

Internship Report

Employee's Job Satisfaction Level of International Brands Limited and Aquamarine Distributions Limited



Internship report on

Employee Job Satisfaction Level of International Brands Limited and Aquamarine Distributions Limited

Submitted to

Mahreen Mamoon

Assistant Professor
BRAC Business School
BRAC University

Submitted by

Aysha Khatun Lisa

ID: 12204021
BRAC Business School
BRAC University

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To

Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Ma'am,

This is my pleasure to submit my internship report on “Employee’s Job Satisfaction Level of International Brands Ltd and Aquamarine Distributions Ltd”. It was a great opportunity for me to acquire knowledge and experience in respect of the functions and process of HR function. I believe that the knowledge and experience I have gathered during my internship period will immensely help me in my professional life.

I have concentrated as much as possible and tried my best to achieve the objectives of the practical orientation and hope that my endeavor will serve the purpose. However, I will always be happy to follow any further clarification that you may require.

Sincerely Yours,

Aysha Khatun Lisa

ID: 12204021

BRAC Business School

BRAC University

Acknowledgment

With the great opportunity given to us for writing this report, it has brought a sense of pleasure to be able to submit it. I would like to thank all the contributors of this piece of writing. Unfortunately, the list of expressive gratitude- no matter how extensive- is always incomplete and inadequate.

However, to start with, I would like to thank our Almighty God for bestowing me with patience and courage to finish this huge task with the given deadline. In addition, I sincerely acknowledge our debt to our honorable faculty of BRAC business school Mrs. Mahreen Mamoon for her valuable counseling to better my report. Without his encouragement, this work would have been extremely difficult to accomplish.

I am also grateful to the management of MGH Group for offering me the Internship training. My special thanks to my supervisor Sumaiya Murshed and the staffs who have given me the practical knowledge about the processes of media planning.

I am also delighted to each person who I bothered inside and outside of MGH Group, in carrying out this report.

Executive Summary

The company established in 1992, MGH commenced its journey by representing Gillette in Bangladesh as a Distributor. Over the past 23 years, MGH has made core investments into Pharmacy and FMCG Contract Logistics, Supply Chain Solutions, Ocean Carriers, and Airlines GSA representations, IT Solutions, Inland Container Terminal Management, Food & Beverage Retail, FM Radio, Cable Television Network, Tea & Rubber Plantation, Commercial, & Retail Banking, Computer Reservation System (CRS) Distribution, Internet Booking Engine, and Inventory. One of the most important point to bear in mind when considering job satisfactions that there are many factors which affects job satisfaction and that what makes the employees happy. Apart from the factors mentioned above, job satisfaction is also influenced by employee's personal characteristics, manager's personal characteristics and management style, the nature of the work itself. Mangers who want to maintain high level of job satisfaction is the work force must try to understand the needs of each member of the work force. Also, managers can enhance job satisfaction by carefully matching workers with the type of work. In this report, the focus is on how to increase the job satisfaction level of the employees of International Brands Limited and Aquamarine Distributions Limited. The key findings of this report is employee motivation can increase through proper incentives like reward system, appraisal system. It's really important to meet the requirements of the employees as well in order to set the mark in job industry.

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Chapter 01

Introduction

1.1 Introduction

MGH Group, is a renowned multinational company where I worked as an intern for three months. In addition to that, this internship is a part of the Bachelor of Business Administration (BBA) program that provides a practical job experience to students. Prior to that, this internship basically provided me with learning experience and knowledge in several areas. During the first few weeks of my internship period, I was able to get familiarized to the working environment of MGH Group. As the internship continued, I not only learnt about the activities and operations of the company but I also had the vast idea of their nine different verticals.

It is an outstanding place to work with great bunch of people. In the time of my internship period, not just I have got the chance to take in a considerable measure of new things that will help me perform effectively in the corporate world later on, I likewise became acquainted with many individuals and made a ton of new contacts that may incredibly help me later on. Further, Speaking with individuals and overseeing them is another extraordinary quality that have I have earned during my internship period in MGH Group.

Basically, I was worked directly with the HR team of MGH Group from where I had the access to all other verticals. In MGH group, the role of HR is a bit different from other companies because here HR personnel had to work with all the chains within the company. In this three months, I actually have a knowledge of dealing with people. One of the interesting task was to maintain the temporary employees of the company. In total there are nine verticals in MGH Group. I have worked with International Brands Limited-IBL and Aquamarine Distributions Limited-ADL. The main business of the above verticals are "Distributions". Both permanent and temporary employees are working in this verticals. Third parties are also assigned to recruit the temporary employees. As, I was worked in the HR team I directly work in the recruitment and selection process as well. MGH, is a place where I had the opportunity to learn how to work under pressure and also balance the professional and personal life. In the time of this three months, I was actually worked as a leader of this two verticals where I was the person to take immediate decisions. Leadership skills can be developed here without any doubt.

1.2 Origin of the Report:

The core purpose of our internship (BUS 400) course is basically to get the practical experience from the job market. It is required to be completed by all students graduating under BRAC Business School at BRAC University. I prepared this report in order to complete my Bachelor of Business Administration (BBA) program under the supervision of Assistant Professor- Mrs. Mahreen Mamoon. This report is made by my three months experience at International Brands Limited and Aquamarine Distributions Limited of MGH Group.

1.3 Objective of the study

Broad Objective

In this internship report, the broad objective is to present a study on the job satisfaction level of the employees of International Brands Limited and Aquamarine Distributions Limited at MGH Group.

In order to meet the broad objectives there are some specific objectives as well.

To meet the broad objective the specific objectives are:

- To investigate the influencing motivational factors
- To understand the employees inter relationships
- To analysis the compensation and reward system
- To understand the working environment and culture
- To provide suggestions to improve the satisfaction level of the employees

1.4 Scope of the study

This research study is conducted on MGH Group. All the data and information of the report has been collected from MGH Group and the analyzed data has been collected from my own research. There are also some limitations on the data. I got the knowledge about the Sales department. IBL and ADL not only take the decisions regarding a sales volume increase but also

determines how to deal with the consumer mind. The main task of mine was to disburse the salary on time and deal with the employees to understand their work performance. As a HR personnel, I was lucky enough to interact with the employees individually. I feel grateful to all the employee of all departments for continuous supporting and inspiring me during Internship period.

1.6 Limitation

With due respect to my internship supervisor, I tried my level best to get the best out of it but then again due to the office rules there are obstacles too. Here, I have mentioned the limitations that I faced while preparing the report-

- It's hard to work on secondary data always because of authenticity.
- Scarcity of information is always a common hindrance to prepare any sort of report.
- MGH has some restriction in disclosing sensitive information for this sort of report (what will be used for academic purpose).
- Unavailability of information is one of the main constraint.

1.5 Methodology:

1.5.1 Data Collection Process

A quantitative data collection method is used for conducting the research. Questionnaire is designed in a structured way. The questionnaire will comprise questions of the independent and dependent variables. Each item will be rated on a likert scale of (1 to 5) which ranges on a continuum from strongly agree to strongly disagree.

The questionnaire is distributed among the 50 employees IBL and ADL from MGH Group. The survey was done by talking with the employees face to face.

Sample Size

The sample size was 50 employees from International Brands Limited and Aquamarine Distributions Limited. All the permanent employees of IBL and ADL has participated. Also within this 50 employees there are some temporary employees as well.

Sources of Data

For collecting the data both primary and secondary sources are used.

Primary Sources

- Conversations with employees
- Questionnaires

Secondary Sources

- Various Publications and Journals
- Internet
- Companies internal data
- Official website of MGH

Chapter 02

Company Background

2.1 Background of MGH Group

The company established in 1992, MGH commenced its journey by representing Gillette in Bangladesh as a Distributor. Over the past 23 years, MGH has made core investments into Pharmacy and FMCG Contract Logistics, Supply Chain Solutions, Ocean Carriers, and Airlines GSA representations, IT Solutions, Inland Container Terminal Management, Food & Beverage Retail, FM Radio, Cable Television Network, Tea & Rubber Plantation, Commercial, & Retail Banking, Computer Reservation System (CRS) Distribution, Internet Booking Engine, and Inventory.

Born in Bangladesh, now Head Quartered out of Singapore, MGH owned operations span all across Hong Kong, India, Pakistan, Sri Lanka, Nepal, Myanmar, Thailand, Vietnam, Cambodia, Mauritius, Qatar, Egypt, the United Arab Emirates, Kazakhstan and Nigeria.

With over 900 talented associates in majority recruited straight from various campuses of the world transformed into effective thinkers, innovators, team players, leaders forming the driving force, and growth-engine of the group.

2.2 Core nine verticals of MGH

1. Origin Service Solutions:

MGH is an **Origin Service Solutions (OSS)**, and **Demand Fulfillment Specialist (DFS)** TM to world's leading Fashion Retailers, Automotive, Pharmaceutical Brands. Inditex, C&A, Carrefour, Metro, Oviess, Renault's supply chains are managed by MGH from Bangladesh, India, Pakistan, and in Sri Lanka origins. Forthcoming prohibitive costs at European, North American Distribution Centre (DC) Operations, MGH firmly believe Origin(s) of Global Sourcing will play a crucial role in driving efficiency in the form of Origin:

- ✔ Long-term storage
- ✔ Pre-sorting of container-loads by store locations
- ✔ Pick, and Pack Center

- ✔ Real-time visibility
- ✔ Singapore/Colombo-Hubs and

Just-in-Time replenishment of stocks will become cheaper by Air Freight in comparison to storage at Destination DC in anticipation of sudden increase in demand influenced by local weather

MGH has launched the First-ever exclusive Bonded “Fashion Centre” in Bangladesh, a Quality Control & Consolidation Platform at Dhaka enabling Retailers to perform complete check on their manufactured merchandise before being consolidated into containers or palletized for Airfreight.

The Dhaka Platform hosts three Quality Control rooms totaling 422 Square Meters, and 1,340 square meters of Consolidation area spanning into two separate Client specific warehouses.

The “Fashion Centre” is domiciled at Kamalapur, Dhaka with in the Dhaka Railway Station, and the Inland Container Depot (ICD) where the facility boasts its own Customs, Security, container stuffing, and railway wagons to transport to, and from Chittagong Port Authority Area.

Merchandise rejected by the Quality Controllers can be shipped back to the factory(s) on the same day, and within the working hours of the Fashion Centre.

The “Fashion Centre” supported by its own power generation capabilities having 24×7 work hours with the exception of two Religious Holidays annually.

2. Food & Beverage Retail

Nando's was born in 1987 in South Africa, although the tale of Nando's and our inspirational Peri-Peri takes us back much further in time. From the humble beginnings, Nando's Restaurants have now opened in 34 countries on five continents around the world, launched in Dhaka in August, 2007. MGH Restaurants Pte. Limited is the Master Franchisee of Nandos in Bangladesh, and in Nepal. With the first 550 square meter sprawling Flag Ship Store opened in Dhanmondi, Dhaka, MGH opened the second 550 square meter store in Gulshan in 2009, the Premium

Suburb of Bangladesh. The three-storied Gulshan Store prides of being fitted with Green Initiatives commencing from usage of 150 years-old abandoned heritage-bricks recovered from a demolished site at Old Dhaka, Rain Water preservation for day to day usage of water as well as RO (Reverse Osmosis) process to reuse the daily waste water from the operations. Solar Panels have been installed to power part of the store as a phase wise roll out.

There three new store locations being ear-marked for possible launches with in January, 2012. The locations are at Banani, Gulshan-2, and at Karwan Bazar.

3. Shipping Line Representations

Yang Ming Line (YML): The National Shipping Line of Taiwan is represented by Transmarine Logistics Ltd in Bangladesh. Yang Ming Line, ranked 14th globally on January 2015, has 66 services all across the world with 401,920 TEUs operating capacity using 88 ships and major alliances with China Ocean Shipping Company (COSCO), K-Line, Evergreen and Hanjin forming the CKYHE consortium.

United Arab Shipping Company (UASC): United Arab Shipping Company (UASC) is a global shipping company based in the Middle East represented in Bangladesh by Global Freight Ltd. Founded in 1976, UASC is present in more than 75 countries around the world, covering over 200 ports and destinations worldwide. UASC offers containerized and conventional cargo transportation, temperature-controlled cargo and value-added services to a diversified global client base, covering the Middle East, Europe, Mediterranean, Indian Sub-continent, Far East, Australia, West Africa and The Americas. UASC is currently implementing one of the industry's largest and most technologically advanced new building programs, with seventeen new vessels on order; six 18,800 TEU and eleven 15,000 TEU container ships, in addition to their current fleet of 54.

Emirates Lines, Hong Kong and SAR: Emirates Shipping Line DMCEST is a new generation containerized shipping company, registered in Dubai Maritime City of United Arab Emirates and commercially headquartered in Dubai and Hong Kong. It provides niche services to and from the Middle East, China, South East Asia, India and Africa. Hubline Bhd. is a major regional intra-Asian shipping line, based in Malaysia currently operates a fleet of 40 vessels viz., container

vessels, dry bulk carriers, and tugs and barges are currently deployed to provide services between ports in Malaysia, South-East Asia including Bangladesh where Total Transportation Ltd represents the agency.

Regional Container Lines (RCL): Regional Container Lines (RCL) started as a Common Feeder Operator, operating its first feeder container ship in 1979 between Bangkok and Singapore. Presently, RCL owns and operates 40 container vessels covering more than 60 destinations in Asia, Australia and the Middle East including Bangladesh where it is represented by Integrated Transportation Services Ltd.

4. FM Radio Station

Radio Foorti, the first, and only pure-play FM Brand in Bangladesh was born in year 2006. With the network of stations spreading across 8 towns, Radio Foorti is currently heard at almost 2.1 Millions of Households according to the recent Nielsen Research commissioned by Radio Foorti.

Foorti has so far helped redefine FM culture, ushering a new way for music to be heard and for entertainment to be enjoyed. With stations in Dhaka, Chittagong, Sylhet, Cox's Bazar, Mymensingh, Barisal, Khulna, and Rajshahi currently operating, Radio Foorti plans to roll out additional 22 stations with independent programming capabilities all across Bangladesh.

5. Portlink

Port Link is the largest Inland Container Depot in South Asia, situated in Bhatia, Chittagong. Since November, 2003, Port Link has been a key supply chain platform for Global Retailers sourcing from Bangladesh. With reductions of idling period to extra-cut-off times, Port Link has delivered more orders on time despite the usual sudden challenges Bangladesh face on annual basis. With almost over 50 acres of land area, Port Link has 24,000 square meter of Covered Container Freight Station (CFS), and monthly 20,000 Teus of handling, and storing capacity per month as part of phase I materialized in 2005. Port Link hosts its own Customs Post led by the Assistant Commissioner of Customs, and his team of Assessment, and Examination officials. Quality control merchandise can be returned to the factory(s) on the same working day, and within the same working hours in the event of rejections by the Quality Controllers of the

customer(s). With our multifunctional facilities we are successful in meeting inbound and outbound freight needs and fulfilling logistics management demand in Bangladesh. With over 242 staffs working around the clock we offer nonstop customized service packages service driven by a sense of urgency and a desire to meet all their customers' every service need. Port Link always strives for excellence in creating freight links to support clients' freight requirements with fully fledges logistics and distribution capabilities. Our compliance to CTPAT-ISPS guidelines ensures high standards of security and secrecy features to assuring safe and secure warehousing and data management.

6. Contract Logistics

FMCG- MGH's over 20 years of Contract Logistics relationship with Procter & Gamble has not only helped P&G reach more consumers, however, the learnings from current best practices of P&G from various emerging markets have helped grow major P&G business categories, eliminated the "middlemen" third party stockiest. Now MGH's contract logistics subsidiary, IBL has separately spun-off owned stockiest units, establishing stock points at major markets with the support of trained sales force, and executing direct sales-to-cash cycle with the Modern as well as Mom, and Pop retailers.

Pharmaceutical- In February 2014, ADL was awarded the contract logistics business of Sanofi Aventis in Bangladesh with seamless takeover of entire Sanofi's continuing operations of 12 branches all across Bangladesh. Within a record span of 150 days from the beginning of operations, ADL expanded their branches by 50% with inauguration of 6 more branches, hence bringing the total number of operational branches to 18.

All of the branches are equipped with sales counters for customers remain open 24/7, ensuring accessibility to Life Savings Sanofi products almost at majority of the neighborhoods in Bangladesh.

Sanofi Bangladesh Limited is an enterprise of Sanofi S.A. is a multinational pharmaceutical company headquartered in Paris, France, as of 2014 the world's fifth-largest by prescription sales.

7. Airline Representations

MGH represents following airlines as General Sales Agents:

- ✔ Air Arabia
- ✔ Turkish Airline
- ✔ Air Mauritius
- ✔ Egypt Air
- ✔ Indigo
- ✔ Singapore Airlines Cargo
- ✔ Bangladesh Airlines.

Our sheer devotion to the long term relationships, and partnerships with Global, Local freight forwarders in Bangladesh, India, Pakistan, Sri Lanka, Vietnam, Cambodia, Myanmar, Singapore, Indonesia, Philippines, Malaysia, Egypt, UAE and Nigeria has helped build rock solid market equity for all of the above 8 Airlines.

8. Global Distribution System

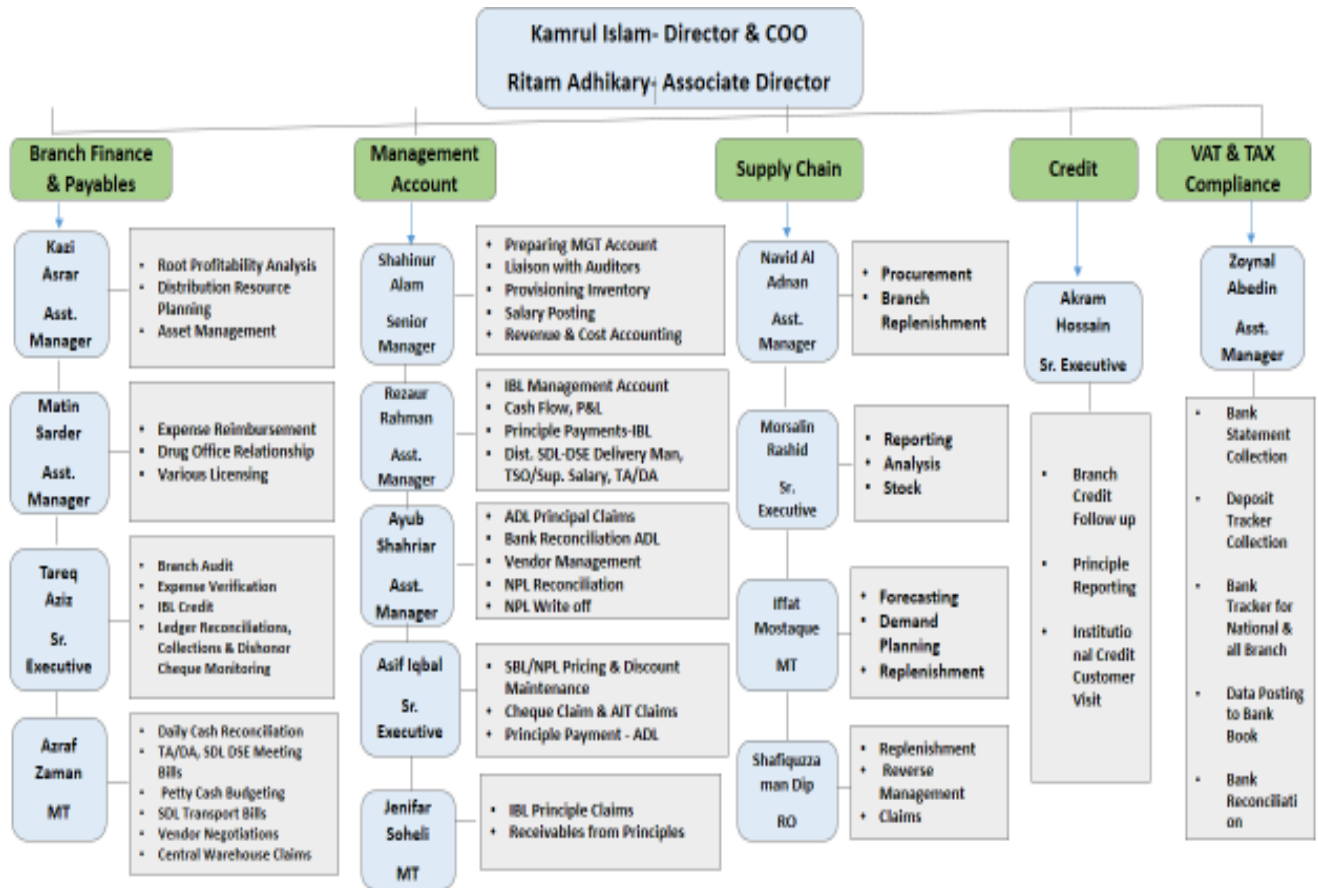
Galileo Bangladesh, the national distribution company of Travel port (a GDS company, headquartered in Langley, UK, is listed in the New York Stock Exchange and established in 1971) has a total of 900 travel agencies onboard, a wholly owned subsidiary of MGH Group which started its operation in the early 2000. The company rapidly spread its wings from capital city Dhaka to other cities like Chittagong, Feni, Sylhet & Moulovi Bazar. Being the third entrant, the company is currently enjoying the market leadership position, holding more than 40% market share out of four GDS operators in Bangladesh since 2004.

9. Portfolio Investment

Tea and Rubber Plantations- MGH owns a strategic stake of Finlay Tea's parent Consolidated Tea & Plantations Limited (CTPL). With 16 Tea, and Rubber Plantations spread across 44,000 acres of scenic green land, area, CTPL is the second largest tea producer generating 23 percent * of annual tea productions of Bangladesh.

CTPL produced Tea is also bought in tea auctions and packed by major Consumer Tea Brands, and regarded as one of the High Quality Leaf Tea and Tea Extracts.

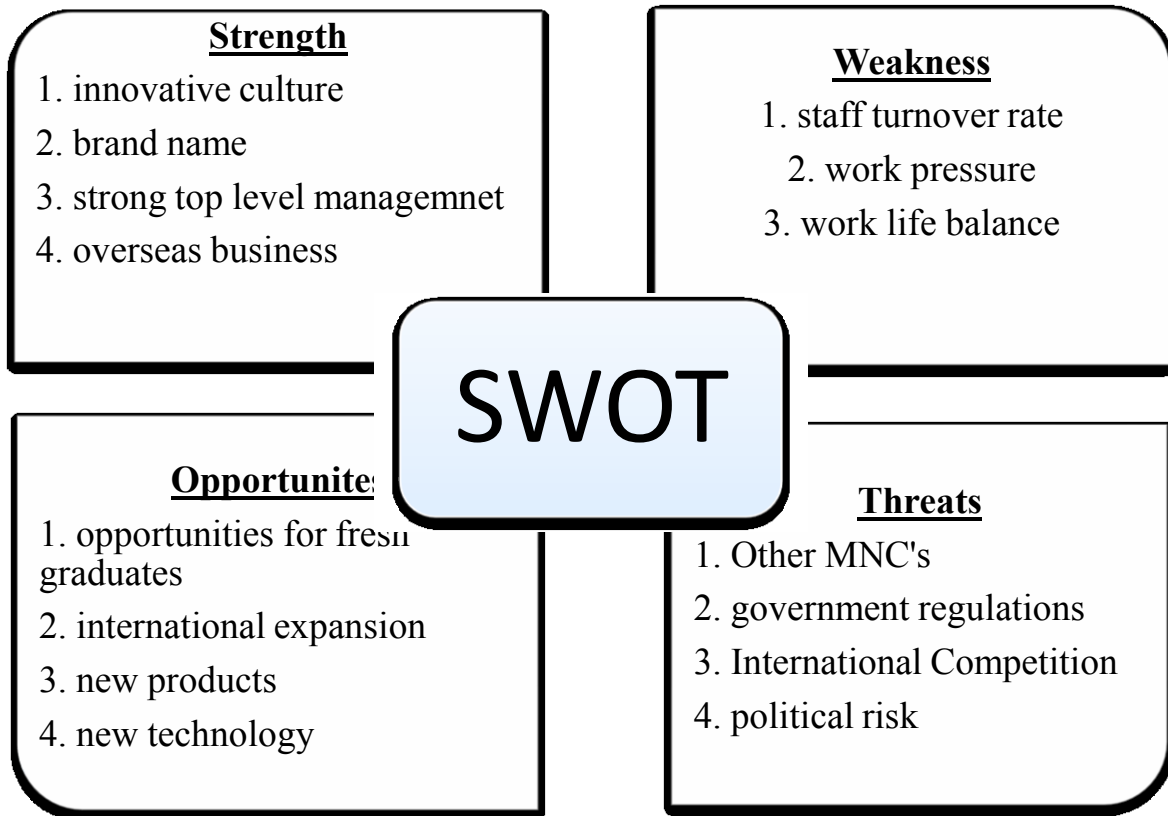
2.2 Organogram of IBL and ADL



2.2 SWOT Analysis

A SWOT analysis is only effective if it takes everything into consideration. No area of the company should be left out, making it important to include representatives from every department or team. The analysis may bring issues to light that were not previously on a company's radar. In this regard, MGH always work on the SWOT analysis to know the strength, weakness, opportunities and threats. Our MD Sir always say that to know a business more we have to conduct continuous analysis. If you know what is your strength then it's easier to give

the best out of it. On the other hand, knowing your weak point is also essential in order to compete in the business world. Here, in the diagram the SWOT for MGH Group is given-



2.3 Five Forces Model

Porter's Five Forces analysis is a framework to analyze the characteristics that affect competition within an industry. The analysis is best suited to study industry competition, but it can also help companies establish a business strategy.

The Five Forces model has three components that measure competition. External forces include: intensity of existing rivalry, threat of substitutes, and threat of new competitors. These forces are out of the control of the subject company, whereas, internal forces (bargaining power of suppliers and bargaining power of customers) are a direct result of the subject company's decisions. The combination of these forces determines the level of competition that will affect the subject company.

The Five Components of Porter's Five Forces Model are Listed Below:

- **Intensity of existing rivalry (external):** This is usually the most important determination of competitive forces. It gauges the level of competition between rivals that compete directly on prices and quality. In MGH Group, they do have direct competition with other distributors such as- Marico, Unilever, BAT.
- **Threat of substitutes (external):** The availability of substitute products increases the chances that a business will lose customers; thus, substitution risk lowers profitability. MGH has this risk as well. For example, Nandoos is a riskier one as there are other restaurants too. Also in market, we have Unilever, BAT, and Maricos's product.
- **Threat of new competitors (external):** New competitors are often drawn to an industry because of the opportunity to make profits. When new competitors enter markets, they become rivals to existing market participants, which tends to lower the profitability of all market participants. Currently, MGH has no direct competitors.
- **Bargaining power of suppliers (internal):** The more pressure suppliers can exert on a company, the more bargaining power they have over that company. Bargaining power generally increases profitability for the party that exerts it. The catch is, MGH don't have this pressure as they are the own suppliers.
- **Bargaining power of customers (internal):** The more pressure customers can exert on a company, the more bargaining power they have over that company. Bargaining power generally increases profitability for the party that exerts it. In this case, the shipping line business of MGH has to deal with it as they work as an agent.

2.4 Marketing Strategy of IBL and ADL

One of the interesting fact is IBL and ADL actually don't have to do any sort of marketing activities in order to sell their product. As there are the Principle companies such as- Sanofi, Nuvista, P&G, Kellogs who are responsible for all the marketing activities. In MGH, only the MRPL team do the branding for Nandoos but not that much as it's already a big brand. For IBL and ADL all the principle set the branding strategies which are not shared with this vertical.

Chapter 03

Literature Review

3.1 Measuring Job Satisfaction

There are different sorts of method for the measurement of job satisfaction. From them, one of the most common method for collecting data regarding job satisfaction is the Likert scale (named after reins Likert). Other methods of the gauging job satisfaction include: Yes/No questions, True/False Questions, point systems, Checklists, and forced choice answers.

3.2 General Index Job

The Job In General Index is an overall measurement of job satisfaction. It is an improvement to the job Descriptive Index because the JDI focuses too much on individual facets and not enough on work satisfaction in general.

3.3 Models of Job Satisfaction

Job satisfaction level of employees are very much important for any organization. If the employees are not happy then company cannot move forward to the progress. There are different types of motivational theories and satisfaction theories which helps to understand the depth of employee satisfaction.

- **Affect Theory**

One of the most effective job satisfaction model is Edwin A. Locke's Range of Affect Theory (1976). The main part of this theory is that satisfaction is determined by a discrepancy between what one wants in a job and what one has in a job. Basically it states that how much one values a given facet of work moderates how satisfied/dissatisfied one becomes when expectations are or aren't met. It can also be said if employee would be more satisfied in a position that offers a high degree of autonomy, then Employee A would be more satisfied in a position that offers a high degree of autonomy and less satisfied in a position with little or no autonomy compared to Employee B. This theory also states that too much of a particular facet will produce stronger feelings of dissatisfaction the more a worker values that facet.

- **Dispositional Theory**

Another well-known job satisfaction theory is the Dispositional Theory. It's general theory that suggests that people have innate dispositions that cause them to have tendencies toward a certain level of satisfaction, regardless of one's job. In addition to that, this approach became a notable explanation of job satisfaction in light of evidence that job satisfaction tends to be stable over time and across careers and jobs. By the research also indicates that identical twins have similar levels of job satisfaction.

- **Two-Factor Theory (Motivator-Hygiene Theory)**

Frederick Herzberg's two factor theory (also known as Motivator Hygiene Theory) attempts to explain satisfaction and motivation in the workplace. It states that satisfaction and dissatisfaction are driven by different factor-motivation and hygiene factors, respectively. Motivating factors are those aspects of the job that make people want to perform, and provide people with satisfaction, for instance achievement in work, recognition, promotion opportunities. These motivating factors are considered to be intrinsic to the job, or the work carried out. Hygiene factors include aspects of the working environment such as pay, company policies, supervisory practices, and other working conditions.

In the article named- "ON THE CAUSAL ORDERING OF JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT" has pointed out that, job satisfaction and organizational commitment is interrelated to each other. The ordering of satisfaction and commitment also has practical implications.

In service organizations like hospitals, effectiveness and efficiency require a high level of morale among employees, because the services rendered are personal and labor intensive. In this regard it is important for managers to know how rewards and incentives are linked to outcomes like satisfaction and commitment **Error! Reference source not found.** For instance, if satisfaction is a determinant of commitment, it may be possible to indirectly influence commitment through a strategy that increases satisfaction. However, if the opposite causal ordering is true, and a manager is unaware of this, the same intervention strategy may not be effective.

Chapter 04

Main Project part

4.1 Job Satisfaction

One of the most important point to bear in mind when considering job satisfactions that there are many factors which affects job satisfaction and that what makes the employees happy. Apart from the factors mentioned above, job satisfaction is also influenced by employee's personal characteristics, manager's personal characteristics and management style, the nature of the work itself. Managers who want to maintain high level of job satisfaction is the work force must try to understand the needs of each member of the work force. Also, managers can enhance job satisfaction by carefully matching workers with the type of work. For instance, a person who does not pay attention to detail would hardly make a good inspector, and shy worker is unlikely to be good salesperson. In addition to that, a worker who takes some responsibility for his or her job satisfaction will probably find many more satisfying elements in the work environment

Error! Reference source not found. suggests that employees ask themselves the following questions: Role or profile change on periodic basis based on experience & educational qualifications. Job satisfaction describes how content an individual is with his or her job. The happier people are within their job, the more satisfied they are said to be. Job satisfaction is not the same as motivation, although it is clearly linked. Job design aims to enhance the job satisfaction, methods include job rotation, job enlargement and job enrichment. More influences on satisfaction include the management style and culture, employee involvement, empowerment and autonomous work groups. Job satisfaction is a very important attribute which is frequently measured by all of the organizations. The most common way of measurement is the use of rating scales where employees report their reactions to their jobs. In this addition, questions relate to rate of pay, work responsibilities, arietta of tasks, promotional opportunities the work itself and co-workers. Job satisfaction has been defined as a pleasurable emotional state resulting from the appraisal of one's job an affective reaction to one's job and an attitude towards one's job. Also,

Error! Reference source not found. has argued that job satisfaction is an attitude but figured out that researchers should clearly distinguish the objects of cognitive evaluation which are affect beliefs and behaviors. It basically said that we form attitudes towards our jobs by taking into account our feelings, our beliefs, and our behaviors, job satisfactions, a worker's sense of achievement and success, is generally perceived to be directly linked to productivity as well as to

personal wellbeing. Job satisfaction implies doing a job one enjoys, doing it well, and being suitably rewarded for one's efforts. Job satisfaction further implies enthusiasm and happiness with one's work. The Harvard professional Group (1998) sees job satisfaction as the key ingredient that leads to recognition, income, promotion, and the achievement of other goals that lead to a general feeling of fulfillment.

4.2 Importance to Organization and Worker

Work underlies self-esteem and identity while unemployment lowers self-worth and produces anxiety. In the meantime, monstrosity of job can erode a worker's initiative and enthusiasm and can lead to absenteeism and unnecessary turnover. Job satisfaction and occupational success are major in personal satisfaction, self-respect, self-esteem, and self-development. To the worker, job satisfaction brings a pleasurable emotional state that often leads to a positive work attitude. A satisfied worker is more likely to be creative, flexible, and innovative and loyal. In the organization, job satisfaction of its workers means a work force that is motivated and committed to high quality performance.

It is given that, have shown at least low correlation between high morale and high productivity, and it does seem logical that more satisfied workers will tend to add more value to an organization **Error! Reference source not found.** Prior to that, unhappy employees, who are motivated by fear of job loss, will not give 100 percent of their effort for very long. Further, fear is a powerful motivator, it is also a temporary one, and as soon as the threat is lifted performance will decline. Furthermore, tangible ways in which job satisfaction benefits the organization include reduction in complaints and grievances, absenteeism, turnover, and termination; as well as improved punctuality and worker morale. Job satisfaction is also linked to a healthier work force and has been found to be a good indicator of longevity. Only little correlation has been found between job satisfaction and productivity, **Error! Reference source not found.** pointed that some employers have found that satisfying or delighting employees is a prerequisite to satisfying or delighting customers, thus protecting the "bottom line." No wonder Andrew Carnegie is quoted as saying: "Takeaway my people, but leave my factories, and soon grass will grow on the factory floors.

4.3 Creating Job Satisfaction

One of the big question is- How can we create employee job satisfaction? What are the elements of a job that create job satisfaction? Organization can be create job satisfaction by putting systems in place that will ensure that worker are challenged and then rewarded for being successful. Organizations that aspire to creating a work environment that enhances job satisfaction need to incorporate the following-

- Flexible work arrangements, possibly including telecommuting
- Training and other professional growth opportunities
- Interesting work that offers variety and challenge and allows the worker opportunities to “put his or her signature” on the finished product
- Opportunities to use one’s talents and to be creative
- Opportunities to take responsibility and direct one’s own work
- A stable, secure work environment that includes job security/continuity
- An environment in which workers are supported by an accessible supervisor who provides timely feedback as well as congenial team members
- Flexible benefits, such as child-care and exercise facilities
- Up-to date technology
- Competitive salary and opportunities for promotion

4.4 Performance Evaluation of Employee in a Company

Employee Motivation

Performance evaluation is one of the crucial part for any organization. It may provide the basis for improving the employee’s continuous performance on the job. It should be recognized by the superior, while the knowledge and skills possessed by the employee are important in determining

their job performance. These factors alone are not sufficient motivation is needed to activate these abilities and skills and to release their potential.

Motivation is most of the time concerned with the “why” of human behavior why does one man find happiness in performing? It basically represent attempts to understand the motives for human behavior it is often difficult, however, to understand what motives are operation within an individual at a particular moment. It is important that those who are attempting to make effective use of the knowledge and skills of others recognize the importance of the causal aspects of human behavior. Motivation involves a condition within the individual that is usually referred to as a need and something outside of him that is known as an incentive. An understanding of what is required to motivate workers requires a more thorough examination of both needs and incentives. They require an examination of both needs and incentives.

Communication with the Employees

One of the core reason for successful operation of business is dependent not only upon the effectiveness of its individual members but also upon the cooperation of the employees and their own relationships with each other. The responsibilities and duties of each are included in his job description, but it is seldom possible for him to work without communicating with his superior or those around his while the supervisor has an important influence upon the achievements of his subordinates and the teamwork that develops among them, the influence of higher management is likewise important because of its permitting effect. The process of communication this influence permeates the organization and affects its entire membership, from executives to operative employees. Thus communication may be thought of as a network that binds all of the members of an organization together.

Morale Development and Appraisal

In the above paragraphs of the role of motivation, communication, and supervision in stimulating employees to an effective level of job performance, the importance of developing and maintaining good morale among employees was mentioned It is desirable at this point to

examine more closely what is meant by morale and to investigate further its significance and ways of developing and appraising it. Morale is a concept that is quite elusive, almost to the point of defying definition. In fact, each authority has a somewhat different definition of the word. Some prefer to restrict the use of the term to the employee group and describe a group having high morale as one in which such qualities as team spirit, enthusiasm, and achievement of progress toward a common goal are evaded others extend the use of the term to include an individual employee's attitude toward his job and the degree of satisfaction that he obtains from it. Individual employee attitudes and group moral are so interdependent that attempts to isolate them often prove quite difficult in this chapter; therefore, the word "morale" will be used in the more inclusive sense.

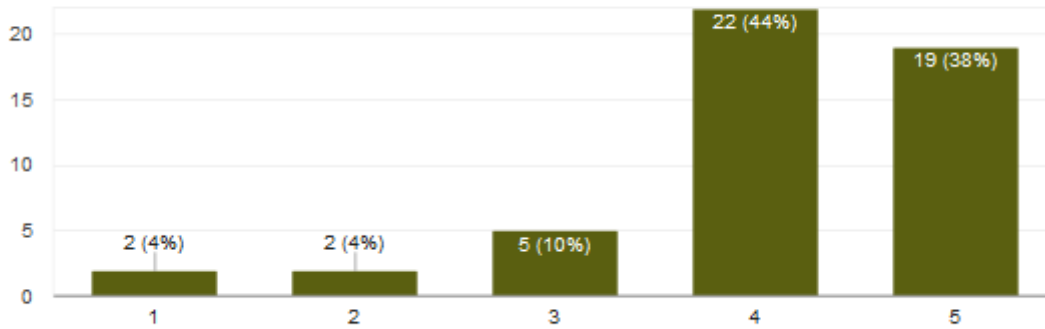
Chapter 05

Data Analysis

Question No: 01

Are you satisfied with your Job?

50 responses

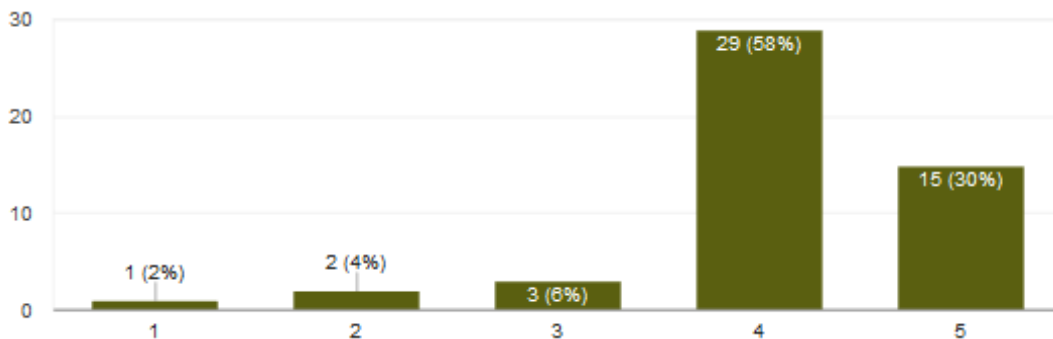


Interpretation- This is the number one question. From, this figure it can be said that 44% of the employees are satisfied with their work and 38% of the employees are fully satisfied.

Question No: 02

Do you like the work environment of your office?

50 responses

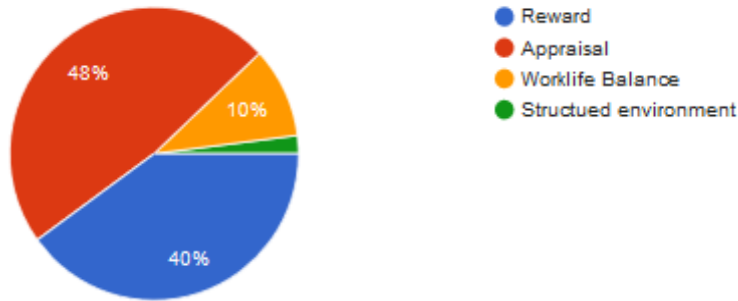


Interpretation- In this question, 58% of the employees agreed that they are happy with the internal working environment of MGH group. 30% of the employees are highly satisfied with the work environment.

Question No: 03

What will increase your motivation in the workplace?

50 responses

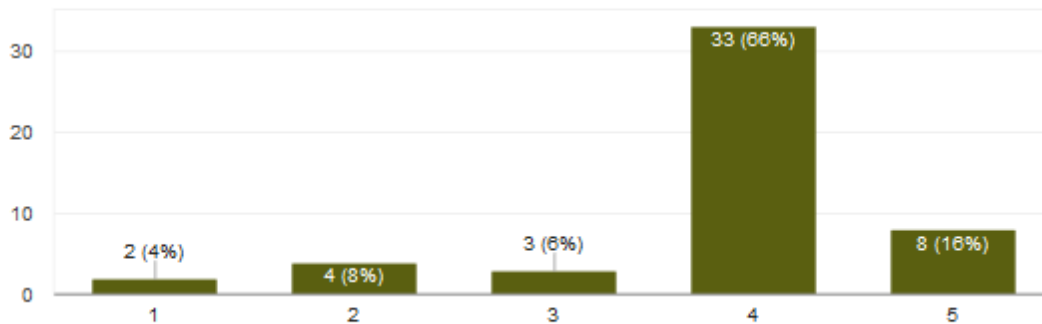


Interpretation- In this question, 48% of the employees agreed that Appraisal will increase their motivational level.

Question No: 04

How is your relationship with the colleagues?

50 responses

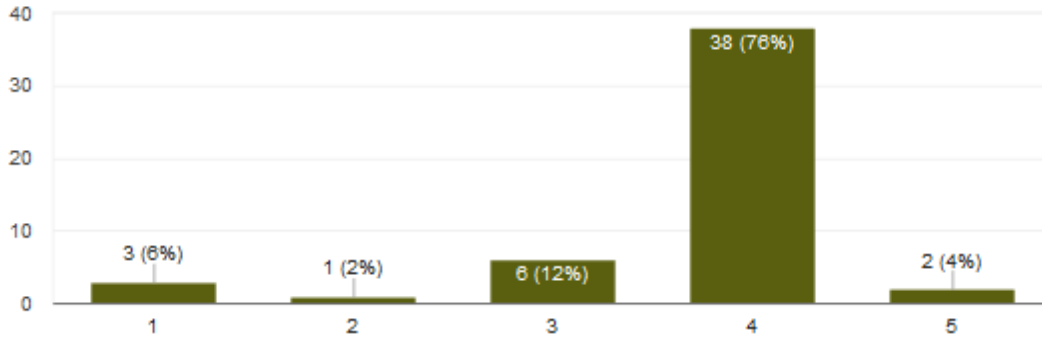


Interpretation- 66% of the employees said that, they are having a good relationship with their colleagues. On the other hand, 16% of the employees agreed that they are having an outstanding bonding with their fellow colleagues.

Question No: 05

How would you rate your work pressure?

50 responses

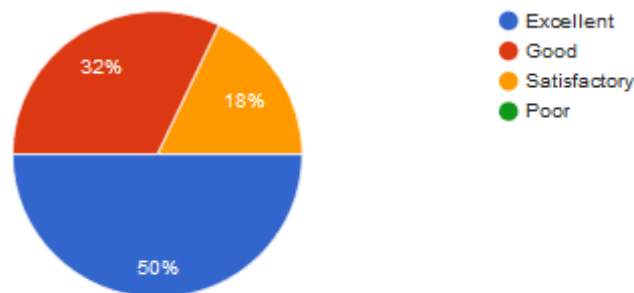


Interpretation- In this part, 76% of the employees said that the work pressure is a bit high at MGH Group. 12% people said that it's moderate whereas 4% of the respondents believes that the work pressure is very high.

Question No: 06

How well do you think the appraisal system works for you?

50 responses

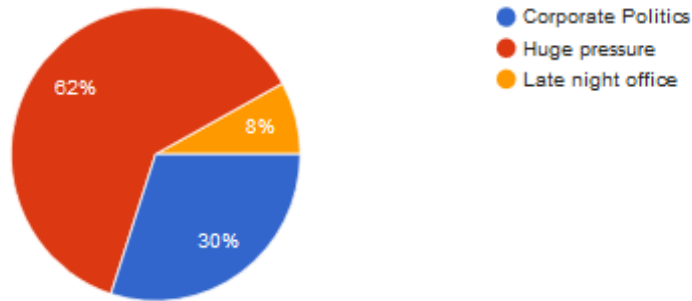


Interpretation- According to 50% of the respondents, appraisal system works excellent for them. 32% employees said that it is good in terms of increasing motivation towards the work.

Question No: 07

What is the most stressful aspect of your job?

50 responses

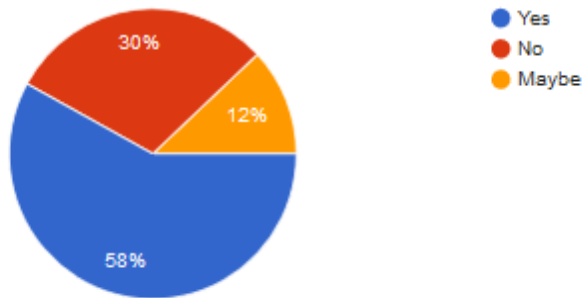


Interpretation- 62% of the employees said that, huge work pressure is the most stressful aspects of their job. According to 30% employees, corporate politics is the stressful aspect.

Question No: 08

Do you think outside training can increase the job satisfaction?

50 responses



Interpretation- In this question, 58% of the employees agreed that, outside training can increase their job satisfaction level.

Chapter 06

Recommendations

In this report with all the analysis it can be said that, the employees of International Brands Limited and Aquamarine Distributions Limited of MGH Group are satisfied with their jobs. In addition to that, it's really important to ensure that each and every employee must satisfy with their job. If a company wants to go longer, they need to keep their employees happy in order to survive in the market. Here are some recommendations for IBL and ADL employees that may increase their job satisfaction level-

- **Appraisal System**

Firstly, the survey that is done with the employees showed that proper appraisal system is one of the main tool for increasing job satisfaction level. For instance, when an employee gives their best performance and for that their top level management praise them in front of all the associates they feel proud. It increases the motivation level and creates the spark to do more for the company. So, it's really important to follow a proper appraisal system.

- **Compensation Management**

In the corporate world, employees wants to earn more and more with the passage of time. Compensation is a big term for them. If the employees are unable to get the proper compensation package then they will not serve the company from their heart. So, in order to increase the job satisfaction level IBL and ADL needs to pay their employees carefully.

- **Outside Training**

Employees work really hard for their organization and in return they always expect to have something new and exciting. Outside training is a good example to meet the satisfaction level. If companies arrange an outside training which will not conduct in the regular office will create a good and fun environment for the employees. Always working from the same destination won't make things happening for the employees.

- **Reward System**

IBL and ADL can arrange monthly basis reward system to motivate the employees. For example, based on the performance level employees will be awarded.

- **Structured Office Hour**

One of the major issue in MGH Group is the office hour. Here, employees have to work for almost 10 hours every day. Eventually, it ended up like having no work life balance. As, the employees are not getting the flexible office timing they become frustrated. Prior to that, it is known to everyone that, in MGH the amount of work pressure is really high buy still employees are doing great because of the dedication of them. In order to retain the employees it's really important to set the proper office hour.

After the analysis of the whole report, the above initiatives should be taken by the IBL and ADL top level management to increase the job satisfaction level.

Chapter 07

Conclusion

MGH commenced its journey by representing Gillette in Bangladesh as a Distributor. Over the past 23 years, MGH has made core investments into Pharmacy and FMCG Contract Logistics, Supply Chain Solutions, Ocean Carriers, and Airlines GSA representations, IT Solutions, Inland Container Terminal Management, Food & Beverage Retail, FM Radio, Cable Television Network, Tea & Rubber Plantation, Commercial, & Retail Banking, Computer Reservation System (CRS) Distribution, Internet Booking Engine, and Inventory. This research study is conducted on MGH Group. All the data and information of the report has been collected from MGH Group and the analyzed data has been collected from my own research. There are also some limitations on the data. I got the knowledge about the Sales department. IBL and ADL not only take the decisions regarding a sales volume increase but also determines how to deal with the consumer mind. The main task of mine was to disburse the salary on time and deal with the employees to understand their work performance. As a HR personnel, I was lucky enough to interact with the employees individually. I feel grateful to all the employee of all departments for continuous supporting and inspiring me during Internship period.

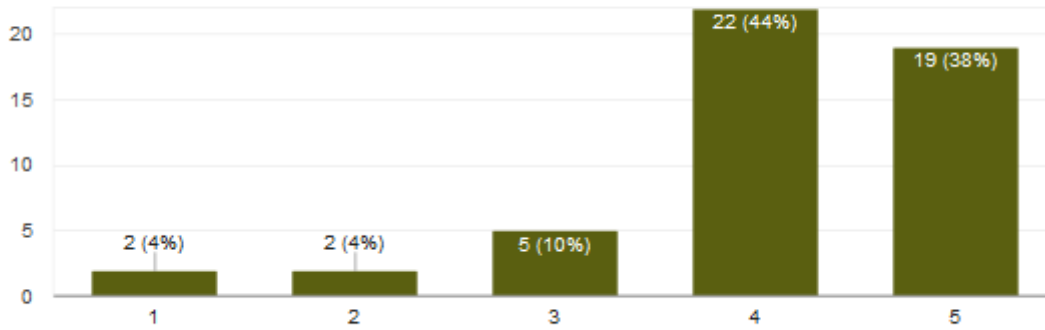
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Appendix

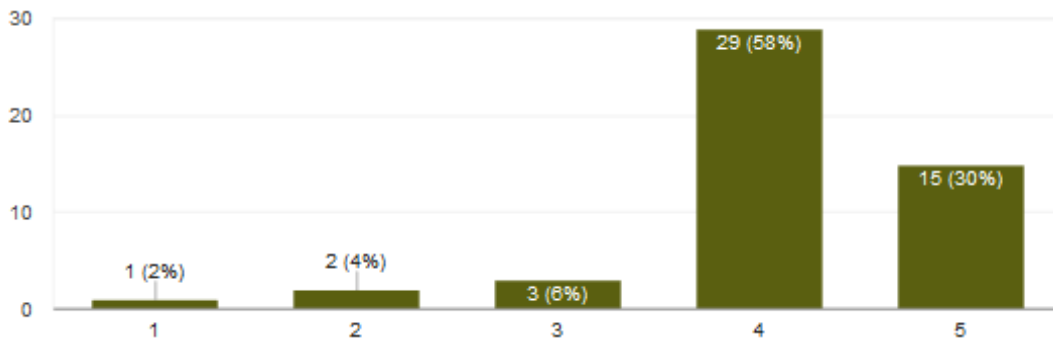
Are you satisfied with your Job?

50 responses



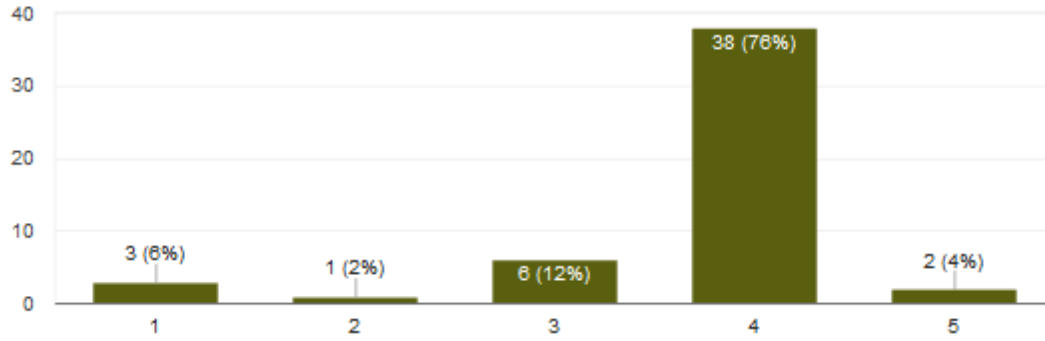
Do you like the work environment of your office?

50 responses



How would you rate your work pressure?

50 responses



How is your relationship with the colleagues?

50 responses

