

Internship Report On

“Square Food & Beverage Ltd.” &
It’s Recruitment and Selection Process



Submitted To:

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Subject: Submission of Internship report

Dear Sir,

It is my pleasure to submit my internship report of BBA program to you. I am very glad to work under your active and cooperative supervision and it has been a great accomplishment for me that I could work under you throughout the last few months for which it has been possible to complete the report successfully.

The internship report is based on “Recruitment and Selection Process of Square Food & Beverage LTD.” I found this report a worthy one as it enables me to combine my knowledge that I have gained from book with practical experience.

I will be really grateful to you if you are kind enough to receive my internship report and give your valuable feedback so that I can utilize those for further prospects. It would be my pleasure if you find this report useful and informative to the related fields.

Sincerely yours

Nishita Agnes Gomes

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Acknowledgement

First of I would like to thank my God, whose kindness helped me to end up with an extensive effort. I would like to thank my honorable University supervisor Mr. Tamzidul Islam, Assistant Professor, BBS Dept, BRAC University for his heartiest cooperation and supervision because without his support and assistance it would not be possible for me to complete my internship report.

I am grateful to Ms. Tahmin Begum, Senior Executive, Human Resource Department of SFBL as my organizational supervisor for giving me the valuable opportunity to do this internship report. It became easier for me to do this report with her vast knowledge on Human Resource Management. I am also thankful to MR. Noor-E-Elahi, Manager, HRD of SFBL for giving me suggestions and inspiration.

Last of all I would like to convey thanks to MR. Abhishek Nandi-Executive, HRD of SFBL, Mr. Moonzur Hossain-Executive, HRD of SFBL and Naznin Akhter-Junior Office Assistant, HRD of SFBL for their kind help and fullest guidance for the last three months. It would have been very difficult to prepare this report timely without their support, inspiration and suggestion. Whenever I was in problem they helped me a lot throughout these three months and for them I could complete my internship report.

Executive Summary

As a part of completion of my BBA program, I have completed my internship at the Human Resource Department of Square Food & Beverage LTD. This report is prepared to identify the problems, solutions and the effectiveness of recruitment and selection process. Square consumer products LTD. is one of the largest manufacturers of consumer products in Bangladesh. This report is prepared based on three months practical experience. In the report a detail history of Square group with its various concerns has been comprised. Also the job responsibilities that I have done during the internship program have been included. In this time I had the opportunity to see and learn about the organizational culture, different human resource practices; mainly the recruitment and selection Process of SFBL. Therefore to collect information I interviewed some of the employees as well some candidates to get a clear idea about the effectiveness of the process run by the company. My performance during my internship was evaluated on different criterions such as accuracy and efficiency of my work, punctuality, behavior, understanding of the instructions, communication skills, availability, interest in learning, formal get up etc. Basically, this report gives a whole idea about recruitment and selection process of SFBL. After experiencing the actual situation of recruitment and selection process a lot of recommendations came up in my mind. This report also consist conclusion according to my point of view which I think it would improve the environment of this organization, if it was implemented.

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1. Report Preview

1.1 Introduction:

In the world of business everything is constantly changing as it is dynamic and rapidly changes the scenario. To be effective and efficient every company is undertaking different strategies and plans using different elements. Human resources are one of the most important elements in an organization. In today's world to gain the competitive advantages in an organization human resources are needed to be successful. Through proper management, well trained and dedicated employees and organization can achieve its goal with sustainable growth.

1.2 Origin of the report:

For the BBA students it is mandatory to complete the three months internship program as it is counted as credit course BUS 400. After that a student can graduate and get the degree of BBA program. Therefore, this three months internship program give students a practical knowledge of real job world. Here is a challenge for the students to relate the theoretical knowledge with the practical works and cope up with it. Sometimes students cannot adjust with that environment with new culture and practices. The real purpose of this internship program is to get accustomed with the corporate world. There are few purposes of this study. These are:

- To complete the BBA program as it is required.
- To gain insight and practical knowledge about the business world.
- To experience the job responsibility
- To relate the theoretical knowledge with practical world.

So, as a student of BRAC University I also had to submit my report to complete the BBA program. That is why I did my internship in Square Food & Beverage Ltd. as a part of my study. This report is prepared based on few requirements. This report includes information on the products and services of SFBL, the overview of the organization and the facilities they offer to satisfy their employees. Last of all in this report there is clear reflection of the overall HR practices of SFBL; specially the recruitment and selection process

1.3 Objective of the report:

This report is prepared based on two objectives.

- Primary objective
- Secondary objective

The primary objective of this report is to provide adequate and necessary information on the procedures and measures of Recruitment and selection process followed by the SFBL. Secondary objective is to gather information and gain insight view of recruitment and selection process and have a rational look what is going on the area of HRM in this organization. As well as relate the theoretical knowledge with the real life experience of recruitment and selection process.

1.4 Methodology:

From the selection of topic to final preparation there was a systematic procedure to complete the report.

- Selection of the topic: I discussed with my honorable supervisor Mr. Tamzidul Islam several times about the topic and finally selected the topic Recruitment and selection process of Square Food & Beverage Limited. He helped me a lot to prepare a good report and came out with a relevant example as well.
- Sources of data: Both primary and secondary data were used to prepare this report. Primary data was collected by interviewing Ms. Tahmin Begum- senior executive and Abhishek Nandi- executive of HR Department, SFBL. I got help from other employees too who work there. On the other hand secondary data was collected from company's website and other websites. Also from annual report, text books and newspapers.

1.5 Scope of the study:

During doing my internship at the HRM department of SFBL I had the opportunity to gather practical knowledge and experience about how a report is accomplished in an organization like SFBL. I learnt about its organizational cultures, different practices at the human resource department and mainly its recruitment and selection process.

1.6 Limitations:

This report is organized based on the feedback and opinions of HR department and with the help of other staffs of the organization. It was a challenge for me to gather information as some were seemed unwilling to provide the information and give effective feedback. It happened because they were busy in their work. Also there was some information thought to be confidential, so some people were found to hesitant to share and show those. Time was limited because within this short time it was impossible to gather a large portion of information about the HR practices in SFBL.

2. Organization Overview



2.1 About Square Food & Beverage Limited:

Square food and Beverage LTD. is one of the largest and leading manufacturers in our country. It has four brands with more than 40 products. There is one of the most important factors behind this rapid success and sustainable growth of this company is its highly productive and efficient human resources. It always tries to practice fair and transparent HR practices and policies that is why it is considered as one of the popular and known company to the people of this country.

2.2 Background of the company:

Square group signifies a name of fame and prosperity not only in Bangladesh but also some other countries in this world. Square is not just a brand name in Bangladesh. It is an icon in business. The journey of Square was not a bed of roses that finishes at a point of success. This company is now successful only because of struggling and hardship. It is now one of the leading manufacturing companies in Bangladesh that provides products and services both. Square is now a group of pharmaceuticals, toiletries, garments, textile, information technology, health products, food products, and hospital - with an average annual turnover of more than Tk 6,000 crore and a workforce of around 33,000 people. Samson H Chowdhury is the founder of this Square Group. It was established in 1958 with its first company named Square pharmaceuticals Ltd. He named it Square because it signifies accuracy and perfection meaning quality. Now The Square Company is so big that it includes textiles, hospital, pharmaceuticals, toiletries, media com, consumer products etc.

Square consumer products Ltd. have started its journey in 2000 as a member of SQUARE Group. Within a short time it created a strong foothold in the market with 4 brands more than 40 products through its quality products and customer services in our country. It had obtained the international quality standard ISO 9001 because of its quality management. With the advanced technology, human resources and strong commitment to quality of products and services it has set strong position in the industry. In 2010 the company achieved ISO 22000 for its food safety management system. In 2014 it reinvented as Square Food & Beverage Ltd. from Square Consumer Ltd. It is now United States Food and Drugs Administration qualified. SFBL has introduced three popular brands in the market named Ruchi, Radhuni and Chashi. It has two production areas which are situated at Pabna and Dinajpur.

Currently SFBL has near about 2500 employees and due to its working environment and highly motivated employees it has lower turnover rates. It emphasizes on equal employment opportunity for both male and female.

SFBL does also so many other programs and activities such as Radhuni Kirtimoyee Sommanona which is organized for self developed and successful woman to reward them every year. As well as recently it arranged International Folk Fest and Classical music festival to save traditional cultural aspects of Bangladesh.

2.3 Mission:

SFBL's vision is to be the world class manufacturers in Bangladesh by ensuring intrinsic quality products and customer services with state of the art technology and motivated employees.

2.4 Objectives:

There are few objective of SFBL. It includes:

- Provide the very best of what the consumer wants.
- Explore new segments of market and to cater to it.
- Assure intrinsic quality of hygienic food products
- Enhance consumer standard of food habit
- Ensuring that products are available at consumer's doorsteps.
- Enhance the skill and strength of the organization that will contribute of company's increasing growth.

2.5 Products of SFBL:

Radhuni:

It is the leading brand of the company. It drew the attention of housewives by producing such products that saves time and convenient for them, such as turmeric powder, coriander powder, chili powder, readymade falooda, mix, jorda mix, different types of masala, cereals, pulses etc.

Ruchi:

It produce ready to eat snacks like – chanachur, fried dal, peanut, chutney, jhuribhaja, potato crackers, jhalmuri, sauce, pickles etc. people of every ages likes these products so much and that os why is taking a strong position in the market. The plant of Ruchi is situated at Pabna.

Chashi:

Recently it introduced another new brand that is Chashi, whose products are collected directly from the farmers having the indigenous essence and freshness such as minicat, Chinigura rice. The plant of Chashi is situated at Dinajpur.

Chopstick:

It is the very new brand in to the market. It has different flavors of chopstick noodles such as tom yum classic, BBQ and yummy masala. The plant of Chopstick is situated at Pabna.



Square food and beverage Ltd. has successfully flourished its business in Bangladesh but also it has achieved a lot from other countries too. Starting its first export from South Korea in 2002, the company is now exporting in more than 30 countries around the world such as

- Australia
- Bahrain

- Bhutan
- Canada
- Cyprus and so many other countries

2.6 Operational Network Organogram:

The main office of Square Food and Beverage Ltd. is situated in Mohakhali; mainly there are two offices one is in Square Centre another is in Rupayan Centre. Production facilities of SFBL are situated in Pabna and Dinajpur only. In SFBL now near about 2810 employees work in different parts of our country. Human resources are used in these sites of operation. There are some other staffs who work for sales team throughout the country.

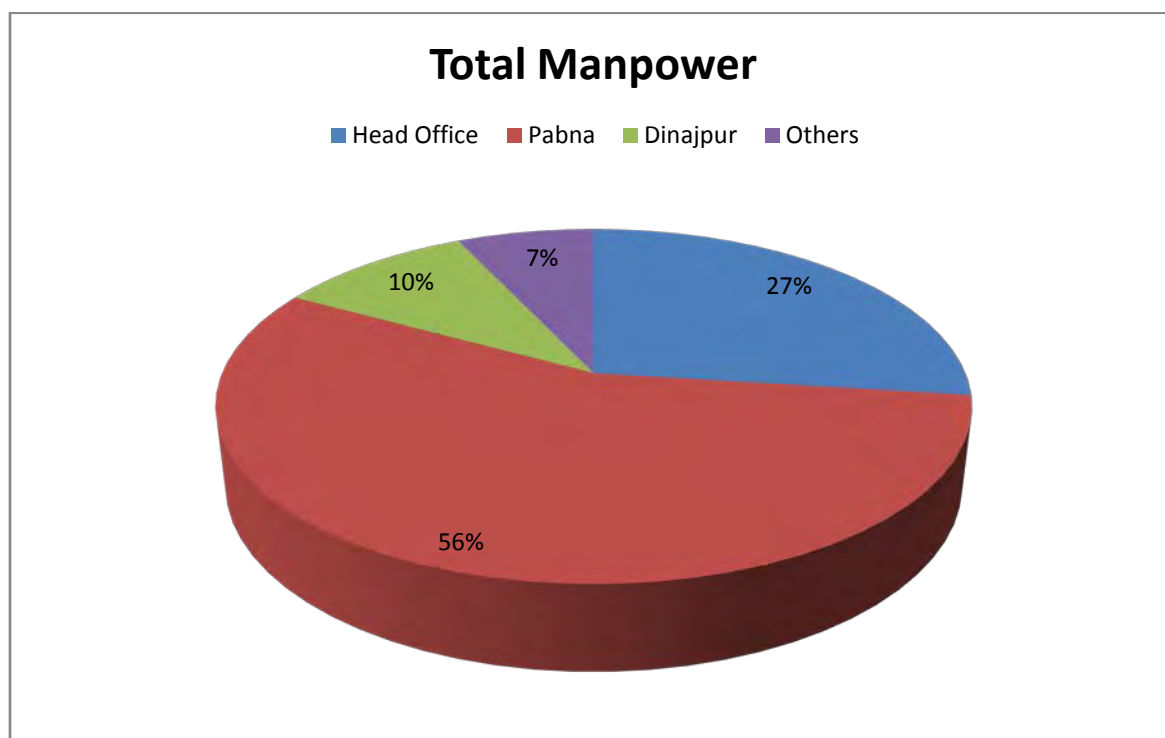


Figure: Manpower Distribution

In previous there were three types of people worked at Square Food and Beverage LTD. They were permanent, contractual and casual but now due to management decision it has stopped

hiring contractual employees and started appointing the skilled ones as permanent from the contractual employees. So it is a very big opportunity for the people to work here as it is securing the job.

Square Food and Beverage Ltd has several departments according to its functions and structure.

They are:

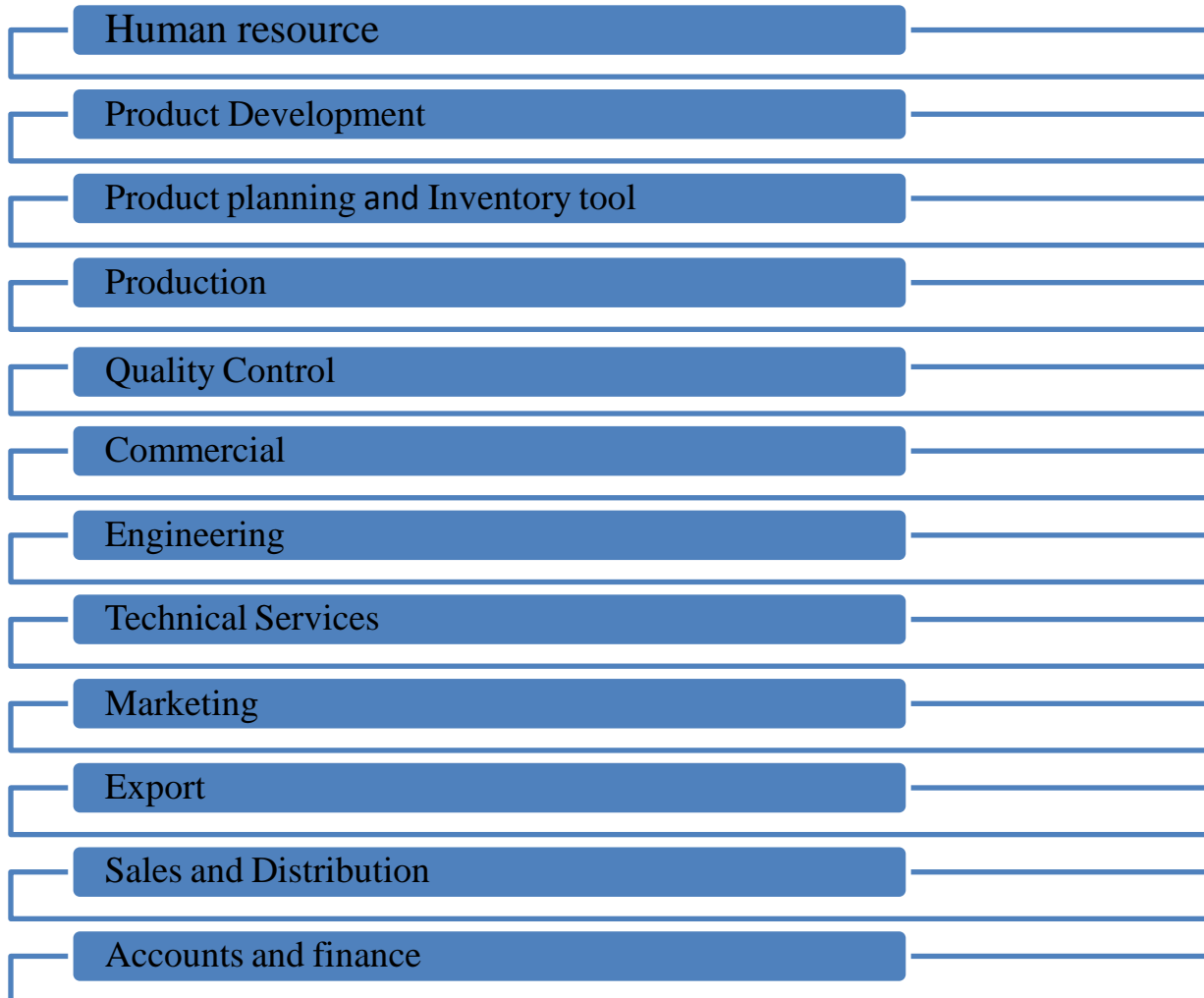


Figure: Different departments of SFBL

Square Food and Beverage Ltd. follows a structural and well designed hierarchy for the management level. It is given below:



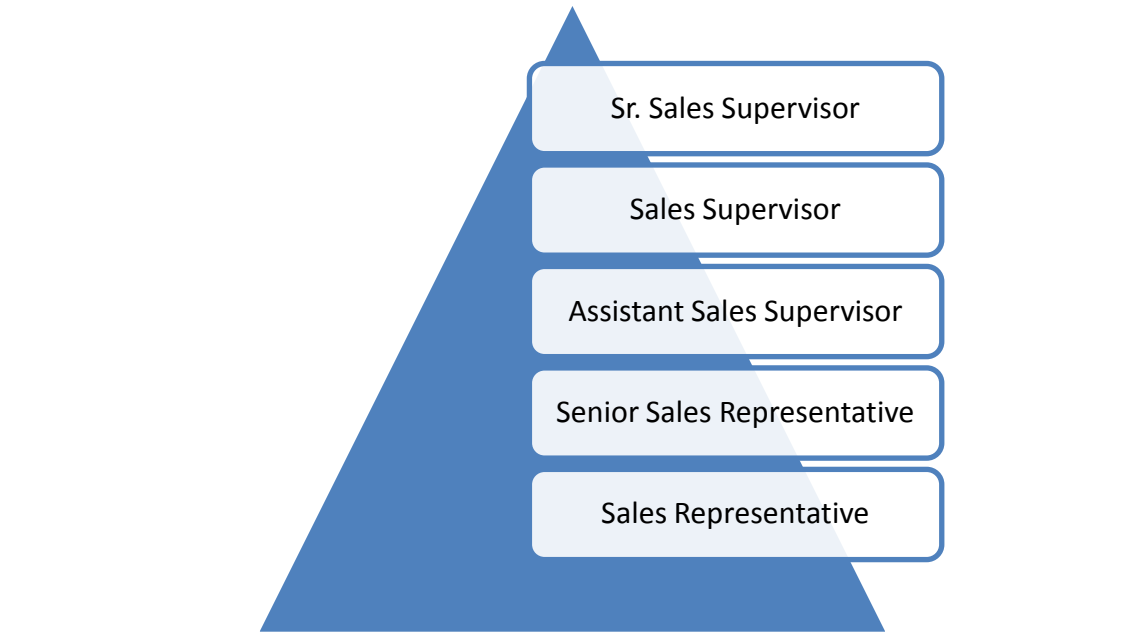
Figure: Management Hierarchy

SFBL has a different structure for the sales department in management and non management level which is in the field force. It is given below:

Management Hierarchy



Non Management Hierarchy



2.7 SWOT analysis:

The SWOT analysis is prepared by me by the observations during these three months of internship program. I observed each and everything in this organization and came up with different thoughts. It's strengths, weakness, opportunities and threats are given below:

Strengths:

There are few strengths of this organization. These are

- Fair and transparent Human Practices
- Skilled and experienced employees
- Customers perception about the products of SFBL
- Strong market position
- Support from other sister concern groups
- Quality products at reasonable price

Weaknesses:

There are few weaknesses. These are:

- Financial inability compared to other multinational companies

- Fewer researchers and little initiative for research and development
- Insufficient sales and distribution network and policies
- Lack of coordination and cooperation among some of it's departments
- Insufficient training program for developing it's employees

Opportunities:

- The increasing number of potential customers
- Cheaper labor cost
- Utilize the useful resources
- Opportunity to export products more in different countries

Threats:

There are few threats. These are:

- The increasing number of potential competitors
- The change in the preferences and needs of the customers
- High cost of using latest technologies
- High cost of raw materials and equipment

3. My Job responsibilities at Square Food and Beverage Ltd.

I had a tremendous opportunity to apply at SFBL through OCSAR from BRAC University. I have served there in the Human Resources department as an intern to fulfill the requirement of completing my BBA program from January 10, 2016 to April 10, 2016. As a part of academic program I have learnt so many things about the HR practices followed in SFBL and also relate my theoretical knowledge with the regular organizational practices. These helped me a lot to establish my career in HR.

3.1 Job description:

As an intern I had to work in SFBL as a trainee and assist the HR department to execute different operations according to the guideline of different supervisors. My supervisor was Ms. Tahmin Begum, Sr. executive of HR Dept, SFBL but there were other supervisors with whom I had to work daily. They helped me a lot by giving their valuable time so that I can learn something practically. I also had to observe and get introduced with the overall organizational culture and practices.

3.2 Job responsibilities at SFBL:

In SFBL there were so many different tasks to perform in Human Resource department. During my internship I have experienced these as a requirement of fulfill my internship program. As HR personnel I had to deal with the different jobs daily where some jobs are done periodically. Apart from my supervisor's job I had to go through the other assigned jobs too by the other HR staffs working there. I had to help them to complete their jobs. This is like real job life I have ever experienced. I completed all the jobs with joy which were given by me. I never felt any pressure of work there.

The jobs I have done so far in SFBL are given below:

- CV sorting
- CV screening
- Inviting potential candidates
- Informing necessary updates to the candidates
- Making interview list
- Monitoring written test
- Checking written test scripts
- Making summary of the candidates
- Making advertisement and offer letter of the selected candidates
- Performance appraisal of employees
- Managing attendance system through HRIS System
- Other responsibilities

CV sorting:

In SFBL CV sorting was one of the important works for me. During my internship Mr. Abhishek Nandi had introduced me with CV sorting techniques and I had done some of it according to his guidelines. For the requirement of employees for different positions I had to collect the CV and sort them according to the needs. The CV of interested candidates are usually collected from BDjobs.com, also they can drop their CV by themselves in Rupayan Centre 11th floor. I found

CVS for different positions like Executive, Sales representative, Sales supervisor, officer, Junior officer etc.

CV screening:

The areas those are considered while CV screenings are age, educational qualification and location. I have sorted the CV in a bulk amount for the sales representatives because after one and half months SFBL need SR(Sales Representative). while CV screening the most important thing is for this position females are not invited and the candidate must not be less than 18 years. For this position it requires minimum qualification. But for the other positions like Executive, officer educational qualification is very important. Executive must have minimum CGPA 3.00 from a reputed University also those who have minimum 1 to 2 years experience. Also their experience must be related with their academic fields.

Inviting potential candidates:

I had learnt to deal with the candidates for different positions required for the organization. In such cases my supervisor used to shortlist the candidates from the CVs and then assigned me to make phone calls for interview and let to know about interview date, time and venue. After that I had to give back to my supervisor who is coming and who's not. The interviews generally were taken in Rupayan Centre.

Informing necessary updates to the candidates:

After giving calls to the candidates it was my responsibility to give them updated information about the written test or interviews if it was necessary. Sometimes they called for asking information about the job related issues so I had to take all the calls and give them correct information.

Making interview list:

From the selected CVs I was supposed to write a serial number chronologically with the phone number of the candidates for the interview and written test. There was an option for the signature also. So that we can know who has attended and who is not in the interview and in written exam.

Monitoring written test:

I assisted my supervisor to monitor the written exam of candidates. Giving scripts and question papers and invigilate them during exams were my work.

Checking written test scripts:

I checked the written test scripts for the position of executives in marketing, commercial departments etc. also checked the scripts of the candidates for the sales representatives.

Making summary of candidates:

Before the interview I needed to prepare a summary of the candidates which includes the detail information about the candidates' educational background, working history, birth date etc. After preparing the summary I had to give it to my supervisor so that he can have the idea about candidates before taking the interview.

Making offer letter and advertisements:

I had the responsibility of preparing the offer letter of the selected candidates. In offer letter it describes the job, salary range, time, starting date of the job etc. On the other hand I had to make advertisements for different job position so that candidates feel attract and encourage to apply.

Performance appraisal of the employees:

In SFBL performance appraisal is done once in a year for the progress of works assigned to the employees. Performance appraisals of the employees were given to the department and outlet managers. After finishing the form I assisted my supervisor in evaluating performances of the employees of SFBL. Performance evaluation contains excellent, very good. Good, satisfactory and unsatisfactory. Each question of the performance appraisal carries five marks. There were fifteen to twenty questions. On the basis of the performance evaluation their increment and bonus were given.

Managing attendance system:

Managing attendance system was my daily job after reaching at office. I managed attendance system through HRIS system that is Human Resource Information System. It is software where all the records of leave, tour, outside office duty and daily attendance of the employees are kept. The employees who are permanent they have an id card which they have to punch after arriving at office and leave. Also there is manual attendance register which is kept for the temporary employees who work in the market. There is strict rule in SFBL, if any employee comes to office at 8.35 then it will not count as late but if he comes at 8.36 then it will show that he is late. Also I had to keep record of the leave, tour visits, outside visit of the employees and check them after every month if any records are missing or not here.



Preparing files of the employees:

I had to prepare the employees file those are new and joined in this organization. On those files their necessary documents are kept such as result sheet, written test scripts, their national id card photocopy, birth certificate etc.

Other responsibilities:

I had to do also some minor works like entry data in MS excel. For instance once I had to entry the data of mobile phones bill of all the employees working at SFBL. As well as scanning necessary documents, making photocopies etc. were my jobs.

4. Project



4.1 Objective of the project:

The main objective of this report is to focus on some of my observations of the recruitment and selection process of Square Food and Beverage ltd. which were identified durin internship program.

4.2Methodology:

Both primary and secondary data were used to prepare this report. Primary data was collected by interviewing Ms. Tahmin Begum- senior executive and Abhishek Nandi- executive of HR Department, SFBL

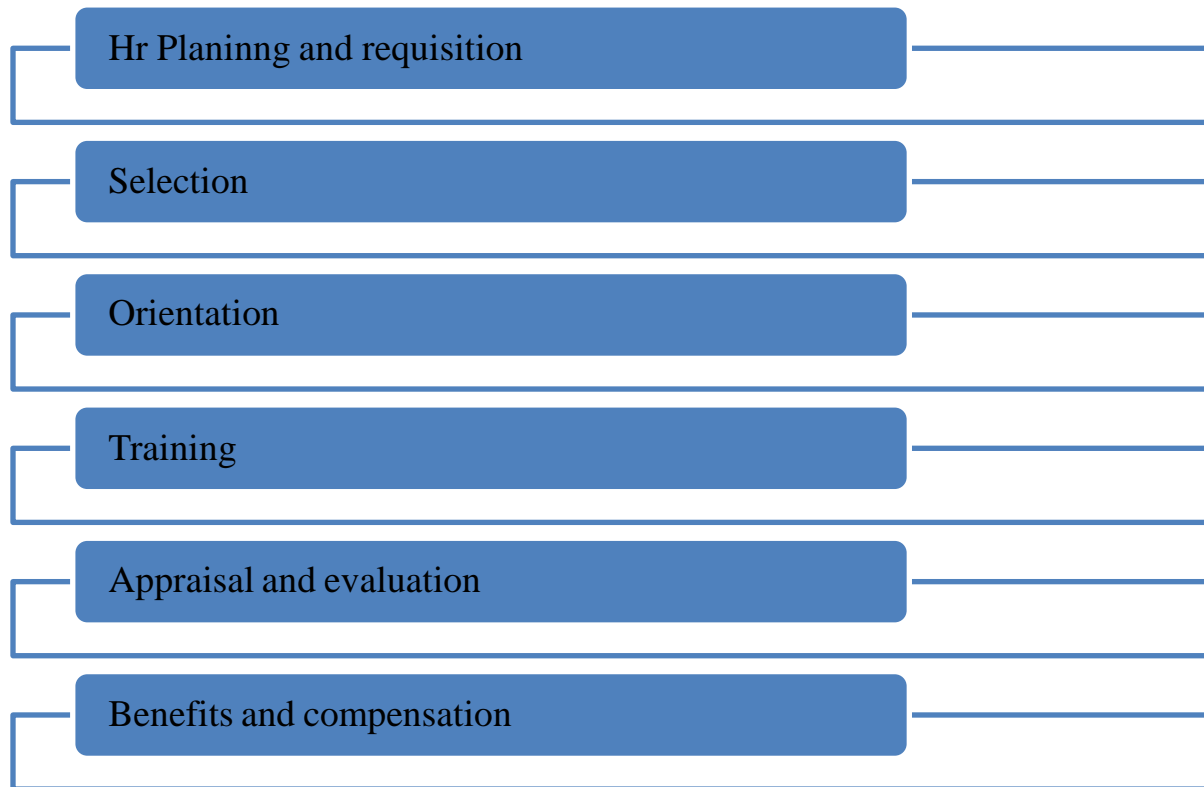
4.3 Limitation:

This report is organized based on the feedback and opinions of HR department and with the help of other staffs of the organization. It was a challenge for me to gather information as some were seemed unwilling to provide the information and give effective feedback. Time was limited because within this short time it was impossible to gather a large portion of information about the HR practices in SFBL.

4.4 Human Resource Management Process:

Human is the asset of any organization that is why it needs to managed properly and well. Human resource management process is the planning, organizing, directing and controlling the functions of procuring, developing, maintaining and motivating the labor force.

There are basically eight functions in Human Resource management process that are required for staffing the organization and maintaining the sustainable high performance of the employees. These are given below:



4.5 Recruitment and selection process in SFBL:

Square food and beverage ltd. basically look forward to employees who are enthusiastic, passionate, smart and love to take challenges. Also the people who want to work anywhere in Bangladesh and are interested to build up their career in relevant sector. There are thousands people work in SFBL who has come from different culture, religion and customs. Therefore, other criteria's are followed while taking people for this organization. These are:

- Educational qualification
- Medical fitness
- Written test
- Age is one of the important issue

- Sources for recruitment through campus, employee referrals, internal job postings and internet
- Antecedent verification
- SFBL do not discriminate on the basis of race, community and religion

I have worked in Human Resource department for three months so I have some knowledge about the recruitment and selection process of SFBL. From my observation in SFBL the recruitment and selection process includes fourteen steps. These are:

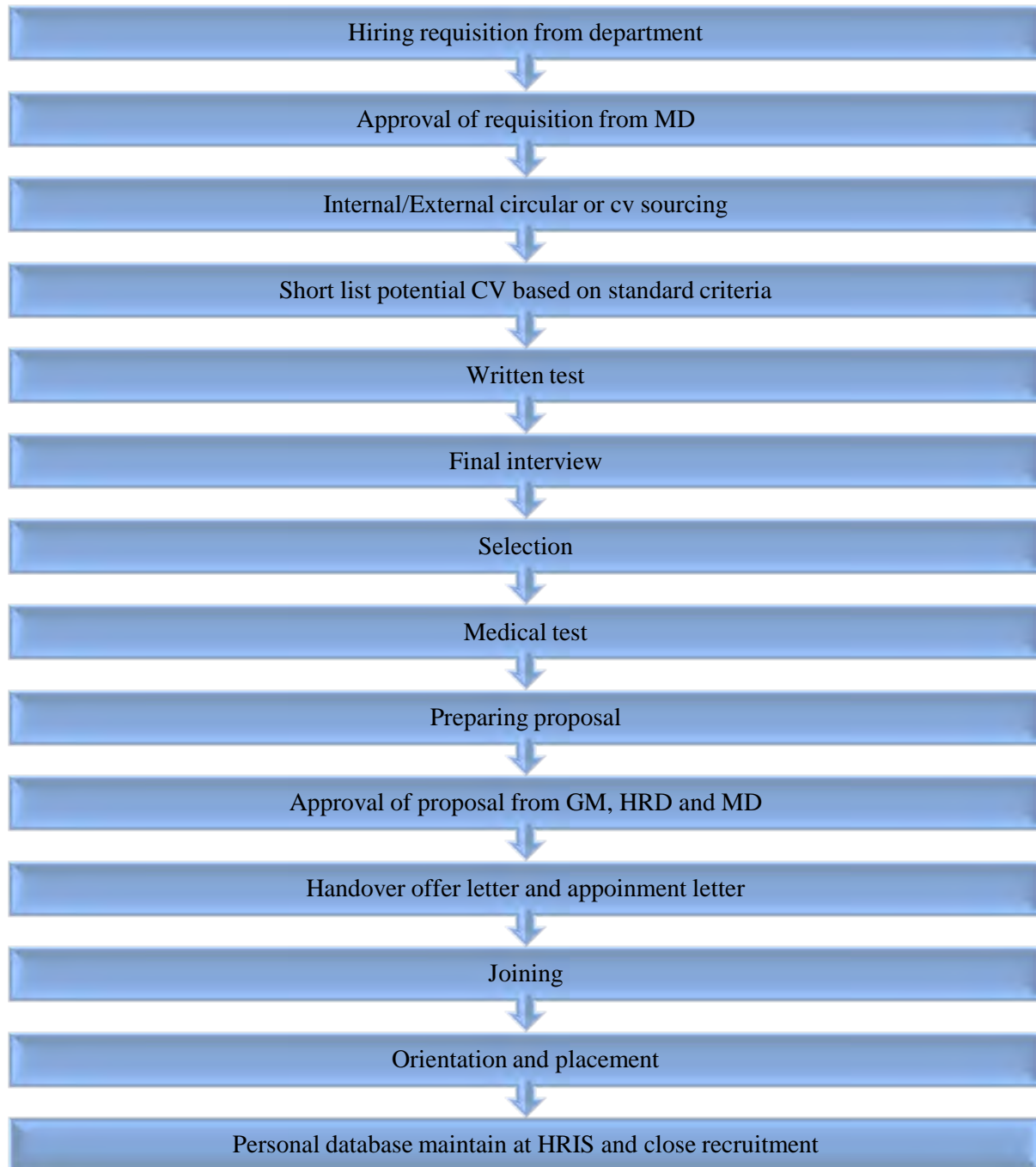


Figure: Recruitment and selection process

1.Hiring requisition from the department:

Basically HR department undertakes all the necessary steps to for the requirement when needed. In the first step the respective department has to give requisition for hiring employee if any job

position is vacant. Such as if brand executive is needed in marketing department then they will give requisition to HR department and then they will take the responsibility to find the best employee for that position. The recruitment area is classified into three sections.

- Entry level Management
- Mid/ Senior level management
- Non management stuffs

The numbers of vacancies are identified by using different methods such as trend analysis, ratio analysis by using different variables.

2.Approval of requisition from MD:

After taking the requisition HR department submit it to the managing director for approval. His approval is needed to continue the recruitment process. The MD analysis the effectiveness of hiring then approves the requisition.

3.CV sourcing:

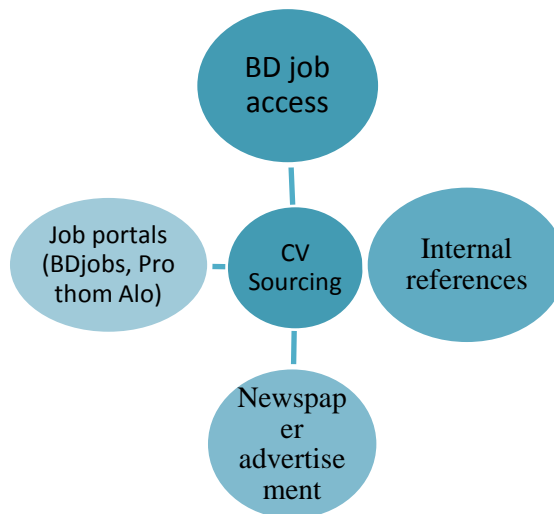


Figure: CV sourcing

Internal source:

Internal source is the current employees in the organization. When the current employee claim that he has strong power and eligible for the position then his interview is taken. If he passed the interview with his merit then he is qualified for the position.

External source:

If the HR department fails to get the skilled employees for the relevant post then they go for external source such as advertisement given on BDJobs, Prothom alo. There is another source for SFBL that is employment referrals. It means using personal contacts to locate job opportunities.

4.Short listing potential CV:

In this step the responses to the advertisements are sorted and screened. Different weights are assigned to the selection criteria such as educational institutions- IBA, BUET, DU give the highest weight among the local ones. This short listing may be done in two or three steps. These short listed applicants are called for giving the written test.

5.Written Test:

The written test is a regular part in SFBL for the normal recruitment process. The top management of SFBL believes that before taking the interview written test needs to be taken because it is the effective tool to select desirable candidates. The written test conducts in terms of knowledge about required fields. Whoever will get the highest marks will be called for interview.

6.Final interview:

After taking the written test few candidates will be shortlisted and called for final interview. Before taking interview candidates profile summary should be done that the interview goes well and finish in time. Generally there are two or more interviews are taken in SFBL. First candidates face panel interview. Here few senior employers conduct the interview from different department. At the last stage there is “person to person interview”. Here head of the department or HR head conduct the interview.

7.Selection:

At last the interviewers find the best candidate among all of them for the position. But if they fail to find the right person for the position then they need to run the recruitment and selection process again.

8.Medical test:

The selected person has to go through full medical checkup that guarantees his physical fitness to perform his job successfully in the organization. Also to ensure the healthy related security for it's other employees. It is appropriate for the internal employees also if they are applying for that position.

9.Preparing Proposal:

After completing all above the process HR department prepares the proposal letter for the selected candidates that include duration of the probation period, salary and other facilities, to whom he needs to report, job location, joining date etc.

10.Approval of proposal from GM-HR and MD:

In this stage HR department takes the approval of the proposal letter from the General Manger HR and from the managing director.

11.Handover offer letter and appointment letter:

After that the candidate is given an offer letter and appointment letter specifying the salary packages, job responsibilities, utilities that will be provided by the organization. In this stage candidate has the chance to withdraw himself from the job offer. He is always free to discuss whatever difficulty may arise regarding pay structure etc.

12.Joining:

After that the selected candidate requested to bring all their academic and professional certificates along with their previous job separation confirmation application. After submitting all the documents candidate can join to the organization at a previously declared date.

13.Orientation and placement:

After joining in the organization HR department arranges orientation session with the help of the respective department. The new employee introduce with everyone in the organization. On the other hand even if he needs any sort of particular training regarding the job organization provides it. After that organization places that person to his designated duties.

14.Personal data base maintain at HRIS and close recruitment:

At the last stage SFBL keeps personal database of the employee by the HRIS software. It is done and managed carefully. After doing this HR department closes the recruitment and selection process.

4.6 Analysis and findings:

I have analyzed the effectiveness of recruitment and selection process in SFBL and came out with some findings as it was one of the main task of this report. For doing this I have collected information from the samples which were convenient to me during my internship. After working there I had also my own observations as well. So few of these analysis and findings are given below:

- For the new employees SFBL does not check the background normally, they give priority to the working experience and educational qualification to avoid any problems in the future.
- SFBL does not have any special training program for the new employees specially who have completed the BBA/ MBA program. They just give on the job training. So employees sometimes cannot take the new challenges in the organization
- In SFBL one of the main problem is it keeps all necessary documents of all the employees in hard copies.
- Interview evaluation forms are not completed by the interviewers rather they just fill up the form and take interviews. Sometimes the in completed forms are filled up by random employees.
- In SFBL all the written exams are taken in English format. So it creates difficulty for the lower level position like SR, Merchandiser. It is a very bad move as at the end they struggle and recruitment process cannot be successful sometimes.
- Sometimes it takes more time to start the written exam on time in selecting the candidates.
- There are not many scopes for the people who are interested to work in this organization because it does not attend so much in job fairs. Moreover for fresh graduated there are few opportunities as they don't go for walk in interview system in educational institutions.
- From the candidates perspective the financial benefits offered by the company can be little bit competitive comparing to the other organizations as well promotion structure should be re evaluated as there are few chance for promotion early.

5. Recommendations

From my observation I would like to give some recommendations based on the organization and recruitment- selection process.

1. SFBL should become more punctual while taking written test and interviews for the betterment of the organization.
2. It should focus more on computerized system where all the documents and works should be done rather than paper works.
3. It should monitor the performance appraisal of the candidates more carefully because some are not committed to their responsibilities.
4. The Hr department should look into the matter of consuming more time in the process of calling candidates. They need to specify the minimum educational qualification, preferred institutions and other necessary criteria, pay structure in the ads they give in BDJOBs, Prothom Alo etc.
5. The company should participate in the job fairs for their recruitment system. It is an important step while doing recruitment and selection.
6. SFBL also can do campus recruitment such as walk in interview. It can bring highly educated fresh graduates for the entry level position in the organization.
7. The company should have online CV posting system in their website. It will be easy for the candidates to drop the CV rather than come and submit the CV into the office.
8. For motivating and mental satisfaction of employees SFBL needs to arrange some functions such as- monthly dinner, picnic etc.

6. Conclusion

Square Food and Beverage Ltd has grown at a considerable rate in the last few decades in Bangladesh. It has taken a strong position in the market and competing with other strong companies. It is contributing the whole population in our country with qualitative and standard products. As well as contributing largely in the economy of this country by their huge annual turnover local production and exports. It is playing a vital role in the industry as well as in the national economy.

This organization has helped me to get introduced with the real job world as well as with the organizational culture and practices. SFBL has a wonderful HR team which is taking care of massive manpower. Starting from recruitment, abiding the labor law, maintaining all necessary HR operations every essential activity are here properly run by the HR department. I have learnt so many things on different issues. It was not possible for me to get the best outcome from this internship program due to some limitations. In this report I have tried my level best to identify the recruitment and selection process of SFBL.

Last of all Square Food and Beverage Ltd. has a huge opportunity to perform better and better in industry sector. Its recruitment process is transparent and it generally tries to do the job fairly but still there is few scope where it can improve and work on it.

7. References

1. Website: <http://www.sfbl.com.bd/>
2. "Square: The Rise of a giant". The Daily Star.net,06 January 2012
3. DESSLER, G. (2008) Human Resource Management. 11th edition. Asoke K.Ghosh , Prentice – Hall of India private limited
4. Ms. Tahmin Begum, Senior Executive, Hr department, SFBL
5. Mr. Abhishek Nandi, Executive, Hr department, SFBL
6. Mr. Moonzur Hossain, Executive, Hr department, SFBL

8. Appendix

1) Job advertisement:

Join the Leader



SQUARE FOOD & BEVERAGE LTD., a concern of Square Group, is the country's leading ISO certified Fast Moving Consumer Goods (FMCG) manufacturing company. To support our continuous growth, we are looking for smart, energetic, target oriented and hardworking team member for the following position.

Position: Sales Supervisor

Work Station: Anywhere in Bangladesh

Responsibilities:

- Achieve monthly/yearly assigned sales targets through monitor and coordinate the activities of Sales Representatives and Distributors
- Update market information
- Motivate, train and develop the team members

Requirements:

- Graduate in any discipline from reputed university
- 3-5 years of working experience in relevant position, preferably in some reputed FMCG company
- Willing to travel frequently
- Age within 32

If you think you are the right person we are looking for, please submit your resume with a cover letter and 2 (two) recent passport size color photographs (not more than 6 months old) by **March 1, 2015** to **General Manager, Human Resources Department, Square Food & Beverage Ltd., Rupayan Centre (11th floor), 72 Mohakhali CA, Dhaka 1212.**

Or you may also send your cover letter and resume by e-mail through sfbl-hr@squaregroup.com.

- The position applied for must be mentioned on top of the envelope or in the subject line of your mail.
- Candidates who participated in previous interviews are discouraged to apply.





2) Advertisement of Square Food and beverage products:



বাংলাদেশের শীর্ষস্থানীয় খাদ্যদ্রব্য উৎপাদনকারী প্রতিষ্ঠান স্কয়ার গ্রুপ কর্তৃক প্রদানকৃত লি: এর রাধুনি, রুচি ও চাষী ব্র্যান্ডের পণ্যসমূহ দেশের চাহিদা পূরণের পাশাপাশি বিশ্বের বিভিন্ন দেশে নিয়মিত রপ্তানি হচ্ছে এবং ভোক্তাদের কাছে ব্যাপকভাবে সমাদৃত হয়ে আসছে। উৎকৃষ্ট কাঁচামাল, উন্নত প্রযুক্তি আর কঠোর মান নিয়ন্ত্রণ ব্যবস্থার সমন্বয়ে উৎপাদিত রাধুনি'র গুঁড়া মশলা (হলুদ, মরিচ, ধনিয়া, জিরা, মিল্লত মশলা), শস্যপণ্য, চাল, সরিষার তেল, কাসুন্দি; চাষী'র কালিজিরা ও মিনিকেট চাল এবং রুচি চানাচুর, খুরিজা, ডালভাজা, কোটেড পিনাট, বানানা চিপস, মুড়ি, মধু, আচার ও চাটনি স্বাদে ও মানে অনন্য।

স্কয়ার গ্রুপ কর্তৃক প্রদানকৃত লি: 

৪৮ মহাবলী বাণিজ্যিক এলাকা, ঢাকা ১২১২, বাংলাদেশ, ফোন: (৮৮০)-২-৮৮০০০৮১-০৯, ৮৮০০০৯ (১০টি সমন্বয়)
ফ্যাক্স: ৮৮০-২-৮৮০০০৯৯, ইমেইল: scpl@squaregroup.com, ওয়েবসাইট: www.squarefoods.com.bd

 **RADHUNI** | **RUCHI** | **Chashi**

3) Questionnaire:

A set of questionnaire has been made for collecting the information from the candidates and employees.

To the employees:

- I. What are the main criteria followed by the company to shortlist the CV?
- II. Why does the company give advertisement for new job in just Prothom Alo and bdjobs.com? Is there any plan in future to add more sources?
- III. What was the reason of setting the question papers in English language for all? Don't you think it was a bad move to make experiment on every level?
- IV. What are the key criteria evaluated during interviews? How do you relate the criteria with the relevant job description?
- V. Do you check the background for the new employees? Any major discrepancies found during the background check?
- VI. What are the trainings SFBL offers to the new employees especially for fresh graduates? Why On the Job training is considered to be a better option in this company?
- VII. What are the key strategies/benefits offered by the company to keep the employees motivated and satisfied?
- VIII. Is HR department transparent while doing recruitment and selection process? Give your opinion.
- IX. Please mention some of the 'negative side/ limitations in the recruitment process from your point view.

To the candidates:

- I. What attracted you the most to apply at Square Food and Beverage Limited?
- II. Do you believe the written test/ interview actually can test your skills?
- III. Did you find the interviewers biased in any situation? If yes then what was that situation?
- IV. Do the benefits/ allowances offered presently by the company fulfill your expectations?

- V. What are the areas needed to improve your job satisfaction and motivation level?
- VI. Please mention some of the negative side of the recruitment process from your point of view.