Report on

Challenges in Talent Acquisition in a Diversified Conglomerate on Meghna Group of Industries (MGI), Bangladesh

By

Faiyaz Halim Safalya

ID: 20304068

A report from an internship turned into the BRAC Business School in order to fulfill a portion of the requirements for a Bachelor of Business Administration degree.

BRAC Business School
BRAC University
June 2025

Declaration

It is thus stated that

1. The internship report that was filed was written through and through by me or us as we were studying our degrees at Brac University.

2. No information which has been previously written or published by the third party is included in the report and is not properly referenced with comprehensive and correct reference.

3. No part of the report has been presented or covered to any other degree or certificate of a university or other awarding body in getting credit.

4. I/ We have accredited all the basic lines of support.

Student's Full Name & Signature:

—---------------------------------------

Faiyaz Halim Safalya
ID: 20304068

Supervisor's Full Name & Signature:

—---------------------------------------

Tarnima Andaleev, PhD
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Tarnima Andaleev, PhD
Assistant Professor
BRAC Business School
BRAC University
Kha- Merul Badda, Dhaka

Subject: Submission of internship report.

Dear Madam,

At the risk of sounding respectful and humble, I would take this opportunity to present myself as Faiyaz Halim Safalya, undergraduate BRAC Business School ID: 20304068. I have a great opportunity to report my internship through the title of my internship, namely, Challenges in Talent Acquisition in a Diversified Conglomerate of Meghna Group of Industries (MGI), Bangladesh.

A quantitative-based report. It is of course the final course that I will have to do in order to receive a degree in bachelors of business administration. I must also add that the fact that I got a chance to go through an internship at MGI was helpful. Working with the HR team of the Talent Acquisition Department, I have studied the MGI Talent acquisition adoptions procedures, built the bridges between business research and academic research, and gained knowledge on the regulation. Writing a report during internship may be challenging and due to the need, this report was done in a rush.

Consequently, I would be very glad should you consider any discrepancies in my report.

Sincerely yours,
Faiyaz Halim Safalya
ID: 20304068
BBS, BRAC University

Non-Disclosure Agreement

The signed below is Brac University student and Meghna Group of Industries have made and engaged into this agreement.

…………..**Faiyaz Halim Safalya**………………

Acknowledgement

To begin with, I would like to thank the Almighty who has given me the power, perseverance and strong will to complete this internship report with a lot of success on a topic of challenges in talent acquisition in a diversified conglomerate, Meghna Group of Industries (MGI), Bangladesh.

I am extremely grateful to Dr. Tarnima Andaleeb, Assistant Professor, BRAC Business School, BRAC University, with her constant instructions, useful comments, and support in the internship process and report writing process. Without her assistance, this report cannot be put together.

I shall also like to express my heartfelt gratitude to all the members of the Human Resources department of the Talent Acquisition Department of Meghna Group of Industries (MGI) who gave me this opportunity to intern at the human resources department. Their coordination, guidance, and readiness to bring forth the knowledge of practice was a crucial contribution to my comprehension of how the talent acquisition process can take place in a large conglomerate.

Finally, I am indebted to my family, friends and peers who have always encouraged me and given me strength in this process.

Despite the fact that this report had reached its completion under a limited time span, my best has been done to ensure the accuracy and relevant nature of this information. Please forgive any mistakes and omissions that might have been made unwillingly.

Executive Summary

This internship report outlines the challenges of talent recruitment of the Meghna Group of Industries (MGI), one of the most diversified and renowned conglomerates of Bangladesh. As a prerequisite to achieve a Bachelor of Business Administration degree from BRAC University, the report draws first-hand information from the HR Talent Acquisition Department of MGI.

While going through the three-month internship, the intern helped with key recruitment tasks such as CV screening, arranging interviews, and post-interview reporting. Due to the practical exposure, some of the operational and strategic issues MGI faces in recruiting appropriate candidates through sourcing from its diverse business segments such as FMCG, cement, textiles, and logistics came into the spotlight.

A mixed-method study using surveys and employee interviews in MGI revealed tremendous problems: insufficient industry-specialized qualified candidates, ineffective centralized recruitment practices, and an inconsistency of employer branding and organizational culture within departments. While MGI brand reputation is attractive to candidates, retention and concordance with departmental requirements remain a problem.

The report recommends that MGI adopt a hybrid recruitment model combining centralized strategy and sector-level customization, boost employer branding across the board, revise organizational culture, and benchmark talent practices against leading industry companies in order to compete.

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List of Acronyms

- **MGI:** Meghna Group of Industries
- **HR:** Human Resources (or Human Resource)
- **FMCG:** Fast-Moving Consumer Goods
- **BRAC:** BRAC University / BRAC Business School
- **BBS:** BRAC Business School (as used in the signatory section)
- **BBA:** Bachelor of Business Administration
- **H.R.M:** Human Resource Management (listed as Major)
- **HRBP:** Human Resources Business Partner (used for a position title)
- **CSR:** Corporate Social Responsibility
- **ERP:** Enterprise Resource Planning
- **KSAs:** Knowledge, Skills, and Abilities
- **PESTEL:** Political, Economical, Social, Technological, Environmental, Legal (as an analysis framework)

Chapter 01

Overview of Internship

1.1 Student Information

Name: Faiyaz Halim Safalya

Student ID: 20304068

Program: Bachelor of Business Administration

Major: H.R.M

1.2 Internship Information:

Period: 3 (Three) months.

Company Name: Meghna Group of Industries

Department/Division: Human Resources Management department

Address: MGI Tower, House No. 15, Road No. 34, Gulshan-1, Dhaka 1212, Bangladesh.

Internship Company Supervisor’s Information:

Name: Md. Majharul Islam Babu

Position: Deputy Manager (HRBP)

Job Scope – Job Description/Duties/Responsibilities:

- Helped with the hiring of FMCG jobs such as advertisement of jobs, reviewing of applications and shortlisting candidates according to specified rules.

- Undertaken preliminary screening of CVs in order to align the candidate profile with job specification.

- Organization of interview schedule so that candidates and interview panels communicate and send in time and interview management.
- Assisted in the post-interview procedures such as documentation, collection of feedback, and settlement of recruitment files.
- Kept relevant numbers of data about the candidates and helped to achieve the standard efficiency of the recruitment process.

1.3 Internship Outcome:

Students Contribution to the firm:

During my internship at Meghna Group of Industries (MGI) in the Talent Acquisition Department of the Human Resources Division, I actively contributed to several key recruitment functions, particularly for the FMCG sector. My primary responsibilities included CV screening, shortlisting candidates, and managing interview schedules. I ensured that candidate profiles were matched accurately with job descriptions, helping streamline the recruitment pipeline.

I also played a supportive role in coordinating interviews by communicating with candidates and interviewers, arranging logistics, and ensuring timely updates. Additionally, I assisted in post-interview documentation and the settlement of recruitment-related files, which contributed to the department’s record-keeping and compliance efforts.

By taking ownership of these tasks, I was able to reduce the workload of senior HR executives and improve the turnaround time for candidate processing. My involvement in these operational areas not only enhanced my understanding of real-world HR practices but also added practical value to MGI’s recruitment process.

Students Benefit:

The Meghna Group of Industries (MGI) internship presented me with a good practical exposure of being in the real world of Human Resource Management and specifically dealing with the aspect of talent acquisition in the FMCG industry. Due to close collaboration with the Talent Acquisition team, I had an opportunity to acquire practical skills related to screening resumes, organizing interviews, and recruiting processes.

This experience improved my knowledge of recruitment strategies in large companies, organizational behavior and the necessity to focus on the correspondence between profiles of potential employees and business needs. I also learnt critical professional skills like time management, communication, attention to details as well as thinking in a team.

In addition, the internship experience enabled me to understand how to integrate academic knowledge and business practice where I could learn about HR roles in a conglomerate that is large and diversified. This will go a long way in my career growth and has enhanced my desire in making another career in the future in Human Resource Management.

Problems/Difficulties (encountered throughout the internship time)

During my internship at Meghna Group of Industries (MGI), although the overall experience was rewarding and educational, there were several challenges that strained my adaptability, patience, and professional skills. I learned a lot about myself by confronting these challenges, but at the same time, they revealed some difficulties of being part of an extensive corporate setup.

Lack of Detailed Orientation and Role Specification

My initial tasks did not come with any detailed instructions. This means I had to put in extra effort just to understand what I was supposed to do and get used to the new setting. The absence of prior definite role assignment made it difficult for me to get into pace with the expectations posed by the HR team onboarding me.

Time Limitations and Deadline Stress

Recruitment drives in the FMCG sector are notoriously fast-paced. My CV screening workload was huge; in addition, I had to book a number of interviews as well. Juggling all these tasks within such tight timeframe boundaries is bound to drive someone insane. This relationship between work quantity with time limits led to severe stress on occasion since multiple tasks required serious attention simultaneously. Meeting set accuracy benchmarks while working under clock constraints was especially tricky while getting used to the way things worked in traditional office spaces.

Missing Portions from Conversations

As an intern, I found it challenging to actively engage remotely with self regulative

1.4 Recommendations for Future Internships

In order to improve the overall efficiency and educational value of the Internship program in the Meghna Group of Industries (MGI), it is recommended that the company implement more structured and supportive structures for future internships. One of the most important corrections will begin the beginning of an interesting internship, a comprehensive orientation session that will make it aware of the trainee with the company's departments, guidelines, workflows and expectations. This will help reduce the first confusion and allow the trainee to adapt to the business environment more efficiently. In addition, the allocation of a dedicated protector or guide to each trainee will provide a reliable point of contact for guidance, reaction and task explanation during the practice period. The indictment given to the trainee should also be carefully controlled to ensure that it has not yet been achieved, as excessive pressure can cause mistakes and become an obstacle to learning. Regular setbacks and feedback of benefits can increase individual and commercial growth and help the trainee to understand areas that require progress and improvement. In addition, cross-functional HR sometimes allows interns for activities-which the employee can provide a broad understanding of the human resource domain beyond the relationship, training and development, and HR operations, talent speaker. Providing access to relevant teaching materials, databases and previous reports can also support knowledge development and educational research by an intern. Finally, the involvement of interns in team meetings or departmental discussions, where relevant, will encourage active participation, promote trust and provide insight into strategic decision -making processes. These entries will not only enrich the experience of an intern, but will also enrich MGI as a learning -friendly and forward -to -move organization that nourishes future professionals.

Chapter 2 (Organization Part: Overview of Dhaka Bank Limited)

2.1 Introduction:

One of the largest and most prominent conglomerates in Bangladesh is Meghna Group of Industries (MGI). The Group has over 40 years of expertise both domestically and internationally. Meghna Group of Industries brands and goods are used in one out of every three households in Bangladesh. By exporting a variety of goods, MeghnaGroup of Industries has expanded its reach outside of Bangladesh, particularly in the Middle East, Southeast Asia, Europe, North America, and South America. For three years in a row, Meghna Group of Industries has been the biggest investor in Bangladesh's industrial development due to its constant growth. The first business in Bangladesh to establish a private economic zone was Meghna Group of Industries. With an investment of about BDT 3000 crores, MeghnaGroup of Industries has established eight new industrial units in its two economic zones. Additionally, ten distinct industries—including TIC-Australia—are undergoing construction, erection, and negotiation phases with overseas principals, which will result in the creation of an additional 12,000–15,000 job possibilities.

Figure 01: Meghna Group Logo
Source: Meghna group Website

2.1.1 Objectives:

1. To guarantee increasing client satisfaction and cultivate positive relationships with them.

2. To develop innovative and effective technologies

3. To put the needs of the consumer and the quality of the product first.

4. To improve industry culture and reach global standards.

5. To make sure that all actions uphold social responsibilities.

2.1.2 Scope of the study:

One excellent resource for gaining real-world experience is the Meghna Group of Industries. An HR intern can get this correct concept of HR operations. An intern's duties and responsibilities have eaten up a significant amount of an employee's time. Of all the departments of MGI, the HR department is the busiest. In addition to the intern working as a full-time employee, HR staff are always occupied with other tasks. To put it simply, one intern at MGI HR does nearly all of the duties performed by an executive. The experience and information an intern gains will be beneficial to their future career.

2.1.3 Methodology

Both kinds of data sources were analyzed in order to generate this study. For the study, both primary and secondary data have been gathered. Standard questionnaires and interviews were used to gather primary data. Secondary data has been gathered from the internet, public documents, and other sources.

Data Sources:

Original sources Discussions, questionnaires, interviews, etc. secondary sources Articles, magazines, newspapers, and the Internet

2.1.4 Significance of Study:

This study has an important value as it provides a practical and intensive understanding of talent collection practices within one of the largest groups in the Bangladesh-Meghna Group of Industries (MGI). At a time when it is important for organizational success to attract and maintain the right talent, the HR department (HR) plays an important role. Through this internship and research, valuable insights have been gained in the real application of HR principles, especially in the context of recruitment in a high book FMCG environment.

The study reveals the difference between educational knowledge and professional practice and how strategic and operational HR functions - especially talent collection - are managed in a diverse group. This means that students, researchers and HR professionals can better understand the challenges and solutions related to the hiring processes in large organizations. In addition, reports can serve as a reference for future internships and academics who want to detect practical dimensions of HR operations in the corporate sector in Bangladesh.

Finally, this study not only contributes to the fulfillment of the student, but also provides reaction and observation that can support continuous improvement of MGI in recruitment strategies and internal management practices.

2.2 Overview of the Organization

Introduction

Meghna Group of Industries (MGI) is a first-rate privately held conglomerate in Bangladesh, with origins tracing lower back to the Kamal Trading Company in 1976 (Meghna Group of Industries [MGI], n.d.-a). Over the years, it has improved into extra than 54 industrial devices using over 50,000 people and producing an annual turnover of about USD three.0 billion (MGI, n.d.-a; PitchBook, 2025). With a diverse portfolio spanning FMCG, constructing materials, pulp and paper, LPG, chemical substances, electricity, transport, media, and aviation, MGI distributes manufacturers which includes Fresh, No. 1, Actifit, Pure, and Meghnacem Deluxe, which reach nearly half of Bangladeshi households (Brand Practitioners, n.d.; MGI, n.d.-a). The institution also exports to regions together with the Middle East, Southeast Asia, Europe, and the Americas (MGI, n.d.-a; Papermart, n.d.). Notably, MGI pioneered personal financial zones in Bangladesh, organising three zones that foster industrial growth and solidify its position as one of the U.S.A. 's largest investors in recent years (MGI, n.d.-a; Brand Practitioners, n.d.).

Current Situation of MGI:

Meghna Group of Industries (MGI) currently operates thru over 54 commercial devices throughout numerous sectors, consisting of FMCG, cement, paper, textiles, chemical compounds, energy, LPG, transport, media, and aviation. With a sturdy distribution community which includes more than 6,500 distributors and over 15,000 suppliers, MGI aims to enlarge its footprint domestically and internationally. The organisation plans similar growth through new investments, enlargement of its monetary zones, and diversification into new enterprise regions in the approaching monetary year.

MGI gives an extensive range of terrific consumer and industrial products that cater to millions of customers throughout Bangladesh and the past. These merchandise are supported by way of today's production technologies and a professional staff devoted to maintaining best, innovation, and efficiency. As part of its ongoing commitment to progress, MGI leverages virtual systems, ERP platforms, and worldwide standards in production and logistics.

Known for its market management, advanced infrastructure, different product portfolio, global exports, and accountable business practices, Meghna Group of Industries has earned a strong popularity as one of the most relied on and fastest-growing conglomerates in Bangladesh.

Goals of MGI:

- Production of high quality consumer and industrial goods at reasonable prices
- Create foreign currency through expansion of export
- Reduce the country's dependence on imports
- Do employment and reduce poverty
- Promote socio -economic development
- Adapt to human resource practices through training and development
- Install yourself as market leader in quality, price and service
- Complete social responsibility (eg education, disaster support, cultural sponsorship)

Mission of MGI:

MGI's mission is "delighting our customers and maximizing value by innovative solutions, inspired employees, adaptation of technological advancements and living in harmony with environment" (Meghna Group of Industries [MGI], n.d.-a, Mision section)

Vision of MGI:

MGI aims "to be Bangladesh's most admired and progressive global conglomerate" (Meghna Group of Industries [MGI], n.d.-a, Vision section)

Objectives of Meghna Group of Industries (MGI)

1. **Support National Industrial Growth**

Aid the Bangladesh economy by practicing industrial entrepreneurship to promote private sector initiatives, bolstering public sector efforts.

2. **Deliver High-Quality, Affordable Products**

Serve the public need by manufacturing and providing competitively priced consumer and industrial goods, including fast-moving consumer goods (FMCG), building materials, and paper.

3. **Promote Export and Foreign Exchange Earnings**

Strengthen national trade balance by expanding export operations to earn foreign currency and lessen dependency on imports.

4. **Generate Employment and Reduce Poverty**

Combat poverty through large scale projects such as economic zones to provide significant employment opportunities.

5. **Advance Corporate Social Responsibility (CSR)**

Honor social responsibility through education, healthcare, disaster relief, and environment-focused community initiatives.

6. **Enhance Human Resource Practices**

Achieve organizational objectives through effective teamwork and performance recognition by developing human resource (HR) structures and processes.

Products & Services of Meghna Group of Industries (MGI)

Category	Products & Services
FMCG & Food	Soybean oil, mustard oil, edible oils, full-cream milk powder, tea, sugar, spices, flour, dal, condensed milk, drinking water, semai, diapers
Building Materials	Fresh Cement, Meghnacem Deluxe cement, Fresh Ceramics (tiles), pre-engineered steel structures, eco-friendly bricks & blocks
Chemicals & Petrochemicals	Caustic soda, PVC, PET resins, chloro-alkali, hydrogen peroxide
Pulp & Paper	Tissue paper, printing/writing paper, exercise books, packaging papers, foil packaging
Agro & Feed	Fish & poultry feed, vegetable oil processing, seed crushing

Energy & Power	LPG (cylinders & refilling), CNG refueling stations, power generation
Shipping & Logistics	Ocean-going vessels, lighter boats, shipping lines, transport fleet (trucks, cranes, buses, helicopters)
Aviation	Corporate & emergency helicopter services
Media & Entertainment	Ekattor TV (HD news channel)
Financial Services	Insurance (Bangladesh National Insurance), securities
Real Estate & Economic Zones	Private economic zones (Meghna, Industrial EZ, Comilla EZ), property development
Other Services	Steel fabrication, printing & packaging, cold storage, CNG filling services

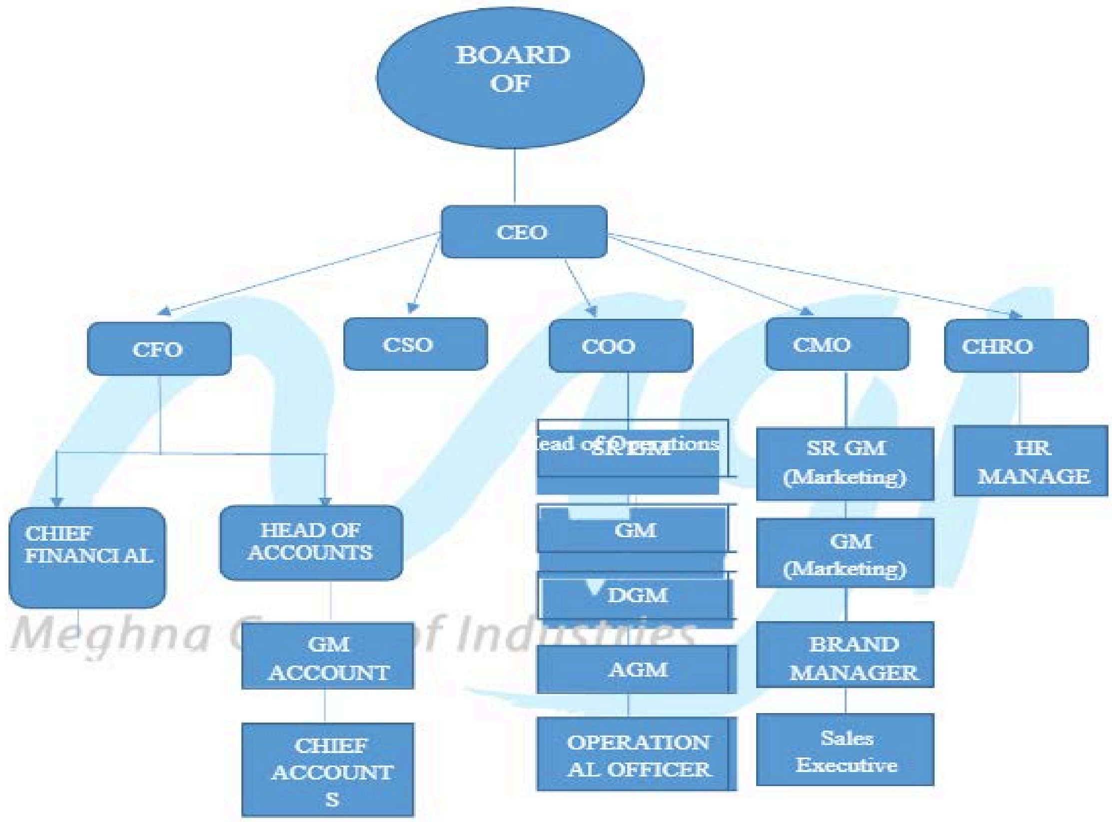


Figure 2: Organogram of MGI

Source: MGI Website

Requirement

Recruitment is the process of examining the job needs, identifying potential individuals, and motivating them to apply for the position within the company. The process of quickly and economically identifying and employing the most suitable applicant for a position is known as "recruitment" in human resource management. The "process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization" is another way to describe it. It is a single, comprehensive procedure that starts with determining the firm's needs about the position and concludes with the employee's introduction to the company.

Recruitment Process

The process of identifying and luring possible candidates to fill open jobs inside a company is known as recruitment. It finds applicants that possess the skills and mindset needed to accomplish an organization's goals. Planning for and implementing a recruitment strategy

Finding the Correct Candidates Making a Shortlist Assessing and Managing

From locating the resources to setting up and conducting interviews to ultimately choosing the best applicants, the process follows a methodical approach.

2.3 Types of requirements

Throughout the course of an acquisition program, system engineers will need to define a variety of requirements. Three categories are used to group the requirements. They are: Functional specifications Non-functional prerequisites Domain prerequisites

These prerequisites aid in comprehending a system's behavior, which is characterized by its different tasks.

Functional requirements

Simply said, a functional requirement is an action or activity that needs to be completed in order to fulfill an operational requirement or give an operational capability. A system or component's functional requirements are the tasks it must be able to complete. The inputs, outputs, external interfaces, and functions that the software must have are all specified in these criteria, which also explain how the software interacts with its surroundings.

]

Non-functional requirements

System characteristics like responsiveness and dependability are connected to the non-functional criteria, commonly referred to as quality requirements. Organizational policies, financial limitations, user needs, and other factors might result in non-functional requirements. These specifications aren't intimately associated with any specific function that the system offers

Domain requirements

Domain requirements are those that come from the system's application domain rather than the demands of the users themselves. These specifications could outline a way to carry out certain calculations or constitute new functional requirements. Any limitations that might exist in the current functional requirements are included in these requirements.

Recruitment Sources

The most crucial part of the hiring process is finding qualified applicants and alerting them to the positions available in the company. There are primarily two kinds of source-in-requirement processes. Below are those who are giving Internal Sources Outside Sources

A) Internal Sources of Hiring: The company's best workers may be found there. Promotions, transfers, and occasionally demotions are examples of internal sources.

1. Promotions For workers who put in a lot of effort and perform well, the promotion policy is used as a motivating tool.

2. Retirements: If there are no qualified applicants for the position, retired personnel may be granted an extension of service.

3. Former workers: If a former worker did well during their employment, they may be summoned back and receive greater pay and benefits.

4. Transfer: Workers may be moved from one department to another if a position opens up.

5. Internal promotion: The current staff could be interested in filling the open positions. Since they have been with the organization for a long time, they are familiar with the requirements and job description.

B) Outside Recruitment Sources:

1. Public relations campaign:

This source offers a wide range of options for choosing the best applicant for the position. It advertises the open positions and the job's specifics.

2. Interviews on campus: It is the most effective way for businesses to choose pupils from different schools. It is simple and cost-effective.

3. Walk-in interviews: These are conducted for selection and are announced by the companies on the designated day and time.

4. E-recruitment: There are a number of online job boards where applicants can upload their resumes and look for openings, including jobs.com, naukri.com, and monster.com.

5. Competitors: Human resource managers attempt to get workers to work for their rival company by providing better terms and conditions of employment.

Methods of recruitment

A requirements strategy outlines how requirements work should be done in departments, projects, and other kinds of assignments inside your company. Those are

Locating potential individuals

There are several distinct approaches that could be used. Finding a client is the first tactic. In doing so, one must identify their target candidates. Offer a job The foundation of any hiring procedure is making a job offer. The target candidates must be offered a job as part of this plan.

Finding applicants

Offers are the lifeblood of the hiring process, but without candidates, placements cannot be made. This is why a successful recruitment sourcing strategy is required.

Hiring applicants

This approach to candidate recruitment outlines the methods one uses to obtain candidates for the offer. One can use job posting websites, social media, email marketing, and other methods to acquire candidates. Final placements

The assumptive close is one such recruitment tactic. Throughout the entire hiring process, one acts as though the candidate will accept a job offer. Preventing fall-offs

Making the placement and then losing it because the applicant falls off is the last thing anyone wants. What a pain. There are steps one can do, nevertheless, to assist stop it from happening.

Strategy of selection process

Selection strategy theorizes that by matching employers' demands with the best applicant for the job, employee productivity may be increased and turnover can be decreased, saving time and money. Understanding, Proficiency, and Capabilities.

Making decisions based on knowledge, skills, and abilities, or KSAs, is one of the more conventional selection techniques. The first step in this selecting process is job analysis. Each job is examined by the human resources department, which then develops a job specification that outlines all the skills, knowledge, and abilities needed to carry out the position.

Human resources departments may use outsourcing as a selection method when employing temporary workers and executives. Hiring search firms to recruit, do assessments, verify references, conduct initial interviews, and screen the vast application pools is the most popular tactic. Strategies for Multistage Selection

A variety of assessment instruments are used in a multistage selection procedure. Each evaluation tool must be validated by the human resources department to make sure it is accurately aligned to the requirements of the available position.

Advantage and Disadvantage of requirements and selection process

Advantage:

There are benefits and drawbacks to anything, including the necessity. These include:

Advantage criteria and the selecting procedure Increased probability: By employing the external recruitment strategy, the organization has a better opportunity of finding qualified and skilled workers.

Cut down on hiring time: This required method also has the benefit of cutting down on hiring time. Decreased Turnover and Increased Morale: When an organization selects individuals with the appropriate personality types and job skills, the end effect is frequently happier employees and fewer turnover. Accurate Screenings: The selection process concentrates on candidates, testing, interviews, and other methods to assess their qualifications and personal qualities.

Disadvantage:

Long Process: Before the candidate is placed, a number of tasks must be completed, including announcing the position, collecting applications, reviewing application forms, and conducting the selection process. Expensive: Hiring outside is costly because it necessitates additional expenses for posting job openings, setting up an employment office, etc. Competition: The new hires are viewed as rivals by the current staff. Uncertain Response: Because there is little knowledge on outsiders, the new applicants could not be qualified for the position.

2.4 SWOT Analysis:

Strength:

1. **Diversified company portfolio:** The Meghna Group of Industries operates a variety of enterprises in the consumer products, steel, cement, packaging, and other industries. By diversifying, businesses can lower their risks and take advantage of various market opportunities.

2. **Strong market presence:** With a sizable client base and well-known brand, the group has a strong market presence in Bangladesh.

3. **Constructed manufacturing facilities:** Meghna Group of Industries has constructed manufacturing facilities equipped with cutting-edge machinery and technology, enabling productive and economical production procedures.

4. **Robust distribution network:** The company has a strong nationwide distribution network that allows for prompt product delivery and extensive market reach.

Weakness:

1. **Lack of diversification:** Meghna Group of Industries may be more susceptible to shifts in the market or the demand for a certain offering if it places a significant emphasis on a single product or service.

2. **Operational inefficiencies:** The profitability and competitive position of the business might be adversely affected by inefficient procedures, poor supply chain management, or ineffective cost control techniques.

3. **Limited brand recognition or market presence:** Meghna Group of Industries may find it difficult to compete with more well-known brands or get market share if it has little exposure or awareness among potential consumers.

4. **Lack of innovation:** The Meghna Group of Industry may be hampered if it does not adjust to new technologies or shifting market trends.

Opportunity:

1. Expansion: The business could look into new markets and grow both domestically and abroad.

2. Diversification: In order to penetrate new markets or industries, Meghna Group may want to think about expanding the range of products it offers.

3. Technology Adoption: Purchasing cutting-edge technologies can boost competitiveness, production, and efficiency.

4. Sustainability: To lessen their environmental impact and satisfy eco-aware customers, the company should concentrate on implementing sustainable practices.

Threat:

1. **Intense competition:** There are many competitors in the market where the Meghna Group of Industries works. Their market position is seriously threatened by this, since rivals might provide comparable goods or services with superior features or at lower costs.

2. **Economic downturn:** The demand for Meghna Group's goods and services may suffer in the event of a recession or slowdown. Sales and profitability may suffer as a result of this.

3. **Shifting consumer trends and preferences:** Meghna Group may lose market share to rivals that are more in line with the demands of their clientele if they are unable to predict or adjust to these developments.

4. **Regulatory obstacles:** The operations of Meghna Group may be hampered by laws and rules. The profitability of the business may be impacted and additional resources may be needed to comply with these regulations.

2.5 PESTEL ANALYSIS:

Let's do a quick analysis of the PESTLE factors for Meghna Group in Bangladesh:

Political:

Government Stability: The political climate in Bangladesh may have an effect on the stability of businesses and modifications to governmental regulations. or laws that could have an impact on Meghna Group.

Trade Relations: Meghna Group's import and export operations may be impacted by international trade regulations and relations with other nations.

Government incentives: The group's operations may be aided or hindered by government support or incentives for particular industries.

Economical:

Economic Growth: The demand for the Group's goods and services, Meghna, may be impacted by Bangladesh's overall economic performance and growth.

Exchange rate: Changes in the exchange rate may have an impact on the price of imports and exports. Interest rates and inflation: Excessive interest rates and inflation can have an impact on production and capital costs.

Social:

Demographics: The demand for Meghna Group items, such as food and consumer goods, can be influenced by people's age, income, and lifestyle.

Cultural factors: Marketing tactics and product selection may be impacted by cultural preferences and behaviors.

Technological:

Technological advancements: While quick changes in technology might spur innovation, sustained investment might be required to stay competitive and relevant.

Automation: Digitalization and automation may have an impact on the company's operations and output.

Data Security: In a company environment that is becoming more and more digital, data security and cybersecurity are crucial.

Legal:

Regulatory Compliance: In sectors like manufacturing and exporting, adherence to national and international rules is crucial.

Intellectual property law: Innovation and branding depend on the protection of intellectual property rights.

Labor law: The Group's operations may be impacted by labor laws, which include minimum wage requirements and worker safety standards.

Environmental:

Environmental Regulations: It is crucial to abide by environmental rules, particularly in sectors of the economy that could have an influence on the environment. Sustainability Product development and production can be impacted by consumer demand for sustainable methods and eco-friendly items.

Climate change risks: Supply networks and infrastructure may be impacted by climate change, making Bangladesh susceptible.

2.6 PORTER’S FIVE FORCES OF MGI

New entrants: facilitate the entry of new businesses into the Meghna Group of Industries' industry. Take into account elements like entry obstacles, economies of scale, and governmental laws. Are there any barriers to entry, such as high startup costs or brand loyalty? Determine the strength or weakness of the danger posed by new rivals.

Bargaining power of suppliers: Suppliers' bargaining power Examine the power providers' influence over the Meghna Group of Industries. Does Meghna Group find it challenging to negotiate favorable terms due to a lack of suppliers? Think about the raw materials' significance to Meghna Group, the availability of substitute suppliers, and the impact suppliers have on prices.

Bargaining power of buyers: The Meghna Group of Industry must maintain certain strategies because, as we all know, there are many competitors. 1. High negotiating power of customers: When buyers can quickly switch suppliers or substitute goods or services, they have a lot of power. This may be the situation in a meghna group of industries with a large number of rivals or undifferentiated products. Customers could ask for better terms, cheaper costs, or better-quality goods. 2. Buyers' medium bargaining power: Although they do have some sway, it is not as great as in the high category. This can happen in a meghna group when the buyer's switching costs with another company are moderate or when there are fewer alternatives accessible. Although purchasers may still be able to bargain for better terms or pricing in this situation, the Meghna group of industry has a well even power balance.

Threads of Substitute: The possibility that consumers will move to competing goods or services that fulfill a comparable function is known as the threat of replacements. The degree of threat in the Meghna Group of Industries case can vary depending on a number of circumstances, such as: 1. Market Competition: The threat of replacements may be greater if there are numerous rivals providing comparable goods or services. To lessen this threat, Meghna Group of Industries must differentiate its products and cultivate a devoted clientele.2. Product Differentiation: The threat can be reduced if the Meghna Group of Industries' goods and services have special qualities or advantages that are difficult for competitors to imitate. In this aspect, staying ahead of industry trends and continuously innovating might be beneficial. 3. Customer Behavior: Determining the threat of alternatives can also be done by understanding customer preferences and purchasing patterns.

Rivalries in Competition: Based in Bangladesh, the Meghna Group of Industries is a conglomerate. It works in a number of industries, including as consumer goods, steel, and cement. It's critical to take into account the particular areas and industries in which the Meghna Group of Industries operates while analyzing their competitive rivalry. A company's level of competitiveness can alter depending on the industry. Competitive rivalry can be influenced by elements including market share, clientele, product quality, price policies, and distribution methods. I advise performing market research or consulting industry-specific publications, reports, or news sources that offer insights on the company's performance and positioning in relation to its competitors in order to obtain the most accurate and current information on the competitive environment of the Meghna Group of Industries.

2.7: Stakeholder analysis:

The following is a stakeholder analysis that includes important details for each of the stakeholder groups listed:

1. Customer: Meghna Group of Industries must segment its clientele based on their needs, expectations, and preferences. Meghna Group of Industries must provide open customer service

and handle complaints. They must also create a price plan and customize the product. They must also concentrate on devoted clients.

2. Workers: Megha Group of Industries needs to raise worker happiness and engagement. They also require feedback systems and communication. They must also pay attention to turnover rates and employee retention.

3. Shareholders: Meghna Group of Industries must inform them of its financial performance and business plan. Policies must be divided, and shareholder creation must be valued. They must prioritize sustainability and long-term growth.

4.Suppliers:Meghna Group of Industries must work together and communicate with its suppliers. The quality of the products or services offered must be the industry's top priority. The business must prioritize sustainable processes and ethical sources.

5. Government: Meghna Group of Industries must oversee adherence to legislative mandates. Regulations pertaining to taxes and the environment must be their main priorities. Government rules and regulations that impact the industry must be addressed by the corporation.

6. Society: The Meghna Group of Industries must lessen adverse externalities. They must concentrate on economic contribution and employment creation. They must handle interaction and ties with the local community.

7. Rivals: Meghna Group of Industries must distinguish between competitive advantages and strategies. They must concentrate on pricing and market share tactics. The business must also concentrate on branding comparisons and marketing.

Organizations may make more informed decisions, build stronger relationships, and manage their operations more successfully by doing a thorough stakeholder analysis that takes these factors into account for each group. This analysis must be dynamic and updated frequently in order to accommodate shifting circumstances and stakeholder demands.

2.8 Marketing practices:

Meghna Group of Industries is an example of a company that utilizes integrated marketing because it promotes its consumer and industrial brands under one trusted name which attracts both local and international markets.

Product:

MGI's list of products and services is one of the most comprehensive in the country, including fast-moving consumer goods (FMCG) such as oils, milk powder, sugar, flour, spices, tea, salt, water, and even diapers. Cement, tiles and pre-engineered steel are also part of the building materials industry, together with chemicals, pulp and paper, energy solutions, feed mills, logistics, aerospace support (helicopter services), media (Ekattor TV), and financial services like insurance and securities.

Price:

The company employs a competitive pricing model in order to provide MGI branded products “Fresh,” “No. 1,” “Pure,” and Meghnacem Deluxe as well as “affordable luxury” priced products like MeghnaCem which provide quality at low to mid-range pricing, thus delivering value across all consumer segments.

Place:

With over 6,650 distributors and 15,000 suppliers, MGI has more than 54 industrial facilities and 3 private economic zones. This infrastructure allows coverage of the entire country and even middle east and southeast asia adding to europe, africa and america.

Promotion: Through focused advertising campaigns, market analysis, and brand-development projects, the group aggressively promotes its brands. MGI's creative case studies have even been included in international marketing literature, highlighting the company's progressive conglomerate positioning and forward-thinking marketing initiatives.

2.9 Ratio Analysis:

Customer Perspective

A customer wants confidence that MGI is financially stable enough to maintain product quality, meet demand, and invest in new capacity.

Ratio	**2021**	**2022**	**2023**
Current Ratio	1.25	1.30	1.28
Debt-to-Equity Ratio	0.20	0.22	0.25
Inventory Turnover	6.5	6.8	7.0

2021–2023 Current Ratio: ~1.25–1.30×

evaluates MGI's capacity to use its current assets to pay short-term obligations. Reliable liquidity is demonstrated by ratios greater than 1, which reassure clients that the business can efficiently handle working capital and fulfill orders.

Long-term solvency is demonstrated by the debt-to-equity ratio (2021: 0.20× → 2023: 0.25×). A modest increase conveys to stakeholders financial stability by indicating a balanced use of debt to fund expansion without going overboard.

Inventory Turnover: Shows effective inventory management as it increased from 6.5× to 7.0×. Customers who expect availability and freshness of FMCG and materials will benefit from higher turnover, which is a sign of strong demand and lean operations.

Shareholder Perspective

Shareholders focus on return, profitability, and market valuation:

Ratio	2021	2022	2023
Return on Assets (ROA)	5.0%	5.2%	5.1%
Return on Equity (ROE)	12.0%	12.5%	13.0%
Price-to-Earnings (P/E) Ratio	8.0×	9.0×	8.5×

ROA (5.0–5.2%): Shows steady effectiveness in making money off of assets. Although there is potential to increase returns, stable ROA indicates dependable asset management.

ROE (12.0 → 13.0%): Growing ROE is a sign of increased shareholder returns and profitability. It shows that returns on equity investments are rising, which is encouraging for investors.

The moderate and stable P/E ratio (~8–9×) represents market valuation. It demonstrates that investors have consistently placed a high value on MGI's earnings potential.

In conclusion, MGI's strong liquidity, prudent leverage, and effective operations give customers confidence in the stability of the supply. From the standpoint of the shareholder, the business exhibits consistent profitability and a fair market valuation, both of which contribute to the development of long-term investment confidence.

Recommendations for Meghna Group of Industries

1. Increase Brand Marketing & Consumer Engagement To increase market presence and deepen engagement with a variety of customer segments, particularly for FMCG and industrial brands like Fresh, No.1, and Meghnacem Deluxe, MGI can increase its investment in high-impact marketing activities by planning product campaigns, attending trade shows, and improving traditional and digital advertising.

2. Increase Staff Training & Skill Development

Create more comprehensive training programs that emphasize innovation, quality control, digital skills, and manufacturing excellence, both internally and through outside partnerships. This supports ongoing programs such as the Kia Motors training center and guarantees that workers maintain their proficiency in cutting-edge manufacturing techniques and environmentally friendly procedures.

3. Strengthen CSR Initiatives for Greater Community Impact

MGI could strengthen community ties by launching organized, long-term CSR campaigns that focus on education, vocational training, health initiatives, and environmental stewardship. MGI currently participates in a variety of CSR projects, including environmental cleanup drives, scholarships, and healthcare support.

4. Enhance Your Ability to Conduct Market Research

Establish a specialized market research department to gather consumer insights, monitor consumer trends, examine the competitive environment, and evaluate product reviews. MGI would be able to start data-driven marketing campaigns, enhance product positioning, and customize services for its industrial and FMCG businesses as a result.

Chapter 3

Challenges in Talent Acquisition in a Diversified Conglomerate on Meghna Group of Industries (MGI), Bangladesh

3.1 Introduction:

In the proposed chapter, I will analyze the Talent Acquisition Department in Meghna Group of Industries (MGI), a top-tier multifaceted corporation in the country of Bangladesh. The paper shall also broadly examine the forces of recruitment in such a complex business surroundings and the challenges faced by the organization's talent acquisition organs in securing and keeping talented professionals in different fields as seen by MGI in its provisional sample study. This discussion is expected to give a deep insight into the barriers and limitations that interfere with the success of MGI in its talent recruitment policy.

3.2 Problem Statement

Talent acquisition is the strategic practice of finding, recruiting and inducting talented workers to support both the present and the future labor requirements of an organization. As the job market in the current world has become very competitive and globalized, obtaining the right kind of talent is a very serious challenge- especially in case of a large, diversified conglomerate like Meghna Group of industries (MGI) which is operating in several areas like FMCG, textiles, cement, shipping and energy. These diverse areas in business require such specialized skills hence the process of acquiring talent becomes even more complicated.

The shortage of talent is compounded by the following facts in Bangladesh: brain drain, gap between the output in academia and demand in the industry, and emerging challenges by multinational companies. Being among the biggest industrial corporations of the country, MGI as a corporation has experienced some exceptional challenges in the acquisition and maintenance of professionals who have met the criterion of becoming part of its multifaceted operational environment. The reports of the HR and industry insiders show that the local talent pools tend to lack the multi disciplined skills needed to operate in MGI due to its broad sectors. Moreover, it is hard to recruit the best applicants because of the potential failure to recruit on the basis of potential career growth, pay differences and lack of branding among a number of its verticals.

To curb these issues, MGI has engaged in formation of organized recruitment systems and strategic links with learning institutions. Yet, these efforts are of little success because of the complexities in operation as well as a fast-changing job market.

This Chapter 3 enters into more specific detail of these challenges, looking at the structural and strategic obstacles The MGI faces when acquiring talent and the relationship of the challenges to the organizational performance as they currently stand as well as possible avenues towards developing a more dynamic and well-adapted hiring ecosystem.

Research Question:

Problems of Talent Acquisition

RQ1: What are the major gaps in obtaining talent in the diversified lines of MGI business?

- **1.1** To what extent do you agree that MGI faces difficulties in hiring due to a lack of industry-specific skilled candidates?

- **1.2** To what extent do you agree that the diversity of business sectors within MGI makes the recruitment process more complex?

Usefulness of the Existing Strategies

RQ2: Do the current strategies MGI has on its talent-acquisition serve its organizational requirements effectively?

- **2.1** To what extent do you agree that MGI’s recruitment strategies are effective in attracting qualified candidates?

- **2.2** To what extent do you agree that MGI’s recruitment methods are suitable for its diversified business operations?

Employer Branding and Culture

RQ3: How is employer branding and organizational culture relevant to attract talent to MGI?

- **3.1** To what extent do you agree that MGI's employer branding influences job seekers’ decisions to apply?

- **3.2** To what extent do you agree that MGI’s organizational culture is attractive to potential candidates?

Configuration of the Process Improvement at the Conglomerate Level

RQ4: How can the talent acquisition process in MGI within its conglomerate structure be improved?

- **4.1** To what extent do you agree that MGI needs to improve its recruitment strategies to remain competitive?

- **4.2** To what extent do you agree that benchmarking talent acquisition practices with other leading firms can benefit MGI?

- **3.3 Objectives:**

Objectives of the Study:

1. To figure out the main problems MGI encounters in recruiting industry-specific talented employees in its various business units.
2. To assess the efficiency and shortcomings of the present talent acquisition plans used by MGI to address the needs of the organization.
3. To investigate how the employer branding and organizational culture affect the attraction and retention of candidates in MGI.
4. To examine how the idea of centralized recruitment practices compares with sector-specific needs in MGI.
5. To prescribe feasible changes, including hybrid recruitment models, benchmarking, and digital tools, which are likely to increase the overall talent acquisition process of MGI.

3.4 Significance:

In this modern business world where competition is high and dynamic, talent acquisition is important in ensuring business organizations stay afloat especially when it comes to large conglomerates such as MGI (Meghna Group of Industries). MGI is one of the most prosperous diversified business groups in Bangladesh that has diversified businesses in different sectors, such as FMCG, chemicals, cement, and textile etc. All these industries require specific talents and so attaining and maintaining the right human resource is not only tricky but also strategic. The aim of the study is to analyze the major issues MGI has in recruiting the best talents, as well as to evaluate the validity of its potential strategies.

This research should be of great value in helping the HR professionals, recruiters and the top management in MGI learn the gaps that the current hire process has and according to this research eliminate them. Furthermore, exploring the role of employer branding and organizational culture, the work is going to point at the role of internal and external perception of the company shaping the talent pool. This is highly critical in the case of a conglomerate such as MGI where corporate values and expectation of the employees have the potential of directly influencing job satisfaction, work performance and retention.

Moreover, the study will provide recommendations that can be used to improve the talent acquisition process in MGI with a particular emphasis on its diversified nature. The impacts of such insights would enable MGI to develop more customized, cost-efficient, and sustainable recruitment systems that would be less expensive and consistent to each sector in terms of its operations.

And finally, the research adds to the greater human resource management in emerging economies where conglomerates are major players in terms of employment as well as economic growth. The findings might as well be used as a point of reference to other big, multi-sectoral organizations that share similar issues thereby contributing to the creation of best industry practice regarding talent acquisition.

The approach referred to as primary data-based study was used to explore talent acquisition practices and challenges in Meghna Group of Industries (MGI). The research methodology sought to draw the concrete trends as well as the richness of the opinions of the actual staff members involved in the hiring aspects and human resources services.

3.5 Methodology:

The use of 20 MGI officers of various departments was done in carrying out a quantitative survey. All the Likert scale-based questions were included in the survey and the respondents had the ability to rate their degree of agreement or familiarity with the different statements concerning talent acquisition, employer branding, organizational culture, and recruitment issues. This method allowed obtaining standardized answers which could be systematically analyzed to determine patterns and trends.

In order to supplement the survey data, 5 qualitative interviews about the talent acquisition at MGI were also conducted with the professionals and managers who worked closely with the MGI HR department. Such semi structured interviews have helped in gaining more knowledge regarding certain recruitment issues, implementation of the strategies and recommendations to make the situation better and this cannot be revealed completely by a solely conducted survey.

The mixed-method technique ensured the high validity of the results as the data could be triangulated, and the vastness of quantitative information could be supplemented by in-depth qualitative opinions. This approach provided a holistic picture of the matters and the possible directions of the improvements in the talent acquisition system in MGI.

3.6 Literature Review

Effective talent acquisition continues to be one of the most vital operational functions for an organization in achieving persistent organizational growth. This is specifically the case for diverse conglomerates such as Meghna Group of Industries (MGI). As companies grow and span across multiple sectors, MGM faces problems with talent acquisition and hiring because of differing levels of experience, industry-specific skill gaps, role-specific expectations, and organizational standards (Collings & Mellahi, 2009). This literature review discusses the central aspects of talent acquisition—its difficulties, its strategic impact, and employer reputation, along with organizational culture—in relation to large, diversified corporate structures.

Talent Acquisition Barriers in Conglomerates

It is often challenging for diversified conglomerates to centralize talent acquisition because each sector has distinct requirements. Boxall and Purcell highlighted (2016) that the challenge posed by attempting to manage recruitment for several business units under one roof increases the probability of strategy misalignment. A case in point is recruiting for a manufacturing unit–approaches will differ from that of a technology-oriented business segment. This discrepancy may result in inefficient recruiting, screening, and onboarding processes. Plus, Moser (2017) also focused on the negative outcomes that lack of uniform hiring standards across sectors leads to which include a bad fit and affect retention and productivity.

Effectiveness of Talent Acquisition Strategies

Strategies for talent acquisition are successful when they meet the business goals set for the future and the workforce planning. Effectiveness of recruitment can be evaluated using the quality of hire, speed of recruitment, and cost-effectiveness metrics (Breaugh, 2008). For conglomerates this is further complicated by the need to maintain strategic coherence across diversified units. In the case of MGI, determining if and how current strategies serve its FMCG, textiles, cement, and logistics divisions requires some form of multidimensional analysis. Companies that continuously refine their recruitment models tend to excel in talent acquisition, and those models are often enhanced through data-driven feedback (Cappelli, 2008).

Employer Branding and Its Role

Employer branding is essential for effective talent acquisition. To Backhaus and Tikoo, an employer branding is the process of positioning an organization as an employer of choice to a specific audience (2004). In the case of Bangladesh, where the job market is fierce and the employee retention rate is low, having a strong employer brand is a vital advantage. Theurer et al. 's (2018) research indicates that over 50% reduction in cost per hire and increased quality of candidates is attracted by companies with strong employer branding. In the case of MGI, maintaining a consistent and positive employer image in all its business sectors enhances attractiveness to prospective applicants.

Organizational Culture and Talent Attraction

Organizations with a well-defined structure are always able to attract and retain talent with comparative ease. Organizational culture broadly encompasses the shared values and beliefs alongside practices that mold employee behavior (Schein, 2010). When organizational culture is aligned with employee expectations, it significantly enhances job satisfaction while reducing turnover rates. As pointed out by Chatman and Cha (2003), many applicants seek to evaluate culture fit before taking up positions, particularly in multi-sector organizations where subcultures are likely to differ. In MGI's scenario, maintaining cultural uniformity poses challenges in meeting the specific business unit requirements which impacts talent flow.

Recommendations from Previous Studies

Several papers provided ways to help conglomerates that are experiencing difficulty acquiring talent. Tarique and Schuler (2010) suggest the use of a centralized system of talent management with local modifications to address different business requirements. In addition, tools that can increase strategic alignment in recruiting are digital recruitment platforms, and analytics-driven decision-making (Minchington, 2015). These stand-out from other models such as MGI who are a diversified conglomerate solution when it comes to a scalable or customised outsourced talent solutions provider.

3.7 Analysis and findings

Findings from survey

1.1 MGI faces difficulties in hiring due to a lack of industry-specific skilled candidates

- Finding: 80% (16 out of 20) agreed or strongly agreed.
- Analysis: There's strong consensus that the talent pool lacks specialization aligned with MGI's diverse sector needs.

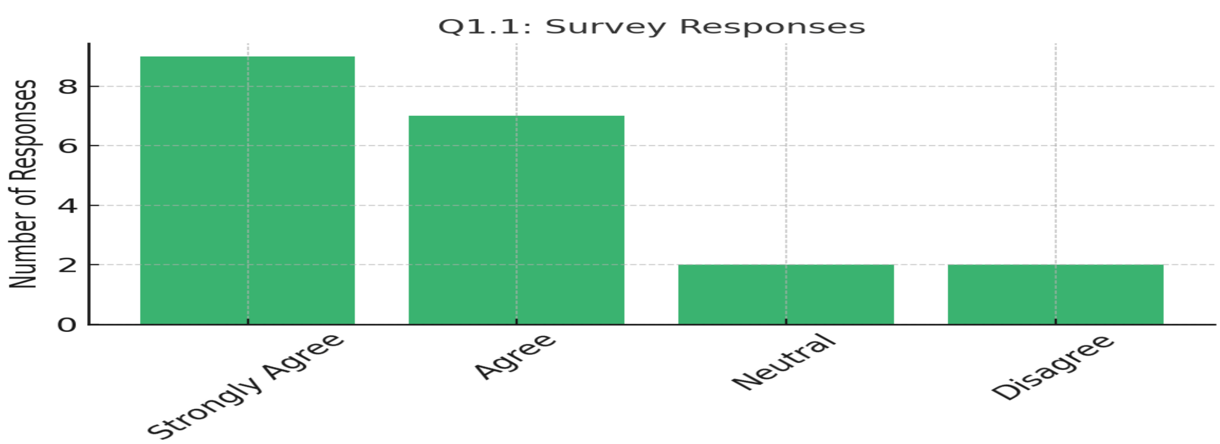


Figure 3: Question1 survey graph

1.2 Diversity of business sectors increases recruitment complexity

- Finding: 75% (15 out of 20) strongly agreed or agreed, while 25% strongly disagreed.

- Analysis: Most participants acknowledge the structural complexity of recruitment across MGI's varied sectors.

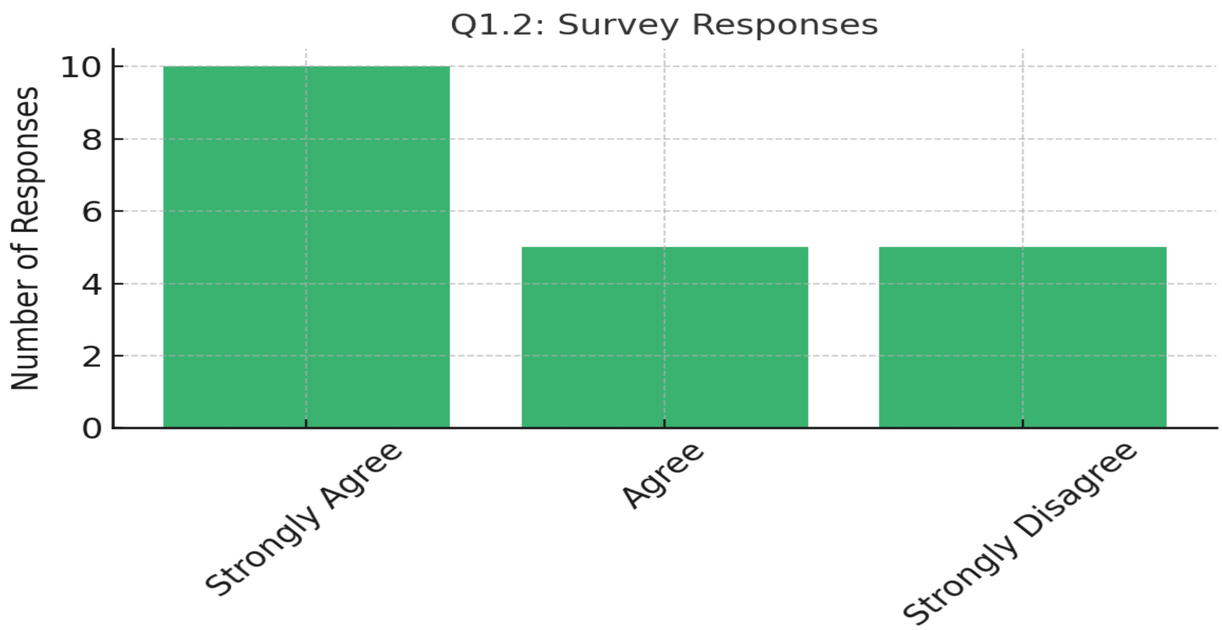


Figure 4: Question 1.2 graph

2.1 Recruitment strategies are effective in attracting qualified candidates

- Finding: 60% positive (SA+A), 40% negative (DA+SDA).

- Analysis: Opinions are divided. This suggests partial satisfaction and room for strategy optimization.

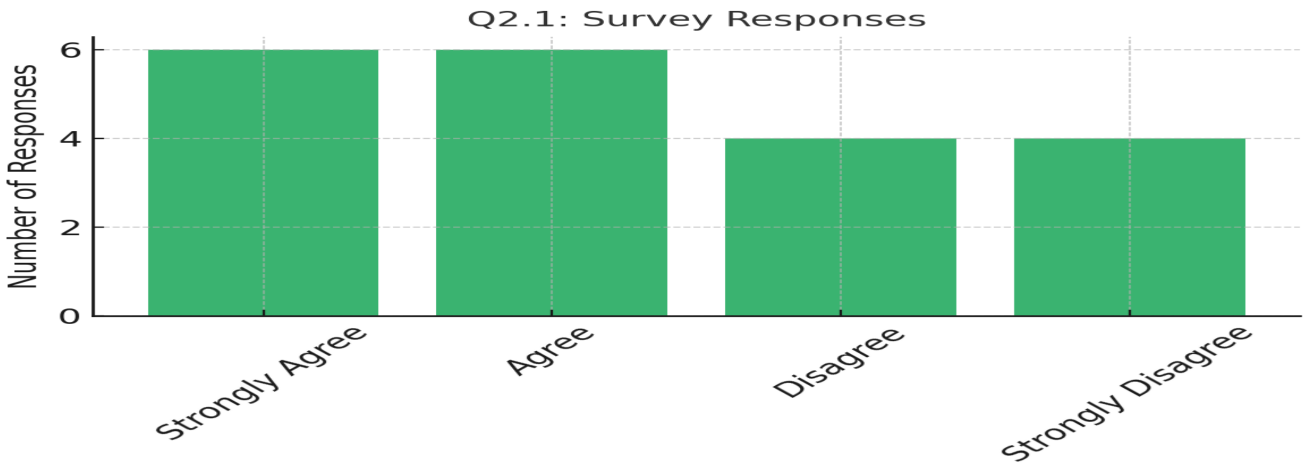


Figure 4: Question 2.1 graph

2.2 Recruitment methods suit MGI's diversified operations

- Finding: 60% disagreed, 40% strongly agreed.

- Analysis: A mismatch is perceived between recruitment methods and business diversity, indicating a need for customization.

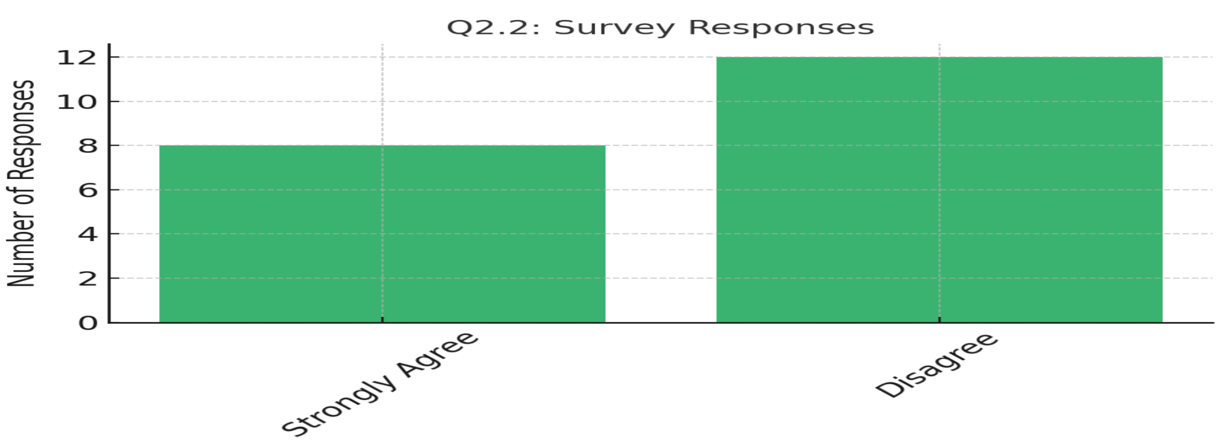


Figure 5: Question 2.2 graph

3.1 Employer branding influences job seekers

- Finding: 70% positive (SA+A), 15% neutral, 15% disagreed.
- Analysis: Employer branding is relatively strong but not yet fully optimized.

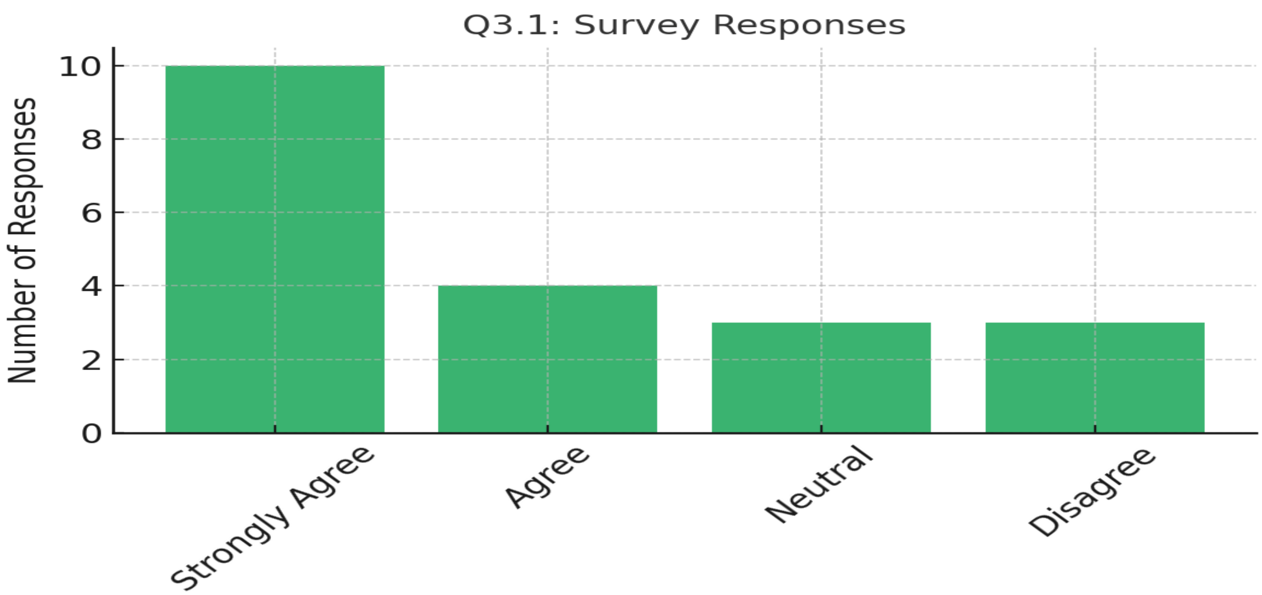


Figure 6: Question 3.1 graph

3.2 Organizational culture is attractive to candidates

- Finding: 60% strongly agreed, 40% disagreed.
- Analysis: Mixed responses show some departments may have weaker culture appeal than others.

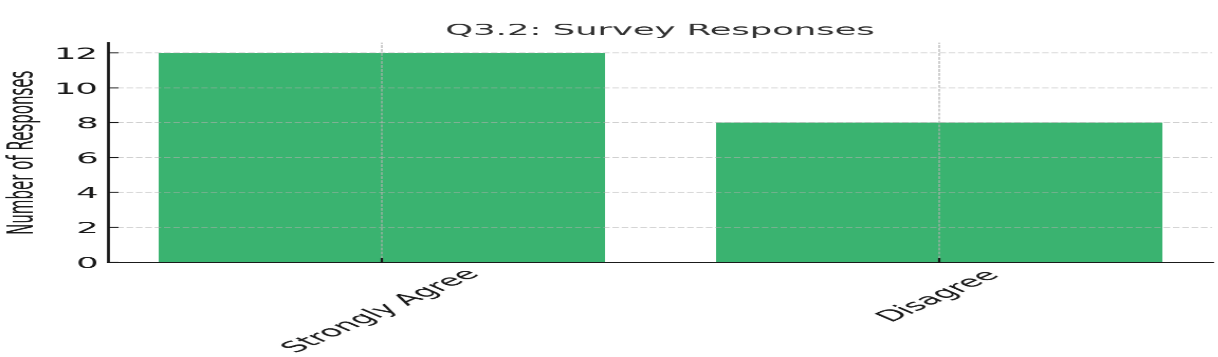


Figure 7: Question 3.2 graph

4.1 MGI needs to improve recruitment strategies to remain competitive

- Finding: 90% strongly agreed.
- Analysis: There is overwhelming support for enhancing recruitment approaches**.**

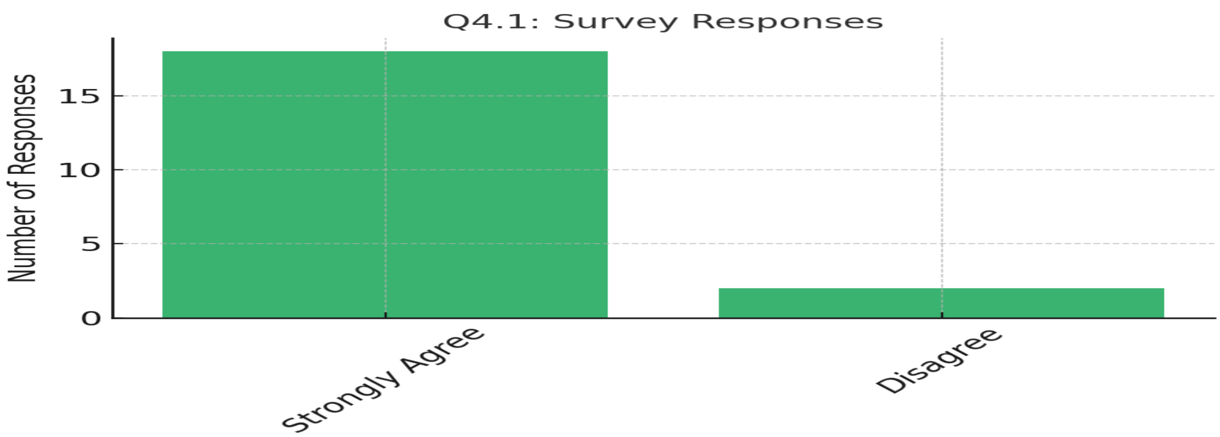
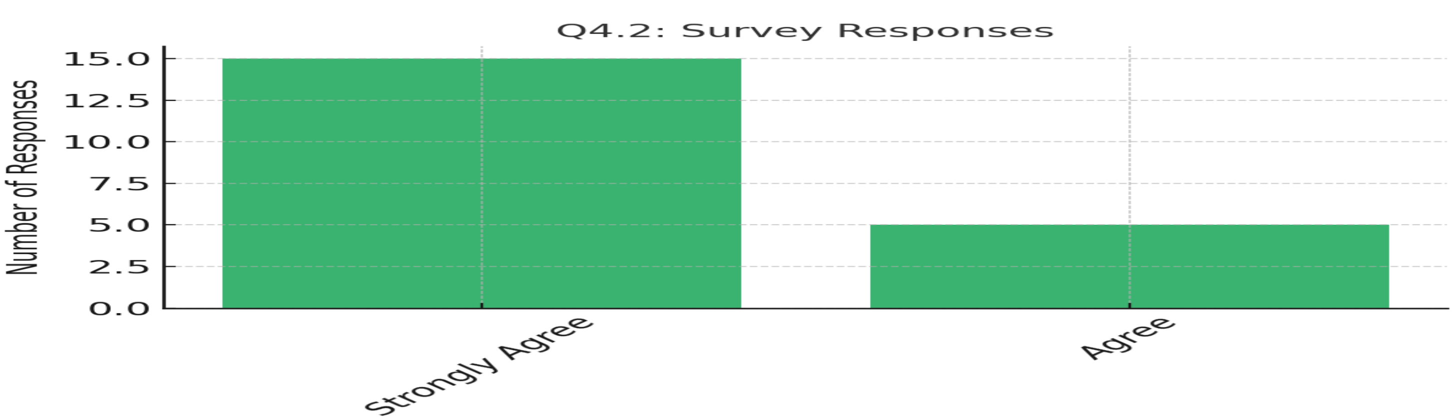


Figure 8: Question 4.1 graph

4.2 Benchmarking with leading firms would benefit MGI

- Finding: 100% agree or strongly agree.
- Analysis: Participants strongly support learning from industry best practices.



Overall Interpretation of Survey Findings

The survey findings monitor a clean consensus among MGI officials that talent acquisition is a significant mission for the corporation, specially due to the dearth of industry-particularly skilled candidates and the complexity springing up from its assorted commercial enterprise structure. The majority of respondents strongly agree that recruitment turns into extra hard work while spanning more than one sector like FMCG, cement, textiles, and logistics, every requiring distinct knowledge and techniques.

Responses to the effectiveness of contemporary recruitment techniques are mixed. While a few participants find them powerful in attracting skills, a good sized element expressed dissatisfaction, suggesting the strategies might not be uniformly a success across all business units. Additionally, many respondents feel that MGI's recruitment methods are not completely aligned with the precise wishes of every sector, indicating a need for greater tailor-made or quarter-particular approaches.

On the branding and organizational tradition front, the consequences are primarily wonderful. A huge majority consider that MGI's organization branding has a robust effect on attracting process seekers. However, the belief of organizational lifestyle is fairly divided, with some employees finding it appealing even as others disagree. This indicates inconsistency in how tradition is experienced across departments or commercial enterprise devices.

Most extensively, there's overwhelming settlement (90%) that MGI desires to improve its recruitment techniques to stay competitive inside the marketplace. Participants also strongly help with benchmarking towards main firms, indicating a desire for MGI to adopt industry nice practices and modernize its skills acquisition system.

Interview Summary (Based on 5 Officers from MGI)

1. Challenges in Recruiting Across Diverse Business Sectors

All five officials agreed that one of the primary challenges in skills acquisition at MGI is the dearth of enterprise-particular skilled candidates. One HR manager from the cement division stated,

“It’s not just about hiring; it’s approximately finding folks that recognize the technicality of our enterprise. Generic candidates are not unusual, however specialized applicants are uncommon.”

A respondent from the textiles wing delivered,

“Each unit underneath MGI operates like its personal corporation. That makes standardizing hiring practices very hard.”

This displays the survey findings (Q1.1 and Q1.2), where a majority strongly agreed that recruitment is difficult because of abilities mismatch and structural complexity.

2. Effectiveness of Current Talent Acquisition Strategies

Three out of five participants expressed concern about the effectiveness of the existing recruitment strategies. A senior HR leader mentioned:

"We manage to attract applications, but the quality of the applicants often matches our expectations. Sometimes we go to a chord because it's urgent."

Another officer mentioned that while some departments are doing well in recruitment, others are struggling due to lack of analog approaches:

"What works in our FMCG division does not work in cement or chemicals. We need sector-specific strategies."

These ideas match Q2.1 and Q2.2, where the respondents were divided into their opinion and many disagree that the current methods were in line with all tasks.

3. Employer Branding and Its Influence

Most interviewees acknowledged that MGI has a reasonably robust logo presence, particularly in client-focused divisions. One officer from logistics remarked:

“When people pay attention ‘MGI,’ they think of a massive, solid organization. That alone attracts applicants.”

However, two interviewees advised that branding needs to be consistent across all divisions:

“Our company emblem is strong in call, however the inner experience doesn’t usually suit. That impacts lengthy-term retention.”

This supports the survey outcome in Q3.1, where most respondents agreed that branding performs a tremendous position in attracting candidates.

4. Organizational Culture and Its Attractiveness

There was mixed reaction to organizational culture. Three interviewers described the culture as "traditional" or "hierarchical", which does not always appeal to young candidates or professionals in the middle of their careers in search of flexibility. An official said:

"We have a strong work ethic and values, but some units are slow to modernize the workplace culture. It is an exit for technology-cutting or creative talent."

This mixed view of mixed view Q3.2 reflects investigative reactions, where 60% of culture seemed attractive while not 40%.

5. Suggested Improvements for the Recruitment Process

All interviewers recommended improvement in the recruitment strategies, recruitment strategies in the 4th quarter. Recommendation of a human resource manager:

"We have to go towards data -driven recruitment and invest more on digital platforms."

Another proposal was benchmarking with other industry managers, which corresponds to Q4.2 surveys:

"Why not see how Unilever or Pran-RFL does it? We can learn a lot."

Many emphasized the need for better coordination between central HR and individual business units, possibly through a hybrid recruitment model.

Overall interpretation

The findings from both the survey and interviews suggest that Meghna Group of Industries (MGI) faces vast demanding situations in its expertise acquisition system, primarily due to the diverse nature of its commercial enterprise operations and a confined pool of industry-unique skilled candidates. Across departments, there is a shared belief that MGI's modern-day recruitment strategies aren't sufficiently tailor-made to meet the specialised wishes of every enterprise unit—whether in FMCG, cement, textiles, or logistics.

The majority of respondents and interviewees acknowledged that even as MGI has constructed a robust corporation logo, specially in purchaser-facing industries, this logo electricity isn't always constant throughout sectors. The emblem may attract candidates initially, but inner organizational lifestyle and recruitment execution regularly fall brief of expectancies, especially in sectors with conventional management styles or much less current work environments.

A large insight from the facts is that there may be a clear demand for improving the recruitment system, with robust assistance for benchmarking in opposition to leading companies and adopting more records-driven, region-specific recruitment strategies. Respondents experience that the current "one-length-fits-all" approach is outdated and inefficient for a conglomerate of MGI's scale.

Additionally, there's concern about internal alignment—the distance among centralized HR practices and the unique needs of each enterprise unit. Both qualitative and quantitative facts suggest the necessity for an extra included and adaptive recruitment framework, possibly a hybrid version that combines centralized oversight with decentralized customization.

In summary, MGI should modernize, localize, and benchmark its talent acquisition tactics to remain competitive.

3.8 Conclusion and Discussion

The study is determined to detect major challenges, efficiency and opportunities for improvement in the Talent Collection process of the Meghna Group of Industries (MGI), a large diversified group in Bangladesh. Research from both examination reactions and interviews with MGI officials shows that while MGI has established itself as a recognized employer in the country, significant intervals remain in the recruitment strategies - especially to meet the needs of the different business areas.

The findings clearly show that one of the biggest challenges MGI faces is the lack of industry -specific skilled candidates. The problem is complicated by the complexity of dealing with recruitment in a wide range of industries, with each unique talent requirement. However, the current strategies of MGI are partially effective, are often unmatched and insufficiently adapted to specific references to different regions.

Moreover, at the same time as MGI’s enterprise branding is typically sturdy and serves as an advantage in attracting applicants, it isn't uniformly powerful across all divisions. The organizational lifestyle, too, varies from unit to unit, which influences the general splendor of the employer as an employer. This inconsistency can result in misaligned expectations among the organization and ability employees.

There is close to-unanimous agreement amongst members that improvements are needed in MGI's recruitment technique. In particular, the organization could benefit from benchmarking its practices towards enterprise leaders, implementing statistics-pushed hiring techniques, and considering a hybrid recruitment version that mixes centralized control with decentralized customization to meet each unit's needs.

In the end, for MGI to remain competitive in attracting and keeping top skills, it needs to circulate past traditional recruitment practices. By modernizing its expertise acquisition techniques, strengthening internal HR alignment, and leveraging its strong emblem even as nurturing a extra unified organizational subculture, MGI can construct a more powerful, agile, and sustainable expertise acquisition machine perfect to its different structure.

3.9 Recommendation

1. Develop field -specific recruitment strategies to meet the unique talent requirements of each MGI business unit.
2. Invest in training and apusciling programs to bridge the difference due to lack of industry-specific skilled candidates.
3. Use a hybrid recruitment model by combining centralized supervision of decentralized flexibility for business -specific recruitment.
4. In order to maintain a strong and integrated external image, the employer's brand stability improves in all areas.
5. Modernize organizational culture to make MGI more attractive to young, diverse and dynamic talent pools.

6. Adopt data -driven recruitment tools and platforms to improve efficiency, reduce the time of employment and increase the quality of the rent.
7. Benchmark talent collection practice towards leading companies in both local and international markets for continuous improvement.
8. Strengthen internal communication and coordination between HR and individual business units to coordinate recruitment efforts with operational goals.
9. To ensure continuous improvement, you regularly evaluate recruitment efficiency through examination, response and work matrix.
10. Take advantage of digital platforms and employer review pages (e.g. LinkedIn, BDJOBS, Glassdoor) to attract quality candidates and build a positive employer reputation.

3.9.1 Limitations of the study

1. Limited sample size - only 20 surveys and 5 interviews cannot completely represent the entire workforce of MGI.

2. Focus on the internal approach - the study includes only MGI officers' approaches, except for external candidates or industry signs.

3. Lack of time - data collections and analysis were performed within a limited time frame, which may affect the depth.

4. Sectoral balance - all business areas in MGI cannot be represented equally in samples.

5. Addiction reactions of self -reported data may have individual prejudices or socially desirable effects.

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Appendix

Appendix (1): Questionnaire

The survey was conducted to 20 employees across various departments of Meghna Group of Industries to identify the major challenges regarding the talent acquisition process.

Section 1: Demographic Informations

1. Department Name
2. Designation
3. Years of Experience in MGI
4. Gender

Section 2: Talent Acquisition Challenges

Using a Likert (1 = Strongly Disagree, 5 = Strongly Agree):

1. MGI faces difficulties in hiring due to a lack of industry-specific skilled candidates.
2. The diversity of business sectors within MGI makes the recruitment process more complex
3. MGI's recruitment strategies are effective in attracting qualified candidates.
4. MGI's recruitment methods are suitable for its diversified business operations.
5. MGI's employer branding influences job seekers' decisions to apply.
6. MGI's organizational culture is attractive to potential candidates.
7. .MGI needs to improve its recruitment strategies to remain competitive.

8. Benchmarking talent acquisition practices with leading firms can benefit MGI.

Section 3: Open-Ended Questions

1. What do you think are the key barriers to effective recruitment in MGI?
2. How can the recruitment process be improved to attract better candidates?
3. What role does employer branding play in attracting new employees to MGI?

Appendix (2): Interview Guidelines

Semi-structured interviews were conducted with 05 HR officers and managers across MGI's divisions. The following questions were used as the core discussion guide:

1. What are the main challenges you face while recruiting for your division?
2. How effective are the current recruitment strategies at MGI?
3. How does the employer brand of MGI influence candidate interest?
4. Do you think MGI's organizational culture attracts or discourages candidates?
5. What improvements would you suggest for the overall recruitment process?

Appendix (3): Ethical issues/ Considerations

- Participation in this study was voluntary/free will.
- No personal or sensitive data were collected through this interview and survey.
- All participants were informed about the purpose of the study clearly.
- Data was used solely for academic purposes and kept confidential.
- No name or recording of the participants available because of their concern.