

Berger paints Bangladesh Limited is not only a company with reputation but is a name to the dynamic industry which has history and the pride to be the best at what it does. Berger Paints Bangladesh Limited often referred to as BPBL is considered to be the market leader in Bangladesh and has a wide array of products such as Regular Coatings, Industrial Paints, Marine Paints, Outdoor Paints Protective, Color Bank, Textured Coatings, Heat Resistant Paints, Roofing Compounds and Epoxies and Powder Coatings. BPBL gives a comprehensive and sustainable painting solution and providing the best customer support. It connects consumers to technology through specialized services. It has a strong distribution Networking, Berger has reached almost every corner of Bangladesh. Whether it is World-class range or durability, BERGER is always ready to answer to all weather conditions. It strives for the improvement of Quality of Work Life (QWL) with competitive advantage.

Berger Paints Bangladesh Limited is basically managed by its Finance, Supply Chain, IT, Budget, Marketing & Sales departments. The manufacturing units at Dhaka and Chittagong are also the strategic advantages that it has because of their location. Berger's corporate strategy is to build larger market share through providing quality and speedy service. Its primary focus is to strengthen its current position by provided value added customer service. BPBL is committed to get highest consumer satisfaction. BPBL is committed to express itself as an ethical and socially responsible company by producing environment friendly paints, in an environment friendly production plants. BPBL is made up of well experienced, well trained, highly educated officials and very dedicated and experienced employees along with the stakeholders. BPBL is nothing without its valued customers. So, to serve the best to the customers has been on top of all priorities.

As other Multinational company Berger is also maintaining good Human Resource department including Training & Development, Compensation and Benefit, Safety Health and Environment.

The recruiting & selection system is also very effective in Berger in placing the right person in right place. The whole report work has been divided into different parts. Introduction – helps to give an idea of what the report is going to be about, its objectives, methodology etc. Organization Part – looks into the background of the Berger Paints Bangladesh Limited and also about the Chittagong Factory. The report is mostly concern about the HR practiced in Berger Chittagong factory. Project part- deals with the objectives of Training and Development, its contents, different steps and categories. Also about the compensation & benefits applies in Berger Chittagong factory. And on the last part of the project is how BPBL is maintaining its Safety and Health. As Berger Chittagong factory is a part of Berger main corporate office but still it is maintaining a similar view and emphasizing on safety & Health as it is more risky than the other. Berger's pone of the prime objective is to provide best customer support- connecting customers to technology through specialized services and also keeping the employee in high spirit.