

*Internship report*

*On*

# **'Square Toiletries Ltd.' & It's Recruitment & Selection Process**

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*Submitted to:*

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08 July, 2015

## LETTER OF TRANSMITTAL

08 July, 2015

Ms. Afsana Akhtar  
BRAC Business School  
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Madam,

It is my pleasure to complete this report on “Square Toiletries Ltd.” as a part of the accomplishment of my Internship (BUS-400). I found this report a worthy one as it enables me to combine my knowledge that I have gained from book with my practical experience.

I would like to express my gratitude towards you for the continuous support I got from you throughout the semester and I would also like to mention that I am extremely thankful to you for the enthusiasm you created among me about Human Resource Management.

It will be my pleasure to answer any of your important queries.

Sincerely,

Dipon Cornelius Rozario  
(ID: 10304004)  
BRAC Business School  
BRAC University

**SQUARE TOILETRIES LTD.**

## **ACKNOWLEDGEMENT**

First of all, I would like to recall God, whose kindness helped me to end up with an extensive effort. I am glad to the many individuals who have helped me to prepare this internship report, and it is not possible to convey thanks adequately in a few sentences. I am grateful to Ms. Monami Haque, AGM and the Head of the Human Resources Department of ‘Square Toiletries Ltd.’ for giving me the valuable opportunity to do this internship report. It became easier doing this internship report with her huge knowledge on Human Resource Management. I am also thankful to Mr. Shahnur Rajib Muhammad and to my other supervisors who had helped me through providing information about the organization and its recruitment and selection process. Moreover, I must record my immense indebtedness to my supervisor Ms. Afsana Akhtar for sharing her valuable time to give the direction to complete my internship report. She was also available when I needed her for help, suggestions and guidelines, and her help in this regard encouraged me a lot to accomplish this assignment.

**SQUARE TOILETRIES LTD.**

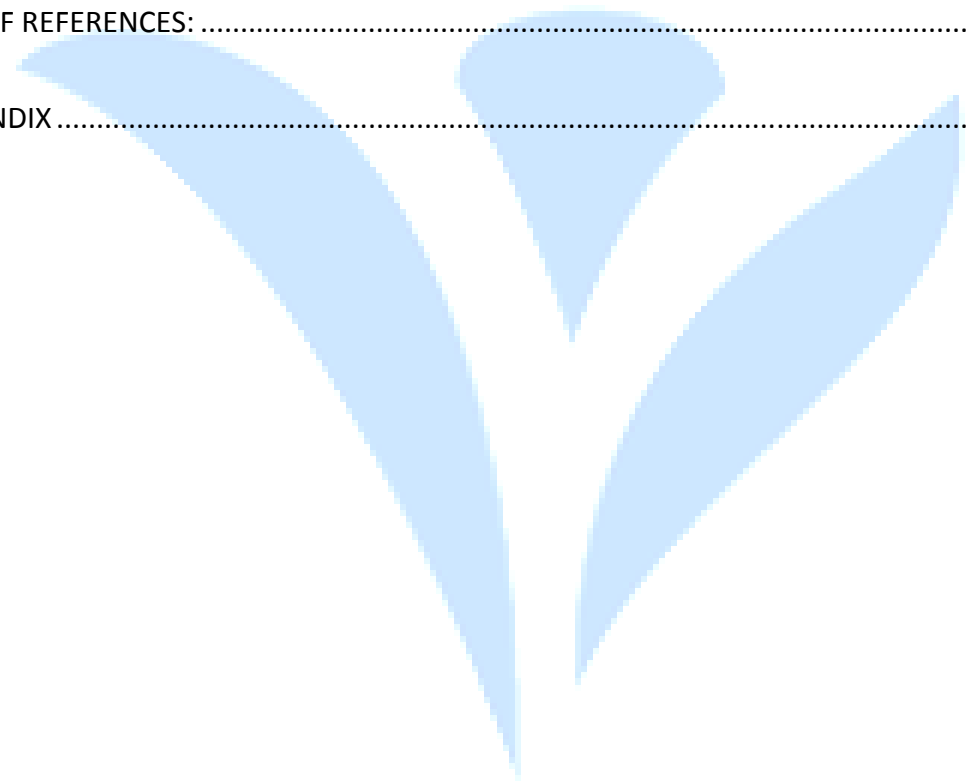
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**SQUARE TOILETRIES LTD.**

## EXECUTIVE SUMMARY

As a part of completion of my ‘Bachelors of Business Administration’ program, I had completed my Internship at the Human Resources Department of the ‘Square Toiletries Ltd.’. The AGM & the Head of the Human Resources Department of ‘Square Toiletries Ltd.’ had supervised me with the help of her subordinates during this period. In this report I tried to reflect some of my observations which I had found during this internship period. During this time I had the opportunity to learn about its organizational cultures, different practices at the Human Resources Department and mainly it’s recruitment and selection process. ‘Square Toiletries Ltd.’ is one of the largest manufacturers of toiletries products in Bangladesh, and had started its journey in the year 1988 under the supervision of ‘Square Pharmaceuticals Ltd.’. It’s vision is to understand each and every customers’ needs, and to satisfy those needs by providing good quality products & high level of customer service at reasonable price. It offers more than fifty five products under twenty brands and covers a wide range of categories like skin care, hair care, oral care, baby care, fabric care, scourers, male grooming and OTC. But ‘Square Toiletries Ltd.’ is mainly popular for its winter care products. The head office of the ‘Square Toiletries Ltd.’ is situated at Mohakhali, Dhaka and it has two production facilities which are located at Pabna and at Rupshi. So the Human Resources are mainly allocated in these sites of operations. But there are some other staffs who are working for the sales team throughout the country. According to the functions and nature of work ‘Square Toiletries Ltd.’ had divided its human resources into twelve separate departments like ‘Human Resources Department’, ‘Product Development’, ‘Production Planning and Inventory Control’ etc. ‘Square Toiletries Ltd.’ follows a well defined hierarchy or structure for management employees to maintain the chain of command, and it starts with the General Manager and ends with the Junior Executive. It also follows different hierarchy for it’s sales team. The organization has some strengths & opportunities and on the other hand it also has weaknesses and threats. But it is capable of moving ahead by overcoming most of the limitations. During my internship I got involved with different types of jobs, but most of them were linked with the recruitment and the selection process. It’s recruitment and selection process includes a total number of fourteen steps starting from the ‘Hiring requisition from the department’ to ‘Personal database maintain at HRIS and close recruitment’. My performance during my internship was evaluated on different criterions like the accuracy and efficiency of my work, punctuality, behavior, understanding of the

instructions, communication skills, availability, interest in learning, tidiness, formal get-up etc.

Therefore I would like to give some recommendations based on my observations during this Internship program. 'Square Toiletries Ltd.' should conduct more researches for knowing customers' perception, interests & preferences about the products, and for developing better quality products. It should take some initiatives to increase cooperation among departments, and to minimize internal conflict. It should implement more innovative marketing strategies to attract customers. It should have to take necessary step to ensure product availability at most of the stores. Otherwise it will keep losing revenues which it might get from a group of customers. It might think about producing some of its raw materials by itself which will help it to save some extra cost. As a member of the same group of companies, the HR department may take some initiatives to increase cooperative attitude of its employees towards other sister concerns. It should become more punctual during execution of written exam and interview sessions. It should allocate necessary time to the recruitment process. In some cases the organization had tried to save some time and tried to complete the job fast. But ultimately it failed to select and hire enough number of candidates from them. It should evaluate the candidates on the basis of the same standard. If two different group of candidates are judged on the basis of two different standard for the same vacancy or for the same position, then I think that the process get biased. It should develop compensation policies for its Interns. Now they don't pay anything to its interns, but they are able to attract more talented interns by paying a good remuneration for their service. By doing this it can ensure another pool of competitive and talented candidates for its future recruitments. 'Square Toiletries Ltd.' should provide better training facilities to its employees. It should design its training programs more thoughtfully, and should run the program according to the predetermined schedule. It should monitor and evaluate its employees' performances more carefully. Some of them are not always committed to their responsibilities, and some of them are using company's resources for their personal purposes. Though it was not possible for me to get the best outcome from this internship program due to some limitations, but it had helped me to get introduced with the organizational practices practically and helped me to learn about different issues. Unlike other organizations 'Square Toiletries Ltd' is also running its business operations besides some of the limitations, but it have huge opportunity to perform better in its sector. Its recruitment policies are



transparent, and it generally tries to evaluate it's candidates fairly. But still there are some scopes for improvement, and it need to work on it.



***SQUARE TOILETRIES LTD.***

Internship report  
On  
**‘Square Toiletries Ltd.’ & It’s Recruitment &  
Selection Process**

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## **1. INTRODUCTION**

Human Resources are one of the most important elements of an organization. It is the main factor that brings potential competitive advantages for the organization through proper management. Well trained and dedicated employees help an organization to achieve its goals with sustainable growth.

### **1.1 ORIGIN OF THE REPORT**

I had done my internship at the Human Resources Department of ‘Square Toiletries Ltd’ for about four months as a part of fulfillment of the requirements of the ‘Bachelor of Business Administration’ program. I tried to share some of my leanings in this report.

### **1.2 OBJECTIVE OF THE REPORT**

The main objective of this report is to focus on some of my observations about ‘Square Toiletries Limited’, it’s Human Resources Department, and it’s recruitment and selection process which were identified during my internship period.

### **1.3 METHODOLOGY**

Both primary and secondary data were used to prepare this report. Primary data was collected by interviewing Assistant General Manager and some other executives of the Human Resources Department of 'Square Toiletries Ltd.' On the other hand secondary information was collected through company's website and other websites like Wikipedia.

### **1.4 SCOPE**

During doing my internship at the Human Resource Department of 'Square Toiletries Ltd' I had the opportunity to learn about its organizational cultures, different practices at the Human Resource Department and mainly it's recruitment and selection process.

### **1.5 LIMITATIONS**

Firstly it was not possible for me to collect confidential information of the company as they do not share such information to the interns and as well as other outsiders. And secondly the limitations of my experiences and knowledge regarding Human Resources Management stopped me to make this report better.

**SQUARE TOILETRIES LTD.**

## 2. THE ORGANIZATION

### 2.1 ABOUT 'SQUARE TOILETRIES LTD.'

'Square Toiletries Ltd.' is the country's one of the largest and leading manufacturer of international quality cosmetics and toiletries products with twenty brands and more than fifty five products. The main strength behind this rapid success & sustainable growth is its highly productive and efficient human resources. 'Square Toiletries Ltd.' tries to practice fair and transparent HR practices, thus it is considered as one of the attractive local organizations to the young talents.

### 2.2 COMPANY'S BACKGROUND

'Square Group' was established in the year 1958 with its first company named 'Square Pharmaceuticals Ltd.' Today 'Square Group' has established itself as one of the top group of companies in Bangladesh. 'Square Group' now consists of some diversified sister concerns at different sides like Pharmaceutical & Healthcare, FMCG, Textiles, Media, TV/IT, Banking & Insurance, Security Solution, and Agriculture & Veterinary.

'Square Toiletries Ltd.' started its journey in 1988 with a single product as a separate division of 'Square Pharmaceuticals'. 'Square Toiletries Ltd.' became a private limited company in the year 1994. At present, 'Square Toiletries Ltd.' is one of the leading manufacturers of international quality cosmetics and toiletries products of this country. Its products are available in more than twenty-two countries worldwide including UK, Australia, Singapore, Malaysia, Saudi Arabia, UAE, USA etc. It has two production facilities which are situated at Pabna and Rupshi.

Besides core business functions 'Square Toiletries Ltd.' has been taking active part in different CSR or charitable activities like employment generation program for vulnerable community, financial aid to disadvantaged and natural disaster affected people, helping acid victims, tree plantation, creating mass awareness on health and hygiene issues, supporting in education and various local community programs and many more.

## 2.3 VISION

It's vision is to understand each and every customers' needs, and to satisfy those needs by providing good quality products & high level of customer service at reasonable price.

## 2.4 MISSION

It's mission includes:

- To understand each type of customers' needs
- To offer it's products at affordable and reasonable price
- To maintain the quality of it's products
- To provide a friendly working environment to it's employees and to ensure fair Human Resource practices
- To care about it's stakeholders including government, environment, society etc.

## 2.5 PRODUCTS

'Square Toiletries Ltd.' started its journey with a single product as a separate division of 'Square Pharmaceuticals Ltd.', and it was 'Jui Coconut Hair Oil'. Now it offers more than fifty five products under twenty brands and covers a wide range of categories like skin care, hair care, oral care, baby care, fabric care, scourers, male grooming and OTC. But 'Square Toiletries Ltd.' is mainly popular for its winter care products. Its major brands include:

- **Skin Care:** 'Square Toiletries Ltd.' offers different skin care products like petroleum jelly, chap stick, lip gel, olive oil, glycerin, body lotion, talcum powder etc. under the brands 'Meril', 'Meril Splash' and 'Revive'.
- **Hair Care:** It offers hair care products like coconut oil, hair care oil and shampoo under the brands 'Jui', 'Select Plus' and 'Revive'.
- **Oral Care:** It offers toothpaste and toothpowder through the brands 'White Plus' and 'Magic'.

- **Baby Care:** ‘Meril Baby’ is a group of toiletries products which are formulated specially for babies. It offers lotion, shampoo, talcum powder, gel toothpaste, gel combo pack (toothbrush & toothpaste) and olive oil.

এই শীতে সুরক্ষিত থাকুন  
চ্যাম্পিয়ন ব্র্যান্ডের সেবা যত্নে

যত্ন নিন নিজের, যত্ন নিন আপনজনের

মেরিল পেট্রোলিয়াম জেলি  
শীতে বাতাসে পেরে গড়িটি  
মানুষের আস্থা।

মেরিল অশিত অয়েল  
এর নিয়মিত ম্যাসাজ, শীতেও  
আপনার ত্বকের টানটান লাগবে আর  
উজ্জ্বল সজীবতা ধরে রাখে।

রিভাইভ লোশন  
ত্বকের সৌন্দর্য ফুটিয়ে  
তুলুন সম্পর্ককে।

মেরিল শিপ ফেনা  
পুষ্টি আপনার কাঁটা টোঁটের  
কেয়ার-ই করে না, করে বিপেয়ারও।

মেরিল বেবি অশিত অয়েল  
নিয়মিত ম্যাসাজে সোনারখিল হাতকে করে  
সুগঠিত, বাড়িয়ে দেয় রোগপ্রতিরোধ  
ক্ষমতাও।

মেরিল ট্রিসারিন  
মেরিল ট্রিসারিন-এর ডিপ হাইড্রেশন ফর্মুলা  
ত্বকের ও জ্বর পর্যন্ত প্রয়োজনীয় অর্জুতা জুগিয়ে  
ত্বককে রাশে মসৃণ ও প্রাণবন্ত।

মেরিল রোজওয়ার্টার ট্রিসারিন  
সুপার সফট স্কিন নিমিষেই। পানি মেশানোর  
দরকার নেই।

মেরিল বেবি লোশন  
এই শীতে শিশুদের নরম ত্বকে ময়েভার ধরে রাখতে  
ওকে দিন ৫টি এসেনশিয়াল ময়েচারাইজারের গুণ  
অনন্য মেরিল বেবি লোশন।

মেরিল শিপ ফেনার  
ঐক্যের ও গেমেন ফেভারে  
টোঁটের যত্ন নিল।

**SQUARE TOILETRIES LTD.**  
Expect the same SQUARE Quality

*Figure: Some of it's products*

- **Fabric Care:** It markets laundry soap, washing powder, fabric whitener under the brands ‘Chaka’ and ‘Chamak’.
- **Scourers:** ‘Square Toiletries Ltd.’ offers dish washing soaps, and toilet cleaners through the brands ‘Saaf’ and ‘Shakti’.
- **Male Grooming:** It markets beard softeners (shaving cream & shaving foam), aftershave lotions, deodorant talcum powder and body spray under the brand ‘Kool’.
- **Others:** ‘Square Toiletries Ltd.’ also manufactures air fresheners, sanitary napkins, mosquito repellent aerosol, sugar substitute sweeteners, perfumes etc. under the brands ‘Spring’, ‘Senora’, ‘Xpel’, ‘Zerocal’, ‘Madina’ etc.

## 2.6 OPERATIONAL NETWORK ORGANOGRAM

The head office of the ‘Square Toiletries Ltd.’ is situated at Mohakhali, Dhaka and it has two production facilities which are located at Pabna and at Rupshi. So the Human Resources are mainly allocated in these sites of operations. Near about two thousand nine hundred and thirty eight people are working at these sites. Among them eight hundred and six people are working at head office, one thousand eight hundred and fifty three people are working at Pabna plant and finally two hundred and seventy nine people are working at Rupshi factory. But there are some other staffs who are working for the sales team throughout the country.

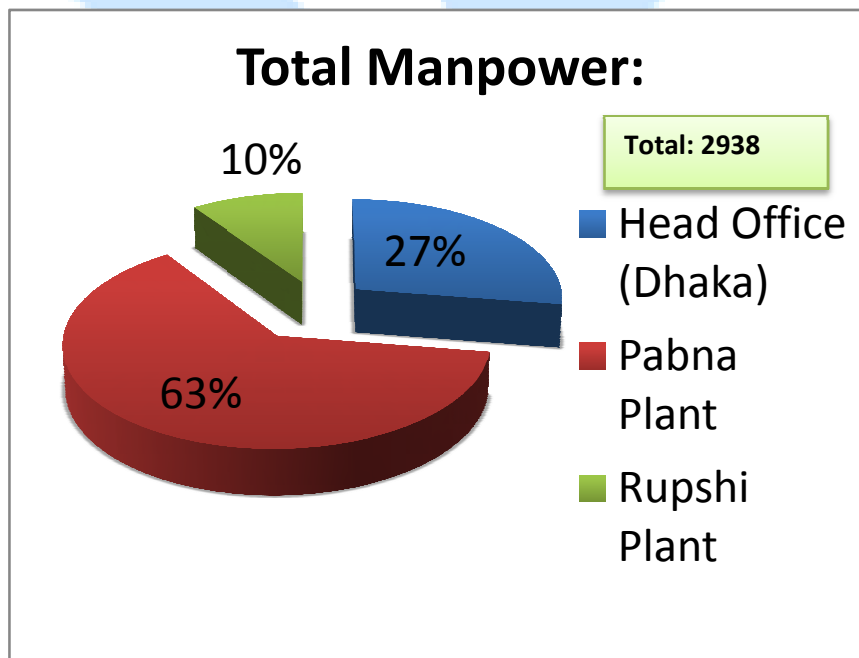
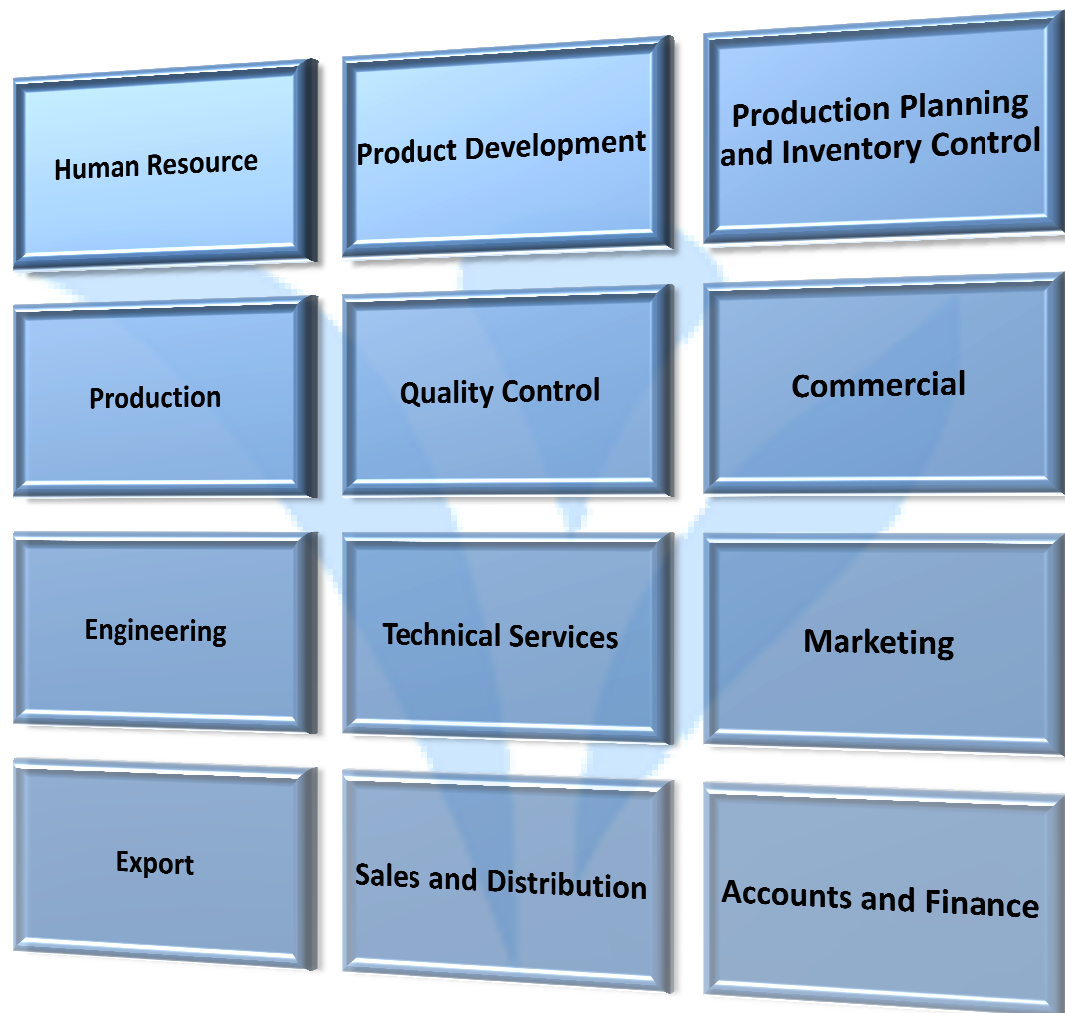


Figure: It's manpower distribution

Previously three types of people used to work at ‘Square Toiletries Ltd.’, and they are Permanent, Contractual and Casual. But due to management decision it had stopped hiring contractual employees, and started appointing the skilled ones as permanent employees from the contractual employees.

According to the functions and nature of work ‘Square Toiletries Ltd.’ had divided its human resources into twelve separate departments. They are-



**SQUARE TOILETRIES LTD**

*Figure: Different departments of STL*



‘Square Toiletries Ltd.’ follows a well defined hierarchy or structure for the management positions to maintain the chain of command. It is given below:

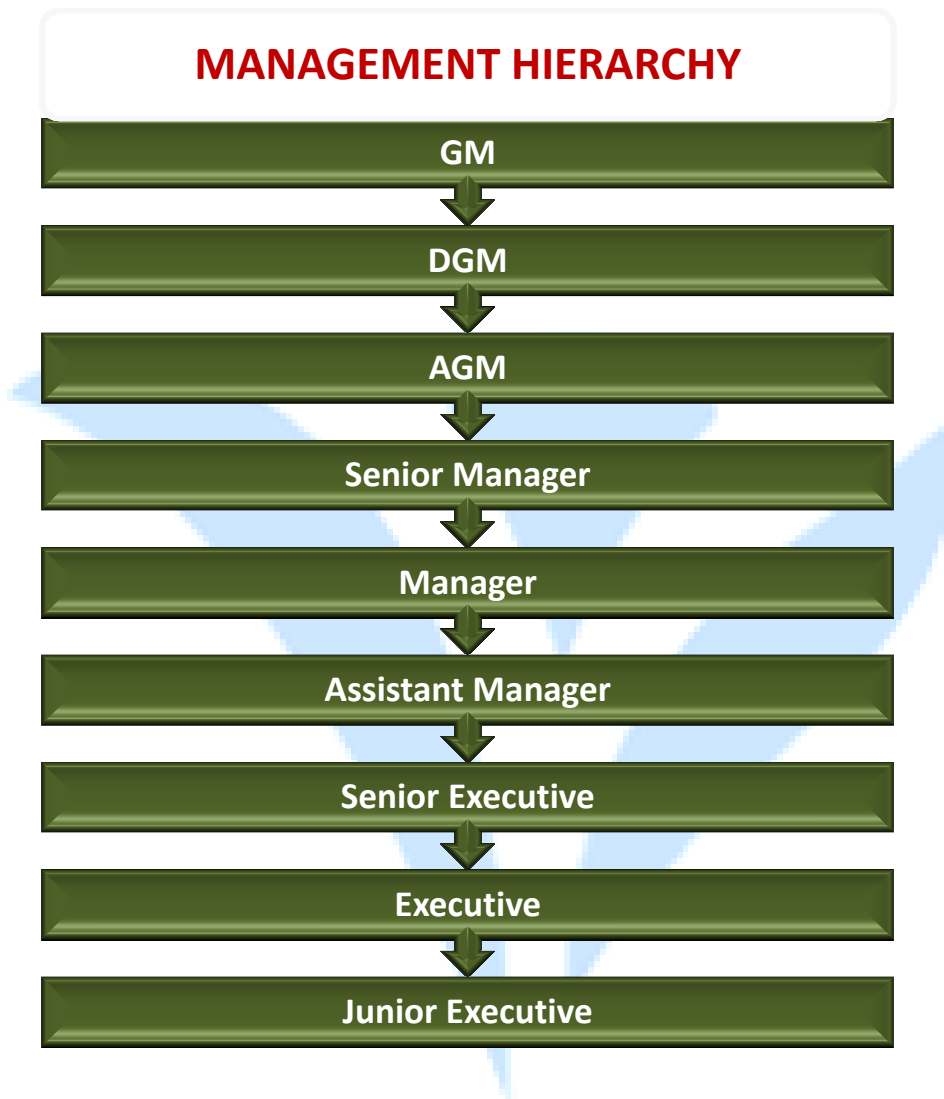


Figure: Management Hierarchy

‘Square Toiletries Ltd.’ also maintains different hierarchy for its sales department (Field force). It is shown below:



*Figure: Field Hierarchy (Management)*



*Figure: Field Hierarchy (Non-Management)*

## 2.7 SWOT Analysis:

This SWOT Analysis is prepared on the basis of my observations during my internship program. It is given below:

### STRENGTHS:

- Fair Human Resources practices
- Customers' perception about the quality of its products
- Skilled employees
- Support from other sister concerns of the group

### WEAKNESSES:

- Financial limitations compared to other multinational companies
- Insufficient sales & distribution network and policies
- Fewer initiatives for research and development
- Lack of cooperation among some of its departments
- Some employees of other sister concerns consider 'Square Toiletries Ltd.' as their competitor, and is not interested to provide any help
- Insufficient Training programs for developing its employees

### OPPORTUNITIES:

- Increasing number of potential customers
- Huge opportunity to export in different countries
- Cheaper labor force

### THREATS:

- The increasing number of competitors
- The change in the preferences and needs of the customers
- Availability of better quality foreign products
- High cost of raw materials & equipments

## 3. MY JOB

I had served the Human Resources Department of ‘Square Toiletries Ltd.’ as an intern to fulfill the requirement of completing my BBA program, and to relate my theoretical knowledge with the regular organizational practices. I had worked there for nearly four months from 02 September, 2014 to 21 December, 2014.

### 3.1 DESCRIPTION

As an intern I had to work there as a trainee and I had to assist the Human Resources Department to execute different operations according to the guidelines of different supervisors. AGM & the Head of the HR department was my internship supervisor, but I had to work generally with other supervisors within the Human Resources Department. I was also supposed to observe and get introduced with the overall organizational cultures of ‘Square Toiletries Ltd.’.

### 3.2 RESPONSIBILITIES

During the internship period I had involved with different types of tasks. My primary responsibilities were:

- **CV SORTING**

During my internship my immediate supervisor, Mr. Shahnur Rajib Muhammad had introduced me with CV (Resume) Sorting techniques, and I had done some of it according to his guidelines.

- **INVITING POTENTIAL CANDIDATES**

I had learnt to attract potential candidates and to invite them to compete for any vacant positions through written tests. In such cases my supervisor used to shortlist some candidates from the CV Bank, and then assigned me to make a phone call. At the end I was supposed to give the feedbacks.

- **INFORMING NECESSARY UPDATES TO THE CANDIDATES**

One of my main responsibilities was to inform necessary updates to the candidates and to follow up regularly. I had to inform them about the details about either written test or interview or about the training program.

- **MONITORING WRITTEN TESTS AND INTERVIEW SESSIONS**

My other main responsibility was to execute written test and to supervise interview sessions. I did not have access to the interview board generally, but as a part of learning I was allowed at one interview session for the position of Sales Representatives.

- **CHECKING WRITTEN-TEST SCRIPTS**

I was responsible for checking the written test scripts of the candidates for Sales Representatives and as well as of the trainee Sales Representatives.

- **PREPARING SUMMARIES FOR THE INTERVIEW-BOARD**

I had to prepare summaries of the candidates' from their resumes and 'Employee application forms', and had to submit those to the interview board prior to the interview sessions.

- **MANAGING NECESSARY DOCUMENTATION**

I had to manage necessary documentation including the attendance sheets of the candidates, the evaluation forms of the interviewers after the interview, the result sheets, all the resumes along with other documents, other feedbacks etc. And I had to give summaries of those documents on demand.

- **UPDATING THE DATABASE PARTIALLY OF ITS EMPLOYEES**

At the last phase of my internship period I had updated the database of the employees of the entire Sales Department in an organized way so that they can easily entry those to their Human Resource Information System (HRIS). ‘Square Toiletries Ltd.’ uses Human Capital Management System (HCMS) software to maintain its employees’ database, but there were not enough information about their sales team.

- **CORPORATE COMMUNICATION**

As a part of learning my supervisor had shown me some corporate emails which will help me in the future.

- **OTHER RESPONSIBILITIES**

I had to do some minor tasks regularly like entry data to the MS Excel Worksheets, preparing proposals, making photocopies, scanning necessary documents, receiving telephone calls, preparing files, calculating the scores of employees’ evaluation etc.

### **3.3 DIFFERENT ASPECTS OF JOB PERFORMANCE**

My performance during my internship was evaluated on different criterions like the accuracy and efficiency of my work, punctuality, behavior, understanding of the instructions, communication skills, availability, interest in learning, tidiness, formal get-up etc.

## **4. THE PROJECT**

### **4.1 BACKGROUND**

In the time of doing my internship at ‘Square Toiletries Ltd.’ I got some opportunities to get introduced with the recruitment and the selection process that it follows. A lot of my responsibilities were directly linked with this process.

### **4.2 OBJECTIVE**

The main objective of this project is to focus on some of my observations about the recruitment and selection process of ‘Square Toiletries Ltd.’ which were identified during my internship period.

### **4.3 METHODOLOGY**

Both primary and secondary data were used to prepare this project. Primary data was collected by interviewing Assistant General Manager and some other executives of the Human Resources Department of ‘Square Toiletries Ltd.’ On the other hand secondary information was collected through company’s website and other websites like Wikipedia.

### **4.4 SCOPE**

During doing my internship at the Human Resource Department of ‘Square Toiletries Ltd’ I mainly got the opportunity to involve myself with and to get introduced with the “Recruitment and Selection process”.

#### **4.5 LIMITATIONS**

Firstly it was not possible for me to collect confidential information of the company as they do not share such information to the interns and as well as other outsiders. And secondly the limitations of my experiences and knowledge regarding Human Resources Management stopped me to make this report better.

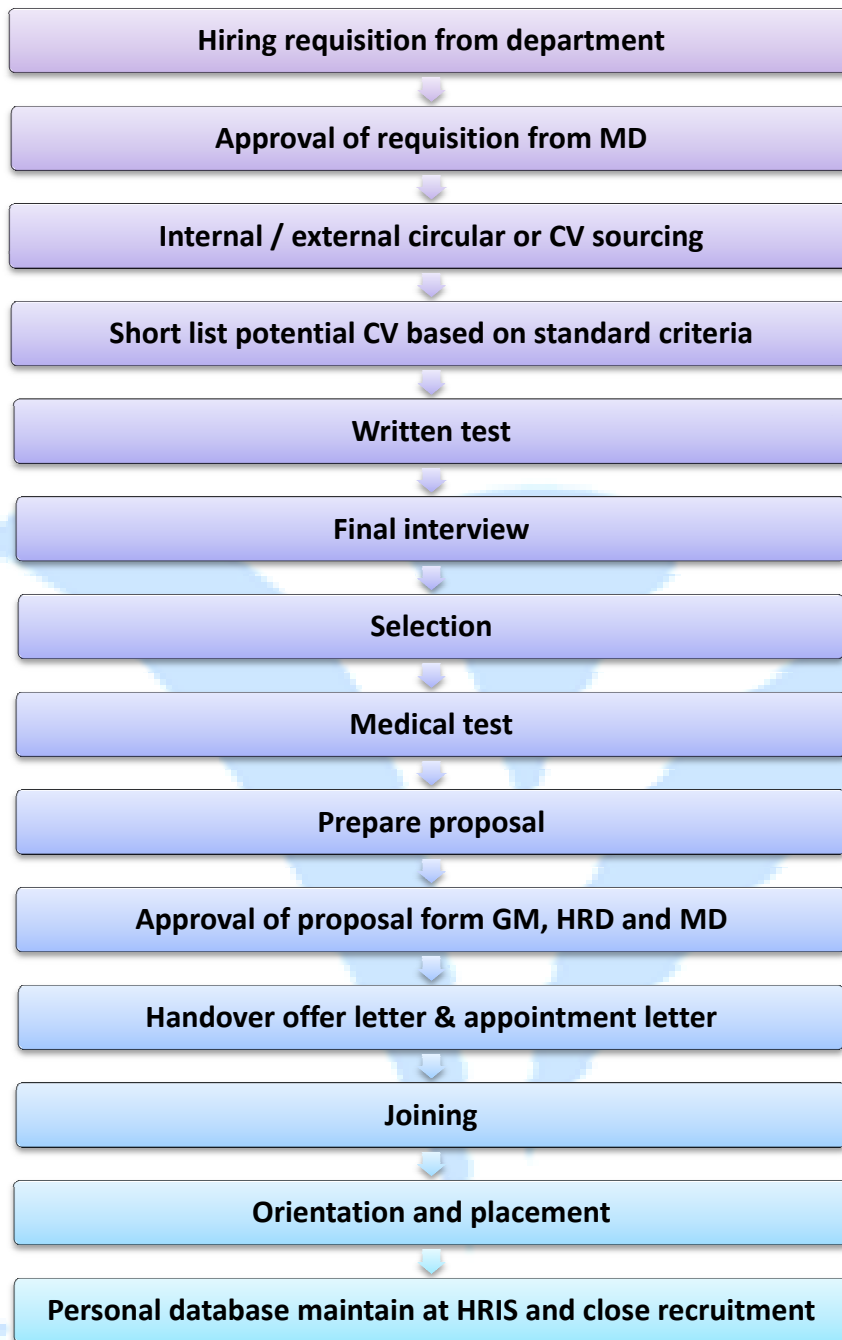
#### **4.6 RECRUITMENT AND SELECTION PROCESS**

I had to involve myself with the recruitment and selection process of ‘Square Toiletries Ltd.’ during my internship at it’s Human Resource Department. So I am sharing my observations regarding these processes in this report. The recruitment and selection process includes a total number of fourteen steps, and they are:



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*Figure: The recruitment and selection process*

### 1) HIRING REQUISITION FROM THE DEPARTMENT

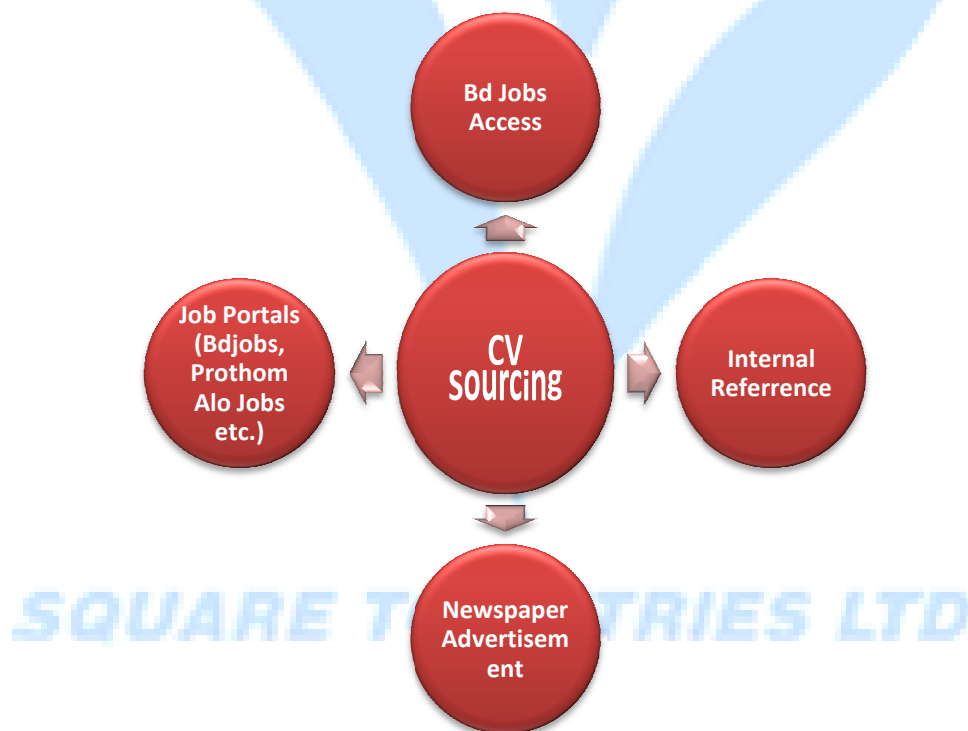
In the first step of the recruitment process the respective department in which any job position is vacant; have to give requisition for hiring any employee. Such as if a Brand Executive is needed, then the Marketing department will give requisition to the Human Resource department. The numbers of vacancies are identified by using different methods like trend analysis or ratio analysis etc by using different variables.

## 2) APPROVAL OF REQUISITION FROM MD

The HR department then submits the hiring requisition to the Managing Director, as his approval is needed to continue the recruitment process. The MD analyses the effectiveness of that hiring, and then approves the requisition.

## 3) CV SOURCING

The Human Resource department then publishes the circular for that position internally or / and externally as needed. The internal sources are the bulletin board and email notifications through intranet. In case of internal sources the existing employees as well as internal references are considered. On the other hand external sources include newspapers, online job portals, hiring agencies, companies own website, career fairs etc.



*Figure: CV Sourcing*

#### **4) SHORTLISTING POTENTIAL CVS**

After the collection of applications with resumes the HR department sorts out, and shortlists potential applicants on the basis of some standard criterion. This shortlisting may be done in two to three steps. These sorted applicants are then called for giving the written test.

#### **5) WRITTEN TEST**

From the written test result a convenient number of applicants are allowed to face the interview session. This number may vary on different variables like the number of vacant positions, the quality of the applicants, the interviewers' interests etc.

#### **6) FINAL INTERVIEW**

At this stage face to face interview sessions are held to select the right person from the shortlisted candidates. This interview session may include some more stages of interview if the interviewer fails to select the right candidate within the first interview session. Generally 'Square Toiletries Ltd.' conducts 'Panel Interview' session, but at the last stage they might conduct 'Person To Person Interview'. In this case the candidates might have a meeting with either the Head of the respective Department (i.e. Marketing Department) or the Head of HR or some other senior personnel of the organization.

#### **7) SELECTION**

At the end of all the sessions the interviewers selects the person for appointing to that particular position. But if they fail to find the right person, then they need to run the whole recruitment process again.

## **8) MEDICAL TEST**

Then the HR department informs the selected candidate to go through some basic medical tests to check the physical capability of that person. This is done to ensure that the person is able to give his best output for the organization, and to ensure the health related security for it's other employees.

## **9) PREPARE PROPOSAL**

At this stage the HR department prepares the proposal-letter for that position including the duration of the probation period, the salary and other facilities, to whom he need to report, job location, joining date etc.

## **10) APPROVAL OF PROPOSAL FROM GM-HR AND MD**

The Human Resources Department then takes the approval of that proposal from the General Manager, HRD and from the Managing Director.

## **11) HANDOVER OFFER LETTER & APPOINTMENT LETTER**

After the approval of the proposal, the Human Resources Department handovers the offer letter and appointment letter to the candidates.

## **12) JOINING**

Then the candidate joins to the organization at a previously declared date.

## **13) ORIENTATION AND PLACEMENT**

When the new employee joins to the organization, then the Human Resources Department arranges orientation session with the help of the respective department. It also provides training facilities to it's newly joined employees if necessary. And finally it assigns and places that person to his designated duties.

#### **14) PERSONAL DATABASE MAINTAIN AT HRIS AND CLOSE RECRUITMENT**

At the end of the recruitment and selection process, the HR Department starts maintaining personal database for that employee manually and as well as with the help of HRIS software, and closes the recruitment process.



## 5. RECOMMENDATIONS

Therefore I would like to give some recommendations based on my observations. They are:

- ‘Square Toiletries Ltd.’ should conduct more researches for knowing customers’ perception, interest and preferences about the products, and for developing better quality products.
- It should take some initiatives to increase cooperation among departments, and to minimize internal conflict.
- It should implement more innovative marketing strategies to attract customers.
- It should have to take necessary step to ensure product availability at most of the stores. Otherwise it will keep losing revenues which it might get from a group of customers.
- It might consider about producing some of its raw materials by itself which will help it to save some extra cost.
- As a member of the same group of companies, the HR department may take some initiatives to increase cooperative attitude towards other sister concerns of its employees.
- It should become more punctual during execution of written exams and interview sessions.
- It should allocate necessary time to the recruitment process. In some cases the organization had tried to save some time and tried to complete the job fast. But ultimately it failed to select and hire enough number of candidates from them.
- It should evaluate the candidates on the basis of the same standard. If two different group of candidates are judged on the basis of two different standard for the same vacancy or for the same position, then I think that the process get biased.
- It should develop compensation policies for its Interns. Now they don’t pay anything to its interns, but they are able to attract more talented interns by paying a good remuneration for their service. By doing this it can ensure another pool of competitive and talented candidates for its future recruitments.
- ‘Square Toiletries Ltd.’ should provide better training facilities to its employees. It should design its training programs more thoughtfully, and should run the programs according to the predetermined schedule.

- It should monitor and evaluate its employees' performances more carefully. Some of them are not committed to their responsibilities, and some of them are using company's resources for their personal purposes.



## 6. CONCLUSION

Though it was not possible for me to get the best outcome from this internship program due to some limitations, but it had helped me to get introduced with the organizational practices practically and helped me to learn about different issues. Unlike other organizations 'Square Toiletries Ltd' is also running it's business operations besides some of the limitations, but it have huge opportunity to perform better in it's sector. It's recruitment policies are transparent, and it generally tries to evaluate it's candidates fairly. But still there are some scopes for improvement, and it need to work on it.





## 7. LIST OF REFERENCES:

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**SQUARE TOILETRIES LTD.**

## 8. APPENDIX

**SQUARE TOILETRIES LTD.**

### Quality Policy

1. Dedicated to make every effort to understand consumer needs to provide maximum satisfaction and to achieve market leadership.
2. Strive to continuously upgrade manufacturing technology and to maintain optimum level of quality measures in conformity with the international standard - ISO 9001 : 2008.
3. Committed to achieve quality objective through continuous employee training and maintaining congenial working atmosphere.

**Mission Statement:**  
To satisfy the needs of domestic & international consumers through innovative quality products & services using latest technology and by highly motivated skilled employees.

*Samuel S Chowdhury*  
Samuel S Chowdhury  
Chairman

*Anjan Chowdhury*  
Anjan Chowdhury  
Managing Director

Revision 04 - Date 31.10.2013

**স্কয়ার টয়লেট্রিজ লিমিটেড**

### কোয়ালিটি পলিসি

১. ভোক্তার চাহিদা নিরূপণ করে সর্বোচ্চ সন্তুষ্টি নিশ্চিত করার মাধ্যমে শীর্ষ অবস্থানে যেতে বদ্ধপরিকর।
২. উৎপাদনে আধুনিক প্রযুক্তির প্রয়োগ এবং আন্তর্জাতিক মানদণ্ড - আই.এস.ও ৯০০১ : ২০০৮ অনুযায়ী সর্বোচ্চ গুণগত মান নিশ্চিত করতে সংকল্পবদ্ধ।
৩. ক্রমাগত কর্মীদের প্রশিক্ষণ প্রদান এবং কর্ম সহায়ক পরিবেশের নিশ্চয়তা বিধানের মাধ্যমে গুণগত মান অর্জনে প্রতিশ্রুতিবদ্ধ।

**লক্ষ্য:**  
সর্বাধুনিক প্রযুক্তি ও নিবেদিতপ্রাণ দক্ষ কর্মীদের সাহায্যে গ্রহণযোগ্য গুণগত মানসম্পন্ন পণ্য উৎপাদন করে দেশীয় এবং আন্তর্জাতিক ভোক্তাদের চাহিদার সন্তুষ্টি বিধান করা।

*Samuel S Chowdhury*  
স্যামুয়েল এস চৌধুরী  
চেয়ারম্যান

*Anjan Chowdhury*  
অঞ্জন চৌধুরী  
ব্যবস্থাপনা পরিচালক

সংস্করণ ০৪ - তারিখ ৩১.১০.২০১৩

**Expect the same SQUARE Quality**

Meril REVIVE WhitePlus Senora Jui

Spring Saafi Chaka Kool Sepnil MAGIC

SELECT Plus ZERO CAL CHAMAK Xpel SHAKTI

www.squaretoiletries.com

Figure: Square Quality policy



**SQUARE**

### Ensuring a healthy future for 1.6 million girls

Senora took the initiative to educate 1.6 million Bangladeshi girls about menstruation facts and made them ready for a healthier future. One of Square Toiletries Limited's initiatives to make life better.

**SQUARE TOILETRIES LTD.**  
Expect the same SQUARE Quality

Find us on [f/STL-SquareGroup](#) or [www.squaretoiletries.com](#)

Figure: Example of CSR Activities

# তবুও হাঁটবো সমৃদ্ধির পথে

দেশের চলমান **অস্থিরতায়** আপনার মতো **উদ্বিগ্ন** আমরাও।  
**বাংলাদেশি** প্রতিষ্ঠান হিসেবে আমরাও চাই **অচলাবস্থা** কাটিয়ে  
আবার **সচল** হোক ব্যবসা-বাণিজ্য। **চাঞ্চল্য** ফিরে আসুক **জনজীবনে**।  
এই চাওয়ার বাইরে আমাদের করার যে আছে **সামান্যই**।

ওই সামান্য **প্রচেষ্টার** অংশ হিসেবেই আপনার জন্য **আমরা** নিয়ে এসেছি  
কিছু **বাড়তি সুবিধা**। যাতে প্রতিকূল স্রোতের বিরোধ ঠেলেও  
**আরেকটি এগুতে পারি, একসাথে**।

বাড়তি সুবিধা



চাকা সুপার হোয়াইট  
৫০০ গ্রাম প্যাকে  
৫ টাকা ছাড়!  
এখন ৫০ টাকা



জিরোক্যাল-এর  
প্রতি ক্রিস্টারে  
১০টি ট্যাবলেট  
ফ্রি! (১০০+১০)



এক্সপেল অ্যারোসল  
প্রতি ৪৭৫ মিলি প্যাকে ১টি  
ডিশ ওয়াশিং বার  
(৩২৫ গ্রাম)  
ফ্রি!



সেনোরা কমফিডেন্স-এর  
প্রতিটি ১৪ প্যাকের প্যাকে  
২টি প্যাড ফ্রি!



চাকা ওয়াশিং পাউডার  
৫০০ গ্রাম প্যাকে  
৫ টাকা ছাড়!  
এখন ৩২ টাকা



ফুল শেভিং ক্রিম  
১০০ গ্রাম প্যাকে  
২০ টাকা ছাড়!  
(চাকা ও ৩টিগ্রাম মার্কেটের জন্য)



শক্তি লিকুইড টয়লেট ক্রিমার  
৭৫০ মিলি প্যাকে  
১টি বাস্কেট ফ্রি!  
৭৫০ মিলি ও ৫০০ মিলি প্যাক  
বাজারের অন্যান্য টয়লেট  
ক্রিমারের চেয়ে ১০ টাকা  
কম দাম



মেরিল স্প্রাশ বিউটি সোপ  
১০০ গ্রাম প্যাক ৫ টাকা কমে  
এখন ২৫ টাকায় এবং  
৭৫ গ্রাম প্যাক ১ টাকা কমে  
এখন ২২ টাকায়



জিরোক্যাল  
৭৫ পিলের প্যাকে  
৫টি স্যাশে  
ফ্রি! (৭৫+৫)



প্রতিটি চাকা বল সাবানে  
৩ টাকা ছাড়!  
এখন ১৪ টাকা

যেকোনো তথ্য ও সেবার জন্য ডায়াল করুন

০৯৬১ ২২২২ ৩৩৩

[www.squaretoiletries.com](http://www.squaretoiletries.com)



SQUARE TOILETRIES LIMITED

Figure: An advertisement of it's products