

Report on
Effectiveness of Training and development:
BEXIMCO Pharmaceuticals ltd.

By
Shajidur Rahman
ID: 16104070

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

BRAC Business School
BRAC University

May 2024

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Declaration

It is hereby declared that

1. This internship report that I turned in is my original work, which was completed while I was pursuing my degree at BRAC University.
2. Nothing in the report has been written by any third party or previously published. Unless this is properly and completely referenced in its entirety.
3. In the report, no material of any sort is included from any other university or other institution has been accepted or submitted for inclusion in the report.
4. I have acknowledged the primary sources of assistance I mentioned in the report.

Student's Full Name & Signature:

Shajidur Rahman
16104070

Supervisor's Full Name & Signature:

M.Nazmul Islam Ph.D.
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

26.05.2024

M. Nazmul Islam Ph.D.
Assistant Professor,
BRAC Business School
BRAC University
Kha 224 Bir Uttam Rafiqul Islam Avenue
Merul Badda
Dhaka 1212. Bangladesh

Subject: Submission of Internship Report

Dear Sir,

I would like to announce with great pleasure that I have finished my internship at BEXIMCO Pharma Ltd. and that I have written a report on the "Effectiveness of Training and Development: BEXIMCO Pharma ltd." I had the opportunity to work in the Strategic Brand Management (SBM) Department Where I had the chance to work under supervision of honorable Manager, Strategic Brand Management.

I've done everything in my power to complete the report on schedule, including all required information and crafting the most comprehensive, succinct, and meaningful recommendation.

I sincerely hope and pray that you will accept the report and subsequently comply, as I am certain it will meet the requirements.

.

Sincerely,

Shajidur Rahman
16104070
BRAC Business School
BRAC University
26.05.2024

Non-Disclosure Agreement

Between BEXIMCO Pharma Ltd. and the undersigned BRAC University student, this agreement has been made and signed.

Shajidur Rahman

ID: 16104070

Acknowledgement

I would want to take this opportunity to express my gratitude to those who made it effortless for me to prepare and finish the internship report in time. First and foremost, I am eternally grateful to God for providing me with the strength and endurance needed to finish this report.

I would like to sincerely thank M. Nazmul Islam, Ph.D. Assistant Professor at BRAC Business School, BRAC University, for his invaluable supervision, guidance, support, and helpful advice during the preparation of this report.

The Report has been prepared on “Effectiveness of Training and development: BEXIMCO Pharmaceuticals ltd” I wish to express my appreciation to Mr. Noor Ul Azam Khan Romel Manager, Strategic Brand Management and his team for offering the essential direction, collaboration, and chance to obtain real-world work experience in the company throughout the three-month internship.

Finally, I want to express my sincere gratitude to my coworkers for their support and insightful advice that helped me finish the report.

Executive Summary

The Internship report reflects my three months long experience as Marketing Intern in (SBM) Strategic Brand Management department of BEXIMCO Pharmaceuticals ltd. The company officially launched its operations 1980 with the joint effort of a team of experienced and highly skilled professionals with the aim of “enhancing human health and well-being by providing contemporary and affordable medicines, manufactured in full compliance with global quality standards.

The Objective of the report is to analyze the Effectiveness of Training and development: BEXIMCO Pharmaceuticals ltd and find out the areas where that need improvement and provide recommendations applying academic learnings. Both primary and secondary data is used for the preparation of this report. Primary data came from my observations and firsthand experiences from my internship at the company. I also had detailed discussion with my supervisor, Manager of Strategic Brand Management Noor Ul Azam Khan Romel who helped me every step of the way. Rest of the data is extracted from secondary sources such as company website and annual report, newspaper articles and scholarly journal articles.

The findings of the report indicate the current Training process and Development processes is effective but needs to introduce new techniques for changing demands of the company. Based on the findings, Necessary recommendation have been provided for the improvement of current Training and development process.

Table of Contents

DECLARATION.....	2
LETTER OF TRANSMITTAL.....	3
NON-DISCLOSURE AGREEMENT.....	4
ACKNOWLEDGEMENT.....	5
EXECUTIVE SUMMARY	6
LIST OF TABLES	ERROR! BOOKMARK NOT DEFINED.
LIST OF FIGURES.....	9
LIST OF ACRONYMS	10
CHAPTER 1	11
OVERVIEW OF INTERNSHIP.....	11
<i>Information of the Intern</i>	11
<i>Internship Information</i>	11
<i>Internship Company Supervisor’s Information Name and Position</i>	11
<i>1.3 Internship Outcomes</i>	13
<i>1.4 Benefits of the Internship Program</i>	14
<i>Difficulties Faced During the Internship:</i>	15
<i>Recommendations on Future Internship:</i>	16

CHAPTER 2	17
ORGANIZATION OVERVIEW	17
2.1 Introduction:.....	17
2.2 Overview of the Company.....	17
Selection procedures:	24
Training Evaluation.....	32
2.5 Marketing Practices:	33
2.6 Financial Performance and Accounting Practices	34
2.7 Operations Management.....	36
2.8 Industry and Competitive Analysis	36
2.9 Summary and Conclusion:	41
2.10 Recommendations:.....	42
CHAPTER 3	39
PROJECT PART.....	44
3.1 Introduction.....	44
3.2 Methodology.....	45
3.3 Overview of the Human Resource Department of the Company.....	46
Figure 1: Organogram of the HR Department	47
Figure 2: Flowchart of the Recruitment and Selection Process	48
References:	53

List of Figures

1. <i>Figure 1: Journey of BEXIMCO Pharmaceuticals Ltd</i>	21
2. <i>Figure 2: MPE evaluation chart</i>	34
3. <i>Figure 3: Organogram of the HR Department</i>	48
4. <i>Figure 4: Flowchart of the Recruitment and Selection Process</i>	49

List of Acronyms

PPE: Personal Protective Equipment

BPL: Beximco Pharmaceuticals Bangladesh

DSE: Dhaka Stock Exchange

LSE: London Stock Exchange

EHS: Environment, Health and Safety

FDA: Food and Drug Administration

IAS: International Accounting Standards

API: Active Pharmaceuticals Ingredients

CSR: Corporate Social Responsibilities

ARV: Anti-Retroviral Drugs

IFRS: International Finance reporting standards

AIM: Alternative Investment Marketing

SDP: Skill development program

PCBS: Pre cycle briefing session

Chapter 1

Overview of Internship

Information of the Intern

Name	Shajidur Rahman
Student ID	16104070
Program	Bachelors of Business Administration
Major	Human Resource Management

Internship Information

Duration	3 Months (March 10 – Jun 10)
Company Name	BEXIMCO Pharmaceuticals Ltd
Department	Marketing (Strategic Brand Management)
Address	19 Dhanmondi R/A Road No. 7 Dhaka 1205 Bangladesh

Internship Company Supervisor's Information Name and Position

Name	Noor Ul Azam Khan Romel
Designation	Manager, Strategic Brand Management

1.2.2 Objectives- Job description / Duties / Obligations

I was employed as a marketing intern by BEXIMCO Pharmaceuticals Limited (BPL) in the Marketing department (SBM). It was a fantastic chance to work for such a large company in Bangladesh. Since so few students were chosen for the internship, for which I believe I'm really fortunate.

- Had to Collaborate with the multifaceted group of professionals.
- Observe them and take notes about the product to how they work gathering those information
- Study the Products literature to learn some creative ideas
- Prepare and filter reports and arrange them on the basis of needs on excel
- Prepared charts on PowerPoint to identify the overall performance in each month.
- Attend the SDP Sessions to understand how employees conduct presentation to talk to their MPEs about their products
- Participated in the brainstorming session for “WORLD Lipid Day and World” & “World Hypertension Day” seminar and how to conduct it.
- Prepared documents on PowerPoint and Word.
- Made Dynamic Dashboard on Excel.
- Attended and participated in the CME for a new launch brand
- Prepared 4-5 observation reports based on daily work activities.
- Met with different top-level managers to learn more about the company.
- Made PowerPoint presentation slides.
- Prepared list of products from the monthly report and discussed its demand.
- Prepared and filtered from Monthly report to get an idea about Cardiology products.
- Attended Fire drill day for the office, where fire safety was discussed.

- Prepared and distributed evaluation and discussed daily activities and what needs to be done for the day.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the company

I am pleased with my internship after working in the SBM department for three months at BEXIMCO Pharmaceuticals, I feel that I made a significant contribution to the company and learned a lot from my seniors who were there to help me all the time without any hesitation.

While I was there, at first, I was observing and constantly listening to my seniors who are much more knowledgeable to their crafts. It was important that I get familiar with the products first then after a week I started participating in their idea generation for their flyer/literature, which is very creatively done to get attention from doctors, took part in some teamwork, brainstorming, presenting the company's work, writing important documents, creating lists, and keeping track of the products. Made three observation report about the business plans, strategies overall performance compares to the competition, identified which brand was performing poorly and why. I was assisting my senior colleagues with their tasks while gaining knowledge in the process. I was being extra cautious so that i don't make any mistakes because I wanted to perform like them. They are highly driven people who do not make any mistakes because People's health is at stake in the pharmaceutical industry, so there was no room for error. I therefore made every effort and maintained constant focus to ensure that my work met their standards. I prepared the documents on time and with great attention to detail when I was drafting them. I was in charge of organizing the products and paperwork, and I went to their major events where a lot of information was provided. I think the reason my sessions went so well is because it was the tremendous effort, I put into meeting with the brightest minds who were behind BPL's success. I'll be forever thankful because they offered me their valuable time In a nutshell, I participated in activities with other professional employees and watched their daily activities, and my role within the company was very much needed and welcomed.

1.4 Benefits of the Internship Program

An internship is the first step toward learning how to work practically. Working for a well-known company has several benefits, the first of which is that interns are allowed to familiarize themselves with the pharmaceutical industry and learn about its workings. Who are the consumers and who are the target market? As an intern, I received training from staff members who have a great deal of experience providing direction that is useful when developing a career. Additionally, it aids in advancing in a good job.

Having an internship with a well-known company, training results are consistently excellent because there are many opportunities for work, interns get to know the corporate culture, and they learn how to handle pressure at work. I am generally happy with my internship because I have gained a lot of knowledge about BEXIMCO and have improved my marketing skills by working with some of the smartest people in the company. Here are the few things I picked up from my journey is:

- **Effective Time Management:**

Over the past three months, I have had the privilege of working alongside employees who were best in their field, and I have been tagged as such. They guided me and assisted me in finishing more challenging tasks, which were typically challenging for me, but they made it very simple so I could complete those tasks on time. In this manner, I was able to prioritize the tasks and complete them on time.

- **Importance of Communication:**

As an introvert, I used to avoid social situations, but my job required me to interact with directors, managers, executives, and other staff members. I had to go to various meetings, speak with people, and collect information as an intern in the SBM/marketing department. In this way, I was able to significantly enhance my communication abilities.

- **Networking:**

I had to interact with other staff members who were a part of my company supervisor's team because I was employed in SBM. I had been in daily contact with them to

participate in activities, exchange information, and ask questions. I've learned a lot from everyone since the first day, and it has helped me understand the value of and necessity for communication. I got to create a fantastic network with each and every one of them.

- **Cognitive Skills:**

Cognitive skills can be developed by BEXIMCO Pharma employees through a combination of formal education, on-the-job training, and real-world experience and while I was there, I discovered I was able to quickly learn product names, was able to research data that was given to me by critical thinking, was able to problem solve, I paid attention to details because in Pharma industry details are important. Applied creativity while making reports

Difficulties Faced During the Internship:

- As this was my first corporate experience, I found it very difficult to contribute to BPL's SBM department due to my lack of experience. I was also overwhelmed by the amount of work that employees were doing in a very competent, effortless, and easy manner. But over time, I've learned to embrace every challenge and have worked effectively in a fast-paced work environment at BPL, helping the team create and execute proactive brainstorming techniques to generate unique taglines and communication strategies as well as work with lipid day arrangements. I observed several SDP meetings and observed how employees communicated with MPE's and it was very informational.
- Again, I discovered that effective communication is a critical skill that can only be acquired via time and experience. It is critical to have excellent teaching and counseling abilities as well as the ability to forge strong bonds with a variety of people both inside and outside the organization. I experienced low self-esteem in the beginning and felt like I was kind of drowning. As a result of my engagement
- In the workplace and my ability to coordinate, assist with the various work of SBM team. I have gradually gained confidence and begun to believe in my abilities. I was confused

on which length I can ask them questions and if my question or need for knowledge can offend anyone or not.

- A significant problem I ran into during my internship was having little access to company data. During my internship, I frequently encountered situations where I needed particular data or datasets in order to finish tasks or projects that were given to me. But it was hard to get the required data because of issues with confidentiality or limited access. This made it more difficult for me to participate completely in some aspects of the work though restricted data access presented a challenge, I saw it as a chance to improve my problem-solving abilities, resourcefulness, and resilience in handling difficulties in a work setting. This experience made clear how crucial it is to overcome barriers and make a significant contribution to the organization even in the face of limitations. It also emphasizes the value of effective communication, flexibility, and making the most of the resources at hand.

Recommendations on Future Internship:

- It's critical to actively look for mentorship and advice from more seasoned colleagues. Seize the chance to learn about the procedures, policies, and culture of the company. Keep your curiosity alive, ask questions, and show initiative when working on projects to acquire real-world knowledge and perspectives that are crucial for your professional development within the company.
- From my end, I recommend the new interns to Maintain open lines of communication with mentors and supervisors. Interns should be able to effectively navigate this challenge by clearly articulating their data needs and investigating alternative sources. Furthermore, proactive steps like asking for mentorship, proposing data anonymization, and requesting partial access can help minimize confidentiality issues while optimizing the value obtained from the information that is already available. Interns can follow data security procedures and make significant contributions to projects while maintaining a culture of trust and professional growth within the company by working together and providing continuous feedback.

Chapter 2

Organization Overview

2.1 Introduction:

This chapter gives a general overview of BEXIMCO Pharmaceuticals, including its goals, strategies for managing the company, style of leadership, methods for recruiting and selecting employees, system for paying employees, initiatives for training and development, methods for evaluating employee performance, finances, marketing, and information technology. In addition to the evaluation's recommendations, it also includes an analysis of competitors and the industry.

2.2 Overview of the Company

In Bangladesh, BEXIMCO Pharmaceuticals Limited is a major manufacturer and exporter of pharmaceuticals. It is owned by the BEXIMCO group, which is Bangladesh's most well-known business conglomerate. It makes generic medications that are available to everyone at reasonable costs. In 1976, it commenced its operational activities. Initially, it imported medications from Upjohn, USA, and Bayer, Germany, and sold them in the Bangladeshi market. Subsequently, the business obtained a license, began manufacturing drugs, and developed a brand that is currently becoming a well-known pharmaceutical brand with goods sold in both domestic and international markets.

Leading international regulatory bodies (the United States, Europe, Canada, and Brazil) have accepted BPL's manufacturing and manufactured pharmaceutical exports to 80+ nations currently, including the United States, Europe, Canada, and Australia. BPL is now concentrating on expanding its facilities to the numerous developed and emerging nations across the globe. The Company's GDRs are traded on the AIM of the London Stock Exchange, and its shares are traded on the Bangladeshi stock exchanges in Dhaka and Chittagong. BPL produces over 500 medicines that cover a wide range of therapeutic categories as it steadily expands its medicine portfolio. It provides unique high-tech products that are hard to imitate, giving this business a strong point of differentiation. BPL has won the highly coveted "SCRIP Award" for "Best Pharma Company in an Emerging Market," the "National Export Trophy" (gold) Seven times in a row, and they were awarded in 2020 "CPhI Pharma Awards" for "Innovation in Response to COVID19. It is the sole Bangladeshi company that is listed on the

AIM of the London Stock Exchange. At the moment, BPL employs about 4700 people, including physicians, engineers, chemists, and microbiologists, pharmacists, accountants, recent graduates in business, economists, and other prominent figures in the profession, along with other top pharmaceutical companies worldwide, is working tirelessly to deliver genuine generic drugs in opposition to the Covid-19 pandemic. They've successfully developed Covid-19 treatments and made them accessible, particularly in nations with lower and middle incomes. Remdesivir IV Injection, which was a much-anticipated medication to stop SARS-Cov-2 replication, was continuously donated. Additionally, it supplied PPE, safety gear, medications, oxygen, and other equipment that was on that period of time required for the front lines of defense in Bangladesh.

2.2.1 Vision of BEXIMCO Pharma Limited

The goal of BPL is to be the most trusted, admired and successful pharmaceutical companies in the region with a focus on strengthening research and development capabilities, creating partnerships and building presence across the globe.

2.2.2 Mission of BEXIMCO Pharma Limited

At BPL, they are committed to enhancing human health and well-being by providing contemporary and affordable medicines, manufactured in full compliance with global quality standards. They continually strive to improve their core capabilities to address the unmet medical needs of the patients and to deliver outstanding results for BPL's shareholders.

2.2.3 Goals

BPL never stops working to provide everyone with better, more reasonably priced medications because it considers health to be incredibly valuable.

2.2.4 Core Values:

BPL believes that their core values define who they are; they guide them to take decisions and help realize their individual and corporate aspirations.

BPL dedicated to provide the best medications possible to everyone. They are committed to fulfilling the demands of its customers. BPL prioritizes the potential and skills of its diverse workforce. To guarantee the best possible product quality, they implement industry best practices across the board. They rigorously uphold the highest ethical standards and promote transparency in all they do. They are in charge of maintaining the company's reputation in addition to being accountable for their own actions.

They are involved in programs that advance the well-being of people and the community. They manage their operations carefully, paying close attention to environmental and safety issues.

In order to preserve both personal and corporate goals, BPL's identity is consistently defined by its core values, which also serve as a guidance for decision-making. One of the core values is:

- i) Commitment to quality
- ii) Serving the Core customers and maintain consumer's satisfaction
- iii) People Focused
- iv) Accountability
- v) CSR (Corporate Social Responsibility)

2.2.5 History and Growth:

In Bangladesh, Beximco Pharmaceuticals Limited is a major manufacturer and exporter of pharmaceuticals. The Beximco group, the most well-known business conglomerate in Bangladesh, is the owner of it. BPL creates generic medications that are reasonably priced and accessible to all. How they've started their journey and the growth is shown below:

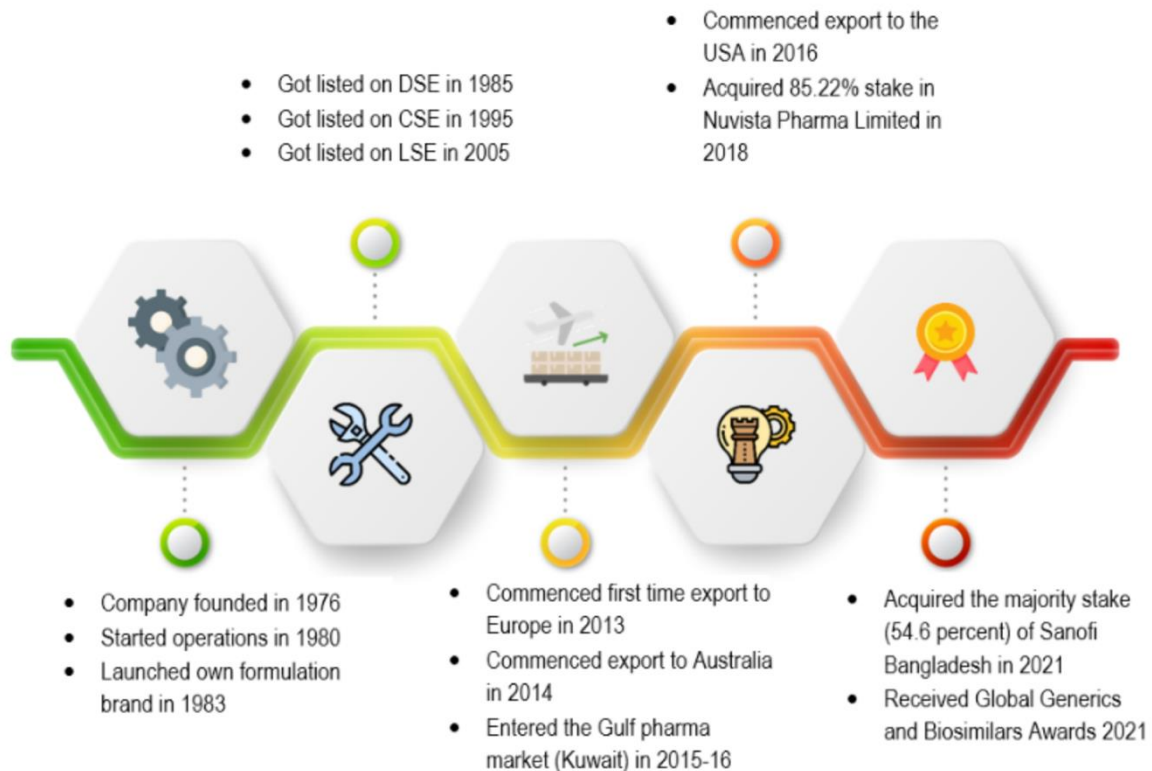


Figure: Journey of BEXIMCO Pharmaceuticals Ltd

- Established in 1976, Beximco Pharmaceuticals Ltd. (DSE: BEXIMCO, CSE: BEXIMCO) commenced its activities in 1980.
- In 1983, the company introduced its formulation brand.
- In 1985, the company debuted on the stock market when it was listed on the Dhaka Stock Exchange (DSE).
- 1995 Got listed on CSE
- In 2005 listed on LSE
- In 2013, commenced first time export to Europe
- In 2014 commenced export to Australia
- In 2015 entered the Gulf pharma market
- Presently, the company holds the third position in Bangladesh's pharmaceutical industry with an 8.39% market share (based on profit).
- In 2016, Bangladesh's Beximco Pharma became the first pharmaceutical company to enter the US market.

- Beximco Pharma employs about 4,700 people, and it is present in more than 55 countries. During the 2018–19 fiscal year, Beximco Pharmaceuticals Ltd. earned 32.46 million dollars from exports.
- In 2018 the company acquired a 54.6 percent stake in Sanofi Bangladesh, and in 2021 it acquired an 85.22 percent stake in Nuvista Pharma.
- Beximco Pharma reported profit for the first nine months of FY21 of BDT 370.60 crore.
- The company won the Asia Pacific Company of the Year title at the Global Generics and Biosimilars Awards 2021.
- In July 2021, The FDA (US Food and Drug Administration) approved the company's muscle relaxant drug, Baclofen and with this approval, the business will begin exporting its ninth internally developed product that has been approved for the US market. Eleven Beximco Pharma's investment has increased dramatically during the coronavirus pandemic.
- With effect from April 1, 2022, Sanofi Bangladesh Limited, a recently acquired subsidiary of Beximco Pharmaceuticals Limited ("Beximco Pharma", "BPL", or "the Company"), will now be known as Synovia Pharma PLC. With rapidly expanding manufacturer of active pharmaceutical ingredients and generic pharmaceutical products.

2.2.6 Products and Services

The world's biggest producer and exporter of pharmaceuticals is BPL. It manufactures over 300 generic medications across all therapeutic categories, including 500 different kinds of prescription medications. Every treatment brand is in the lead in its own category. It continuously develops and evaluates medications to guarantee the highest standards, Broadens its portfolio to include new generic medicine categories, and searches for superior substitutes to help make medicine more reasonably priced. Beximco Pharma possesses an extensive inventory of medications spanning various therapeutic areas, including but not limited to:

- Antibiotics
- Analgesics
- Anti-diabetic
- Respiratory
- Cardiovascular
- Central nervous system
- Dermatology
- Gastrointestinal

2.2.7 Exports

Beximco Pharma is a prominent pharmaceutical exporter in the nation, having won the esteemed National Export Trophy (Gold) an unprecedented seven times for exceptional export-related contributions. The company is present in more than 80 countries worldwide, with a noticeable and expanding presence in emerging markets such as Asia and Africa. In addition to providing sterile ophthalmic products to Europe, BPL is the first Bangladeshi company to export medications to regulated markets in the USA and Australia. The company has a well-defined strategy to take advantage of generic drug opportunities in foreign markets. It recently launched products in Kuwait, breaking into the Gulf market. Currently, the business is one of the top domestic and international contract manufacturing partners for MNCs.

2.2.8 Manufacturing Unit

The primary manufacturing facility is situated close to the capital city of Dhaka on a 23-acre plot of land. It has the capacity to produce a wide range of pharmaceutical products, including tablets, capsules, liquids, ointments, suppositories, metered dose inhalers, ophthalmic drops, large volume parenteral, sterile ophthalmic, prefilled syringes, lyophilized injectable, and more. The site has facilities for producing liquid nitrogen and purifying water

Manufacturing facilities for penicillin products, including formulation and active pharmaceutical ingredients (APIs), are located in the Kaliakoir plant. This facility, located a few miles from their Tongi site, produces penicillin in accordance with cGMP regulations.

The equipment for all the highly automated plants comes from reliable suppliers situated in China, India, the United Kingdom, Germany, and Switzerland.

In addition to having its own utility infrastructure to ensure sufficient electricity generation and distribution, with an installed capacity of 15 MW. They have separate penicillin units (API and formulation) at Kaliakoir plant. Their cutting-edge Oral Solid Dosage facility has received USFDA approval after an audit. With automated material handling systems and multilevel designs that facilitate gravity feed between processing stages, this facility integrates the latest technological advancements. Additionally, the layout of the building has made it possible for maximum engineering maintenance access without going through the production areas. This plant, which consists of five lines and can produce five billion tablets annually in a single shift, has been audited and approved by regulatory bodies in Australia, the EU, the Gulf States, Brazil, and Taiwan. The USFDA is still pending an inspection and approval. In addition to giving the business a stronger platform and more capacity to produce value-added generics for tightly regulated markets, it also presents the business as an alluring contract manufacturing partner.

The press release stated that Beximco Pharma emerged victorious in the category, having faced off against three other finalists: Samsung Bioepis, the top biosimilar company in Korea; Exeltis Healthcare APAC, based in Spain; and Lotus Pharmaceuticals, the biggest pharmaceutical company in Taiwan. As a Bangladeshi pharmaceutical company, it's still the only one from the nation to have received the honor, having won it again in 2019.

2.3 Management Practices

The strategies, tactics, and methods used by organizations to accomplish their objectives effectively and efficiently are referred to as management practices. These procedures cover a broad spectrum of tasks, such as organizing, managing, leading, and organizing resources inside an organization. This includes setting objectives, formulating plans of action, and detailing the steps required to reach those targets. It consists of goal-setting, budgeting, forecasting, and timeline development.

2.3.1 Leadership Style

It's the way a leader leads his / her team in a company whether by giving clear direction, or involving employees in decision making or a combination of both.

Firstly, its situational based and depends on the type of decision he/she is making. it's not possible to include all the employees in crucial decision making or even all of them can even come to a particular decision. Sometimes the leader has to take a decision everyone can accept or work with it. Leader has a clear vision on how his approach might be beneficial for others. As observed, SBM Manager and My supervisor was approachable and receptive to suggestions while we were working together. But as a leader he's the one who makes the ultimate call for the team. He makes every effort to inspire his staff. When workers stay late for work, it demonstrates a strong commitment to the team's goals and serves as motivation for them. It indicates that they are prepared to put in extra effort and collaboratively with their staff. He answers and provides all the necessary information needed for a work and takes time to properly set goals, point out the direction and give feedback to employees.

2.3.2 Recruitment and Selection Process:

BPL uses both internal and external sources to fill positions. Notices with the necessary demand are posted on company bulletin boards for internal recruitment. The main goal is to extend an invitation to eligible departmental staff members to take up positions left by departing or transferred employees. Using external sources is a common practice that helps BPL acquire more skilled workers. Moreover, this procedure takes a while. Sometimes it's difficult because there are multiple steps candidates must complete before being chosen. BPL has effective staff, so the process is effective. Some examples of external sources are advertisements, employee referrals, employment agencies, the company's CV database, etc.

Selection procedures:

BPL selects the top candidates through a series of steps that take into account various factors. Candidates are put through a rigorous testing process before being selected. These tests include written and online assessments, vivas, and IQ tests. Following this, they are called for

interviews. If selected, they are then sent to the BEXIMCO Pharma Mirpur branch for a 45-day training program. Upon successful completion of the program, the employee receives an appointment letter from the company.

2.3.3 The Compensation System

Salary:

The employee in question and the group management of BEXIMCO Pharmaceuticals kept salary information confidential. Every position is developed with a specific value and wage restriction for BPL. They take into account the employee's beginning pay, and if they continue to perform well over time, they will raise it overtime. Salary levels are established through an annual performance evaluation and appraisal process. Every employee receives a salary each month, which should cover their housing costs, medical expenses, transportation costs, and any other special allowances that are taken into account when determining the monthly payment amount. Cash salary payments are not made; instead, they are deposited into the bank accounts of the employees. Payments for additional costs or non-contractual workers can be made by check.

It will adjust for the different staff levels. Employees were given raises based on how the rating chart was evaluated.

Benefits and incentives:

BPL employees are well-served by benefits and incentives because the company is constantly mindful of the inspiration, well-being, and improvement of its workers. As a result, it is a useful strategy for maintaining employee retention and raising motivation. Benefits and incentives include paid time off for illness, retirement benefits, maternity and paternity leaves, medical costs, insurance coverage, vacation and holiday costs, mobile allowances, and discounts on purchases from Yellow, a sister company of the Beximco group.

Other allowance:

BPL is able to keep its employees motivated by offering packages that give them a competitive edge. This tactic is employed by the business to lower the turnover rate. In addition to evaluating employee pay increases annually, management reviews management

by putting up a well-designed retention program that includes incentives, communication, feedback, performance recognition, consistent teamwork, cooperative guidance, etc. Standard pay packages and other benefits are provided by BPL, including discounts from another BEXIMCO Group sister company, Yellow, as well as holiday packages, yearly leave, maternity and paternity leaves, medical costs, medical insurance, and retirement benefits. BPL offers its factory workers free medical examinations on a regular basis as well as consultations with skilled doctors. In addition, the workers' children receive scholarships based on their performance in publicly held exams for entry into reputable universities. Free lunches, yearly picnics, cultural events, family vacations, etc. are also planned for the factory workers, along with measures to improve the relationship between the workers and management.

Festival Bonus:

For employees who have demonstrated a commitment to their work over the years, BPL offers excellent incentives. While working there, they receive bonuses for Eid and Pooja.

Life insurance:

Only some top-level employees receive Health insurance in the Company

Travel arrangements:

BPL makes sure that its workers have easy travel arrangements, demonstrating its dedication to effectiveness and worker welfare. BPL streamlines travel arrangements, giving workers the peace of mind to concentrate on their goals.

2.3.4 BPL's Initiatives for Training and Development

BPL by setting up various training programs tries to enhance the learning opportunities of its employees to improve the effectiveness in the workplace, Knowledge of the product in this field is very crucial because medicines which saves lives are very unique and sensitive products employees have to deal with every single day. BPL wants to make sure their

employees are competent. These trainings are designed in a way so that the company can identify the gaps of the employees and train them according to that gap. Trainings are designed keeping in mind the designation of the employees. For example, someone who's already working there in the company is moving to another role has to take some training which he receives while working there. Means he needs training but he will be groomed while he's already there and managing other responsibilities. Other employees are also part of this training. They help them colleagues out in case they don't understand certain aspect.

Types of Training:

The following forms of training are organized by BEXIMCO Pharma Ltd. to raise employee competency:

Induction Training for New employees: By setting up various training programs for new employees they provide various learning opportunities and aims to improve job performance. BPL believes in consistency in their work and believes in employee dedication.

- **Sales Training:**

The company prioritizes sales training because its business is prescription-based and sales-oriented. This area of sales training encompasses sales representatives at all levels. Sales training typically involves taking on responsibilities for assigned products, sales supervision, how products gets from the factory to the local depot and even transfer to another depot, and how the overall process works to pick those products up from the depot and deliver them to the local pharmacy. Because it guarantees sales, the sales team's approach to promote their products with trainee MPEs are crucial in these training sessions. A salesperson's overall presentation determines how the product is presented to doctors and what scientific information the doctors need to know from MPEs.

- **Worker's awareness training:**

With a large selection of medications and factories that are highly aware of which products they need to produce more of and which ones they don't at BPL

Regulations and safety are crucial since there is no space for error. To improve their skills, factory workers receive the appropriate training. This segment also includes training for people who work in the factory as office assistants, drivers, and cleaners.

- **Technical Training:**

With the necessary tools and assistance from every esteemed department member, the Team oversees all technical training programs. The person in charge determines the methods and preparation for the training modules. When necessary, the Department of Training and Development provides assistance with logistics and other forms of coordination.

Training Method:

When conducting training, the following procedures are adhered to:

- **Lectures:** They are attended because they cover important topics that participants may want to know about from company experts who volunteer their time to assist participants in finding the answers to their questions.
- **Icebreaking:** In order to put the participants at ease right away, they usually start the session with some lighthearted small talk.
- **Roleplaying:** is a kind of useful technique that helps participants understand real-life scenarios that could occur in the workplace and how they might respond to them.
- **Videos and films:** are used in conjunction with other training techniques.
- **On-the-job training:** This is when a company pairs a novice worker with an experienced employee so that he can learn how to do his job. Even after the training phase, workers are strongly encouraged to ask other workers basic questions about their jobs.

- **Off-the-job Training:** it consists of various case studies, talks, factory tours, and other artistic endeavors. Each training session concludes with a certificate from the instructor.

Training Logistics:

To make sure the training process going smoothly they are equipped with these equipment's:

- Vehicles
- Projectors
- Sound system
- Camera
- White board
- Podium
- Stationary items
- Ice breaking items
- Laptops and computers
- Training materials
- Pharma products
- Air condition
- Generators
- Classrooms

Training Facilities:

- • When BEXIMCO Pharma takes the initiative to decide on an approved budget for each training
- • Various employee types and departments, including sales, strategic brand management, HR, and accounting, receive training. Even those who receive promotions are prepared for those particular roles.

- In all training participants are highly encourage to stay motivated
- Participants may submit claims for their TA in accordance with company policy.
- Which training will be held where usually decided by the company but their main Training facility is in Mirpur DOHS
- This training facility structured and maintained just like a classroom
- Employees may take a few days off, including public holidays, even while undergoing training as long as they are properly compensated.

Duration of Training:

The minimum training program is typically 40 days long for MPE's and 15 days training for new hire employees and is created based on the needs of the training or at the discretion of management. In these training sessions, holidays, breaks for prayer and refreshments are also taken into account.

Training Location and Venue:

The training session was conducted at a location that guaranteed maximum participant comfort in learning amenities at the lowest possible cost.

Training Budget:

Each training session is carried out within a reasonable budget and has the managing director's approval.

Training Records:

In an organization like this, employee training records would include an organized list of every training session their staff members attended. Employee training records are an essential resource for Beximco Pharma's talent development, regulatory compliance, and culture of continuous learning.

TNA Process

To comprehend the Requirements for Training the manager frequently inquires as to whether the worker needs any additional training.

- Organizational analysis:
- Person Analysis
- Job Analysis

Organizational Analysis:

Organizational analysis is a diagnostic process that helps businesses understand how they are performing, assesses opportunities and challenges, and creates a suitable action plan to boost productivity. It's an organizational component audit. (Lakshmanan 2021)

Person Analysis:

Analysis pertaining to instructors and possible participants in the process. This analysis provides important answers to the following key questions: who will conduct the training, what is the learning style of the participants, and who will receive the training and how much experience they have on the subject etc.

Job Analysis:

It's like an examination of the tasks being carried out. This is an assessment of the work and the conditions under which it must be completed. A job analysis or task analysis, as it is also called, aims to outline the primary responsibilities and necessary level of expertise. This makes it easier to guarantee that any training that is created will have pertinent connections to the job's content.

Training Evaluation

BPL measures the knowledge, abilities, attitudes, and other job-relevant traits of MPE's otherwise known as Sales team, using a variety of evaluation techniques. Oral and written exams, simulations, and performance-based assessments are among the most widely used techniques. For future analysis and employee placement, all assessments are recorded. BPL oversees the successful recognition of the training program's outline, and it regularly reviews the next training exercise for the delivery assistants. To gauge the caliber of the training.

To begin the entire training process, there will be an orientation that covers the organization's history as well as other crucial information. MPE training, commonly referred to as sales team training, is the focus of Mirpur Training Center. MPEs require this training because it covers doctor profiling, scientific studies, biology, communication strategies, and even English practice. To better understand the product, MPEs must possess a science background and a minimum HSC certificate. BPL offers online classes that anyone in the nation can participate in without having to be physically present, in addition to a training center. Their performance during training and final grades determines whether or not they are hired.

I've attached an evaluation chart which is helps trainers to assess MPE's performance:

Marks	Standings	Description
90%	Very good	MPEs has proven to be very good fit for the company
80%	Good	MPEs has proven to be good fit for the company
70-60%	Fair	MPEs has proven to be somewhat fit for the company
50%	Pass	MPE has passed but instructors can reevaluate them if needed
<50%	Fail/Rejected	MPEs has proven to be unfit for the company

Figure 2: MPE evaluation chart

Areas they can improve:

The following are the areas that BPL's training should concentrate on:

- Communication (both verbal and nonverbal skills)
- Communication strategy
- Problem identification and prompt problem-solving
- Keeping a complaints log book for the records
- Things not to say or avoid in various situations
- Other traits or human behavioral factors

2.3.5 Performance Appraisal system

BPL uses Key Performance Indicators (KPIs) as critical metrics to assess employee performance. These metrics function as standards by which the accomplishments and contributions of each individual are evaluated, in accordance with the goals and principles of the business. By means of the KPI system, BPL guarantees openness, responsibility, And ongoing enhancement, propelling the company's achievements as well as the individual development of its staff members.

BPL also rates an employee's performance using a 5-point rating system: poor, average, marginal, excellent, and exceptional. BPL uses these evaluations to make decisions about promotions, competitive pay, perks, and incentives.

2.5 Marketing Practices:

Creating a sustainable competitive advantage and boosting sales are the two main objectives of marketing strategy development. It encompasses all fundamental and long-term marketing activities that deal with analyzing a company's strategic starting position and developing, assessing, and choosing market-oriented strategies. Since there is fierce competition amongst the various market participants, many businesses have resorted to in this sense, promotion has evolved into a practical weapon against rivalry. Pharma firms are restricted from approaching

customers directly, using social media to advertise their products, providing patients with promotional materials, and other tactics by Bangladeshi laws and regulations. They approach their customers, doctors whose time is very valuable. Additionally, doctors' decisions to prescribe medication are influenced by company promotional materials. As a result, in an effort to gain market share, various businesses have developed various promotional strategies.

2.6 Financial Performance and Accounting Practices

2.6.1 Accounting Practices

The two accounting standards that the Bangladeshi government has adopted, IFRS International Financial Reporting Standards and IAS International Accounting Standards, are always followed by BPL when creating financial documents. The management follows the guidelines when creating financial documents and takes great care when creating the financial framework. The strict adherence to accounting policies over the years will continue, and no additional changes will be made that might have an impact on the creation of financial records in the future.

2.6.2 Financial Performance

Financial performance is a key component of finance risk management and, in a broader sense, refers to the extent to which financial objectives are being or have been accomplished. Verma, E. (2023) It is the process of putting a firm's operations and policies into monetary terms. It is used to assess a company's overall financial health over a specified time period and can also be used to aggregately compare different industries or sectors or to compare similar companies within the same industry. This allows top management, investors, analysts, and staff to see the company's financial situation clearly and make plans appropriately.

2.6.3 Sales and profit growth rate

Beximco Pharma increased its consolidated sales by an impressive 13.3% to Taka 39,266.7 million from Taka 34,669.2 million the previous year, despite difficult market conditions. Their position in the core business segment has been further solidified as sales in the domestic market increased by an impressive 14.1%, primarily due to organic business growth. BPL's export income was Taka 2,763.2 million, 2.9% more than the previous year. Geopolitical crises, Supply chain disruptions, and economic downturns are the reasons for the lower-than-expected export growth. Given the political, economic, and currency crises in some of our export destinations, we were forced to either postpone or cancel a portion of their export orders.

	July 2022 - June 2023 (Amount in Million Taka)	July 2021 - June 2022 (Amount in Million Taka)	Growth rate
Net Sales	39,267	34,669	13.3%
Domestic Sales	36,503.5	31,984	14.1%
Export Sales	2,763.2m	2,685.1	2.9%
Pre-Tax Profit	6,069	6,687	-9.2%
Net Profit After Tax	4,524	4,999	-9.5%
Operating Profit	7,216	6,882	4.9%
Net Earnings per share	10.34	11.48	-9.9%

In FY 2022–2023 gross profit increased by 9.4% to Taka 17,313.4 million. In comparison to the comparable prior period's Operating Profit of \$6,881.7 million, it increased by 4.9% to \$7,216.2 million. After deducting taxes, the post-profit is Taka 4,524.5 million, down 9.5% YoY from Taka 4,998.6 million earned in 2021–2022. In 2022–2023, the gross profit margin dropped from 45.6% to 44.1%. The cost of production and operation increased as a result of the record depreciation of the domestic currency against the US dollar, rising energy prices, and high inflation. Planned techniques for cost control, enhanced product mix.

2.7 Operations Management

Firstly, turning raw materials into finished goods is the first and most important task that any business aspires to accomplish. As part of their obligation to uphold this standard in the current competitive business climate, manufacturers must continuously work to increase operational efficiency. According to Hayes, A. (2024) Managing business processes to achieve optimal efficiency within an organization is known as operations management (OM). The aim is to optimize an organization's profit by transforming resources like labor and materials into goods and services as effectively as possible. In terms of BEXIMCO, Those who are in charge decides which brand gets more production, how the production will occur, which molecules to use and how the overall process works. Main factory receives the order that they need to make products and which one, they start making it then they transfer it to the depo with the help of I&I Services Ltd. Employees at SBM decides how many the depo will receive and they can transfer inter depo.

2.8 Industry and Competitive Analysis

The only pharmaceutical company exporting drugs to a wide range of countries worldwide is BPL. At present, it exports medications to over 30 countries and is consistently growing its global market. As one of the world's leading pharmaceutical industries, it exports drugs to the US market, demonstrating the strength of its leadership position. More people worldwide can now afford and obtain medicines.

2.8.1 Porter's Five Forces Analysis

A highly respected business strategy tool is Michael E. Porter's Five Forces framework. This framework, which arose from his work in 1979, gives organizations a methodical way to evaluate their competitive environment and make strategic decisions that can affect their long-term performance. Danao, M. (2024).

Rivalry among Existing competitors: (Very High)

BPL faces intense competition with other pharmaceutical companies such as SQUARE Pharmaceuticals and INCEPTA Pharmaceuticals. BEXIMCO Pharmaceuticals Ltd is currently in the 3rd position while their competition SQUARE is in first position and Incepta pharmaceuticals is in 2nd position. Even though, BPL made headlines around the world for being the first company to market remdesivir, an antiviral medication that showed promise at the time for treating COVID-19 patients. Beximco Pharma achieved outstanding results as a result of all the positive publicity; its profit for the second half of 2020 was Tk 222.6 crore. Nevertheless, it was unable to match Square Pharma's numbers. Square Pharma operated in silence and is likely on its way to a record-breaking year of profits. (Tasreen 2021). On the other hand, Incepta is also maintaining its dominance in the 2nd position. Hence the rivalry amongst existing competitors is very high.

Bargaining power of the suppliers (High)

The pharmaceutical industry is highly dependent on the raw materials that suppliers provide, and they strive to create products that are as close to the originator brand as possible while maintaining the same level of manufacturing quality. Their products are approved by the USFDA because they uphold the same standards. Because it concerns their patient's life and the reputation, they have built over a lifetime of helping people, they are therefore unable to make many compromises regarding the quality of their raw materials. Their switching costs are high as a result, and the supplier has strong negotiating leverage.

Bargaining power of the Customer (Very Low)

The pharmaceutical industry has a very special concept wherein customers are doctors and consumers are patients. As a result, consumers in this situation truly depend on the customer. Although there are other pharmaceutical brands on the market, like INCEPTA and SQUARE, that provide excellent products at prices comparable to BEXIMCO, doctors in this field ultimately decide which brand to suggest to their patients and they can't choose other brand if they want or buy smaller dosage than they were suggested. Therefore, the consumer's bargaining power is very low in this situation.

Threats of New Entrants (moderately low)

Bangladesh's pharmaceutical sector is largely reliant on imported raw materials to make pharmaceuticals. Due to price competition, reliance on imported API impedes export growth. Industry insiders claim that the pharmaceutical companies set aside a significant portion of their yearly budgets to give gifts to doctors. Furthermore, keeping up a relationship with them is becoming more expensive as a result of the growing rivalry among pharmaceutical companies. As a result, smaller businesses with poorer financial standing might find it challenging to maintain their aggressive promotional efforts, which could eventually aid larger players in maintaining their leadership by taking in up smaller businesses.

Threats of Substitutes (Very low)

The threat of substitution highlights the necessity for pharmaceutical companies to consistently innovate, set themselves apart from competitors, and provide a better product than the alternatives in order to stay competitive in the market. When it comes to Threat of substitution, a doctor chooses which brand to suggest for his patients since there are other pharmaceutical brands out there. However, Patients are unable to make that choice for themselves. Patients will have no choice but to purchase BPL's product if the company is able to persuade Doctors to endorse it. Because they always consider what will be best for their patients when making decisions.

2.8.2 SWOT analysis:

Firstly, a SWOT analysis is a framework used to determine how competitive a company is and to develop strategic planning. There are four components to it: opportunities, threats, weaknesses, and strengths. In addition to evaluating potential for the future, SWOT analysis evaluates internal and external factors. (Kenton, 2023)

SWOT analysis is crucial because it offers a methodical framework for assessing an organization's opportunities, threats, and internal and external strengths and weaknesses. Businesses can gain valuable insights into their current market position and develop strategies to capitalize on opportunities, mitigate weaknesses, leverage strengths, and defend against threats by methodically evaluating these factors. Organizations can increase their competitiveness and long-term success by using SWOT analysis to help them make well-informed decisions, pinpoint areas for improvement, and adjust to changes in their environment.

i) Strengths:

- BPL has sincerely dynamic and strong human resources, which enable them to consistently dominate their market. The company is growing more significant in the pharmaceutical sector with each passing day.
- The Company has continuously advanced with outstanding success since its humble beginnings. BPL is currently developing in the area into a prominent worldwide generic pharmaceutical company. The company produces over 300 products that span practically all therapeutic categories in various forms and strengths.
- BPL has developed a solid distribution network over the years that can reach the majority of its potential market.

- One of BPL's greatest strengths is their R&D team, they are well-known for creating a wide range of generic medications, especially those that are hard to duplicate in some specialized industries.
- The Top international regulatory bodies have accredited the company's manufacturing facilities. Such as: GMP approval from German Regulatory Authority and Malta Medicines Authority (European Union), GMP approval from the U.S, GMP accreditation from Taiwan Food & Drug Administration (TFDA) and Health Canada, GMP accreditation from AGES, Austria (for European Union) and more.
- Over 80+ countries have received pharmaceutical exports from BPL thus far, and its global sales are still growing.

ii) Weakness:

- BPL currently has comparatively limited product portfolio in contrast to its rivals like SQUARE and INCEPTA. With the pharmaceutical industry being so competitive recently, having a limited product portfolio can be a disadvantage. Furthermore, by making it more difficult for the business to satisfy a variety of medical needs, it may miss out different patient demographics and doctors who favor one-stop shopping for all of their pharmaceutical needs.
- The lack of vaccine production facilities at BPL is still a significant weakness in the post-COVID-19 era. The pandemic has brought to light the vital significance of the pharmaceutical industry's capacity for vaccine development and production. In comparison to competitors who are more equipped, BPL may miss out on opportunities for potential partnerships, and market expansion as a result of not being able to take advantage of the current and future demand for vaccines.

iii) Opportunities:

- BEXIMCO Pharmaceuticals Ltd. has a lot of opportunities with the acquisition of Sanofi currently Synovia and Nuvista Pharma. By adding both their wide range of pharmaceuticals. In future, they can often help produce few products for BPL which will significantly diversify and expand its product portfolio.
- Again, BEXIMCO Pharmaceuticals Ltd.'s dedication to offering pharmaceutical products of the same level of quality as the originator brands, and as added bonus their approval (USFDA), presents a significant opportunity in international markets. BPL can penetrate more profitable markets in other nations that accept USFDA standards, thereby growing its customer base and boosting export earnings. Furthermore, BPL can effectively compete with well-known international pharmaceutical companies by matching the quality of originator brands, which could lead to a larger market share and the development of a strong global presence.

iv) Threats:

- The government has raised taxes on supplies, production, and other pertinent expenses as a result of the pandemic's severe impact on the economy which happened couple of years ago. This can impede a smooth supply chain, drive up production costs, and can tighten profit margins
- BEXIMCO Pharmaceuticals Ltd. has faced many difficulties as a result of the COVID-19 pandemic's disruption of the raw material (RM) supply chain. The company's overall production costs and profit margins have been impacted by the increase in raw material costs caused by this disruption.

2.9 Summary and Conclusion:

Serving all of its clients, employees, medical professionals, and others is something that BPL works tirelessly to achieve. It has done remarkably well in this challenging time. BPL received

a huge boost in the market during COVID period as the first pharmaceutical company to expedite Covid treatment, BPL has reaped enormous profits from the distribution of vaccines during the covid period, in Bangladesh, the opening of foreign markets to increase exports, and the introduction of Covid-19 medications. It has done a fantastic job of guarding against any humanitarian crisis throughout the pandemic. BEXIMCO Pharmaceuticals Ltd. demonstrates noteworthy strengths that include a broad and varied product portfolio, a strong and dynamic human resource base, a vast distribution network, and growing sales internationally with accreditation from top international regulatory bodies. Nonetheless, there are some flaws, such as a relatively small product line, particularly in Oncology, and a dearth of facilities for producing vaccines. In spite of these obstacles, BEXIMCO Pharmaceuticals Ltd. has a number of growth prospects, especially in light of recent acquisitions like Synovia and Nuvista Pharma, which provide paths for expansion and diversification. Furthermore, the organization's dedication to delivering top-notch medications, in conjunction with USFDA approval, offers prospects for global market penetration and competitiveness. Still, there are concerns about threats like supply chain disruptions and tax increases by the government. Expanding its portfolio of oncology products, utilizing recent acquisitions, and maintaining a commitment to quality and innovation in pharmaceutical products are the main areas where BEXIMCO Pharmaceuticals Ltd. should concentrate in order to address its weaknesses and seize emerging opportunities. In this way, BPL will be able to maintain growth in both local and foreign markets while fortifying its position in the pharmaceutical sector.

2.10 Recommendations:

Illustrating from the chapter synopsis, the following recommendations are made for the company:

To begin with, as it can be seen in the weakness section, BEXIMCO Pharmaceuticals Ltd. faces challenges due to its limited range of product, particularly in the Oncology products where it currently offering only 8 brands and 4 more will be added within next year whereas Competitors like SQUARE and INCEPTA have access to larger product lineups. In that case they need to focus on introducing more Biosimilar products. Expanding its oncology products can put BPL in a better position to meet consumer needs, spur business expansion, and maintain its competitiveness in the changing pharmaceutical industry. While launching new Oncology

products BPL needs to Educate doctors and patients Through sessions, lectures, seminars and instructional materials, inform patients, healthcare professionals, and consumers about the advantages and appropriate usage of new Oncology products that will be introduced soon from BEXIMCO Pharmaceuticals. To encourage adoption and advocacy, cultivate a strong rapport with influential figures in the healthcare industry and opinion leaders.

Let doctors know Their Distinct factor that makes them unique from the competitor's product such as any attributes that provides consumer with extra health benefits. Many people aren't aware of what USFDA approval drug means so educating them on that thing can lead to more sales and Prescription generation.

BPL need to make a deliberate and coordinated effort to close the therapy, facility, and vaccine gaps. In order to close the therapy gap, BPL's R&D team already putting efforts that are already driven by its technology achievements and carefully matched with market demands. In an effort to take advantage of special market prospects, they are setting up a state-of-the-art research facility to help develop and invent difficult items. The introduction of new therapies can be sped up by strategic acquisitions or joint ventures. Concurrently, the facility gap can be reduced by investing in the modernization and development of their facility infrastructure, which will guarantee higher production capacity Addressing the vaccine gap, however, another challenge was absence of Vaccine facilities. By Investing in vaccine production facilities, working with governmental and non-governmental organizations engaged in vaccine development can yield invaluable knowledge If these gaps are addressed properly, they can fortify their position within the pharmaceutical sector, become more competitive, and grasp chances for market growth and collaboration.

Chapter 3

Project Part

3.1 Introduction

As authorized by the business School of BRAC University, the purpose of this report is to complete a portion of the requirements for my Bachelor of Business Administration degree through the internship program. Providing students with three months of internship experience, allowing them to apply their academic knowledge, and preparing them to write a report that they can submit to the appropriate department are the main objectives of the program. To meet all these criteria, I interned for three months on a contract basis in the SBM (marketing) at BEXIMCO Pharmaceuticals Ltd. My internship at the company lasted from March 10, 2024, to June 10, 2024, after I joined on March 10th. After my supervisor and I had our conversation, the subject selected for the topic that has been chosen for writing the internship report is “Effectiveness of Training and development: BEXIMCO Pharmaceuticals ltd”. My supervisor, Dr. M. Nazmul Islam and my co-supervisor, Dr. Syed Far Abid Hossain have been very helpful in directing and overseeing the preparation and completion of the report.

3.1.1 Theoretical Background

Finding, hiring, and training new employees are all part of the human resources process, which includes recruitment, selection, and induction. In today's global market, the talent pool is frequently very large and extremely competitive. Human resource directors may fail to attract the best talent for the organization if they don't have a strategic process in place. This is also known as full-life-cycle recruiting. (Leonard 2018). The pandemic's start has fundamentally altered the situation, despite the pharmaceutical industry's slow pace adoption of technological advancements. Pharmacies are adopting AI, AR/VR, Big Data, and Quantum Computing in greater numbers to personalize their products, speed up research and development, and improve user experience in response to the difficulties and disruptions caused by the coronavirus pandemic. More than 70% of participants in a Global Data survey this year from the pharmaceutical industry predicted that the field most affected by smart technologies would be drug development. (Masurkar 2022). Role of social media is nonexistent in Pharmaceuticals

since there are regulations in Bangladesh which prevents them from promoting their products to the customers (Doctors) and consumers (Patients).

3.1.2 Objectives

The report's main goal is to evaluate The Effectiveness of BEXIMCO Pharma Ltd.'s training and development as well as its initiative-taking in areas that require more development and change.

To fulfill the primary goal, the subsequent secondary goals must be accomplished:

- Diagnose the gaps in BEXIMCO Pharmaceuticals Ltd.'s training and development;
- Connect and apply academic lessons to the company's current HR practices
- Provide recommendations and necessary suggestions for enhancing the TNA procedures as they stand now.

3.1.3 Significance

The goal of this study is to identify the shortcomings of the company's current policies and procedures by examining and assessing BEXIMCO Pharmaceuticals Ltd.'s training and development program. The company is provided with the necessary recommendations and suggestions to enhance the paper based on the shortcomings that were observed firsthand. The study is helpful in highlighting the fundamental problems with training and clarifies the value of modern HR procedures. Researchers and academicians will be able to conduct additional research on the value of implementing artificial intelligence in the "Training and development process" with the help of this study.

3.2 Methodology

The report was prepared and completed using both primary and secondary data. Primary sources include my own observations from my internship at BEXIMCO Pharmaceuticals Ltd. as well as the needed information I was able to gather from in-depth conversations with Mr. Noor Ul Azam Khan Romel, Manager of Strategic Brand Management. Conversely, secondary

Sources of data comprise the company's website and annual report, as well as articles from scholarly journals, newspapers, and articles.

3.3 Overview of the Human Resource Department of the Company

BEXIMCO Pharmaceuticals Ltd possesses a highly skilled and committed workforce. This company uses a variety of tests to determine who gets hired as valuable staff. HRM is thus putting forth great effort to identify such potential staff members in order to effectively manage management expectations. The HR division oversees the division, plans, trains on a range of initiatives and programs, assesses employee performance, manages a number of functional areas, and offers rewards and perks. HRM makes a constant effort to maintain staff motivation. In order to achieve high professionalism and innovative performance, BEXIMCO Pharmaceuticals Ltd.'s HRM practices aim to increase employee productivity by creating a welcoming, diverse, and cooperative work environment. Furthermore, HR management places a strong emphasis on increasing work efficiency by increasing the likelihood that each employee or group will achieve their goals.

Through a variety of initiatives, including talent management, compliance, workplace safety, pay and benefits, and training and development, the HR department of BEXIMCO Pharmaceuticals Ltd. contributes significantly to the success of the business.

Even as a marketing or SBM intern, I had the opportunity to participate in their fire safety drill while I was there, and they were very educational about it. They used all the necessary safety precautions and completed quizzes.

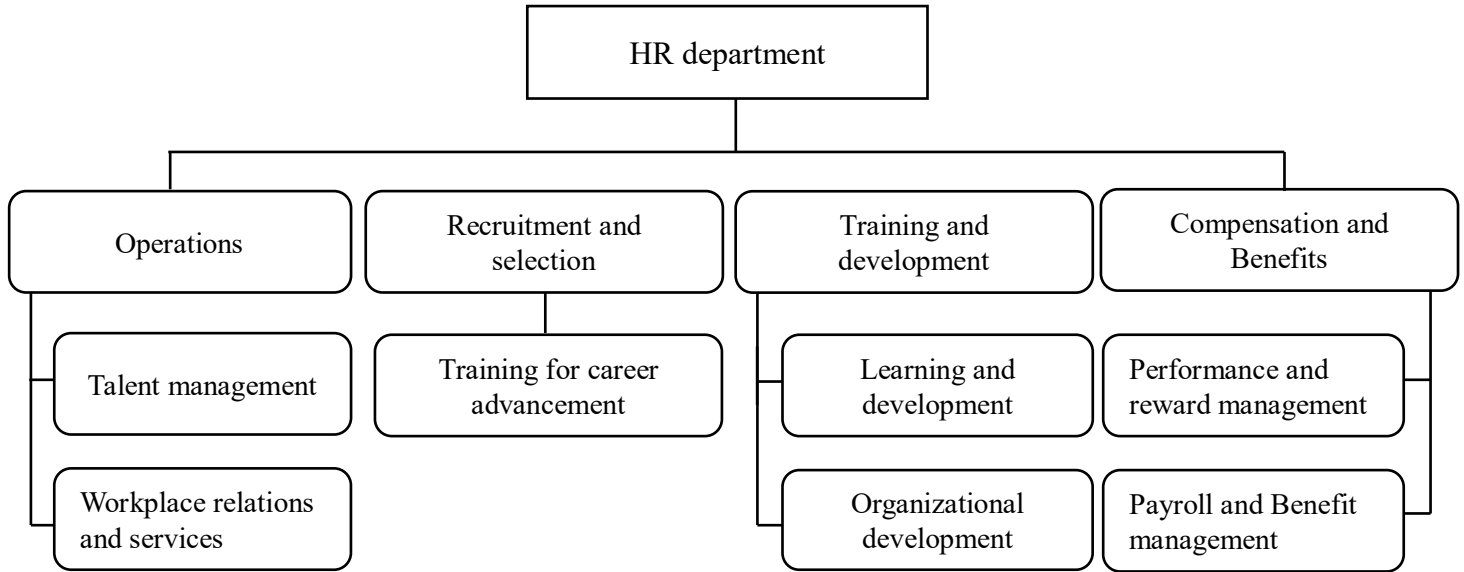


Figure 3: Organogram of the HR Department

3.3.1 Analysis of Recruitment and Selection process of the company

A company's success depends heavily on its hiring and selection procedures. BEXIMCO Pharmaceuticals Limited's HR department closely monitors the hiring process to ensure that it is in line with the company's strategies, vision, and mission. The department responsible for overseeing the talent management process to identify suitable candidates who can help the company reach its goals. The recruitment and selection procedure used by the company is clearly illustrated in the flowchart that follows.

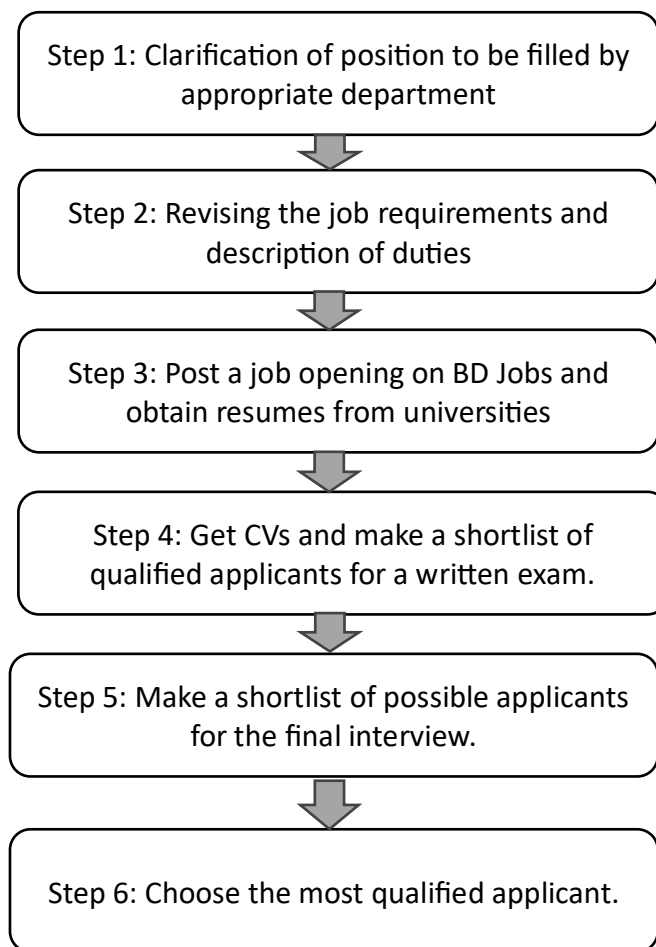


Figure 2: Flowchart of the Recruitment and Selection Process

3.3.1 Analysis of Recruitment and Selection Process of the Company

The initial step in the recruitment and selection process is requesting clarification and a request from the head of the relevant department, along with information about the number of open positions, the title of the position, and the deadline for filling them. Since the entire hiring and selection process must be done carefully, Sometimes the deadline is handled by the HR department head if the time allotted is insufficient. The next step is to prepare a job specification and description for any open positions. These documents contain crucial details like the department, job location, and job contact type, purpose of the role, job responsibilities, educational background, professional background, experience, age group, and all other

necessary skills. They use both internal and external sources during the hiring process to locate the required talent. Examples of outside resources for talent include headhunters, job fairs, employee recommendations, and advertisements on job boards such as BDjobs.com and LinkedIn. Staff promotions and transfers are examples of internal sources. Then, within the allotted time, they gather resumes, which are first evaluated by the HR department in accordance with the specified criteria—namely, that they favor applicants from Bangladesh's top universities and they have to be UGC approved. The candidates are invited for a written exam once their skill sets align or they identify the right ones. Following the written exam, interviews are scheduled for the shortlisted candidates. Using the answer script score, interview evaluation sheet, and CV to perform the evaluation, they maintain track of the interviews. A job offer letter is prepared for the candidate to pick up and an appointment letter with the joining date is sent after the chosen candidate confirms his acceptance of the offer. The day of joining, basic documentation is obtained, such as proof of identification, proof of address, certificate of education, organizational profile, or any other certificate.

Upon completion of the recruitment and selection process, the employee is turned over to the appropriate department in the last stage.

3.3.2 Findings from the analysis

From my own observation what I found is, Employees at Beximco Pharmaceuticals ltd are driven and committed, consistently producing excellent work for the business. They consistently maintain high levels of efficiency in both production and supply. Their output gives BPL a prominent place in the sector. Beximco Pharmaceuticals ltd is constantly growing stronger thanks to its formidable team of seasoned professionals. Any organization's most important component is its human resource base. The effectiveness of the organization's human resources largely determines its reputation. The team's performance will determine how much prominence the company maintains. Since pharmaceutical industry is very different from other industries and employees said that they are unable to directly market their products to consumers and must adhere to Bangladeshi regulations. But despite numerous obstacles, the BPL successfully leads the staff, and the resilient group defies each one with tenacity. It is clear from the analysis of the data collection that BPL has fairly robust HRM procedures. It is admirable how it addresses the matter in light of its workers' welfare and professional growth. This organization works tirelessly to maintain its employees' high-caliber performance and mobility.

This organization's efficiency demonstrates its commitment to the growth of its team. Only a small percentage of businesses strive to help their staff grow, and BEXIMCO Pharmaceuticals Ltd is one of those that makes a big effort to keep staff members motivated.

3.3.3 Implication

The examination of Beximco Pharmaceuticals Ltd.'s BPL training and development process reveals both advantages and disadvantages, which can assist the business in making necessary adjustments to the previously mentioned procedure. The results can be used to identify process-related problems that still need to be fixed in order to improve process effectiveness and efficiency.

3.3.4 Limitation

A few restrictions apply to the report's preparation, starting with the data that was gathered through in-depth conversations with two of the company's HR professionals, who were a little reluctant to divulge sensitive information because of corporate policy. Since top management is the only person who has access to the majority of confidential information, I was unable to locate most of the information I needed while working for the company.

3.3.5 Conclusion

Building a knowledgeable, flexible, and engaged workforce is critical to a company's long-term success and sustainability, and training and development play a major part in this process. The success of any business depends on the Effectiveness of the Training and Development process. Which is guided by its vision, mission and strategies. BPL has a well-structured Training and development process which consists of several steps and technological advancement and has many different tools to train employees, MPE's. They have university like classes at the training center. Different training activities for SBM employees. They have different kind of written test to verify the knowledge of their candidates to filter out the most qualified. These training and development method is to find the most qualified employee who has the potential to be greater with his talent. BPL before hiring MPEs they conduct several training sessions for 40days. These accomplishments are all only possible with combined efforts. In order to keep the team performing at a high level,

BPL keeps training its working pool. Strategies can be implemented on time even in the event of an epidemic. Because of the efforts of its diversified and knowledgeable staff force.

3.3.6 Recommendations

In light of the issues realized with Training and development process at BPL the following measures that can be implemented to enhance the process:

The person in charge of the training facility, mentioned there's high turnover rate among MPE's because of the complexity of their work. This job is very tiresome because mostly people want a fixed work period. Their job is to convince doctors and always be ready when the duty calls. Because some doctors often practice late night and that time, they might want to listen to some MPE's and their products. This job's timing is very unpredictable and needs full dedication among MPEs. It's critical to put strategies in place that target raising job satisfaction, strengthening training offerings, and giving sales staff enough support in order to address the high turnover rate among salespeople at BEXIMCO Pharmaceutical Ltd.'s training center.

- Enhance training programs to give MPEs and salespeople more practical know-how and abilities they need to interact with physicians, comprehend their needs, and market pharmaceuticals.
- Acknowledge and honor salespeople for their successes when they reach goals. For example. The sales team's motivation and morale may increase as a result.
- Frequently analyze the market to spot new trends, rival tactics, and evolving healthcare demands so that MPE while approaching a doctor can modify their approach and product offerings.
- Provide them with technological tools like mobile apps, digital detailing aids, and data analytics platforms so they can track physician interactions, automate their sales process, and get real-time insights for more focused engagement.

Few app already exists to track MPE activity but they need to be upgraded such as there was an issue where MPE's used to post same RX multiple times which was resolved later on. Through the use of these approaches, BPL can attempt to lower employee attrition, raise job satisfaction, and hold onto skilled sales representatives, or SFE (Sales Force Excellence), who are essential to the business's success in the pharmaceutical sector.

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Appendix

Beximco Pharmaceuticals Limited and its Subsidiaries

Consolidated Statement of Profit or Loss and Other Comprehensive Income

For the Year ended June 30, 2023

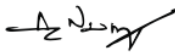
	Notes	Amount in Taka	
		July 2022- June 2023	July 2021- June 2022
Net Revenue	22	39,266,662,237	34,669,172,052
Cost of Goods Sold	23	(21,953,290,466)	(18,848,962,107)
Gross Profit		17,313,371,771	15,820,209,945
Operating Expenses		(10,097,131,808)	(8,938,466,002)
Administrative Expenses	26	(1,180,124,415)	(1,136,591,808)
Selling, Marketing and Distribution Expenses	27	(8,917,007,393)	(7,801,874,194)
Profit from Operations		7,216,239,963	6,881,743,943
Other Income	28	452,657,744	1,166,259,166
Finance Cost	29	(1,285,698,253)	(1,001,835,523)
Profit Before Contribution to WPPF & Welfare Funds		6,383,199,454	7,046,167,586
Contribution to WPPF & Welfare Funds		(314,430,512)	(359,222,585)
Profit Before Tax		6,068,768,942	6,686,945,001
Income Tax Expenses	30	(1,544,300,452)	(1,688,316,804)
Current Tax		(1,468,598,852)	(1,191,180,488)
Deferred Tax Income/ (Expense)		(75,701,600)	(497,136,316)
Profit After Tax		4,524,468,490	4,998,628,197
Profit/(Loss) Attributable to:			
Owners of the Company		4,614,066,147	5,123,136,712
Non-Controlling Interest		(89,597,657)	(124,508,515)
		4,524,468,490	4,998,628,197
Other Comprehensive Income/(Loss)	31	(2,383,527)	6,764,517
Total Comprehensive Income		4,522,084,963	5,005,392,714
Total Comprehensive Income Attributable to:			
Owners of the Company		4,611,682,620	5,129,901,229
Non-Controlling Interest		(89,597,657)	(124,508,515)
		4,522,084,963	5,005,392,714
Earnings Per Share (EPS)	32	10.34	11.48

The Notes are an integral part of the Financial Statements.

Approved and authorised for issue by the Board of Directors on October 19, 2023 and signed for and on behalf of the Board :

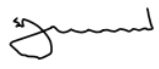

Osman Kaiser Chowdhury
 Director


Nazmul Hassan
 Managing Director


Mohammad Ali Nawaz
 Chief Financial Officer

Per our report of even date

Dhaka
 October 19, 2023


M.J. Abedin & Co.
 Chartered Accountants
 Reg No : CAF-001-111

Hasan Mahmood FCA
 Enrollment No : 0564
 DVC : N/A

Beximco Pharma API Limited

Statement of Profit or Loss and Other Comprehensive Income

For the Year ended June 30, 2023

	Notes	Amount in Taka	
		July 2022 - June 2023	July 2021 - June 2022
Revenue		-	-
Cost of Revenue		-	-
Gross Operating Profit/(Loss)		-	-
Administrative Expenses	6	(39,325)	(79,160)
Profit/(Loss) from Operations		(39,325)	(79,160)
Income Tax Expense		-	-
Net Profit/(Loss) after Tax		(39,325)	(79,160)
Other Comprehensive Income		-	-
Total Comprehensive Income/(Loss) for the Year		(39,325)	(79,160)
Earnings Per Share (EPS)		(0.02)	(0.04)

The Notes are an integral part of the Financial Statements.

Rabbur Reza

S.M. Rabbur Reza
Managing Director

Mohammad Ali Nawaz

Mohammad Ali Nawaz
Director

Per our report of even date

Dhaka
October 19, 2023

M.J. Abedin & Co.
Chartered Accountants
Reg No : CAF-001-111

Hasan Mahmood
Hasan Mahmood FCA
Enrollment No : 0564
DVC : 2310230564AS237512