

Report On
Talent Acquisition at New Zealand Dairy Products Bangladesh Limited: A
Comprehensive Study on Strategic Initiatives

By

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

BRAC Business School

BRAC University

April 2024

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Declaration

Hereby we claim that:

1. The internship report that we have provided is an example of our work that we finished while pursuing our degree at BRAC University.
2. No other degree or certificate from any institution has accepted or submitted the report for credit.
3. Recognition has been extended to all principal sources of support.

Student's Name & Signature:

Sifat Jakia Swapnil

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Supervisor's Name & Signature:

Ms. Tanzin Khan

Lecturer,

BRAC Business School

Letter of Transmittal

Ms. Tanzin Khan

Lecturer,

BRAC Business School

BRAC University

Kha-224 Merul Badda, Dhaka-1212

Subject: Talent Acquisition at New Zealand Dairy Products Bangladesh Limited: A Comprehensive Study on Strategic Initiatives

Respected Mam,

With great pleasure, I present my internship report for the Spring 2024 semester, entitled " Talent Acquisition at New Zealand Products Bangladesh Limited: A Comprehensive Study on Strategic Initiatives" I focused on employer branding, talent acquisition, and general HR operations during my three-month internship at New Zealand Dairy Products Bangladesh Limited.

The following study offers a comprehensive overview of my internship experience and delves into the development of talent acquisition strategies employed by multinational corporations such as New Zealand Dairy Products Bangladesh Limited. It also explores the importance and ramifications of these tactics. I sincerely appreciate the chance to work with you and all of your advice and assistance during my internship.

Kindly notify me if you need any other information.

Sincerely Yours

Sifat Jakia Swapnil

20304097

BRAC Business School

BRAC University

April 2024

Non-Disclosure Agreement

I comprehend that the company has entrusted sensitive and private information to me in my role as an intern. I therefore promise to keep this information private and not share it with others without the company's explicit authorization. This is a continuing commitment to protect proprietary data even after my work experience with the company ends.

Student's Name & Signature:

Sifat Jakia Swapnil

20304097

Supervisor's Name & Signature:

Ashraful Alam Zian

Executive - Talent Acquisition & HRM;

Human Resources Management

New Zealand Dairy Products Bangladesh Limited

Acknowledgement

All glory and gratitude are owed to the All-Powerful, Almighty Allah. I was able to finish this internship report on time and with dedication thanks to his grace.

I would like to express my sincere gratitude to Tanzin Khan, a senior lecturer at BRAC Business School, BRAC University, for her unwavering interest and important support during my internship. Her careful review and oversight of this study were essential to its completion.

My sincere gratitude goes out to Ummul Wara Adrita, who is a lecturer at BRAC University's BRAC Business School and my co-supervisor. Her wise counsel and heartfelt support were invaluable to me during my internship.

My heartfelt gratitude is sent to Afsana Ferdoush, New Zealand Dairy Products Bangladesh Limited's Head of Human Resources & Administration. My professional experience has been substantially enhanced by her wise advice and priceless insights.

For his unwavering support throughout my internship, I am incredibly appreciative to my onsite supervisor, Ashraful Alam Zian, Executive - Talent Acquisition & HR Operations at New Zealand Dairy Products Bangladesh Limited.

I would especially like to express my gratitude to every worker at New Zealand Dairy Products Bangladesh Ltd. for their kind cooperation throughout the time I worked there.

Executive Summary

Talent acquisition should be given top priority in business strategy since it is becoming more and more important. Effective talent acquisition strategies prolong the tenure of highly qualified workers. Novel approaches to hiring are becoming more and more common as businesses look for applicants who can quickly fulfill their precise skill needs.

The relationship between company branding, talent acquisition tactics, and talent management is investigated in this study. The main subject is New Zealand Dairy Products Bangladesh Limited, where I participated as an intern in the HR & Admin Department for three months. In order to address New Zealand Dairy Products Bangladesh Ltd.'s employer branding initiatives and HR policies targeted at attracting and retaining top personnel, the research consults primary and secondary data sources.

Along with an in-depth description of the HR division and its range of products, the report also includes the company's objectives, targets, fundamental values, and management style. It outlines the duties and obligations of the HR intern, emphasizing the roles and tasks performed.

The results and implications of successful talent acquisition techniques are emphasized, along with their significance for talent management, in the results and evaluation section. Issues and roadblocks are addressed along with recommendations for getting past them. The full HR strategies and policies of New Zealand Dairy Products Bangladesh Ltd. are presented in the research, which also supports the relationship between employer branding and talent acquisition.

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List of Acronyms

HO	Head Office
HRM	Human Resources Management
FCMP	Full Cream Milk Powder
FFMP	Fat Filled Milk Powder
HM	Hiring Manager
MNC	Multinational National Corporation
Q& A	Questions & Answers
RSM	Regional Sales Manager
SR	Sales Representative
QEHS	Quality, Environment, Health, Safety
NZDP	New Zealand Dairy Products

Chapter 1: Overview of Internship

1.1 Student Information

Name: Sifat Jakia Swapnil

Student ID: 20304097

Programme : Bachelor of Business Administration

Specializations: Major - Human Resource Management

Minor - Marketing

Department: BRAC Business School

Session- 2020-2024

1.2 Internship Information

1.2.1 Period, Name, Department, Address

Period: 3 Months (01 February 2024- 30 April 2024)

Company Name: New Zealand Dairy Products Bangladesh Limited.

Function: Talent Acquisition & Human Resources Management

Department: Human Resources Management

Corporate Head Office Address: Office Space- 804, 801; Shanta Western Tower, 186 Bir Uttam Mir Shawkat Sarak, Dhaka 1208.

Packaging Plant Address:

Vulta, Rupganj, Narayanganj

On-Site Supervisor & Line Manager:

Name: Ashraful Alam Zian

Designation: Executive - Talent Acquisition & Human Resource Management

1.2.3 Job Description

- I have learned how to sort out the resumes of the candidates and make their profiles according to their educational qualification, current position of the other organization and also in which companies he or she has worked as well as how many years they have work experience and according to that what would be the recommendation.
- Responsible for collecting, evaluating & sorting out resumes and calling for attending interview of job candidates

- Understanding the ideas for Talent Acquisition
- Setting up interviews with officials to help with the associated functions
- Responsible for doing the personal filing of every employee of the organization and collect the data and entry as well.
- Responsible to connect with various HR Operations activities
- Understanding the Payroll, Employee Documentations, databases
- Gathering proper knowledge about the tax related terms of every employee of the organization and collect their tax information and create the excel entry.
- Making good collaboration with clubs for sponsorship proposals as well as participation in career fairs

1.3 Internship Outcome

1.3.1 Contribution of Student

Throughout my internship at the Human Resource Management Department of New Zealand Dairy Products Bangladesh Limited, I made a substantial contribution to the resume collection and interview scheduling of job seekers. I gained knowledge on how to arrange the profiles of candidates according to their training, present positions, previous employers, work history, and recommendations. Organizing interviews was one of the main duties. I also worked with clubs to suggest sponsorship possibilities and was crucial in understanding payroll databases and employee paperwork.

In addition, I coordinated the crucial duty of compiling and inputting each worker's tax data into the records. I also gained knowledge on how to effectively manage my individual documents and their data. Throughout my internship, I made significant efforts to raise the caliber and productivity of document processing. In addition, I developed a strong comprehension of HR professionals' hiring processes, enabling students from BRAC University to seek jobs with a reputable global company.

1.3.2 Benefits to Student

It was a pleasure working with New Zealand Dairy Products Bangladesh Ltd.'s competent staff. Their experience was invaluable in bridging the divide between my academic understanding and its real-world application. I also got the chance to provide thorough direction to make sure their work matched the goals and vision of the organization. Working with different stakeholders improved my communication and negotiating abilities as well. Furthermore, my professional progress while the internship was greatly enhanced by my ability to multitask.

1.3.3 Difficulties

It was somewhat difficult for me to adjust to the new environment at first because this was my first full-time work. It took me some time to become proficient at multitasking because the HR & Admin Team of New Zealand Dairy Products Bangladesh Ltd. handles several responsibilities at once. Furthermore, a single human error might seriously hinder the whole working system of the organization.

Additionally, managing such massive amounts of data for a corporation with over 1500 people is somewhat difficult for me. Also, being a part of HR&Admin department, I have to keep all the information and manage the work very confidentially.

1.3.4 Recommendations

- **Range of implementing the most recent software and technology**

For New Zealand Products Bangladesh Limited to remain competitive in the ever-changing global market, it is essential that it adopts the newest software and technology. Using state-of-the-art software can increase productivity, optimize processes, and provide businesses a competitive edge.

- **Software and tools based on artificial intelligence are introduced**

Data analysis and customer service are just two of the business processes that may be improved by integrating Artificial Intelligence (AI)-based software & technologies. This allows for more informed decision-making and customized customer interactions.

- **Filling positions in accordance with departmental needs**

Customized job openings are necessary to meet the unique requirements of every department. This promotes a more productive and efficient staff by ensuring that the company draws in and keeps personnel with the necessary training and experience.

- **Data management instruction for HR professionals**

To maximize staff planning and development, HR professionals must receive data management training. HR teams may make data-driven decisions, strengthen talent management strategies, and improve overall organizational performance by being proficient in data management tools and procedures.

Since New Zealand Products Bangladesh Limited is a worldwide business, it is essential that it invest in its employees' global competency. To that end, the company should take the lead in providing e-learning and online specialization courses to its workforce. In today's fast-paced business environment, there is no alternative for learning & making adaptability with online platforms.

- **There should be greater cooperation between the factory and the office.**

Increasing coordination between the head office and the factory is vital for operational harmony. Enhanced communication channels and collaborative platforms can ensure that strategic goals of the organization.

By focusing on these areas, New Zealand Products Bangladesh Limited can build a resilient, innovative, and globally competent workforce, ready to meet the challenges of the future.

Chapter 2: Organization Part

1.1 Introduction

New Zealand Dairy is one of the leading food manufacturing companies in Bangladesh. Since it was first incorporated in 1992. Also, commercial production started from March 1994. In 2004, Fonterra transferred the ownership to local Entrepreneur. Moreover, in 2014 we extended our product creation boundary to drive accelerated growth for our company and value for our shareowners. Since then, we have been successfully capturing market share from Culinary and Snacks industry. As the country's leading dairy company, we have the country's most valuable brand portfolio, delighting our consumers, thanks to our nearly 300+ distributors across the country.

Furthermore, New Zealand Dairy aims to alter its esteemed clientele's perspective of regionally produced food items by consistently providing the highest caliber food items at reasonable costs. It is now very proud to have a varied portfolio in its basket that includes, in addition to its current dairy products, delicious and crispy crackers and savory savories. By developing high-protein milk powder for diabetics and specialized high-calcium milk powder for patients with osteoporosis, New Zealand Dairy is also the pioneer of therapeutic brands in Bangladesh. By working with a purpose and upholding the highest standards of quality, the company aspires to become the go-to brand in both domestic and international markets by making small steps toward big victories. Taking the long run into consideration, we aim to augment our product portfolio by including many different trending food items such as ice-creams, cheese, etc .



Figure 1 New Zealand Dairy Products Bangladesh Ltd Logo

2.2 Overview of the Company

2.2.1 Brief History of New Zealand Dairy Products Bangladesh Limited:

The family of New Zealand Dairy Products Bangladesh Limited, are fortunate to partake in an industry that requires the utmost honesty, dedication, innovation, and wonderful people. The industry is diversified across brands, categories, channels, and skills; a thriving industry with strong relative growth within the consumer-packaged goods space. The company is uniquely positioned to offer excellent products that are safe and healthy.

Moreover, they are the pioneering group in this country to offer Therapeutic brands in the dairy product range.

As the country's one of the leading dairy companies, they have the country's most valuable brand portfolio, delighting their consumers, they gratefully give thanks to their nearly 317 distributors across the country. And yet, after nearly 31 years of nurturing this business, they still have ample room to grow. The family of New Zealand Dairy Products Bangladesh Limited, are fortunate to partake in an industry that.

In 2014, the company extended the product creation boundary to drive accelerated growth for their company and value for their shareowners. Since then, the company have been successfully capturing market share in Culinary and Snacks industry.

The whole family of New Zealand Dairy Products Bangladesh Limited are excited to capitalize on the growth potential they see in front of them, Furthermore, they believe in the strength of their system, the continued growth of the food and beverage industry, and the actions that they are taking to win in the coming days.



Figure 2 New Zealand Dairy Products DIPLOMA Logo

2.2.3 Mission:

- Ensure optimum quality of products by using state of the art technology in the manufacturing process.
- Procure quality raw materials from the selected sources.
- Produce food products that taste great and contain nutritional value for the consumers.
- Maintain nationwide strong distribution networks to ensure availability of products at consumers' doorsteps.
- Deploy skilled resources to make sure that quality management system is implemented.

2.4 Vision:

Adding value to life through offering the best quality products at affordable prices to support healthy and long life.

2.2.5 Tagline (Employer purpose):

“PURE MILK STRAIGHT THE LAND OF PURITY”

Brief:

In all aspects of life, New Zealand Dairy Products Bangladesh Limited is a global dairy nutrition company united by a fundamental belief in the power of dairy to make a difference. Moreover,

This Company not only provides dairy products but also creates snacks, blending culinary expertise with product development. The family are committed to maintaining uncompromising quality standards and becoming a trusted brand of choice in local and global markets.

2.6 Purpose and Values:

- Responsibility
- Transparency
- Respect
- Excellence

Responsibility—New Zealand Dairy Products prioritize this as it means to give their full efforts on doing their all duties and maintain their proper time frame for all organizational workings.

Transparency—New Zealand Dairy Products believes that transparency will help to encourage the employees to do their duties with fruitfulness and with full of concentration.

Respect—New Zealand Dairy Products empathizes on respecting each other to be more productive in workplace.

Excellence—Excellency is the best meaning to provide the best products to the customers, the family of New Zealand Dairy strongly support this.

2.3 -Management Practices

2.3.1 Leadership Style

Various leadership strategies are used by New Zealand Dairy Products Bangladesh Ltd. Three major categories can be used to group them: At the top levels of management (department heads and managing directors), laissez-faire leadership is established by their delegation of decision-making authority to staff members and their critical problem-solving and viewpoint-sharing on

variety of topics.

Furthermore, the functional managers of New Zealand Dairy Products Bangladesh Ltd. predominantly employ democratic leadership approaches. They confer with their teammates while they devise solutions to problems. Participants confer, exchange views, as well as come to a consensus prior for putting any thoughts or efforts into action.

A significant number of managers at all levels, from assistant managers to CEO, exhibit transformational leadership by continuously encouraging their junior employees to take on new responsibilities, pick up new skills, and look for opportunities for career advancement in the field. Junior post-factor officials are occasionally assigned to the disbursement team in addition to their regular responsibilities.

2.3.2 Organizational Structure

The Executive Management Team of New Zealand Dairy Products Bangladesh Limited is responsible for managing the company's daily activities and ensuring that the global CEO, the board of directors, and the board of representatives are properly informed about any relevant issues. Heads of departments are also members of the EMT, with the chairman being a Managing Director (MD). After the Head of the Departments are the senior managers/managers who respond to assistant managers, senior executives, or executive managers. A photo of the executive team of New Zealand Dairy Products Bangladesh Limited is attached.

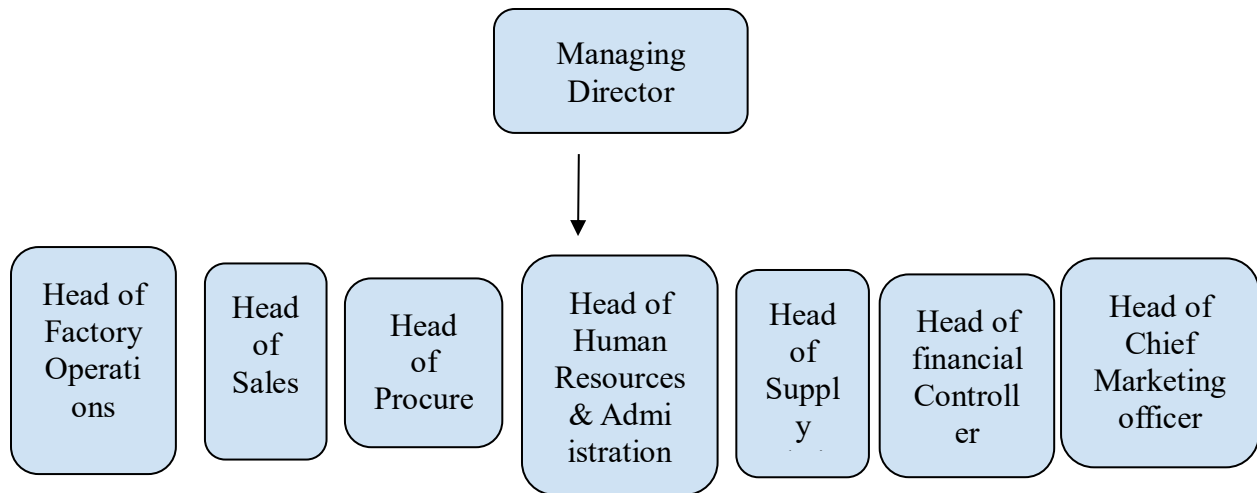


FIGURE 3: EXECUTIVE MANAGEMENT HIERARCHY OF NEW ZEALAND DAIRY PRODUCTS BANGLADESH LIMITED

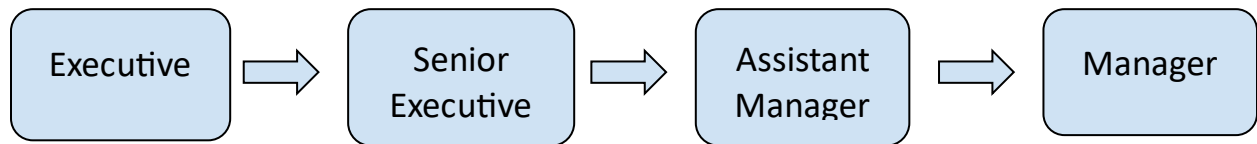


FIGURE 4: Bottom to Mid-Level Management of New Zealand Dairy Products Bangladesh Ltd.

2.3.3 HR Practices & Overview of Human Resources Department (HR):

In order to ensure that teams and individuals within the organization are aligned on both work and cultural purposes, New Zealand Dairy Products Bangladesh Limited maintains a dynamic and well-functioning human resources department that embodies the organization's values and identity through orientations and employee instillation. "Human resource management" refers to an organization's hiring and development practices. The HR team's main objectives in this case are to determine the company's staffing requirements, match qualified applicants with open positions, conduct in-depth interviews, and make the final recruiting decisions.

Then, attends to the HR requirements of the factory, addresses HR-related issues, and works on staff onboarding, training, and development to enable them to fulfill corporate requirements and realize their full potential. The following are some of this HR team's duties:

- Talent Acquisition
- Payroll & Compensation Management
- Employer Branding
- Administration
- Factory HR
- Employee relations

The following lists the team's orders as well as the duties that have been delegated to each member of the HR department:

- ✓ Head of HR (HOHR)
- ✓ Assistant HR Manager (Factory HR, Employee relations)
- ✓ Senior Executive
- ✓ Executive (Training & Development)
- ✓ Executive (Front Desk)
- ✓ HR (Factory HR)
- ✓ HR Intern
- ✓ Support Staffs

2.3.4 Recruitment & Selection

Talent Acquisition Process of New Zealand Dairy Products Bangladesh Ltd.

New Zealand Dairy Products Bangladesh Ltd. meticulously evaluates its talent acquisition strategy in order to guarantee a strategic alignment with its overall company objectives.

First, a thorough assessment of workforce requirements is conducted to guarantee that all recruitment efforts are grounded in the organization's long-term goals.

Also, various approaches that blend traditional wisdom with cutting-edge strategies are used in the process of identifying candidates. Showcasing the company's unique culture and values through employer branding helps the organization attract top talent. Collaborations with academic institutions and recruitment firms, together with strategic posting of job advertisements across various media platforms, guarantee a varied pool of applicants.

Moreover, neutrality, which is fairness, and transparency are given top priority in New Zealand Dairy Products' recruitment and selection processes, which closely correspond to required job competencies. This strategy fosters an atmosphere in which each team member's special talents and skills are recognized and rewarded. Additionally, they maintain a dedication to equity and impartiality in every facet of our ensuing selection procedures.

The talent recruitment process of New Zealand Dairy Products Bangladesh Ltd. is marked by continuous improvement.

2.3.5 Compensation, Benefits and Services

New Zealand Dairy Products' pay plan attracts, motivates, and retains exceptional workers while preserving the impartiality and effectiveness of the company. An analysis of the wage scale:

Monthly Payment

- Basic Salary – 40 %
- House Rent – 20%,
- Conveyance Allowance –18%
- Medical Allowance – 16%
- LFA – 6%)

Total – 100%

Salary Disbursement: Usually within 28 of Each Month

Leave Rules

(Earned Leave: 24 Days, Casual Leave: 10 Days, Sick Leave: 14 Days, Maternity Leave: 16

Weeks, Festive & other Govt. Leave: As per Govt. rules.)

2.3.6 Performance Management

Objectives of Performance Management

- **Promoting Talent Acquisition and the Inclusion:**

Encouraging people to reach their maximum potential and match their abilities with the demands of the organization requires a deliberate investment in their personal development. Offering extensive training courses, mentorship opportunities, and individualized professional development plans based on each person's goals and skill set are all part of this strategy. By doing this, the company makes sure that staff members are always improving their knowledge and getting ready for bigger roles.

- **Encouraging Workers to Understand the Goals of Their Roles:**

It is crucial to guarantee that workers comprehend how their individual responsibilities relate to the overall objectives of the company. Their understanding of the objective of their roles is aided by this clarity, which creates a unified and effective work environment. Employees are more engaged and productive when they understand the importance of their duties.

- **Building a Transparent Culture:** At New Zealand Dairy Products Bangladesh Ltd., fostering a transparent culture requires creating an atmosphere that values open communication, collaboration, confidence, and inclusivity. All employees are encouraged to freely express their thoughts, raise issues, and offer feedback in this environment without worrying about facing consequences. The organization fosters a culture of respect and openness, which improves innovation and collaboration.

2.3.7 Training & Development

As New Zealand Dairy Products is trying to sincerely care about their professional development, the company strives to provide them with opportunities for appropriate training and development. They use two types of training program.

Which are – **1. Internal (in house) Training Program & 2. External Training Program.**

1. **Internal (In house) Training Program** – HR Department & Internal Trainers both arrange some training sessions for the employees better learning as well as for enhancing their future growth. They make arrangement for,
 - **On job training:** To gain expertise in monitoring products quality, and upholding hygiene requirements, a prospective factory employee of New Zealand Dairy Products may begin by shadowing an experienced worker. By ensuring their practical skills, this real-time training strategy eventually improves productivity and efficiency in the dairy production process.
 - **Case Study:** By delivering various lecture materials & research articles, case studies New Zealand Dairy Products train their employees.
2. **External Training Program**— It involves sending personnel to courses or programs outside of the business in order to gain new abilities or knowledge is known as external training. Through Wsda ,IBA, Dhaka University, Bdjobs.com, Bangladesh Japan Training Institute ,Bangladesh Employer’s Federation (BEF), Renowned Industry Leader’s various training sessions -New Zealand Dairy Products maintain their training programs.

2.4 Marketing Practice

With sustainable growth, New Zealand Dairy Products Bangladesh Ltd. hopes to overtake all other dairy companies as soon as possible. They utilize an array of marketing strategies by doing, **Influencer marketing:** is the practice of promoting items by teaming up with well-known influencers.

Digital marketing: using TV commercials, print ads, Facebook, LinkedIn, and other social

media channels. Additionally, they run online activation and publish articles to increase brand awareness.

Content marketing: producing interesting material to draw in and keep users about products.

Branding strategy: New Zealand Dairy Products Bangladesh Ltd. uses a global branding standard that has been harmonized.

Moderate Branding Approach: They have a consistent and distinctive branding that isn't unduly aggressive, in contrast to other international firms in Bangladesh.

Promotional marketing: boosting revenue and drawing in a larger clientele by offering exclusive deals and promotions.

Direct marketing: Utilizing a variety of methods to interact with customers in order to forge bonds and improve sales results.



Figure 5 RED COW, FARMLAND FULL CREAM MILK POWDER

2.4.1 Marketing 4P's of New Zealand Dairy Products Bangladesh Limited

Product:

Broad Selection: Dairy products come in a variety of forms, such as milk, biscuits, chips, butter, and cream. The company provides high-quality dairy and non-dairy products to the foodservice industry.

Quality Assurance: Extensive quality control measures are used to every product to guarantee freshness as well as nutritional content, which fulfills the demand of the health conscious customers.

Place:

Extensive Distribution: Grocery stores, convenience stores, and through online platforms the company distribute their products.

Robust Supply Chain: The team New Zealand Dairy Products keep a strong supply chain in place to guarantee fresh product delivery.

Price:

Competitiveness costing: The Company uses a price strategy which emphasizes the higher quality of their products while trying to keep a competitive edge.

Commercial Supplies: Also, the organization regularly run different types of discounts and bundle deals, like buy one, get one free promotion on non-dairy foods as well as dairy items, to draw in price-conscious customers.

Promotion:

Digital Initiatives: New Zealand Dairy Products make great use of digital marketing, to launch campaigns on social media sites like Facebook and posting interesting content online like films and recipes.

Typical Advertising: To reach a wider audience, particularly spend money on TV advertisements and newspaper ads in addition to digital marketing.



Figure 7 DIPLOMA MILK Advertisement



Figure 6 New Zealand Dairy Products Bakery & Milk Advertisement



Figure 7 New Zealand Dairy Products Bakery Items Advertisement

2.4.2 Marketing Channels

New Zealand Dairy Products Bangladesh Ltd. uses a range of strategic marketing techniques to distribute its goods and successfully reach its target market.

Businesses in Wholesale:

For most consumers looking to buy dairy goods, a huge network of retail locations—such as supermarkets, convenience stores and grocery stores serves as their primary point of purchase.

Manufacturers & Suppliers:

Working together with wholesalers and distributors to make sure that products are easily available to a large audience.

Activities & Workshops for Activation:

Participates in trade exhibitions and event sponsorships in order to build relationships with stakeholders, market products with distributors, wholesalers.



Figure 7 Different Events of New Zealand Dairy Products Bangladesh Limited





Figure 8 New Zealand Dairy Products Bangladesh Ltd. Non Dairy Portfolio

2.4.3 Marketing Issue and Gaps

In order to attain sustainable and maintain productivity, New Zealand Dairy Products Bangladesh Ltd. needs to tackle the subsequent marketing obstacles:

Social Networking Participation:

Issue: As social media has a big impact on consumer behavior, it's crucial to improve the company's visibility.

Solution: Use social media to actively engage with customers and tailor promotions based on their questions and opinions. Use email marketing, tailored product suggestions, and loyalty programs to increase customer participation.



Digital Marketing & E-commerce Expansion:


Issue: There is a dearth of internet retail presence and traditional marketing techniques are less successful.


Solution: Contribute to digital marketing campaigns with targeted advertising, content marketing, and SEO. Employ email campaigns, influencer marketing, and social media to connect with digital consumers. For more user-friendly solutions, create a strong e-commerce strategy.

2.4.4 Brands & Products:

Table 1 – (Dairy Product Portfolio)

Name	Description	Package
DIPLOMA	Full Cream Milk Powder	
RED COW Master	Instant Full Cream Milk Powder	
FARMLAND	Full Cream Milk Powder	
Calci-Pro	Calcium Milk Powder	

Shape Up	Low Fat Milk Powder	
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Name	Description	Package
Doodles	Instant Noddles	

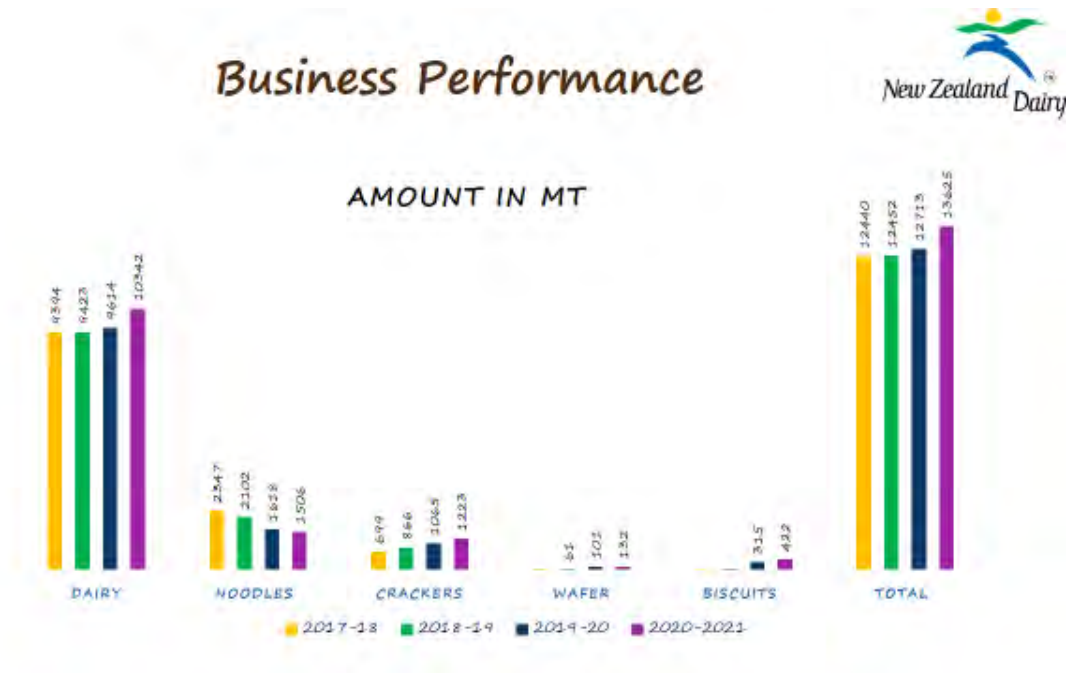
POPPERS	Creamy Chips	
Detos	Tomato Chips	
YOKOZONA	Japanese Flavored Chips	

Table 2—Non-Dairy Product Portfolio

Name	Description	Package
BelleAme	Choco Biscuits	
BelleAme Digestive	Corn filled Biscuits	
BelleAme CHOCO LITTLE	Choco filled Biscuits	
BelleAme	CREMO Biscuits	

<p>BelleAme CRUSH</p>	<p>Lemon filled Biscuits</p>	
<p>Toi-Moi BARZ</p>	<p>Strawberry floured bar</p>	
<p>Toi-Moi BARZ</p>	<p>Milk flavored bar</p>	
<p>Toi-Moi BARZ</p>	<p>Cheese flavored bar</p>	

2.5.1 Business Performance



2.5.2 Financial Performance and Accounting Practices

Financial Analysis

Financial transactions the accounting profession, documentation authorization, on a monthly, quarterly, and yearly tax declarations, yearly accounts, and economic or economic consultancy are all assisted by New Zealand Dairy Products.

The financial reports of New Zealand Dairy Products Bangladesh Limited are not accessible to the public at large.

YEAR TO 30 JUNE	Actual				Forecast				
	2013	2014	2015	2016	2017	2018	2019	2020	2021
Whole milk powder	5 104	8 393	5 385	4 609	4 820	6 490	7 010	7 450	7 920
Butter, AMF, & cream	1 910	2 699	2 219	2 378	2 810	3 520	3 770	4 010	4 250
Skim Milk & Butter Milk Powder	1 832	2 285	1 762	1 347	1 510	1 930	2 080	2 210	2 340
Casein & protein products	1 674	1 925	2 129	1 834	1 570	1 800	1 930	2 050	2 180
Cheese	1 441	1 482	1 557	1 720	1 640	1 790	1 920	2 040	2 160
Infant formula	555	401	415	685	680	740	800	850	900
Other dairy products	528	607	582	716	660	750	800	850	900
Total exports	13 139	17 791	14 050	13 289	13 690	17 030	18 300	19 450	20 650
% Change	-1.8%	-35.4%	-21.0%	-5.4%	+3.0%	+24.4%	+7.5%	+6.3%	+6.2%

Table 03

Source: [New Zealand Dairy Products Bangladesh \(newzealanddairybd.com\)](http://newzealanddairybd.com)

The financial reports of New Zealand Dairy Products Bangladesh Limited are not accessible to the public at large. Though, from the above table which I collected from New Zealand Dairy Products Bangladesh Ltds' website. It shows that the dairy & non-dairy productions is increasing from the fiscal year 2013 to 2021. From the table, we come to know that the result of the increasing level about exporting as well for the both dairy & non-dairy items of New Zealand Dairy Products Bangladesh Limited.

Moreover, New Zealand Dairy Products Bangladesh has an excellent standing in the industry and upholds a respectful attitude toward society through its corporate social responsibility (CSR) efforts, which help it make money and grow financially year after year. The business may be preferred by Bangladeshis above others. It has the strength to accomplish every goal it established for itself over the years. It is my fervent desire that New Zealand Dairy Products

Bangladesh can overcome all of its problems and grow into the greatest food production firm possible.

2.6 Operation Management and Information System Practices

2.6.1 Operation Management

New Zealand Dairy Products Bangladesh Ltd.'s headquarters are situated on Gulshan Link Road in Dhaka, Bangladesh.

Corporate Integration: Coordinating all operations and supervising day-to-day tasks.

Sales Operations: overseeing the packaging factory and 64 district areas. Also, business to business clients are managed by the Trade Marketing & business to business section.

Marketing Department: Planning campaigns in conjunction with managers, sales agents, and officials in the marketing department.

HR Department: overseeing personnel and HR operations.

2.6.2 Information System Practice

To ensure a flawless client experience, New Zealand Dairy Products employs a range of technologies, some of which are mentioned below.

Outlook users get a wide range of emails from both internal as well as external sources. They also receive documents in their Microsoft Outlook accounts that have been scanned.

Microsoft Office Tools: MetLife Finance uses various kinds of office software, including Microsoft Word, Excel, and PowerPoint, to create official paperworks & presentations.

Microsoft Teams: Instant messaging is available for internal interactions between local and international office members.

NZD Net: A global server that contains all of New Zealand Dairy Products' internal data and employee information is used by workers at Bangladesh Dairy Products Ltd.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

Here is Porter's five forces analysis for New Zealand Dairy-

Supplier Power:

Low: Reduced negotiating power among individuals is a result of the dairy industry's numerous raw material suppliers. On the other hand, sellers of niche products, such as organic milk, may have a little more influence.

Buyer Power:

Moderate: Both major chain stores and individual customers are buyers. Due to their larger purchasing volumes, customer preferences and health concerns, large merchants have greater negotiation leverage.

Threat of New Entrants:

Moderate: It is necessary to make large investments in distribution, processing, and compliance. The worldwide reach and well-established distribution channels of New Zealand Dairy Products

present an obstacle to market entry; nevertheless, distinctive offerings and robust networks might lessen this risk.

Threat of Substitutes:

Low: Few alternatives equal the nutritious benefits of dairy products. While plant-based alternatives are gaining awareness, traditional dairy still dominates. New Zealand Dairy Products tackles this through providing both dairy and dairy-free choices.

Rivalry among Existing Competitors:

High: Competitiveness prevails in areas including marketing, product innovation, as well as pricing. Traditional dairy products remain control the market, despite increased interest in plant-based alternatives.

To conclude, the buying and supplier power of New Zealand Dairy Products Bangladesh Ltd. is moderate to low. Because of industry regulations, there is a moderate threat from new entrants. There is fierce competition among the current players, but the risk of replacements is minimal. New Zealand Dairy Products have to adjust to changing consumer tastes and market conditions in order to remain competitive.



2.7.2 SWOT Analysis

Here is the SWOT analysis of New Zealand Dairy Products' Bangladesh Ltd.:

Strengths:

Extensive Product Selection: New Zealand Dairy Products provides various kinds of products, such as dairy items of cheese, butter oil, milk, and dairy alternatives, in addition to non-dairy goods such as cakes, cookies, butter, and halim mix.

Concentration on Sustainability: Customers who care about the environment are drawn to the company's steadfast dedication to eco-friendly operations.

Cooperative Structure: As a dairy cooperative, it encourages employee and farmer-owner loyalty and a sense of ownership.

Weaknesses:

Strong Competition: There are several domestic and foreign competitors in the dairy business, making it extremely competitive. Wars over prices as well as strain on profit margins result from this. To remain competitive, businesses must continuously innovate and spend money on marketing, which puts a pressure on their financial resources.

Opportunities:

Diversification: To attract clients that value sustainability and good health, go after the market for plant-based and nondairy goods.

Sector of Wellness and Health:

Encourage the promotion of goods that have extra health benefits, such as probiotics and functional dairy products, in order to meet the increasing demand for foods that improve health.

Developing in New Markets:

Seek for new markets where dairy consumption is rising in order to take advantage of new commercial prospects.

Threats:

Developing Preferences of the Consumer:

The shifting consumer tastes for healthier, locally sourced, and organic food options may have an impact on NZD's product line.

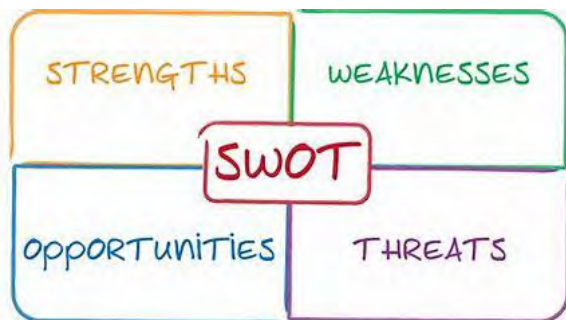
Worldwide Economic Variations:

Trade conflicts and economic volatility can affect a company's financial success, particularly when it comes to overseas markets.

Adverse Purchase Trends:

The demand for products may be impacted by the movement in eating patterns toward organic, locally grown food and health consciousness.

Strengths of New Zealand Dairy Products include its commitment to sustainability, global reach, and diverse range of products. Also, it has to contend with fierce competition and little control over the supply of milk. Threats include shifting customer tastes and regulatory obstacles, while opportunities include growth, health trends, and expanding markets. Its ability to sustain and improve its competitive position depends on strategic planning and adaptation



2.8 Summary and Conclusions

2.8.1 Recommendations:

Accept Technological Developments and Adaptive Management:

In order to remain competitive, New Zealand Dairy Products needs to implement new technology. As technology is causing corporate plans to change quickly, flexible management is essential. Efficiency, production, and customer happiness are all improved by modern technologies. Moreover, cutting-edge recruiting technologies can enhance corporate branding, expedite the hiring process, as well as draw in top talent.

Use a Variety of Social Media Platforms for Marketing: New Zealand Dairy Products ought to utilize more social media platforms for their marketing than only Facebook and LinkedIn in order to reach a larger audience. Engaging websites like Instagram can draw in a vibrant, younger clientele. Also, interactive elements, such as reels, and content, may increase online visibility, build campaigns that are appealing, and raise brand awareness.

2.8.2 Conclusions:

One of the sustainable cooperative dairies in the world, New Zealand Dairy Products Bangladesh Ltd., has prospered for many years. Also, it has managed resources effectively and used sustainable techniques to maintain stability in the face of international crises like COVID-19 and the Russian-Ukrainian War. In contrast to its rivals, the business has successfully stabilized its finances. Its success has been attributed to great work culture, ongoing training, and exceptional management. Rapid technology developments, including ChatGPT and AI technologies, could,

however, change the way it operates now. The administration has nevertheless before barred employees from utilizing open AI platforms.

Chapter 3: Overview of Internship

3.1 Introduction

3.1.1 Background Information

New Zealand Dairy Products (BD) Limited is one of the leading food manufacturing companies in Bangladesh. Since it was first incorporated in 1992, New Zealand Dairy operates with a mission to change the perception of local quality food products in the minds of its valued customers by always ensuring the best quality food products at affordable prices. It now feels extremely proud to hold a diversified portfolio in its basket that includes delectable savories, tasty and crispy crackers in addition to its existing dairy brands. New Zealand Dairy is also the pioneer of therapeutic brands in Bangladesh by including specialized high-calcium milk powder for osteoporosis patients and high-protein milk powder for diabetics through performing with purpose and maintaining uncompromising quality standards. New Zealand Dairy embrace a culture where collective effort leads to success. Also, they foster a culture rooted in openness, mutual respect, inclusivity and values-driven work environment that thrives on knowledge sharing and teamwork. At New Zealand Dairy Products, their ongoing efforts are directed towards nurturing a more positive and joyful corporate culture. NZD truly believe, their employees are their core strength and an integral part of our continuous growth and success.

3.1.2 Background of the Report

I received real-world expertise in the Human Resources & Administration division while I was an intern at New Zealand Dairy Products Bangladesh Ltd. This study, "Talent Acquisition Process: A Detailed Study on the Effectiveness of Initiatives Taken by New Zealand Dairy Products Bangladesh Limited," looks at the employer branding, HR practices, operations, and talent acquisition programs of the business.

3.1.3 Problem Statement

In the very competitive global dairy market, companies looking to achieve sustainable growth as well as operational excellence.

To start with, this difficulty is especially important for New Zealand Dairy Products Bangladesh Limited, a significant dairy industry. The organization is having trouble making sure that its hiring procedures are efficient, even after putting in place a number of talent acquisition efforts.

Moreover, the purpose of this study is to assess the degree to which New Zealand Dairy Products Bangladesh Limited's talent acquisition tactics complement its objectives and draw in excellent talent. To evaluate the success of the current talent acquisition programs is the main goal.

However, realizing how quickly technology is developing, creative hiring practices and resources are crucial. The research will look at the ways in which New Zealand Dairy Products Bangladesh Limited employs AI-based technologies as well as social media platforms in their hiring procedures. The aim is to close the gap that exists between the intended outcomes and the tactical objectives of talent acquisition programs.

3.1.4 Objectives:

- Determine & examine the weaknesses in New Zealand Dairy Products' HR procedures and policies.
- Evaluate how HR operations, planning and strategies affect talent acquisition efforts overall.
- Identify the drawbacks & constraints in the HR guidelines and talent acquisition strategies of New Zealand Dairy Products Bangladesh Ltd.
- Examine and assess the results and future potential of the present talent acquisition programs.

3.1.5 Significance of the Issue:

The Effect of Selecting the Best Candidate on the Growth of the Organization

Increasing efficiency and boosting the results of key performance indicators (KPIs) requires securing the right staff. The ideal applicants propel efficient performance, foster creativity, and make a significant impact on the growth and success of the company. Organizational effectiveness and long-term viability are directly impacted by a strategic approach to personnel acquisition.

Improving the Culture of the Organization and Maintaining Compliance

Acquiring qualified workers improves the organization's culture overall and guarantees compliance with legal and regulatory requirements. The proper hires cultivate a happy, welcoming workplace while upholding high standards of operating accountability and honesty.

Improving the Integrity and Image of the Organization

Effective talent acquisition initiatives improve the organization's standing and perception. Bringing in and keeping top personnel demonstrates a company's dedication to quality to clients,

potential hires, and other industry peers.

Cutting HR Expenses and Turnover

Selecting the best applicant reduces turnover, which lowers the expense of hiring new employees and other HR-related expenses. Reduced attrition means cheaper recruiting, training, and onboarding costs, which means organizational stability and big cost savings.

In summary, effective talent acquisition techniques are necessary to ensure that the correct applicant is hired. Also, it will therefore be possible to determine both the company's strengths and potential improvement areas by looking over New Zealand Dairy Products Bangladesh Ltd.'s talent acquisition and related HR practices.

3.2 Methodology:

For this study, direct consultation and data collecting were the main methods employed. I interacted with Mr. Imtiaz Rashed, Assistant Manager of Talent Acquisition & HRM operations, and Ashraful Alam Zian, Senior Executive of Talent Acquisition & HRM Operations, in order to obtain primary data. I also gathered data from the organizational server and the archives of the Human Resources Management Department.

However, the study utilized a combination of qualitative and quantitative research methods to compile its findings. In terms of the qualitative technique, in-depth interviews with the company's internal recruiter were carried out to gain a deeper understanding of the strategy.

On the other hand, as an element of the quantitative approach, potential employees were given a questionnaire to complete in order to evaluate the effectiveness of the employer branding and talent acquisition policy.

Data Collection Method:

Secondary data, such as published articles and the company's official website, will be collected from online platforms in order to obtain a thorough understanding of New Zealand Dairy Products Bangladesh Ltd.

However, both qualitative and quantitative methodologies will be used for primary data collection. Qualitative insights into internal hiring managers' techniques and results will be obtained through in-depth interviews with them.

Research Design:

This study on New Zealand Dairy Products Bangladesh Ltd. uses a combination of qualitative and quantitative research approaches to provide a comprehensive understanding of talent acquisition and employer branding tactics.

To begin with, through in-depth interviews with internal recruiters, qualitative research is ensured.

On the other hand, in quantitative research, prospective workers are given a thorough questionnaire to express their opinions and assess how well the company's talent acquisition policy is working.

In end, through combining these techniques, employer branding's strategic as well as perceptual components are understood.

3.2.1 Sources of data:

The data used in this study was obtained from a variety of sources. This paper also integrates personal experience.

Primary data: First-hand involvement in the employer branding process, questionnaires, in-person interviews with recruiters, a daily work log that is documented, and the opinions and observations of employees across several departments are examples of primary sources. 45 respondents made up the representative size for the surveys.

Secondary data: Information was gathered from secondary sources, including the company's internal database and website. The investigation's findings were compiled using both primary and secondary data.

3.2.2 Scope of the Report:

A summary of the abilities and information picked up throughout the internship at New Zealand Dairy Products Bangladesh Ltd. is given in this report. It contains a synopsis of the company's values and history. Moreover, the report highlights how teams function and collaborate by summarizing roles, duties, and encounters within a productive team. Integration with the organization's policies, practices, and resources is also covered. It also offers opinions on previous initiatives, corporate branding strategies, and HR operations. The technical and professional progress that the internship produced is described in the ultimate part.

3.2.3 Limitations of the Report:

In the process of generating this report, the following constraints were found:

- Since the organization was very stringent about respecting secrecy, it was challenging to acquire data from them.
- Regardless of the respondents' hectic schedules, it was difficult to obtain survey responses.

3.3 Findings:

3.3.1 Background of the Survey

New Zealand Dairy Products Bangladesh Limited is actively advertising its inclusive culture and exciting career prospects through its Facebook page, "New Zealand Dairy Products Bangladesh Limited," in an effort to strengthen its reputation as an exceptional employer and draw in top talent.

Even if the page has become more and more popular overnight among job hunters, more work needs to be done. This page serves as the organization's main resource for its talent acquisition strategy.



Figure 9 New Zealand Dairy Products Bangladesh Limited

I conducted a survey among several BRAC University employment hopefuls in order to evaluate sample the success of the New Zealand Dairy Products Bangladesh Limited Facebook page.

3.3.2 Findings from the Survey:

In order to determine whether or not this New Zealand Dairy Products Bangladesh Limited Facebook page is beneficial for the students, survey questionnaire responses from participants from BRAC University graduates and those who have already finished are being gathered. The participating student participation replies illustrate that:

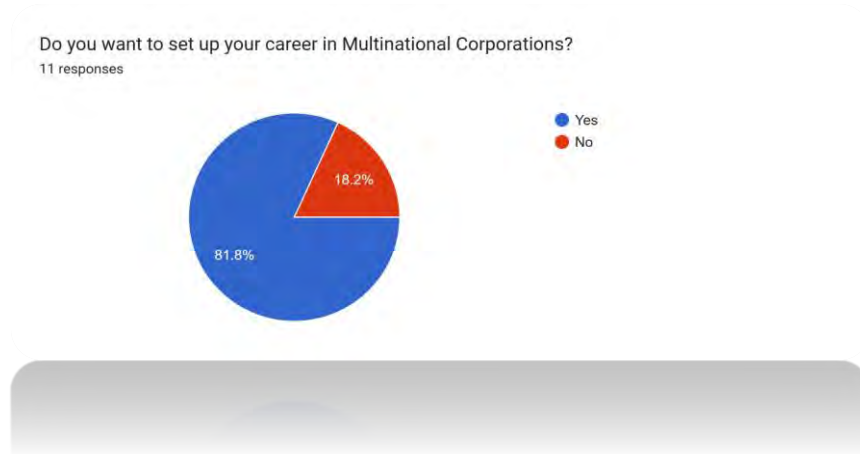


Figure 10 Survey Questionnaire

It is evident from this that over 80% of the participants, i.e., graduates or soon-to-be graduates, desire to establish themselves as employees of multinational corporations.

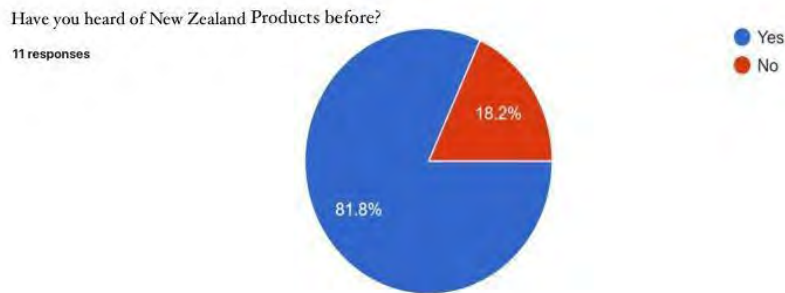


Figure 11 Survey Questionnaire

It is evident from the survey that most participants are aware of New Zealand dairy products.

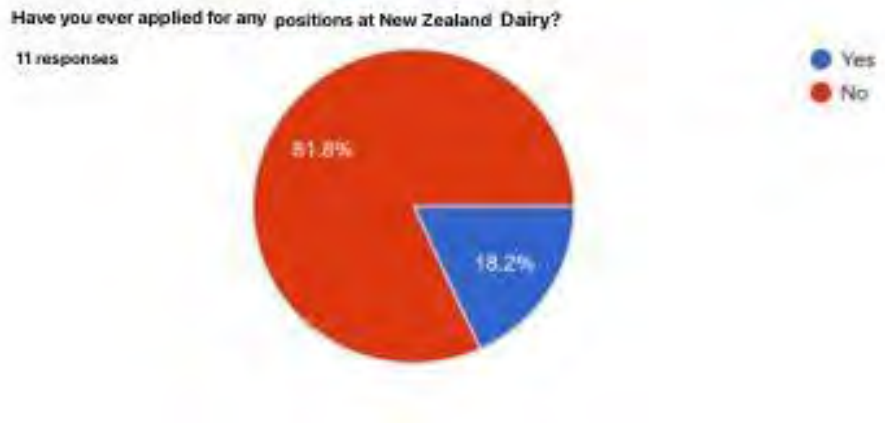


Figure 12 Survey Questionnaire

Despite the fact that New Zealand Dairy Products had many openings during the internship, graduates and students about to graduate have not yet applied for the positions.

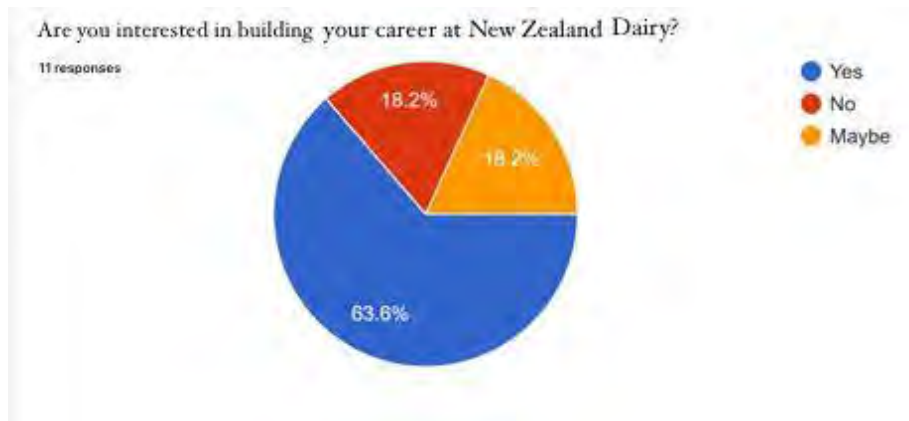


Figure 13 Survey Questionnaire

The majority of graduates or students who are about to graduate desire to work at New Zealand Dairy Products Bangladesh Ltd.

3.3.3 Outcomes from the Talent Acquisition Strategy of New Zealand Dairy Products Bangladesh Limited: The Impact of Employer Branding

Professionals in New Zealand Dairy Products Bangladesh Limited's HR division, who are in charge of employer branding, provide exclusive insights into their plans and techniques. I talked with the Talent Acquisition Team members to have a thorough grasp of the company's employer branding. These conversations showed that the team concentrates on their career-focused Facebook page, "New Zealand Dairy Products Bangladesh Limited," in which they share content to market the company as an employer brand, in addition to running university roadshow campaigns. Also, they also exhibit these techniques, which are renowned talent-hunting procedures for the corporation, during career fairs held at different institutions.

They use these channels to educate the public about job prospects and the values and culture that the organization upholds. As well as portray themselves as an employer brand to draw in students by setting up at career fairs. In addition, they vocally promote their culture and inclinations via social networking sites like LinkedIn and Facebook.

Moreover, it was mentioned that branding for employers has an extensive viewpoint when people were questioned about its various facets. It entails bringing in the greatest talent for the company while also empowering current staff members to keep those that take pride in their work.

It involves bringing in the greatest candidates for the company while also empowering present staff members to keep people who are happy to work for a reputable firm. Securing a set budget for career fairs and roadshow campaigns can be challenging when implementing employer branding strategies because going over budget for these events is a major concern. It can also be difficult at times to identify the correct audience, but these difficulties are overcome by employer branding campaigns and promotional materials.

Regarding employer branding's acceptance in the nation, it was mentioned that while it is still a relatively new idea, the majority of business stakeholders now adhere to it. Talent acquisition

becomes far more challenging in the absence of appropriate workplace branding. Consequently, businesses are progressively implementing. As a result, businesses are using this strategy more frequently to draw in top talent and inspire existing staff members.

In terms of the perception of the "New Zealand Dairy Products Bangladesh Limited" Facebook page at BRAC University, it was observed that a considerable number of students had not heard of the company before, but now they are aware of it because of the page.

The organization's talent acquisition activities and their effects on learners and the business are covered in this study. It also includes an examination of the present talent acquisition processes. It is clear from a basic examination that:

1. After learning about New Zealand Dairy Products Bangladesh Limited, students had a greater interest in the company, its organizational culture, and career opportunities.
2. Students stated that the Facebook page efficiently informed them about job options, as seen by their enthusiasm to learn about potential opportunities at the organization.
3. According to the survey, students were greatly influenced by the Facebook page to apply for employment at the company and to learn more about the company's culture.

3.4 Challenges & Recommendations

3.4.1 Challenges:

The following issues have been recognized as problems, based on survey results and expert opinions:

1. It can be challenging and time-consuming to effectively communicate with learners and other stakeholders the genuine meaning of employment branding.
2. Roadshows, seminars, and sponsoring events can be expensive to plan and frequently go over the allocated funds.
3. It can be difficult to choose the right themes and material for these sessions.

NZDP has good staff satisfaction and retention rates, according to estimates from New Zealand Dairy Products, observations made throughout the internship, and several internal surveys. Although this is advantageous, it also means that because upper-level employees tend to retain staff at higher levels, freshmen may have less possibilities for advancement. The management of New Zealand Dairy Products is faced with a difficult scenario as a result of increased staff turnover in upper-middle jobs and a high level of retention at the upper levels.

3.4.2: Recommendations:

Employer strategy can be combined with the following initiatives to achieve a variety of goals and increase the number of students enrolled in order to implement effective talent acquisition strategies:

- **Employer branding should be integrated with the central communication strategy:**
It is imperative for a company's primary communication plan to encompass employer branding. Businesses are increasingly employing their platforms to produce proactive stories as a result of the shifting landscape of media and the growth of conglomerates. Three departments are currently involved in employer branding: communication (to spread the news), PR (to promote the organization), and HR (to recruit). Even though it is largely related to talent acquisition, employer branding needs to be a crucial component of a business's entire communication strategy going forward.

Extend Channels to Involve Audience:

Encourage more people to participate in roadshow events by inviting them to contribute experiences about culture and careers. Also, investigate a wider variety of subjects. For a business that aggressively recruits university students, investing in podcasts makes sense. Podcasts allow listeners to hear direct conversations amongst employees about certain concerns, unlike blog postings or films. Establishing an employer branding video channel

on YouTube and an Instagram story and visual content account helps broaden the target demographic and increase interaction. Give priority on LinkedIn for employment posts and outreach and Facebook for statements, information, updates on products, conversations, and Q&A.

- **Spread information about the firm and its brands with regard to its products:**

Strong market reputations increase the likelihood that new hires will accept offers from them, and incumbent workers may be persuaded to transfer to these firms. In order to achieve employer branding objectives, New Zealand Dairy Products Bangladesh Limited must promote both the corporate name and its internationally recognized brands, such as DANO and Lurpak. Getting the word out about the business aids in attracting and keeping talent as well as presenting a friendly workplace atmosphere. Redesigning the content to emphasize the company's name in addition to its well-known brands is necessary. Positive experiences from previous and present employees can be captured on video to further improve the company's reputation. It's also critical to create new roles in order to keep upper-middle management.

Conclusions

Employer branding cannot be approached in a generic way to effectively attract and retain talent; instead, firms must customize their efforts to the unique requirements of those they are targeting. The significance of employer branding is set to rise due to its ability to impact employees' virtual encounters with the company's identity and mold the public's opinion of the organization and its executives. Retaining a flexible approach, telling tales that transcend features and advantages, meeting the intended audience where they are, and generating hyper-locally relevant content are among the top priorities. As they say, when it comes to job quality, the views of the employees are threefold more reliable than the CEO's. For every corporate branding initiative to be successful, employees are essential. Content created by employees is essential for genuine talent acquisition. Worker

The assistance of staff of the corporate brand boosts prospective employees' confidence in the company's standing. Nevertheless, a lot of companies find it difficult to include their staff in employer branding campaigns. Thankfully, employee brand advocacy is now feasible and fulfilling thanks to contemporary tools.

In terms of management and standing, New Zealand Dairy Products Bangladesh Ltd. is a leader in the FMCG industry. Reliability and high employee satisfaction have been the company's main drivers of growth. The business is dedicated to establishing a friendly work environment where staff members are proud of their jobs and their employer.

Candidates for employment like the company's strong feeling of community. New Zealand Dairy Products Bangladesh Ltd., one of the top companies in the world for inclusive HR policies, is well-positioned to lead, draw in top talent, and keep employees by implementing employer branding tactics.

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