Report on

Headhunting process of grow n excel & it's impact on industries

By

Akib Hayder Antor

ID: 19104069

An internship report submitted to the Bachelor of Business Administration in partial fulfilment of the requirements for the degree of Human Resource Management & Marketing

Bachelor of Business Administration

BRAC University

November 2024

Declaration

It is hereby declared that

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

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____

Akib Hayder Antor

19104069

Supervisor's Full Name & Signature:

_____

Ahmed Abir Choudhury

Senior Lecturer, Brac Business School

Brac University

Letter of Transmittal

Ahmed Abir Choudhury

Senior Lecturer,

BBA

BRAC University

KHA 224, Progati Sarani, Merul Badda, Dhaka 1212

Subject: Submission of Internship Report on "Headhunting process of grow n excel & it's impact on industries"

Dear Sir,

With due respect, I, Akib Hayder Antor (ID: 19104069), would like to inform you that it has been a pleasure to conduct this research paper titled "Headhunting process of grow n excel & it's impact on industries" under your supervision. As an Intern, from my experience the data's & information that I provided are included in this learning are primarily drawn, as well as the interviews and conversations that I manage with my co-worker there.

Making this report allow me to gain more knowledge related to the actual function of recruitment, challenge issues related to client, and managing analysis based on the learning related to On the job method and academic courses. During my report Completion time, I sincerely admire your effort and direction. I am very delighted to work in agreement with your necessary guidance. I did My very best to provide the level of writing which could be satisfactory and if necessary, I will make necessary revisions.

Regards,

Akib Hayder Antor

19104069

BRAC Business School

BRAC University

Non-Disclosure Agreement

My offer letter dated 9th July 2024 and from that day "grow n excel" has organized an internship program for me. They took me as an intern for three (3) months which started on 9th July and finished on 9th October 2024.The agreement between me, a student of BRAC University and "grow n excel" are given below:

NATURE OF APPOINTMENT: Contract service for 03 (three months). After this period the contract will be automatically terminated.

ALLOWANCE: You will be entitled to receive TK 8,000 (Eight thousand only) as internship allowance.

JOINING DATE: Your internship contract will be effective from 9th July 2024.

GENERAL UNDERTAKING: You will abide by the rules and regulations of the organization as revised from time to time by the management.

CONFIDENTIALITY OF BUSINESS INFORMATION: During the course of your internship, it is probable that you will generate or become aware of information, which is or may be confidential. You will be under obligation to keep confidential all information incidents documents etc. concerning the affairs, plans and projects of the organization and you shall not disseminate/divulge them to any unauthorized person either directly or indirectly.

Acknowledgement

I am very delighted to work as an intern with an HR consulting firm like grow n excel. Because learning HR related work from HR firm is a wonderful & good opportunity for me. Firstly, I'd like to express my heartfelt gratitude to the Almighty Allah for allowing me to complete my report within the deadline.

Second of all, I would also like to thank my Academic Supervisor Mr. Ahmed Abir Choudhury, Senior Lecturer & my Co-supervisor Mr. Shihab Kabir Shuvo, Senior Lecturer at BRAC Business School deserves special mention. Both of them helped me a lot & provided me enough time to finish the report.

Third of all, for giving me the incredible opportunity for the internship I would like to show my gratitude to grow n excel. Since day one of my internship, I started learning new things. I have to express my heartfelt gratitude to Mr. Zulfiker Hossain, The CEO of grow n excel for giving me the opportunity to work here as an intern in this wonderful HR firm. Also, I am grateful to both My supervisor Mr. Hritic Paul Senior HR Associate of grow n excel & my co-supervisor Mrs. Fariha Poushi HR Trainee of grow n excel for helping me in every steps. Both of them assisted me with everything since day one and helped me a lot.

At last, I am grateful to all my senior co-workers of grow n excel who encouraged me & supported me whenever I needed their support.

Executive Summary

 I broadly highlighted the experience of my 3-month internship period at grow n excel in this report. The Main topic of this report is "Headhunting process of grow n excel & it's impact on industries." In Chapter 1 I discussed lots of important Internship information like job description & responsibility, internship tasks, internship types, all these related stuffs. In Chapter 2 I discussed information related to the Organisation. In the second chapter I discussed Overview of the organisation, practices related to management, practices related to marketing, financial performance & accounting practices, Operating management and analysis related to industry & competitive is also have been discussed.

In Chapter 3 which is known as Project part where the reports main topic has been discussed thoroughly. The main reasons why I choose these topics because it will give a full & thorough understanding of what Headhunting means, The HR related tasks related to Headhunting, people will understand how Headhunting process work in HR firms, The significant impact of Headhunting process in HR firms which influenced the industry. To make Understand the goal of this report I have discussed & divided the objectives with broad objectives along with specific objective so that the reader can have clear & transparent idea. I also mentioned the methods of getting the data through various sources. Additionally, data related to both primary & secondary have been used in these internship report. In this project Part the main section is Finding and analysis. In finding & analysis we explained it in broadly. Furthermore, the tasks related to their sister concern namely Apparel talent & Dynamic resource has also been thoroughly focussed which also support the objective. Additionally, it also shown the impacting of the organisations though their headhunting process and why the clients repeatedly back to them & trust them. Moreover, in the internship report there are also findings & problem parts which have been found & to solve those problems some recommendations have also been discussed.

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List of figures:

2.2.2 Organogram

List of Acronyms

HR = Human Resource
HRM = Human Resource Management
HRIRS = Human resources information system
IS = Information System
OS = Operating System
SWOT= Strength Weakness Opportunity Threat

Chapter 1

Internship Overview

1.1 Information regarding Student:

Name: Akib Hayder Antor

ID: 19104069

Program: BBA (Bachelor of Business Administration)

Major: Human Resource Management & Accounting

1.2 Information regarding internship:

1.2.1 Period

Period: Three Months, (9th July 2024 – 9th October 2024)

Organisation name: grow n excel

Department: HeadHunting

Address: 3rd Floor-C3, House no. 83, Road no. 23, Gulshan-1, Dhaka-1212, Bangladesh

1.2.2 Internship Company Supervisor's Information

Name: Hritic Paul

Designation: Senior HR Associate

1.2.3 Job Scope:

Through internship we can obtain lots of new skills & develop our practical knowledge. We try to implement our academic knowledge here which we learned from our university. In grow n excel my work is related to Headhunting, CV sourcing & talent acquisition. During my three-month tenure as an intern, I have done my job & fulfilled all my obligations & responsibilities through enhance comprehension.

Job Description: Recruitment from the outset, I received comprehensive guidance from my supervisor and co-supervisor regarding the headhunting process. They assigned me tasks relating to headhunting, specifically sourcing candidates for Executive and Senior Executive positions. For instance, Senior Legal executive and Senior Commercial Executive for a battery corporation. Upon acclimatisation to the process, I am seeking positions such as Marketing Manager for multinational corporations, General Manager/Head of Facilities for insurance firms, Head of Mobilisation for NGOs, Area Sales Manager, General Manager for hospitals, Deputy General Manager for furniture companies, CFO for insurance, and several others in the

Textile sector, both multinational and local conglomerates. My supervisor, Mr. Hriti Paul, and my co-supervisor, Mrs. Fariha Poushi, have assigned me headhunting chores. Initially, he would elucidate the specifics of the job description to me and furnish appropriate guidance on the client's requirements. Occasionally, he has provided me with sample CVs to facilitate the identification of applicants. Subsequently, my sourcing and research activities commence. Initially, I thoroughly examine their job description and endeavour to comprehend many analytical phrases, as this is my primary responsibility. After thoroughly reviewing the job description and comprehending all the responsibilities. Upon obtaining all the necessary knowledge regarding the type of company, their financial status, the kind of individuals they employees and the culture of their organisation. Then I started look into their requirements. Next, I take advice from my supervisor and Co-supervisor to discuss all the necessary information that I have gathered over this short span of time. My supervisor guided me in executing my plan

based on the roles that were given. Before this headhunting process the individual who is responsible for that particular assignments need to communicate through mobile or telephone to make sure everything is according to plan. The primary resource for sourcing CVs/resumes at Grow n Excel is the CV bank from BD Jobs. In the CV bank we initially assessed good CV. Primarily, the majority of candidates submit their CVs for new positions on Bdjobs. This method aims to accommodate individuals who submit their CVs, as they may become potential clients in it future. The primary suppliers of CVs are primarily sourced from platforms such as Bdjobs and LinkedIn. After acquiring a substantial number of CVs, typically between 10 and 15, the head-hunters commence the process of sorting the CVs by engaging in discussions with the candidates. After a substantial number of possible candidates were contacted, the best five prospects were shortlisted based on their phone conversations and resumes. Following the candidates' comments from the Call, those candidates are pass on to the customer. During the process of interview, the shortlisted candidates would be further narrowed down to two or three individuals.

Interview Scheduling: After the interview session, those who did well are selected for the final interview with CEO Sir. I create the interview schedule table and email it to ensure that all candidates will attend the interview prior to doing it via phone call. Furthermore, I communicate with the customer and provide the interview details, including time, date, and location. If any candidate encounters an issue with the date, Time, or location, I promptly inform the customer to address the problem.

Mapping: It constituted one of my primary and significant responsibilities. In the mapping, I identify individuals primarily engaged in specific roles within particular industries. Mapping is conducted to Enhance the database. For instance, I primarily conducted the mapping of 25 marketing managers across Multinational corporations, local fast-moving consumer goods companies, and electrical firms, followed by The mapping of resource mobilisation for non-governmental organisations, the mapping of heads of facilities/administration for insurance companies, and the mapping of chief financial officers for Insurance. Additionally, I conducted a mapping of 35 sales heads in the Electrical and Local FMCG sectors. This mapping primarily

documented their current and prior job experience, contact numbers, current positions, and educational backgrounds for the database. This database is utilised thereafter to expedite Client identification.

Employer Branding: For differentiating the brand value of the company from the other company employer of the company creates branding. From various reputed industries, grow n excel targeted top clients because of their top-class Headhunting process. Banding must be prepared properly as per the policy of the business. Moreover, there are three more Sister concerns for grow n excel. They also have different templates of Branding for the three-sister concern & they have to done in three different ways. It takes time & creativity to finish these major tasks. Mainly for social media advertisement grow n excel mostly focuses on LinkedIn. They make a knowledge desk where all the updated HR articles are there. With the branding of grow n excel, they provide Very updated HR-related articles in the knowledge desk.

Call representative: The call agent stated that there are no front desk personnel available to address any enquiries about submitting a CV, as Grow n Excel employs only eight individuals. Throughout my internship, our supervisor would answer the phone anytime it rang and engage in talks with other individuals. The majority of the enquiries pertain to Grow n Excel services, submission of CVs, and our service charges.

Recruitment Process of interne: I assisted with the recruitment of interns for the subsequent time. I also published the internship recruitment advertisement on LinkedIn, Facebook, and other social media platforms to attract applicants. I additionally disseminated information in several intern groups, Brac University groups, and other communal groups. Mr. Hritic Paul, Senior HR Associate, primarily shortlisted several CVs and demonstrated the criteria for selection when we received quality applications. The internship time has provided me the opportunity to apply theoretical concepts in practical settings.

1.3 Internship Outcome: In the BBA program, particularly in HRM classes, we have acquired extensive Theoretical knowledge, engaged in case study analysis, and addressed many practical challenges. However, in real-life situations, we were not instructed on how to apply ideas realistically or when to Utilise them. The internship term has afforded me the ability to apply such theories in practical settings.

1.3.1 Contribution: Some of them are outlined below:

● Submitted 15 CVs for the senior law executive position at Tigers New Energy Company to my co-supervisor.

● · Submitted nearly 15 CVs for the Senior Commercial Executive position at Tiger's new energy company To my Co-supervisor.

● Submitted five CVs for Employer Branding for Tigers New Energy Company to my Co-supervisor submitted CVs for the CFO post at MetLife Insurance Company to my boss.

● Submitted CVs for the Head of Facilities position at MetLife Insurance Company to my supervisor.

● Submitted CVs for the Head of Resource Mobilisation position at BRAC NGO to my supervisor.

● Submitted several competitive CVs for the Manager post at ISHO Furniture to my boss.

● · Supplied comprehensive CVs with relevant experience for Marketing Managers in the FMCG sector to My supervisor.

● Created a concise mapping for the Head of Resource Mobilisation, Head of Facilities, Chief Financial Officer, and Marketing Managers.

● Conducted a comprehensive mapping of all Corporate Sales Managers within the industry.

1.3.2 Benefits: I have acquired numerous benefits during my internship, as I have made significant efforts to gather information and experience to grow and excel within this three-month time.

Responsibilities and duties pertaining to HR recruiting: I acquired Knowledge about organisational recruitment processes. The steps of recruitment begin with the important task of establishing a comprehensive Job Description (JD). This entails addressing the critical elements that Organisations sometimes overlook when providing their initial JD. Consequently, we are proficient in crafting effective job descriptions for internal purposes. To attract the most qualified candidate, we are Utilising several forms of material and posters. A well-designed poster and compelling content can be Effective, but primarily it relies on employer branding. Another crucial aspect is concentrating on the Evaluation of all those elements. Additionally, I became acquainted with the protocol for conducting the initial interview and the primary focal points of the process. I have enhanced my HR analytical skills. Throughout the entire process, as well as the methodology for accurately assessing the CVs and Candidates. The training methods have significantly advanced. Another significant responsibility I acquired from Grow n Excel is the training of personnel. I acquired knowledge in delivering methodologies and analysing TNA during my internship.

Development of Hard Skills: During my academic tenure, I acquired numerous hard skills, including MS Office Suite, Google Sites, and Google Sheets. Throughout my internship, I endeavoured to include all those skills. To facilitate mapping, I prepared a table in an Excel spreadsheet Utilising Excel formula, hence simplifying the process of mapping the CV within the table.

Soft Skills Development: In my profession, the essential soft talent is the rapid assessment of candidates. I meticulously assessed if the requirements of candidates are aligned with the JD and the overall organisational culture while evaluating several resumes for various positions. Furthermore, this experience enhanced my analytical abilities. At times, I found it challenging to

engage with applicants as my role as a headhunter. My supervisor and co-supervisor assisted me in communicating with candidates properly and providing them with regular updates. Consequently, my communication abilities significantly enhanced. Additionally, it enhanced my self-confidence.

1.3.3 Difficulties: I have Outlined below some of the difficulties that I faced:

Insufficient office equipment: The computers I utilised in Grow n Excel were outdated models. Furthermore, there was an inadequate quantity of laptops. Throughout my internship, I was required to Contact numerous clients, although there were shortage of additional mobile phone available for use. But my Co supervisor's shares her office phone with me. Another issue I encountered during my tenure was the Wi-Fi router. The specific router resulted in reduced internet speed. At times, it also caused significant issues with network connectivity. I encountered numerous challenges as a result, particularly during CV sourcing and mapping. Ultimately, it impeded employee efficiency.

Employee Shortage: Another issue I would identify is the scarcity of personnel. There were total 10 individuals working in grow n excel. Occasionally, they encounter a manpower issue. At times, one individual is required to do the responsibilities of two employees. Consequently, it is occasionally challenging for them to operate in such manner.

1.3.4 Recommendations for problems

The recommendations for solving these problems are given below:

Renovating the workplace: Renovating the workplace is important for grow n excel. They Should buy new laptops, extra phone & Good WiFi router with high internet speed for better Output for the firm. Because of influences of employees work & morality this investment is necessary. So, some major changes are necessary for all these things. Allocating them perfectly is the foremost thing. This will definitely renovate the workplace.

Hiring more employees: HR firm needs more employees for sourcing since it's a rigorous Process. That's why if they hire more employees then it would be better for the Organisation. In My opinion, the more the employees, the better for the organisation. They can hire more intern for the firm so that it would be easier for them to distribute the work fairly & also the pressure Would be less for one individual.

Chapter 2

Organization part

2.1 Introduction:

The HR firms or agencies are obligated for the improvement of employees who are skilled for the formulation & implementation of organisational strategy. The business awareness of HR specialists contributes to administrative development at top levels by transforming the profession of HR from managerial roles to consultants of strategic. In our country, HR agency or consulting firms has a big industry. In contemporary times, for a corporation the most vital assets were human resources. Without individuals, managing daily business activities, including commercial transactions, cash flow management, and communication across diverse media, would be unfeasible. For success of any organisation Human resources played a vital role. In this new globalization & technology ages, the organisations are always evolving rapidly. This massive transformation impacts the administrative process of the organisation which also influencing both the employees and the organisation. Now a days, green human resource management methods are affective & many organisations have already started adopted it.

grow n excel offers a comprehensive array of recruitment services, initiated with the objective of assisting businesses and their clients. Their lengthy and exhaustive study, along with experience in exemplary workplace procedures, enabled them to provide customised solutions. They always aim to be top consulting firm by stick to the core principles of client based, enthusiasm & professionalism. By increasing the clients demand they validate bond which is professional within the whole country aiming to distributing information and expertise.

2.2 Overview of the Company

Back in 2008 Mr. Zulfiquar Hussain founded "Grow n Excel" who was formerly the HR Director in Nestle. He was also the Head of HR in Citycell. He was a pioneer in Citycell and took some drastic changes which shapen up the organization. He started his work in grow n excel back in 2008 by using his excellence with 18 employees. In Bangladesh grow n excel is one of the first HR agency. It gave massive advantage to grow n excel competitively over other HR agencies. The valuable experience that has gained by Mr. Zulfiquar Hussain in the field of HR gave grow n excel an extra fast mover advantage over its rivals in the industry. Grow n excel expects three values from its personnel. Which are "Professionalism" , "Passion" and "Client Focus". For bringing & serving the clients these three values are needed. At the beginning, for the benefit of clients it only accustomed to headhunting services. As they only providing headhunting services their margin of profit were also comparatively lower. After that incident, back in 2010 to cover up the gap they also formed a sister concern company known as Apparel Talent mainly expertise in the field of textiles. For the textile Market, Apparel Talent Is used to give alternative HR solutions from hiring to consultancy. Furthermore, grow n excel has another sister concern firm which keeps an eye on the payroll system of Different industries known as Dynamic Resources. Dynamic resources mainly specialized in high-volume hiring and staffing.

2.2.1 Companies Vision & Mission: grow n excel primarily provides HR consulting services to clients for customised solutions utilising best practices. They want to be exemplary consultants guided by three principles: professionalism, enthusiasm, and client attention. To cultivate human capital, they assist clients in enhancing administrative competencies to address future difficulties. The organisation employs proprietary methods to alter its services. Consequently, it significantly advantages Grow n Excel by fulfilling consumer wants and ensuring their satisfaction, thereby converting them into regular clients.

Grow n excel recognises the significant potential of businesses and individuals worldwide and their contribution to the advancement of human capital. Grow n Excel assists their clients in

enhancing their organisational capacities to address future issues. To comprehend their overarching goals and objectives, they collaborate closely with clients to provide customised solutions which found similar with the strategy of business. The prominent assistance offered by grow n excel encompass HR compliance, Development of leadership, talent management, organisational structure etc. Furthermore, the company offer workshops and customised training programs that assist organisations in skill development and workforce enhancement. For organisations seeking to enhance their HR and management practices, grow n excel is the most reliable and supportive partner.

2.2.2 Organogram: Grow n Excel organizational structure is given below:

Source: Grow n excel website (Figure 2)
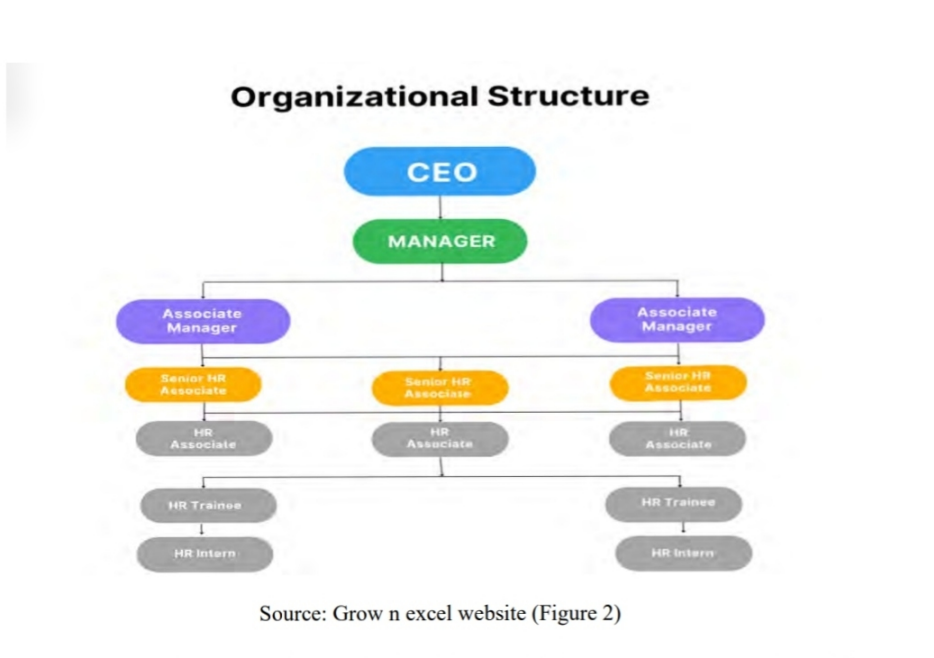
Grow n Excel has 10 employees. Although it's a small group of people but they are very skilful & intelligence. They can manage good number of clients & satisfy their demands regarding recruitment. With a minimum operating cost, its one kind of strategy for grow n excel to run its business.

2.3 Management Practices

For accomplishing the goals and objectives, managers practices management which is the group of procedures & strategies. Some of the example of management Techniques are allocate resources, evaluate performance, determining objectives, monitoring Progress & assign duties. grow n excel mainly follow the concept "Management Y" which means employees are mainly ambitious, responsible and have passion for work. According to Douglas McGregor, "Management Y" is a successful technique because it coexists with worker's Motivations and basic necessity of human. Furthermore, it advertise an excellent work culture which values innovation, revolution & teamwork. For any organization's success Effective Management practices are necessary mainly because they authorize senior level manager to assemble their employees attempt toward the achievement of their overall objectives. To build a competitive, flexible and excellent culture grow n excel believes in this notion which will ultimately raise their productiveness.

2.3.1. Leadership: The style of leadership that grow n excel mainly follows are democratic Leadership. In grow n excel the CEO mainly hear the opinions of every employee. Moreover, the senior employee involves junior employees in recognizing their contributions, judgement & promote external conversation. They mainly inspire team Members to share their suggestions, presentations & thoughts. Mainly the Democratic leadership in grow n excel encourage & motivate employees towards their goal & Objective.

2.3.2. Process of Headhunting & recruitment: For the process of Headhunting & recruitment interns utilises university groups, university job portals, and Facebook as sources. Job advertisements are not disclosed in random public groups. They just employ targeted marketing to acquire their preferred prospects. Grow n Excel predominantly favours students from public universities such as DU, DU-IBA, BUP, JU, CU, and RU, as well as private institutions such

NSU, Brac University, East West University, AIUB, IUB, and UIU. The selecting procedure comprises several steps. Individuals seeking an internship at Grow n Excel must adhere to a three-step selection process. Initially, an HR representative conducts an online interview to categorise students. In the second step, a face-to-face interview is conducted by Senior HR Associates and HR Associates.

2.3.3. The System related to compensation and other benefits: In grow n excel the remuneration process is competitive. They pay their employees a fair salary in the HR consultancy firm. In Grow n excel the Manager, Senior HR associates & HR associates get a fixed salary every month. Moreover, they also get additional commission. The commission will only come if their suggested clients get Successfully employed in other company otherwise, they won't get any commissions. The other Benefit is they provide lunch for employees every Thursday.

2.3.4. Efforts related to training and Development: On the job training procedure is implemented in grow n excel. The newly recruited personnel mostly collaborate with seasoned staff in a team to acquire knowledge from their elders. Furthermore, they can identify their deficiencies during the training session and receive appropriate feedback from their superiors regarding their task performance. The newly recruited personnel gain from deep learning. The training duration ranges from 6 to 12 months for the trainee phase. The training duration for senior roles is 1 to 3 months to acclimatise to the organisational culture.

2.3.5. Performance Appraisal: Every six months or annually, grow n Excel awards promotions to employees based on their performance, achievements, and successful completion of assigned assignments.

2.4 Marketing practices:

Marketing practices means strategies & plan that organisation mainly employ to encourage and sell their services or good. Grow n Excel operates in a business-to-business (B2B) model, primarily serving clients from external industries and corporations, predominantly in the fast-moving consumer goods (FMCG) sector.

2.4.1 Marketing approach: Grow n Excel's marketing approach primarily derives from LinkedIn. Given that the majority of their current and prospective clients originate from LinkedIn, Grow N Excel maintains a robust presence on the platform. Grow n Excel advises employees to establish connections primarily with individuals in senior positions, such as managers, general managers, assistant general managers, directors, and senior executives from various FMCG companies on LinkedIn. This strategy aims to position Grow n Excel as a preferred HR recruitment firm compared to its competitors.

2.4.2 Positioning, Targeting & Target Customer:

Positioning: Grow n excel seek to convince their clients in a way that whenever they think about Any recruitment or consulting services, they first firm they will consider will be grow n excel. During the conversation with their clients or candidates the first thing the employees always mention is that "grow n excel is one of the leading HR agency or recruitment firms". Through their services, the company always give prioritize to passion, professionalism and Customer centric.

Targeting: Grow n excel mainly targets the organizations whose annual revenue are mainly 150 million USD or above. Moreover, grow n excel charges certain amount of money for their services & based on that they select their clients who can pay that certain amount of money.

Target Customer: The main target customer of grow n excel are MNC & Local Conglomerate Under FMCG. Furthermore, other target customers are India MNC's, American MNC's & Srilanka MNC's.

2.4.3 Marketing channels: As they provide their Recruitment services, grow n excel also use direct marketing channels. Grow n excel employees by themselves, always find the individuals who are matched with requirements of JD to persuading that chosen candidates to provide their CV which must be updated and finally make sure that the chosen individuals will go for interview to the clients.

2.4.4 Issues related to Critical Marketing and gaps: Very few people watch their content. The reaction, comments, likes in the contents are comparatively less even though grow n excel are very active In LinkedIn & Facebook. The website of grow n excel isn't updated, that's why most of the Intern or clients get confused & call multiple times before dropping CV's.

2.5 Financial Performance and Accounting Practices:

Financial performance mainly known as the overall detailed assessment related to organization financial position in terms of earning profit, management related to cost issue and generating income. In order to successful in markets it is necessary to evaluate the financial condition of a organization and manage its situation. In addition, the accounting practices needs to be simple and transparent. Moreover, accounting practice is recognised as a series of actions for recording the daily financial statements of a corporate entity. The annual financial statements are legally required for organisations' accounting processes.

2.5.1 Analysis of budgeting: The method or system which is followed by grow n excel is the Activity-Based Budgeting. Utilising an activity-based approach, they first formulate a strategy to determine the desired income to be achieved within 12 months.

2.5.2 Bank Reconciliation statement: Reconciliation of Bank is all about balancing both sides of debit and credit. It is also helpful for documenting the adjustments of accounting reports. Moreover, it is also helpful in regard to examine the balance in a company's accounting records. Grow n Excel don't usually disclose their financial numbers since it is a comparatively smaller firm. The CEO & the manager of grow n excel mainly handle all the accounting related & financial work.

2.5.3 Posting of journal entries: Through written down the activities of a firm & posting the journals entries and placed it into a ledger. The manager of grow n excel mainly handle this work.

2.5.4 Preparing Voucher: The following information which note down in voucher are: Date, debit column, credit column, serial number, total column, Particulars and amount of figures (in number and word). Every part must be filled out when preparing a voucher. Each Transaction are thoroughly record in voucher. The manager of grow n excel mainly handle this work.

2.5.5 Transaction of customer: Through City Bank, the clients or customer of grow n excel transact their payment**.** All the payment are done through City bank.

2.5.6 Financial Report: The Manager of grow n excel mainly prepare the financial report & Accounting report. But since grow n excel is small firm & mainly sole proprietorship business that don't disclose or publish the financial report.

2.6 Operations Management and Information System Practices

2.6.1 Operations Management: From the viewpoint of achieving best efficiency & effectiveness the business procedure of the administration process in an industry is called operations management. It helps conversing raw resources & personnel into goods.

● **Planning**: Planning mainly involve during the time for arranging the production for the company. The company success mainly depends on the location of the company. Grow n excel don't produces goods or raw materials since they are HR recruitment firm & provide services. Grow n excel office located in Gulshan 1, where most of the MNC are located where the client of grow n excels mainly worked there.

● **Scheduling**: In case of scheduling grow n excel is flexible since it isn't a big organization or industry. Most of the employees who have mandatory meeting with CEO sir at 11:00 AM they have to be present at least on 10:15 or 10:30 A.M. In the evening there is another mandatory meeting from 6 PM to 6:20 or 6:30 PM. After that at 6:40 or 7 PM most of the employees leave the office. In grow n excel the CEO mainly gives deadline over a project to the employees within specific time & must finish the project successfully. The project deadline is given for 1 week by the CEO Sir.

● **Organizing**: For attaining the objectives of business it set up the activity required to and assign authority to finish them. First & foremost, it establishes authority structure & the job. In the recruitment firm like grow n excel, first of all the CEO assign the recruitment work to the employees. Next, the HR personnel will discuss with the organisation's client or customer and will try to gain some broad information regarding the position of job, organisation and group of candidates which are fit for the position. Then the employees start their CV sourcing & select some good CV. Among those resumes the HR personnel will select 10 CV & properly discuss

with the candidates. Those candidates who want to switch their job those candidates must send their updated resume, after the process those resumes will be submitted to the client before deadline. At a later date, the clients will shortlist some candidates for the interview & send those CV to employees of grow n excel. Furthermore, for the consulting service, the clients will directly talk with the manager, after that they will arrange a meeting with the CEO.

● **Controlling**: Basically, to make sure that actual results are equal to anticipated outcome. For differentiating the operation management plans It mainly estimates the actual results. The significant functions in this circumstance are time management, quality control & cost control. Since it mentioned earlier that, there are always 2 mandatory meetings on workdays to make sure that the employees are finishing their assign activity at specific deadline to achieve expected performance. Moreover, for quality control to confirm that if the individual who is hired is doing their job properly employees of grow n excel always talk with their clients after 15-20 days when the project is finished. Furthermore, the employees even contact with the hired individual to make sure if they are satisfied with their new Position.

2.6.2 Information System: Information system is mainly an instructional system with a focal point on comprehension which associate with network related to hardware & software which were supplied by the industry for distribution, survey, data collection & manufacturing.

● **Hardware & Software:** Any tangible component or physical device is known as hardware. While at work, grow n excel provides their employees with laptops, computer, Mobile phone with SIM cards. For the activities related to HR, grow n excel doesn't use any HR related software. For data centre they use google drive for all their employees. Apart from it, they use bdjobs & LinkedIn for sourcing.

● **Data**: Data refers to basic raw information which consists of facts used for analysis. For completing the overall work various types of data are used. The analysis of job market or list of

clients are upgraded in grow n excel in excel file & save that information in drive after gather CVs from candidates who are keen for new jobs. After this, for that particular position of the client they do mapping for their own benefit so that they can quickly undergo the details of the job applicants. Moreover, with CEO they share the updated sheet.

2.7 Industry and Competitive Analysis:

Through proper analysis of industry & competitive, we can find the condition of company to assess its current positions compared to other firms which can offer similar products or services. That's why there is a necessity of Successful strategic planning for extensive understanding of the overall variables which affect another sector. Moreover, for accessing the strength & weaknesses of the competitor's competitive analysis is necessary. From both offensive and defensive points of view it is necessary to Provide a strategic perspective for evaluating opportunities and risks.

2.7.1 Analysis of Porter's Five Forces: Through assessment of an overall market conditions of grow n excel, each factor will be allocated a score from 1 to 5: score 1 will be rated as very low competition, score 2 will receive low competition, Score 3 will receive competition which is neutral, competition which is high will be 4, and very high competition will be regarded highest score which is 5. We will acquire a total of 25 factor points by addition of all the elements from which we can approach overall market conditions of grow n excel.

Competition Among Sellers: From the HR consulting agency, grow n excel will come out as the most recognize & oldest HR consulting firm. Aside from Headhunting, grow n Excel also offers other services which includes payroll, consultancy, performance management, talent

acquisition, learning and development. Grow n excel get benefitted from diverse line up of services. Since grow n excel is one of the best HR consultant agencies in the country as they operated for long-time clients also trust the Headhunting process of grow n excel & their professionalism. The clients also have trust in terms of services that are provided by grow n excel which promote good connections. In concise, we can access that the competitive pressure among sellers for grow n Excel is 3.5 out of 5 which considered as neutral.

Competitive Pressures from Potential Entrants: In today's market, there are lots of good HR consulting firms. Where one should strengthen their link up to enter the market l. To meet those standards, new entrant must have very high level of ambition because the clients have diverse requirements for an employee. Most of the people are afraid to introduce this strategy. They are afraid because commitment is everything for large industries. Since they can not simply capture the market such a way, we can conclude that the score is very low which is 1 out of 5 for the threat of new entrants.

Substitute Products competitive pressure: Grow n excel had to do Outsourcing work for their clients. Some employees prefer a unique method to end their additional activities which needs extra staff, & also needs enough time to finish the work. For this difficult & time-consuming task, which is head hunting, different Clients specially from FMCG, connect with grow n excel for assisting them. But if the has organisation has its own HR recruitment department which is good enough then they won't need any assistance from grow n excel. So, to conclude we can say that Substitute Products competitive pressure is neutral which scores 3.5 out of 5.

Power of Suppliers: For Sourcing of CV grow n excel mainly use LinkedIn & bdjobs. Often for verifying the candidate's profile through submit the resumes to the clients. Grow n excel always get favoured by their client because they have good trust on them. Because grow n excel always

kept employee's information confidential. Since most of them will not interfere in grow n excel so to conclude we can say there is low power of supplier which scores 2 out of 5.

Power of Buyers: As it mentioned earlier, that on the market there are many recruitment firms. But some of the organisation or MNC's wants to hire 2 agencies of HR for the process of Headhunting at once. Nevertheless, there are large number of clients from different MNC's & most of them have good connection with grow n excel. Some of the MNC & other local conglomerate doesn't have an in-house recruitment department, so they take help from grow n excel & grow n excel assisted them in the recruitment process. Moreover, apart from large client base the company also search for more clients from other firms. So, we can say the overall power of buyer is neutral which is 3 out of 5.

From the above scenario, we can calculate & conclude that out of 25 grow n excel got 13 factors point. Which also means in HR service industry the competitive pressure of grow n excel has been moderate.

2.7.2 Analysis of SWOT: The analysis of grow n excel SWOT are analysed below:

Strength: The strength of grow n excel is their recruiters are one of the best. Grow n excel have the ability to forecast market demand as they regularly kept the market analysis Data. The strong hold area of grow n excel are they are specialist in recruiting top & mid level executives. Most of their clients are loyal to them because they have large network. They have been able to develop a good labelling as they are one of the well-known HR consultancy agencies.

Weakness: Most of the corporations don't have that much idea about how recruitment agency work regarding hiring the perfect candidates. Also, some organisations don't want to share the details or information about the company because of confidentiality & doesn't trust the consultancy firm. During Covid pandemic time grow n excel did face lots of economic downturn & fired most of its staff & lose important projects which mainly resulted as losing their VIP clients.

Opportunity: At present, the HR consulting agencies are doing well in the job markets for the upcoming candidates. Nowadays, the fresh graduates from reputed universities are showing interest for joining in different reputed HR agencies. MNC or large industries who knows the significance of recruitment agencies are interested in working with Good HR consultancy firm. Grow n excel now has great opportunity for convincing & working with these new MNC or organisations. They can literally turn their weaknesses into strengths.

Threat: Now a day most of the big corporations gets information the significance of HR agencies as they are getting more active. As a result, in future the competition will be strong between the HR agencies & consulting firms. And lastly, there is a huge risk of grow n excel for getting affected by unfavourable economic conditions.

2.8 Summary & Conclusion: Grow n Excel was a prominent HR and management consulting firm and one of the inaugural consulting organisations in Bangladesh. In addition to executive search services, grow n Excel offers several other services tailored to customer needs, including consultation, payroll, talent acquisition, reference checks, and learning and training development. Currently, there are 10 workers at Grow n Excel, including one intern, working inside the organisation. The workforce is knowledgeable and sufficiently organised to manage a substantial client base, including multinational corporations, local conglomerates in the FMCG sector, and the textile industry. The Organisation trusts its personnel and believes in their potential for continuous learning and growth as they work.

At Grow n Excel, employees are directed to establish meaningful connections on LinkedIn with individuals mostly occupying senior positions. Consequently, it will entice customers to select Grow n Excel over other HR recruiting firms when seeking consulting and HR recruitment services. Grow n Excel has established an annual income objective that it aims to reach. In grow n excel the Manager primarily oversee majority of the financial and accounting responsibilities. Moreover, the CEO frequently assigns specific activities or projects mainly to Senior HR associate, Associate & HR trainee to compete the task within 7-10 days. The company also supplied mobile phone, laptop to their staff.

2.9 Recommendation: To address forthcoming obstacles, grow n Excel must incorporate or modify some tactics, while being a leading HR consulting organisation. The following recommendations are provided:

● **Recruitment of additional personnel**: As previously said, staff at LinkedIn Grow n Excels are trained to engage with clients and expand their network to the greatest extent possible. Currently, they lack sufficient employees, necessitating the recruitment of additional personnel to enhance both their operations and communication framework. A Headhunters connection to the industry and prospective employees enables them to gather a greater number of qualified CVs for any organisation.

● **Social media investment:** To accommodate the increased volume of posts on Facebook and LinkedIn, they should allocate additional resources to social media. This will ultimately attract greater attention from both prospective and existing clients.

● **HRIS Integration**: They must integrate HR software into company operations, which will ultimately expedite and simplify their responsibilities. This will provide an excellent opportunity for the employees of Grow n Excel to enhance their knowledge of HRIS and increase productivity. HRIS software finally assists in augmenting their database. Their acquisition of CVs for customers will become significantly easier as the job market becomes increasingly competitive.

Chapter 3

Project Part

3.1 Introduction: Now a days there is much more competition in market globally where the HR strategies are outlined to prepare competitive advantage which will be sustainable, as they are very challenging for Rivals in the market. So, the topic I have selected is "Headhunting Process of grow n excel and Its Impact on Industries." According to their clients request & requirements of the recruitment grow n excel provides very good headhunting & recruitment services. The main benefit related to Headhunting process & outsourcing is that it helps reduces the cost of the organisation & improve the productivity which mainly allows employees who are internal to focus more on key organisational objectives. Moreover, the activities related to outsourcing can also affect the relationships between employees & the organisation massively. (Stroh and Treehuboff, 2003). The organisations must carefully evaluate their commitment with an HR external firm or agency (Stroh and Treehuboff, 2003). Furthermore, the consultant of HR supervises a comprehensive HR related activities and assign very few quantities of resources to the process of Headhunting. The organisations can save their time & money through outsourcing the organisation who do not normally recruit. Additionally, there are organisations who needed skilled & experienced employees which mainly depend on seasoned recruiters which ultimately leading them to a solid dependency on the process of outsourcing (Stroh and Treehuboff, 2003). For their clients demand grow n excel mainly employs recruiters who are specialist in Headhunting process and experienced in services related to HR. Consequently, clients consistently trust the headhunting and hiring process of Grow n Excel and rely on their expertise.

3.1.1 literature Review / Background: Due to the heightened emphasis on the interconnected global community, particularly in light of the continuously evolving objectives of organisations, the ability to align job responsibilities and obligations with suitable candidates is a challenging endeavour. Currently, various companies must reevaluate the types of recruiters or outsourcing agencies most appropriate for providing information services due to the heightened emphasis on information technology and the accessibility of electronic knowledge. They recognise the significance of headhunting qualified candidates and dedicating substantial time and effort to their recruitment. To demonstrate specific traits, it is imperative for these personnel to sustain growth and adapt inside a particular organisation. As the organisation does not employ contemporary recruitment methods, it frequently encounters difficulties in the headhunting process (Bugg, 2015). Currently, E-Recruitment, which referred to as recruitment based on internet or online. The screening will be finished promptly, and candidates who are shortlisted will be get in touch immediately via email. The entire process of recruitment, from start to finish is managed via e-recruitment in an online and cost-effective manner (Tyagi, 2012). The recruitment or headhunting process is essential not just for extended advantage related to competitive but also for the continuation of the fundamental organisation. In the contemporary world, a organization success is significantly reliant on the skilled worker it can draw. Due to a significant shortage of highly qualified and talented workers, companies must prioritise the recruitment of exceptional staff.

During the era of globalisation, headhunting and recruitment strategies must be proactive and flexible. A restricted number of meticulously conducted and clearly defined talent acquisition or headhunting processes from inception to completion yield consistent results, hence providing a competitive advantage to an organisation. The efficacy of HR strategy increases when it is adjusted to the foundational characteristics of a company's particular situation, in accordance with the "best-fit model." To prepare e a workforce which has high performance, it is necessary to recruit individuals who are not only the best match for the organisation but also adaptive and able to integrate seamlessly with the firm's culture and values (Srivastava and Bhatnagar, 2008). Organisations should utilise methods beyond interviews and applications to recruit the most qualified candidates. Robin Erickson defines talent acquisition as a "strategic approach to

attracting, identifying, and onboarding top talent." The best practices for highly effective headhunting and talent acquisition encompass four essential activities that HR organisations should apply (Bugg, 2015):

● **Strategic Planning:** To acquire talent effectively, recruitment team must comprehend the requirements of every department within the organisation. For Developing a "best-fit model," organisations must simultaneously examine cultural alignment and organisational requirements. The managerial leader and recruiter collaborate to discover the ideal employee and well-rounded applicant. Organisations could use flexible options, such as fixed-term contracts.

● **Develop organisation for appealing:** In talent acquisition, develop an appealing Organization is a significant approach. At present, the world of business is witnessing an Invasion of Millennials which is also known as Generation Y. The work-related of the Generation Y have Fundamentally different approach than their former predecessor therefore, different strategies for execution search are necessary.

● **Formation of group of skilled people:** People who are talented & group of skilled people function as a linking in the middle of the prospective employees & employers. Establishing successful channels necessitates the engagement of maximum personnel in articulating the merit of the organizations brand. The incentives of channelling usually include referral schemes that attract a massive and diverse customers, such as former applicant, potential applicant, and industrial trainee. Effective leadership is mandatory for cultivating an appealing and branded organisation, as present staffs will serve as primary advocates for the firm. The establishment of effective talent communities mostly relies on manufacturing organisations attracting potential employees (Bugg, 2015).

3.1.2 Objective: I can correlate my three months of corporate experience acquired during my internship with the academic knowledge obtained at BRAC University. I also gained good insights about Headhunting during my time at grow n excel. This has broadened my Perspective on the functioning of HR. Primary purpose:

Primary objective: The primary purpose is to understand the "Headhunting process of grow n excel and its impact on industries".

Specific Objectives: Three specific objectives I like to mention are:

● Recognizing the plan that compromises in the Headhunting process that are provided by 'grow n excel'

● Based on the demand of their clients "grow n excel" had unique headhunting process & Recruitment system which create impact on industry.

● Grow n Excel's headhunting and recruitment procedure is heavily relied upon by businesses.

3.1.3. Significance: Because of the significant benefits that headhunting and recruiting firms provide to businesses, I chose the topic of "Headhunting process of grow n excel & its impact on industries." Some advantages of HR businesses include specialisation in recruitment. They can efficiently identify superior employees for the companies through sourcing. Due to its extensive connections and vast network throughout numerous prominent businesses, "grow n excel" frequently possesses greater insights regarding individuals seeking to transition to new employment opportunities. They consistently preserve confidentiality to sustain a strong rapport with their client. The expense associated with the employee acquisition process will diminish if an HR firm is engaged, benefiting numerous organisations in the process. Due to the high costs associated with in-house departments, the influence of HR consulting firms is increasingly pervasive across several industries. Understanding these factors can assist in identifying effective

tactics for Grow n Excel's recruitment services, enabling clients to select the most suitable personnel for their businesses over their internal HR departments. It ultimately demonstrates the increasing influence of HR consulting firms and agencies.

3.2 Methodology: This paper employs exploratory research, as the topic is only partially examined, with the objective of informing the reader about the "Headhunting process of grow n excel and its impact on industries". By collecting all these relevant information & documents from grow n excel which mainly uses an inductive approach.

Primary Information: Through an informal conversation with my co-supervisor & supervisor, I got to know the primary information which made it easier for me to obtain some basic information through my peers.

Secondary Data: The necessary information mainly collected from the website of grow n excel.

Sample size: The investigation emphasises on the impact of the headhunting process at "Grow n Excel," a small human resources organisation that currently employs ten people. Consequently, the sample size comprises merely 10 individuals.

3.3. Finding & Analysis: The primary objective of grow n excel was to help Big industries which includes popular local conglomerates & multinational corporations so that it can help identifying good candidates for particular career opportunities. As their organisation expanded, they increasingly engaged with numerous companies, the majority of which hold top-level positions. Furthermore, it is noted that Industry Grow and Excel have two affiliated entities that are also engaged in the headhunting process.

3.3.1 Collection of data & information: In my internship tenure, I acquired substantial knowledge and gathered extensive information through casual discussions with my senior co-workers. The following information is provided below:

The strategy employed by Grow n Excel in their headhunting process:

Headhunting is a principal recruitment service of Grow n Excel. This Headhunting process & services is absolutely Provided for employment positions which are from middle to upper level and is working so that it encourages a customer which is potentially privileged. Their clients include Arla Foods Bangladesh Ltd, Unilever, Nestle, BRAC, Avery Dennison, ACI Formulation, Dekko Legacy Group, Samsung, Transcom, Teach for Bangladesh, Epyllion Group, and Expo Freight Bangladesh Limited. The service encloses mainly significant managerial & administrative roles which include from mid to senior-level positions. From the standpoint of Grow N Excel, hiring Unsuitable candidates would lead to long-term project losses. Consequently, these positions are meticulously classified and should be filled with applicants who possess Sufficient experience, skills, knowledge, and sensitivity. Moreover, if the clients don't satisfy with the headhunting Process of grow n excel then they will automatically lose their trust on grow n excel which might lead to a Markey shares decline. Which also give opportunity to competitors of grow n excel where they could exploit. If the Headhunting and hiring process aligns with customer needs, it will lead to an influx of new Clients through recommendations from existing clients Determining the ideal candidate for these essential roles requires additional effort. The Experience recruitment team engages in multiple stages to attain the optimal match. The personnel of grow n excel always request their clients so that they can provided an accurate job specifications & necessary requirements of candidates. Three unique components which is necessary for Headhunting which includes sourcing & mapping of the selected CV, second one is communication through telephone or mobile with the candidates & last one is outreach of clients. After an exhaustive search, they provided a refined list of potential prospects to their clients. The Recruitment Process Outsourcing (RPO) which is service provider which is reliable for Grow n Excel. The global organisations and prominent enterprises they have served include HSBC, Walton, Transcom, Unilever, and Link 3. Grow n Excel collects the

resumes from the potential candidates for their clients, where sometimes they also share the database of the CV. After thoroughly screening the resumes of the candidates, then based on criteria for the written examination they made a shortlist of the potential candidates. There are some criteria to follow in the written assessment & if they pass the written assessment then they will call the candidates for interviews if everything goes as planned.

The Unique Headhunting process & customized recruitment services of grow n excel that impacted industry:

 Apparel Talent: Apparel Talent is basically the subsidiary of grow n excel. Likewise, to cultivate apparel Talent, it is imperative to ensure the recruitment of the market's most qualified existing employees. Apparel talent specifically operates within the RMG and textile sectors for diverse roles, offering headhunting or executive search services for senior positions, including GM of Human Resource and Administration. From the standpoint of grow n excel, the RMG industry is experiencing significant growth and is the largest contributor to the GDP of Bangladesh. Apparel Talent primarily collaborates with key clients such as DBL, Dekko, EPIC, FCI, Sinha, and Ha-Meem. Market knowledge, a robust resource base, and industry expertise facilitate a sourcing process that is meticulously arranged to achieve the customer's desired satisfaction and performance levels. But there seems a deficiency of skilled & experienced candidates for senior & mid-level positions. The staff of this affiliated company are knowledgeable in the ongoing material issues of industries and possess recruitment expertise across various sectors, including washing, knitting, sewing, cutting, and dyeing. This segmentation enables employees to be well-informed in today's market.

Dynamic Resources: The newly adopted recruitment policy initiated by Dynamic Resources which is a professional medium of recruitment that primarily focused mainly on headhunting for various roles & position as a representative of local business firms. This comprehensive process

will encompass all aspects of Recruitment, from the receptionist to the executive Boardroom. The primary emphasis of Headhunting process will be exclusively on various local firms, enterprises, and banks. Dynamic Resources possesses competent and devoted recruiters who complete tasks within specified deadlines, distinguishing them from their competitors in the sector. They provide tailored solutions for their clients and encompass a diversified sector. Dynamic Resources provides capacity hiring services to assist clients in gaining a competitive advantage in the market. Similarly, they encompass a diverse array of sectors, including automobiles, electronics, small financial institutions, security firms, and local conglomerates, among others. They primarily recruit for entry-level professions, including customer service, field sales force, medical consultants, retail employees, and call centre roles. Dynamic Resources performs the assessment and interview process with applicants following the sourcing and evaluation of CVs in the context of capacity hiring. They particularly focus on competencies which include skills related to negotiation, job approach, description of product, strong & successful mind set, management of time etc. Through this mentioned criterion the evaluation of candidates is judged. It mainly helps client in management related to work pressure, flexibility of employees, punctuality and maintaining financial resources for their organisation. From the Perspective of Dynamic Resources, they make necessary evaluation for the employees who have good connection all over the market, they also pinpoint the candidates who match their JD requirements & also possess vast amount of knowledge in the rapid growing of market trends.

The excellent Headhunting process & Recruitment services that is provided by grow n excel to their clients:

When any company or organization looks for the aid of a HR firm, firstly they should make sure that this particular decision will result in notable benefits in both long & short term. Some Of the reasons why clients of grow n excel rely on them are given below:

● In grow n excel they always contact with their clients and also want to know more information & requirements of the candidates they want to hire & contact with them regularly.

● They always maintain confidential agreement with their client.

● In grow n excel they have recruiters who are very skilled & can give more productive solutions regarding recruitment internally which also give clients the upper hand in the market.

● The Headhunting process of grow n excel is excellent as they have approach of getting a large pool of candidates, which helps the client greatly in reducing excess cost & time.

● The model that clients organisation follows are already followed by grow n excel too as a result it makes the work much easier for them.

These are some of the good reasons why clients mainly rely on grow n excel mainly for Their excellent Headhunting process, effective recruitment, executive search, as these results always gives advantage to the clients.

3.3.2 Some of the few findings of grow n excel after analysing all these present information and knowledge are:

Inadequate manpower: In grow n excel the pressure & workload is high. Mainly because there is huge client base for grow n excel from different organisations. And they take help from them for their benefits. Since grow n excel gets operated by only 10 people as a result most of the personnel has to additionally work more hour than usual office hours. As a result, there is dissatisfaction among employees.

No hit, No pay: One of the drawbacks of the HR firm is if the hiring is confirmed & successful only then the client of that organisation will give their payment or service charge to grow n excel. As a result, it will both affect the HR firm & their employees.

No HRIS system: In grow n excel they didn't formulate any HRIS system which is essential now a days in all HR firm. In grow n excel they don't particularly use any integrated system like HRIS which could have been beneficial for grow n excel & their employees. Because of that most of the trainees and interns face difficulties because with using cv bank it is comparatively

difficult & more time consuming to use than HRIS system in the Headhunting process. As a result, they have to work extra hard.

Over relying on third parties: Another drawback of grow n excel is relying too much on third parties such as Bdjobs and LinkedIn. From their own internal database grow n excel have to pool some candidates for clients. If the two-resource centres system get dysfunctional then somehow the whole work process will also be affected massively.

Unemployed Overlooked: Sometimes in grow n excel they don't choose based on merit but choose based on university. Even if the candidate is qualified enough for that required position but they are still not selected for the interview because they overlooked the CV of the candidates.

3.4 Summary and conclusion:

From the start, grow n excel is getting great image & reputation around the market. By satisfying the demand of clients It has gained a good reputation in the industry. As a result, the demand of grow n excel also increased rapidly. Moreover, the big organisation specially MNC are moving towards HR agencies for recruitment. One of the reasons why they move towards HR agencies like grow n excel was it will reduce their time & it is cost efficient. As a results, the big organisations HR departments can focus on other work.

Headhunting is the main service for grow n excel. They follow the Headhunting process mainly from mid position to top position. When the RMG started to boom in Bangladesh then they enter The RMG sector which was the sister concern of grow n excel also known as Apparel Talent. For recruiting good employees for their clients both grow n excel and their sister concern apparel talent try their best & spend lots of time to get the perfect fit according to the requirements. Since there is lack of good employees in RMG they focus on recruiting skilled employees who are perfect for Apparel Talent. They are also successful in that criteria. Dynamic Resource is another sister concern of grow n excel which is mainly for the jobs which are entry level. Both grow n

excel & their sister concern has a huge market as there are lots of hiring process. To conclude, we can say that from day one grow n excel realize the importance of clients & through helping their clients for recruitment & Headhunting services they solve their problem effectively.

3.5 Recommendations:

Investing in HRIS system & marketing: grow n excel must invest in HRIS system. Because now a days almost every big organization has HRIS system. It is the most effective software for recruitment. It also saves lots of time. If grow n excel integrate HRIS not only it will save their time but also it can be used by all the staff at the same time which will be much easier. Additionally, it needs investment in marketing. The marketing of grow n excel needs to be improved because more clients will easily come if the marketing side is improved. As a result, they should build or hire a small marketing team who will do marketing related stuff like video editing, making posters, maintain website like FB page or LinkedIn page.

More Employees recruitment: Since grow n excel handles lots of client daily it needs more employees so that it can work easily & smoothly. Which will eventually make the work lot easier & simpler. Employee can do the work more effectively & efficiently. They also can maintain office hour as a result instead of working overtime. Sometimes it gets lots of pressure for one employee to handle 2 or 3 people's work as a result they need to work overtime. As a result, they need to hire more employees so that it can benefit both the company & employees. Moreover, they also need to hire small marketing team for helping the client in marketing sector of grow n excel. They can offer per time job to students who had experience specifically in digital marketing & build a small marketing team. As a result, both parties will get benefits & the workload of current employees will also reduce.

Clarification of organogram: They need to create an organogram perfectly so that everyone can maintain the organogram. Because sometimes you can work under someone, but you have to

report to another one. As a result, it gets confusing. So there need to be a fixed organogram where they maintain that organogram so that no one gets confused with works. Otherwise, one individual will be flooded with loads of work.

Improving workplace Culture: The office if grow n excel needs to be renovated properly. They should invest more in their overall looks of the office. For employee's morality & satisfaction this investment is necessary. Good workplaces motivate employees to work more smoothly. They need some major changes in their overall office workplace which will eventually help them in long run. Allocating them perfectly is also vital which will eventually update the workplace & office culture.

3.6 Limitation: Grow n excel usually doesn't want to disclose their financial statements or annual reports. Since grow n excel doesn't want to share or disclose any information regarding their financial statements or annual reports that's why I couldn't share that information. Moreover, there are also not enough data or statistics regarding grow n excel performance over the year that's why I couldn't share statistics, graphs or data regarding the employee performance over the years. These are some of the limitations that I faced.

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Appendix:

Internship Project proposal

Objective: From the reports point of view, I can relate with Three months corporate experience I gained during my internship & the academic knowledge that I secured at BRAC university. While I was working on "Grow n Excel" I got to learn more about the Headhunting process especially in the recruitment area. It broadens my point of view regarding HR firm & how it works.

Broad Objective: The Broad objective is get to know the "Headhunting process of Grow n Excel & its impact on industries".

Specific Objectives: The Three specific objectives I like to mention are:

● Recognizing the plan that compromises in the Headhunting process that are provided by 'Grow n Excel'

● Based on the demand of their clients "grow n excel" had unique headhunting process & recruitment system which create impact on industry.

● In terms of Recruitment services, the grow n excel clients are rely on them greatly.

Background: Due to the heightened emphasis on the interconnected global community, particularly in light of the continuously evolving objectives of organisations, the ability to align job responsibilities and obligations with suitable candidates is a challenging endeavour. Currently, various companies must re-evaluate the types of recruiters or outsourcing agencies most appropriate for providing information services due to the heightened emphasis on information technology and the accessibility of electronic knowledge. They recognise the significance of headhunting qualified candidates and dedicating substantial time and effort to their recruitment. To demonstrate specific traits, it is imperative for these personnel to sustain growth and adapt inside a particular organisation. As the organisation does not employ contemporary recruitment methods, it frequently encounters difficulties in the headhunting process

Methodology: This paper employs exploratory research, as the topic is only partially examined, with the objective of informing the reader about the "Headhunting process of grow n excel and its impact on industries". By collecting all these relevant information & documents from grow n excel which mainly uses an inductive approach.

Primary Information: Through an informal conversation with my co-supervisor & supervisor, I got to know the primary information which made it easier for me to obtain some basic information through my peers.

Secondary Data: The necessary information mainly collected from the website of grow n excel.

Sample size: The investigation emphasises on the impact of the headhunting process at "Grow n Excel," a small human resources organisation that currently employs ten people. Consequently, the sample size comprises merely 10 individuals.

Significance: Because of the significant benefits that headhunting and recruiting firms provide to businesses, I chose the topic of "Headhunting process of grow n excel & its impact on industries." Some advantages of HR businesses include specialisation in recruitment. They can efficiently identify superior employees for the companies through sourcing. Due to its extensive connections and vast network throughout numerous prominent businesses, "grow n excel" frequently possesses greater insights regarding individuals seeking to transition to new employment opportunities. The expense associated with the employee acquisition process will diminish if an HR firm is engaged, benefiting numerous organisations in the process. Due to the high costs associated with in-house departments, the influence of HR consulting firms is increasingly pervasive across several industries. Understanding these factors can assist in identifying effective tactics for Grow n Excel's recruitment services, enabling clients to select the most suitable personnel for their businesses over their internal HR departments. It ultimately demonstrates the increasing influence of HR consulting firms and agencies.