

Internship Report On
Employee well-being at New Zealand Dairy Bangladesh Limited

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

BRAC Business School
BRAC University
September 2024

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Declaration

It is declared that,

1. The submitted internship report is an original piece of work that I/we created for our degree program at BRAC University.
2. The report doesn't contain any content that has already been published or written by someone else, unless those sources are properly referenced with complete and exact details.
3. Nothing in the report has been approved or submitted for credit toward any other degree or certificate from a university or other establishment.
4. I/We have correctly credited all main sources of support.

Student's Full Name & Signature:

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Ahmed Abir Choudhury

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Senior Lecturer, BBS Department

Institution: BRAC University

Letter of Transmittal

Ahmed Abir Choudhury
Senior Lecturer
BRAC Business School
BRAC University

Subject: Submission of Internship report titled "Employee well-being at New Zealand Dairy Bangladesh Limited".

Dear Sir,

Presenting my internship report, "Employee Well-being at New Zealand Dairy Bangladesh Limited," which I prepared under your supervision as a prerequisite for the BRAC Business School's BBA degree, is a wonderful pleasure.

I have really attempted to incorporate all pertinent data and suggestions in an orderly, comprehensible, and informative manner.

I'm sure this report will live up to everyone's expectations.

Sincerely yours,

Rikfat Karim Prapty
19304083
BRAC Business School
BRAC University
September 15, 2024

Acknowledgment

The purpose of this study is to provide an overview of New Zealand Dairy Bangladesh's HRM practices and employee job satisfaction. This study would not have been possible without the assistance of BRAC Business School and New Zealand Dairy, and I am really grateful to have had their advice throughout. My special thanks goes out to Mr. Ahmed Abir Choudhury, my academic adviser at BRAC Business School, for his unwavering assistance in getting me to successfully finish this internship report. His insightful discussions during Google Meet sessions were really helpful in helping me to get better. Additionally, I would like to sincerely thank Ms. Afsana Ferdous, my supervisor at New Zealand Dairy, for her constant support during my internship. Her advice was crucial in allowing me to carry out an extensive examination of the business's HR procedures and workers' job satisfaction. She also gave me the chance to work with her staff, which enabled me to compile all the data I needed for my internship report. I am still really grateful for her guidance, oversight, and assistance in getting this report finished. I would want to conclude by sincerely thanking everyone at BRAC Business School for their guidance and support since 2024. As a BRAC Management School graduate, I aim to use the information I've received from this internship to make significant contributions with their sincere support.

Executive Summary

The purpose of this study is to ascertain New Zealand Dairy Bangladesh's employee job satisfaction level as well as practical information regarding the implementation of HR policies inside the firm. One of the biggest global companies in our nation, New Zealand Dairy Bangladesh, set up shop in Bangladesh. They are mostly involved in the dairy, nutrition, and dry food sectors. New Zealand Dairy Bangladesh has offered people a wide range of goods and services over the previous 25 years. New Zealand Dairy Bangladesh now offers a variety of brands, including Diploma, Red Cow, Happy Cow, Doodles, Detos, Poppers, and BelleAme. Furthermore, New Zealand Dairy has made a substantial contribution to the communities in which they operate. For instance, they teach farmers to ensure that they could improve their livelihood. They also build fresh water tanks for schools so that students may drink clean water, and they offer facilities for teaching kids. New Zealand Dairy Bangladesh Limited is contributing to environmental sustainability in this way. Delivering quality and safety to their consumers is New Zealand Dairy Bangladesh Limited's first concern. In this study, I concentrated on New Zealand Dairy Bangladesh Limited's general HRM procedures and employee work satisfaction. I worked as an HR intern at New Zealand Dairy during my internship. Sorting CVs and helping with interviews was my primary task during the selection and interview process. I also completed data entry work and helped with payroll deductions. With the assistance of my supervisor and colleagues from all department, I was able to get knowledge about the human resource management procedures of New Zealand Dairy Bangladesh Limited despite being an HR intern. In addition, a survey was carried out among staff members across different divisions to ascertain the level of work satisfaction at New Zealand Dairy Bangladesh Limited. The findings of the study were quite encouraging. This paper was created in accordance with all BRAC University requirements and was inspired by my actual job experience, which I obtained at Bangladesh's New Zealand Dairy. I hope reading my report will help me come to some understanding of all the work I did as an intern. While employed at New Zealand Dairy Bangladesh, I did my best to impart as much information as I could on employee job satisfaction and HRM practices, while having restricted access to data because of confidentiality.

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Chapter 1 - Overview of Internship

1.1 Student information

Student ID	19304083
Program	Bachelor of Business Administration
Major/Specialization	Major in Human Resource Management and minor in Computer Information Management.

1.2 Internship Information

1.1.1 Company Information

Period	February 2024 – June 2024
Company Name	New Zealand Dairy Bangladesh
Logo	
Department	Human Resource
Address	Shanta Western Tower, Office space #801, #804, Level # 08, 186, Tejgaon Industrial Area (Tejgaon Gulshan Link Road), Tejgaon, Dhaka-1208, Bangladesh

1.1.2 : Internship Company Supervisor's Information

Name	Afsana Ferdoush
Position	Head Of HR
Email	afsana.ferdoush@newzealanddairybd.com

1.1.3 Job Scope – Job Description/Duties/Responsibilities

During my internship at New Zealand Dairy Products Bangladesh from February 12, 2024, to June 13, 2024, I focused extensively on the people and culture segment. One of my key responsibilities was the selection and interview process where I was involved in CV sorting and assisting with interviews. I also contributed to the payroll deduction process and performed data entry tasks. I was also fortunate to be part of the reward and recognition program, where employees could nominate themselves for outstanding work that significantly impacted the company. Based on these nominations, three winners were chosen annually. I participated in a career fair at BRAC University. Additionally, I helped organize a fruit festival on June 9th. A unique segment I was involved in was the monthly birthday celebration, where we celebrated employees' birthdays on the 28th of each month with cakes, chocolates, and gifts. A particularly memorable event was the grand celebration of MD Shamsul Alam Mallick's birthday.

1.3 Student Duty

1.3.1 Student's contribution to the company:

The internship program serves as a crucial training and learning phase for undergraduate students, providing them with real-life work experience before entering the corporate world. By participating in an internship, students gain insights into corporate culture and environment, acquire practical work experience, and contribute to the organization's growth. I was given the chance to contribute suggestions for the organization's growth during my internship at New Zealand Dairy Products Bangladesh, and I also obtained a thorough awareness of the employment market at a well-known global company. During my three-month internship, I helped with a variety of HR-related business tasks:

- Recruitment Process: Assisted in the selection and interview process, including CV sorting and coordinating interview schedules.
- Payroll Management: Worked on the payroll deduction process, ensuring accuracy and timely processing.
- Data Entry and Management: Performed data entry tasks and maintained accurate records in the HR database.
- Career Fair Participation: Assisted in organizing and participating in a career fair at BRAC University, representing the company and engaging with potential candidates.
- Event Organization: Coordinated a fruit festival on June 9th, managing logistics and ensuring the event's success.
- Employee Engagement: Supported the monthly birthday celebration initiative, where employees' birthdays were celebrated on the 28th of each month with cakes, chocolates, and gifts.
- Special Event Planning: Contributed to the extensive planning and execution of MD Samsul Alam Mallick's birthday celebration.
- Reward and Recognition Program: Participated in the reward and recognition program, which involved reviewing employee nominations based on their extraordinary contributions and selecting three winners annually.
- Utilized effective problem-solving skills to address and resolve various work-related challenges.
- Conducted an online survey to gather insights on a new product variant for New Zealand Dairy.

Through these activities, I gained valuable insights into HR functions and contributed to the overall growth and efficiency of New Zealand Dairy Products Bangladesh

1.3.1 Benefits to the Student:

The internship program offers students invaluable practical knowledge that is often unattainable through academic coursework alone. Through hands-on experience, students gain a genuine understanding of corporate culture and the working environment. Engaging with supervisors and colleagues during the internship enables students to develop key managerial skills, ultimately enhancing their interpersonal abilities. In addition to these benefits, students can reap several other advantages during their internships:

- Establish a professional network, which can be crucial for career development.
- Enhance interpersonal skills through real-world interactions.
- Apply industrial knowledge and skills in a practical setting.
- Identify their professional strengths and weaknesses, providing valuable self-awareness for future career growth.
- Gain a competitive edge in the job market as fresh graduates with practical experience.
- Receive strong recommendations from supervisors, which can be beneficial for securing future jobs, college admissions, or scholarship opportunities.

Difficulties:

New Zealand Dairy Bangladesh offers an exceptional working environment. My supervisor was incredibly supportive, consistently providing guidance and creating a friendly atmosphere that helped me complete my tasks effectively. I never had any work-related difficulties throughout the three-month internship because of my supervisor's supportive and cooperative attitude. He consistently gave advice and support whenever I ran into problems. And my colleagues were just as kind and accommodating. Additionally, the HR division was crucial in making sure that all interns received the right direction and served as the initial point of contact for any problems. Taking all of these things into account, I had no problems or challenges at all throughout my internship.

Chapter 2 – Internship

2.1 Company Overview of New Zealand Dairy

New Zealand Dairy Products Bangladesh Limited (NZDPBL) is a leading Fast-Moving Consumer Goods (FMCG) manufacturer in Bangladesh, delighting consumers for over 3 decades. Founded in 1992 with the core concept of "PURE MILK STRAIGHT FROM THE LAND OF PURITY," NZDPBL has grown into a trusted household name synonymous with quality dairy products and innovative snacks. While NZDPBL takes pride in its dairy heritage, the company has strategically expanded its offerings beyond just milk powder. Today, they boast the "country's most valuable brand portfolio," encompassing a wide range of products under popular brands like:

- **Dairy:** Diploma, Red Cow, Happy Cow, Calci Pro (Milk Powders)
- **Snacks:** Doodles (Instant Noodles), Detos (Tortilla Chips), Poppers (Corn & Coconut Crackers), BelleAme (Biscuits & Cookies)

NZDPBL's commitment to "zero tolerance" for anything compromising the natural goodness of their products is evident in their unwavering focus on quality. This dedication, coupled with their innovative approach to product development, has resulted in a diverse range of delicious and nutritious offerings.

- Doodles - The country's most beloved instant noodles brand, available in various flavors like Masala, Chicken Curry, and Korean Ramen.
- Detos - The first locally produced tortilla chips in Bangladesh.
- BelleAme - The leading bakery brand offering an extensive selection of biscuits, cookies, and cakes.

With a robust network of 317 distributors spread across Bangladesh, NZDPBL ensures their products reach every corner of the country. Their success extends beyond national borders, with a presence in India, Europe, the Middle East, and Africa. NZDPBL's commitment to providing consumers with delicious and nutritious products remains at the core of their vision. As stated on

their website <https://www.newzealanddairybd.com/>, they continuously strive to "delight the nation with new variants and diversified product ranges."

- Founded: 1992
- Slogan: "PURE MILK STRAIGHT FROM THE LAND OF PURITY"
- Headquarters: Shanta Western Tower, Dhaka, Bangladesh
- Distribution Network: 317 distributors nationwide
- Key Brands (among others): Diploma, Red Cow, Happy Cow, Doodles, Detos, Poppers, BelleAme
- International Presence: India, Europe, Middle East, Africa

Mission

To deliver the highest quality and most delicious food products directly to consumers, ensuring the use of the finest raw materials, cutting-edge technology, and skilled talent.

Vision

To become the most trusted and reliable food company in Bangladesh.

Table 1 - Products Of New Zealand Dairy Bangladesh

Type	Products
Dairy	PURE MILK STRAIGHT FROM THE LAND OF PURITY, DIPLOMA, RED COW, HAPPY COW, CALCI PRO, SHAPE UP, Farmland Full Cream Milk Powder, Red Cow Butter Oil, Diploma Instant Full Cream Milk Powder
Baked Goods	BelleAme Saltish Cookies Biscuit, BelleAme Peanut Bite Cookies, BelleAme Cocoa Noir Cookies Biscuit, BelleAme Chocolate Fondue Cookies, BelleAme Choco Little Cookies Biscuit
Instant Noodles	Doodles Stick Noodles, Doodles Instant Noodles Korean Ramen, Doodles Instant Noodles Chicken Curry Flavor, Doodles Instant Noodles Masala Flavor
Snacks	Detos Chicken Wings Chips, Poppers Corn-Coconut Crackers, Poppers Choco Ring

	Chips
Crackers	Yokozona Twisty Goodness Crackers, Crackers King Tornado Crackers, Spicy Potato Sticks Crackers
Biscuits	BelleAme Digestive Biscuit, BelleAme Cremo Vanilla Cream Biscuit, BelleAme Dry Cake Biscuit, BelleAme Toast Biscuit, BelleAme Butter Toast Biscuit
Oils & Fats	Red Cow Butter Oil



Fig. 1: Category-Brands of New Zealand Dairy Bangladesh

2.2 Management Practices

Consumer trust in dairy products from New Zealand is progressively growing. Employees of New Zealand Dairy and the management team collaborate well to meet client needs and demands (New Zealand Dairy_Bangladesh_Report).

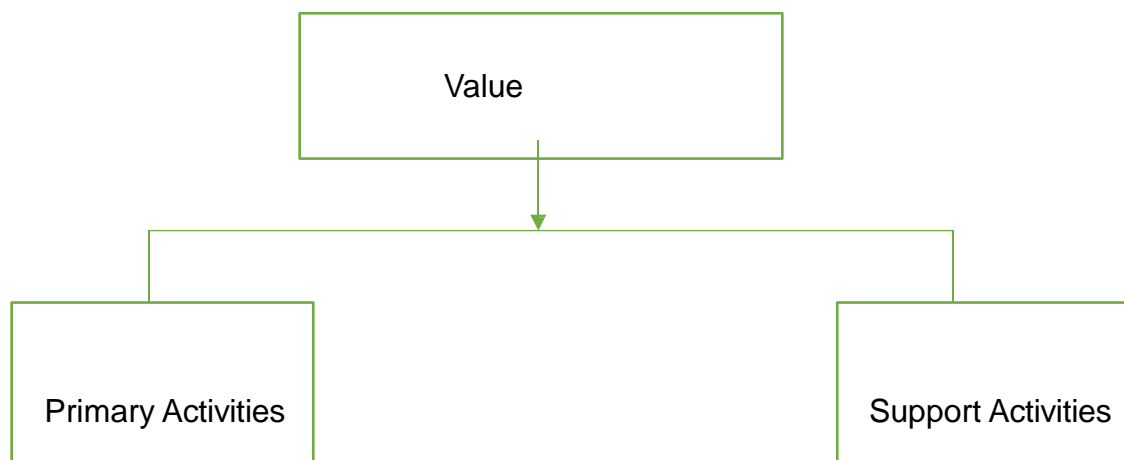
2.1.1 The majority of the operations are overseen by the general management of New Zealand Dairy Bangladesh, which also makes all essential decisions. Additionally, they examine all of the information, including surveys and reports, and then, following productive discussions with the management team, they take the required steps to improve New Zealand Dairy even more. New Zealand Dairy Bangladesh's general management team works hard to find solutions to all the problems in order to improve the company's growth as soon as possible. (Dairy Bangladesh Report, New Zealand).

- 2.1.2** The primary areas of focus for the HR management team of New Zealand Dairy Bangladesh include personnel management, recruiting and selection procedures, planning, training and development, performance reviews, payment administration, and other perks. The HR department of New Zealand Dairy Bangladesh is crucial because the individuals they choose and hire will be involved in the company's growth in the near future. Additionally, the HR department makes an effort to support each and every one of its workers in times of need. For their recently hired interns and staff, they also set up training and development events. They handle paying each and every one of their employees at the end of each month. That is how New Zealand Dairy Bangladesh's HR department works to improve the business. (Dairy Bangladesh Report, New Zealand).
- 2.1.3** 2.1.3The marketing division of New Zealand Dairy Bangladesh is in charge of managing product development, market share, and well-known brands. Before launching any kind of marketing campaign or commercial, the marketing team carefully complies with all laws and regulations. For instance, because CERELAC, LACTOGEN, and Nan are supplements to breast milk, their promotion is forbidden in Bangladesh. To help parents of newborns who truly need these specific products—such as infant formula and baby supplies—the marketing team of New Zealand Dairy hires doctors. (Dairy Bangladesh Report, New Zealand).
- 2.1.4** New Zealand Dairy Bangladesh's supply chain department consistently focuses on the lean methodology, which implies no waste of money, time, or procedures. To reduce material waste, the supply chain team maintained efficient inventory planning. Additionally, it strives for short manufacturing lead times to cut down on waste, and it implements vendor cost control through aggressive negotiation to cut down on wasteful expenditure. (Dairy Bangladesh Report, New Zealand)
- 2.1.5** Their primary duty is to generate income for the company; however, retail dealers oversee transactions, and corporate sales are handled by New Zealand Dairy Professionals. Additionally, the sales analysis officer makes sure that New Zealand Dairy meets its sales goals by efficiently analyzing sales data (New Zealand Dairy_Bangladesh_Report).
- 2.1.6** Before releasing new goods, New Zealand Dairy Bangladesh makes large investments in research to ensure that they satisfy the wide range of requirements and preferences of Bangladeshi customers. Aware that Asian palates are frequently more adventurous when it

comes to flavor, the business has released a number of noodle variations, including Doodles Masala Blast, Doodles Masala, and Doodles Fusian noodles. In addition, New Zealand Dairy Bangladesh introduced Nescafe Creamy Latte sachets, which provide a superior flavor at a reasonable cost, to satisfy consumers who want a creamy latte. This strategy guarantees that the business recognizes and provides items that are in line with the tastes and requirements of the consumer, demonstrating their dedication to comprehending and gratifying their clientele.

2.3 Information System Practices and Operations Management

Important elements of value creation processes include production, sales and marketing, R&D, HR, IT, and company infrastructure. These elements are integral to the supply chain and



collectively constitute the core of a company's operations.

Primary Activities: The primary operations of a company involve the design, production, distribution, advertising, support, and after-sales service of its products (New Zealand Dairy Bangladesh Report). These activities are essential for creating and delivering value to customers and are divided into four key categories. Manufacturing covers the processes involved in producing the product. Customer service ensures that customers receive support and assistance throughout their experience with the product. Marketing and sales focus on promoting the product and driving its sales. Research and development are dedicated to innovating and improving products to meet market demands and consumer preferences.

Secondary Activities: Secondary activities support and enhance the primary operations by providing essential services and technologies. This includes using a Management Information System (MIS) portal to securely manage and preserve data and information. Advanced technology is employed for efficient inventory management, ensuring optimal stock levels and reducing wastage. Tracking sales and setting appropriate product prices are crucial for maintaining profitability. Additionally, promoting products and engaging with customers and distributors are vital for expanding market reach and fostering strong business relationships.

2.4 Industry Analysis

Porter's Five Forces Analysis

An essential framework for examining industry dynamics and creating corporate strategy is Porter's Five Forces Model. The competitiveness and performance of New Zealand Dairy Bangladesh Limited are evaluated using this approach by weighing five important variables.

1. Threat of New Entrants: New Zealand Dairy has built a robust brand image and maintains a significant market presence. Despite the vast and profitable nature of the food processing industry, which attracts numerous competitors, New Zealand Dairy's long-standing leadership makes it challenging for new entrants to capture market share or compete effectively. The company's established reputation and market dominance create a moderate threat from new competitors, as they must overcome significant barriers to entry and compete against a well-entrenched market leader.

2. Threat of Substitute Goods: To remain competitive, New Zealand Dairy must continually innovate and adapt its products to counteract the threat of substitutes. The company has made strides in integrating health consciousness and wellness elements into its product line, addressing growing consumer demand for healthier options. By prioritizing these innovations, New Zealand Dairy aims to differentiate itself from competitors and mitigate the impact of substitute goods on its market position.

3. Bargaining Power of Suppliers: New Zealand Dairy enjoys strong relationships with its suppliers, thanks to its substantial purchasing power and emphasis on quality. The company

fosters stable and reliable partnerships to ensure high standards in dairy and agricultural products. Additionally, New Zealand Dairy provides valuable advice to suppliers, helping them improve productivity and reduce costs. This approach strengthens the company's supply chain and supports its commitment to maintaining product quality.

4. Bargaining Power of Customers: Customers hold considerable bargaining power due to the availability of numerous substitute products and competitors in the market. However, New Zealand Dairy's reputation for quality has earned it a strong position among consumers. Understanding customer needs and preferences is crucial, and New Zealand Dairy addresses this by focusing on health and wellness trends in its product development. This customer-centric approach helps the company maintain its appeal and adapt to evolving market demands.

5. Competitive Rivalry within the Industry: The food processing industry is characterized by intense competition, with major players constantly striving to gain an edge. New Zealand Dairy faces competition from other companies that invest heavily in marketing and advertising to capture market share. This rivalry drives improvements in product quality and innovation, benefiting consumers. As companies vie for dominance, New Zealand Dairy must continue to differentiate itself to stay ahead in the competitive landscape.

SWOT Analysis

Strengths

New Zealand Dairy demonstrates significant internal development, with a strong focus on innovation, which drives the company's continuous advancement and competitive edge. The company offers a diverse range of products that remain accessible to consumers, reflecting its commitment to catering to varied tastes and preferences. Safety and quality are prioritized, ensuring that all products meet high standards. The centralized organizational structure enhances coordination and streamlines company activities. Because of its wide distribution network, New Zealand Dairy's goods are easily accessible in both urban and rural locations. New Zealand Dairy is a highly respected brand in the industry, having been named by Forbes as the most valuable brand worldwide. Its commitment to environmentally friendly management techniques and continuous attempts to enhance product quality further establish the company's leadership position in the sector. Furthermore, the wide range of consumers and brands reduces performance variations and increases overall productivity.

Weaknesses

Despite its strengths, New Zealand Dairy faces several challenges. The Doodles Noodles incident had a major effect on the firm, causing it to lose 80% of its Indian market share and tarnishing the reputation of its brand. Concerns about ethics have also been raised by the company's purported extraction of millions of liters of water from nations where clean drinking water is limited. New Zealand Dairy's pricing for certain brands is higher compared to competitors, which could deter price-sensitive customers. The company also struggles with warehouse storage management and has limited control over raw material costs. Furthermore, the vast number of brands may complicate decision-making processes, potentially hindering operational efficiency.

Opportunities

New Zealand Dairy has several promising opportunities to explore. There is a growing demand for healthier food products, which the company can capitalize on by expanding its offerings in this segment. In Bangladesh, there is potential for increasing the availability of infant nutrition products, catering to a significant market need. The company could also attract a larger customer base by offering specific products at reduced prices. Another chance for market development is to introduce goods that are suited to Bangladeshi customers' taste preferences and integrate regional social and cultural elements. Additionally, leveraging e-commerce platforms to reach customers can enhance accessibility and boost sales.

Threats

The competitive landscape poses several threats to New Zealand Dairy. Aggressive advertising and marketing strategies by competitors could erode the company's market share. Customer dissatisfaction with product pricing may also impact sales. Some local producers engage in unethical practices to offer lower-priced goods, creating additional competition. The COVID-19 pandemic has introduced potential disruptions to the distribution system, affecting product availability. Lastly, government policies may pose regulatory challenges, potentially impacting the company's operations and strategic initiatives.

Chapter 3 – HR Research

3.1 Research title

Employee well-being at New Zealand Dairy Bangladesh Limited

3.1.1 Background of the Report:

The report has been crafted in line provided by our university, reflecting the time and experiences gained during my tenure at New Zealand Dairy. This report encapsulates my overall internship journey, detailing the experiences, learning outcomes, achievements, and challenges faced. I created the report with the help of my supervisor, Ms. Afshana, using the knowledge and expertise I gained from my internship in human resources at New Zealand Dairy Bangladesh. Mr. Ahmed Abir Choudhory, who advised me during my internship, gave me guidance and supervision all along the preparation of the report. I have investigated employee job satisfaction and HRM procedures at New Zealand Dairy Bangladesh Limited in this study.

The Purpose of the study

New Zealand Dairy is the most prosperous food and beverage company in the world, with an impressive global reach spanning 191 countries and a 317-channel distribution network. The firm highlights its worldwide reach and market presence in Bangladesh by providing a wide selection of products. This report's principal goal is to evaluate New Zealand Dairy Bangladesh Limited's whole HRM procedures. The study also attempts to evaluate the degree of work satisfaction that employees have with the organization. The objective is to assess employee satisfaction and present a thorough picture of how New Zealand Dairy's HR procedures support efficient business operations. The objective is to analyze the overall HR practices implemented by New Zealand Dairy Bangladesh Limited, which have been consistently followed by management to ensure the effective operation of the company. Additionally, the goal is to gain insights into employee job satisfaction within the organization.

3.1.2 Importance of the Study

This study provides readers with a thorough overview of how the major Human Resource Management (HRM) divisions at New Zealand Dairy Bangladesh Limited operate in accordance with the company's worldwide purpose and values. The HR division of New Zealand Dairy is

committed to preserving a positive work-life balance for its staff members, and the company respects a number of fundamental worldwide goals and principles. A thorough summary of important HRM topics, including learning, training, engagement, rewards, talent acquisition, and people development, is provided in the study. The research also evaluates New Zealand Dairy Bangladesh Limited employees' general job satisfaction. It looks at a number of variables that impact job satisfaction, such as team dynamics, relationships with coworkers and supervisors, and daily job tasks.

3.2 Methodology

In order to guarantee thorough coverage, the study, which was created as part of New Zealand Dairy Bangladesh's internship program, included data from both primary and secondary sources.

Primary Method: I interviewed interns from many departments at New Zealand Dairy Bangladesh as well as personnel in the HR division during my internship there. In order to evaluate employee work satisfaction and have firsthand knowledge of their experiences and viewpoints, I also conducted an online poll.

Secondary Method: For secondary data, I accessed information and visualizations from New Zealand Dairy's official websites, the company's intranet, as well as other relevant websites and journals. This secondary data provided valuable context and supplementary information to support the findings from primary research.

3.2.1 Sampling

A total of thirty eight employees from New Zealand Dairy Bangladesh, representing various roles within the company, were randomly selected to participate in the research. The selection process involved a combination of probability and non-probability sampling methods to ensure a diverse and representative sample. This approach aimed to provide a comprehensive perspective on the research topic, capturing a range of insights from different roles and departments within the organization.

3.2.2 Data Collection

Employees in New Zealand Dairy Bangladesh's HR department were first interviewed in order to get in-depth data on a range of HRM topics, including as Talent Acquisition, People Development, Learning, Training, Engagement, and Rewards. After that, a thorough survey was developed to evaluate workers' job satisfaction throughout the organization. A variety of topics were covered in the questionnaire, including the participants' age group, gender, everyday work duties, interactions with coworkers and supervisors, and team dynamics. Important issues such fairness in pay and benefits, work-life balance, training initiatives, performance reviews, and workplace culture were also covered. This strategy made sure that the information gathered gave a complete picture of worker satisfaction and the efficiency of HR procedures.

3.2.3 Data Analysis

For this study, a total of 38 individuals from New Zealand Dairy Bangladesh, including managers, senior executives, executives, and interns, were selected using a haphazard sampling approach. The selection was primarily based on a database of peer connections. Most of the data collected was primary, gathered through a survey conducted using Google Forms. Proper consent and permission were obtained from participants, and the data was used in accordance with academic research standards.

3.3 Finding Analysis

3.3.1 New Zealand Dairy Bangladesh's HR Practices

Human Resources (HR) is crucial for any company's success, and its role is integral in ensuring employee satisfaction and enhancing organizational productivity. HR is crucial to New Zealand Dairy Bangladesh's recruitment and deployment of the best candidates, as well as to the company's efforts to enhance staff members' performance through specialized training and incentives. HR is a core function at New Zealand Dairy Bangladesh, working closely with other departments to provide comprehensive support to employees. This collaborative atmosphere is designed to help employees achieve the best possible outcomes, thereby enhancing overall organizational performance.

New Zealand Dairy maintains a flat organizational structure, aiming for a minimum of 25 management levels to promote innovation and effectiveness. Efficient relationships within the

organization are based on both individual traits and professional attitudes, which support positive interactions between employees and managers.

The HR practices at New Zealand Dairy Bangladesh include:

1. **Talent Acquisition:** Works for hiring the right employees for the exact positions.
2. **People Development:** Focuses on employee growth and performance enhancement.
3. **Learning, Training, and Engagement:** Provides necessary training and engages employees to boost their skills.
4. **Rewards:** Manages compensation and recognition to motivate employees.

New Zealand Dairy is committed to creating a dynamic and sustainable organization by reducing hierarchical levels and promoting cooperation and collaboration among employees. This approach helps the company adapt to a competitive environment and encourages a culture of risk-taking, learning, and creativity. The many components of the HR department enhance the business's worldwide reach and local competency by being in line with HR policies and objectives.

3.3.2 The Department of Talent Hub

The Talent Acquisition team at New Zealand Dairy Bangladesh Limited plays a crucial role in identifying the best talent to strengthen the workforce and foster a culture of encouragement and motivation. Their primary objective is to attract and recruit top-tier talent that aligns with the company's needs and values. The process they follow is structured and guided by specific regulations set by the director, which apply to all employees across different job functions. Here are the steps they follow:

1. **Understand and Activate:** The first step in the talent acquisition process involves recognizing the requirements of the vacant position and understanding the kind of candidate that would be best suited for it. This helps the team in identifying key characteristics and qualifications necessary to fill the role effectively.

2. **Source and Attract:** The New Zealand Dairy website serves as the primary platform for job advertisements. Job descriptions and necessary qualifications are listed there, making it easier for candidates to apply. In addition to the website, social media and search engines are also used to attract a larger pool of potential candidates.
3. **Screen and Assess:** This is a critical stage where the Talent Acquisition team carefully screens applicants. They review applications and resumes, gathering and analyzing necessary data such as work experience, technical and interpersonal skills, education, behavioral traits, and other attributes. The aim is to shortlist candidates who match the job requirements closely and minimize recruitment risks.
4. **Evaluate and Select:** In some cases, evaluations and assessments are combined into a day-long session where the candidates are tested across multiple criteria. This usually includes several rounds of interviews with different team members, and after careful consideration, the best candidates are selected for the position.
5. **Place and Onboard:** Once the ideal candidate is selected, the onboarding process begins. This includes an orientation session where the new hire is introduced to the company culture, values, and their specific role, helping them integrate smoothly into the organization.

3.3.3 The Department of Employee Development

At New Zealand Dairy, fostering a high-performance culture is pivotal for achieving both individual and organizational goals. This is facilitated through a robust incentives and development system designed to ensure that employees are engaged with challenging tasks and understand how their contributions impact the company as a whole. Interaction between line managers and employees is a key component, as it helps set and meet ambitious performance standards throughout the year. Managers dedicate time each year to monitor and coach employees, ensuring that feedback is both regular and constructive. Employees are encouraged to take ownership of their career development with guidance from their line managers, facilitating a two-way dialogue about career goals and aspirations. The company's recruitment and selection process aims to present appealing yet realistic career opportunities, with a strong emphasis on cultural diversity. New Zealand Dairy values the global perspective and offers career

opportunities to immigrants, leveraging its international presence as a competitive advantage in employee training and development.

Promotion within New Zealand Dairy is based on long-term performance and potential for further development. The company engages in rigorous succession planning to maintain a stable pipeline of future leaders. Efforts are made to ensure a gender-balanced and diverse workforce by removing barriers to career advancement.

3.3.4 The Department of LeTrEn

Learning and development are integral to New Zealand Dairy's tradition and culture, reflecting the company's commitment to fostering continuous growth and improvement. At New Zealand Dairy, employees at all levels are consistently encouraged to enhance their skills and talents. The organization places significant emphasis on training and development programs, which are designed to support employees in their roles and contribute to their professional growth.

Learning and Development Framework

1. On-the-Job Experience: The primary source of learning at New Zealand Dairy is on-the-job experience. Employees gain valuable insights and skills through their daily responsibilities and interactions within their roles. Managers play a critical role in mentoring and guiding their teams, ensuring that employees are equipped to function successfully and meet their professional goals.

2. Comprehensive Training Programs: New Zealand Dairy offers a broad range of training programs that are essential for employee development. These programs cover various aspects, including leadership, product knowledge, and interpersonal skills. Employees are expected to participate in these programs to enhance their capabilities and support their career advancement.

Key Training Initiatives

Organizational Knowledge:

- This training aims to deepen employees' understanding of leadership behaviors through case studies, role-playing, and examples. It encourages the development of leadership qualities that align with the company's values.

- **Introductory Nutrition Quotient Training:** This program enhances employees' nutrition expertise, enabling them by knowledge of nutritional aspects.
- **Product Knowledge:** This training covers New Zealand Dairy's product lines, including product characteristics, target markets, pricing, and regulatory requirements. Participants learn about product categories and their contributions to the business.
- **Proud to be at New Zealand Dairy:** This course fosters a deep sense of satisfaction with the company's history, beliefs, and culture, promoting the principle.

Leadership Skills:

- This course prepares leaders to become effective coaches, emphasizing the importance of establishing a coaching culture within the organization.
- **Leadership Through 360-Degree Feedback:** Based on the New Zealand Dairy Leadership Framework, this training provides insights into leadership responsibilities and skills, helping leaders understand their roles and impact.
- **Value Creation Workshop:** This session offers insights into the value creation process, emphasizing the importance of creating value in business operations.
- **Unlocking Personal Capability:** This training focuses on personal determination and understanding company priorities to achieve organizational goals.
- **Interpersonal & Networking Skills:** This course aims to build strong interpersonal and networking skills necessary for effective business interactions.
- **Communication Skills:** This training helps employees improve their communication skills, reduce misunderstandings, and leverage nonverbal communication.
- **New Managers' Workshop:** This workshop is designed for employees transitioning from individual contributors to team leaders. It provides new managers with people management skills.

Through these targeted learning and development initiatives, New Zealand Dairy aims to build a highly skilled, motivated, and effective workforce that supports the company's strategic objectives and enhances overall performance.

3.3.5 The Department of Kudos

To attract and retain both new and existing employees, the company implements performance-based rewards and incentives. These rewards extend beyond financial compensation, reflecting the company's values and the trust it instills in its employees. They encompass various aspects such as job relationships, recognition, and personal growth opportunities within a large global organization. These elements must align with what employees value and reflect the company's commitment to fostering a high-performance culture.

New Zealand Dairy's reward initiatives are crafted in line with local social and legal frameworks, collective bargaining agreements, and the company's guidelines. Clear communication is crucial, with sufficient time dedicated to explaining salaries and benefits to employees, often with HR management support. The total rewards strategy should align with corporate governance and adapt to local, legal, and socioeconomic contexts, while allowing for some discretion within legal boundaries. The total rewards package must be coherent and rational, taking into account market practices, cost-benefit analyses, and business performance. Human Resource management, Pensions, and Finance collaborate to balance these factors.

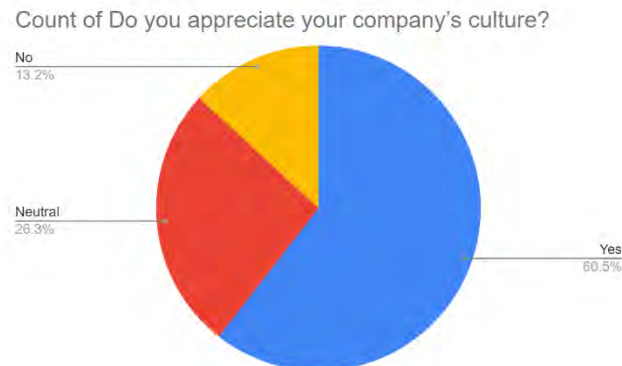
The Total Rewards components include:

1. **Fixed Pay:** This comprises primarily of the Basic Salary, forming the foundation of total compensation. New Zealand Dairy regularly conducts surveys to maintain a competitive market position, ensuring base salaries are set regionally and above median levels to reflect local trends. Salaries are positioned between market median and third quartile, influenced by various factors including market competitiveness and future growth plans.
2. **Variable Pay:** Designed to foster engagement and drive exceptional performance, variable pay includes schemes like Short-Term Bonuses (STB), which reward employees based on goal achievement.

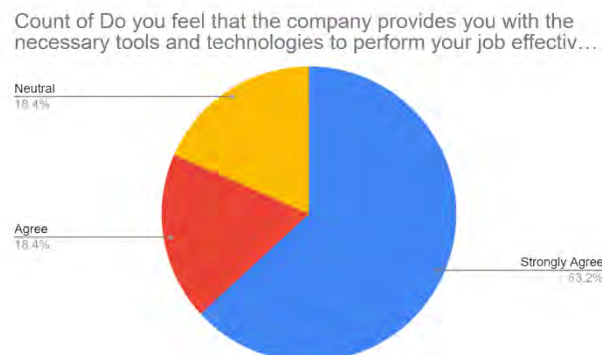
3. **After Job Benefits:** These benefits, which supplement social security, individual savings, and other retirement plans depending on regional customs, are intended to maintain employees' level of living after retirement.
4. **Health Benefits:** These programs ensure access to high-quality healthcare and insurance for injuries or illnesses. Coverage includes managers, executives, officers, and their families, with expenses covered for various medical needs.
5. **Body Check-ups:** Permanent managerial people are eligible for annual or biennial health check-ups based on age, in addition to existing healthcare plans.
6. **Employee Benefits:** New Zealand Dairy offers a comprehensive benefits package, allowing employees to select benefits that best fit their needs, and ensuring programs are cost-effective and compliant with local conditions.
7. **Infant Feeding Scheme:** Supports breastfeeding by providing designated company products to female employees and their spouses until the child is one year old.
8. **Gratuity Scheme:** Offers a gratuity based on years of service and last drawn basic pay.
9. **Complementary Product Gift:** Distributes company products to permanent staff quarterly.
10. **Leave Fare Assistance:** Provides an annual allowance equal to one month's salary to cover vacation expenses for permanent management employees.
11. **Marriage Gift Policy:** Awards a gift to permanent employees upon their first marriage.
12. **Staff Sales Policy:** Allows permanent employees to purchase company products at discounted prices through designated sales channels.
13. **Recognition Scheme:** Acknowledges outstanding employee contributions through a formal recognition process, open to all full-time staff.
14. **Work-Life Environment:** Promotes a positive work environment that supports a balanced lifestyle, volunteer opportunities, and wellness programs, contributing to overall employee satisfaction and effectiveness.

3.3.6 Findings and Analysis

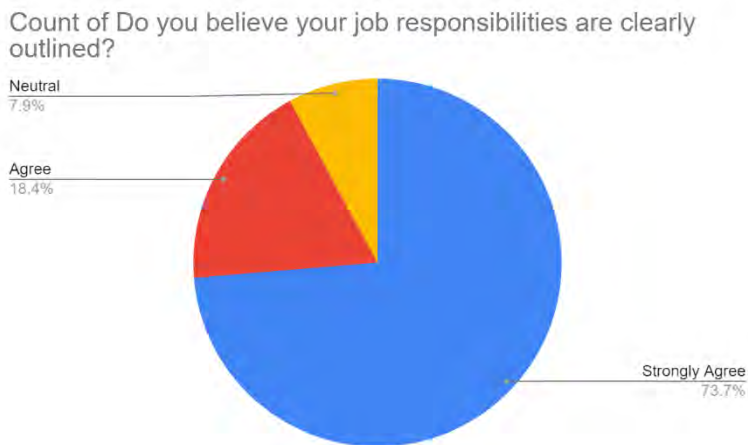
As suggested by my department supervisor, I selected 38 people to participate in a survey I conducted to assess work satisfaction among employees at New Zealand Dairy Bangladesh Ltd. These individuals included managers, senior executives, executives, and interns. Measuring employee job satisfaction inside the organization was the goal. Forty-eight of the participants had worked at New Zealand Dairy Bangladesh Ltd. for less than a year. A considerable proportion of the workforce has worked for the firm for one to five years, whereas fewer people have been there for five to ten years or more.



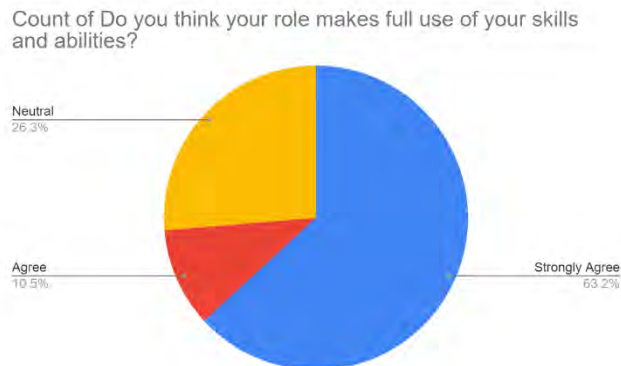
The pie chart shows a generally positive sentiment towards the company's culture. A majority of employees (60.5%) appreciate the culture, indicating a strong foundation. However, there's room for improvement, as 26.3% are neutral and 13.2% do not appreciate it. This suggests that while the culture resonates with most, efforts to enhance and communicate it could benefit a significant portion of the workforce.



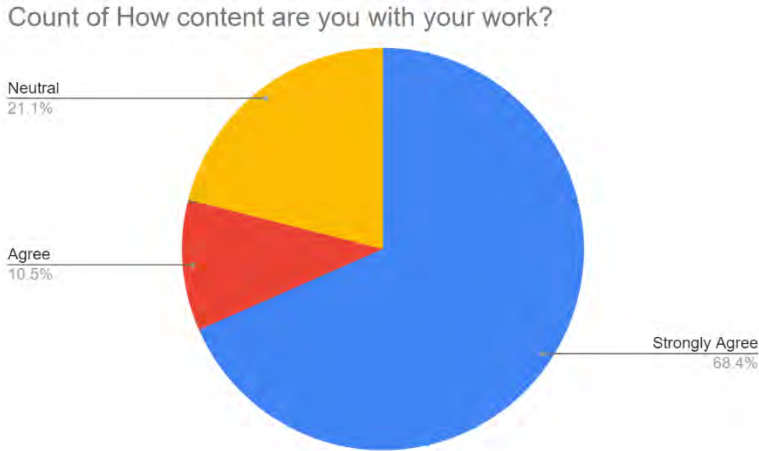
The pie chart reveals a highly positive perception of the company's provision of tools and technologies. An overwhelming 81.6% of employees either strongly agree (63.2%) or agree (18.4%) that they have the necessary resources to perform their jobs effectively. Only 18.4% are neutral, with no disagreement shown. This suggests the company is successfully equipping its workforce for optimal performance.



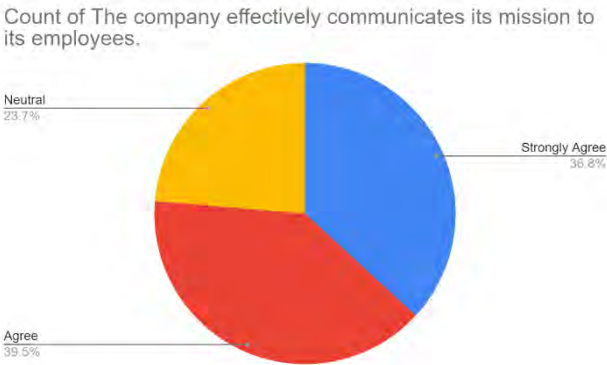
The pie chart demonstrates a very strong consensus on job responsibility clarity. An impressive 92.1% of employees either strongly agree (73.7%) or agree (18.4%) that their job responsibilities are clearly outlined. Only 7.9% are neutral, with no disagreement shown. This indicates excellent communication of roles and expectations within the company, contributing to a well-organized work environment.



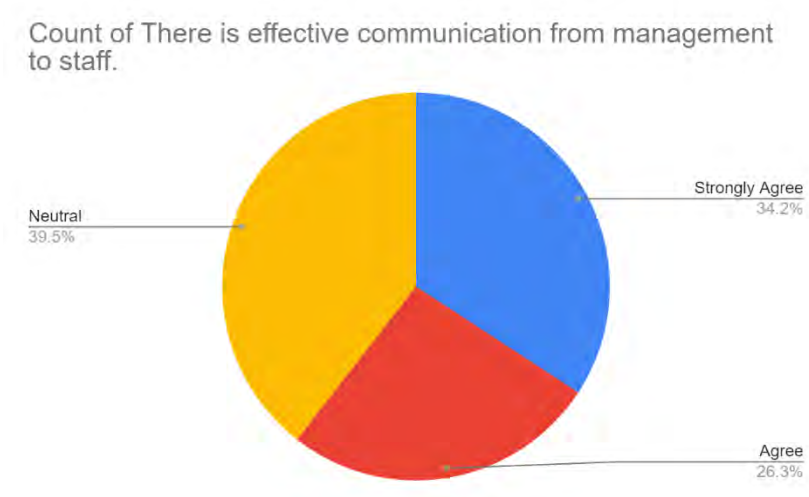
The pie chart reveals a largely positive sentiment regarding skill utilization. A significant majority (73.7%) of employees strongly agree or agree that their roles make full use of their skills and abilities. However, a notable 26.3% remain neutral, suggesting potential room for improvement in job role alignment or skill development opportunities for some employees. Overall, the company appears to be effectively leveraging its workforce's capabilities.



The pie chart indicates a high level of job satisfaction among employees. A significant majority (78.9%) either strongly agree (68.4%) or agree (10.5%) that they are content with their work. However, 21.1% remain neutral, suggesting room for improvement. Overall, the data reflects a generally positive work environment, with most employees expressing satisfaction with their roles and responsibilities.



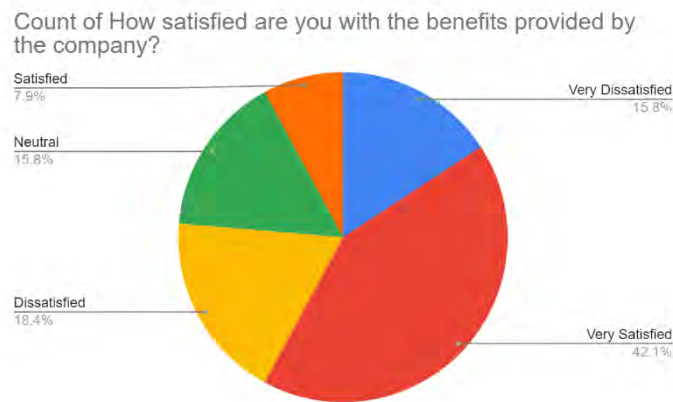
The pie chart illustrates employee perceptions of the company's mission communication effectiveness. A significant majority (76.3%) either agree or strongly agree that the company communicates its mission effectively, with 39.5% agreeing and 36.8% strongly agreeing. The remaining 23.7% are neutral, indicating no disagreement. This suggests overall positive sentiment regarding the company's mission communication to employees.



The pie chart depicts staff opinions on management's communication effectiveness. A majority (60.5%) view communication positively, with 34.2% strongly agreeing and 26.3% agreeing that it's effective. However, a significant portion (39.5%) remain neutral, suggesting room for improvement. No disagreement is shown, indicating generally positive but not unanimous sentiment towards management-staff communication.

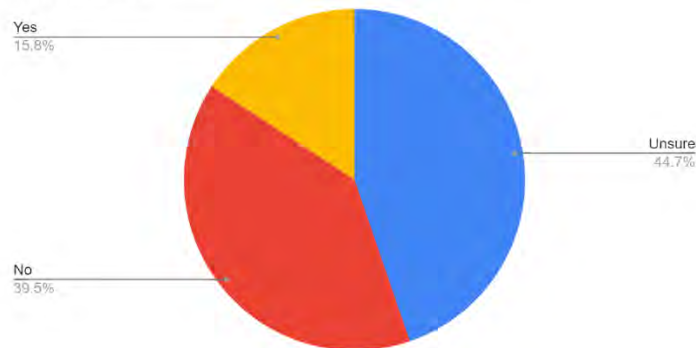


The pie chart illustrates employee salary satisfaction levels. A majority (55.3%) express contentment, with 39.5% very satisfied and 15.8% satisfied. However, a significant portion (44.7%) are dissatisfied, including 36.8% dissatisfied and 7.9% very dissatisfied. This reveals a polarized workforce, with slightly more employees content with their salaries than those who are not, indicating potential room for improvement in compensation strategies.



The pie chart reveals diverse opinions on company benefits. Half of employees (50%) are satisfied, with 42.1% very satisfied and 7.9% satisfied. However, 34.2% express dissatisfaction, including 15.8% very dissatisfied and 18.4% dissatisfied. 15.8% remain neutral. This indicates a polarized workforce, with a slight majority content with benefits but a significant portion unsatisfied, suggesting potential areas for improvement in the benefits package.

Count of Do you find the workload expected of you to be reasonable?



The pie chart reveals a concerning trend in employee perceptions of workload reasonableness. A significant 44.7% are unsure, while 39.5% explicitly find their workload unreasonable. Only 15.8% consider their workload reasonable. This data suggests widespread uncertainty and dissatisfaction regarding workload expectations, potentially indicating a need for management to reassess task distribution and communicate more clearly about job responsibilities and expectations.

The survey conducted to assess employee job satisfaction at New Zealand Dairy Bangladesh Ltd. highlights several key findings. The majority of respondents, including managers, senior executives, executives, and interns, have been with the company for varying lengths of time, with most having tenure of less than a year or between 1 to 5 years. The data reveals a generally positive sentiment towards the company's culture, with 60.5% of employees expressing appreciation, though 26.3% are neutral and 13.2% are not fond of it, suggesting room for cultural enhancements. The provision of tools and technologies is highly rated, with 81.6% of employees feeling well-equipped, reflecting the company's effective resource allocation. Clarity in job responsibilities is notably strong, with 92.1% agreeing that their roles are clearly defined, contributing to a well-organized work environment. Skill utilization also received a favorable assessment, with 73.7% of employees feeling their skills are fully employed, although 26.3% are neutral, indicating potential for role and skill alignment improvements. Job satisfaction is high, with 78.9% expressing contentment, yet 21.1% are neutral, pointing to areas where satisfaction could be enhanced. The effectiveness of mission communication is positively perceived by

76.3% of employees, while management's communication is viewed positively by 60.5%, though 39.5% are neutral, suggesting a need for improved management-staff communication. Salary satisfaction is divided, with 55.3% content but 44.7% dissatisfied, highlighting potential compensation strategy improvements. Opinions on company benefits are mixed, with half of the employees satisfied but a significant portion expressing dissatisfaction, indicating room for enhancements in the benefits package. Finally, perceptions of workload reasonableness are concerning, with 44.7% unsure and 39.5% finding their workload unreasonable, signaling a need for management to reassess workload distribution and communicate more clearly about job expectations.

3.4 Conclusion

This report was crafted to meet the standards set by BRAC University and reflects the insights gained from my internship at New Zealand Dairy Bangladesh. It provides an in-depth examination of the internship program at New Zealand Dairy Bangladesh, encompassing the overall experience, learning journey, and achievements. The report outlines the Human Resource Management practices at New Zealand Dairy Bangladesh and evaluates the degree of employee job satisfaction. It also offers a concise overview of New Zealand Dairy's history, detailing its transformation into a leading global FMCG company. To gauge employee job satisfaction, a survey was administered. A total of 38 managers, senior executives, executives, and interns from New Zealand Dairy Bangladesh participated, providing feedback on their job satisfaction. The survey results were positive, affirming that New Zealand Dairy Bangladesh Ltd. offers a balanced work environment, respect for dignity, equal opportunities, and job security—factors that are currently critical to employees.

At New Zealand Dairy Bangladesh, the focus is predominantly on people. The company aims to maintain an optimal work-life balance and foster individual well-being to enhance workplace productivity. Their strength lies in their vibrant development culture and transparent performance management. The organization is dedicated to improving employee performance and seeking ways to add value and boost individual effectiveness. Despite certain challenges, New Zealand Dairy Bangladesh Ltd. is committed to creating a supportive work environment. This dedication is part of their broader goal to achieve ongoing excellence through an effective HR team,

offering a superior work environment, and enriching employees' experience at New Zealand Dairy.

3.5 Recommendations

It is clear that New Zealand Dairy Bangladesh Limited's HR procedures are very successful after three months of employment and a concentrated study endeavor for this report. To further improve the company's attractiveness as an employer, there are a few doable suggestions. Firstly, the HR department ought to think about setting up a special day care center to assist working moms in striking a balance between their personal and professional life. This initiative would provide significant support and potentially increase employee satisfaction and retention. Additionally, it is advisable to review and possibly enhance the remuneration package to better align with employee needs and market expectations. Making the compensation more competitive could boost employee satisfaction and attract top talent. Furthermore, increasing intern and employee engagement activities can help foster a more vibrant workplace culture. Ensuring that budget constraints do not hinder these activities is crucial for their success. Interns should also be given greater autonomy and involvement in decision-making processes to cultivate a sense of belonging and engagement. Moreover, facilitating membership in various clubs for both interns and employees can further enrich their work experience and personal development. This can create a more inclusive and engaging work environment. In summary, while New Zealand Dairy Bangladesh Limited already demonstrates commendable HR practices, these suggested improvements—such as establishing a Day Care Center, enhancing the remuneration package, increasing engagement activities, granting interns more autonomy, and offering club memberships—could significantly boost the company's desirability as a workplace and further improve overall employee satisfaction.

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Appendix

Survey Questionnaire : <https://forms.gle/GX2PEQxgPKuww7yZ8>

Responses: https://docs.google.com/spreadsheets/d/1V40dIL3vUaLbrKdQH54j1eitOM_EevlFhL00NuRZ6I8/edit?usp=sharing