

Internship Report On
Recruitment & Selection Procedure of Runner Group of Company

By
Kh Shahinur Islam
Id no: 21264009

An internship report submitted to the BRAC Business School in partial
fulfilment of the requirements for the degree of
Master of Business Administration (MBA)

Masters of Business Administration

BRAC University

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Declaration

It is hereby declared that:

- ❖ The internship report submitted is my own original work while completing my degree at BRAC University.
- ❖ 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.
- ❖ The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
- ❖ I have acknowledged all main sources of help.

Student's Full Name & Signature:

Kh Shahinur Islam

Supervisor's Full Name & Signature:

M. Nazmul Islam, PhD

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

M. Nazmul Islam, PhD

Assistant Professor,

BRAC Business School

BRAC University

Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka 1212

Subject: Submission of Internship Report.

Dear Sir,

I am very glad to submit the internship report on Runner Group of Company. This report is a result of the MBA program I completed. It brings me great pleasure to have successfully completed my internship and to present this report on the analysis I carried out during that time. You have my gratitude for providing me with a test that will allow me to demonstrate my abilities. I will also be given the chance to perform some practical work, which has boosted my experience.

It would be really thoughtful of you to review my report work and make any more recommendations to improve my explanation.

Sincerely yours,

Kh Shahinur Islam

Id no: 21264009

BRAC Business School

Acknowledgment

I would want to express my gratitude to the Almighty and a select few kind persons for their aid, counsel, and support. I want to start by thanking M. Nazmul Islam, PhD Assistant Professor, BRAC Business School who monitored my academic internship and gave vital support and suggestions for my report throughout the semester.

I'd like to express my sincere gratitude to everyone who contributed to the study "Recruitment & Selection Procedure of Runner Group of Company." We would like to express our sincere gratitude to the Runner Group management team for their insightful and open approach, which greatly facilitated our understanding of their recruiting and selection procedures. I am grateful to the HR professionals and employees who graciously shared their experiences and perspectives. Their comments were crucial in providing a comprehensive perspective on the recruitment strategies of the company. At long last, I'm thankful for the heading and backing given by my academic mentors, whose information and guidance assumed a critical part in planning this research.

Executive Summary

In this report, I discussed my experience working at one of the country's most reputable organization. At the time of my whole internship at Runner Group, I acquired a lot of experience as well as get knowledge about practical work environment of the organization.

My topic was "Recruitment & Selection Procedure of Runner Group of Company", which emphasizes the strategical approach by the company to recruit and integrate aligning with its goals of growth, inclusivity, innovation, and professional development. The whole process includes interviews, reviewing internal documents, and conducting feedback sessions prioritises the implementation of both internal and external recruitment strategies in order to ensure a diverse and exceptionally qualified pool of applicants. The selection process lays significant importance on cultural compatibility and adherence to corporate values. Furthermore, the integration of technology and digital tools has significantly enhanced the operational efficiency and effectiveness.

Company's goals of growth, diversity, innovation, and career progression are closely connected with the designed framework by Runner Group of Company that employed the recruitment and selection process. The organization utilises a combination of internal and external recruitment procedures, including interviews, internal documentation, and feedback sessions. The objectives of this system are to develop a different and incredibly capable group of candidates, with a particular emphasis on assessing cultural similarity and adherence to hierarchical qualities all through the selection procedure. The practice of technology and digital tools has greatly simplified these processes, improving their efficiency and efficacy.

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Chapter 1

Overview of Internship

1.1 Student Information

Name: Kh Shahinur Islam

ID: 21264009

Program: MBA

Major: Human Resource Management (HRM)

1.2 Internship Information

Period: 15th October 2023 to 14th January 2024

Company Name: Runner Group of Company

Department: HR & Admin

Address: 138/1, Tejgaon I/A Dhaka-1208

1.2.1 Internship Company Supervisor Information

Name: Farzana Afrin

Position: HR Manager

1.2.3 Job Scope

Job Description

- Assisted in recruitment activities, including resume screening, scheduling interviews, and
- Coordinating with candidates and hiring managers.
- Supported on-boarding process by preparing new hire documentation, facilitating orientation
- sessions, and ensuring a smooth transition for new employees.
- Maintained accurate and confidential employee records and databases
- Provided support in resolving employee inquiries and concerns, contributing to a positive work
- environment.
- Provided administrative assistance to the HR team, including managing correspondence,
- Scheduling meetings, and maintaining HR files.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

During my internship period I always try to a significant contribution to my company. I have been actively involved in the facilitation of candidate sourcing, screening, and interview coordination, therefore contributing to the discovery of highly accomplished people for the organization. The high level of accuracy in my focus on details and the efficacy of my communication skills have greatly enhanced the efficiency of the recruitment procedure. Overall, my internship has deepened my understanding of human resources practices and their significance in building a successful team.

1.3.2 Benefits to the student

As an HR intern at the Recruitment and Selection department of Runner Group, I can potentially benefit from several benefits. Toward the start, I expect to acquire involved insight in talent acquisition, a significant component for my prospective role within the realm of HR. My goal is to develop the fundamental abilities expected for capably getting, assessing, and conducting interviews with potential candidates. Likewise, I plan to upgrade my capacity to successfully connect candidates with the way of life and upsides of the organization, which is a essential talent. Also, collaborating with HR experts will give significant direction and roads to establishing career connections. All in all, this internship will expand my educational program vitae and give a critical benefit in the domain of HR work. As a rule, it means a huge movement towards a prosperous expert direction in the field of HR.

1.3.3 Problems faced during the internship period

Throughout my internship journey, I faced many obstacles. Initially, I found it challenging to adjust to the fast-paced workplace and manage numerous duties concurrently. Furthermore, the acquisition of new information and skills was necessary to become skilled in the complexity of recruitment and selection procedures, which encompassed the assessment of candidates' credentials and their fit with the organization's culture. Effective communication and collaboration within the HR team and with other departments necessitated the possession of robust organizational abilities. However, these challenges also offered opportunities for growth and learning, ultimately enhancing my knowledge and skills as a human resource professional.

1.3.4 Recommendations on Future Internships

In order to enhance the effectiveness of future internships, it is recommended to adopt a proactive approach towards the acquisition of information. Consistently seek feedback from mentors to determine areas for enhancement and develop clear learning goals. In addition, it is advisable to actively participate in professional networking activities and actively pursue chances to engage in cross-functional initiatives, as this will facilitate the development of a thorough understanding of the company. Embrace setbacks as chances for personal development and keep transparent communication with the internship organizer. Ultimately, ensure that you record and describe your

achievements and duties in order to highlight your valuable contributions on your curriculum vitae. Implementing these tactics will optimize the learning experience and enhance the value of future internships, therefore fostering your personal and professional growth.

Chapter 2

Organization Part

2.1 Overview of the Organization

Runner Group, established in 2000, has become a notable business conglomerate in Bangladesh via its commercial endeavours with the flagship firm Runner Automobiles Limited (RAL). Runner Motors Limited (RML), a significant subsidiary of Runner Group, was officially established on October 12, 2004, in Dhaka, Bangladesh. Under the agreement signed in 2004, RML has been serving as the only distributor of Eicher brand trucks and pickups in Bangladesh, as agreed with Eicher Motors Ltd. of India. RML has efficiently established its dealer network and comprehensive service infrastructure across the nation. Currently, RML has a significant market share of around 20% in the entire commercial vehicle sector and 35% in the Light and Medium (LMD) category in Bangladesh. Since its inception in 2004-05, RML has consistently obtained the prestigious No. 1 Overseas Distributor title from VECV for the last eleven consecutive years. Runner has gradually expanded its commercial operations to include several sectors such as automotive, oil and gas, lubricants and energy, real estate, land development, green technology-based brick manufacture, as well as leather and footwear.



2.1.2 Vision

Our goal is to build a reputable brand, RUNNER, by consistently meeting consumers' needs and providing them with desired goods and services at an accessible cost.

2.1.3 Mission

Our mission is to build our brand reputation by satisfying client needs via the use of environmentally-friendly technologies and ensuring a satisfactory return on investment for stakeholders. We will actualize our goal by using a proficient and productive workforce via the use of lean manufacturing techniques to achieve optimal productivity.

We shall surpass client expectations in order to enhance the perceived value and improve the quality of life in our planet.

2.1.4 Core Values

R = Respect customers' feelings.

U = Unite together as a team and celebrate success.

N = No wastage is permissible.

N = Never being complacent.

E = Enjoy responsibility.

R = Recognize social and environmental awareness

2.1.5 Features

The Runner Group of Company is a well-recognized company and it is because of steadfast commitment to excellence and innovative progress, possessing several unique characteristics that distinguish it within its respective sector:

- **Quality Control:**

The Runner Group has a strong commitment to keeping a resolute determination to achieving immensity. Every product and service conform to the highest standards must be ensured by the company, showcasing their dedication to customer happiness and outstanding quality. The

commitment to achieving high standards is not only a group of recommendations, but rather a core philosophy that is deeply embedded in all aspects of their endeavors.

- **Design-Build Expertise:**

The company places a high importance on its design-build competences and hires people who possess dynamic and specialist knowledge. This methodology enhances the execution of projects by capably integrating plan and development, prompting increased adequacy, cost-effectiveness, and modified novel answers for address the distinctive requests of each project.

- **Safety Program:**

The Runner Group places a high emphasis on safety and security, demonstrating a firm commitment to creating and upholding a secure environment. Their stringent security protocols not only guarantee adherence to regulations but also showcase a profound dedication to promoting the welfare of employees, customers, and the local community.

- **Cost Control System:**

The usage of cost management system is a vital element of Runner's Group's operation strategy. The company always try to deliver its dedication at a maximum value by using severe cost management procedures, ensuring to complete the project on time within the fixed budget while maintaining a high level of quality. This approach exhibits their proficiency in effectively dealing financial resources while upholding the most top-notch level of project employment.

Runner Group's commitment to quality, innovation, and responsibility is shown by these aspects, establishing them as a leader in their industry.

2. 2 Corporate Slogan

❖ **We Can We Will.**

2.3 Ventures of RUNNER Company

- Runner Automobiles PLC
- Runner Motors Ltd.
- Runner Properties Ltd.
- Runner Lube & Energy Ltd.
- Runner Trading Ltd.
- Runner Trade Park Ltd.
- Bondstein Technologies Ltd.
- Singularity Ltd.

2.4 Strategic Business Units of Runner Group of Companies

In the year 2000, Runner Group solidified its position as a prominent corporate group in Bangladesh by the establishment of its flagship company, Runner Automobiles Limited (RAL). The establishment of Runner Motors Limited (RML), a notable subsidiary of Runner Group, took place on October 12, 2004, in Dhaka, Bangladesh. Under the arrangement signed in 2004 with Eicher Motors Ltd. of India, RML has been acting as the only distributor of the renowned Eicher brand trucks and pickups in Bangladesh.

Runner has broadened its commercial activities throughout time, expanding into several industries such as automotive, oil and gas, lubricant and energy, real estate, land development, green technology produced bricks manufacture, leather and footwear. The Runner Group of enterprises comprises many major business areas:

RUNNER[®]
PROPERTIES LTD.

RUNNER[®]
lube & energy limited



 **bondstein**

 **EICHER** //
PARTNERING PROSPERITY

RUNNER[®]
Motors Limited


singularity

RUNNER[®]
Trading Limited

Sister Concern of RUNNER Group

- Runner Automobiles Ltd (RAL)
- Runner Motors Limited (RML)
- Runner Properties Limited (RPL)
- Runner Land Development Limited (RLDL)
- Runner Oil & Gas Ltd.
- Runner Lubricants Ltd.
- Runner Trade Park Limited
- Runner Trading Limited

2.5 Management Practices

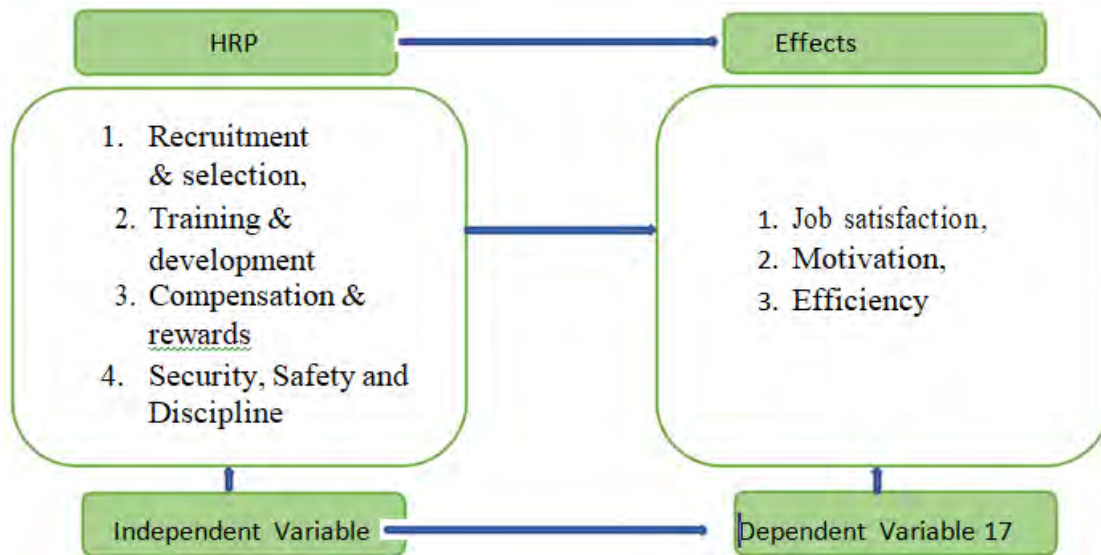
Runner group follows for its management practices a democratic leadership style. This leadership style actively involves the company's team members decision-making processes, fostering collaboration efforts, and acknowledging with valuing assorted views. Basically, this democratic leadership endorse a troposphere. Employees are actively motivated to share their ideas, opinions, and resolutions by this atmosphere, therefore developing a culture marked by open communication and mutual respect. To achieving the company goal, acknowledging achievements, and promoting personal growth company's leader are always ready to include their team members. This particular leadership style demonstrates significant effectiveness when working with individuals who possess advanced talents or vast experience, allowing the leader to use individual abilities while also using collective capabilities.

Runner group follows democratic leadership to promote a perception of value, drive among employees an individual acknowledgment, therefore encouraging their individual members to participate in the team's accomplishment. The leadership style in question cultivates a conducive atmosphere that promotes innovation, ingenuity, and a feeling of responsibility among team members, leading to heightened levels of involvement, job contentment, and collaboration. This leadership style executes collaborative culture, where employees engage in joint efforts to generate creative ideas and achieve common goal or objective. This approach will help to enhances productivity and also establishes a positive work environment.

2.6 Human Resource Practices

By using efficient HRM strategies Runner group always ensure employee happiness, satisfaction and doing this it also enhances organizational efficiency. The organization always prioritises recruitment and selection process, investment in training session, and also an establishment of a satisfaction work environment in order to enhance employee productivity as well as their morale. By integrating human resource management (HRM) procedures with business objectives, the firm guarantees that worker contributions to the company's success are efficient. Runner group always prioritizes to allocate resources towards implementing efficient rules, compensation systems, and

performance assessment protocols to improve employee engagement and retention. By using this comprehensive human resource management (HRM) strategy, Runner Group is able to develop a skilled and dedicated workforce, hence promoting innovation, growth, and overall success within the company.



Recruitment & Selection:

Recruitment entails managers working along with their marketing team to advertise available openings inside a company. The recruiting process starts with a curated list of competent candidates, which is then followed by a comprehensive assessment of each individual's capabilities and proficiencies (Surbhi, 2018)

Training and Development:

Training and development are company-wide activities aimed at enhancing workers' knowledge and skills, with executive development being a deliberate and anticipatory process, and training being a responsive occurrence initiated by management to address current and future staff needs. (Darwinbox, 2021)

Compensation & Benefit:

Compensation and benefits are crucial in human resources management, as they aid in recruiting top talent, motivating employees, ensuring retention, and fostering a positive work environment. Compensation includes monetary benefits like salaries, commissions, and bonuses. (Bester, 2021)

Job Satisfaction:

Job satisfaction, as defined by Hoppock in 1935, is the amalgamation of psychological, physiological, and environmental elements through which an individual communicates contentment with their occupation. Since the 20th century, job satisfaction refers to the positive or negative emotions and feelings employees have towards their work. (Joshua Bourne, 2023)

Motivation:

Motivations are the driving forces that trigger behaviour, originating from the Latin word motivations. Psychologists analyse motivating elements to explain observable changes in people' behaviour (*Encyclopædia Britannica, inc, 2023a*)

2.7 Marketing Practice

A marketing strategy is a business's comprehensive approach to attracting potential consumers and converting them into clients of its goods or services. A marketing plan encompasses the company's unique selling proposition, essential brand communication, detailed information on the target customer's demographics, and other fundamental components.

An exhaustive marketing plan encompasses the four fundamental elements of marketing: product, price, location, and promotion. An effective marketing strategy should centre on the company's value proposition, which conveys to customers the company's core principles, operational approach, and the reasons it merits their patronage.

This offers marketing teams a standardised framework to guide their strategies for all of the organization's offerings. Walmart (WMT) is renowned as a discount retailer that emphasises "everyday low prices" in its business operations and marketing strategies.

2.8 Finance Performance

Financial performance indicators assess a company's capacity to efficiently utilise resources and create revenue. These measurements are used by analysts and investors to evaluate comparable organisations operating in diverse industries or sectors (Kenton, 2022).

The evaluation of Runner Group's financial performance include evaluating its efficiency in cost management, ability to generate money, and overall economic influence. In addition, the assessment takes into account long-term advantages such as employment generation and the establishment of infrastructure, offering a holistic perspective on the company's financial well-being and durability.

2.9 Operation Management and Information System Practices and Supply Chain Management (SCM)

Operations management involves the effective oversight and control of corporate processes in order to optimise profitability via the efficient transformation of labour and materials into products and services. (Hayes, 2023)

The Runner Group may get advantages from the use of efficient information systems and techniques in operations management. Integrating activity boards for work management, goal setting, and progress monitoring helps optimize efficiency. Employing data frameworks to enhance communication, collaboration, and resource monitoring may result in more informed decision-making. These standards enhance openness, ensure accountability, and foster total value creation in the activities of Runner Group.

Supply Chain Management encompasses the coordination of labor and the evolution of products, integrating several cycles to convert raw materials into finished goods, and optimizing operations to improve customer value and gain a competitive edge in the market. (Fernando, 2022)

The supply chain management of Runner Group is distinguished by its efficiency and dependability. They demonstrate exceptional proficiency in the areas of procurement, inventory management, and logistics, guaranteeing punctual product delivery. Their efficient supply chain network minimizes expenses and maintains superior quality benchmarks, so enhancing their achievements in the fiercely competitive industry.

2.10 Industry and Competitive Analysis

2.10.1 Porter's Five Forces Analysis

Runner Group competes within the very competitive consumer products business. A Porter's Five Forces study evaluates the company's position by analysing the forces of competition, bargaining power of buyers, bargaining strength of suppliers, threat of replacement products, and obstacles to entrance.



Rivalry Among Existing Competitors:

The Runner Group faces substantial competition within the consumer products business due to a wide range of competitors. Though, they have effectively established a commanding market position and acquired client loyalty, providing them with a clear advantage over their competitors.

Buyer Power:

A renowned company always try to maintain a competitive advantage, so any firm or company do not want to make a foster professional relationship with its customer. As Runner group has a lot of competitors in the market so the decision-making process of customers is impacted in various elements, such as price, quality, and the organization's reputation. In this case, customers process a significant degree of bargaining power.

Supplier Power:

While simultaneously mitigating supplier influence and maintaining a reliable supply chain, Runner Group strategically utilizes robust supplier connections to get advantageous terms and ensure optimal resource availability. To make a strong and good relationship with suppliers, Runner Group is able to apply control over its several factors like terms, pricing, and quality. So this increases operational efficiency and reduces the likelihood of distractions. Runner company's this strategy not only increases the company's position in the market but also fosters a cooperative environment that encourage customer make a long-lasting relation and sustainable growth.

Threat of Substitutes:

The wide range of products provided by Runner group, along with its renowned reputation for delivering high quality of solutions, presents a substantial obstacle for customers seeking to transition to other options. If Runner company provide always an outstanding products to its customer then it creates trust and loyalty among its customers, otherwise consumers will change their mind and searching for alternative brands. The confidence in Runner Group's products not only client faithfulness as well as prevents them from considering elective choices attributable to the guarantee of deciding quality and reliability. The conjunction of a wide range of product offers and a strong standing presents an imposing competitive edge, delivering it burdensome for clients to examine changing to alternative brands.

Barriers to Entry:

Due to the success of several competitors, the expected impact of advertising benefits in each business will be comparatively lower than the highest point in the smaller comic market. A regulatory measure has been implemented by the government of Bangladesh to terminate the tariff imposed on producers. While generating concentrated vapours above the heads of the Runners, it also reduced the likelihood of new competitors joining the race. Due of the fierce competition and minimal risk posed by new competitors, they may position themselves as a trading importer.

2.10.2 SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">-Strong brand recognition and a rapidly-Expanding business in Bangladesh-Excellent goods quality-Reputation that is widely recognized in Bangladesh.-Highly knowledgeable and skilled personnel-Access to Services and Parts	<ul style="list-style-type: none">-Fuel consumption-Less effective marketing effort than rivals-Moderate research and development
Opportunities	Threats
<ul style="list-style-type: none">-Future market prospects for female riders-Adoption of a high-tech-based depot networking system-Ability to dominate the 50cc and 80cc markets	<ul style="list-style-type: none">-There are more rivals in the automotive industry-Local businesses are offering better trade margins-The government is enforcing tight tax and VAT policies.-Governments enacting new laws and norms

2.11 Conclusion

The Runner Group, with its established brand, extensive product range, and efficient supply chain, has a strong consumer goods presence. Despite facing challenges like limited international presence and reliance on suppliers, it sees potential for growth. In order to prosper in the face of fierce competition, economic volatility, and technological progress, Runner Group must maintain a state of constant vigilance and adaptability. The organization has a strong dedication to achieving high standards, fostering creativity, and upholding ethical principles. As a result, it is seen as a responsible and progressive participant in the corporate environment, positioned for further expansion and achievement.

2.12 Recommendations

Runner Group, a leading participant in the consumer products sector, encounters both favourable circumstances and obstacles in its pursuit of consistent expansion and competitiveness. The following collection of ideas presents strategic measures that may drive Runner Group towards a future characterised by worldwide growth, robust supply chain, innovative product development, and ethical corporate behaviour.

- Runner group should enhance the quality of existing commodities and offer new units.
- Runner group should diversify its promotional operations in order to counterbalance the competitor's efforts.
- In order to maintain competitiveness, it is necessary to increase the price of Runner group items. For instance, customers have the prevailing belief that low-cost goods are lacking in quality.
- Runner group is one of the most significant organisations in Bangladesh's automobile sector. Nevertheless, employees of the Runner group have lower levels of job satisfaction compared to employees at other prominent companies in Bangladesh. In my perspective, it is recommended that Runner group consider increasing the involvement of branding and marketing managers in order to optimise the effectiveness of its branding activities and operational strategies.

- In order to mitigate the influence of the grey market and persuade shops to choose authentic Runner company products, it is recommended that Runner group establish robust relationships with merchants through export marketing initiatives, including gifts or incentives.

By implementing these recommendations, Runner Group may efficiently tackle its challenges, leverage its capabilities, and maintain its status as a responsible and forward-thinking leader in the consumer products industry.

Chapter 3

Recruitment & Selection Procedure of Runner Group of Company

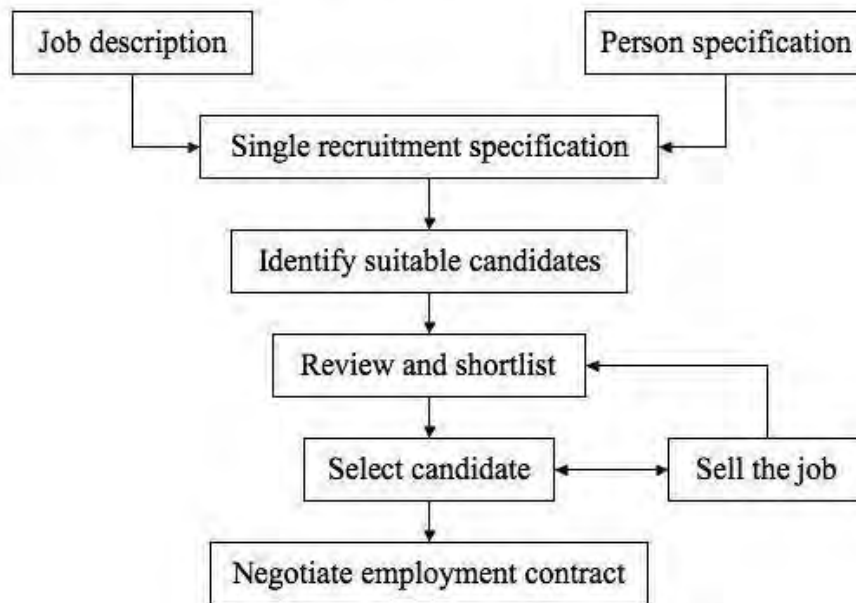
3.1 Concept of Recruitment and Selection Process

According to Elearn. (2009) Recruitment and selection are vital components of human resource management, including a methodical approach to the employment of appropriate personnel.

The process of recruitment involves a systematic approach to acquiring high capable persons through many channels such as job posts, online advertising, employee recommendations, and professional networks. The selection process entails a higher level of consistency, with a primary emphasis on the identification and appointment of the most qualified applicant for the organization. This process entails the review of cv, the management of preliminary assessments, and the organization of interviews utilizing sophisticated methodologies like as psychometric testing, assessment centers, and competency-based interviews. Candidates' technical skills, professional experience, and capacity to assimilate into the organization's culture all these are the main goals or objectives to evaluate, thus making a substantial contribution to its success. Meticulous preparation and execution are need to proceeds of recruitment and selection owing to their strategic nature. By recruiting, screening, and choosing a qualified person for a position is called Recruitment process. From a strategic viewpoint, it may be advantageous to develop an employer brand that incorporates a comprehensive 'employee offering'. Recruitment is the systematic procedure of identifying and enlisting the best appropriate candidate for a job vacancy, either from inside or outside the company, in a prompt and economical manner.

Recruitment is the process of looking for and acquiring job applications in order to pick the most suitable candidates. In actuality, the recruiting process goes beyond just receiving applications and includes screening to exclude unqualified candidates. After the recruiting process, the most suitable applicant or candidates are selected via a selection process that may include interviewing, reference checking, and testing. The selection procedure aims to appoint the most qualified individuals to the post via fair and effective evaluation activities.

Recruitment & Selection Process



Recruitment and selection are crucial for enhancing worker performance and achieving favourable organisational results. Selection of workers is not only done to fill vacancies or increase the workforce, but also to recruit individuals who can perform exceptionally well and show dedication (Dessler, 2000).

The recruitment and selection process are vital practices in human resource management and have a significant impact on organisational performance. Jovanovic (2004). Organisations are prompted by information technology to enhance competitiveness. Utilising this technology to restructure the traditional recruitment and selection process through effective decision techniques can increase the efficiency and effectiveness of the processes and improve the quality of decision-making in recruitment and selection. A human resource information system is a system used to

collect, store, process, analyse, retrieve, and communicate important information about an organization's human resources (Huselid, 1995). The system aims to assist in providing human resource services at strategic, tactical, and operational levels. Various decision-making issues, such as recruiting and selection, are discussed here. The system enables automated or computerised processes to address issues, playing a crucial role as a powerful instrument in the digital era.

3.2 Objective of the Report

This report's main goal was to connect the theories and concepts studied in the MBA program with the recruitment and selection process of Runner Group of Company Limited.

The objectives of this report are -

- To have a thorough understanding of and record the Runner Group of Company's existing hiring and selection practices.
- To assess the efficiency of various methods in luring and choosing competent applicants.
- To determine the advantages and disadvantages of the current framework for hiring and selecting candidates.
- To assess how Runner Group's hiring and selection procedures stack up against industry norms and best practices.
- In order to improve talent acquisition and organizational outcomes, we would like to offer practical suggestions for improving the efficacy and efficiency of Runner Group of Company's recruiting and selection process.

3.3 Significance

The report's objective is to provide an explanation of Company Limited's Runner Group recruitment and selection procedure. The conclusions drawn from the examination of Runner Group of Company Limited's hiring and selecting procedure may help the business enhance certain aspects of its procedure. It will be accomplished by using firsthand observations to identify any

problems that are discovered. Suggestions will be given based on the defects that have been noticed. Given the significance of the recruiting and selection process for any organization's human resource department, the results will be critical to the company's future developments.

3.4 Methodology

Both primary and secondary data were used to create the report. My daily observations and the duties I completed throughout my three-month internship program served as the major data source. The organization's employee handbook, the website, and any pertinent literature served as the sources of the secondary data.

3.5 Analysis of Recruitment and Selection Process

Recruitment is the process by which a business looks for potential employees. It is a methodical technique for recruiting skilled individuals. The process involves identifying, attracting, screening, short-listing, interviewing, selecting, and ultimately employing the most suitable individual to fill the vacancies inside the firm.

Selection is the process of identifying and choosing suitable people with the required knowledge, skills, talents, and qualifications to fill job vacancies in order to help the organization achieve its objectives.

Runner Group of Company typically prohibits the recruitment of undergraduates. While practical experience is typically required, Runner Group welcomes applications from fresh graduates and selects candidates based on their qualifications matching the job description.

Runner Group typically recruits four distinct categories of employees and workers based on their job duration and other criteria. They are:

- Regular
- Contractual (6 months and 1 year)
- Casual and
- Internee

These four categories of employees each have specific job responsibilities and are chosen based on the specified criteria.

The recruitment process of Runner Group involves multiple stages, ranging from job openings to personnel selection. Runner Group adheres to a formal recruitment and selection process to hire people based on their needs.

Below is an illustration of the Recruitment & Selection process:

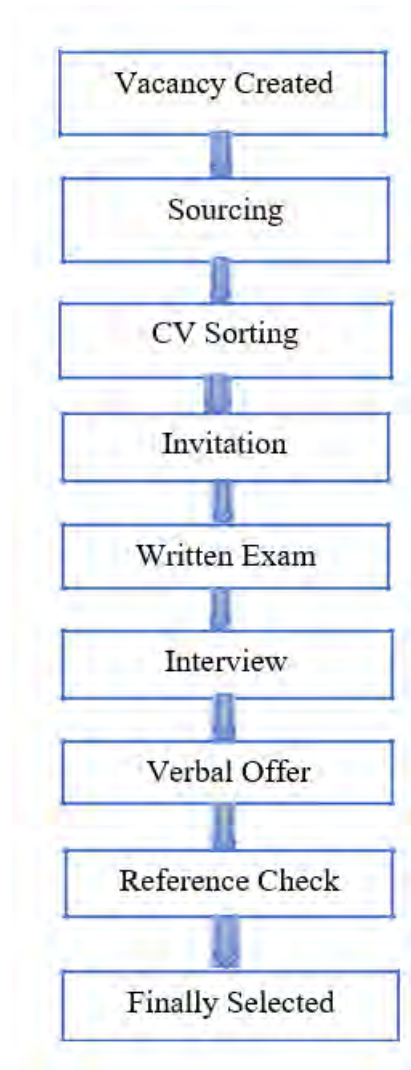


Figure: Stages of Recruitment & Selection Process of Runner Group

These are the fundamental procedures of Recruitment & Selection implemented by Runner Group of Companies to fill their open positions. The recruitment procedure consists of three parts. The

recruitment process begins with creating job vacancies and concludes with going through CVs. The selection process begins with an invitation and concludes with the final selection of the runner. The Recruitment & Selection Process at Runner Group Ltd. will now be explored in detail.

Step-1: Vacancy Creation

Initially, when a vacancy arises in any department, the department coordinator or head informs the HR department about the vacancy. The HR department's representative initiates the recruitment process. Employee can submit this request to the HR department through three different methods.

- Personal Requisition Form
- Any request from any department
- Direct order from authentic or responsible or top management

The HR department then formulates the job description. The job description contains essential job-related information to promote a particular job and appeal to a diverse group of qualified candidates. The document contains details like job title, location, reporting structure, job summary, job nature and objectives, tasks and duties, working conditions, tools and equipment, and potential dangers.

The Job Description prepared by the Runner Group usually contains the follows:

- Job Title
- Company Bio/Mission
- Role Summary
- Role Responsibilities
- Role Requirements (Must-Have Skills)
- Time/Location

- Next Steps (How to Apply)

Subsequently, the HR department creates the job specification. A job specification outlines the necessary knowledge, skills, and abilities needed to carry out a certain position within an organization. The document includes elements such as education, work experience, and managerial experience, which can assist in achieving job-related objectives.

The HR department must analyze the job organogram to determine if the needed position is available inside the **organogram**. When a vacancy arises, the HR department promptly takes steps to fill it.

Step-2: Sources

Sourcing is the second stage of the recruitment process. Runner Group utilizes both external and internal recruitment methods. Internal recruitment is pursued only when suitable external applicants cannot be found within the organization. We can partition the source into two sections:

Internal sources:

- Promotion
- Transfer
- Employee reference
- From internship student

External sources:

- Bdjobs.com
- LinkedIn
- Facebook
- Company's own website
- Advertisement in the newspapers.
- HR CV Box

Step-3: CV Sorting

Once the job posting is posted, the CV sorting process begins. The HR Department manually reviews CVs by having the responsible individual go through all the CVs obtained for a vacant position. The sorting is conducted based on the organization's needs and job requirements. During my internship, I discovered that Runner Group's HR department categorizes the CVs they get based on the candidates' academic qualifications. For instance, the CV for the Management department is distinct from the CV for the Marketing department. CVs were occasionally sorted based on their job titles. The CV of the Deputy Manager is distinct from the CV of the Assistant Manager.

Step-4 Invitation

After screening resumes, the Senior Executive of the recruitment and selection department contacts candidates by providing relevant information. This is accomplished via a phone call. They are:

- Date
- Time
- Designation
- Address

Step-5 Written Exam

Once the CVs are shortlisted, the candidates are invited to take a written exam. The written exam typically occurs in the HR Department. Candidates must sign the Candidates Attendance Sheet before the written examination. The written test is a standard component of the typical recruitment procedure. It typically involves assessing knowledge in specific areas of expertise. Candidates are invited for the initial interview based on their performance in the written test.

Step-6 Interview

The interview process consists of two tiers. Occasionally, an additional third and final interview may be undertaken for unusual instances or senior positions. A preliminary interview is conducted using the "elimination method". The second and last interview occurs with a select few candidates, from whom the ultimate candidate is chosen. The HR personnel conducts interviews with

employees from their respective departments. Interview sessions for top-tier roles like Managing Director, Deputy Managing Director, and Executive Director are conducted in a more formal and specialized manner. The HR department at Runner Group created a short-listed form to provide a summary of the candidates at a glance. The summary page contains essential and fundamental information. They are:

- Educational qualification
- Last working post or designation
- Last job description or duty
- In total working experience

The candidates are either selected on a primary or temporary basis. Prior to scheduling the initial interview, the HR department should include a form together with the candidates' CV. This document is referred to as the Interview Assessment document.

Step-7 Verbal Offer

Following the last interview, the candidate is inquired about their anticipated income and benefits for the position. Following negotiations, they receive a detailed explanation of the job's terms and conditions. Once the candidate accepts the terms and conditions, they receive an Employee Information Form to complete. The form is a standardized document containing essential personnel details that the candidate must submit with their CV to the company.

Step-8 Reference Check

This is the seventh stage in the selection process. Once the candidate accepts the offer, the reference check is conducted based on the information provided in his/her resume. Reference checks provide insights and evaluations on an individual's character, work quality, and fitness for a certain role. It is a chance to confirm the information provided by the candidate through their résumé and the interview. Interviewing the candidate's management or colleagues is important when considering internal candidates. Runner Group contacts the candidate's educational institution for certificate verification and reaches out to relatives, colleagues from prior organizations, and other known individuals to verify the candidate's identification.

Step-9 Final Selection

After checking the final reference and meet the satisfaction level of recruiter, the perfect candidate is chosen for the position and after that subsequently provided both offer letter as well as appointment letter. Employees are provided a joining pack which includes all documents that he need to sign and other paperwork to fill out after he receiving the appointment letter.

3.6 Findings

After doing an analysis I have found some findings, which are given below:

- The acquisition procedure is inclusive and well-structured, including a wide range of job categories.
- A comprehensive job description and specification are generated by the HR department.
- Employs a combination of internal and external sourcing tactics to achieve a well-rounded approach to talent acquisition.
- The selection process involves evaluating CVs according to academic qualifications and job descriptions, conducting written examinations and interviews, and verifying references.
- The selection standards place significant emphasis on academic degrees and practical experience.
- The utilization of written examinations and multi-tier interviews serves as evidence of a commitment to the assessment of candidates.
- Referral checks and the final selection process are implemented to verify that candidates satisfy job prerequisites and are in accordance with the organizational culture and values.

3.7 Recommendations

During my whole internship period I observed a few remarkable things. On the basis of this I offer the following strategies to enhance HR practices in Runner Group in order to help the organization get a competitive advantage. The following are:

- ✓ Time is crucial in the contemporary era, although a reliable selection process is equally essential. The HRD at Runner must maintain a rigorous selection process and should not yield to time constraints imposed by the respective department to fill vacancies. Simplify the selection procedure.
- ✓ Internal recruitment may not always be cost-effective for recruiting higher-level positions. Some jobs may be filled through external recruitment to attract more qualified candidates. The corporation can also opt for a global search.
- ✓ The remuneration policy should be revised to attract competent individuals to the organisation, as the basic salary is rather low in comparison to the workload.
- ✓ Regular awareness sessions should be held for staff to have a clear grasp of their performance evaluation system.
- ✓ Introducing a talent and knowledge-based pay system at Runner can help reduce employee attrition. It inspires employees to perform at their highest level. The organisation should appropriately acknowledge employees' contributions and offer feedback to them.
- ✓ Avoid discrimination based on gender and race. It will enhance the working environment. Need to implement additional strategies and employ more efficient management practices to retain employees and reduce turnover rate.
- ✓ Benefits and service programmes should prioritise providing enhanced protection for the future well-being of employees and their dependents.
- ✓ Introducing campus recruitment will allow the hiring of fresh graduates from prestigious universities.

3.8 Summary and Conclusion

The most precious asset for a corporation is its human resources. They have the power to either significantly benefit or harm a business's financial success. An organization's performance relies significantly on strategically placing individuals in suitable positions within the current fiercely competitive corporate landscape. The recruiting and selection process is crucial for finding the best candidate to match the job requirements and enhance the Company's performance. New recruits must demonstrate a willingness to learn, adaptability, and the capacity to work collaboratively as the Company evolves and changes. The Recruitment & Selection process guarantees that specific criteria are met, enabling an organisation to evaluate the job opening and select the most suitable individuals to lead the organisation in the future. The organisation should prioritise the selection of individuals. An individual capable of advancing an organisation in terms of growth, principles, and moral standards. The most valuable resource for any organisation is their knowledgeable and efficient workforce. Organisations should be more vigilant about this issue to guarantee quality and ethical standards.

It is clear from the debate that Runner Group is a highly esteemed company in Bangladesh. Runner group offers a wide range of products and services in Bangladesh. The company is currently in a position of growth. The firm's strategies aim to establish it as the leading automobile company in Bangladesh.

The Human resource practice, recruitment and selection process, employee satisfaction, and interactions at Runner Group are highly developed and effective. Runner Group should analyse the recruitment and selection processes of companies both domestically and internationally to enhance their own process efficiency.

Enhancing Runner Group's recruitment process can attract skilled personnel, leading to increased production and income. The primary key aspect contributing to the success of Runner Group is its effective human resources. The corporation regularly analyses its competitors' actions and takes proactive steps in making marketing selections.

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Different contact persons like executives and officers from Runner Group of Companies

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