

Report On
Key Human Resource Practices in Design Commune

By
Yasir Ameen
13104175

An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

Brac Business School
Brac University
September 2025

© 2025. Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing a degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Yasir Ameen

ID: 13104175

Supervisor's Full Name & Signature:

Dr. Syed Mahbubur Rahman

Professor, BRAC Business School

BRAC University

Letter of Transmittal

September 21, 2025

Dr. Syed Mahbubur Rahman

Professor,

BRAC Business School,

BRAC University,

Kha 224 Merul Badda, Dhaka 1212

Subject: Submission of the internship report

Dear Sir,

I am grateful for the opportunity to present to you my internship report titled as “Key Human Resource Practices in Design Commune”. The reports include an overview of the internship program, an analysis of the firm and a thorough analysis of the key human resource practices, identified problems via questionnaires and recommendations for overcoming the shortcomings. I anticipate the report will be of the expected quality. Thank you for your guidance.

Sincerely,

Yasir Ameen

ID: 13104175

BRAC Business School,

BRAC University.

Non-Disclosure Agreement

This agreement is made and signed by Design Commune and Yasir Ameen (ID: 13104175) to protect company confidential information from unauthorized use or disclosure.

Yasir Ameen

ID: 13104175

BRAC University

Acknowledgement

I would like to express my utmost gratitude towards everyone who helped me during my internship program at BRAC University and Design Commune. A special thanks goes to Dr. Syed Mahbubur Rahman for supervising and guiding me through the completion of the internship report. Additionally, I would like to thank my workplace supervisor, Irteza Ameen, for mentoring me and helping me gain valuable hands-on working experience at Design Commune.

Table of Contents

Chapter 1.....	1
1.1 Student Information.....	1
1.2 Internship Information.....	1
1.2.1 General Information.....	1
1.2.2 Supervisor's Information.....	1
1.2.3 Job Responsibilities.....	2
1.3 Internship Outcomes.....	2
1.3.1 Student's Contribution to The Company.....	2
1.3.2 Benefits to The Student.....	3
1.3.3 Difficulties and Challenges.....	4
1.3.4 Recommendations to The Company.....	5
Chapter 02.....	6
2.1 Introduction.....	6
2.1.1 Limitations.....	6
2.2 Company Background.....	6
2.2.1 Brief History.....	6
2.2.2 Mission Statement.....	7
2.2.3 Vision.....	7
2.3 Management Practices.....	7
2.3.1 Organizational Structure & Leadership Style.....	7
2.3.2 Human Resource Functions.....	8
2.4 Marketing Practices.....	9

2.5 Operations Management.....	11
2.6 Industry and Competitive Analysis.....	12
2.6.1 Porter's Five Forces Analysis.....	12
2.6.2 SWOT Analysis.....	14
2.7 Recommendations.....	17
2.8 Summary and Conclusion.....	17
Chapter 3.....	19
3.1 Introduction.....	19
3.1.1 Objectives.....	19
3.1.2 Significance.....	20
3.2 Methodology.....	20
3.2.1 Research Method and Design.....	20
3.2.2 Sample Size.....	21
3.2.3 Data Sources.....	21
3.2.4 Data Collection Technique.....	21
3.2.5 Data Analysis Process.....	22
3.3 Findings and Analysis.....	22
3.3.1 Key Human Resource Practices in Design Commune.....	22
3.4 Questionnaire.....	29
3.5 Problem Recognition.....	34
3.6 Recommendations.....	35
3.7 Summary and Conclusion.....	37

Executive Summary

Design Commune is a growing startup that began its journey in 2021 as an architecture firm but quickly expanded into a design consultancy firm with expertise at interior and website design. The internship program allowed me to assist daily human resource activities as well as in general operations. This hands-on experience helped me gain a solid foundation for professional growth in human resource management. I was also opportune to be part of the digital marketing team and learned how to keep up with trends and reach a global audience. The second chapter of the report provides a thorough analysis of the firm, showcasing how management and marketing practices are put into action as well as day-to-day operations. A SWOT analysis of the firm was also conducted to identify its strengths and weaknesses as well as threats and opportunities. Lastly, the third chapter of the reports includes how key human resources practices such as recruiting and selection, managing employee engagement, conducting performance management and calculating as well as providing compensation & benefits etc. are implemented at the firm. I had arranged a questionnaire to gather anonymous feedback on how these practices affect the workforce to identify if these practices have any rooms to be improved. From the questionnaire and my analysis of the firm, I provided some actionable recommendations to minimize the inefficiencies of the human resource activities at Design Commune.

Chapter 1

Overview of Internship

1.1 Student Information

Name: Yasir Ameen

ID: 13104175

Program: Bachelor of Business Administration

Major: Human Resource Management

Minor: E-commerce

1.2 Internship Information

1.2.1 General Information

Period: June 1st, 2025 to September 30th, 2025

Company Name: Design Commune

Department: Human Resource, General Operations

Address: Apt LV 8, House 40, Roads 6/A, Dhanmondi R/A, Dhaka 1209

1.2.2 Supervisor's Information

Name: Irteza Ameen

Designation: Design Head

1.2.3 Job Responsibilities

The internship program at Design Commune offered a valuable opportunity to gain practical and hands-on experience with daily human resource activities and general operations which helped me grasp a better understanding of human resource functions and its internal workflows. One of the job responsibilities of this program includes assisting with the initial process of recruitment and selection process. This process involves screening resumes to ensure candidates meet basic requirements of job description and finalizing shortlists for interviews. This internship program also included opportunities to contribute in its day-to-day administrative functions as well such as maintaining employee records, ensuring compliance with employment laws and regulations and enforcing policies including code of conduct, ethics policy and harassment policy to cultivate a safe and productive work environment. The program provided opportunities to conduct exit interviews for departing employees to gather valuable feedback about how to improve overall employee satisfaction. Outside of human resource activities, the job responsibilities also included assisting with daily general operations of the firm. Lastly, the internship program included opportunities to assist with the firm's digital marketing practices by posting announcements and promotional contents on social media, responding to clients' queries and maintaining connections with potential clients.

1.3 Internship Outcomes

1.3.1 Student's Contribution to The Company

Throughout the internship, I was involved with helping the firm with many important tasks, primarily working alongside the human resources team and also supporting the firm's day-to-day general operations. Notably, I contributed to the initial stage of recruitment and

selection process by screening resumes to have a shortlist of eligible candidates for specific jobs. I was responsible for maintaining employee records and updating them accordingly to ensure data accuracy. This step included collecting basic information such as name, date of birth, national identification, contract details and non-disclosure agreements.

I maintained and updated the company's internal policies such as code of conduct, ethics policy, disciplinary actions policy and harassment policy to foster a safe and welcoming work environment.

For general operations, I improved the file organization system by implementing a consistent style guideline. I re-organized the company's files that aligned with the style guideline. Also, to adapt open communication, I took the initiative of implementing an anonymous feedback system to share insights and suggestions.

Lastly, I also contributed to the firm's digital marketing practices by sharing announcements and posting promotional contents on social media to reach a wider client base.

1.3.2 Benefits to The Student

The internship program at Design Commune provided me with remarkable hands-on experience in the field of human resource and general operations that significantly enhanced my professional skillset. This program taught me how to efficiently run human resource operations and how to tackle random challenges that might occur. Assisting with the initial stage of recruitment and selection helped me get first-hand experience on approaches on how to choose the right candidate. Maintaining and updating the firm's policy and guideline taught me how to nurture a safe working environment and stay compliant with the local laws.

Furthermore, working alongside other departments for general operations helped me grasp a broader view of how the entire firm functions on a day-to-day basis. This also boosted my ability to work with a team and sharpened my communication skills. Lastly, getting involved with digital marketing practices by creating and scheduling engaging social media contents taught me many digital marketing techniques as well as improved my ability to adapt to growing online trends. Overall, the wide range of diverse responsibilities provided me with a comprehensive learning experience which played a crucial role in developing my professional and career growth.

1.3.3 Difficulties and Challenges

While the internship program at Design Commune provided me with many learning opportunities, I unfortunately faced a few hurdles that made adapting to the internal workflow of the company slightly challenging. When I joined, there was no formal training program to familiarize new recruits with the firm's workflow and internal toolset. Although my supervisor provided excellent guidance, a structured onboarding training program would have accelerated my understanding of the firm's internal workflow. Initially proactively adapting to different communication styles and mediums during my internship presented some challenges. Thirdly, as an intern, I lacked the practical experience in assisting with human resource functions which caused few difficulties adapting to their workflow. Also, unclear expectations caused confusions and feeling undervalued. However, these experiences ultimately taught me how to proactively adapt to unfamiliar workflow and adjust to new situations quickly.

1.3.4 Recommendations to The Company

Based on my experiences during the internship and the challenges I encountered, I am presenting the following recommendations to enhance the onboarding process for newcomers. Establishing a structured onboarding program for interns and new employees would significantly improve their initial understanding of company internal workflow. Also, encouraging regular communication and collaboration between departments using the same communication medium could potentially create a clear communication system. These recommendations are aimed at improving the overall experience for future interns and are based on my observations during my time with the firm.

Chapter 02

Overview and Analysis of the Organization

2.1 Introduction

This chapter of the internship report provides a snapshot of the organization's internal structure and how each department functions on a day-to-day basis. It includes a brief history of Design Commune, a thorough analysis of its management system and operational process and the marketing strategies that helps the firm secure potential clients on a global level. A comprehensive analysis of the firm can be found at the end of the chapter showcasing the firm strengths and weaknesses as well as opportunities and threats.

2.1.1 Limitations

Collecting the data to prepare this report was somewhat challenging as the primary sources were confidential and restricted to internal use only. Due to the lack of data and nature of high confidentiality, a financial analysis of the firm could not be included in this report.

2.2 Company Background

2.2.1 Brief History

Design Commune was founded in 2021 as an architecture firm, but quickly expanded its services into various areas of the design industry. In the later years, they successfully pivoted to a design consultancy firm offering services in interior design, website design and development, book design, brand identity design etc. They are notably recognized for their success in interior design and website development and have built a reputation for delivering innovative and personalized solutions.

2.2.2 Mission Statement

Design Commune aims to be a leading design consultancy firm, known for its creative solutions and strong client connections. They are passionate about delivering high-quality personalized design solutions that help their clients succeed. They are also committed to creating more job opportunities in the design industry and supporting new talents.

2.2.3 Vision

Design Commune's vision is to deliver creative and impactful design solutions and build long-lasting connections with their clients. Their core vision is to be a trusted resource for a wide range of design needs, with expertise in interior and website design.

2.3 Management Practices

2.3.1 Organizational Structure & Leadership Style

Design Commune's organization structure is much more decentralized, less hierarchical and has close to no middle managers in between departments. Employees have freedom and authority to participate in core functionalities of the firm. Employees also can communicate and report directly to department heads which leads to a more open and faster decision-making process. This type of organization structure is commonly known as flat organization structure. This structure is particularly advantageous for growing startups such as Design Commune.

As Design Commune has fewer layers of management, employees directly communicate with department heads which results in a much more efficient communication system and reduces

the chance of miscommunication and information loss. The decision-making process is much streamlined due to having fewer middle managers. Also, as employees are granted with authority to make decisions and take actions, decision-making is much more agile and faster. Besides having a decentralized communication system and faster decision making, the firm reduces its expenses significantly by minimizing management positions which is beneficial for a growing startup like Design Commune. Lastly, since employees have more authority, they are usually very motivated, engaged and always working towards more innovative solutions.

2.3.2 Human Resource Functions

Recruitment & Selection Process

Design Commune uses a traditional recruitment and selection process. The first step involves screening resumes of applicants to ensure they fit the minimum requirements of the job description. After screening, selected candidates are asked for an interview to have a good assessment of their basic qualifications, communication skills and check if the candidate is a good cultural fit for the firm. After the interview, the human resources team runs a thorough analysis of the candidate's skillset and qualifications and to see if they are a good fit for the job. Lastly, a job offer letter gets sent to the selected candidate which includes job description, joining dates, working hours, benefits, company policies etc.

Employee Engagement

Design Commune participates frequently in social events and team-building activities to ensure the employees are highly committed and enthusiastic towards their work. Recognition for employee's hard work and rewards are given frequently to keep employees motivated and engaged.

Performance Management

Performance Management at Design Commune gets conducted quarterly by monitoring individual performance and gathering feedback from colleagues to ensure each employee's performance holds up to the firm's standard. This is a key process to determine how much compensation and benefits each employee will receive.

Compensation and Benefits

Design Commune provides a competitive compensation and benefits package. Annual performance bonuses are awarded based on individual contributions. Additional benefits include a festival bonus, paid time-off and flexible work schedules. However, the company does not offer any insurance coverage of any kind at the moment.

Employee Relations

The human resource department conducts periodic surveys and gathers anonymous feedback from employees to ensure the relationship between the employee and the firm stays strong and highly positive. An exit interview also gets conducted for employees leaving the organization to gather valuable insight on how to provide a better employee experience and maintain strong employee-employer relations.

2.4 Marketing Practices

Design Commune, a growing design consultancy startup, primarily focuses on digital marketing to advertise their design solutions. They primarily focus on providing solutions to new startups who need assistance with website design/development and interior design. The

core marketing strategy for Design Commune is to showcase their portfolio on the official website and social media platforms like Facebook and Instagram to attract potential clients and demonstrate their design capabilities.

Core Services

Design Commune specializes primarily in interior and website design & development. They also offer a wide range of design services such as graphical book design, company branding including logo, brochures etc., and posters designs.

Target Audience

Interior design solutions primarily cater towards a demographic of middle-aged and older men and women, mainly homeowners or those managing or owning commercial businesses. For website design and development, Design Commune targets young startups, typically in the tech and creative sectors, who require a strong online presence to establish themselves in the market.

Marketing Strategies

Design Commune's marketing efforts are primarily focused on digital mediums that help reach a broader and more engaged client base. The following explains the key marketing strategies employed to achieve Design Commune's vision.

Social Media

Design Commune utilizes social media platforms, mainly Facebook and Instagram, to regularly share promotional content that highlights completed projects and showcases the firm's design capabilities. This approach is extremely effective in attracting clients with

similar design taste and establishing strong connections with potential clients. Social media helps reach global audiences effectively especially with the clever use of tags. Also a consistent digital presence is essential for maintaining brand visibility and maintaining connections with potential clients.

Showcasing on Website

A dedicated showcase of projects is being developed for the official Design Commune website. This strategy aims to provide potential clients with a solid understanding of the firm's design style, and work expertise. The website will serve as a central hub for potential clients seeking more in-depth information about Design Commune's past works.

Client Reference

For Design Commune, client reference is a valuable method for acquiring new clients. This process involves current clients recommending Design Commune's services to other businesses. It is an effective way to build trust and maintain strong client relationships.

2.5 Operations Management

For Design Commune, a design consultancy firm, Operations Management includes the planning, execution, and control of key service offerings. This approach ensures timely delivery of services while maintaining a high standard of quality. Google Calendar and Trello are utilized for planning and scheduling tasks within the organization.

Given Design Commune's limited workforce, challenges often arise when multiple clients require assistance simultaneously. To address these challenges, the firm typically hires contract-based part-time employees for specific projects that ensures timely completion.

Prior to presenting the final work, all projects undergo several quality assurance stages to guarantee that the completed work aligns with the firm's design standards. A minimum of 15% of the total project timeline is typically dedicated to refinement and polishing the designs.

For instant communication between departments and employees, they use Google Meet, Zoom and WhatsApp internally. Google Sheets and Drive are utilized for processing and storing data safely on the cloud. Optimized operations management like this ensures staying competitively advantageous and maintaining efficient workflow within the firm.

2.6 Industry and Competitive Analysis

2.6.1 Porter's Five Forces Analysis

Forces	Score	Notes
Threat of New Entrants	Medium	Low barrier to entry due to accessible tools & platforms
Bargaining Power of Suppliers	Low	Many design software alternatives exist
Bargaining Power of Buyers	High	High competition allows clients to easily switch firms
Threat of Substitute Services	Medium	Freelancers & AI tools are being increasingly available
Intensity of Competitive Rivalry	High	High competition

Threat of New Entrants

Now-a-days starting a design consultancy firm has a relatively lower barrier of entry due to the wide availability of specialized graphic design toolset and online platforms that promote freelance work. To complete, Design Commune focuses on offering unique services, providing personalized solutions and maintaining long-term client relationships.

Bargaining Power of Suppliers

Design Commune does not have many direct suppliers in the traditional sense. The suppliers for their case may primarily include software providers. The bargaining power of suppliers is low due to the wide availability of design software such as Adobe Creative Suite, CorelDraw, Affinity Suite as well as many open-source solutions. Exploring alternative solutions and training the workforce at Design Commune with them lessens any supplier power.

Bargaining Power of Buyers

As the competition in the design industry is fierce, the clients have somewhat high bargaining power. Clients can very easily find another design firm that provides similar services within a similar price range. Providing personalized solutions with competitive pricing and maintaining strong client relationships reduces this influence to an acceptable range.

Threat of Substitute Services

Due to wide availability of freelance designers and rise of AI-powered tools such as Dall-E, Stable Diffusion, FLAX and many more, the threat of substitute services for Design Commune is slowly increasing. To combat this, the firm is pushing towards providing more

robust and unique solutions with personalized touch and evaluating the possibilities of entering in newer platforms such as VR, AR, XR, gaming etc.

Intensity of Competitive Rivalry

The design industry is highly competitive especially with the increasing number of startups and freelancers. This competition may lead to forcefully reducing pricing to stay competitive. To have a competitive edge in the growing industry, Design Commune tries to stand out with their specialized and unique design solutions with focus on building strong relationships for future projects. They are actively working on creating stronger brand identity and more consistent design solutions to gain competitive advantage.

2.6.2 SWOT Analysis

SWOT analysis is an analytical technique used to evaluate the company's competitive advantage, areas for improvement, opportunities and potential risks. (Kenton, 2025). The SWOT analysis of Design Commune is explained below:

Strengths

Creative Workforce: Despite being limited in number, Design Commune's workforce hold incredible skillset to stay competitive within the industry.

Strong Client Relationships: Employees of Design Commune maintains long-term relationships with clients who often provide positive testimonials and referrals to help secure new potential clients.

Agility and Flexibility: Due to the adaptation of flat organizational structure, the firm is much more agile and efficient with its daily operations and can adapt to the growing industry trends more effectively.

Weakness

Lack of Resources: For a growing startup, maintaining enough resources to compete with large agencies is extremely challenging. Financial constraints make it difficult to invest in larger workforce, marketing strategies, training and development programs and new technology. A small workforce makes managing multiple projects simultaneously frustrating and challenging.

Reliance on Key People: The firm's success is heavily influenced by its founding members. This dependency creates a potential risk of failure if those members depart.

Limited Services: The range of services offered may be limited compared to larger agencies due to mainly lacking in manpower.

Scalability Challenges: The firm may struggle to handle a significant increase in work or clients while maintaining the same level of polish in solutions.

Opportunities

Growing Industry: The design market is growing substantially due to the increasing number of startup launches, prioritizing in user experience and so on. This situation offers a chance to add more services and maintain a sustainable business.

Embracing New Technologies: New technologies such as artificial intelligence, virtual reality, augmented reality, and mobile platforms create opportunities for innovative design solutions. Supporting these platforms can provide a competitive advantage and attract clients seeking modern approaches.

Outsourcing: By employing remote workers around the world, the firm can reduce cost, maintain global talent, increase efficiency and flexibility.

Threats

Increasing Competition: As the industry grows, so does the competition. The rise of individual freelance designers is a huge threat to design consultancy firms like Design Commune.

Changing Client Preferences: Clients' preferences and taste on design changes frequently which make delivering solutions that meet the expectations challenging.

Availability of AI Tools: AI design tools such as. Dall-E, Midjourney, Stable Diffusion, Flax etc. are slowly becoming a full-time replacement for design consultancy firms altogether. The availability of AI tools can be debated as an opportunity to the firm as well.

Retention: Retaining skilled design professionals at a very competitive industry seems somewhat challenging for small startups such as Design Commune. Competing with larger agencies in retention strategy is challenging for the firm.

2.7 Recommendations

Even though Design Commune's core functions are efficient, I strongly believe there are more rooms for improvement. To boost employee experience through human resource activities, the firm can adapt following strategies - increasing team-building activities to boost engagement, providing enriched compensation and benefits packages, conducting training and development programs, offering career growth services such as mentoring, counseling etc., providing feedback frequently and so on. Their marketing strategy could be improved by participating in client outreach programs such as newsletter, educational webinars, hosting design hackathons etc. Lastly, they can automate many manual tasks using tools like Zapier. These recommendations are based on my understanding and experiences and aimed at improving the firm's functions to more efficient and cost-effective solutions.

2.8 Summary and Conclusion

Summary

Design Commune started in 2021 as an architecture firm, but it quickly grew to offer more design services. This chapter breaks down how each department of Design Commune functions. They have adapted flat organisational structure to maintain a cost-effective and fast decision making process while maintaining high employee engagement. The key human resource practices of Design Commune includes screening resumes, conducting interviews & hiring employees, participating in team-building activities to increase employee engagement, conducting performance management to calculate compensation and benefits and maintaining strong employee-employer relationships. For marketing strategies, they have adapted primarily digital marketing to reach a wider audience globally. The marketing practices include posting promotional content on social media and showcasing completed projects on

the website. Lastly, a Porter's Five Forces analysis and SWOT analysis explained the firm's strengths and weaknesses as well as threats and opportunities so that we can see a clearer picture of Design Commune as a whole.

Conclusion

In conclusion, chapter two of the internship provides a snapshot of Design Commune's internal structure and how each department operates to maintain its competitive advantage in the growing industry. It is evident that the company values both innovation and strong employee relationships. This through analysis of the firm shows Design Commune as a well-organized company with a focus on growth and strong team spirit.

Chapter 3

Key Human Resource Practices of Design Commune

3.1 Introduction

Working closely with the human resource team and thoroughly analyzing its key functions allowed me to grasp a proper understanding on how efficiently the human resource department operates at the firm. This chapter of the internship report breaks down Design Commune's core human resource practices such as recruitment & selection, employee engagement, performance management and compensation & benefits. The study is composed of three parts. The first part explains the key human resource practices at Design Commune, followed by a questionnaire to identify problems with these practices by analyzing its effect on the workforce and lastly a set of recommendations to improve its human resource functions.

3.1.1 Objectives

The primary objectives of this analysis are:

- To gain a solid understanding of Design Commune's current human resource policies and practices
- To assess how effective human resource department's daily operations are
- To evaluate how impactful these practices are on the workforce
- To identify potential areas for improvement within the firm's internal workflow
- To provide actionable recommendations for more streamlined processes

3.1.2 Significance

From this study, I gained a strong understanding about Design Commune's human resource policies and how its practices are put into action. This study helped me understand how impactful these human resource practices are on the firm's workforce. After gathering feedback from a set of questionnaires, I was able to pinpoint the gaps in the operations which caused dissatisfaction for the employees. The added recommendations can result in a significantly better employee experience and overall increased efficiency in the firm's daily activities. Ultimately, working with the human resource team and analyzing its function provided me hands-on experience on how to effectively run human resource tasks on a daily basis.

3.2 Methodology

3.2.1 Research Method and Design

This study uses a standard traditional structured method where primary data was collected through various types of questionnaires. The research design uses a qualitative method to conduct the study by analyzing from both primary and secondary data to understand how the human resource practices are put into action at Design Commune. A questionnaire was also conducted to gather feedback on how these practices impact its workforce.

Research Questions

1. What are the common practices of recruitment and selection at Design Commune?
2. How does Design Commune keep employees engaged?
3. What are some common ways of measuring employees' performance?

4. What does the compensation and benefits package include for full-time employees at Design Commune?
5. What are key practices of administrative functions of human resources department?

3.2.2 Sample Size

Since Design Commune is relatively a newcomer in the industry, its workforce is somewhat small. Hence, preparing an adequate sample size was incredibly challenging. For the questionnaire, I was able to gather data from four employees of the Design Commune. These employees were selected to represent different departments so that they can provide a wide range of viewpoints on human resource practices and its potential improvements.

3.2.3 Data Sources

Both primary and secondary data were used in this study. Primary data was gathered from a set of questionnaires and conversations with employees from various departments. Secondary data was fetched from online articles and videos.

3.2.4 Data Collection Technique

The primary data has been gathered from a set of in-person formal questionnaires. Working directly with the human resource team provided a solid source of data for this study as well. Rest are collected from discussions with employees representing different departments. The questions used to gather feedback on how these practices impact the employees are provided in the coming section.

3.2.5 Data Analysis Process

The responses gathered from the questionnaires were carefully analyzed to provide a clear picture of current human resource practices at Design Commune. Both primary and secondary data was reviewed for common trends, correlation and patterns related to recruitment, selection, training, performance management, employee well-being and other human resource practices.

3.3 Findings and Analysis

3.3.1 Key Human Resource Practices in Design Commune

Employee Management: Recruitment, Selection & Retention

Design Commune employs two primary recruitment strategies: standard and contract-based.

Standard Recruitment: Standard recruitment involves hiring full-time employees who receive standard employee benefits. They are considered as permanent members of the company with no specified end date.

Contract-based Recruitment: Contract-based recruitment is used for specific projects and involves hiring employees for a defined duration. These contract employees do not receive the same benefits as full-time staff, and their compensation and terms are determined by the project requirements and individual performance.

Firstly, to attract talent, job announcements are usually posted on social media platforms and on the official website of Design Commune.

The initial phase of recruitment and selection involves resume screening where the preliminary review of candidates takes place to ensure that candidates meet minimum requirements for consideration. This process includes a thorough evaluation of educational background, work history, and relevant work experience.

After preliminary selection from screening, candidates are invited for an interview, typically held in office space. For those unable to attend in person for some reason, online interviews are available upon manual request. During the interview, the interviewer assesses basic qualifications, role suitability, and communication skills, with a focus on determining cultural fit within Design Commune. Candidates are also required to complete a personality test.

The selection process begins shortly after the interview takes place. This is an internal review system that involves a thorough analysis of the candidate's application, resume, interview and any other relevant data to determine their suitability for the position. A manual background check is also conducted to verify the accuracy of information provided before a job offer letter gets sent out.

Once the Human Resource department confirms that the candidate is a good fit for the firm, a formal job offer letter gets sent to the candidate. This letter includes the job description, salary, working hours, employee benefits, and the company's terms and conditions.

As of writing this report, the firm does not offer any training and development program to the newly recruits. However, they are working on implementing a proper training program for the newly appointed employees so that they can have a head start with the firm's internal workflow.

To keep top employees retained, Design Commune provides competitive salary, compensation and benefits that aligns with industry standards. They also provide flexible work arrangements such as working from home.

Employee Engagement

Employee Engagement refers to the dedication and commitment of an employee towards their job and how connected they feel with the organization. (Smith, 2025) Employees with more engagement and enthusiasm usually go the extra mile when it comes to attention to details resulting in higher quality service offerings. A focus on engagement leads to better teamwork, friendlier work environment, less turnover, high quality production and an overall efficient business.

Here are five key methods for employee engagement in Design Commune:

Regular Feedback: Employees at Design Commune get feedback about their performance frequently. Receiving feedback on how they are performing is a great way to be motivated about their work and feel valued to the firm. Understanding where each employee is lacking is a great first step to sharpen their professional skillset.

Recognition and Reward: During my internship, I noticed that good work from any employee gets acknowledged and appreciated by small rewards on a daily basis. This greatly boosts team morale and encourages engagement at the firm.

Team Building Activities: At Design Commune, during festivals or social events, employees participate in fun activities outside of their regular activities to promote cross-department collaboration. This also helps employees to get connected with other team members on a personal level.

Open Communication: Open communication allows everyone to feel like they are being heard and valued to the firm. This is great for building trust among employees and fixing communication barriers.

Opportunities for Growth: Design Commune offers many opportunities for professional growth which helps employees stay engaged with the firm. These opportunities include mentoring, occasional training, career counseling and feedback.

Performance Management

Design Commune periodically measures employee performance to provide feedback and a well-deserving benefits package. This process includes tracking progress periodically, providing feedback and communicating with employees about the firm's goals and how to achieve them.

Here are the five most used methods for Performance Management in Design Commune:

Management by Objectives (MBO): Management by Objectives, also known as MBO, is a process where managers and employees communicate about their needs and goals and how to track and evaluate work progress. (Gouldsberry, 2024) Design Commune uses this method

primarily with contract-based part-time employees to set project goals and how to evaluate individual performance.

360-Degree Feedback: 360-Degree feedback refers to gathering information about individual employees about their strengths and weaknesses from their colleagues. (Gouldsberry, 2024) Design Commune uses 360-Degree feedback internally to evaluate each others' strengths and weaknesses and analyze how to improve their shortcomings.

Regular Feedback: Managers at Design Commune regularly monitors and evaluates employee performance and provides feedback on their performance. This process increases performance as well as employee engagement.

Compensation and Benefits

A good compensation and benefits package attracts and retains top tier talents. This is also a huge motivator factor for employees as they feel valued. A well-designed compensation and benefits package includes financial incentives as well as other perks that meet Maslow's hierarchy of needs.

Design Commune offers various types of compensation and benefits to its employees which are explained below:

Competitive Base Salary: Design Commune offers employees a base salary based on individual skill and work experience which remains highly competitive with the industry standards. Salary raises are determined by individual performance and overall firm's growth.

Performance-Based Bonuses: Design Commune often offers performance-based bonuses to employees who show outstanding performance, finishes before deadlines or contributes to budget surplus. This bonus is applicable for both full-time and contract-based employees. A percent of the employee's total salary gets awarded as a bonus for their achievements. Other types of small rewards such as. Gift cards, exhibition tickets, enrollment to training programs etc. are provided as well.

Profit Sharing: Key employees of Design Commune get a percentage of the firm's total earnings yearly as a compensation for helping the firm reach financial success.

Paid Time-off (PTO): Design Commune offers up to ten days yearly as a paid time-off for resting, taking vacation, spending time on personal matters or taking care of mental well-being. The request for the time-off must be submitted at least two weeks in advance.

Flexible Work Arrangements: Design Commune often does not enforce a nine-to-five work routine. Key employees have the flexibility in choosing work location and schedule. Eligible employees are also provided with the option to work from home for health concerns up to two days per week.

Design Commune is also working on bringing more additions to the benefits package including health insurance, retirement plans and wellness programs.

Employee Relations

Design Commune continuously works towards a stronger employer and employee relations by implementing a transparent and open communication system, providing career growth

opportunities, providing constructive feedback, acknowledging and rewarding hard work etc. The firm's flat structure allows employees more authority and freedom in decision-making which further strengthens employee relations as well.

Administrative Functions

Payroll Processing: This function involves calculating employee salary, bonuses or deductions in a timely manner. Accurate and fast payment helps in increasing employee satisfaction.

Benefits Management: Keeping a record of employee performance and calculating the amount of benefits based on that helps distributing a fair and rewarding benefit package. This is a key function of the human resource department at Design Commune.

Maintaining Employee Records: Maintaining an accurate record of employee information such as name, date of birth, national identification, resume etc., contract details such as salary, benefits, duration (if applicable) etc., performance review, attendance record and other confidential data including tax information, bank data etc. is one of the most important functions of the human resource department at Design Commune.

Onboarding New Recruits: To ensure a smooth onboarding, the human resource department at Design Commune helps new recruits with initial paperworks including non-disclosure agreements, code of conduct, harassment policy etc. and internal access to the office space and digital space.

Offboarding Departing Employees: For departing employees, the human resource department manages an exit interview to gather valuable feedback on the firm's internal practices and how to improve on retention strategies and overall employee satisfaction. This step also includes providing final paycheck, ensuring severance packages and retrieving any firm's property belonged to the employee.

Leave Management: Tracking employee attendance, vacation, sick leaves and paid time-offs is an important function of the human resources department at Design Commune since it ensures accurate payroll calculations and maximizes employee satisfaction.

Compliance Tracking: Staying up to date with Bangladesh's employment laws and regulation and enforcing them to the workforce accordingly is a crucial function of Design Commune as it protects the firm from potential legal issues.

Policy Enforcement: Lastly, a key process of administrative functions of the human resource department of Design Commune is to enforce its internal policies and code of conduct to ensure a safe and fair workplace for every employee.

3.4 Questionnaire

Questions were asked in four sections to understand how each key practice of human resource affects the employee at Design Commune. I added answers as a collective form for ease of understanding and maintaining anonymity.

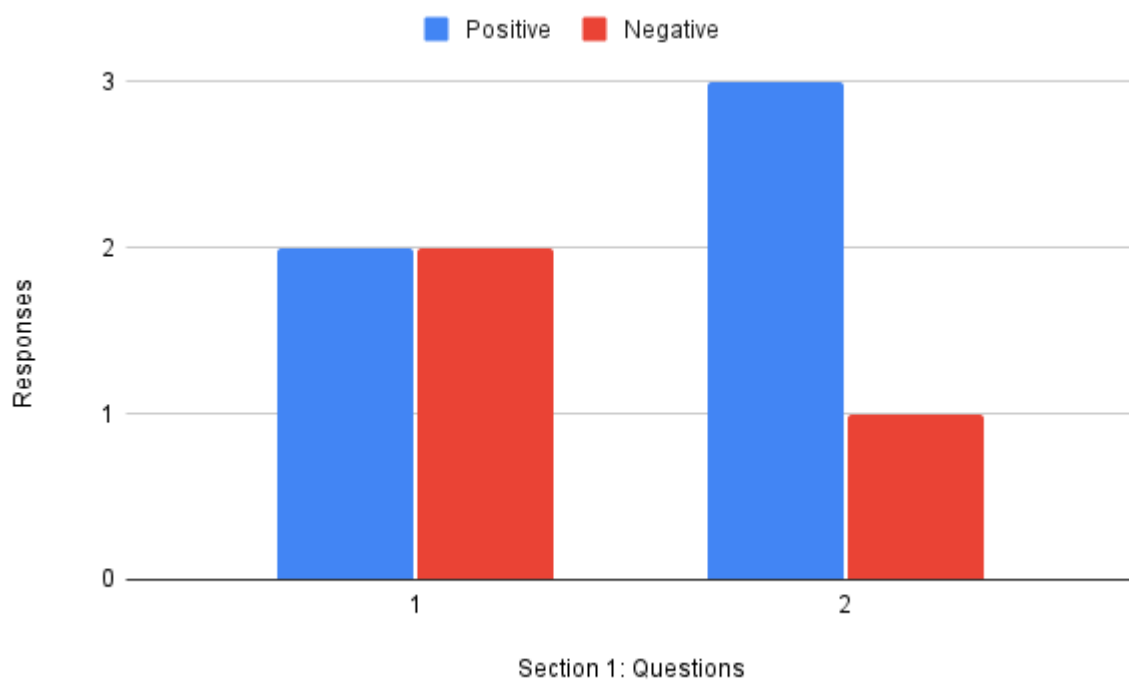
Section 1

1. Do you feel like the firm offers good opportunities for professional growth and learning programs for your role?

Opportunities for growth and training programs are a strong factor in understanding employee engagement, job satisfaction and retention strategies. Lack of opportunities and learning programs can lead to slow professional growth resulting in turnover and lack of job security. The responses included both positive and negative feedback.

2. How easy was it to get the support and resources you needed when you started your job?

A smooth onboarding experience creates a positive first impression. Issues here can lead to early frustration and impact job satisfaction. The majority of the feedback indicated positively. Even though Design Commune does not officially have first-party training and development programs, adequate resources and support for newcomers are provided.



Section 2

1. Do you feel like your opinions and ideas are valued at work?

Feeling heard is vital for employee engagement and employee relations which leads to overall better job satisfaction. It also allows open communication. It indicates if employees feel valued and an important addition to the team. Responses were somewhat positive. Most employees at Design Commune feel their opinions and ideas are valued and taken into serious consideration.

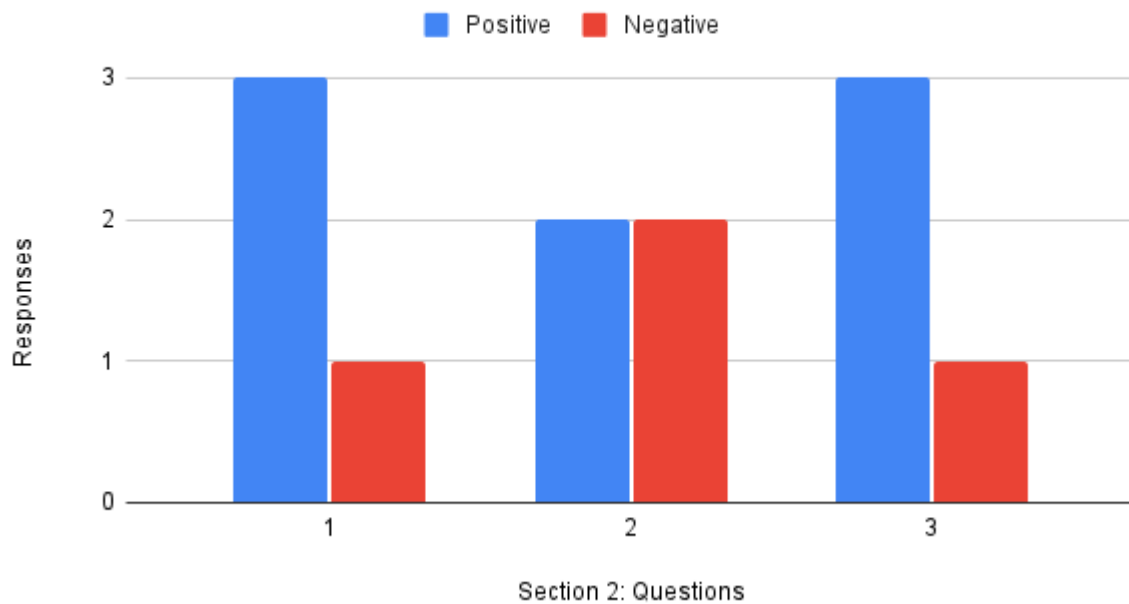
2. Do you feel a sense of belonging and connection with your colleagues?

A safe, inclusive and welcoming work environment boosts morale and motivation. Strong relationships reduce stress and increase job satisfaction. A mix of positive and negative responses were found in the answers. Few employees mentioned disconnection from their colleagues.

3. Do you often have opportunities to collaborate and work on projects with other team members?

Collaboration increases employee engagement and open communication cross-department. Limited collaboration can lead to isolation and reduced engagement. Responses were mostly positive. Due to having fewer barriers between departments, many cross-department collaborative projects take place at Design Commune and most employees seem to be in favor of it.

Employee Engagement



Section 3

1. Do you receive feedback frequently on your work and areas to improve?

Frequent feedback helps employees understand which areas they need to grow. Lack of feedback leads to low employee engagement. The responses presented a mixed picture. Most respondents shared that feedback was adequate.

2. Are performance goals clear and achievable?

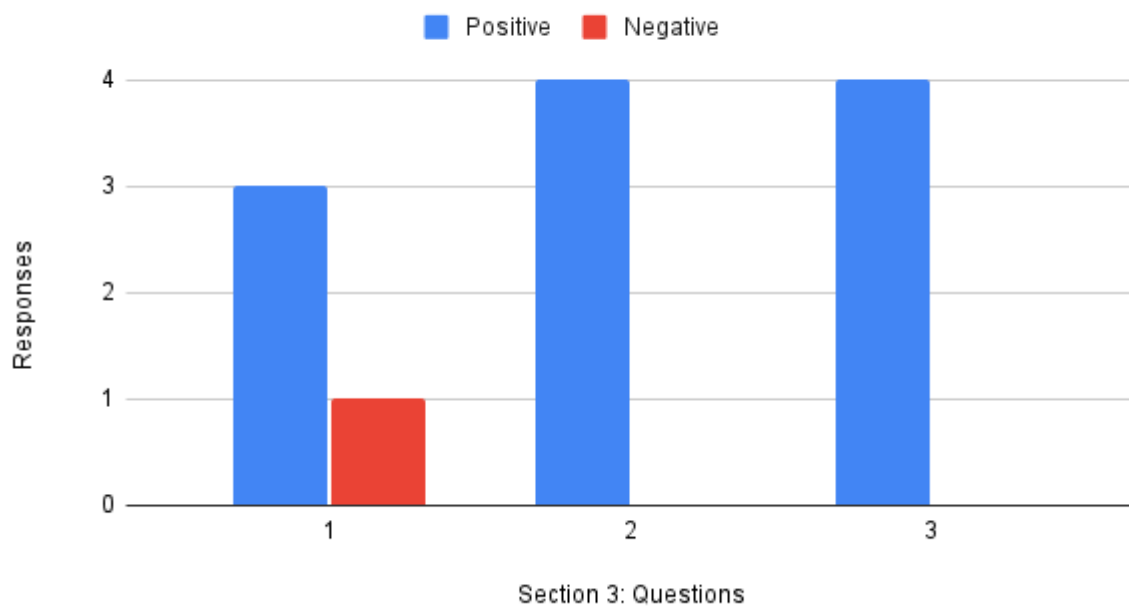
Setting clear and achievable goals makes employees motivated and helps measure performance. Unrealistic goals can lead to frustration and demotivation. Responses were all positive. There seems to be less communication errors in communicating project goals.

3. Do you feel performance reviews are fair and constructive?

A fair and constructive performance review helps employees be more motivated and engaged with the firm. Negative, subjective reviews can impact morale which leads to job

dissatisfaction and turnovers. The feedback was consistently positive. From this questionnaire, it is clear that employees at Design Commune are satisfied with its performance review policies.

Performance Management



Section 4

1. Do you believe your salary is fair compared to similar roles in the design industry?

Competitive pay is important for attracting and retaining talented employees. Feeling undervalued can lead to dissatisfaction and turnover. Responses for this question were mixed. Few employees shared dissatisfaction with the salary and benefits package.

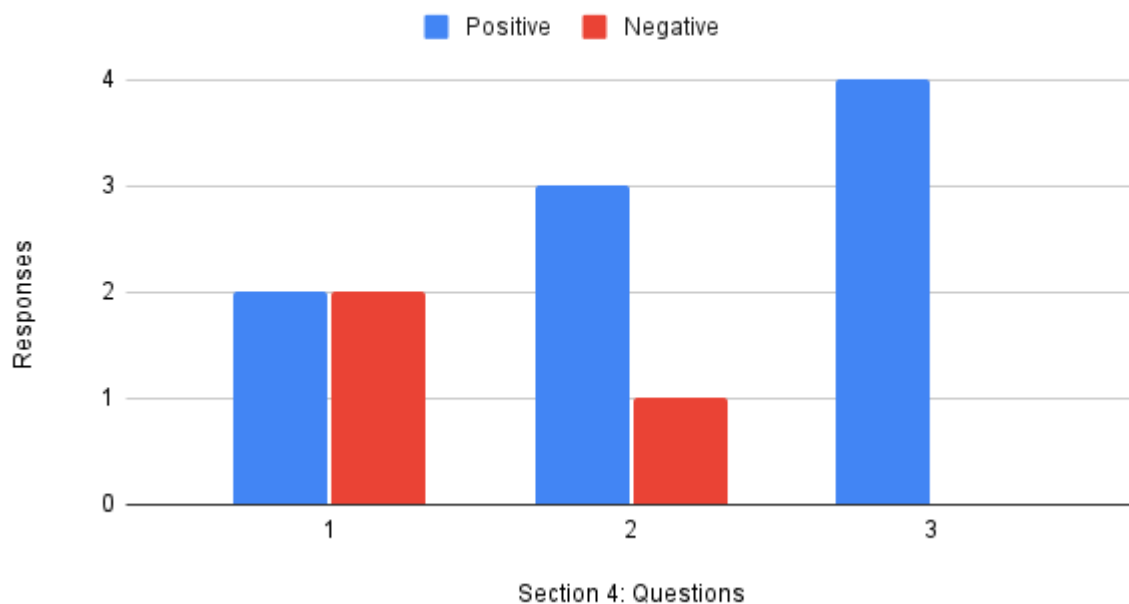
2. Are the benefits offered (health, vacation, etc.) adequate for your needs?

Benefits demonstrate care for employee wellbeing. Insufficient benefits can be a source of stress and demotivation. Responses were mostly negative. Most respondents seem to be dissatisfied about the lack of benefits such as health insurance.

3. Are you satisfied with the transparency around how salary increases and bonuses are determined?

Transparency builds trust and reduces feelings of unfairness. Lack of clarity can breed resentment and a hostile work environment. The responses included both positive and negative answers.

Compensation & Benefits



3.5 Problem Recognition

High Employee Turnover Rate: As of this writing, Design Commune has a relatively high employee turnover rate for full-time employees primarily due to lack of strong retention practices. As a result of that, the firm seems to be struggling with maintaining a consistent skillset.

Low Employee Engagement: From analyzing the data from the questionnaire, the employee engagement rate at Design Commune seems to be relatively low. Employees are feeling somewhat disengaged with the firm.

Lack of Training and Development Programs: Employees at Design Commune do not strongly feel about professional growth and development as the firm lacks training programs for skill development.

Lack of Health and Insurance Benefits: Few employees shared dissatisfaction with benefits packages as Design Commune does not offer health or medical related benefits and insurances. This causes demotivation and disengagements from work.

Burn Out and Frequent Sick Leave: Team members are working overtime as workload seems to be overwhelming due to limited workforce which leads to burnout and demotivation. The number of sick leaves taken from employees is increasing which is impacting project delivery at a timely manner.

Heavy Reliance on Manual Processes: The firm is operating its day-to-day tasks with many paper-based manual approaches and time-consuming repetitive tasks. This is slowing down workflows and hindering efficiency.

3.6 Recommendations

Implement more retention strategies to address turnovers: To address turnover, Design Commune should prioritize on implementing retention strategies such as providing more

competitive compensation and benefits packages, cultivating a fair and safe work environment and providing opportunities for career development and growth such as mentoring, training, career counseling, promotion opportunities etc.

Boosting Employee Engagement: Design Commune should emphasize activities that boost employee engagement. Activities such as collaborative cross-department work, acknowledgement of hard work, and providing constructive feedback can boost employee engagement substantially. (Cecchi-Dimeglio, 2024) A better work culture should be implemented to foster a safe and engaging work environment.

Improving Training and Development Program: To boost employee's professional growth and development, Design Commune should conduct internal training and development programs that enhance employee's skillset and knowledge.

Adding Health and Insurance Benefits: Employees will feel more safe and work together to build a friendly and less hostile work environment. Having insurance as compensation ensures job security and retention.

Combating Burnout and Excessive Leaves: Hiring more contract-based part-time employees can be a reliable way to tackle working overtime. Counselling sessions should be organized by the human resources department at Design Commune to manage employee's stress and help with overcoming burnout.

Streamline Workflow With Automated Tools: Manual repetitive tasks can be tackled by using third-party automation softwares or in-house softwares built for specific purposes.

Slowly transitioning to a digital system can increase efficiency compared to manual paper-works.

3.7 Summary and Conclusion

Summary

The purpose of a thorough analysis of the key human resource practices is to understand how these activities affect the employees and identify potential problems that may cause employee dissatisfaction.

The recruitment and selection process stays traditional at Design Commune which involves shortlisting potential employees from resumes, conducting interviews to assess basic qualification & communication skills and lastly internally analyzing to determine whether they are a good fit.

Design Commune keeps employees engaged throughout various stages of providing regular feedback, recognition and rewards, opportunities for career growth and team-building collaborative activities.

To provide compensation and benefits for employees' hard work, initially performance of each individual gets assessed by various pipelines of internal tools. Their compensation and benefits package includes bonuses, profit sharing, paid time-off etc.

From the carefully designed questionnaire, I was able to identify a few problems generating from the inefficiencies of these practices for example, high turnover rate, low employee engagement, lack of career growth, lack of medical insurances as benefits and few others.

Lastly, I provided a few recommendations to tackle these shortcomings such as introducing training and development programs, adding health benefits as a retention strategy, increasing cross-department collaborative works among many more.

Conclusion

In conclusion, through this comprehensive study, I was able to outline key human resource practices of Design Commune, how they are put into action and its effect towards the workforce, and provide actionable recommendations that will help the firm tackle its shortcomings.

The improved human resource workflow can result in Design Commune having a much more engaged workforce with job security and an efficient human resource workflow that enhances employee experience at the firm.

References

Kenton, W. (2025, May 28). How to perform a SWOT analysis. *Investopedia*.

<https://www.investopedia.com/terms/s/swot.asp>

Smith, T. (2025, August 22). Employee Engagement Strategies: Boost Productivity and Morale. *Investopedia*. <https://www.investopedia.com/terms/e/employee-engagement.asp>

Gouldsberry, M. (2024, August 16). Best Performance Management Approaches and Models. *Betterworks*. <https://www.betterworks.com/magazine/performance-management-approaches>

Cecchi-Dimeglio, P. (2024, June 14). Six Effective Strategies To Enhance Employee Engagement. *Forbes*.
<https://www.forbes.com/sites/paolacecchi-dimeglio/2024/06/14/six-effective-strategies-to-enhance-employee-engagement>