

Report On

“Unveiling the career catalyst of Mir group of companies”

Submitted By:

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ID: 21264074

An internship report was submitted to the Brac Business School as part of the prerequisites for the Masters of Business Administration degree

Brac Business School

Brac University

May 2024

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Declaration

It is hereby declared that,

The internship report submitted is my/our own original work while completing degree at Brac University.

The report includes nothing that hasn't already been written or published by a third party, unless it is properly referenced with complete and exact details.

Nothing in the report has been submitted or accepted for credit toward any other degree or certificate from a university or other organization.

I/We have acknowledged all key sources of help.

Student's Full Name & Signature:

Rimi Saha

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BRAC University

Letter of Transmittal

22 May, 2024

M. Nazmul Islam Ph.D.

Assistant Professor,

BRAC Business School

BRAC University

Kha 224, Bir Uttam Rafiqul Islam Avenue, Merul Badda, Dhaka 1212.

Subject: Submission of Internship Report

Dear Sir,

With great pleasure, I present to you my report, "Unveiling the career catalyst of Mir group of companies." I had the honor of working in the human resources department under the direction of the HR & Admin Officer while I was an intern at Mir Group. I have made every effort to ensure that the important information in this report is presented in a clear, thorough, and succinct manner.

My sincere thanks go out to my colleagues and supervisors for their tremendous support and direction, which was really helpful to me in finishing this report.

Sincerely,

Rimi Saha

21264074

BRAC Business School

BRAC University

Date: May 22, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Mir Group and the undersigned student at BRAC University.

Rimi Saha

Rimi Saha

ID: 21264074

Acknowledgement

I'd want to use this opportunity to thank everyone who made preparing and completing the internship report possible. Above all, I must give thanks to God for providing me with the patience and strength I needed to finish the internship report.

My profound thanks go out to M. Nazmul Islam, Ph.D., Assistant Professor, BRAC Business School, BRAC University, for all of her help, supervision, and helpful recommendations during the report's production.

The study is titled "Unveiling the Career Catalyst of Mir Group of Companies". In order to get practical job experience during the three-month internship, I would like to thank Maksuda Khanam, Officer of HR & Admin of the Mir group of enterprises, for her essential direction, collaboration, and chance.

Finally, I would like to express my deepest appreciation to my fellow convicts for the aid and important recommendations they have provided me for the preparation of the report.

Executive Summary

My three months as an HR intern at Mir Group are documented in the internship report. The company was founded by Mir Akeb Hossain and formally started operating in 1968. The group has expanded since then, and it currently operates in industries including real estate, energy, communications, IT, cement, and ceramics.

The report thoroughly overviews Mir Group, exploring the major divisions and how they affect daily operations. In addition, I performed a SWOT analysis to assess the company's advantages, disadvantages, chances, and threats. Finally, I have included a research topic relevant to my major Human Resource management. The report is prepared using both primary and secondary data. The major data source comprises my personal observations and experiences from my internship at the organization, together with in-depth conversations I had with the HR officers. The remaining information was taken from secondary sources, including academic journal articles, media stories, corporate websites, and annual reports.

The report's findings show that the existing promotional enhancement procedure is exceedingly protracted due to outdated HR standards and internal politics. The essential suggestions for enhancing the current promotional enhancement procedure have been given in light of the findings.

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Chapter 1: Overview of Internship

1.1 Information of the Student

Name	Rimi Saha
Student ID	21264074
Program	Master of business Administration
Major	Human Resource Management

1.2 Internship Information

Period	February 11th to May 11th
Company Name	Mir Group of Companies
Department	HR & Admin
Address	Mohakhali DOHS

1.2.2 Internship Company Supervisor's Information

Name	Maksuda Khanam Mou
Position	Officer, HR & Admin

1.2.3 Job Scope-Job Description/Duties/Responsibilities

My primary responsibility as an HR intern was to support the HR staff in efficiently completing regular works. The following is a summary of the duties I performed while working at Mir Group:

- 1) Help post job vacancies on employment websites and job boards for the organization.
Identify possible applicants by reviewing resumes and applications.
- 2) Help post job vacancies on employment websites and job boards for the organization.
Identify possible applicants by reviewing resumes and applications.
- 3) Arrange and oversee the scheduling of interviews between hiring managers and candidates.
- 4) Take part in the paperwork and orientation procedures associated with the onboarding of new workers.
- 5) Ensure that employee records, including digital and paper, are kept up to date and maintained.
- 6) Assist in entering data and maintaining records pertaining to personnel details.
- 7) Ensure that data privacy and confidentiality regulations are followed.
- 8) Help organize and coordinate staff training and development programs.
- 9) Support employee training session and workshop organization.
- 10) Monitor and record the advancement and completion of employee training.
- 11) Participate in employee relations initiatives, such as planning surveys or events to foster employee engagement.
- 12) Respond to regular questions from employees and offer broad HR knowledge.
- 13) Assist in settling small disagreements and concerns among employees with the assistance of HR personnel.

1.3 Internship Results

1.3.1 Student's performance to the company:

Now that my three-month internship at Mir Group has come to an end, I can say with certainty that my contribution to the company was essential. I performed a variety of tasks under the HR department.

As intern my contribution to a firm in the following ways:

- i.** Most of the time I was driven and ready to pick up new skills.
- ii.** I was able to swiftly pick up new abilities and fit in with the technology, procedures, and culture of the business.
- iii.** Since I was not constrained by the present quo and had a distinct viewpoint, as intern I had frequently contributed original ideas and creative solutions to challenges.
- iv.** Although data input, analysis, and reporting can be time-consuming tasks, they are necessary for making decisions, and as interns I could help.
- v.** I did research the market analysis, competitor analysis as well as industry research, giving the business insightful information.
- vi.** Regular administrative work was assisted by me, freeing up more seasoned employees to concentrate on higher-level duties.
- vii.** Reducing the workload burden on my supervisor by assisting with the preparation of the probation assessment form, sending it to the relevant supervisors, and, if necessary, sending letters of confirmation and probation extensions.

Companies should make sure interns have possibilities for advancement, mentorship, and clear instructions in order to ensure their successful contribution. Businesses should understand that internships are a two-way street as interns leave the organization with invaluable experience and educational prospects.

1.3.2 Benefits to the students:

Through the internship program, I was able to observe a variety of HR department duties that are really carried out in the business world. As a result, I learned a ton of new things, including:

- ✚ **Real-world knowledge:** An internship provides students with practical experience in their field of study, allowing them to forecast their knowledge via application. That kind of on the job training helps in bridging the knowledge gap between theoretical knowledge and practical experience.
- ✚ **Knowledge Enrichment:** By going through internship procedure, any non-professionals' could have professional, cultural etiquette knowledge along with some abilities such as software efficiency, critical problem solving, and cooperation etc. after getting all kind of professional experience, every student could use it for their future career purpose such as real world job circumstances.
- ✚ **Networking Problems:** Internship helps every student to build a professional network, that can help to build a strong networking circle for future job searches and career progression. Additionally, internship can helps grow connections with colleagues, supervisor, and specialists in the job circle.
- ✚ **CV creating:** an undergrad student 1st got the job credibility by doing internship and could stand out confidently with experience to their job application. To be able to being employed in the future, getting relevant work experience though internship could add bonus to CV screening.
- ✚ **Investigating Careers:** Through internships, students can investigate several career options in their discipline. It can assist them in matching their interests and talents with their job goals and determining if they are on the correct career path.
- ✚ **Enhanced Employment Opportunities:** A student's chances of finding employment after graduation might be considerably increased by doing one or more internships. Experience from internships is highly valued by companies since it shows a candidate's dedication to the industry and ready for employment.
- ✚ **Enhanced Self-Belief:** Upon commencing this internship, I lacked considerable information; nonetheless, the program enabled me to recognize my advantages and

disadvantages and familiarized me with realistic scenarios. After completing my internship, I feel confident enough to apply for a new position.

1.3.3 Complications faced during Internship-

- **Comprehending Legal Compliance:** Prior knowledge of labor laws, employment rules, and compliance specifications was lacking. Navigating the intricate organizational structure, regulations, and processes was difficult for me.
- **Lack of Experience with HR Software:** Processing payroll, managing employees, and hiring are just a few of the HR functions that depend on specialist software. Because I had no prior expertise or instruction, I had trouble using these tools effectively.
- **Communication Difficulties:** In HR jobs, it is essential to communicate effectively with workers, supervisors, and external stakeholders. Professional communication tasks including letter writing, interviewing, and presentation delivery were becoming difficult for me.
- **Managing Time and Priorities:** I have to manage several things at once, from project assignments to administrative responsibilities. Setting priorities for your work and efficiently managing your time may be difficult, especially when you have conflicting demands and tight deadlines.
- **Changing to Fit the Culture of the Organization:** Every organization has its own distinct norms, values, and culture. I found adjusting to the corporate culture difficult, particularly when it was very different from what I had been used to or expected.

In addition, the internship program at Mir Group is poorly compensated for its lengthy work hours, which has a detrimental effect on interns' capacity to focus and learn, thus hampering their professional progress and happiness. Burnout and decreased motivation are further consequences of this system.

1.3.4 Recommendations:

The company must concentrate on its internal workers by offering personalized growth plans and training. In addition, a work plan must be followed as it greatly aids supervisors in offering mentorship and feedback. It is highly suggested that future interns think about finishing their internship with this organization. The equipment and seating arrangements that interns require to do the duties assigned to them should be supplied, as should give few days off to provide them enough time to produce the most important part of the program the internship report. The employer should either pay a reasonable remuneration for the interns' workload or subsidize the responsibilities by adjusting the present remuneration plan. Mir group can then take steps to improve the company's HR policies, like introducing flexible work schedules to boost work-life balance and employee satisfaction, setting up mentorship programs to help with professional development and knowledge transfer, holding regular training sessions on diversity and inclusion to promote an inclusive workplace culture, and utilizing technology to improve efficiency and streamline HR procedures.

Chapter 2: Organizational Overview

2.1 Introduction

On this internship report, I tried to summarize the Mir Group's vision, mission, management style, organization structure, leadership procedure, recruitment and selection process, compensation structure, initiatives for training and development, increment & bonus assessment system etc. In addition, recommendations based on the study are included, along with industry and competition analysis.

2.2 Overview of the Company

Mir Group is one of Bangladesh's major conglomerates, with a diverse range of services. It has established itself as a major company face both domestically and internationally by delivering high-quality goods and services. The Mir Group of Companies has been a cornerstone of the country's construction industry. Having established itself more than five decades ago in Bangladesh, the conglomerate behemoth has become a reliable client construction partner by completing several high-profile projects (Mir Group, n.d.).

Mir Akhter Hossain Limited, formed by Mir Akeeb Hossain in 1968, expanded into other construction industries, including Mir Cement Ltd., Mir Concrete Products Ltd., Mir Real Estate Ltd., and so on, to form the group. Since then, the business has expanded and now operates in industries such as construction, cement, ceramics, real estate, energy, telecom, and IT. Mir ensures total clarity in our development process and provides high-quality building services. Each of our endeavors is devoted to the best standards and timely delivery, ensuring client pleasure. They manufacture and market high-strength, high-quality cement from our own facility; we create and supply strength and setting-tested ready-mix concrete blocks; and we provide high-efficiency solar power solutions.

2.2.3 Vision of Mir Group

Mir Group strives to transcend geographical borders and establish itself as the world's leading provider of comprehensive building solutions. We want to be the foundation of growth in every industry we work in via cutting-edge innovation and unrelenting dedication. Our unwavering pursuit of quality leads us to anticipate and satisfy the changing demands of many sectors, keeping us at the forefront of global development. With a consistent focus on quality, sustainability, and client happiness, we aim to create new worldwide standards for building excellence. Mir Group is prepared to alter the global construction scene by cultivating strategic alliances and using our experience, setting new standards and leaving an everlasting mark of distinction.

2.2.4 Mission of Mir Group

Mir Group, infused with a profound spirit of innovation, is committed to advocating sustainable, trustworthy, and long-lasting building approaches across all industries. Our unrelenting dedication to quality pushes us to provide excellent services that not only meet, but surpass, the expectations of our global clientele. By stressing sustainability and dependability in all aspects of our operations, we hope to create a new standard for building techniques that promote resilience and longevity in infrastructure development across the world. Mir Group's constant pursuit of excellence aims to inspire and equip businesses across all industries to adopt sustainable and durable construction as the foundation of their success.

2.2.5 Group of Concerns-

Mir Akhter: Mir Akhter Hossain Limited started in 1968. It has achieved quick and consistent growth through a sophisticated organizational development process, thanks to the energetic leadership of its management body and the capable assistance of its stakeholders. The multinational conglomerate has built the Radisson Water Garden Hotel, the Ahsanullah Master Flyover in Tongi, the British High Commissioner's Residence, and many other successful projects since its foundation (LTD, n.d.).

Mir Cement: Mir Cement Limited was founded in 2003 to produce and provide high-quality cement to develop robust, long-lasting infrastructures. The site is located in Murapara, Narayanganj, and is ideal for producing high-quality international standard Portland Grey cement for commercial construction. The organization has provided building services to several companies throughout the years (Mir Cement, n.d.).

Mir Concrete Products: Mir Concrete Products Limited was established as a Mir Group subsidiary in 2004 to produce and distribute ready mix concrete and concrete blocks (Home | Mir Concrete Products Limited, n.d.). To speed building activities and decrease negative environmental impact, the organization employs advanced, sustainable production technologies. The company has two concrete batching facilities and a concrete block factory in Gabtoli, Dhaka. Mir Ready-Mix has manufactured and delivered a diverse variety of goods, including conventional concrete, high strength concrete, high-performance concrete, self-compacting concrete, and lean mixes, which have improved traditional construction techniques and spurred client growth. Mir Concrete Block has also provided comprehensive and ecologically friendly construction support around the country by utilizing cutting-edge technology (Mir Concrete Block, n.d.).

Mir Real State: In contrast to conventional real estate companies, Mir Real Estate Limited was founded in 2006 with a unique strategy (Mir Real Estate Limited Bangladesh, n.d.). To alleviate development limits and streamline numerous building processes, the organization employs a well-coordinated sales staff and strong leadership. Throughout the years, it has successfully serviced hundreds of clients and landowners in close collaboration with famous architects, civil, electrical, and mechanical engineers.

ERGO Ventures Limited: Ergo Ventures Limited is a dynamic software development corporation focused to creating engaging apps for entertainment. Their skilled staff has a broad variety of specializations, including bespoke and open-source CMS., web design and development, and flash and JQuery animation-based visual design (Odoo Partner in the US, n.d.). We specialize in database architecture, online marketing, and social networking platforms, and we combine competence and creativity to create compelling games, entertaining toys, and accessories that provide unforgettable experiences for our customers and their audiences.

SEGO Global Limited: SEGO Global Limited, the latest endeavor under the wide umbrella of Mir Group of Companies, debuted in 2021. It quickly rose to prominence, establishing itself as Bangladesh's leading importer and provider of aggregates (MIR Info Systems, n.d.). With cutting-edge facilities that ensure top-tier quality, SEGO Global Limited has established a recognized reputation for excellence in the industry, setting a new standard for dependability and performance.

2.3 Management Practice at Mir Group

Mir Group takes great satisfaction in its management team's dedication, tenacity, and intelligence. This team works closely with the Managing Director to lead the development of management goals, policies, and organizational frameworks. It is especially the duty of directors to clearly communicate the company's quality policy and make sure that it is consistent with the mission and core values of the organization.

The careful delegation of power and responsibility to those in charge of organizing, carrying out, and verifying quality-related projects is essential to their work. By doing this, they foster an environment of quality and responsibility inside the company. Moreover, they remain unwavering in their dedication to furnishing sufficient resources required for the smooth execution of the Quality Management System. Working together under this structure, the management team is able to maintain the highest standards of quality in all areas of the company and promote continual progress by drawing on their combined knowledge. By

taking a proactive stance, Mir Group is positioned as a leader in its sector and guarantees adherence to industry laws while simultaneously promoting a culture of innovation and adaptation.

The management team of Mir Group is essentially a strategic combination of vision, leadership, and operational expertise that propels the business toward long-term success and expansion in a constantly changing market.

2.3.1 Leadership Style

Depending on the situation and the intended results from the workforce, a different leadership style may be applied. Combining the aforementioned leadership philosophies, Mir Group has produced favorable results including higher employee satisfaction and retention rates, improved productivity, and, therefore, higher-than-previous revenue generation rates.

Democratic Leadership: The varied teams at Mir Group may benefit greatly from this kind of leadership when it comes to encouraging creativity and teamwork. For instance, Senior Manager Syed Miraz Ahsan might conduct surveys or brainstorming sessions with different departments to get feedback when the firm is introducing a new Ready Mix Concrete product line. This would guarantee that all viewpoints are taken into account during the decision-making process. This strategy not only encourages worker participation but also makes use of the team's pooled knowledge to produce positive results.

Coaching Leadership: In light of Mir Group's focus on ongoing development, indicates a coaching leadership approach that supports the growth of professional skills and talent. For example, the department head of sales assists the department in attaining its monthly objective for April by giving team members individualized coaching and training. Assisting individuals in learning the information and skills necessary to succeed in their roles.

Through its commitment to skill development and employee growth, Mir Group has fostered an environment of excellence and enabled its employees to reach their greatest potential.

Authoritative Leadership: An authoritative leadership style may be useful in providing direction and clarity during emergencies or when hasty judgments must be made. For instance, when the Mir Group experienced an unexpected disruption to its supply chain in February, CEO Naba e Zaheer firmly communicated a strategic plan of action to lessen the effects, uniting staff around a shared objective and fostering trust in the organization's capacity to overcome obstacles. Despite difficulty, Mir Group can be stable and forward-thinking by taking immediate action when necessary and exhibiting great leadership.

2.3.2. Recruitment & Selection Process of Mir Group

Mir Group has a convenient traditional approaches for hiring & selecting employees, depending on requirements that are provided by Mir Group's human resources department. The HR team effectively manages the hiring process, which includes deciding recruitment requirements, posting job openings, screening candidates, scheduling interviews, and arranging the final selecting sets. In the process of selection, Mir Group always keep in mind that the chosen employee should have the same ethical values and culture. By having the vital abilities and credentials employees, helps to achieve the company's goal as they easily align with companies goal. Additionally, Mir group HR department negotiate with employee to carefully allocate the wage which is market competitive and under predetermined manpower budget. By doing that, HR head always ensure to satisfy employees needs while maximizing cost-effectiveness.

Mir Group posted employment openings via conventional channels including BDjobs.com, internal recommendations, and newspapers. By reaching out to possible applicants on sites like Facebook and LinkedIn, they have now expanded their reach. Resumes are carefully compared to job descriptions that list duties and necessary competencies. Candidates who have been shortlisted are subjected to an online interview process using Zoom, which is followed by in-person secondary or final interviews at the corporate headquarters. Final interviews for factory vacancies are held by factory HR representatives at the different plants. Tests are only given for senior officer jobs; department staff and an HR representative

interview candidates for entry-level management posts. Department directors and the HR department conduct the first interviews for jobs ranging from senior manager to director.

2.3.3 Compensation Policy at Mir Group

Base Salary: Depending on the position, level of experience, and industry norms, Mir Group provides base pay that are competitive. Every year, salaries are examined to make sure they're still competitive and in line with industry norms. For instance, the basic pay of a senior Finance Officer at Mir Group is 50,000 Taka annually.

Festive Bonus: Mir Group thinks that workers should be honored for their commitment and hard work. The firm offers an annual seasonal bonus to all employees on holidays like Eid, Pohela Boishak, as part of its remuneration strategy. The holiday bonus is given to employees as a thank you for their hard work throughout the year and is usually equal to one month's income. The structure of festive bonus for employee:

Employee Status	Bonus %
New Joined up to 3 months	25% of Basic salary
3+ up to 6 months	50% of Basic salary
6+ up to 9 months	75% of Basic salary
9+ month	100% of Basic salary

Provident Fund: Mir Group recognizes the value of a stable financial future for its workers, both during and after their time in the workforce. The firm provides a provident fund program wherein the employee and the employer both contribute a certain proportion of the employee's base income on a monthly basis in order to support this. After the money has been

saved, it is invested to produce returns, from which employees may take it when they retire or in specific situations, including when they need to buy a house or for medical crises. Employees of Mir Group are eligible to participate in the organization's provident fund, where they contribute to the firm's growth by staying for at least two years, and the company pays an additional 15% of their monthly base income.

Increment: Employee development and progress are valued by Mir Group. As a result, the organization evaluates employee performance annually using a systematic performance review method. Salary increases may be granted to qualified personnel in accordance with performance reviews in order to recognize their accomplishments and contributions. Annual compensation increases for high-performing employees might range from 5% to 10%, whilst mediocre performers would only earn a lesser increase.

To guarantee that workers are properly paid and given financial stability, the Mir Group's pay strategy combines competitive base wages, yearly holiday bonuses, performance-based salary increments, and a provident fund program.

2.3.4 Training & Development Initiation at Mir Group

Depending on their employment duties, responsibilities, and skill needs, training and development programs for white-collar and blue-collar workers in a production setting like Mir Group of Company varies. The following are some initiations:

For White Collar Employee:

- **Leadership & Technology Development Program:** The goal of the organization's leadership development program for white-collar workers is to develop future leaders. Such as, holding seminars on dispute resolution, decision-making, and effective

communication. Assign a mentor to help staff members navigate actual leadership problems. The purpose of technology training is to keep staff members abreast of advancements in fields related to their jobs. In January, Mir Group conducted a practical training session for new BRAC project on how software procedures will execute efficiently. Moreover, provided sister concern group of Mir info's software design engineers with training on sophisticated CAD software.

- **Soft skill enhancement:** Improve interpersonal and collaboration abilities via soft skills training. They provide classes on time management, emotional intelligence, and teamwork, for instance. Organize seminars and team-building activities to promote cooperation amongst various departments on every 6 months.
- **Factory Specific Training:** To increase one's understanding of market trends and the sector. Each month Mir group Deputy General Manager held a meeting or seminars or ask professionals of quality assurance (QA) & Project engineer in the respective product field to speak on market trends, new technology, and manufacturing best practices. Workers may learn a great deal about the state of the sector.

For Blue Collar employees-

- **Safety training:** to lower factory workplace accidents and provide a safe working environment. Mir Group offer thorough instruction on emergency protocols, managing hazardous chemicals, and safe operation of machinery. To reinforce learning, they do safety exercises on a regular basis.
- **Training on Technical skill:** The aim is to improve technical proficiency about factorial operations of RMC Concrete & Block products. Provide instruction on how to use, maintain, and troubleshoot equipment. For example, instruction on Pump operator

machine, production pipe fitter, machine washman, precision welding procedures for welders.

- **Workshops for Quality Control:** Reducing faults and maintaining product quality are the goals of Mir Concrete Products limited of sister concern group of Mir. As an illustration, they hold training on defect prevention strategies, inspection methodologies, and quality standards. Workers get trained to recognize and address quality problems, guaranteeing that the goods live up to client expectations.
- **Opportunities for Cross-Training:** The goal is to increase work role flexibility and diversify skill sets in the line of factory products. That's why they established a cross-training program, for instance, so that workers may pick up numerous responsibilities on the manufacturing line. This makes it possible for them to effectively adjust to shifting production needs and cover for missing colleagues.

Mir Group of Company can cultivate a trained workforce that can drive innovation, ensure product quality, and maintain a safe working environment by customizing training and development activities to the unique needs of white-collar and blue-collar personnel.

2.3.5 Operational & Information System Practice at Mir Group

Mir Group is at the forefront of the building manufacturing industry, integrating efficiency into every aspect of its production processes. Here, every part of the operating machinery helps to turn raw materials into immaculate completed items. The operations manager is a sentinel of strategy who leads the charge towards operational excellence by coordinating the harmonious integration of quality, cost control, and waste reduction. They carefully map out the path of production, making the most use of available resources and coordinating the movements of production plants. The production planning agenda of the Mir Group is meticulous. To guarantee that the client is happy after the completed product has been delivered in accordance with their specifications. Even if a customer complains about the quality, they replace the defective product with one of higher quality. With the use of ODOO, a cutting-edge ERP program, they ensure that the entire operating system functions as intended. With the use of ODOO, the Mir group is able to provide decision-making that is exact and under control, as well as real-time insights into their everyday actions.

ERP software ODOO organizes every stage of the factory manufacturing process, including purchase requests and inventory management, including delivery and stock information, to guarantee seamless operations and sustain the business's dedication to excellence. This procedure also optimizes inventory control while supporting ongoing manufacturing. Proactive decision-making is made possible by real-time data insights, which reduce carrying costs and the danger of stockouts. As a consequence, Mir Group maximizes cost efficiency while also ensuring a steady production flow, which helps to maintain its competitive advantage in the market.

To put it simply, Mir Group views the pursuit of operational efficiency as a never-ending dedication to quality, where every choice made and every process optimized helps the business get closer to its ultimate objective of manufacturing mastery.

2.3.6 Industry & Competitive Analysis

The parent firm of Mir Group Limited, a trailblazing business that started many years ago, is Mir Akhter Limited. Their firm has grown to include many product lines. Nevertheless, the Cements & RMC concrete products section is the company's only profitable division its cash cow; while the other divisions are either trying to stay afloat or have not yet begun production.

2.6.1 SWOT Analysis of Mir Group:

STRENGTH

Represents a Diversified Portfolio: The portfolio of Mir Group includes companies in the cement, real estate, and RMC industries, among others. This diversity lessens the risks brought on by changes in a particular industry. For instance, the firm may rely on income streams from its other sectors, such as real estate or RMC, in the event of a slowdown in the cement industry.

Good Brand Image: Mir Group's years-long dedication to dependability and quality have allowed it to develop a positive brand image. Customers develop trust in them since they consistently guarantee the highest quality products and customer care. For instance, Mir Concrete Products Limited has won the trust of builders and contractors all throughout Bangladesh with its environmentally friendly blocks such as solid brick, Hollow block, Uni pavers which are outstanding quality.

WEAKNESS

Local Market Reliance: To become the market leader in Bangladesh, Mir Group has expanded their operations into several different sectors. They achieved local market stability as a result, but they never grew their construction company throughout the country. Since the Bangladeshi economy is continually changing, businesses run the danger of depending too much on it. For example, Mir Cement's revenues were impacted by turmoil in politics in Bangladesh and legal changes. By venturing into foreign markets, Mir group will be able to grow their company and become less dependent on the domestic market. companies will also have access to new customers and revenue streams.

THREATS

High level of competition: Market leaders from both domestic and international markets, including Meghna Group, Crown Cement, and Holcim, have been fiercely competing with Mir Group. Rivals are offering similar items at lower prices, fiercely controlling the local market, and impeding Mir Group's ability to make money. For example, competition from low-cost producers in other industries in the concrete sector, such as NDE Ready-mix Concrete, may have an effect on Mir Group's margins.

Inflexibility on Supply Chain system: Disruptions to the supply chain can occur for a variety of causes, including labor conflicts and natural catastrophes. Due to this, every firm has to be aware of these interruptions and take appropriate action to minimize the effect of losses. Problems with the supply chain might result in a scarcity of labor, raw materials, abrupt price increases, etc. For instance, the COVID-19 pandemic's effects on the supply chain delayed construction projects, which in turn affected the market for Mir Group's building supplies. Moreover, prices of concrete block also rises that time due to shortage of labour and had to see product in low prices which cause financial losses. Additionally, because of a labor scarcity at the time and the need to sell the product at low rates, which resulted in financial losses, concrete block prices also increased.

OPPORTUNITIES

Infrastructure development: Bangladesh is currently working on various infrastructure projects that include bridges, roads, and real estate developments.

Mir Group may take advantage of these chances by offering building supplies including block, cement, and concrete. For instance, Mir Cement can grow its clientele and boost sales in a profitable market thanks to government infrastructure initiatives.

Investment in Renewable Energy: The Mir Group has the chance to fund renewable energy initiatives like solar and wind power because of the increased attention being paid to sustainability and renewable energy on a worldwide scale. The corporation may lower its environmental impact and keep up with global trends by expanding into green energy. To lessen its need on traditional energy sources, Mir Group may, for instance, invest in solar energy projects to power its production plants.

2.6.2 Porters' Five Forces Analysis

A. Threat of New Entrants: Since major companies in the business including Crown, Bashundhara, and Scan are entering the market, the danger of new entrants is somewhat high for Mir Concrete. In addition, taxes and charges have been imposed on international businesses who join Bangladesh's ceramic sector. Many international businesses now find it simpler to enter the market thanks to this, and many are choosing to form joint ventures with local businesses or make direct investments.

B. Bargaining Power of Suppliers: The Mir Group sources components and raw materials from a wide range of vendors. Various factors, including the presence of replacements, supplier concentration, and the uniqueness of the materials, might affect a

supplier's negotiating strength. For example, Mir Group could have more bargaining leverage in businesses where raw resources are readily available, while suppliers might have more sway in specialty areas.

C. Bargaining Power of customer: When it comes to buying produced goods, customers in Bangladesh's competitive market frequently have a wide range of possibilities. Although Mir Block & RMC goods are dedicated to quality, other competitors have entered the market. They are finding it harder to compete with sharks and have to stay in business by providing low price for products.

D. Threats of Substitute: The goods of Mir Group are seriously threatened by substitutes, especially in sectors where alternatives are easily accessible. For instance, rival materials like SCAN & CROWN firms may compete with Mir Group's goods in the cement market. Nonetheless, Mir Group works to lessen the danger posed by alternatives by emphasizing innovation, quality control, and brand loyalty.

E. Rivalry among existing competitors: Established firms in Bangladesh's manufacturing industry compete fiercely with one another. Mir Group faces competition from smaller producers in a range of industries as well as from larger conglomerates. Market share, pricing tactics, and product differentiation are all important factors in figuring out how competitive a market is. For instance, Mir Cement always strives to increase efficiency and gain market share in the cement business due to the intense rivalry it confronts from both domestic and foreign competitors. Additionally, the homogenous product line and comparable quality, and since Mir concrete goods has lately raised their prices, market competitiveness is heating up, resulting in mild rivalry among current rivals.

2.3.7 Conclusion

Under the direction of its Managing Director, Mir Group strives to follow in the footsteps of its forefathers while forging ahead on new frontiers. The Mir Group is a conglomerate that has a varied portfolio of brands spanning many sectors, such as ceramics, RMC, Block, and cement, all of which are produced to world standards of excellence. The group draws inspiration from the vision of its late father.

Leading using a sophisticated approach, Mir Group uses a variety of leadership philosophies adapted to the specific needs of each circumstance. In this changing world, every organization needs to adapt diversified leadership style according to the situation demand. Because versatile leadership will help manage difficulties, handling attitude and motivating employees to do better. By keeping it mind, Mir group follows Autocratic, coaching and democratic leadership style on various unpredictable scenarios.

In keeping in mind the market job structure, Mir Group always makes sure that, they hire top notch quality employee thorough recruitment and selection procedure as they could be valuable asset towards company by helping innovation & expansion. Moreover, they even give chances to fresh graduate to entry level post even if they don't have practical knowledge. After recruiting them, they give them on the job training and sent to development programs if needed. In addition to that, Mir Group makes sure efficient communication within employees, so that any crucial task can be complete quickly.

Mir group never compromise with their commitment of quality & service, despite having financial challenges due to on credit business. They are always trying to utilizing their brand to be market leading and getting competitive advantage from their top brand Mir cement & RMC concrete business. By having two brand strength, they are aiming for opportunities for getting more market share & opportunities. Moreover, to have a diversified market, Mir group aiming to seize opportunities of operational efficiency & strategic expansion. So that, they could achieve long term success and prosperity along with emerging opportunities.

2.3.8 Recommendation

In terms of marketing below strategy should be count in:

1. Mir Group marketing team should do the market in depth analysis & find out which part of market segment they could have chance to expand their business according to customer unique requirements and preferences.
2. Now world is changing & more incline to digital platform, so Mir group marketing team should promote their brand through online presence that includes navigable website, active social media (Instagram, Facebook) and can make a significant amount of sale through online.
3. Mir group should have content writer to write content about their sales, product, updated news to get more attention from customer. In that way creating buzz will help to get strong brand enthusiasm.
4. Getting repetitive customer represent customer faith towards brand. Mir group should take the initiation of having CRM software to record customer purchase data & keep them updated on new products & rate of product. Moreover, they could give lower rate to this customer who are purchasing in bulk to encourage them to be more incline towards their brand. That way they could maintain and grow their relationships with customers that will help to boost their loyalty and sales progression.

In terms of Financing below strategy should be count in:

1. Mir group Accounts and finance department should allocate their resources carefully, so that their cost could be minimized than before. Then need to find the data where cost out flow is more & why happening that without compromising product quality.

2. Though Mir group has diverse business to boost efficiency & productivity but the need to be more cautious about their profitable business. Then need to find out how that profitable business sales could be increased by diverging out into new areas, introducing new dimension or sizes product or services and also building strong alliances with customer.
3. As world is getting more tech savvy, so to get the operational efficiency and incentive development, Mir group need to make more investments in technologies like automation, data analytics, and cloud computing etc.
4. To get the precise development, Mir group should set a example to industry by having details financial plan, precise objectives, strategies and deadlines.

In terms of Skilled Manpower below strategy should be count in:

- As technology is upgrading day by day, employee should upgrade their skill day by day. To have that upgraded skill, take on new challenges Mir group should invest more in continuous training and development programs.
- Though they are taking skilled employee, but they need to be motivated through performance appraisal. To have that system, Mir group should take initiation of performance ERP system to know the progress & expectations of employee. Moreover, it will help them to know frequent feedback, recognize and providing reward towards top performers.
- Though Mir group has warming culture but they could create pleasant work environment where employees can be motivated, career driven, and could get involve increasing productivity and job satisfaction.

Chapter 3: Project Part

3.1 Introduction

As a prerequisite to complete my Master's in Business Administration degree, I have written this report to complete my internship program; which was approved by BRAC Business School, BRAC University. My internship program was three months long. This duration is decided by university authority, so that every student could get firsthand real-world experience which will help them to strategically apply their academic knowledge. At the end of the program, students will compile their learnings into a report that will be reviewed by the relevant department. I started my adventure by taking up the position of an intern in the HR division of Mir Group for a period of three months. I was appointed to this position on February 11, 2024, and I concluded it on May 11, 2024.

The topic "Unveiling the career catalyst of Mir Group of companies" became the focus of my paper after careful consideration with my supervisor. This report would not have been possible without the tremendous leadership and oversight of my supervisor, Dr. M. Nazmul Islam, and the important assistance of my co-supervisor, Dr. Syed Far Abid Hossain.

3.1.1 Theoretical Background

Promotional enhancement represents a strategy approach to workforce performance optimization and the creation of an excellence culture inside the firm. It is a crucial component of both organizational growth and personnel development. Based on a synthesis of academic viewpoints, the core of promotion improvement is improving work performance through a variety of strategies, such as skill development, increased productivity, and the development of originality and honesty in staff members.

Every company should have strong approach for promotional enhancement plan to succeed over long term in a competitive market. The main motive to have this strong strategy is to match individuals' performance with company's objective and ensuring employees for contributing in an extended level will bring rewards (Razak, 2018). The moment employee will feel the assurance they will whole heartly make beyond contribution to achieve company's target. That indicates if any company put careful attention towards performance criteria process and set target of quality work, integrity, taking initiation for extra mile will improve employee performance.

The moment an employee gets promoted from lower level to higher level it creates satisfaction among them by having significant income, status and power (Jafor et al., 2023). Determining whether and when to promote an employee may be challenging. The right time & right employee having on same page is crucial decision. If done incorrectly, it will have a direct unfavorable impact on the expansion of the company. Due diligence is, therefore, necessary in order to identify the key criteria that determine promotion and to accurately forecast the likelihood of a promoted employee. This is why every HR department should have a robust research methodology. A corporation may maintain long-term viability with top talent if it has a consistent and competitive compensation strategy. Employees will be better capable of handling risk, taking initiative when presented with possibilities, and accepting greater challenges. Therefore, in order to get all of those benefits, every business should lead by example in the market with a robust promotional enhancement plan.

3.1.2 Objective

My primary intension to write this report on Mir Group's to find out the promotional enhancement strategy of that company and discovery out if any areas that still need modification.

Finding out the success of current promotional strategy and analyzing the areas for modification will be the secondary objective to complete the report. To carry out the plan, my initiation is looking out detailed examination of the current strategy & creativities taken by Mir Group, such as CSR activities, marketing campaigns, social media presence, and advertising campaigns. This report can be useful by providing insights into which techniques can be essential and which strategies need to require modification. By providing those insights, Mir group can successfully retain low attrition rate of employee. As employee will be more motivated by the initiation company will take to give them extrinsic & intrinsic benefits. To get a competitive advantage over compensation policy, Mir group need to keep updated with market changing pay scale. By doing that they could ensure competitive performance enhancement strategy to sustain talent employees. On this report, I would try to research the tactics other rivals use and analysis what others factor could influence promotional enhancement strategy. This report could help Mir group to keep ahead of the future challenges might occur to optimize the promotional enhancement strategy by adding digital marketing, digital content, technological upgrade and others to have smooth promotion of employee.

3.1.3 Significance

On this paper, I tried to explore the Mir Group's promotional enhancement strategy. I tried to analyze the current increment strategy of employees and tried to figure out if any shortcomings are present or not. In addition to that, my research paper will help to identify areas where the company's current strategy is falling out to attract the employees. That's research will be based on my personal observation throughout my internship period. Moreover, I will figure out some suitable recommendations based on their current strategy & let them know how it could be improved. That way my paper will enlighten Mir Group toward significant enhancements strategy. My research will be in-depth about promotional enhancement and it will provide a guiding way for Mir group of companies to improve in future. Specially, this paper will show how any organization could look for new strategy to research like utilizing AI tools to track employee's performance progression and analyze performance data. Lastly, my academic studies & implication on this paper will add value to its insight long term plan evaluation.

3.2 Methodology

To get the complete picture of Mir Group's promotional enhancement strategy, I have used data from various primary and secondary sources. I got my primary sources from my on-hand experiences I had during my internship. Through my observation, I collected data and used my experience thought the report writing content I needed. My first-hand experiences come from my in-depth discussions with the company's HR Officers and Coordinator. Throughout the discussion, I was able to collect knowledge about company's insight practices, that helps to get the viewpoints, serves as the foundation of my study.

Secondary sources help to get the broader picture of Mir Group promotion enhancement strategy. This kind of sources, I gathered from company's web portal, company's inventory document, previous research article, news, journal, digital platform etc. By combining the gathered sources helps me to understand the practices of Mir group promotional strategy. Moreover, my secondary research not only help to analyze the internal strategy of Mir group promotional enhancement but also helps to compare the market standard. In addition to that, my paper research methodology will also indicate the strength of having current strategy of Mir Group & also highlight the areas of upgrading to the promotional strategy.

3.3 Overview of Mir Group Human Resource Department

In Mir Group of Companies all kind of crucial work like wellbeing of its employees are being look out by the HR Department. They have a central HR department to maintain the regular activates of company. By having this central HR policy, Mir group every work flows smoothly in line with company's objective and be able to create a positive work atmosphere. The Chief Human Resources Officer (CHRO) Syed Miraz Ahsan report directly to Naba e Zaheer (MD) or Board of Directors who are the in charge of all HR activities and operations.

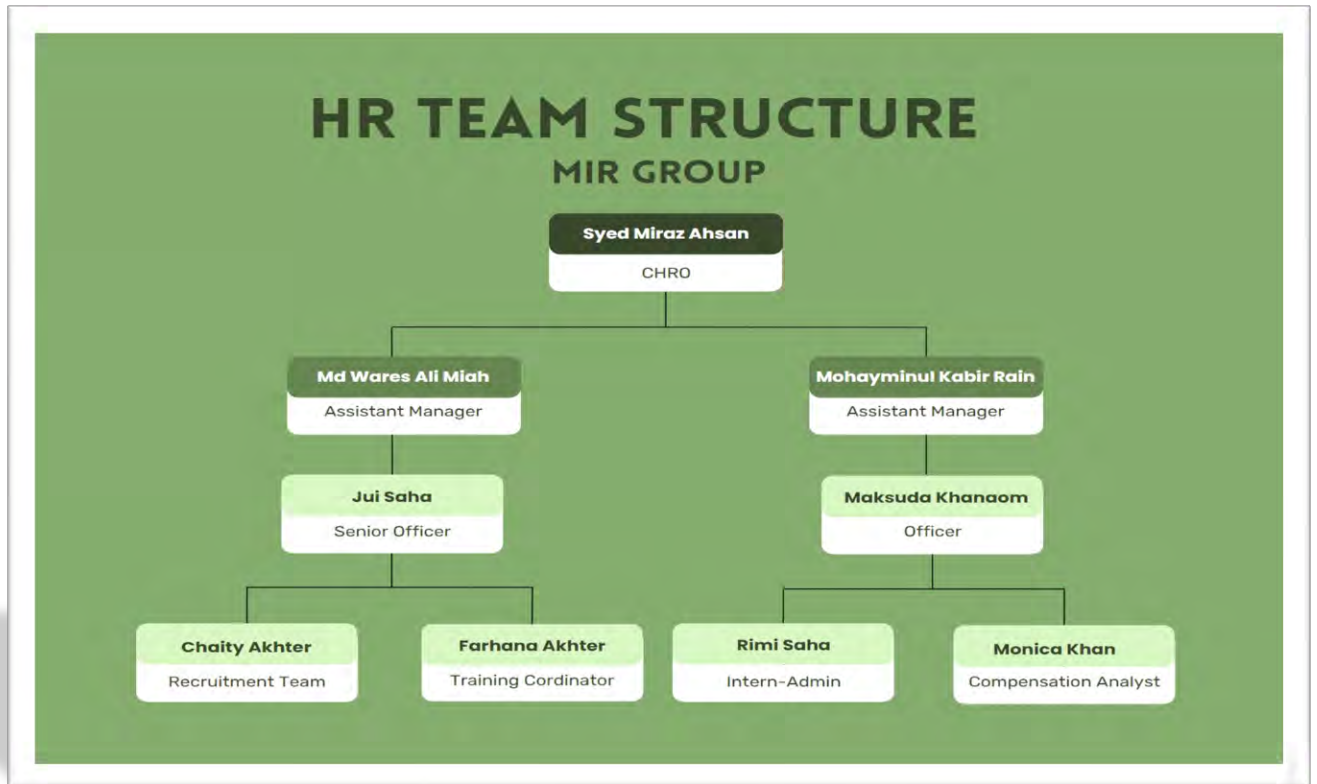


Figure 1: Organogram of the HR Department

3.3.1 Key roles activities of Mir Group HR Department-

1. **Chief Human Resource Officer (CHRO):** In Mir Group, CHRO, Syed Miraz Ahsan represent as Head of HR hierarchy. This position requires all HR related tasks at Mir Group of Companies. That includes handling employee interactions, resolving conflicts, enforcing rules, and forming a reassuring workplace culture.
2. **Assistant Manager:** In HR, they have two assistant manager. Both of them directly report to the CHRO and supervise the work of HR Officers such as of HR related responsibilities. Those work includes acquisition, employee engagement, performance evaluation, and training & development. Additionally, they have a team of 10 person,

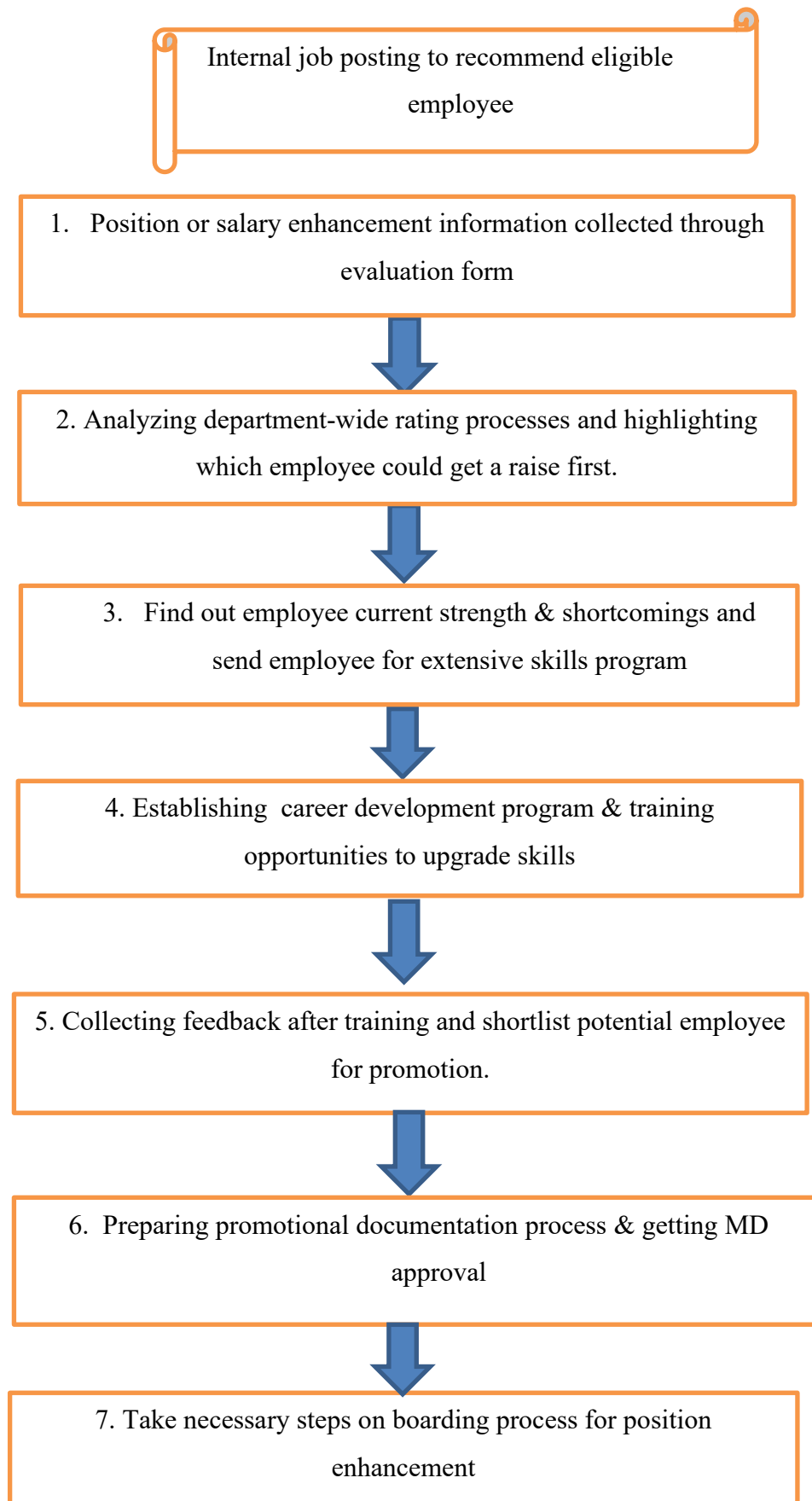
they supports administrative team work, which includes daily collection, car requisition for job purpose, clerical work, record keeping, meeting scheduling, and employee requisition for inventory.

3. **Senior Officers:** In HR, they have one supportive HR senior officer. Her name is Jui Shaha, who oversees the company's primary responsibility for hiring and recruitment employee. Additionally, she takes charge of finding applicants in BD jobs, setting up interviews, and scheduling the employment procedure. Furthermore, she takes the charges of employee's career development plan and staff training programs as per needed.
4. **Officer:** HR department of Mir group, has one HR officer. HR officer, Maksuda Khanam Mou, usually assist the work of senior officer. Addition to that, she supervise the HR Intern performance and handles payroll processing like absent counting, benefits administration like earned leave calculation, and employee compensation management like salary increment policy.
5. **HR intern:** As, I was the only intern that time, my work was to observe everyone's work to understand the culture and policy. After that accomplishes the work provided by HR department officers, supporting various HR tasks and gathering real world job experience.

3.4 Promotional Enhancement Strategy of Mir Group

Mir group Human resource department key work is to follow exact timeline for employee promotion & salary increment. They always maintain continuous employee career growth by giving them appraisal & rewards for excellent performance. Moreover, they always encourage employee to do better and keep them engage for betterment. In addition, they also sometimes invest once in a while for training & development to build dedication among team. Establishing an extensive training and development initiatives to enhance the abilities and expertise of the current employees. To covers cross functional training opportunities, technical skill upgrading courses, and leadership development initiatives. They also attract new employees by proving them better position, salary, environment and enthusiasm working culture. Their motive is to bring talent employee from outside and trained current employee to grow more. Mir group also care for employee personal issues such as offer financial aid for various purpose such as seeking advance degree, family health concern etc. In that company, there has a extraordinary performance reward system for contributing company's success by giving extra effort. In my paper, I will try to analyze how Mir group current promotional plan is going, if it's not working then what kind of initiatives they should have.

3.4.1 This is how they carry out their promotional strategy process:



3.4.2 The outcomes of the analysis

The following findings have been drawn from the study of the Mir Group's promotional enhancing strategy:

Here HR team consist of 8 employees, which consider lack of manpower to oversees the five-sister concern company of Mir group. Due to lack of manpower, most of the time many works got delayed such as monthly salary making sheet, checking traveling & dining bills of sales team, making monthly mobile bill, providing appointment, confirmation, position & salary enhancement letter etc. The lacking is recently fulfilled by hiring interns. But having lot of work pressure and getting low remuneration for interns disrupting the workflow as its demotivating the intern. Moreover, it's tough to having appoint a new intern after 3 to 4 month and prepare her and that process slow down the other work. Secondly, employee get motivated through merit-based promotion but here getting promotion process is very slow. A meritocratic culture is fostered by the introduction of explicit promotion requirements that are based on performance. It doesn't excite employee and in long run they take exit from company. Due to that, company is losing talent skills. Then evaluation employee thoroughly depends on departmental head but it should be added observations of upper hierarchy of that employee. Most of the time favoritism get prioritize for promotion process which indicate absence of strong safeguard and demotivate employee. As getting 360-degree reviews for promotion could be biasness free and transparent which would set a standard. Moreover, company wants to show transparent promotional strategy system but there is no guarantee for that transparency. That issues cause uncertainty & jealousy among employees, that things create negative impact on performance. Thirdly, Mir group highly depends on their recruitment process on only BD jobs portal but they could attract talented skills through job fair. The company's reputation and image building may have improved further if they had taken this action. Lastly, in mid-level hiring, they offer very low standard salary which failed to attract qualified employees.

3.4.2 Implication

My research analysis regarding promotional enhancement strategy highlights both positive sites of their strategy and also indicates the shortcomings they have in their strategy. This paper will help them to know why their current strategy are falling out to hold the turnover rate low. Mir group could analysis the places for development and can optimize a strategy for promotional enhancement. By having an optimize solution, Mir group promotional enhancement methods can attract top university graduates and could set a competitive workforce example in the industry. Lastly, their proactive strategy will help Mir group a long-term success in the competitive market by lowering the attrition rate and encouraging a healthy work culture.

3.4.3 Limitation

To make this report successfully, I had faced few restrictions. Those limitation make it difficult for me to complete the paper accurately. For instance, sometimes promotional enhancement happens based on private observation by CHRO, which doesn't follow the strategic steps. So, it's kind of difficult for me to have the firm policy and get the data driven accurate information. Due to that, my paper seems to be lack in putting information which has gap of real data & facts. Moreover, to make my paper more relevant I need large data but getting the data was more difficult as company doesn't share their confidential data by the fact it's considered proprietary and only excess towards upper management. To complete my paper, i could only had access of small sample data size, which makes difficulties to draw a fruitful conclusion. Despite the challenges I faced, the information I had putted in my paper is enough to have a scratch summary of Mir group promotional enhancement strategy. Hence, to overcome the limitation I had, there should have transparency in data collection to have the complete picture of company's insight strategy.

3.4.4 Conclusion

To be align with company's goal, Mir group always aims to have a positive promotional enhancement strategy. To develop that, Mir groups trying to ensure transparent policy, career & development programs enlistment to nurture the talents employee. Moreover, they are in process of switch promotional system to ERP based totally to smooth the flow. My suggestion was on that employee should clearly understand promotion criteria, timeline and outcomes of providing excellent outcome. This process will build unity and trust among employees and they will work on beyond the target to contribute more towards company's goal. Then feedback system of Mir group should be constructive & on time, it will motivate employee to improve more on performance. Mir group always encourage employees for continuous learning. So that, they could take more challenging situation, stay competitive and develops new skills. Mir group always gives employees better promotion, which indicates that they always try to sustain right talent on right place. In nutshell, company will lead to sustain growth by implementing strong market presence, transparent financial strategy and employee wellbeing culture.

3.4.5 Recommendation

By observing the whole nature, I have made several recommendations to enhance the noticeable shortcomings promotional strategy of Mir Group. Recommendations are given below:

Here every process are being approve to be proceed further through MD sir, honorable Naba e Zaheer. This process seems to be very rigid & lengthy. Because, if someday MD sir is not available then work approval got delayed and it burden the work pressure. That's why, some responsibility should share through departmental head. Those work could be performance evaluation for promotion, Trouble & dining allowance bill of sales team, security hiring, lunch item approval etc. Secondly, I have seen in my internship period some biasness around promotional enhancement strategy. Biasness should be reduced in promotion policy. To have that strong steps must be put in place. Employee should be aware of unconscious biasness and to evaluate promotion policy Mir group should have set clear standard, multiple decision-making layers, training for employees. As, to sustain employee stays in Mir group for long time, having employee trust on system and clean communication, timelines, outcome is needed. In addition to that, employee should have that power of raising voice against raised issues like needed training, on time payment, promotion, career programs, benefits and getting feedback on time is also need to be ensure by Mir group. Hence, if Mir group take those recommended initiation in consideration, then it will be fruitful to enhance the strategy and establish an open & fair culture.

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