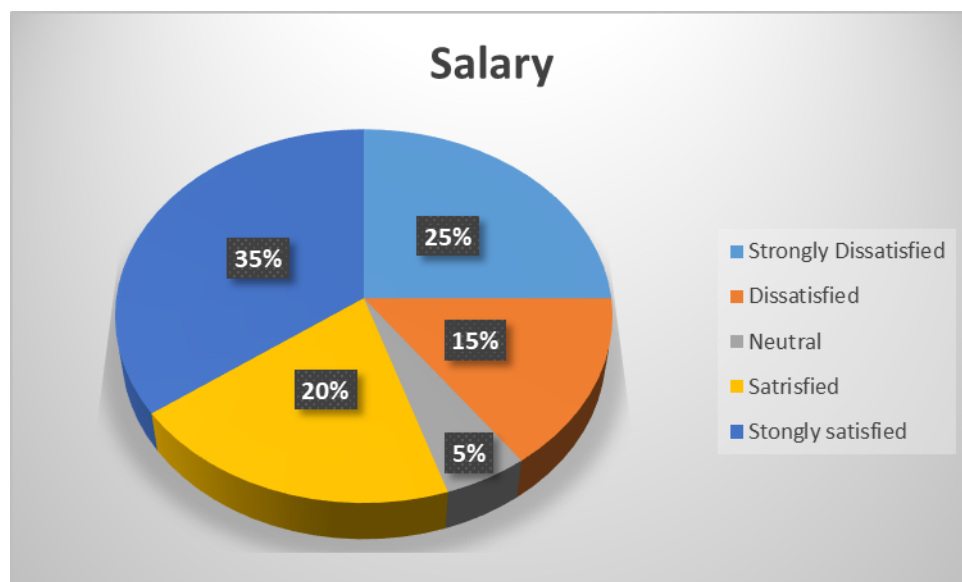


interpret that, leave procedure also has positive impact in employees' performance as 90% employees are happy with this policy of the organization.

### Salary:

Additionally, 40% of Aarong employees believe that their pay is insufficient. They deserve higher pay, as they have has shown. Some of them criticized the fact that someone working for another organization in the same designation receives higher pay while maintaining

proportionate pay. Again, 5% staff is okay with whatever salary they are getting as they are able to pay for their basic needs. Although 40% of Aarong employees are dissatisfied with their pay, the majority of them (55%) are content with it. Therefore, it is safe to say that Aarong's employees are content with their current salaries.



From survey, say

the I can that a

big percentage is not satisfied with their salary, they are thinking they are getting less but Aarong is a social enterprise, their motive is to provide life through work to the poor economical people. That is why their salary for the employees not like the other multinational companies. here, Majority of the employees are happy with the salary but 40% employee are not happy, organization should not ignore this 40% people because this is impacting their performance and as a result, they are not enough motivated to complete their given responsibility. As a result it is affecting in achieving the organizational goal. We will be able to see absenteeism rate in this 40% employee.

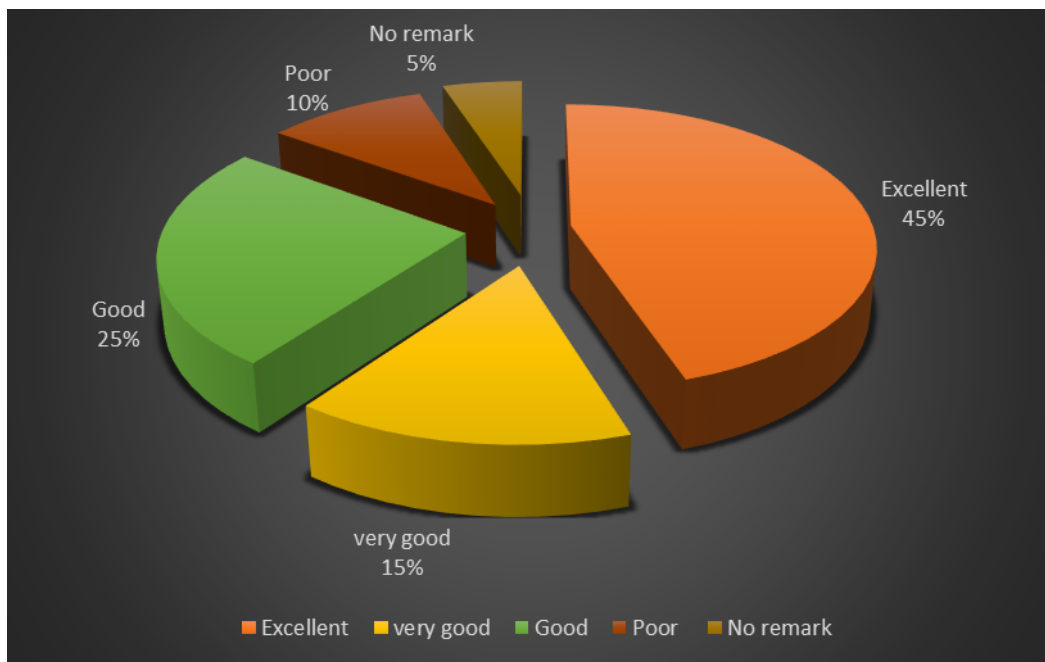
### **Salary satisfaction based on employee category:**

It is demonstrated that most of the regular employees are not satisfied with their salary but on the other hand graded and non-graded service employees are happy with their salary. Contractual employees are also positive about their salary. This can be a reason of low performance of regular staff.

### **Compensation benefits of Aarong compare to other companies:**

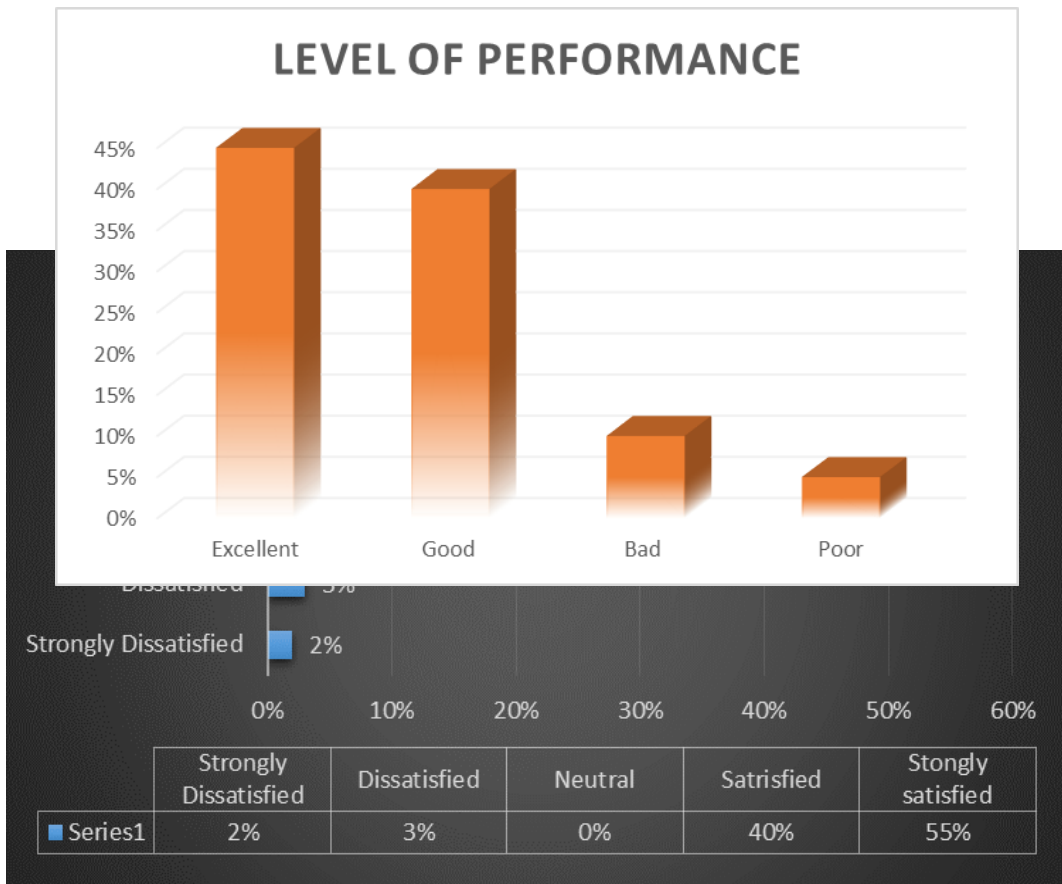
As the majority of the staff members claimed that Aarong's remuneration was better than that of the competition, it can be concluded that Aarong's pay benefits are the best when compared to some other retail organizations of the same caliber. There is no doubt regarding the staff's contentment with their pay at Aarong because their compensation advantage has been proven to be the best in comparison to other organizations. Additionally, 45% of them think that Aarong's compensation package is superior to that of other companies in their class, and 30% of employees think it is comparable to that of other companies in their class, so it is also reasonable to assume that Aarong's employees are satisfied with their pay and benefits. Additionally, this investigation's findings show that 55% of Aarong employees believe their company has a strong overall compensation advantage. 15% of them think it is excellent. 25% of employees were uninterested in criticizing Aarong's general pay advantages, while the remaining 5% of employees think that Aarong's general pay advantages are terrible.

Though most of the staff was unhappy about the fact that they are getting less salary comparing other companies but they are getting more compensation and benefits comparing other companies. This can be a motivating factor for the good performance of employees.



**Comparing Academic result with their responsibility:**

From the sample, I can estimate that all the sales associate are students, they are part time worker. They are happy with their academic result. When they filled up the survey, most of them told there that, they are given leaves on the exam dates. They also given less responsibility when they told their supervisor about their upcoming exam. This type of behavior helps employees to motivate them to work better. As a result their performance increases in a better way. On the other hand, some of the employees of head office working and also going classes for their higher studies. For example: some of the employees enrolled themselves in EMBA or MBA program. They said, sometimes because of work pressure, they are unable to have proper preparation if there is exam any. After office hour, they are unable to give proper concentration to their lecture. But this number is less than who are satisfied with their academic result.



After Analyzing all the key points of performance, I can assume that a greater part of the company is happy when they are working and when they are outside of the office also. Employees are satisfied both in office and outside. So the impact of work time and life cycle of employees has positive impact on their performance.

### 3.3.1 Survey Questionnaire

Survey questionnaire:

Gender:

Department:

Employee Category:

Grade:

1. How long have you been with this organization:

- a) Less than 1 year
- b) 1 to 3 years
- c) 3 to 5 years
- d) More than 5 years
- e) Other:

.....  
.....

2. In what category you are working in?

- a) Regular
- b) Contractual
- c) Service (Graded)
- d) Service (Non- Graded)
- e) Part-time

3. Are you taking any course beside your work time?

- a) Yes
- b) No

4. If you are taking courses, are you satisfied with your academic result?

- a) Strongly dissatisfied
- b) Dissatisfied
- c) Neutral
- d) Satisfied
- e) Strongly satisfied

If the answer is not satisfied, why you are not satisfied:

.....  
.....

5. In some point, do you think your work pressure is responsible for your result?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

6. What is your salary range?

- a) Below 10, 000
- b) 10,001- 15,000
- c) 15,001-25,000
- d) 25,001- 40,000
- e) 40,001- 60,000
- f) Above 65,000

7. The salary you are getting under your employment type: is this satisfactory to you?

- a) Strongly dissatisfied
- b) Dissatisfied
- c) Neutral
- d) Satisfied
- e) Strongly satisfied

If dissatisfied: then why you think so:

Please elaborate:

.....

8. How regular did you get promotion in Aarong?

- 1. After every six month
- 2. After every one year
- 3. They do not offer promotion

9. The performance Appraisal of Aarong Is connected with the promotion:

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

10. What do you think about the festival bonus given by Aarong?

- a) Best
- b) Good
- c) Average
- d) Poor
- e) No remarks

11. Please mention Aarong's four benefits that you would like to have:

- 1.
- 2.
- 3.
- 4.

12. What is your compensation range?
- a) Below 10,000
  - b) 10,000 - 25,000
  - c) 25,000 - 40,000
  - d) 40,001-65,000
  - e) Above 65,000
13. Are you satisfied with the benefits you are getting?
- a) Strongly satisfied
  - b) Satisfied
  - c) Neutral
  - d) Dissatisfied
  - e) Strongly Dissatisfied

If your answer is dissatisfied: Please elaborate why:

.....

14. Compensation and benefits have impact on performance
- a) Agree
  - b) Disagree
15. What do think about the benefits and compensation of Aarong comparing other organization in the retail industry?
- a) Excellent
  - b) Very good
  - c) Good
  - d) Poor
  - e) No remark

16. What do you think about performance reward for motivating employees in Aarong?

.....  
.....

17. How will you rate the leave method of your organization?

- a) Excellent
- b) Very Good
- c) Good
- d) Poor
- e) No remark

18. Any proposal or comment for Aarong that they can do for their employee

.....  
.....



### 3.4 Summary and conclusion

So far, from the analysis, the impact of work time and the life cycle of the employees of Aarong is positive on their performance. Employees are very happy with their flexible time schedule and with the salary and benefits they are getting from the organization. I have surveyed over 40 people and from that sample of survey I came up with this conclusion. But some of the employees has huge problem with the salary. They should make some changes in the incentives. So that they can get their 45% employee from dissatisfied to satisfied employee. Aarong should make improvements and take a look at this fact. Sometimes they lack behind to give incentives on performance base. The majority thinks Aarong's remuneration plan is excellent and higher than that of other organizations of the same caliber. The majority of Aarong employees enjoy their holiday bonus. With Aarong's celebration gift, they are happy. Despite the fact that 10% of Aarong's employees think their holiday bonus is inadequate, they don't complain. Since the majority of Aarong's employees enjoy their celebration reward, one could claim that the company's employees are content with their gift. Since the vast majority of Aarong employees are satisfied with their leave options, it stands to reason that Aarong executives would also be content with their leave offices. Additionally, it is noted that 55% of Aarong employees are satisfied with their salary. They believe they are being paid handsomely. Finally, as the majority employees are happy with the flexible time schedule, benefits and compensation, their performance level has increased. It is interpreted that 45% employees performance are at excellent level, then 40% employees are in the level of good, 10% and 5 % employees are not happy with some incentives or time schedule, that is why their level of performance is bad or in worst case it is poor.

### 3.5 Recommendations/ Implications

- Aarong is able to share a portion of its annual revenues with each of its staff members on an annual basis. As a result of benefit sharing activities, employees will put forth their best effort because they understand that if everyone puts forth their best effort, benefits will increase, and increases in benefits will offer them greater motivation. As a result of this understanding, employees will put forth their best effort. By utilizing this strategy, staff employees have the potential to be motivated to help Aarong to the fullest extent possible and to become open partners in this partnership. When employees have a strong sense of loyalty to a business, the rate of employee turnover will go down, which will in turn lower the costs incurred by the firm.
- It can provide performance rewards to motivate employees to put up their best effort for the association's prosperity. If employees aren't given assistance with execution, they'll gradually start to lose motivation.
- Because 40% of employees are unhappy with their current pay, Aarong should consider increasing it for all staff. Candidates have the ability to seize this window of opportunity and employ Aarong's skilled crew by presenting them with an enticing financial offer.
- Aarong can offer special leave for exam purposes to the employees who have enrolled them in a course that starts after office time based on the published routine.
- Aarong also can increase the days of sick leave. They can increase the day from 5 days to 10 days maximum.


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## Appendix



# Aarong

## Performance Appraisal Form-A

(For Top level employees)

---

**General Information**

Name.....PIN.....

Grade/Level.....Designation.....

Department/Section.....Project.....Location.....

Joining Date.....Date of Last Promotion.....Length of service (till date).....

Evaluation period:.....From.....To.....

Reason for Evaluation: ( ) Scheduled ( ) Recommendation

*Tick (✓) appropriate answer*

**Education Qualification:**

( ) S.S.C ( ) H.S.C ( ) Bachelor Degree ( ) Masters ( ) Others

**Marital status:**

( ) Unmarried ( ) Married ( ) Widower ( ) Widow ( ) Divorced

**Language Proficiency:**

**English:**

( ) Excellent ( ) Very Good ( ) Good ( ) Satisfactory ( ) Poor

**Bangla:**

( ) Excellent ( ) Very Good ( ) Good ( ) Satisfactory ( ) Poor

**Others (Please Specify).....**

( ) Excellent ( ) Very Good ( ) Good ( ) Satisfactory ( ) Poor

**Computer literacy:**

( ) Excellent ( ) Very Good ( ) Good ( ) Satisfactory ( ) Poor

---

**Performance Evaluation**

Please bear in mind the Employee's work performance should be judged by appropriate standards. Please use the Rating Scale given below. Appraisers are encouraged to make specific comments in cases where they feel that the Employee's performance is 'Unsatisfactory' or 'Excellent'.

Rating Scale	
(1-2) = Unsatisfactory	Fails to meet job requirements.
(3-4) = Improvement Needed	Performance is deficient in certain areas.
(5-6) = Good	Meets performance standards of the job.
(7-8) = Very Good	Results clearly exceed most position requirements.
(9-10) = Excellent	This rating should be given on the basis of performance, which is recognizable as being far superior to others.

(6) Strategic planning	Marks Obtained	Full Marks	Comments
❖ Aware of competitor performance	.	2.5	

Grand Total	Marks Obtained	Full Marks
	.	100

20-32	33-52	53-72	73-86	87-94	95-100
<b>Unsatisfactory</b>	<b>Improvement Needed</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>	<b>Outstanding</b>
<i>Work performance is inadequate and inferior to the standards of performance required for the position. Performance at this level cannot be allowed to continue.</i>	<i>Work performance does not consistently meet the standards of performance for the position. Serious effort is needed to improve performance.</i>	<i>Work performance consistently meets the standards of performance for the position.</i>	<i>Work performance is consistently above the standard of performance for the position.</i>	<i>Work performance is consistently superior to the standards required for the job.</i>	<i>Work performance exceeds expectations in a positive way.</i>

#### Supervisor's Observations

State areas in which the individual is doing well or any particular strength(s):

- 
- 
- 
- 
- 

State areas in which s/he needs improvement or any particular weakness(s):

- 
- 
- 
- 
- 

#### Employee's Opinion

- What do you consider to be your most important achievement of this year?
- What element of your job do you find most difficult?
- What element of your job do you find most interesting?
- What action could be taken to improve your performance in your current position by you or by Aarong?

Employee's Signature: ..... Date: .....

Recommendation (if any):

Confirmation  Extension of probationary period for ..... months  Promotion  Special Allowance/

Increment  Change of Designation  Termination  Dismissal  Regularization  Training

With effect from: .....

Reason(s) for Recommendation (if any): .....

.....

#### Appraiser's Information

Name of Appraiser: ..... PIN: .....

Designation: ..... Department: .....

Length of time you have supervised employee: Years: ..... Months: .....

Appraiser's Signature: ..... Date: .....

#### Reviewer/Supervisor

Comments: .....

.....

.....

Name: ..... PIN: ..... Designation: .....

Signature: ..... Date: .....

#### Director

Comments: .....

Signature: ..... Date: .....

#### Managing Director

Comments: .....



### Organizational Standards

	(UN)	(IN)	(AVG)	(G)	(EX)
Adherence to policies:					
Grooming:					
Rules and responsibilities :					
Cleanliness and tidiness :					
<i>Appraiser's Comments:</i>					

Total Marks(Out of 70)

### Appraiser's Information

Name of the Appraiser..... PIN/Badge.....

Designation..... Department.....

Length of time you have supervised employee: Years..... Months: .....

Appraiser's Signature..... Date.....

### For Employees Only

#### Strengths and Weaknesses

State your strength(s):

State your weakness(s):

### Behavioral aspects

	(UN)	(IN)	(AVG)	(G)	(EX)
Internal Relationships & Teamwork:					

**Sales Associate's Performance Appraisal Form**





**Support Contact Information**

096-77-444-555 (Field office)  
096-77-444-888 (Head office)

3480  
(for BRAC Centres, Kaderia Tower, Gulshan Tower)

brac.ergsupport@bracts.com

**Support Time & Days**

08:30 AM – 06:30 PM (BST)  
SIX (6) DAYS A WEEK  
(SATURDAY TO THURSDAY)

Mr. MD. HRIDDOY HASAN(00185267)



**Project**  
Maintenance-Aarong

**Employee Category**  
SERVICE

**Designation**  
Office Assistant

**Functional Designation**  
Office Assistant

**Joining Date**  
17-11-2019

**Supervisor**  
Mr. MD AL BORHAN (00062130)

**Current Office**  
[BD500883]-Central Services

**Job Status**  
Active

**Employee Status**  
Confirm

**Date of Birth**  
16-07-1996

**Gender**  
Male

**Mobile**  
01952716567

Dashboard

Details

Job Related Information

- Master Information ✓
- Personal Information ✓
- Supervisor Assign
- Job Description
- Assigned HR Projects ✓
- Assigned Functional Designation

Experience & Referee Information

- References ✓
- Professional Experience

Education Information

- Education Information ✓
- Publications

Contact Information

- Addresses ✓

Family Information

- Children Information

Financial Information

- Bank Information
- Nominee Information ✓
- Health Insurance Membership
- Guarantor Information
- Assigned Finance Projects

Other Information

- Medical Information
- Professional Certification
- Professional Membership Information
- Training Information
- Language Skills
- Visa Information
- Identification Documents
- Hobbies
- Disability Info