

Report On
“Understanding Workplace Dynamics and Employee Satisfaction
of BFS Partners Ltd.”

By

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An internship report submitted to the BRAC Business School in partial fulfilment of the
requirements for the degree of
Master of Business Administration

BRAC Business School
BRAC University
15th November 2024

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Nazia Khan Eusufzai
Student ID

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Letter of Transmittal

Dr. Syed Far Abid Hossain
Assistant Professor,
BRAC Business School , BRAC University
Kha 224 Bir Uttam Rafiqul Islam Avenue,
Merul Badda, Dhaka

Subject: **Submission of Internship Report**

Dear Sir,

I am pleased to present my report on "**Understanding Workplace Dynamics and Employee Satisfaction at BFS Partners Ltd.**" In this report, I gathered a lot of information to support my findings. This report has provided me with a valuable opportunity to explore various work environments and assess employee satisfaction about human resources practices.

I trust that this report will meet your expectations. I graciously welcome any suggestions or requests for clarification.

Sincerely yours,

Nazia Khan Eusufzai
Student ID: 22364046
BRAC Business School
BRAC University
Date: November 15, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between “BFS Partners Limited” and the undersigned student at BRAC University, Nazia Khan Eusufzai, ID: 22364046

Acknowledgement

This internship has been a great opportunity for my learning and professional growth. It has helped me understand the real world beyond the classroom. During this experience, I improved my people skills and self-confidence, learned about the office environment, and met wonderful professionals who guided me through my internship.

I want to thank my supervisor, Dr. Syed Far Abid Hossain, from BRAC Business School at BRAC University. Even with his busy schedule, he listened to me and kept me on track. I appreciate his helpful suggestions and guidance that allowed me to organize my report effectively.

I also want to thank Mr. Rahul Ganguly, who taught me a lot of practical skills and helped me navigate the more complex parts of the job. His support and advice helped me do well in my work and make a meaningful contribution to the company.

Finally, I am grateful to everyone who helped me with my report. I consider this internship an important step in my career development. I will use the skills and knowledge I gained and continue to improve myself to reach my career goals.

Executive Summary

BFS Partners Ltd. is a Chartered Accountancy Firm based in Australia. Established in 2009 in New South Wales, the firm has been providing excellent taxation and business services to its clients. During my time at this company, I have noticed significant differences between its work system and that of Bangladesh. This observation sparked my interest in understanding the workplace dynamics and employee satisfaction at BFS Partners Ltd. In this report, I have come to recognise the growing need for a dedicated HR department within organizations. In an era of globalization, local companies in Bangladesh are eager to affiliate with foreign counterparts to enhance their operations; however, the lack of a prioritized HR function is leading to losses. To compete effectively, these companies must adapt their work systems to align more closely with international standards by establishing standardized HR departments. This study discusses ways to bridge the gap in HR practices and explores how such changes can foster work-life balance and improve employee satisfaction. The data presented in this report were collected through surveys, and the interpretations of this data are included for better understanding. Finally, several recommendations are offered to outline actionable steps that can be taken to address these issues.

Keywords: *BFS Partners Ltd; Chartered Accountancy; Taxation; Workplace Dynamics; HR Department; Employee satisfaction.*

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List of Acronyms

HRM	Human Resource Management
ID	Identification
CA	Chartered Accountancy
BD	Bangladesh
TPB	Tax Practitioners Board
ICAA	Chartered Accountants of Australia
ASIC	Australian Security and Investment Commission

Chapter 1: Overview of Internship

1.1 Students Information

Details	Information
Name	Nazia Khan Eusufzai
ID	22364046
Department	BRAC Business School
Program	Internship, Master of Business Administration
Major	Human Resource Management

Table 1 Student Information

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

Details	Information
Company Name	BFS Patterns Limited
Department	Intern, Human Resource Department
Address	House 308, Road 4, Baridhara DOHS, Dhaka., Bangladesh
Period	April 17 to June 17, 2023

Table 2 Internship Information

1.2.2 Supervisors Information:

Supervisors Name	Designation
Rahul Ganguly Titu	Manager, Operations, BFS Partners BD

Table 3 Supervisor's Information

1.2.3 Job Scope- Job Description/Duties/Responsibilities:

- Work with the team to provide valued and accurate solutions.
- Help with daily tasks in the HRM department.
- Assist in hiring new employees and provide data for payroll, such as absences and bonuses.

- Maintain and update HR records, including new hires, separations, and vacation and sick leave.
- Train team members on the latest marketing communications.
- Handle multiple customer inquiries and keep track of daily activities under pressure.
- Complete any extra tasks from the team, like printing and scanning documents.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company:

During my internship at BFS Partners, I learned a lot about what it's like to work in a real workplace. This experience helped me adapt to the company's culture, policies, and procedures. I realized how important it is to take responsibility for my work and keep projects on track. Working in a team can be both challenging and rewarding, especially when people have different ideas and ways of working. I was able to support the team by helping to finish projects. I participated in many projects, which allowed me to communicate more with my colleagues and gain valuable insights. My fresh perspective helped the company find creative solutions as I learned to use important tools and techniques. I joined client meetings and helped my supervisors by sharing insights that came from doing the work. This process benefited everyone in the organization by helping us all develop our skills.

1.3.2 Benefits to the student:

An internship serves as an opportunity crafted for fresh postgraduate students, aimed at nurturing their professional development. Reflecting on the past three months, I recognize that I have undergone a remarkable journey of growth. I have not only become more punctual but have also embraced a heightened sense of professionalism in my work ethic. One of the pivotal lessons I learned in the first couple of months was the crucial importance of applying theoretical knowledge from my studies at BRAC University to real-world situations. This connection bridged the gap between academia and practical application. My experience at BFS Partners has also inspired me to cultivate a mindset that embraces creative thinking and problem-solving. My supervisor played an instrumental role in my development, generously sharing his insights and expertise. His supportive nature fostered an environment where I felt comfortable

seeking guidance, enhancing my learning process. Under his mentor-ship, I developed vital skills that I know will serve me well in my future career endeavor.

The specific skills I honed during my internship at BFS Partners include:

- **Ability to Work Under Pressure:** I encountered situations where I had to juggle multiple tasks while facing intense deadlines, often requiring me to stay late at the office. These experiences taught me invaluable lessons in time management and prioritization, enabling me to work efficiently even in high-pressure scenarios.
- **Teamwork Skills:** The nature of my work heavily emphasized collaboration. Regular communication with my team members was essential; I learned to keep everyone updated and to offer support when needed. This collaborative environment sharpened my ability to function cohesively within a team, appreciating the diverse strengths each member brought to the table.
- **Technical Skills:** During my time at BFS Partners, I was introduced to the Leave Board software for HR management. Navigating this unfamiliar software was initially challenging, but it ultimately connected me to the employee database and streamlined various processes, enhancing my technical proficiency.
- **Personal Development:** My internship experience instilled in me a profound sense of professionalism. I learned the importance of dressing appropriately to convey confidence and competence, consistently being punctual, maintaining confidentiality, and exercising a strong sense of responsibility. Furthermore, I gained insights into the corporate world's rules and nuances, allowing me to adapt and thrive in that setting.
- **People Skills:** Spending three months in an office environment broadened my understanding of professional culture, which I hadn't fully grasped during my academic years. This internship significantly enriched my communication skills, as I regularly interacted with colleagues, supervisors, and external executives. Engaging in conversations with various professionals helped me cultivate my skills, enhancing my ability to articulate my thoughts and inquiries effectively. Overall, these experiences bolstered my confidence in interacting with others, both in formal and informal settings, paving the way for better relationships in my future endeavor's.

1.3.3 Problems/Difficulties (faced during the internship period):

One major limitation I encountered was my lack of knowledge about real-world corporate activities. My supervisors helped me understand the organization's processes and culture.

Because of the pandemic, we are working from home, which has created some challenges. I needed basic training for my home office setup, and I believe the organization should provide this training. A lot of information about clients and the company's structure is confidential and sensitive. I experienced slow access to my desktop, and sometimes the office computers shut down during work, which disrupted my tasks. The workload can vary, leading to many queries at once, which often means working overtime. Although these challenges are mostly short-term, the management quickly finds ways to address them.

1.3.4 Recommendations (to the company on future internships)

- My work on "BFS Partners" has led to several recommendations to improve workplace conditions and support a better work-life balance for employees:
- Provide on-the-job training and job rotation. This will help employees understand the company better and support their growth. HR needs to be actively involved in these initiatives.
- HR should ensure a proper work-life balance by making sure employees follow working hours and training them to manage their time effectively.
- Training is essential in any organization. HR must be professional and organized in running training sessions. This will help employees become more efficient and aware of their responsibilities.

Chapter 2: Organization Part: Overview, Operations, and a Strategic Audit

2.1 Introduction:

BFS stands for "Business & Financial Services." It is a Chartered Accountancy firm located in Australia, with a branch in Bangladesh called BFS Partners Bangladesh. The firm helps clients set up businesses in Australia by offering services in business setup, taxation advice, and bookkeeping. BFS Partners has a team of experienced chartered accountants, with over 20 years of combined experience. Their main goal is to provide high-quality services to clients, supported by a professional team. To meet the needs of their clients, BFS Partners offers tailored solutions and consultancy services. Their partners and qualified accountants follow a strict Code of Conduct and Ethical Practices, showing their commitment to providing top-notch business and financial consulting.

2.2 Overview of the Company:

2.2.1 History:

In 2009, BFS Partners began its operations by establishing a company on Railway Parade in Kogarah, New South Wales, Australia. The founders of BFS are Mr. Zaber Ahamed and Mr. Tanvir Hasan. That same year, the partners became members of the Institute of Chartered Accountants of Australia (ICAA). In 2010, with a small team of employees, they also registered with the Tax Practitioners Board (TPB) and the Australian Securities and Investments Commission (ASIC). These memberships helped them secure clients by providing essential guidance for tax matters. By 2014, BFS Partners had served over 700 clients, supported by a team of experienced and knowledgeable Chartered Accountants. After successfully operating in Australia, Mr. Zaber Ahamed and Mr. Tanvir Hasan decided to expand their business into Bangladesh, creating opportunities for rising Chartered Accountants to work in an international accountancy firm. With this vision, they established BFS Partners Bangladesh in 2015, and they continue to operate successfully in both Australia and Bangladesh.

2.2.2 Vision, Mission & Success Factors:

Mission:

BFS Partners relies on professional and certified accountants to drive its success. The firm aims to be one of the most respected and sought-after accountancy firms for clients in Australia and beyond. BFS Partners wants to meet the needs of its clients by providing reliable and secure taxation services. A team of knowledgeable, experienced, and trustworthy Chartered Accountants supports this goal.

Vision:

BFS Partners aims to be the most trustworthy and professional provider of business and financial services. They focus on helping clients who want to start their businesses in Australia.

Success Factors:

The key success factors that BFS Partners follow to attain success in their operations are:

- ✓ Experienced and certified Chartered Accountants.
- ✓ Usage of cloud-based documentation and signing.
- ✓ Timely communication with the clients.
- ✓ Continuous improvement in technology.

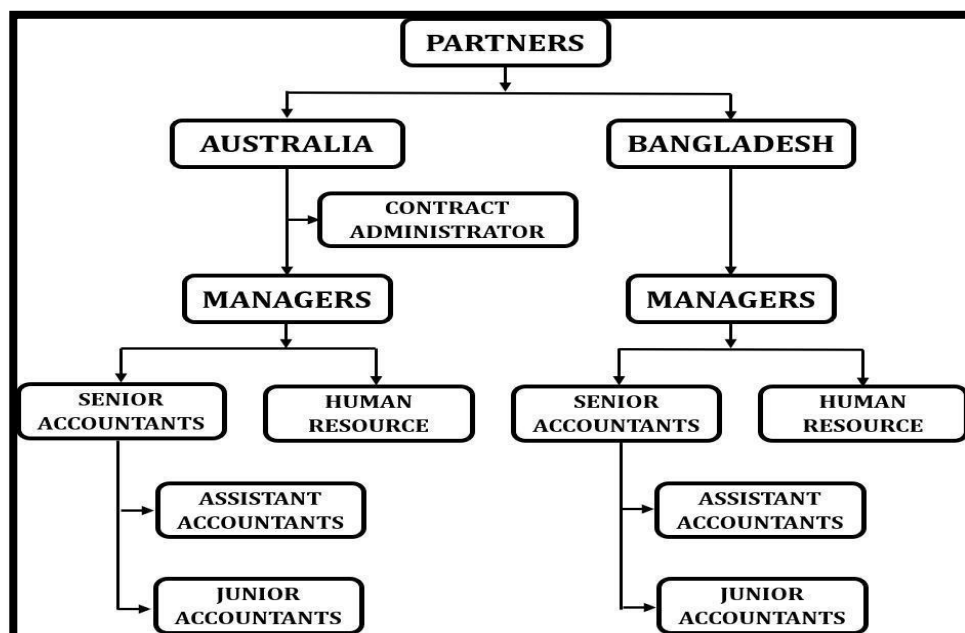
2.2.3 Industry Expertise:

BFS Partners have developed exceptional expertise across various industries by collaborating with esteemed clients in each field:

- **Import-Export:** They offer tax advice and accountancy guidance to businesses trading or operating across international borders.
- **Consumer Products & Retail:** BFS Partners assist consumer product suppliers and retailers in managing their cash flow, reducing costs, and improving profits through effective financial control and decision-making.

- **Real Estate & Construction:** They work with large, medium, and small-scale real estate and construction companies, helping them to gain a competitive advantage by formulating tailored financial and accounting strategies that suit their specific needs.
- **Hospitality:** BFS Partners provide hospitality service providers with innovative business plans, tax breaks, accounting services, record keeping, budgeting, and forecasting.
- **Education & Health Care:** They support institutes in the education and healthcare sectors with comprehensive market research, as well as specialized financial reporting and performance reviews tailored to meet specific requirements.
- **Transportation & Logistics:** BFS Partners also collaborate with transportation and logistics companies, including taxi and Uber businesses, to address their needs related to financial reporting and record keeping.

Figure 1 Organizational Structure of BFS Partners LTD



2.3 BFS Business:

BFS Partners believes that providing quality services to employees is essential for a company's success. They offer the following services:

- **Accounting Services:** Every organization needs to track their financial transactions to manage their business effectively. This requires an organized and accurate accounting system. BFS Partners' professional team keeps up with the latest accounting developments to provide accurate accounting services. Their services include:
 - Bookkeeping
 - Preparing financial statements
 - Creating pay slips, payment summaries, and handling payroll tasks
 - Bank reconciliation
 - Managing asset registers and calculating depreciation
- **Taxation Services:** Taxation can be complicated, and many people worry about their tax returns. BFS Partners helps individuals and businesses with a full range of taxation services, from general advice to effective planning. They make sure clients meet their tax obligations effectively. Their services include:
 - Income tax returns for individuals, companies, trusts, partnerships, and Self-Managed Superannuation Funds (SMSFs)
 - GST, PAYG, withholding, fringe benefits tax, and fuel tax credits
 - Activity statements and employee payment summaries
- **Compliance Services:** BFS Partners helps clients meet the guidelines set by government agencies such as ASIC, ATO, and Fair Trading. Their compliance services include:
 - Fulfilling tax requirements, including registrations and reporting income and expenses
 - Supporting compliance with business name and corporate laws
 - Assisting in protecting intellectual property, including business names and brands

- Meeting minimum conditions and keeping necessary records
- Helping maintain workers' compensation insurance
- Ensuring compliance with fair trading laws
- **Audit & Assurance:** Many businesses seek auditing services to meet objectives, reduce risks, prevent fraud, and comply with regulations. BFS Partners is committed to high-quality standards. Their audit team provides reliable financial statements and professional advice to company leaders. They offer a variety of auditing services, including:
 - Financial statement audits
 - Statutory audits
 - Internal audits
 - Trust account audits
 - Due diligence
 - Risk management
 - Audits of Self-Managed Superannuation Funds
 - Forensic audits
 - Specialist audits
- **Self-Managed Superannuation Funds (SMSFs):** BFS Partners also provides services for managing Self-Managed Superannuation Funds.

2.4 Human Resources of BFS Partners:

BFS Partner's Human Resource Department in Bangladesh manages everything related to employees. This includes hiring, onboarding, training, managing, paying, providing benefits, offering incentives, ensuring workplace safety, and handling administrative tasks. The HR manager makes sure all departments run smoothly. Each department has its manager who oversees operations.

2.4.1 Core Strategies of HR at BFS:

- Creating a yearly training program
- Strategy for ongoing assessments of training efficacy
- Analyze and adjust the organizational framework to better implement strategic goals
- Industrial outsourcing planning
- Integrate a new human resource management system with the payroll system for more oversight and smoother record-keeping.
- Effective planning for CSR (Corporate Social Responsibility)
- Planning for proper employee management.
- Strategies for Motivating employees.

2.4.2 The HR Department's Goals and Duties in BFS:

The Human Resources team works together with the rest of the company's management to recruit, train, deploy, assess, reward, and keep the right people around so that the business always has the manpower it needs to thrive. With this team in place, BFS Partners will be able to carry out their strategic plans and achieve their long-term objective.

2.4.3 Recruitment and Selection Process of BFS Partners:

BFS Partners has a clear process for hiring new staff. The HR philosophy focuses on hiring the best-qualified candidates to ensure the company's success in the future. To grow effectively, it is important to find talented individuals who can tackle upcoming challenges.

- **Recruitment and Selection Steps:**
 - Post job openings in newspapers and on job websites.
 - Receive applications.

- Screen applications.
- Invite candidates for an initial interview.
- Conduct interviews with the board.
- Hold final interviews with the managing director.
- Make the final selection.
- **After Selection:**
 - Send an appointment letter.
 - Provide an introductory orientation.

BFS hires its full-time employees through its internal human resources team. The HR department uses digital tools and automation to make recruiting more efficient and fair. When a candidate is selected, their information and paperwork are entered into the BFS HRMIS system. Each employee has a profile in this system to help track and manage their information.

2.4.2 Training and Development:

Orientation, training, and development come after the hiring or reassignment of a new employee. It is necessary for BFS to first determine who needs training and development. Moreover, BFS Partners has an annual training and improvement plan.

The training component of the system offers a means of managing and reporting on the training and development. A "learning management system" is the official term for this program (LMS). Human Resources is responsible for keeping tabs on staff members' educational backgrounds and skill sets, as well as detailing the training programs, resources,

and tools that may be used to advance certain skill sets. Classes meet at predetermined times, and both students and instructional materials may be tracked and handled centrally. In addition to performance management and assessment criteria, this system also provides for the approval of training, budgets, and schedules by managers.

BFS Management development training is an ingrained part of the company's culture, with distinct courses and programs designed for upper, middle, and lower-

level managers, while addressing specific skill sets at each tier of management. All of the training modules for this program are now created entirely in digital form. Trainers use tools like audio-visual presentations to pique their participants' attention and keep them engaged throughout the training process. The trainers can evaluate the effectiveness of the instruction using pre and post-test evaluations. The results of these evaluations are also stored in the BFS server for analysis by future instructors.

Cloud-based accounting Training:

BFS is certified XERO and MYOB partners and therefore, BFS provides quick and efficient services through a cloud-based accounting system that streamlines the employees in bookkeeping and account management.

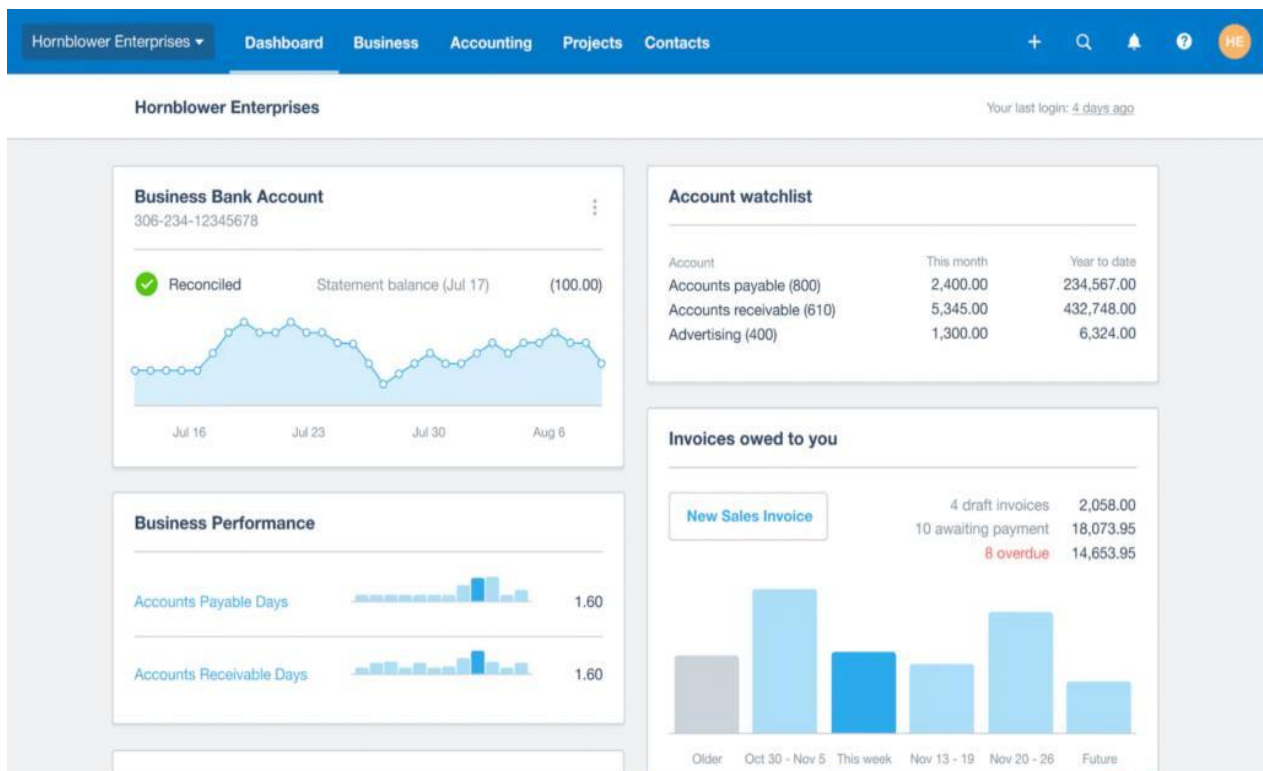


Figure 2 XERO

2.5 Marketing Practices

2.5.1 Social Media

BFS prioritizes social media marketing and boasts a strong presence on platforms like Facebook, where it commands over 800 followers. The organization actively engages with

its communities through groups, events, and live sessions, demonstrating its commitment to building meaningful connections.

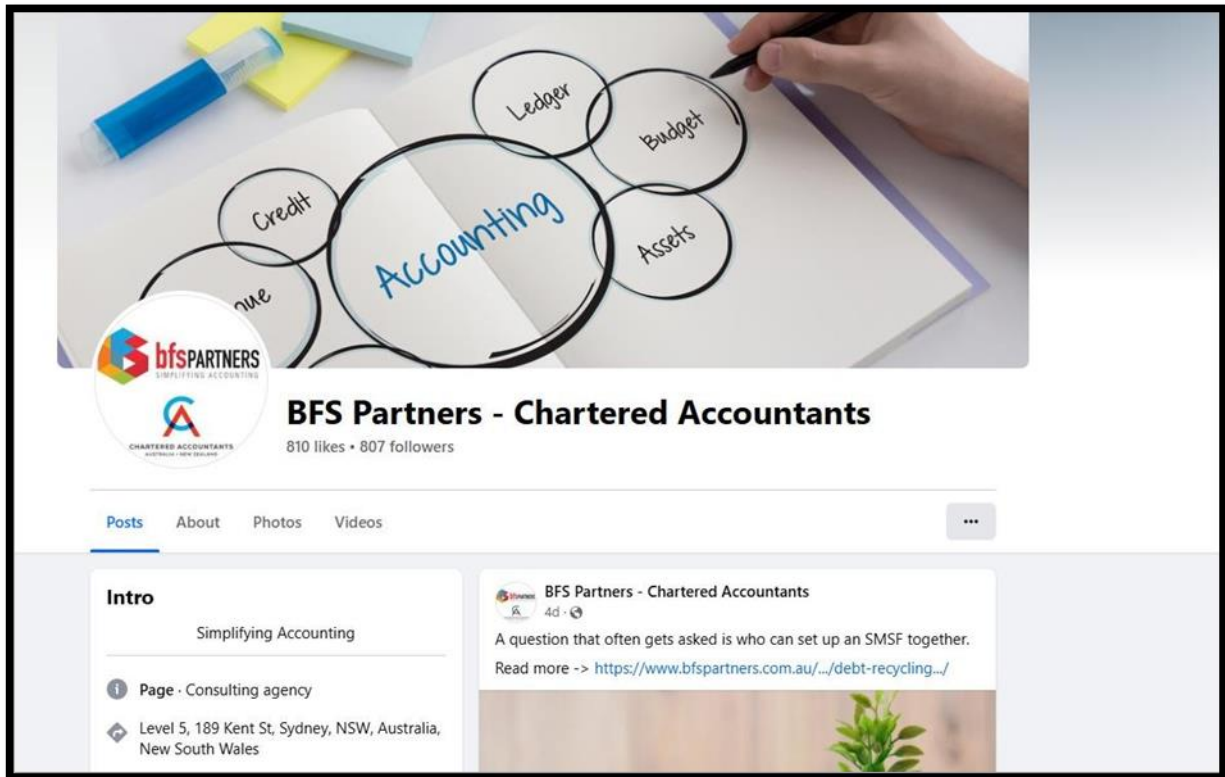


Figure 3 BFS Partners Facebook Page

2.5.2 Email marketing and SMS marketing

At BFS Partners Limited, we engage in connecting with our existing and potential customers! Whether it's through emails or friendly SMS messages, we're here to share exciting service promotions and celebrate holidays together.

2.6 Industry and Competitive Analysis

2.6.1 SWOT Analysis of BFS Partners:

Like all other businesses, BFS Partners requires a strategic planning technique to sustain in the dynamic market. The work environment was energetic and positive, and employees were quite motivated to work better. In determining business strategy SWOT analysis plays a vital role.

We can figure out the scenario of BFS through SWOT analysis. Here I have tried to find out the Strengths, Weaknesses, Opportunities and Threats of BFS

Strengths:

- Astounding quantities of branches including provincial zones.
- Well-maintained corporate culture
- Satisfactory IT services and Online Facility
- Energetic and experienced best-level administration

Weakness:

- Central based decision making
- Less promotional activities

Opportunities:

- Business exposition through opening new branches in remote areas
- Expanding online activities to reach further in business.

Threats:

- Amplified competition in the same market
- Government rules and economic changes

2.6.2 Porter's Five Forces of BFS Partners

One of the most holistic approaches is Porter's Five Forces, which is used to look at any industry and understand what drives profitability and competition. Firms like BFS Partners have buyers that are both B2B and B2C and their needs can be catered to as individuals and enterprises. There is an increasing number of new businesses amid the pandemic as many job holders are now looking for stability by running their own sole business through various social media channels. Hence there are many service buyers. Digital transformation and advanced technology have contributed to this increased number of customers both as individuals and as enterprises. There is differentiated bargaining power of suppliers as agencies like BFS Partners are service based. The threat of new entrants coming is low as there is already existing competition which means new agencies are not strong enough to compete since there are many agencies already. However, new entrants need to develop strong customer relationships with sufficient capital and technologically advanced tools with high availability to function

thoroughly as new entrants will be facing high competition from existing players. There are, of course, available substitutes where customers won't incur the costs of switching if needed. Customers can easily switch to other services if they are unhappy with their current one, as similar options are often low-priced. There are many competitors in this industry, so the costs remain affordable. Additionally, it is easy to leave this market. The industry is growing quickly because of new technology and a rising need for financial help.



Figure 4 Porter's Five Forces of BFS Partners

2.7 Summary and Conclusions

In conclusion, BFS Partners faces strong competition. Buyers have a lot of power, while new competitors can enter the market easily. Suppliers have less influence, but there is a significant threat from substitute products.

2.8 Recommendations

The company should improve its service availability and use effective marketing to better understand the changing behaviors of employees in this field.

Chapter 3: Project Part: “Understanding Workplace Dynamics and Employee Satisfaction of BFS Partners Ltd”

3.1 Introduction

This chapter decisively presents a comprehensive review of the selected topic which is “Understanding workplace dynamics and employee satisfaction of BFS Partners Ltd”. which shows how the company maintained its all-inclusive satisfaction to this date. This chapter talks about how BFS Partners achieves its overall satisfaction in terms of which we have 5 important elements to measure i.e. Reliability, Responsiveness, Tangibility, Assurance, and Empathy. BFS tries to check if the employees are overall satisfied with their engagement for which their questionnaire is designed in a way that covers questions to all 5 of the Employee Quality Dimension. Employees ' answers are collected on a Likert scale and converted into charts that can give an overall picture of the sample size answer. The findings of these answers are analyzed and summarized, and my recommendation is shared at the end. I interned at BFS Partners during my internship period and have directly talked with the employees. During this span of time, I have tried and learned to acquire HR skills needed in approaching an employee, and mostly understanding some technical terms used to communicate internally at work.

3.1.2 Objectives

The core objective of this chapter is to understand the importance of employee satisfaction in BFS Partners. The following are the objectives:

Broad Objective: Understanding the 5 Employee Quality Dimensions that measure employee satisfaction with BFS.

Specific Objective:

- Analyzing the Importance of 5 employee quality dimensions and their contribution to BFS Partners.
- Identifying the effectiveness of the survey done to measure Employee Satisfaction.

3.1.3 Significance of the Study

This report on my first official work experience helped me reflect on the skills I gained. I learned that employee engagement and overall satisfaction are important for any organization.

The growing need for better services and communication has pushed companies to expand, especially in the financial sector. This experience also encouraged me to read news articles and research papers to understand trends in accounting services. These updates allowed me to share useful opinions during meetings, which helped me earn my supervisor's trust for decision-making. I hope my suggestions will help improve employee satisfaction at BFS Partners.

3.2 Methodology

To prepare this report, I used both primary and secondary research. The primary data came from a questionnaire with responses on a Likert Scale, which I gave to employees to measure their overall satisfaction. I collected secondary data from research papers, business journals, and the BFS Partners Ltd. website. Here the analysis has been made with the help of the survey method in which employees of BFS participated in the questionnaire session and based on their opinions their overall satisfaction of this branch is explained using employee quality dimensions. After getting all the data from the survey which is held by direct face-to-face communications data have been collected and made graphical representation, different charts and table have been shown to explain employee satisfaction levels.

Sample Design

The population chosen for making this analysis was collected from our Baridhara DOHS (Lane 4) branch. Here a simple random sampling technique has been used to analyze the survey and the sample size is 60.

3.3 Findings & Analysis

BFS Partners focuses on five key dimensions of employee quality to maintain high employee satisfaction which is:

- **Reliability and Employee Satisfaction:**

Employees need to accurately perform their duties and responsibilities. They show reliability by committing to provide specific services. Engagement and responsiveness are also important for good performance.

- **Responsiveness and Employee Engagement:**

Employees should be willing to help and provide prompt service, even outside of work hours. Responsiveness comes from delivering service quickly.

- **Assurance and Employee Trust**

Employees need to have knowledge and good manners to build trust and confidence. BFS must understand what employees need. They should know enough to answer questions correctly, which creates assurance.

- **Empathy and Employee Well-being**

Caring, individualized attention must be needed to provide the firm by BFS to their employees. Employees should always be polite when providing service to clients.

- **Tangibility and Workplace Environment**

BFS should have clean and tidy physical spaces, equipment, staff, and communication materials. They need to use modern technology for their employees. The internal environment at BFS should be appealing. Employees should always look professional at work. Materials related to employees' services should be attractive and easy to see.

The following is the questionnaire to measure the Service Quality based on the standard dimension:

Questionnaire (total=16)

Questions we asked to ensure RELIABILITY

1. When BFS commit to giving certain service, they do so (commitment)
2. When you have a problem, BFS show a sincere interest in it
3. BFS gives information to their employees regarding their services in advance Questions we asked to ensure RESPONSIVENESS
4. Employees of BFS give quick service
5. Employees of BFS take client's problems seriously
6. Employees of BFS take immediate steps to solve your problems Questions we asked to ensure ASSURANCE
7. BFS understand the needs of employees
8. BFS have enough knowledge to answer their employees
9. You feel safe while working at BFS Questions we asked to ensure EMPATHY
10. Employees of BFS are always polite when giving service to clients
11. Employees of BFS Welcome clients with a smiling face

Questions we asked to ensure TANGIBILITY

12. BFS office environment is neat and clean
13. BFS uses modern technology for employee development
14. BFS's internal environment is appealing
15. BFS's employees always keep smart in the workplace
16. Materials related to BFS's service are visibly attractive.

3.4 Responses from the employees to the questionnaire in the form of a Likert scale:

Analysis of the Survey and to define the levels of 5 Employee quality

Dimensions:

Reliability & Employee Satisfaction:

Throughout my internship period, I have found out that employees of BFS are very sincere and committed. Here, we will try to find out the level of reliability of the DOHS branch based on the employees' responses. Here the sample size is 60.

Reliability	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Number of People	%	Number of People	%	Number of People	%	Number of People	%	Number of People	%
1)When BFS commit to giving certain service, they do so	21	35	27	45	12	20	0	0	0	0
2)When you have a problem, BFS show a sincere interest in it	12	20	24	40	6	10	18	30	0	0
3)BFS give information to the employees regarding them	9	15	48	80	3	5	0	0	0	0
Total	48	70	99	165	21	35	18	30	0	0
Level of Reliability on Average	14	23	33	55	7	11	6	10	0	0

Table 4 Survey Result 01

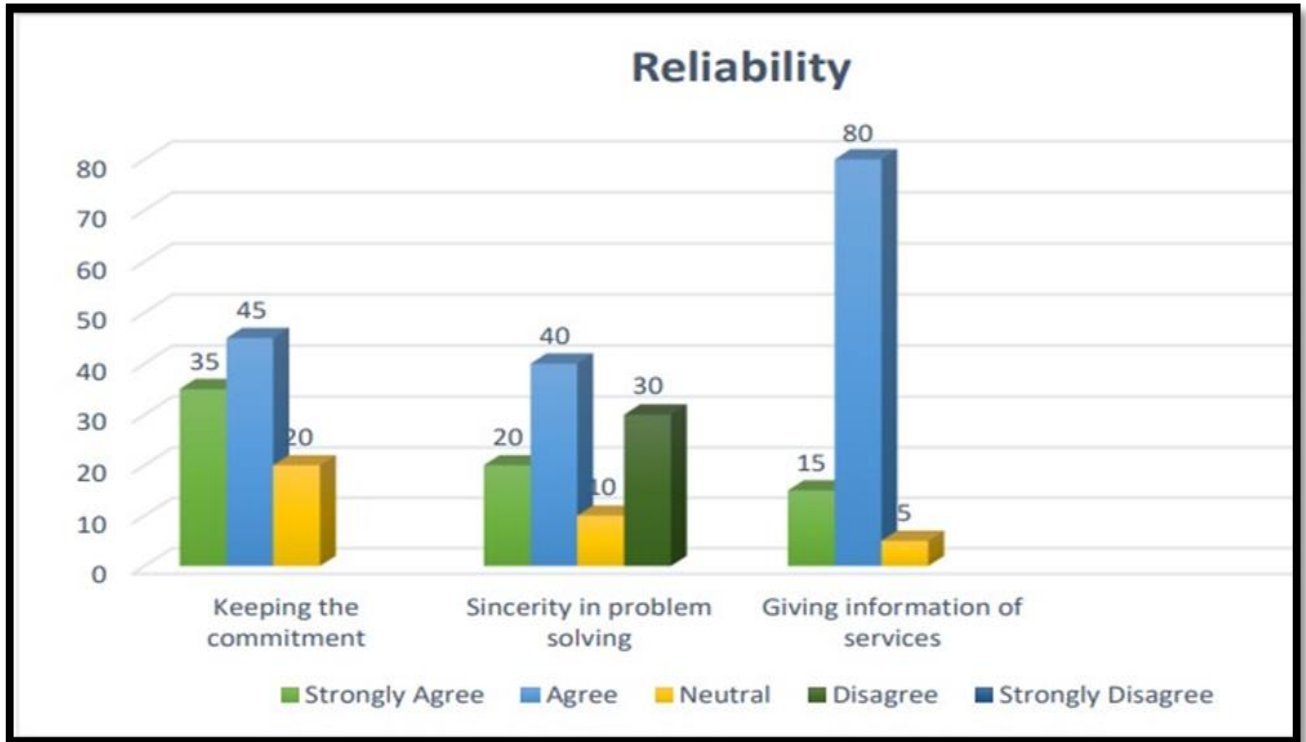


Figure 55 Histogram for Reliability

Analysis: From the above figure, we see that about 80% of employees are satisfied with the promises that BFS have kept. About 60% of employees are satisfied with sincerity but 30% are not satisfied. 95% of employees are satisfied with the responses of BFS. In terms of overall Reliability and Employee Satisfaction, my survey shows that on average 78% of people are highly convinced with the level of reliability of the Baridhara DOHS branch of BFS Partners LTD, and 10% of people are not so convinced. The position of Reliability is shown with the help of the following diagram.

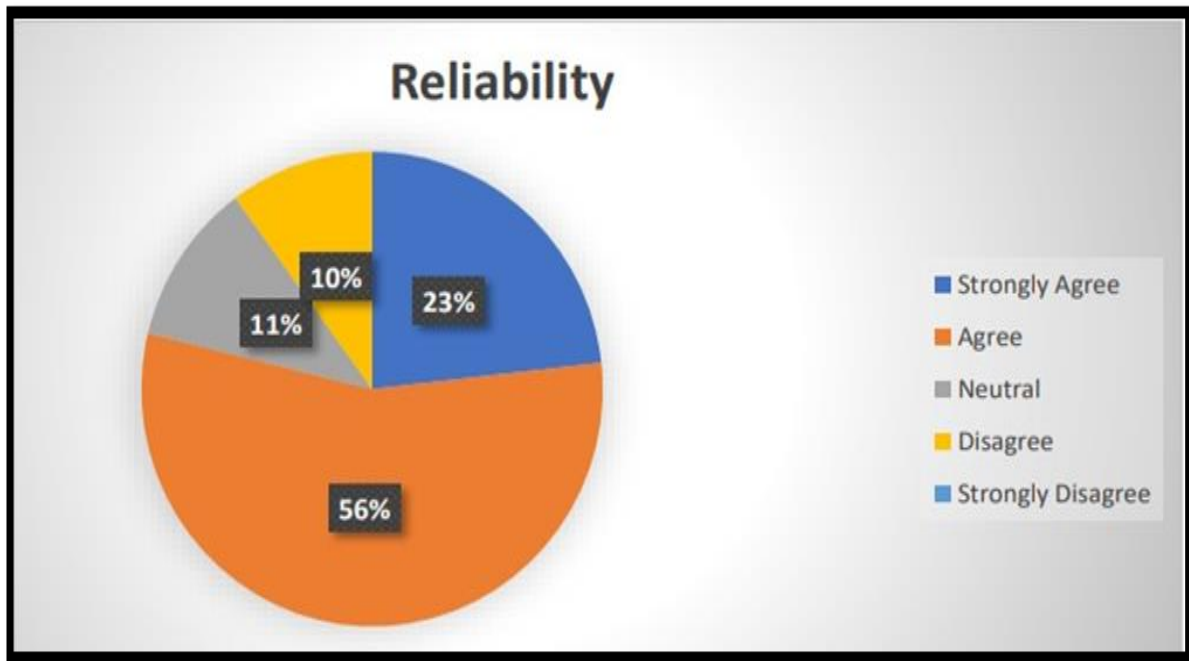


Figure 6 Summary for Reliability in Pie Chart

Responsiveness and Employee Engagement:

BFS should create an environment where the employees provide quick services, take clients' problems seriously & are willing to solve their problems. Now, the level of responsiveness will be found with the help of the questionnaire given below. Here the sample size is 60.

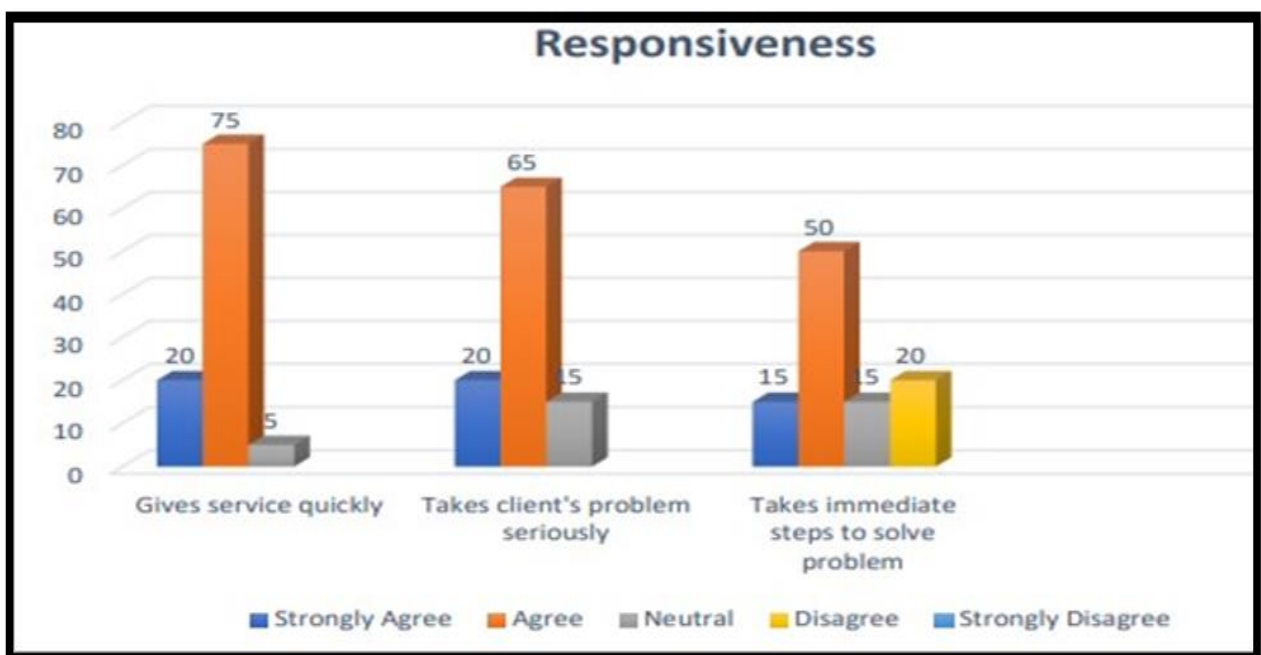


Figure 7 Histogram of employees' answers for Responsiveness

Analysis: From the above figure, we see that about 95% of employees give quick services, about 85% of BFS employees understand customers' problems, 65% of employees solve problems immediately and 20% have no response. In terms of overall responsiveness, my survey shows that on average 82% of employees are convinced, and 7% of people are not convinced.

Assurance and Employee Trust

Assurance refers to the belief in one's abilities and keeping and giving promises. Assurance is the combination of Competence, Courtesy, Credibility, and Security. During my internship period, I have found an optimum level of credibility among the employees of this branch.

BFS understands the needs of its employees and has the knowledge to provide accurate answers. Most importantly BFS always ensures the security of its employees. With the help of the following questionnaire, the level of Assurance of BFS Partners Ltd will be determined.

Assurance	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Number of People	%	Number of People	%	Number of People	%	Number of People	%	Number of People	%
7) BFS understand the needs of employees	6	10	48	80	6	10	0	0	0	0
8) BFS have enough knowledge to answer	18	30	21	35	15	25	6	10	0	0
9) You feel safe while working at BFS	6	10	48	80	6	10	0	0	0	0
Total	30	50	117	195	27	45	6	10	0	0
Level of Assurance on Average	10	17	39	65	9	15	2	3	0	0

Table 5 Survey Result 02

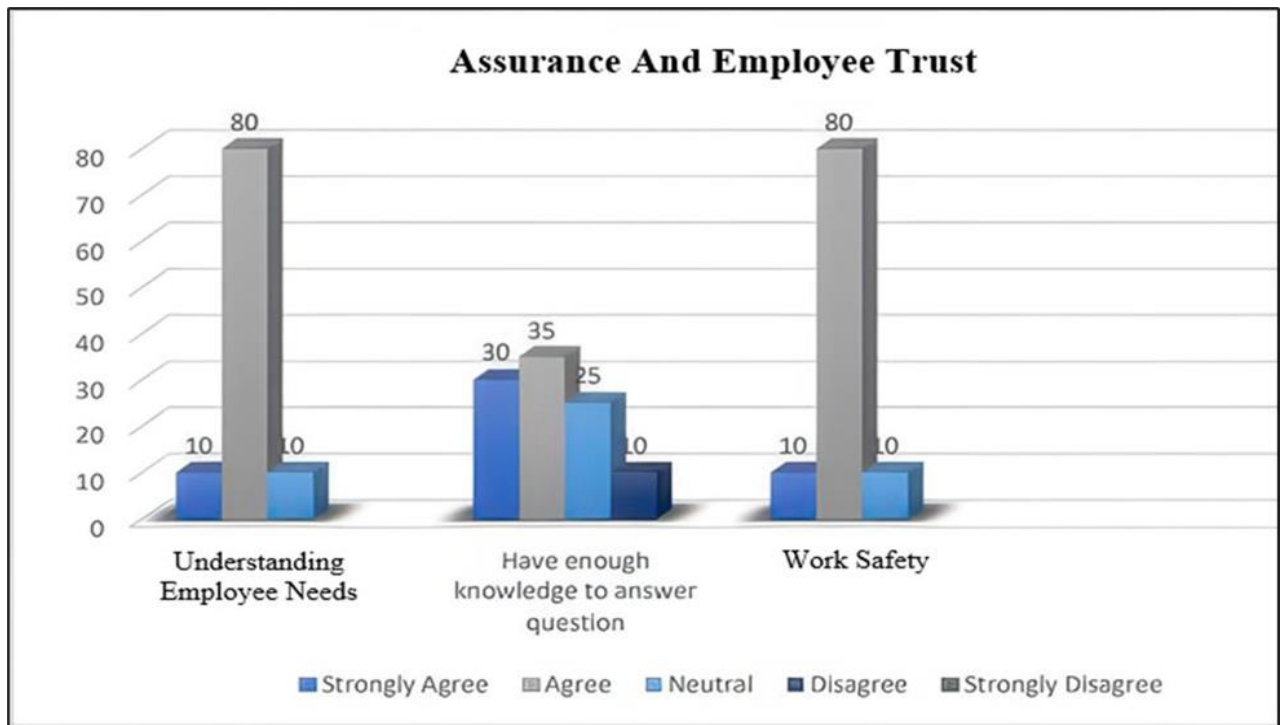


Figure 8 Chart for Assurance

Analysis: From the above figure we see that about 90% of employees are satisfied with the understanding between BFS and employees, about 65% of employees are satisfied with the knowledge they share 25% are neutral and 10% are not convinced. About 90% of employees are satisfied with the safety of their services. In terms of overall Assurance, my survey shows that on average 82% of people are convinced with the level of Assurance and 3% of people are not convinced at all with the Assurance of this branch. The position of Assurance is shown with the help of the following diagram:

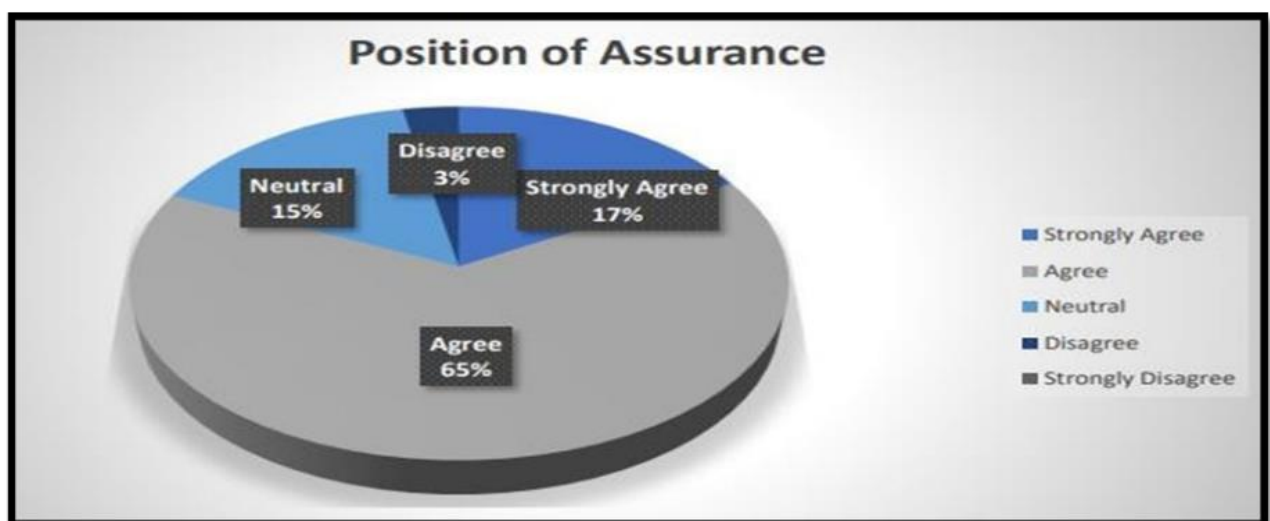


Figure 9 Pie chart for Assurance

Empathy and Employee Well-being

Empathy is the combination of Accessibility, communication process, and knowing the customers. The following questionnaire will show us the level of Empathy of BFS Employees.

Empathy	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Number of People	%	Number of People	%	Number of People	%	Number of People	%	Number of People	%
10) BFS understand needs of employees	6	10	32	54	11	18	11	18	0	0
11) BFS have enough knowledge to answer to them	9	15	36	60	15	25	0	0	0	0
Total	15	25	68	114	26	44	11	18	0	0
Level of Empathy on Average	7.5	13	34	57	13	22	5.5	9	0	0

Table 6 Survey Result 03

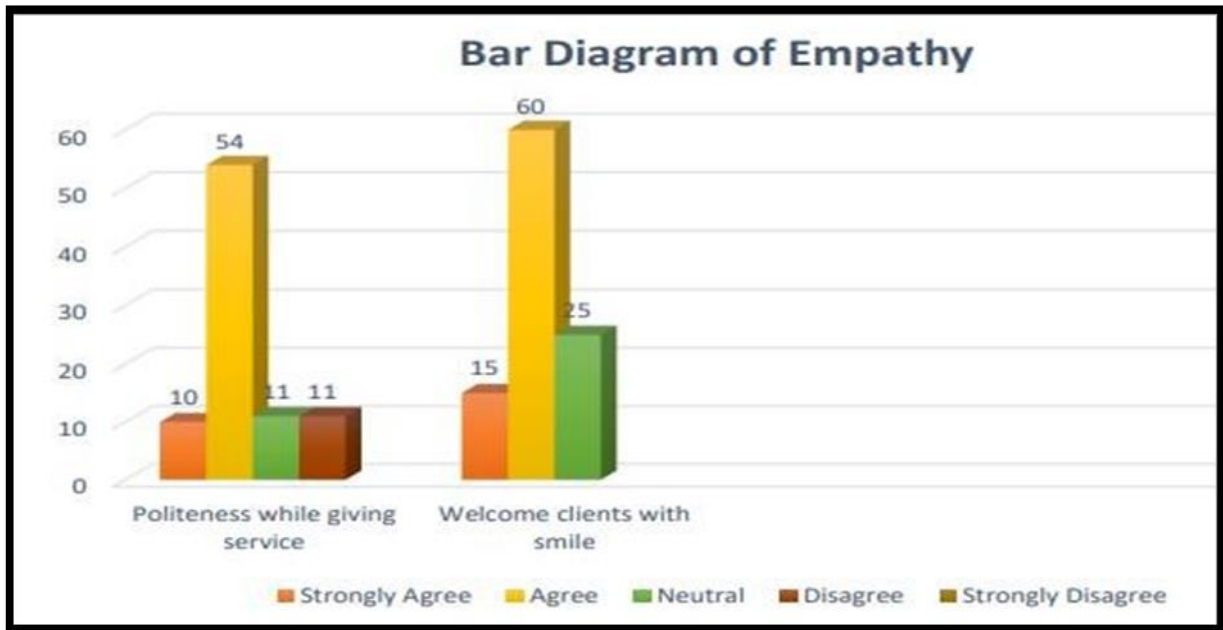


Figure 10 Bar Diagram for Empathy

Analysis: From the above figure, we see that about 64% of employees give services, and about 11% do not. About 75% of employees welcome clients with smiling faces. In terms of overall Empathy, my survey shows that on average 69.5% of people are highly convinced and 9% of people are dissatisfied. The position of Empathy is shown with the help of the following diagram.

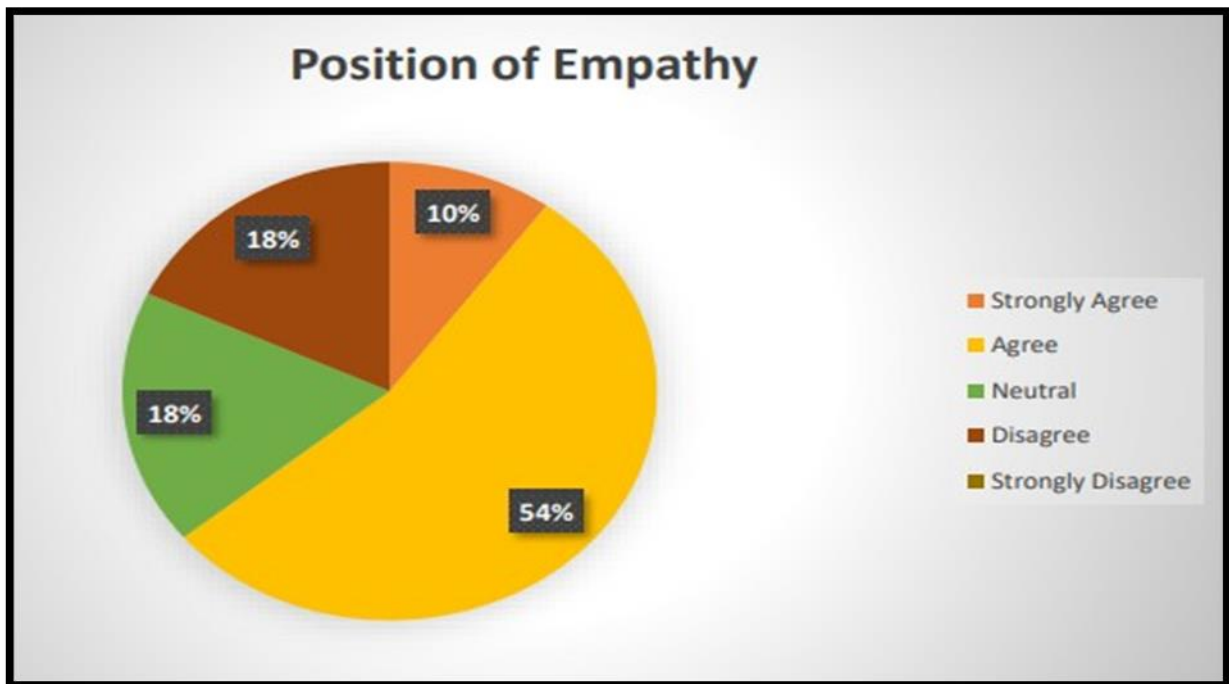


Figure 11 Pie Chart for Empathy

Tangibility and Workplace Environment

The physical facilities, tools, and equipment used for the service should be clean, organized, and well-maintained. People and communication materials must also be tidy, and other employees in the service area should contribute to a neat and clean environment. From this survey, we will try to find out whether the employees of the DOHS of BFS Partners are pleased with the level of Tangibility or not.

Empathy	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Number of People	%	Number of People	%	Number of People	%	Number of People	%	Number of People	%
12) The BFS office environment is neat and clean	21	35	39	65	0	0	0	0	0	0
13) BFS uses modern technology for employee development	15	25	39	65	6	10	0	0	0	0
14) BFS's internal environment is appealing	21	35	39	65	0	0	0	0	0	0
15) BFS's employees always keep smart in the workplace	12	20	45	75	3	5	0	0	0	0
16) Materials related to BFS's service are visibly attractive	12	20	18	30	18	30	12	20	0	0
Total	81	135	180	300	27	45	12	20	0	0
Level of Empathy on Average	16.2	27	36	60	5.4	9	2.4	4	0	0

Table 7 Survey Result 03

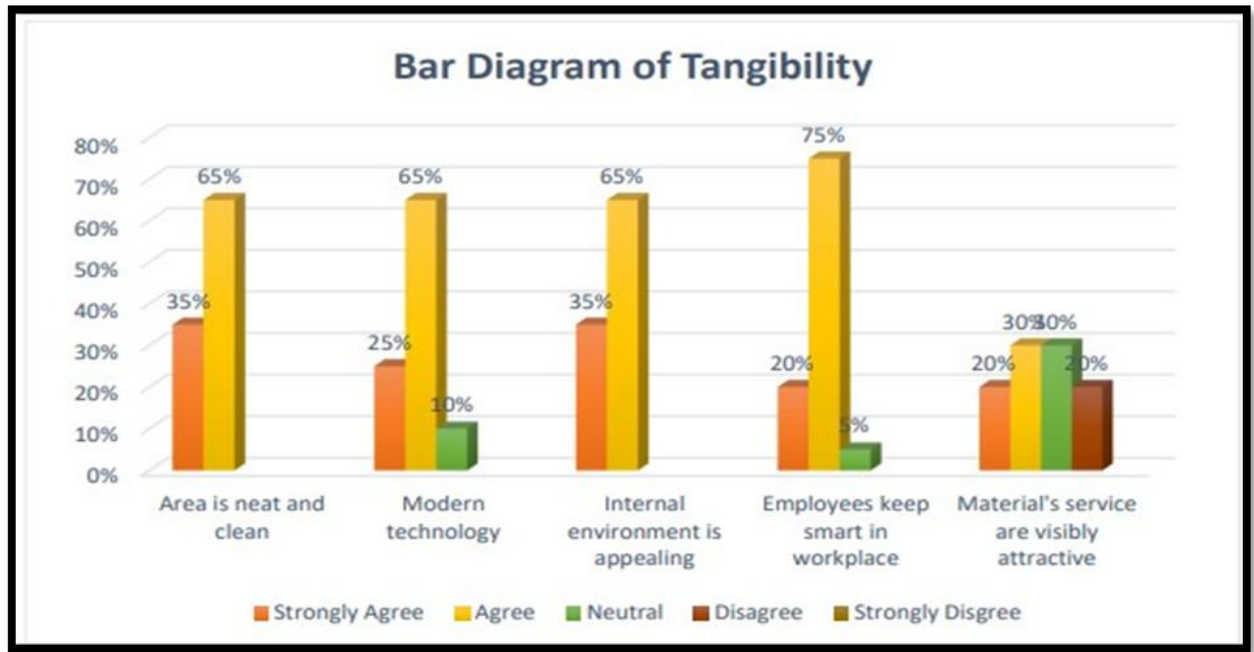


Figure 12 Bar Diagram for Tangibility

Analysis: From the above figure, we see that about 100% of employees are satisfied with the neat and clean area, 90% of employees are satisfied with the modern technology, 100% of employees are satisfied with the environment, 95% of employees are satisfied with the smart workplace. 50% of employees are satisfied and 20% are not satisfied with the visually appealing material. In terms of the overall Tangibility section, my survey shows that on average 87% of people are convinced, 9% are neutral and 4% people are not convinced at all with the Tangibles of the Branch. The position of Tangibles is shown with the help of the following diagram.

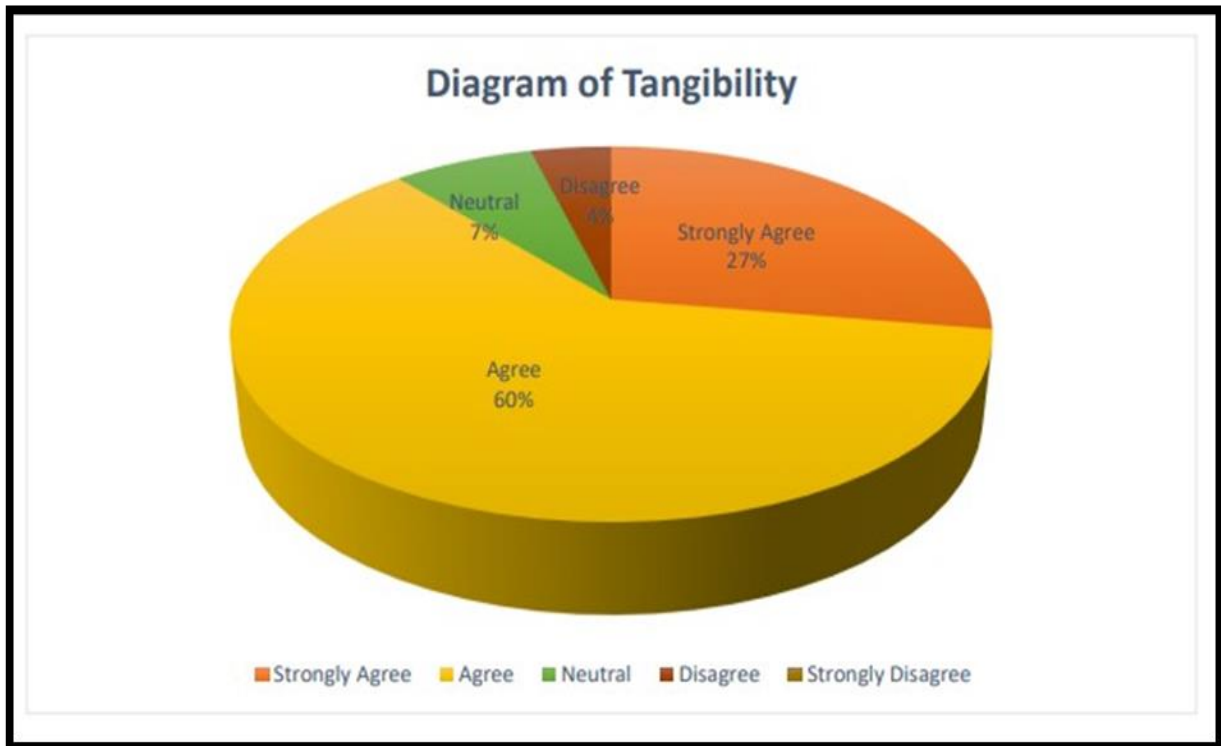


Figure 13 Pie Chart for Tangibility

Findings:

During my study, I have found some positive and some negative aspects of the Branch. The findings are as follows:

- In terms of "Reliability" it is shown that there is about 30% are not convinced of their sincerity in problem-solving.
- In terms of "Responsiveness" of DOHS Branch it is shown that there is about 20% are not convinced with their problem-solving skills.
- In terms of "Assurance" employees of the DOHS branch are pretty much satisfied but about 10% of people are not convinced.
- In terms of "Empathy" at a satisfactory level about 11% of people are not convinced
- In terms of "Tangibility" employees of this branch rated it very well. The interior and environment are neat and clean. However, according to 20% of the employees, the DOHS Branch doesn't have sufficient visibly attractive materials.
- There are many conveniences of communication over the phone, call center, and physical communication with the customers/clients in getting relevant information.
- Employees are very helpful and pay attention to each client, but sometimes they can't give proper services due to the pressure of work.

- Because of the load of the workstation, sometimes software works slowly. For this reason, it takes time to serve customers.
- They don't have enough arrangements for monthly seminars or workshops with customers.

3.4 Summary and Conclusion

The HR department is essential for a company's success. They help management make informed decisions and focus on employee development, safety, and security. My time at BFS Partners taught me how foreign companies in Bangladesh run their HR operations to maintain a healthy work-life balance. Without strong HR support, managing a company is difficult. It is crucial to have good documentation, solid employee relations, clear communication, training programs, and strategic planning. At BFS Partners, I learned to handle multiple tasks and meet tight deadlines, while also becoming skilled in various software for tax and business purposes. This study shows that HR People play a vital role in helping organizations succeed over the long term. We need to close the gap between local and foreign work systems so that local companies can gain the same independence and success as foreign companies.

3.5 Recommendations:

I have found some positive and negative insights during my internship period in BFS Partners Ltd & made the following suggestions to overcome them. I strongly believe that my suggestions may help them to develop their unidentified problems and ultimately make them superior to others.

- BFS Partners needs to make sure to increase the percentage of “Reliability” & “Responsiveness”.
- They must make sure to increase the percentage of “Empathy” positive insights by improving their employee’s behavior of being polite while giving services.
- Training of every officer in the IT sector should be increased. Ex: Training on Ms. Excel, Ms. PowerPoint, etc.
- Software should be updated from time to time to work smoothly and handle the workload of the workstation.
- The company should arrange monthly seminars or workshops to attract a vast number of employees and to encourage them,
- I think it is important to
- To increase promotional activities of their products and marketing them to reach wildly
- Constant monitoring of employee’s satisfaction is vital
- Reducing service fees may generate an increased volume of customers.
- Increasing the customer base for addressing financial inclusion is helpful.
- Engaging in Corporate Social Responsibility (CSR) activities will enhance BFS's reputation among both internal and external stakeholders.

References

- BFS Partners | Simplifying Accounting. (n.d.). <https://www.bfspartners.com.au/>
- BFS Partners - Bangladesh Circle. (2017, March 30). Bangladesh Circle. <https://www.bangladeshcircle.com/bangladesh-business-directory/21890/bfs-partners/>