

**Internship Report On
Overview of the recruitment process and organizational development
of Bengal Group of Industries**

Submitted by:

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ID: 18104264

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

BRAC Business School (BBS)
BRAC UNIVERSITY
March 2023

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Declaration

I declare that the internship report named “Organizational development and the recruitment process of Bengal Group of Industries” which I submitted has been completely written by me based on my Three (3) months of work experience in organizational activities on Bengal Group of Industries (BGI).

The report is original and has never been used for academic purposes. I also gathered and organized the data and information given here. Any inaccurate or distorted data or information in this report is entirely my responsibility.

Finally, this internship report submitted is my original work activities while completing my degree at BRAC University.

Student’s Full Name & Signature: _____

Jannatun Naher Juti

ID: 18104264

Supervisor’s Full Name & Signature: _____

Dr. Arif Hossain Mazumder

Assistant Professor

BRAC University

Letter of Transmittal

Dr. Arif Hossain Mazumder

Assistant Professor

&

Dr. Md. Kausar Alam

Assistant Professor

BRAC Business School

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

With all due respect, I would like to let you know that my internship report, "Overview of the recruitment process and Organizational development of Bengal Group of Industries," has been successfully completed. I am now submitting my internship report for your evaluation.

The report includes marketing practices, various areas of the Bengal Group of Industries, talent management operations, recruitment, onboarding, Training and development (L&D,) and talent retention initiatives (BGI). The purpose of the paper was to identify the tactical and administrative approaches to talent acquisition within the Bengal Group of Industries. I admire the guidance you and the Internship Placement Committee have given me, as well as the opportunity to take part in an internship program.

I've done my best to thoroughly cover the topic, and I sincerely hope that my report meets your standards. Whenever it's convenient for you, I'll be here to answer any questions you may have on this report.

Sincerely yours,

Jannatun Naher Juti

ID: 18104264

BRAC Business School

BRAC University

Non-disclosure Agreement:

The undersigned student at BRAC University and the Bengal Group of Industries establish and enter into this arrangement.

I gained access to several sources of information and platforms throughout my internship. I want to be clear that I will not include any confidential information about the company in my report that would threaten its goals and reputation.

Organization Supervisor's Full Name:

Md. Mezbahul Alam

Senior Manager

Human Resources

Student's Full Name & Signature:

Jannatun Naher Juti

ID: 18104264

Acknowledgment

I would like to convey my sincere gratitude to my academic supervisor, Dr. Arif Hossain Mazumder, Assistant Professor at BRAC University, for his feedback and opinions, insightful counsel, supportive encouragement, and crucial direction during the preparation of this report. Without a question, I appreciate all the faculty members at BRAC University who have taught me and motivated me throughout my semesters.

Besides this, I would like to convey my gratitude to my supervisor, Mr. Mohammad Mezbahul Alam, Senior Manager, and co-supervisor, Ummul Fatema, Senior Executive People & OD Team, HR Department of Bengal Group of Limited, for their guidance in assisting me in understanding the several ways the HR Division's functions, particularly in Talent Acquisition, can be carried out. In addition, I want to express my gratitude to Mr. Hasan Taiab Imam, Group Head of HRD-BGI, who made it possible for me to complete my internship on such a magnificent platform. My future career will benefit from the experience I've gathered here. A special thank you to the entire HR Division employees of BGI for their kind cooperation and support for the duration of my internship.

I also want to thank my loved ones, friends, and well-wishers for their constant support, love and help. Most importantly, I want to thank Allah from the bottom of my heart for keeping me healthy and for giving me the power, capacity, and chance to successfully accomplish the report on time. Finally, I want to express my gratitude to everyone who has given feedback on my work, given me the knowledge I needed, challenged it, and inspired me. I can't express on this page how much I value and am grateful for their input on this report.

Executive Summary

The report's goal was to comprehend the HR team's talent management procedure and "Overview of the Recruitment Process and Organizational Development of Bengal Group of Industries." After that, three things are made sure of talent mapping, hiring, and onboarding. The paper's primary goal is to assess the second and third problems facing the Bengal Group of Industries (BGI).

The HR team of Bengal Group is well-regarded and well-organized. This team is constantly improving BGI's talent management. The team uses various recruitment and selection processes for different levels and jobs within BGI when finding talent. The HR team's top priority is to keep BGI's employee retention rate at its ideal level.

Here, in this report, I try to mention about the recruitment process, SWOT analysis, Porter's Five Forces, accounting practices, and marketing analysis. In this report, I also include some recommendations and the outcomes of an employee experience.

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List of Abbreviations and Acronyms

BGI Bengal Group of Industries Limited

OD Organizational Development.

The team People and OD, whose primary responsibilities include managing organizational advancements as well as hiring and retaining people, has been given the name using the term OD.

HR Human Resources

HRIS Human Resource Information System

JD Job Description

CTC Cost of Company

Rep. Representative

Chapter 1: Overview of internship

1.1 Student Information: Name, ID, program, and major/specialization

Name: Jannatun Naher Juti

ID: 18104264

Program: Bachelor of Business Administration (BBA)

Major: Human resource management (HRM)

1.2 Internship information

1.2.1 Period, Company Name, Department/Division, Address

Period: Three (3) months, starting from October 2022 to January 2023

Company Name: Bengal Group of Industries

Department: HR Department

Address: Bengal House, 75 Gulshan Avenue, Gulshan 1, Dhaka 1212, Bangladesh

1.2.2. Internship Company Supervisor's Information: Name and Position

Supervisor's Name: Md. Mezbahul Alam

Supervisor's Position: Senior Manager, Human Resource

1.2.3. Job Scope – Job Description/Duties/Responsibilities

Job Description:

The HR Department of Bengal group of industries (BGI) manages all kinds of organizational development and the recruitment process. Also, they lead other sectors to like; learning and Development, Payroll, Employees relation, and culture. The department is in charge of any organization's cultural activities and recruitment.

Job Duties and Responsibilities:

The HR department's duties and responsibilities is to supervise and guide organizational development and talent acquisition. The department is in charge of creating the organization's recruiting strategy, ensuring its alignment with the HR and business strategies, and designing the hiring process, policy, and procedure to effectively and cost-effectively attract and recruit the desired quality employees at all levels.

As an intern, my duties are to conduct written exams and interviews, assists my supervisor, communicate with the candidate, create files and HR Approval, CV shorting, Employee joining, Create Appointment letter, Certificate, and document verification, send bulk message, also participate in

some events organized by HR Department. Moreover, Bengal Group of Industries provides their Intern training to develop their skills.

1.3. Internship Outcomes:

1.3.1. Student's contribution to the company

As an intern of the Bengal group of industries in the HR Department, I tried my best to assist my supervisor and co-supervisor.

- I tried to learn how and assist my supervisor in recruitment.
- By cross-checking and documenting relevant information, for verified employees' certificates and other documents.
- Also doing some research for betterment, how the team can be better compared to another competitor.

1.3.2. Benefits to the student

The Internship program at Bengal Group of Industries was a great learning experience that helped me make the transition from being a student to a full-time employee. To begin with, I was able to apply my academic knowledge in an office setting and obtain practical work experience. Next, I discovered how the HR Department operates and how they take the initiative to advance an organization's organizational development. Furthermore, I learned about the corporate culture and the basic workplace rules. Additionally, I had the chance to gain knowledge about effective problem-solving strategies.

1.3.3. Problems/Difficulties (faced during the internship period)

Thankfully, I was able to work in a friendly and significantly more positive, and I didn't experience difficulties during my internship. Everyone was incredibly kind and helped me with all of my tasks and obligations. The team was willing to teach me everything I needed to know and was ready to assist me with any difficulties I had. They also helped me integrate promptly and made me feel comfortable in my new surroundings.

However, due to confidential measures, I needed to take permission to access and also for a Phone call while inviting candidates for an interview I need to use the Department's mobile phone. Also, throughout my service, I had to manually enter my attendance because there wasn't a digital identification system for interns.

1.3.4. Recommendations (to the company on future internships)

As previously mentioned, I did not experience any difficulties working for the company. Consequently, it is challenging to provide any significant recommendations for them.

Nevertheless, to improve efficiency and productivity, I would like to suggest more engagement in work involving interns in their team meetings to have a knowledge of how they planned for their work. By doing this the interns will not feel like outsiders of the team.

1.3.5. Methodology

Since I'll be working for the Human Resources Department of the Bengal Group, I may directly gather data through surveys, experiments, observations, questionnaires, focus groups, interviews, etc., thus the report will be based on first-hand information. Nevertheless, I'll use secondary data for theoretical purposes.

Data Collecting Methodology:

The main sources include:

- Collecting data while working.
- Discussion with BGI members.
- Consultation with the People and OD team members.
- Subordinates will provide previous BGI data.

These are the secondary sources:

- Internet articles, analyses, and news reports.
- Bengal's online platform
- Theoretical reference materials like books and papers.

Limitations:

- Confidential Information: Certain information in this report cannot be disclosed due to organizational confidentiality.
- Time Constraint: It will be challenging to obtain a lot of information during interviews and one-on-one conversations due to the time constraint. As HR employees are required to handle all the major roles in the firm, everyone here is busy all the time.

Chapter 2: Organization Part

2.1. Introduction

Bengal Group, often known as Bengal Group of Industries, is a worldwide corporation, is a multinational company based in Bangladesh. In 1969, it was founded. The largest plastic manufacturer in Bangladesh, Bengal Plastic, was one of them. Morshed Alam, a member of the Awami League, is the chairman of the Bengal Group of Industries. The vice chairman of the group is Md. Jashim Uddin, the younger brother of Morshed Alam.

Bengal Group of Industries (BGI), one of the biggest and fastest-growing global manufacturers in Bangladesh, operates on a global scale. Bengal Plastics uses the fastest, most computerized, and most cost-effective production processes available in Bangladesh to manufacture its products. The cost savings through increased manufacturing and automation are another key factor that enables their clients to provide the greatest value. From media and entertainment to food processing, plastics, rubber, and melamine, textiles and clothing, power & energy, hospitality, building materials, infrastructure, and electronics, they are divided into eight sectors of the economy. They have the required resources and are well-established in each of these disciplines.

More than 10,000 employees work for the Group in Bangladesh, and they all share a remarkable dedication to excellence. It is one of Bangladesh's most reputable, well-run, influential, and substantial business organizations. They have built a worldwide reputation for quality due to our nearly 50 years of manufacturing experience. More than 60 countries in the US, Europe, and Asia are among the countries that the country can export goods to, which enables it to earn foreign currency. Being one of the most respected and successful businesses in Bangladesh, BGI is proud of our staff and the wide variety of work they accomplish.

2.2. Overview of the Company:

2.2.1. Company History Timeline:

Bengal Group takes pleasure in constructing a diverse range of industries to grow Bangladesh's economy. With a wide range of businesses in the fields of plastics, adhesives, metal, paper & packaging, real estate, agro, food, banks & financial institutions, power & renewable energy, the Group is acknowledged as one of Bangladesh's leading and fastest expanding industries.

Timeline	Circumstance
1969	Mr. Morshed Alam establishes his business with one hand-operated injection molding plastic machine.
1971	Jute and textile parts and accessories production in Bengal has fully launched.

1978	Manufactured domestic goods like plastic plates, jugs, and other home items.
1980	Bengal Adhesive and Chemical Products (BACPL) produces adhesives for use in a variety of industrial applications, including the production of wooden furniture, footwear, and soap.
1981	Bengal Plastic Ltd. (BPL) was incorporated in Bangladesh as a joint stock company in Dhaka.
1991	Established plastic garment hangers in Bangladesh for garment firms that are entirely export-oriented and export to the U.S.A. and the EU
1994	Has become the licensed manufacturer for Batts Inc., a Michigan, and USA-based company. A&E Products Group, the largest manufacturer of clothes hangers in the world, subsequently purchased the company.
1995	Bengal Overseas Corporation Ltd. introduced, which imports and exports a range of goods to and from Bangladesh.
1998	The Government of Bangladesh (GOB) recognized founder chairman Morshed Alam as a CIP (Commercially Important Person) for his economic contributions.
1999	Started a \$5 million expansion project to build Dhaka's largest production facility at Zirabo, Savar, and April 2000 marks the completion of the plant.
2001	Power Utility Bangladesh Ltd., a corporation in the energy industry, will help to meet Bangladesh's rapidly increasing demand for electricity by constructing power plants in key places.
2002	With an ability to produce 200,000 woven sacks of extensive variety, Bengal Poly & Paper Sack Ltd. manufactures PP woven sacks in Tongi, Gazipur, Bangladesh.

2004	<p>The Bangladesh Plastic Goods Manufacturers and Exporters Association elected Jashim Uddin as its new president. Bengal Group acquired Romania Biscuit and Bread Industries in June.</p> <p>The manufacturer of metal hooks and clips for clothing hangers for other Group firms is Hamilton Metal Corporation Ltd.</p>
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2005	<p>Purchased Polycord Ltd., a flexible packaging facility in Savar, Dhaka that manufactures a range of packaging materials for food and beverage, pharmaceutical, detergent, and other industries.</p> <p>An injection molding facility in the Dhaka Export Processing Zone, Bengal Windsor Thermoplastics Ltd., obtained ISO 9001:2000 certification for its quality management system</p>
2006	The 20-story Bengal Tower was built by Bengal Concept & Holdings Ltd. in Motijheel, Dhaka City's business district.
2007	Acquired National Television Ltd., (RTV) - a Bengali satellite television channel. Additionally, it is broadcast in the United States on Dish Network at channel 805.
2008	Bengal Polymer Wares Ltd. acquired ISO 9001:2008 and ISO 14001:2004 certifications for the quality management system and environmental system, respectively. Bengal Plastic Industries Ltd. received the DHL-Daily Star Award.
2009	Bengal Polymer Wares Ltd. reintroduced household goods under the Bengal brand, offering 160 SKUs in 17 distinct categories.
2011	Bengal Plastic Pipes Ltd. - to manufacture HDPE and uPVC pipes in a range of diameters, as well as uPVC door and door profiles. Beginning to conduct business in April 2011.
2014	Design House Ltd. Large-scale expansion was started by a Bengal Group enterprise. formed Bengal Cement Limited. Bengal Cement Ltd. was established.
2015	Bengal Plastics Limited successfully repaid its obligation after issuing commercial papers for short-term financing on behalf of the corporations Bengal Melamine Ltd., Hamilton Mold & Engineering Ltd., Bengal Retails Ltd., and Linnex Electronics Bangladesh Ltd.
2018	"Bengal Cement" began its adventure in 2018 with the motto "Strength with Durability."
2019	This project was taken on by Bengal Group of Industries in 2017 for Bengal LPG Ltd., which would start operating in May 2021.
2020	The application for Bengal Bank Limited with a paid-up capital of 5 billion taka was granted by Bangladesh Bank in February 2020.

2022	In order to provide cement for the Dhaka Elevated Expressway in 2022, Bengal Cement signed a contract. On a journey to Nepal, it transported Bengal Plastic dealers via air. Bengal Plastic has received gold export prizes.
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Table 1: History of Bengal Group of Industries.

2.2.3. Major Products of the Company

Bengal Group of Industries is one of the largest manufacturing companies in Bangladesh. They have 27 businesses and concerns. They are- Bengal Plastic Limited, Bengal Polymer Wares Limited, Bengal Windsor Thermoplastics Limited, Bengal Adhesive, and Chemical Products Limited, Bengal Melamine Limited, Bengal Corrugated Carton Industries Limited, Hamilton Metal Corporation Limited, Happy Mart (Bengal Retails Limited), Bengal Plastic Pipes Limited, Bengal Cement Limited, Bengal Poly & Paper Sack Limited, Bengal Flexi Pac Limited, Romania Food and Beverage Limited, Lexus Biscuit Limited, Designer Fashion Limited, Bengal Bank Limited, Bengal Feed & Fisheries Limited, Euphoria Apparels Limited, Designer Washing & Dyeing Limited, RTV, Future Infrastructure Limited, Bengal Concept and Holdings Limited, Linnex (Bangladesh) Industries Limited, Bengal LPG Limited, Bengal Renewable Energy Limited, Power Utility Company Limited, AJ Oversees Company Limited, Bengal Hotels, and Resorts.

2.2.4. Mission, Goals, Values, and Behavior

Mission:

To continuously work to effectively meet and exceed the expectations of their stakeholders, consumers, and themselves via excellence in product, service, and environmental sustainability.

Vision:

Becoming the industry leader and providing all of our customers with products and services of the maximum quality.

Values and Behavior:

In order to support employees in accomplishing their objectives and those of the company, Bengal Group of Industries has developed company values and behavior (V&B). These V&Bs, which are incorporated into the company's business mission and values statement, form the core of the organization's identity and function as a guideline to guide how the company should operate.

2.3. Management Practices

2.3.1. Leadership Style:

Leadership is the practice of inspiring members of a group to work together toward a common objective. It is founded on concepts that maybe one's own or those of other prominent individuals. As well as leading the organization toward progress, successful leadership also involves effectively expressing these ideas to others and inspiring people to take on responsibilities and grow individually. Effective leadership is motivating for both the leader and the people around them.

2.3.2 Autocratic:

By analyzing and researching I found that the Bengal Group of Industries follows autocratic leadership. In autocratic leadership, a single person is in charge of the organization or team. An autocratic director administers everything to subordinates, including strategy, policies, processes, and the overall direction of the organization. Authoritarian leaders like to hold all the authority and be in command rather than focusing on collaboration with others in their immediate vicinity and rarely show an interest in feedback.

2.3.4. Transformational Leadership:

The process of transformational leadership entails creating a strong vision and organizing the team around this. This approach encourages the team to grow both personally and professionally in order to accomplish the overall objective. Teams working under a transformational leader are united for a single goal and prepared to devote their effort, attention, and enthusiasm to the business when the organization and employees are in alignment.

2.3.5. Human Resource Planning:

The company's main sections include marketing, human resources (HR), management and operations, information technology (IT), finance, and procurement. The HR division is in charge of managing human resources.

2.3.5. Organizational Hierarchy

The managing director is in charge of the general decisions made for the Bengal Group, and the chairman has immense authority. For the sake of productivity, BGI has separated its operational tasks into a number of departments.

The following departments start making up this department. Human Resources Department, Administration, Compliance, Legal, Corporate Communication, Internal Audit, Mechanical & Maintenance, Civil Construction, Mold & Design, Infrastructure Development, IT, MIS, Operations, Sales, Customer Services Dept., Digital Marketing & Social Media, E-Commerce, Marketing, R & D (Research & Development), Accounts, TAX, VAT, Credit Control, Finance, Supply Chain Management, Commercial, Procurement, Distribution, and Store.

Department heads/GMs for the Group are in charge of and in charge of monitoring all of them. Here is the HR Department Organogram of Bengal Group of Industries is given below-

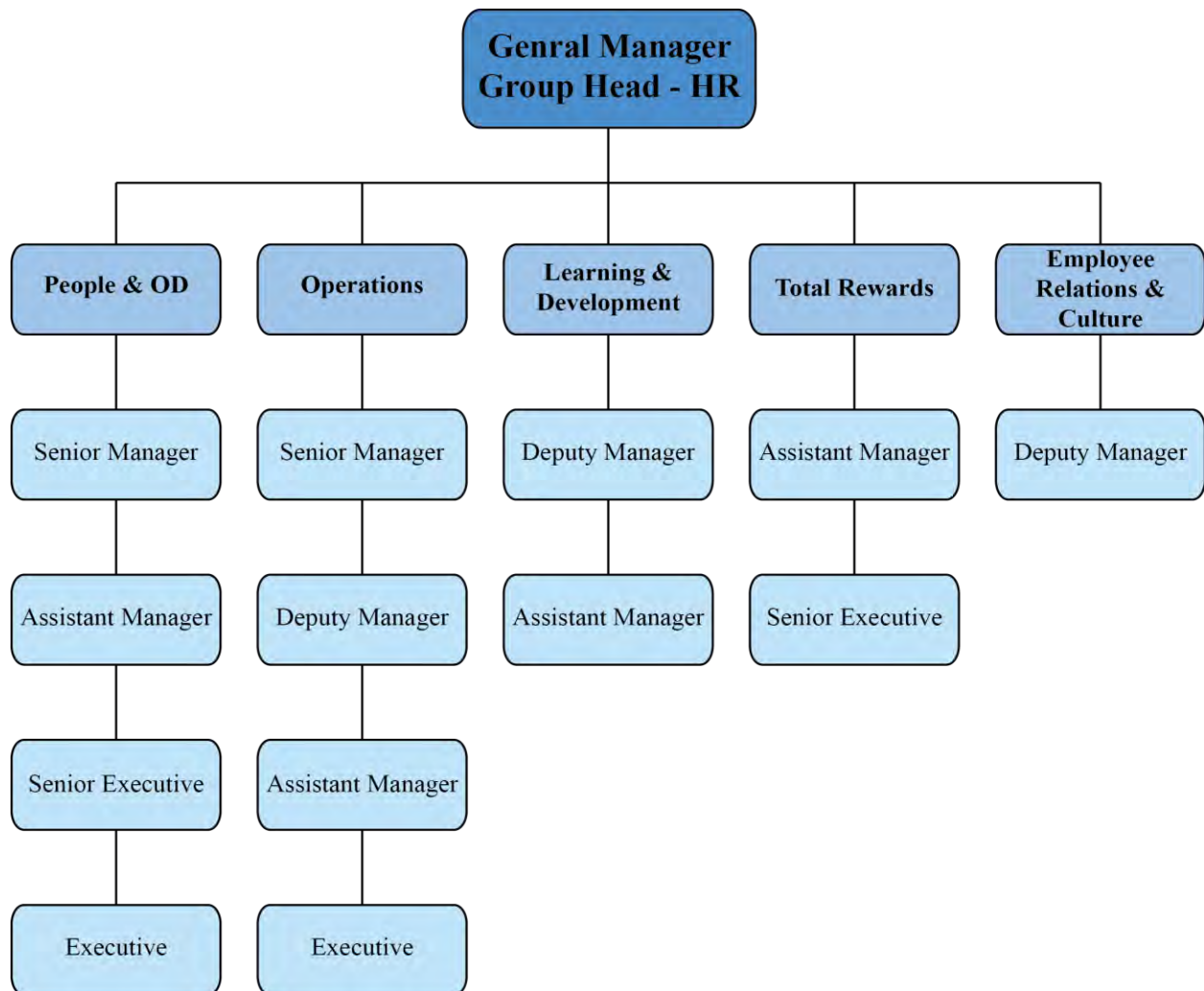


Figure 1: HR Organogram

Evaluation requirements for candidates:

Performance on Written Assessment & Interview: The chosen individuals are brought in for a final interview with the HR group head and the department head following the written assessment and initial interview. The responsible HR department subsequently initiates contact with the chosen applicants.

Approximate Joining Date: Candidates will be chosen based on the urgency of the group or the organization.

Job Offer: The recruiter will draft an offer letter in this step after getting confirmation from the candidate regarding their anticipated joining date. After the candidate receives the offer letter, the recruiter may follow up as needed to ensure that the candidate stays on track until joining.

Recruitment and Selection process of Bengal Group of Industries:

There are a few steps in the entire hiring procedure. The process begins with a need analysis. If a post is open, regardless of whether it needs to be filled, the recruitment strategy is determined, and job analysis is accomplished. The CV sourcing (Job Ad, Third Party, Reference, etc.) and CV Sorting parts are completed if everything aligns with the demand. Potential candidates are sorted, and the best ones are invited for a written test and initial interview. They may be subjected to a presentation/computer test, as necessary. Candidates are summoned for a final/board interview after being chosen in the first round of interviews. The flowchart of the recruitment process of Bengal Group of Industries is given below-

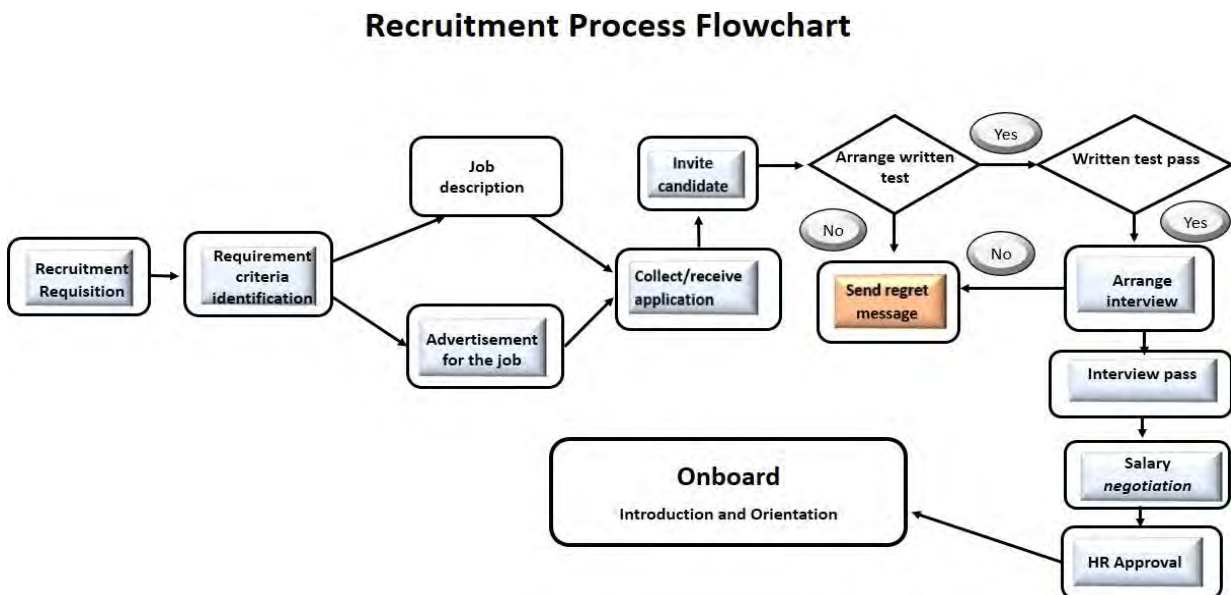


Figure 2: Recruitment Process

First of all, they find where they need more manpower then they made recruitment requisition. Next, they prepared requirement criteria identification if they need a new employee they prepared a job description and if they recruit a replacement they go for an advertisement for the job. Thereafter, the department collects the CV or applications for the required position. Following this, they shortlist the CV and then invite the candidate for the written exam. After passing the written exam candidates are invited for viva or interview and for those who could not pass the written exam the department sends them a regret message. After qualified the interview the next step is to negotiate the salary. However, salary negotiation salary is a very crucial part of the organization. When a candidate passes all these processes then they are finally onboarding the new employee. Candidates are called for their onboarding process following background/reference checks, HR permission, and the selection process. On the day of onboarding, the learning and development team will conduct a formal orientation. Following that, on the same day as the new hires, the Offer Letter and Appointment Letter are created and distributed. Their request for logistics is made, and it is then forwarded to the administrative and IT departments.

Due to demand, there are differences in the timelines for hiring senior management and salespeople. Within 30 days of a vacancy, salespeople must be hired as quickly as feasible. Once more, roles in high management are typically viewed as crucial ones. The hiring staff must maintain a talent pipeline that is prepared for all crucial positions. A systematic procedure is followed when a senior management position becomes available, and candidates are contacted through phone and LinkedIn. The candidates are given a notice period of up to sixty days depending on their level of expertise. Therefore, the entire process often takes 90 to 20 days.

Onboarding process:

The onboarding processes for Bengal Set of Industries, a group of businesses with more than 10,000 employees, take place on the first(1st), fifth(5th), tenth(10th), fifteenth(15th), and twentieth (20th) of the month. The following activities flow according to the BGI onboarding process:

- Before onboarding, BGI collects the Resignation Acceptance letter/Clearance, the company's clearance from the Former of BGI during their rejoining. The company gathers documentation: Blank check, the original educational certificate will be kept in the care of sales operations or human resources, as required.
- On the day of joining, BGI gives newly hired employees the following documents and assists them in filling them out: an appointment letter, company terms and conditions, CTC calculation, joining report, employee information form, health declaration form, and bank account opening form.
- The newly recruited employees are given the appointment letter, CTC, and terms and conditions to review. Their signatures are then obtained as verification, and a copy is

maintained in their file. One copy of the appointment letter will be kept in the employee's personal file, and another copy will be sent to the audit and accounts department.

- Also, for newly recruited employees the learnings and development team provides a meaningful orientation.

Orientation of new employees:

A company's orientation program is for new hires. This is significant for both the company and the employees. By providing orientation, new employees may learn about the fundamental background information and policies of the firm, enabling them to complete their tasks efficiently and competently. Employees can quickly and easily obtain introductory knowledge during orientation. The organization's learning and development department typically handles the initial stages of the orientation.

Talent management Process in People and OD

HRD Functional Teams:

In BGI's Human Resources Development, there are 5 functional teams that collaborate to manage the workforce.

➤ People and OD

The administration of BGI's total talent is the responsibility of the People & OD Team. They are responsible for finding people, hiring, onboarding, retention, and other duties.

➤ HR operations

The JD of an HR operations employee covers job confirmation, transfer, promotion, discontinuation, and increment. All operational responsibilities, such as inquiries and operational decisions related to talent management, are carried out when an employee is hired and continue until that person leaves.

➤ Total Rewards

The group handles the wages and other benefits for the employees. They are also responsible for maintaining our internal payroll databases, calculating employee compensation, and making sure payments are made on schedule.

➤ Learning and development

The Learning and development team is in charge of the overall development of BGI personnel. The development scope must be determined, training and awareness sessions must be planned properly, and either internal or external trainers must deliver the training/sessions. They also provide training for their company interns to increase knowledge and skills development and teach about the organizational culture.

➤ Employee relation and culture

The Bengals' organizational culture and values are essentially shaped by the Culture team's performance. They create healthy employee-to-employee, and employee-to-management, manage co-worker relations, and formulate and enforce policies that the employees follow.

The Training and Development Initiatives and Performance appraisal system:

Bengal Group of Industries provides training to their employees as per their needs and skills development. With the help of learning and development (L&D), employees can improve their competencies and boost the performance of their businesses. L&D provides the employees with the know-how they need to take on new tasks or improve their job productivity in their current positions. It helps the employees to learn, and implement and it reflects on their work and personal behavior. They provide training in different topics and also try to find out the issues the employees face during work and then they try to give them training about that so that the employee can solve the issues easily. The main goal is to accomplish the employee's maximum attention and effective activities.

2.4. Marketing Practices:

Marketing practices are a long-term approach for attaining a business' objectives through comprehension of customer requirements and the development of a distinct and long-lasting competitive advantage. It includes everything, from choosing which channels to utilize to contacting the customers to determine who they are.

2.4.1 Target customers, Targeting and positioning strategy:

Customers for Bengal Plastic Industry can be found both domestically and abroad. They are primarily suppliers and producers of RMG Accessories. As the Bengal group of industries has different concerns, they target different types of customers in every sector. Like, Electrical products, Food and Beverages, Plastic products, and others. They target different types of customers like; RMG sectors, Middle-class people. The location BGI targeted is a rural and urban area with a reasonable product price.

Geographical Distribution:

Industrial distributors are heavily concentrated in the industrial markets they serve and in a few other locations with a significant concentration of industries, such as major cities and towns.

Mixed channels:

To reach various market segments or in situations where they are resource constrained, some industrial marketers combine direct and indirect channels. Industrial companies typically

employ their own sales team to service high-volume clients, and independent distributors to service small businesses. Due to resource limitations, they use their manufacturers' representatives as their agents in the case of large geographic territories.

2.4.2. Product/New Product development and competitive practices:

Through market analysis and overseeing the competitors they take some steps

- They adopt new machinery and technology
- Innovate new product designs
- Promotes on social media

2.4.3 Branding activities

The Bengal Group highly values e-commerce, digital marketing, and branding. They constantly work to promote a favorable perception of their items in the minds of their customers. They use some platforms like; websites, Facebook, LinkedIn, etc.

2.4.4. Advertising and Promotion Strategies:

Designing and putting into action marketing plans and strategies are under the preview of the independent marketing department. To draw clients, the team uses promotional events and routines for each product. They have made advertisements on TV and online platforms.

2.5. Accounting Practices:

A corporate entity's daily financial operations must be recorded to compile legally required financial statements. This is known as an accounting practice. Cash accounting and accrual accounting are two common accounting techniques. Bengal Group of Industries follows the accrual basis accounting method.

Accounting cycle:

For Purchase:

Indent  purchase order  GRN  Purchase Entry [when its purchase then it will automatically add to journal]

For Sales:

Sales Entry automatically added when challan will be prepared.

2.6. Porter's Five Forces

An industry's weaknesses and strengths can be established using Porter's Five Forces, a model that identifies and examines five competitive forces that affect every industry. The structure of an industry is typically identified using the Five Forces analysis to develop company strategy. Any sector of the economy can benefit from using Porter's model to better analyze industry rivalry and increase long-term profitability. Porter's Five Forces model was used to assess a company's competitive environment. The level of competition was evaluated on a scale of 1 to 5, with 1 denoting generally light competition and 5 denoting extremely intense competition.

Porter's five forces



Figure 3: Porter's five forces

Threats of new entrants:

Due to the vast capital structures of domestic enterprises, which include strong research and development and customer loyalty in the Bangladesh sector, the threat of a prospective new entry from the domestic market is now increasing day by day. As the resources and materials are available and company can import from abroad.

Industry Rivalry:

As a result of new technologies early adoption and implementation, there is a significant risk of competition among market competitors now in business. Different features, such as similarities between organizations, rival company sizes, the number of players, restricted exchanging, tier of distinction, and others, influence the level of competition. In Bangladesh's market, there is intense rivalry between existing plastic, furniture, and e-commerce businesses. The quantity and strength of the market's rivals is the major motivator. Market attractiveness will decrease as a result of several competitors offering similar goods and services.

Buyer Power:

An analysis of how simple it is for consumers to force costs lower. The market's size, the value of each individual customer to the company, and the cost to the customer of switching suppliers all affect this. Having a small number of influential customers gives them the power to frequently set the conditions for a business. Customers' negotiating power rises with the number of brands accessible in plastic, furniture, electronic media, real estate, food, chemical, paper, apparel, and renewable energy. Furniture, plastic goods, and e-commerce products come in a wide range of price ranges in Bangladesh. This is a result of the fact that there are more options to switch between products and that consumers in Bangladesh have strong negotiating positions.

Supplier Power:

A determination of how simple it is for suppliers to raise prices. The number of suppliers for each strategy considers the individuality of the product or service, the supplier's relative size and strength, and the expense of switching suppliers all take part in this. The brand, the size of the business, and the strategic importance of the supply all affect supplier power. South Korea, Taiwan, China, and Japan have a significant influence on the plastics market in Bangladesh. Due to the fact that all necessary raw materials are imported, suppliers in the Bangladeshi market have significant negotiating influence over local manufacturers. Additionally, BGI owns the linnex electrical products company. Additionally, their market is quite competitive. As there are a lot of electrical companies established in Bangladesh.

Threat of Substitutes:

Customers are more likely to move to alternatives in response to price rises when close substitute products are there in the market. This decreases the market's attraction and the effectiveness of suppliers. As BGI has a strong competitor in the market in different sectors like; plastic, cement,

electrical product, food, and so on. So, there is a very high chance to choose alternatives if BGI increases its product price and reduces the quality of products and services they produce. For the improvement of development in technology all the companies trying to adopt them so it is not very difficult to import manufacturing products and e-commerce.

2.7. SWOT Analysis

The company's performance was evaluated using the SWOT analysis, which considers its strengths, weaknesses, opportunities, and threats.



Figure 4:SWOT Analysis

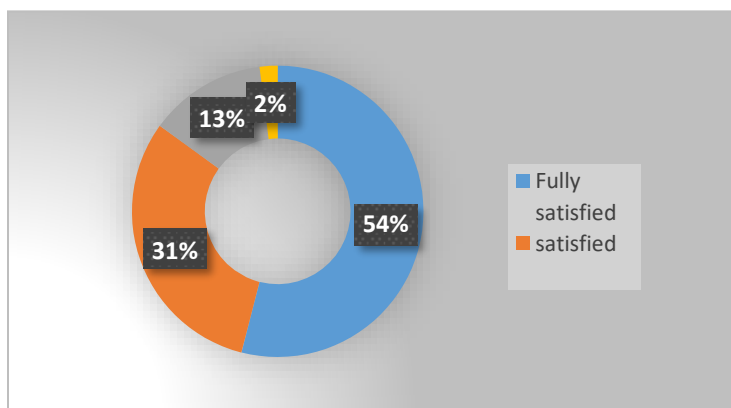
2.8. Findings:

In Bengal Group of Industries Limited, the Human Resource Department is successful, but I'd like to offer a few things:

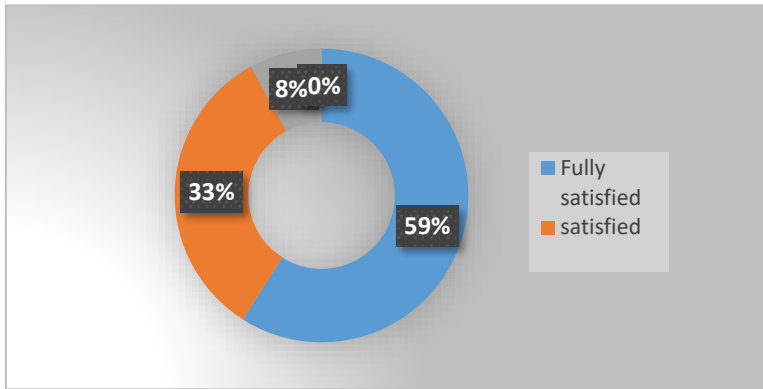
- For mid-to upper-level posts, time slots are suggested; however, department heads frequently are unable to begin the interviews at the scheduled time because of unforeseen meetings and managerial imperatives.
- Proper time slot scheduling needs to be developed and communicated in order to reduce this problem. On this, the entire department and team should work together.
- A clear guideline about the recruitment process for new candidates.
- More adaption of a digital platform for documentation
- They promote their products so that people can know about it
- Social media activities can be increased
- Employee engagement should be increased

A thorough survey of 56 new hires from diverse departments was done in the months of October 2022 to January 2023. Most of the polled arrivals were under the age of 35. 13 of them were between the ages of 36 and 45. According to the survey, more than 55% of the newly hired employees were very satisfied with the recruiting process. Also, they agree that the hiring procedure was equitable.

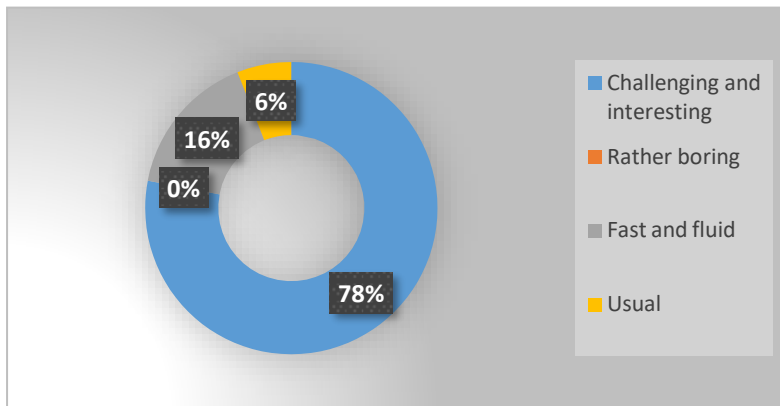
1. How pleased are you with the Bengal Group's recruitment process?



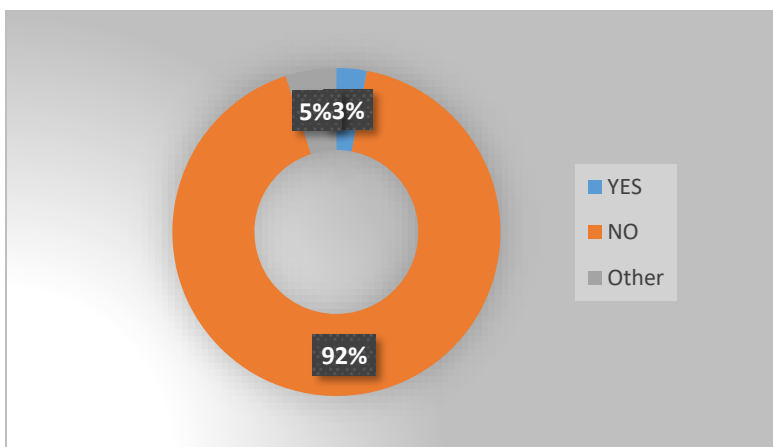
2. How fair do you consider the Bengal Group's hiring procedure to have been?



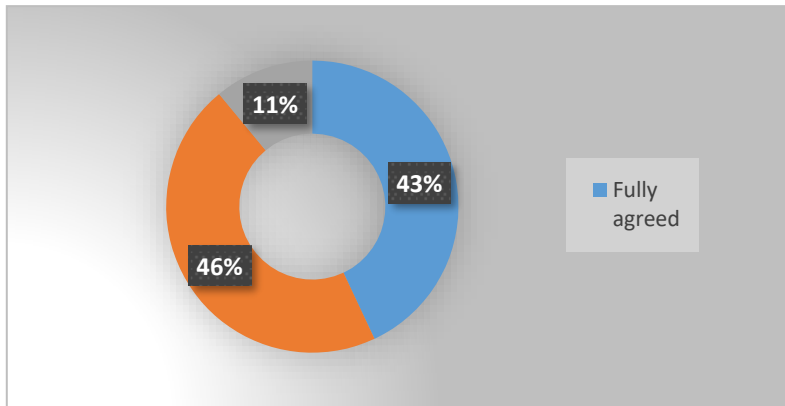
3. The interviewing procedure was-



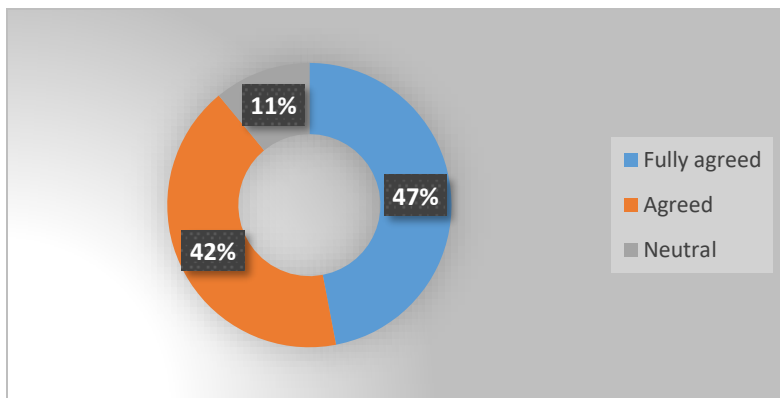
4. Did you encounter any challenges while applying to the company?



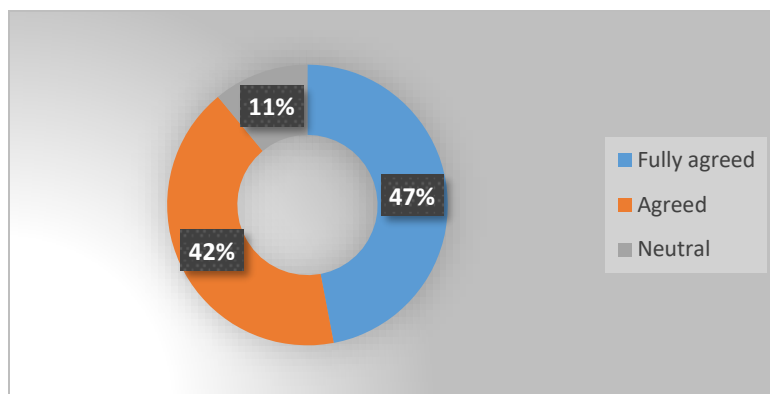
5. The information concerning every facet of the position was understandable



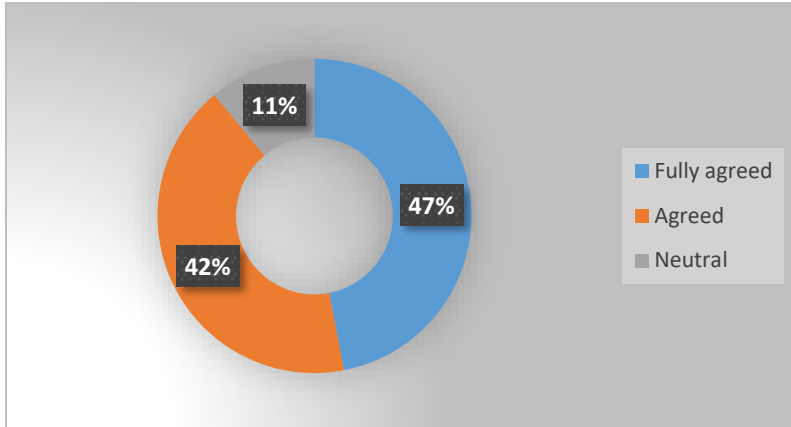
6. The information concerning every component of the position was understandable?



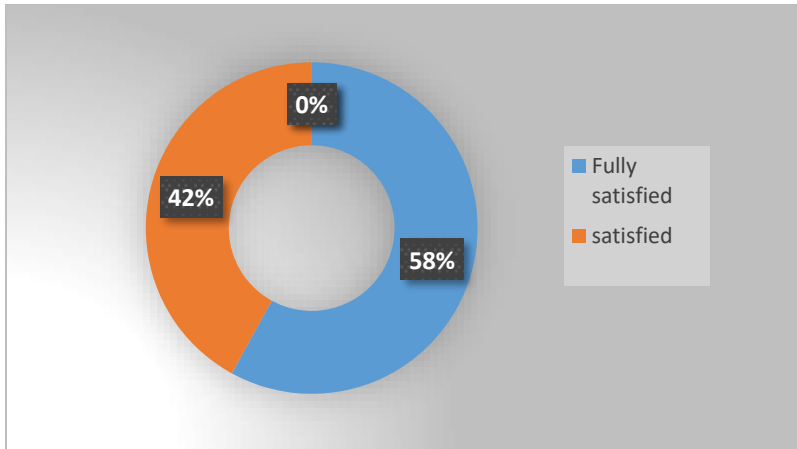
7. My recruiter was very clear in explaining the job details?



8. My recruiter thoroughly described the hiring process.



9. How pleased are you with Bengal Group's onboarding procedure?



2.9. Summary and Conclusion

The purpose of the organization analysis was to determine the company's present market position and organizational practices. Along with the financial results, the analysis examined the company's management, the recruitment process of BGI, marketing, accounting, operations, and practices, during the previous years. In addition, Porter's Five Forces model and SWOT analysis were used to conduct industry and competitor evaluations.

After all the research and findings, the company inspires autocratic leadership, moreover, the company believes in teamwork and they maintain that. The brand has a strong image in the market of manufacturing, food, and other products. Bengal Group of Industries has various about 27 concerns of different products. BGI sees its people as the most precious asset of the company. They possess special abilities, and if guided intelligently and with inspiration, they can produce great results.

Bengal Group of Industries Limited (BGI) has a solid human resources division that supports its staff members and works closely with other departments to meet the organization's objectives. The human resource management of the Bank should make extraordinary efforts to manage the talents for achieving future goals in accordance with BGI's aspirations for growth.

Bengal Group of industries spends all of its effort on its manufacturing and promotional activities. They promote their activities on social media like; Facebook, LinkedIn, etc. Moreover, the company follows excellent accounting practices which are accurate and transparent information.

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