

Internship Report on

Recruitment Process of enroute international limited





An Internship Report
On
Recruitment Process of enroute international limited

Submitted to

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Date of submission: 26th June, 2016

Declaration Letter

This is to certify that the research paper entitled ‘Recruitment Process of enroute international limited’ submitted by Sigma Sharmeen Khan Prema (ID: 14164010) as an impartial fulfillment of the requirement for the degree of Master of Business Administration from BRAC University is a record of candidates own work carried out by his under any supervision. All verbatim extracts have been distinguished by quotation marks and all sources of information have been specifically acknowledged.

.....

Noman H Chowdhury

Senior Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

26 June 2016

Noman H Chowdhury

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of report on “Recruitment Process of enrouternational limited

Dear Sir,

With due respect & honor, I, the student of MBA Department, BRAC University, am submitting the report on **“Recruitment Process of enrouternational limited”**. I am pleased to inform you that I have successfully completed the intern report under your kind supervision. Now I am placing this report for your approval. Hope that my report will fulfill your expectation.

Sincerely yours,

Sigma Sharmeen Khan Prema

Id: 14164010

MBA Department

BRAC Business School

BRAC University

Acknowledgement

At the very beginning I would like to express my deepest gratitude to the almighty Allah for giving me the strength and the composure to finish the task within the scheduled time. Internship report is an essential part of MBA program as one can gather practical knowledge by observing and doing the daily works in the chosen organization. I have done my internship at **enroute international limited**

I would like to thank my honorable internship supervisor from Brac University, School of Business (MBA), **Noman H Chowdhury** for providing me such an opportunity to prepare an Internship Report on "Recruitment Process of enroute international limited". Without his helpful guidance, the completion of this project was unthinkable.

I would like to place my gratitude to my supervisor at emc (enroute management consulting), **Mr. TariqulHaque (Chairman & Chief Consultant)** for his continuous guidance and valuable suggestion from time to time.

I am also indebted to all of the officers and employees of the emc, who extended their wholehearted cooperation to me despite of their huge workload during this period. At last I must mention the wonderful working environment that has enabled me a lot deal to do and observe the activities during our internship period.

Executive Summary

As a part of academic requirement and completion of MBA program, I have been assigned to complete internship report on “Recruitment Process of enrouternational limited” under the guidance of Mr. Noman H Chowdhury. “Recruitment process” is a segment of human resource process; As such I have selected this topic to make it clear. I have divided this report in some sub segments. As a young intern in a reputed recruitment agency like “enroute international limited” I have tried my best to go through their Recruitment process for clients within little tenure of 03 months.

A recruitment agency acts as an intermediary between an organisation that is looking to employ someone and an individual who is looking for a job. A recruitment agent’s main function is to source the most suitable person for a job vacancy that they have been asked to fill.

A recruiting specialist mainly serves as a strategic partner to manage the ever-changing staffing needs. In addition to identifying and sourcing potential candidates, a recruiter often helps design a sourcing plan to help gauge current and future needs. The recruiter can also help their client’s hiring managers prepare complete job descriptions so the agency is better prepared to source, review resumes and select potential candidates that will be the best fit for their client.

In my entire internship report, I tried to show how enroute works, what services they provide for the clients, what is the process of recruitment for the clients etc.

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Chapter 1

INTRODUCTION

1.1 Origin of the Report:

This report is prepared to fulfill the requirement of internship program of MBA Department under the supervision of Noman H Chowdhury. Internship program is a perfect blend of the theoretical and practical knowledge; therefore it is an opportunity for the students to know about real life situation through this program. The report is titled as “Recruitment Process of enrouteinternational limited”. The standard procedure of long format report is followed here as per the guidance of instructors.

1.2 Purpose

The first objective of writing the report is fulfilling the partial requirements of the MBA program. In this report, I have attempted to give an overview of **enroute international limited** in general. Following are the main objectives

- To familiar with the history and operations of enroute international limited.
- To show the overall activities and services of different departments of enroute
- To show the recruitment process of enroute

1.3 Objectives of the study

The main purpose of the study is to compare the theoretical knowledge with practical scenario and at the same time to get an in-depth knowledge about recruitment process for the employees and personnel policies. In order to serve this purpose the following objectives are to be made-

Broad objective

- To know the recruitment process of enroute international limited.
- Gain a real life exposure with a business organization to relate with the theoretical practice.

Specific Objectives

- To know about the relationship between the employees and enroute

- To get knowledge how the HR function in enroute
- To be familiar with the recruitment process offered by enroute for their clients
- To learn about the Organizational Culture of enroute

1.4 Scope of the Report:

The scope of this paper is to know the organizational structure, background, and objectives, functions, and recruitment process of enroute international limited as a whole. The scope is also to know the recruitment process, joining of candidate's in the clients organization, meeting the client's specific needs etc

1.5 Methodology

I used different methodologies to make my report successful. I went through the research reports, relevant published documents including books, project documents, evaluation reports, monitoring reports and website for collecting my required data.

For carrying out this project paper I had to study the actual recruitment process of enroute. In order to carry out this study, two sources of data and information have been used:

The Primary Sources

- Study of background material and relevant files provided by the officers concerned.
- Direct interviews with relevant personnel
- Face-to-face discussion with the relevant officials.

The Secondary sources

- Informal discussions mainly with my supervisor and employees in emc department
- Working Papers, Office Files, Selected Books
- World wide web

1.6 Limitation

In spite of giving my level best effort for preparing this report successful, some difficulties still have been faced. The Term paper is likely to have following limitations:

- Lack of enough information as some information was considered highly confidential.
- Time constraint is a big factor could be a big issue, as I have to do this report along with my regular office work
- The depth of the analysis has been limited to the extent of information collected from different sources.
- As we are newcomer, there is a lack of previous experience in this concern. And many practical matters have been written from our own observation that may vary from person to person.

Chapter 2

Industry Background

Have we ever thought why are some companies blooming while others struggle to stay in business? What is the distinctive difference between a good company and a truly great company? The answers to these questions can only be found when looking at what defines the company: its Human Resources. The people that make up a company are that organization's unique and biggest asset. Human resources are the set of individuals who make up the workforce of an organization, business sector or an economy.

It is the human resources who are operating the whole organization. A company is more likely to be successful if it manages all of its resources. Effective HR departments allow and encourage the company's employees by investing on the employee to get their best, which in turn contributes to the success of those companies. We believe that Human Resources are the most important resources or component among all the resources, to improve business results. Human resources are the most important as well as most complicated resources among all. If we can ensure the proper utilization of them, if we can motivate them by giving different incentives, different opportunities, it'll definitely give us higher return by giving higher productivity.

2.1 Human Resource

Human resource is the greatest asset that any organization possesses and it must ensure that this potential is harnessed to the maximum to contribute positively towards the growth of the organization. They are the ultimate resources by which any company gets its maximum profits. To run any department in the organization, human resources are essential. As human resource is considered as an asset, any expenditure incurred in the acquisition and accumulation of human resource will be treated as an investment.

Human Resources evolved from personnel as the field moved beyond paying employees and managing employee benefits. Every organization has people, which mean every organization needs Human Resources (HR) professionals. HR helps manage and develop the people in an organization. Sometimes called "Personnel" or "Talent Management," HR is the function in charge of an organization's employees, which includes finding and hiring employees, helping them grow and learn in the organization, and managing the process when an employee leaves.

Human Resources take care of people from the time they're interested in the organization to long after they leave.

2.2 Role of Human Resources Management Department

Human Resources Management is the administrative discipline of hiring and developing employees so that they become more valuable to the organization. To attain the organizational objectives, HR plays various roles. The major roles of HR are given below-

Role of Human Resource Department

- Conducting job analyses**
- Human resource planning**
- Recruitment and selection**
- Motivation and orientation**
- Training and development**
- Determining and managing wages and salaries**
- Providing benefits and incentives**
- Appraising performance**
- Communicating with all employees at all levels**
- Maintaining Good Industrial Relation**

Figure 1: Role of Human Resource Department

Conduct job analysis

A job analysis is the process used to collect information about the duties, responsibilities, necessary skills, outcomes, and work environment of a particular job. Here the HR manager decides on the sources of job analysis information, then selects the method for job analysis. Then he reviews the related information and based on the outcomes of the job analysis, writes job descriptions and job specifications.

Human resource planning:

Human resource Planning translates the organization objectives and plans into the number of workers needed to meet these objectives. HR ensures that the organization has the right number and kinds of people, at the right place, at the right time, capable of effectively and efficiently completing those tasks that will help the organization achieve its overall objectives. Here they also predict the future.

Recruitment and selection:

HR recruiters manage the employment process from screening resumes to scheduling interviews to processing new employees. Typically, they determine the most effective methods for recruiting applicants, including assessing which applicant tracking systems are best suited for the organization's needs.

HR professionals work closely with hiring managers to effect good hiring decisions, according to the organization's workforce needs. They provide guidance to managers who aren't familiar with HR or standard hiring processes to ensure that the company extends offers to suitable candidates.

Motivation and orientation:

They motivate the new employees as well as the existing employees. They provide some drives to their employees for motivating them. They also give orientation to the employees. Orientation continues for minimum 3 months and maximum 6 months. Turnover rate will decrease if a better orientation is provided.

Determining compensation:

HR compensation specialists develop realistic compensation structures that set company wages competitive with other businesses in the area, in the same industry or companies competing for employees with similar skills. They conduct extensive wage and salary surveys to maintain compensation costs in line with the organization's current financial status and projected revenue. And they manage overall labor costs.

Provides incentive and benefits:

The manager of HR department provides insurance, vacation leave administration, retirement plans, profit sharing, stock plans etc to the employees. Benefits specialists can reduce the company's costs associated with turnover, attrition and hiring replacement workers. They are important to the organization because they have the skills and expertise necessary to negotiate group benefit packages for employees, within the organization's budget and consistent with economic conditions.

Training and development:

HR manager develops a training & development strategy according to the requirements of legislation and with the improvement of productivity and delivery as outcome. Then he conducts a training needs-assessment including the assessment of prior learning and write training and development objectives based on the outcome thereof. Finally he conducts training and evaluates the training outcome with regard to the return on investment. Finally he promotes training and development in the organization among the employees.

Performance Appraisal:

HR plays a great role in Performance Appraisal. First and foremost HR can ensure that performance appraisal is conducted in free and fair manner. Another important thing HR can do is to train the managers on how to conduct the performance appraisal. HR can develop amongst the managers, supporting skills like questioning skills, listening skills, feedback-giving skills and so on.

Maintaining Good Industrial Relation:

The personnel manager develops and communicates industrial relations policies and procedures in line with legislation with their employees and involves in grievance and disciplinary hearings. They also make negotiation with their employees and assess and manage organizational climate and employee relations. The personnel manager must create harmonious relations with the help of sufficient communication system and co-partnership.

2.3 Overview of Human Resource Consulting Firms in Bangladesh

The human resource consulting industry has emerged from management consulting and addresses human resource management tasks and decisions. HR Consultants are responsible for assisting clients with strategically integrating effective HR processes, programs and practices into their daily operations. Their role is also to maximize the client's performance related to human resources by introducing or marketing "best practice" products or services as well as to provide periodic feedback to clients regarding their performance related to annual management objectives. To accomplish this, the HR Consultant may need to perform needs assessments or audits and make recommendations or proposals, coordinate the creation and implementation of an action or corrective plan, and when required, organize and coordinate cross-functional Human Resource teams to assist the client with developing and implementing performance improvement corrective plans, programs or processes. The following are core fields around which most HR consultancies are based:

- ✚ Human capital, including remuneration (also called *total rewards*), employee rewards and incentive programs, and talent acquisition and management
- ✚ Health and benefits, orchestrating optimal employee health plans with the carriers themselves
- ✚ Mergers and acquisitions, examining fit across culture, job-type, transaction costs, etc.
- ✚ Communication, including surveying employee attitudes, satisfaction, engagement, and other employee behaviors
- ✚ Retirement
- ✚ Recruitment process outsourcing

Services may also include legal counseling, global initiatives, investments consulting, and the implementation of HR technologies to facilitate human capital management. The HR consulting industry also employs more actuaries than any other in order to assist in their services.

In Bangladesh, the HR Consultancy firms still is not flourished. But Bangladesh has potentiality to grow in this sector. There are several players in this industry of Bangladesh. Companies in this industry provide advice and assistance to businesses regarding human resources recruitments and personnel policies, employee compensation and benefit planning, and wage and salary administration etc.

2.4 Major Players:

There are several players who help people to get their desired jobs, consultant services based on the organization and people needs. Those major players are-

-  Enroute international limited
-  Bdjobs
-  HR Kites
-  HR Connection
-  Grow n Excel
-  Frontdesk
-  ZN Consultants
-  Bikroy.com
-  Yellowjobsetc

Chapter 3

The Overview of enroute international limited

3.1 Overview of enroute international limited

enroute provides its clients a complete solution for business growth with its unique approaches to problem identification, concept development and world class execution of diverse services.

Since its inception in the year 2008, enroute with its highly experienced, passionate and expert business team, have been providing support & solutions to many Bangladeshi local and international companies of a selected segment. enroute, although not such an old name in this field of work, has successfully made a mark wherever enroute has set foot in these eight years of the journey.

With its long-term partnership focus, value addition model, talented management team and alliance with local and international organization and individuals expert in their sectors, enroute has built partnership agreements with many of the renowned local and multinational organizations of the country.

3.2 client list of enroute:

Augere Wireless Broadband Bangladesh Limited (Qubee)	RobiAxiata Ltd
bKash	Asian Paints Bangladesh Ltd
LM Ericsson Bangladesh Limited	Unilever Bangladesh Limited
Western Union Bangladesh	British American Tobacco Bangladesh
Grameenphone Limited	DHL Express
Tupperware Bangladesh Pvt. Ltd.	Tetra Pak
BRAC	Pacific Telecom Bangladesh Limited (Citicell)
IPDC	Orascom Telecom Bangladesh Limited (Banglalink)
MasterCard	ACI Limited
Nestlé BangladeshLtd.	City Bank Limited
Checkpoint Systems Bangladesh Ltd.	Eastern Bank Limited
GrameenDanone Foods Ltd.	Trust Bank Limited
Bangladesh Edible Oil Ltd.	Rahimafrooz Bangladesh Ltd.

Figure 2: Client list of enroute

3.3 Services of enroute:



Outsourcing

synergy through partnership:

We offer a long term partnership which ensure the opportunities for our clients and gives them a competitive edge over rivals. enroute has been successfully providing outsourcing support to many businesses of Bangladesh both local and international. We ensure enhancement of the shared services of our clients while they focus entirely on their core activities with ease.

We carry out work processes in a way that it adds value not only for our clients but for their customers as well. The expert enroute team provides a rather strategic and systematic approach to ensure that the services are aligned with the client company's long-term vision, as well as in-sync with the management style and company's reputation.

what outsourcing offers:

enroute Marketing Solutions

enrouteMarketingSolutions with its highly experienced team have partnered with many local and international companies in enhancing the experiences for their consumers at retail and point of sales. We have been providing support for companies to manage their nationwide merchandising of the products and services. We also have the experience of managing brand promotion activities and retail for many big names in the market.

enroute has the experience of managing high value strategic channel for corporates in the country. We have been managing sales of specific target groups for our clients. We have been taking care of consumer promotions activities for companies we have partnered with. Sales and distributions are also activities we have successfully managing and creating value for our clients.

enroute Pay Solutions

enroutePaySolutions is a unique managed service. We have been providing payroll solutions to many local and international organizations accomodating both small to large people resources. With our wealth of experience and our understanding of what businesses require from their payroll, we have grown in efficiency in the payroll outsourcing market. Our objective is to provide clients with a fast, reliable and user-friendly payroll service. We have the competent team, tools, processes, experience and local knowledge to deliver accurate, on time, and compliant payroll solutions, HR services, Payroll Processing services, legal and statutory reports for our clients. We also manage fund disbursement to employees through client's preferred or designated banks.

enroute's office productivity tool, enroute office-pro, is a work place resource management service. We offer a one stop office solution or even a customized office solutions based on the needs and requirements of the client. This tool offers a wide array of services. From office set-up services to maintenance, or be it front desk services to managing the security service of your organization, through enroute office-pro we will provide you any service that your company requires without having to lose any focus from your core activities. We provide skilled human resources to assist you in your support activities from either your premises or from ours.

Recruitment

are you looking for the right candidate for the right job?...
we are experts in talent sourcing

enroute is one of the leading providers of executive search and managerial recruiting services. the business of emc is assisting clients in building their human capital through a well-defined recruitment process as a value-added partner. Based on a client's objectives, the firm determines the profile of skills and background required for a position, and then, working discreetly and with the highest standards of integrity, identifies and evaluates the relevant competencies of candidates most appropriate for the role. We place an emphasis on building long-term relationships with our client and talents with highest collection of resumes.

enroute understands and values the importance of the talent pool that any organization counts on to bring synchronized and efficient business performance. It starts from recruiting the right talent to properly managing these talents to enable them perform in achieving company's ultimate business goal. enroute through one of its SBUs, enroute management consulting (emc) offers:

- **Talent Recruitment:** entry level recruitment, mid & senior-management level recruitment

- **Performance Management Programs:** developing the effective performance program vision and tools, training the key management to ensure smooth implementation
- **Reward & Recognition Program:** developing exciting and cost effective reward and recognition program e.g. The Checkered Flag, and manage the program on day to day basis

Training

**looking to enhance performance & delivery? Do you believe in the “we” attitude?
we are experts in facilitating training & workshops**

enroute conducts various types of training and workshop for clients based on specific and customized needs and requirements. Our trainings and workshops are unique. We focus more on practical mode of learning through games and simulations. This enhances learning much higher.

"we do not train people
we facilitate learning"

So that individuals can remember the learning of the workshops better and actually believe to put the words into actions. We conduct various types of training and workshop for clients based on specific and customized needs / requirements. Our trainings and workshops are unique. We focus more on practical mode of learning through games and simulations. This enhances learning much higher.

Consultancy:

**are you looking to improve your business?...
let our experts help...**

enroute consultants are masters in their own fields. With years of experience and first hand knowledge that they possess, our consultants have been successfully guiding businesses to prosper both in the public and private sectors. More to their experience, our experts hold deep understanding of the market situation of today's competitive world to help you make the Right

Decisions for Your Business. We are experts in identifying any potential room for improvement in your business.

We Advise on strategies linking it to business, setting up units, create network for business development opportunities. We Formulate business policies and strategies for corporate culture and values, performance management systems and overall enhancement of the business.

We associate outsourced HR activities, knowledge management initiatives, setting up of operations for our clients, identifying suitable business partners. We Manage recruitment, training, organizational feedback systems, customer analysis and feedback

We are **Catalyst** for competence management, speed to market, customer experience, culture & strategy alignment, learning, executive coaching and mentoring. The horizon of enroute's expertise is vast and includes areas like HR and Organization development, Business operations, Marketing and branding, Finance and Accounts, Information service, Sales and distribution and Supply chain management.

Chapter 4

Overview of emc (enroute management consulting)

Recruitment agency is an agency that helps find jobs for persons seeking employment or assists employers in finding persons to fill positions that are open. A recruitment agency acts as an intermediary between an organisation that is looking to employ someone and an individual who is looking for a job. A recruitment agent's main function is to source the most suitable person for a job vacancy that they have been asked to fill.

4.1 What Does A Recruitment Agency Actually Do?

The recruitment process involves sourcing, interviewing, reference checking, matching candidates with clients (both in terms of the work culture and the specific requirements of the position, and finally selecting suitable candidates for a job vacancy.

The agency will then facilitate an interview with the client company seeking to fill the position. The agency will remain the point of contact between the client company and the candidates put forward for the position.

Both clients and candidates are vital to the success of the recruitment agency, and therefore a long-lasting relationship of trust should exist, and be maintained between all parties.

In this case, it really is true to say that if an agency does what it is supposed to do, then everyone benefits:

- The client gets a suitable candidate for the vacant position
- The candidate is placed in an appropriate and satisfying position
- The agency receives an appropriate fee for their work

4.2 From Client perspective:

This is all about partnerships and relationships. A client is more likely to continue to work with an agency with which it has developed deep relationships. This can only be achieved by the agency maintaining a high level of customer service, and submitting only pre-qualified and appropriately skilled candidates.

4.3 From Candidate perspective:

A candidate is more likely to continue to use the agency with which it has developed a deep and trusting relationship. This can only be achieved by the agency maintaining a high level of customer service, and submitting resumes only to those clients suitable for the candidate, and honoring the candidate's wishes in which employers to submit their resumes to.

The focus of recruitment agencies is often on the sourcing and placement of permanent or part-time staff on behalf of the client. However, clients often require temporary staffing to fill short-term vacancies or seasonal or emergency positions. Although these positions may be short term and routine, the same processes and procedures should apply to the sourcing and selection of suitable candidates. In many cases these temporary positions can result in the candidate being offered a full time position with the client company. It is for this reason that the agency should be as diligent in sourcing and selecting a casual or temporary position as it would be in sourcing and selecting for a full-time position.

4.4 Advantage and disadvantage of recruitment agencies:

Many industry commentators have long been forecasting the decline of agencies, in the face of growing competition from job boards, internal recruitment teams and social networking, but the industry continues to grow, and offer an important route for sourcing the best talent. Newer sourcing or attraction [models](#) may seem to preclude the third party recruiter, whilst client and candidate expectations change and evolve in line with technology, but there remains a core need for recruiting specialists to find talent for companies, and to help that talent become hireable.

Advantage:

- In business, time is money and a recruiting agency is a time saver. An agency saves you time because they take care of the beginning steps of the hiring process.
- In addition to sorting through submitted applications, a recruiting agency will also have access to the best talent available.
- Agencies often specialize in certain industries and types of jobs. They are the best people to ask for advice on what the job market looks like currently.

- a structured process of bringing ideally qualified candidates (that are actively employed in most cases) into a shortlist
- all relevant candidates are interviewed personally to the specific brief and in depth by the consultant. Interview notes are created adding the consultant's personal view on fit and suitability, in addition to an up-to-date CV.
- the deep expertise and contacts of the consultant as well as his/her reputation which can open more doors
- access to candidates who are not on the open market and thus not actively pursued by other companies and likely to accept an alternative offer
- the right headhunter can considerably enhance the prospects of a high growth firm by having the expertise to source and attract the best possible talent
- Recruitment agents are experts in their field and can also offer helpful guidance. They can give you objective feedback on your application and how to promote yourself.
- They may have excellent contacts in organizations that could be very helpful in getting a job.
- They can give you objective feedback on your Application and how to promote yourself

Disadvantage:

- Candidates really don't know if the job placement firms will even send their resumes to employers.
- You may not always know who the client is until the last minute, which restricts your ability to fully research the company and interviewers
- Recruitment agencies may be sympathetic about your situation however they do not have the time to invest in helping you with your issues.
- They can be quite impersonal and might not keep in touch with you. Recruitment Agencies are not paid by you, they are paid by their client, the employer, so may have a different agenda to you.
- They decide which candidates are put forward for which jobs and so you may miss out or not know regarding possible job offers.

4.5 About emc (enroute management consulting)

emc (enroute management consulting) is a strategic business unit of enroute international limited. emc is a leading consulting firm with certified and an experienced business team working closely with national and international strategic partners. emc is unique to provide a complete solution through managing business growth.



emc is a sbu of enroute international limited. enroute international limited was established by a group of corporate professionals with an enriching career in renowned multinational and local organizations. we have a 360° approach from transformation to execution for business growth through problem identification, concept development and world-class execution.

this is what we stand for.

we advocate what we have practiced and experienced personally.



we believe that alignment of corporate strategy with the current culture and inherent knowledge competencies is critical for creating and sustaining any change initiative. we advocate and specialize in this arena creating organizational alignments, learnt through extensive organizational experience. we believe, this critical element determining the success of any initiative for excellence is organizational alignment.

4.6 emc's Vision:

Cultivating a world class Bangladesh through its people and organizations.

4.7 Services of emc:

- ✚ Consultancy and business development
- ✚ Recruitment and talent management
- ✚ Learning and development



Figure 3: Services of emc

✚ Consultancy and business development:

Hr & organizational development:

- employee structured feedback
- organizational development (od)
- action based on hr strategy and company strategy
- managing change on leadership, values and motivation
- organizational restructure

Customer experience:

based on the framework from Harvard business school:

- the 3D's of customer experience
- design the customer experience proposition
- design the delivery of the proposition
- design means and processes to deliver again and again

Business Operations:

- strategic planning
- revenue assurance
- operations
- stakeholder management
- revenue enhancement

Marketing & branding:

- consumer insight
- marketing strategy development
- brand equity management
- communication channel management
- brand communication
- brand innovation
- brand activation
- channel & consumer marketing dev
- active marketing learning

Supply chain management:

- strategic planning
- supply chain planning
- supplier development

- procurement
- crisis management
- IS visibility
- logistics

Finance & Accounts:

- revenue assurance
- accounts
- internal audit and compliance
- corporate finance
- business analysis and reporting
- asset management and insurance

Information services:

- service level management
- IT service continuity management
- availability management
- configuration management
- change management
- release management
- incident management
- problem management
- capacity management
- financial management for IT

Sales and distribution:

- engineering sales and distribution structure
- develop sales and distribution structure for channel development
- major process mapping and standard setting
- distribution management process

- physical distribution and availability guideline
- visibility and merchandising guideline
- performance monitoring measurement dealers and distributors
- trade marketing policy

Recruitment and talent management:

enroute management consulting (emc) is a leading provider of –

- ➔ executive search and
- ➔ managerial recruiting services.

the business of emc is assisting clients in building their human capital through a well defined recruitment process as a value-added partner. Based on a client's objectives, the firm determines the profile of skills and background required for a position, and then, working discreetly and with the highest standards of integrity, identifies and evaluates the relevant competencies of candidates most appropriate for the role. we place an emphasis on building long-term relationships with our client and talents with highest collection of resumes.

Learning and development:

emc conducts various type of training and workshop for clients based on specific and customized needs / requirements. our trainings and workshops are unique. we focus more on practical mode of learning through games and simulations. this enhances learning much higher.

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emc trainings & workshops:

communication skills & presentation skills | energizing performance at work | behavioral / soft skill training | counseling techniques | training of trainers | negotiation skills | managerial grid | leadership & team building | sales and selling techniques | action-centered leadership | customer satisfaction & care | customer experience management | customer relationship management | performance management system | project management | excellence through micro-planning | effective managerial habits | personal effectiveness | management of change | conflict management | essential business etiquettes | disciplinary procedure | interviewing skills | time management | improving work culture | coaching and mentoring skills | personal growth & effectiveness | value building



4.8 past experience of emc in training and workshops

based on the client's business challenges, emc has worked and successfully delivered the following trainings & workshops:

- mentors workshop 2009 -Nestle
- rising stars training -Nestle
- resource workshop -Nestle
- effective team bondage -DHL
- winning @ RAL - RAHIMAFROOZ
- customer care training in 2008 for BRAC BANK
- communication skills training for Banglalink BP 2008 & 09
- "lets become good host "- customer care training for RACNG
- customer care training for sales team of ACI Shwapno

- sales technique for HSBC sales team
- sales training for ffGrameenDanone Foods Ltd.
- social business work shop for sales lady of GrameenDanone Foods Ltd.
- pathfinder - strategy building and team integration – Rahimafrooz Distribution Ltd.
- on boarding - BAT Australia
- guiding principle mastermind play shop - BAT South Asia Area
- on boarding & capacity building program – Nestle Bangladesh
- staff engagement on global value launching
- train of the trainers - HSBC world's local bank
- assessment centre and advance interview skill – GlaxoSmithKline Bangladesh
- young mangers development program – BATB
- vision, culture and value building – ACI
- team building workshop – American & Efird (Bangladesh) Ltd.

and lots more.....

Chapter 5

Analysis Part

5.1 Talent sourcing & recruitment

A recruitment agency acts as an intermediary between an organisation that is looking to employ someone and an individual who is looking for a job. A recruitment agent's main function is to source the most suitable person for a job vacancy that they have been asked to fill.

emc is a leading provider of executive search and managerial recruiting services. one of the business of emc is assisting clients in building their human capital through a well defined recruitment process as a value-added partner.

Based on a client's objectives, the firm determines the profile of skills and background required for a position, and then, working discreetly and with the highest standards of integrity, identifies and evaluates the relevant competencies of candidates most appropriate for the role.

They place an emphasis on building long-term relationships with client and talents with highest collection of resumes.

5.2 emc's talent sourcing service includes:

- understanding the job profile and job description of the position
- ensuring attraction and providing candidates as per client need
- sourcing right candidate for right position
- short listing candidates for the client
- reference checks
- salary negotiating (if required)

5.3 Top Clients of emc for recruitment:

- Unilever Bangladesh
- Marico
- Arla
- Lafarge
- BSRM
- KSRM
- BASIS
- DHL
- H & M
- Shohoz.com
- Bikroy.com
- The City Bank
- Banglalink
- Bkash limited etc.

5.4 Process flow for talent sourcing and recruitment:



Figure 4: Process Flow for recruitment

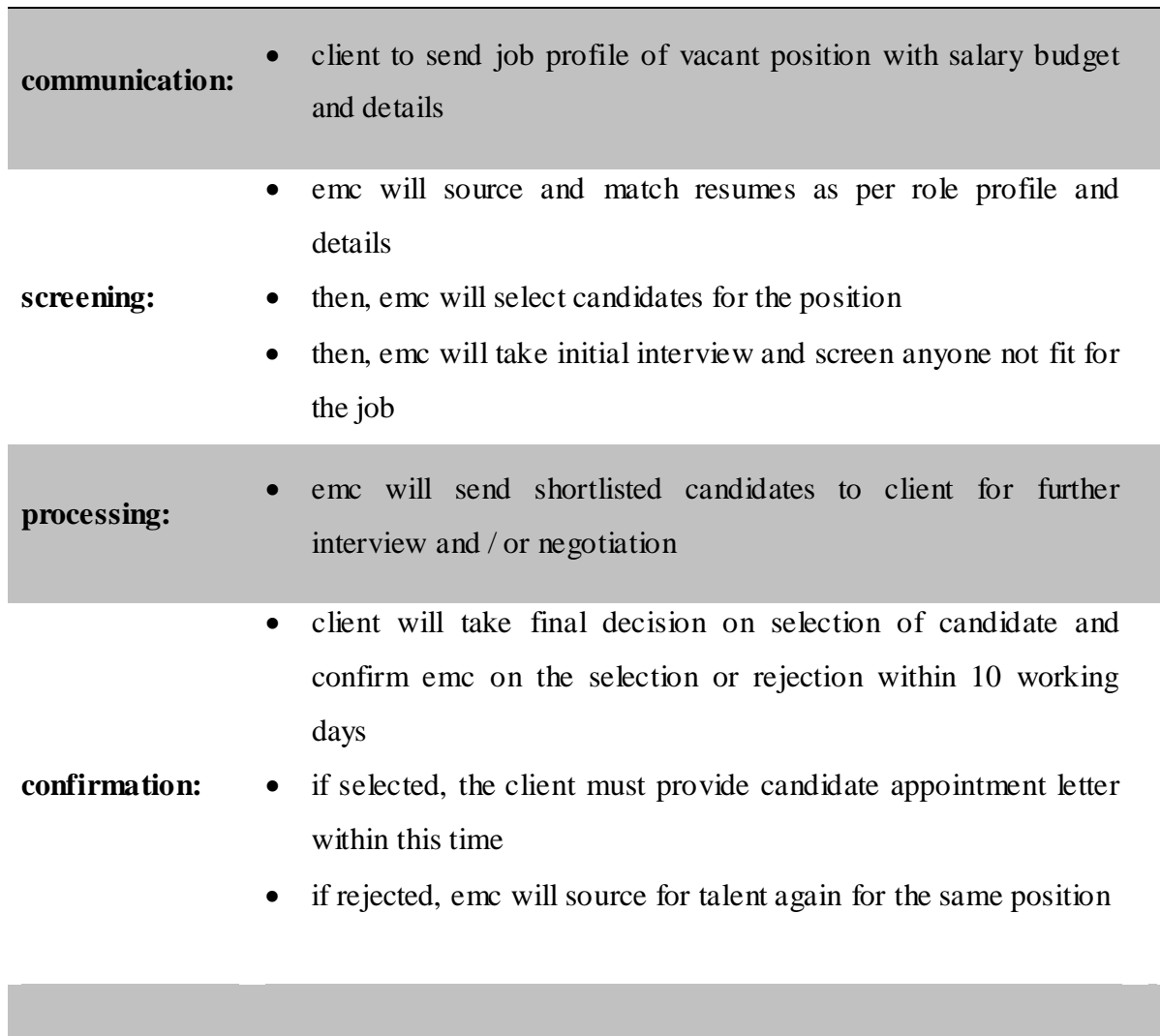


Figure 5: Recruitment Process of emc

Chapter 6

Finding and Recommendation

6.1 Finding

There are several difficulties in the recruitment process of enroute internal limited. While doing my internship, I found some those problems which are given below-

- **Huge competition:** though the industry is very small but the competition is very huge. The clients share their vacant position to all the head hunting agencies. So there is huge competition that which company will share the good profiles first.
- **Need to follow structured procedure:** there are several steps for recruitment which we need follow. We need to get the permission from our chief consultant before the sharing the CVs with the client. That makes delay sometimes.
- **Salary Negotiation:** sometime we face salary negotiation problem candidate end. The client don't want share the full salary package with the headhunters so initially we can't share the full package with the candidates. After selecting any final candidate, the candidate asks for more salary and sometimes they don't understand the full benefit package.

6.2 Recommendation

From the above findings, I tried to give some recommendation for enroute international limited below-

- To stay ahead in the competition, enroute needs to speed up their work process. They need to maintain some ready database for the suitable candidates for each position, also they need to have strong network so that whenever any requirement comes, they can send the available CVs as soon as possible.
- As the work depends on time, so the headhunters also need to have authority to take some instant decisions for some positions for sending the CVs
- The client should share the full salary package along the detailed JD. enroute should inform the candidates about the whole package at the beginning of the recruitment process. So that candidate can decide whether s/he is happy with the package.

Chapter 7

Conclusion and References

7.1 Conclusion

Recruitment is an important issue for any organization. Recruitment and selection allow an organization to assess the vacancy and choose the best personnel who will lead the organization in future. So the organization should give more emphasize on selecting a person. A person who can carry forwarded the organization in terms of development, values and ethics. Mainly the precious resource for any organization is their knowledge based efficient workers. The organizations should more cautious on this issue to ensure the quality and ethics

Recruitment agencies like enroute management consulting can play an important role in helping to find the right candidates for critical projects or roles without placing undue stress on any company's human resources department. The best staffing agencies will be able to surpass expectations by making sure no prospect steps into office unless they meet all of the requirements. Enroute efficiently deals with client's requirements, places the right person in the right position, and efficiently maintains relationship with clients and candidates.

7.2 References:

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