Report On

How BAT Bangladesh's selection of efficient candidates by the HR department ensures a successful marketing team.

By

S. U. B. Fatema
ID - 18304142

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
January 2022

Declaration

It is hereby I declare that

1. The internship report presented is my own original work completed while studying at BRAC University.
2. The report contains no previously published or written by a third-party content, unless properly cited through thorough and proper referencing.
3. All major sources of assistance have been acknowledged.

Student's Full Name & Signature:

____

S. U. B. Fatema

Student ID: 18304142

Supervisor's Full Name & Signature:

____

Tania Akhter

Lecturer, BBS Department

BRAC University

Letter of Transmittal

Tania Akhter

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report titled "How BAT Bangladesh's selection of efficient candidates by the HR department ensures a successful marketing team."

Dear Madam,

It is indeed a great pleasure for me to be able to handover my internship report under your supervision on "How BAT Bangladesh's selection of efficient candidates by the HR department ensures a successful marketing team." as a part of the BUS400 course required to complete a BBA degree at BRAC Business School.

I worked so hard to write the report in the most useful, precise, and informative way possible, including all important details and the proposed solutions.

I hope that, the letter will thoroughly reflect my internship experience.

Sincerely yours,

____

S. U. B. Fatema

18304142

BRAC Business School

BRAC University

January 13, 2022

Acknowledgement

This report was written to gain a better understanding of how BAT Bangladesh's selection of efficient candidates by the HR department ensures a successful marketing team. I consider myself very lucky to have had so much support and advice throughout this process. Ms. Tania Akhtar, my supervisor at BRAC Business School, has been really helpful in every situation, from the instructions for assigning the BUS400 (Internship) course to the completion of the report. She also contributed her time and suggestions to our improvement via email and Google meets.

Also, my special thanks to Ms. Fairuz Muntaha Anika, my line manager, for guiding me and structurally assisting me with my responsibilities. I would like to express my deepest gratitude to BRAC Business School for providing me with such a well-designed course and facilities, which really helped me to successfully completing this project. Finally, I would like to thank all those, especially my intern mates, for helping me directly or indirectly for the proper execution of this project.

Executive Summary

Very few multinational corporations are as successful as British American Tobacco (BAT Bangladesh). This organization is operating in this area for more than a century. In the year 1910, it was founded in Bangladesh. It has built its first warehouse in Armanitola in Dhaka. It was created in 1949, following partition in 1947. After Bangladesh gained independence from Pakistan in 1972, it was titled Bangladesh Tobacco Company (BTC). It was rebranded British American Tobacco Bangladesh in 1998. (BATB). Tobacco from the United Kingdom and the United States Bangladesh engages approximately 1,200 people directly and more than 50,000 people indirectly (mostly farmers). The company runs its organization using its own methods and tactics. It has unique recruitment and marketing techniques that set it apart from the competition.

This report was created as a required component of the Internship course (BUS400) for Fall'21. This report contains information about my Internship at BAT Bangladesh Limited, which began in June 5, 2021. The paper begins with a brief summary of BAT Bangladesh. This report primarily highlights the job assigned to me during my internship, my contribution to the organization, my findings, my interactions with my supervisors and coworkers, and instances of handling problems faced.

Moreover, this report briefly explains the differences between my expectation and perception, the impact of this perception on my career ambitions, and a hypothetical case in which I would do things differently If I'd have to do this internship all over again. This report comes closer with a summary of my personal accomplishments throughout this internship.

Index

Chapter-1

Overview of Internship

1.1 Information Of the Student

Name	S. U. B. Fatema
Student ID	18304142
Program	BBA (Bachelor of Business Administration)
Major/Specialization	Major in Marketing, Minor in E-Business.

1.2 Information of the Internship:

1.2.1 Information of the Company

Period	05 July, 2021 – 20 October, 2021.
Company's Name	BAT Bangladesh
Logo	BAT BANGLADESH
Department	Human Resource
Address	British American Tobacco Bangladesh New DOHS Road, Mohakhali, Dhaka 1206

1.2.2: Information of the Internship Company's Supervisor

Name	Fairuz Muntaha Anika
Position	Operations Skills and Sourcing Officer, HR.
Email	anika_khushboo@bat.com

1.2.3 Job Scope: Responsibilities/Duties/ Job Description

In my internship at BAT Bangladesh, my major goal has been to help my line manager with her daily work routine by running smoothly and swiftly. From sorting hundreds of CVs for recruitment purposes to monitoring database information and planning creative plans for various events and incentives, it's all part of the process. My day-to-day task was dictated by what my line manager wants me to do. Sometimes I had to go through hundreds of resumes for a position and decide who would proceed to the next round. Some weeks were spent studying ideas for the Bootcamp of Battle of Minds, Bangladesh's largest competition in which thousands of students compete to exhibit their talents in the business world. My work line for creative idea generation also involved selecting goodies for participants and XCEED campus ambassadors. Beside these works, I often did some tasks of the marketing department. For example, providing promotion ideas about BAT Bangladesh and their campaigns, content creating ideas for website and social media, sharing their promotional posts on Facebook etc.

1.3 Outcomes of the Internship

1.3.1 Student's contribution towards the company:

Undergraduates enroll into an internship period in order to gain information and experience before entering the real working world. Students learn about the environment and culture of the organization, receive real-world marketing experience, and have an effect on the performance of the organization. Doing my internship under BAT Bangladesh was an amazing journey. I got to learn a lot about real world and successful organization. I even got to learn about the operations of their different department through my internship tasks. Some of my contribution to the company is explained below:

- Sorting CVs for particular positions
- Talking to the candidates over phone calls and fixing assessment on their convenient time
- Communicating with the assessors to fix interviews with the candidates
- Arranging meetings, assessments and interviews for the candidates and assessors
- Keeping the candidates updated through phone calls and mails and assisting them throughout the whole recruitment process
- Supporting my line manager on Battle of Minds competition with her works

- Doing some marketing department's tasks such as providing content creating ideas, promotional ideas, sharing their promotional posts on social media etc.

1.3.2 Benefits towards the Student:

Students can get a range of skills through the internship period that they would not be able to learn through textbooks or academic lesson. Students can receive basic technical skills as well as a general understanding of the business industry but also marketplace. A student receives a variety of advantages. For instance:

- Learn how the eligible candidates can be selected.
- Can learn about successful recruitment process
- Helps to build strong relationship with people of the organization
- Helps to acquire marketing and commercial skills
- A strong recommendation for a candidate can be obtained for professional prospects, college enrollment abroad, and scholarship programs.
- Provides a student with a competitive advantage in the job market and broadens their résumé.

1.3.3 Problems/Difficulties:

It is not really easy being an intern. At different stages of the work, you have to do, you will face barriers. Communication was my first key barrier. Due to the corona pandemic, there were several communication issues and delays because the internship was conducted online. A simple activity, such as obtaining information or transferring data, which I could accomplish if I were in an office, was delayed, and the procedure became lengthy. Multiple phone calls to the mail were a serious barrier.

When it came to the environmental barrier, as a student who had just entered into the world of corporate, I felt lost, but thanks to my line manager and the friendly attitude of all the employees, I was able to overcome the problem. As a student, while mistakes do not cost much, they might cost you a lot in other ways. It puts a lot of pressure on a person. However, the support of my seniors and line manager assisted me in overcoming it and understanding that mistakes are natural. It's fine if you do not do it again. Everyone is here to learn. But keep that in mind that l earning must be taught rather than resisted.

1.3.4: Recommendations for future-internships

Internships are a generous method to learn once you finish all of your classes. It is a necessary part of a student's career. This is a student's first introduction to the business world. Some steps must be taken in order to make the most of this wonderful time. Since it is their first time, many students struggle to balance their career and personal lives. Thankfully, I was able to strike a balance between work and personal responsibilities. Through their internship, future interns will develop a diverse set of skills; learning is a never-ending cycle in which you can get a million new experiences every day. It is important to have a strong desire in order to gain knowledge. Acquiring fundamental skills would enable you open many doors as well as enhance your confidence. Moreover, throughout this time, one should always maintain punctuality.

One who is obligated to do an internship course should think twice before starting it since it will be very challenging. Usually organizations maintain regular office hours, and interns are typically treated as employees, thus they must work based on regular office hours. It was challenging for me since I had one course and internship at the same time. However, as this semester was an online semester and my supervisor was very supportive in some aspects. As a result, I was able to manage and complete my course and internship successfully at the same time.

Chapter-2

Organization Part

2.1 Introduction

2.1.1 Primary-Objective

During my four years of university life, I researched and applied the marketing principles and techniques that I learned from our faculties. Journey of mine at BRAC University and BBS (BRAC Business School) comes to a conclusion with this report. This report is based on my experiences as an intern at BAT Bangladesh.

2.1.2 Secondary-Objective

Another goal of the study has been to collect survey data in order to learn how an HR and marketing team uses it to make significant decisions. In addition, this study explains how the teams successfully implement their decisions in order to accomplish their desired outcome.

Furthermore, this paper highlights my real-life experiences by demonstrating how I implemented numerous abilities obtained during my undergraduate years.

2.1.3 Limitation

One of the major limitations was communication. Since the internship was conducted online, there were significant communication challenges and delays as a result of the corona pandemic. A simple task, such as acquiring information or transferring data, that I might complete in an office was delayed, and the procedure got longer. I did not get the practical or physical experience of how they recruit candidates or how they lead their team and take other actions. Rather, I got to learn these things and do my tasks through online. The pandemic caused a great effect on my internship.

2.2 Overview of the Company

2.2.1 Introduction and history of the Company

BAT Bangladesh is BAT Group subsidiary, which would be situated in the UK and is a major player within worldwide tobacco market. BAT is in operation for about a decade, surviving conflicts, revolution, and privatizations, and all the controversies surrounding smoking. The Imperial Tobacco Company of the UK and James "Buck" Duke's American Tobacco Company formed a joint venture in 1902. Despite its name, which is taken from the headquarters of its two founding businesses, BAT originally formed to operate beyond the United Kingdom as well as United States, which has roots in a variety of countries throughout Asia, Latin America, Africa and continental Europe.

Cigarette is consumed by over a billion people all over the world. One out of every seven of them prefers the brand of British American Tobacco. The following is a list of the British American Company's operations:

- America
- Asia Pacific
- Western-Europe
- Eastern-Europe, Middle-East and Africa's continents (EEMEA)

British American Tobacco wants to expand its operations in three different ways:

1. Sustainable growth in their established business
2. Entry into new markets efficiently and decisively
3. Possibly appealing joint ventures, acquisitions, and especially significant collaborations

BAT Bangladesh has been founded in 1972 as the Bangladesh Tobacco Company (BTC). BATB has become among the country's major private corporations. This was established in February 2, 1972, following the provisions of the Company Act of 1913, which been in business for over 100 years. Since 1972, BATB has been the leading company in the tobacco industry, providing some of the world's best known global as well as local companies. Imperial Tobacco began its adventure 100 years ago at Armanitola in Dhaka, where it established its first sales depot. In 1949, the company was founded following India's partition in 1947. Bangladesh Tobacco Company Ltd. was established in 1971 following our country's independence. In 1998, the company's name and identification were changed to British American Tobacco Bangladesh Company Ltd. The Chittagong Stock Exchange and the Dhaka Stock Exchange both have it on their stock indexes.

The Company has shipped tobacco to markets in industrialized nations such as New Zealand, Russia, Germany, the United Kingdom, and Poland in order to build a worldwide market for Bangladeshi leaf tobacco. BATB now engages approximately 1,500 people whereas indirectly engages an additional 50,000 farmers, wholesalers, and suppliers.

2.2.2 Organization at a Glance

Company Name	British American Tobacco Bangladesh
Company Type	Multinational Corporations
Founded Year	1910
Headquarter	New DOHS Road, Mohakhali, Dhaka, Bangladesh.

Telephone	+880 28822786
E-Mail	bangladesh@bat.com
Managing Director	Mr. Shehzad Munim
Finance Director	Mr. Stephan Matthiesen
Operations Director	Mr. Charles Kyalo
Head Of Legal and External Affairs	Ms. Mubina Asaf
Head Of Human Resource	Mr. Saad Jashim
Head Of Brands and Insights	Mr. Golam Safwat Choudhury
Number Of Employees	Approximately 11,000 people work directly on the process, with an additional 60,000 working indirectly as farmers, vendors, and suppliers.
Listing Status	Chattogram Stock Exchange (CSE) and Dhaka Stock Exchange (DSE)
Ambition	In order to smoothen the journey of transformations for all of our stakeholders

2.2.3 Mission and Vision

BAT Bangladesh's vision is summed up as follows:

“WORLD’S BEST AT SATISFYING CONSUMER MOMENTS IN TOBACCO AND BEYOND”

The organization has a number of missions it intends to accomplish. They are as follows:

- Increasing the firm's market share throughout the whole tobacco industry;
- Controlling designated strategic sectors.

BAT Bangladesh is enthusiastic about its future, including the future of the world. The organization has always set difficult goals for itself and has always met them. Their future vision is unmistakable. They think that by being the greatest at fulfilling consumer moments in the world, they will become the tobacco industry's leader. Consumers are at the center of all of it BAT produces, and the achievement is dependent on meeting their shifting needs, preferences as well as habits.

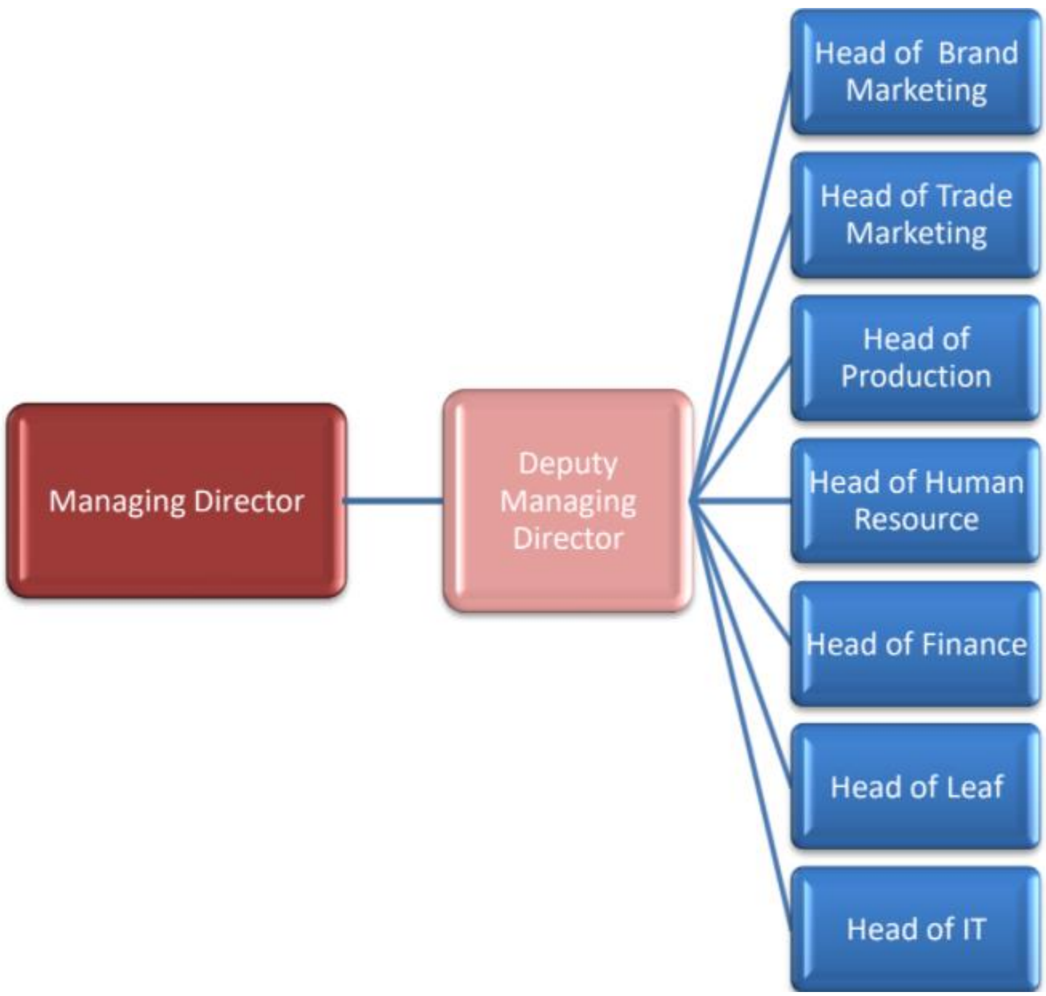
Another component of their vision, tobacco and beyond, acknowledges its conventional tobacco industry's strength while also addressing the developing prospects in next-generation goods. With developing product categories in which they are distinctively attempting to excel, there is a huge potential commercial opportunity here.

The vision of BAT Bangladesh may be measured and subjectively expressed. Statistically, the organization aspires for volume leadership across worldwide rivals, as well as value leadership in the long run. BAT recognizes that adult customers will make this decision, thus it will be customer driven.

BAT Bangladesh aspires to be recognized as a market leader and the first-choice ally for govt, non-governmental organizations (NGOs), investors, and future personnel recruitment on a qualitative level. This will also be accomplished by the corporation being an ethical tobacco company with a profitable strategy, fantastic people, and outstanding items.

2.3 Management Practice

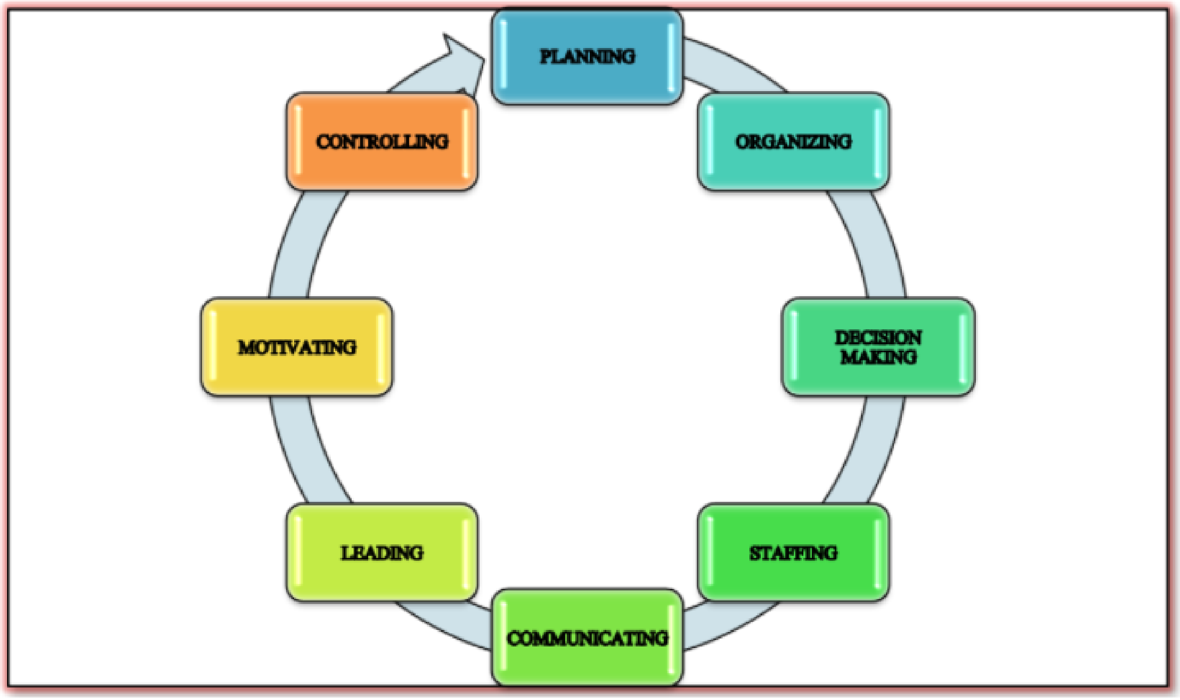
The organization maintains a strong hierarchical structure in order to ensure proper corporate performance. Some very trained and experienced individuals have worked tirelessly to make this operation as simple as possible. Every employee has a shared understanding with the rest of the team that enables them to exchange ideas, collaborate, and come together to accomplish the company's objectives. Features of management practice of BATB are given below:



(*The Effectiveness of Human Resource Practices in British American Tobacco Bangladesh (BATB)"* 2021)

2.3.1 Managerial Functions

The managerial functions of BAT Bangladesh also follows a structure or flow. It is given below:



(*The Effectiveness of Human Resource Practices in British American Tobacco Bangladesh (BATB)"* 2021)

2.4 Marketing Practices

The organization is unable to do so since the government has forbidden cigarette companies from engaging in promotional campaigns. They never exhibit their logo in public or social events. As a result, they pursue workplace advertising, use Battle of Minds and establish the brand rather than relying on international branding. Everyone aware that BAT Bangladesh is country's major international corporations, and it is a dream job for most business graduates. Battle of Minds is conducted every year as a consequence of the organization's prominence within employability.

2.5 Accounting Practices and Financial Performance

Bat Bangladesh. (n.d.). Retrieved January 30, 2022

British American Tobacco Bangladesh Company Limited

STATEMENT OF FINANCIAL POSITION

As at 31 December 2020

	Notes	2020 BDT (000)	2019 BDT (000)
Assets			
Non-current assets			
Property, plant and equipment	8.a	29,571,253	29,531,965
Right of use assets (ROU)	8.b	1,440,480	1,672,223
Total non-current assets		**31,011,733**	**31,204,188**
Current assets			
Inventories	9	23,780,680	16,537,884
Trade and other receivables	10	141,439	2,609,916
Advances, deposits and prepayments	11	3,940,328	3,684,485
Cash and cash equivalents	12	5,873,085	5,393,764
Total current assets		**33,735,532**	**28,226,049**
Total assets		**64,747,265**	**59,430,237**
Equity and liabilities			
Equity			
Share capital	13	1,800,000	1,800,000
Capital reserve	14	64,896	64,896
Retained earnings	15	32,134,819	33,928,559
Total equity attributable to owners of the Company		**33,999,715**	**35,793,455**
Non-current liabilities			
Net defined benefit plans	16	61,442	951,616
Deferred tax	17	5,184,594	4,258,548
Lease liabilities	8.b	1,312,345	1,412,243
Total non-current liabilities		**6,558,381**	**6,622,407**
Current liabilities			
Trade and other payables	18	17,798,121	12,187,229
Unclaimed dividend	30	75,165	49,824
Lease liabilities	8.b	310,914	390,698
Current tax liabilities	19	5,384,973	4,022,936
Provisions	20	619,996	363,690
Total current liabilities		**24,189,169**	**17,014,377**
Total liabilities		**30,747,550**	**23,636,782**
Total equity and liabilities		**64,747,265**	**59,430,237**

The notes annexed 1 to 43 are an integral part of these financial statements.

A. Qasem & Co.
Chartered Accountants
RJSC Firm Registration Number: PF 1015

Golam Mainuddin
Chairman

Shehzad Munim
Managing Director

Akhtar Sanjida Kasem, FCA, FCMA, CFE
Partner
Enrolment Number: 643
DVC: 2102100643AS828974

Stephan Matthiesen
Finance Director

A.K.M. Aftab Ul Islam FCA
Director

Md. Azizur Rahman
Company Secretary

Place: Dhaka
Date: 10 February 2021

British American Tobacco Bangladesh Company Limited

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the year ended 31 December 2020

	Notes	2020 BDT (000)	2019 BDT (000)
Gross revenue		281,080,652	269,854,574
Supplementary duty and VAT		(220,790,025)	(213,033,244)
Net revenue from contracts with customers	21	**60,290,627**	**56,821,330**
Cost of sales	22	(30,792,689)	(29,972,780)
Gross profit		**29,497,938**	**26,848,550**
Operating expenses	23	(7,274,351)	(8,081,557)
Operating profit		**22,223,587**	**18,766,993**
Net finance income/(expenses)	24	(75,003)	(471,367)
Non-operating income/(expenses)	25	51,628	24,296
Profit before contribution to WPPF		**22,200,212**	**18,319,923**
Contribution to WPPF		(1,110,013)	(915,996)
Profit before tax		**21,090,199**	**17,403,927**
Income tax expense			
Current tax	26	(9,204,416)	(7,028,523)
Deferred tax	27	(998,948)	(1,129,055)
		(10,203,364)	(8,157,578)
Profit for the year		**10,886,835**	**9,246,349**
Other comprehensive income			
Other comprehensive income that will not be reclassified to profit or loss in subsequent periods (net of tax):			
Remeasurement loss on defined benefit plans	28	(153,477)	34,766
Deferred tax impact on defined benefit plans	28	72,902	(16,514)
Other comprehensive loss for the year, net of tax		**(80,575)**	**18,252**
Total comprehensive income for the year, net of tax		**10,806,260**	**9,264,601**
		BDT	**BDT**
Earnings per share	29	**60.48**	**51.37**

The notes annexed 1 to 43 are an integral part of these financial statements.

British American Tobacco Bangladesh Company Limited

STATEMENT OF CHANGES IN EQUITY

For the year ended 31 December 2020

	Share capital BDT (000)	Capital reserve BDT (000)	Retained earnings BDT (000)	Total equity BDT (000)
Balance at 01 January 2020	1,800,000	64,896	33,928,559	35,793,455
Profit for the year	-	-	10,886,835	10,886,835
Other comprehensive income for the year	-	-	(80,575)	(80,575)
Total comprehensive income for the year	-	-	**10,806,260**	**10,806,260**
Dividend paid				
Final Cash Dividend 2019	-	-	(7,200,000)	(7,200,000)
Interim Cash Dividend 2020	-	-	(5,400,000)	(5,400,000)
Total transactions with owners of the Company	-	-	**(12,600,000)**	**(12,600,000)**
Balance at 31 December 2020	**1,800,000**	**64,896**	**32,134,819**	**33,999,715**
Balance at 01 January 2019	**600,000**	**64,896**	**28,863,958**	**29,528,854**
Profit for the year	-	-	9,246,349	9,246,349
Other comprehensive income for the year	-	-	18,252	18,252
Total comprehensive income for the year	-	-	**9,264,601**	**9,264,601**
Dividend paid				
Final Stock Dividend 2018	1,200,000	-	(1,200,000)	-
Final Cash Dividend 2018	-	-	(3,000,000)	(3,000,000)
Total transactions with owners of the Company	**1,200,000**	-	**(4,200,000)**	**(3,000,000)**
Balance at 31 December 2019	**1,800,000**	**64,896**	**33,928,559**	**35,793,455**

The notes annexed 1 to 43 are an integral part of these financial statements.

British American Tobacco Bangladesh Company Limited

STATEMENT OF CASH FLOWS

For the year ended 31 December 2020

	2020	2019
	BDT (000)	BDT (000)
Operating activities		
Collection from distributors, leaf export and others	283,585,735	271,431,599
Payment for costs and expenses	(31,571,857)	(38,440,015)
Supplementary duty and VAT paid	(229,248,683)	(208,171,085)
Cash generated from operating activities	**22,765,195**	**24,820,499**
Income tax paid	(7,842,378)	(8,924,585)
Interest paid	96,728	(306,674)
Net cash flows from operating activities	**15,019,545**	**15,589,240**
Investing activities		
Purchase of property, plant and equipment	(1,435,199)	(3,215,508)
Proceeds from sale of property, plant and equipment	39,480	29,548
Net cash flows used in investing activities	**(1,395,719)**	**(3,185,959)**
Financing activities		
Proceeds from short term loan	14,600,000	15,880,000
Repayment of short term loan	(14,600,000)	(20,260,000)
Payment of principal portion of lease liabilities	(568,398)	(479,691)
Dividend paid	(12,574,659)	(2,996,565)
Net cash flows used in financing activities	**(13,143,057)**	**(7,856,256)**
Net Increase/(decrease) in cash and cash equivalents	**480,769**	**4,547,025**
Cash and cash equivalents at 01 January	**5,393,764**	**833,725**
Effect of exchange rate fluctuations on cash held	**(1,448)**	**13,013**
Cash and cash equivalents at 31 December	**5,873,085**	**5,393,764**

The notes annexed 1 to 43 are an integral part of these financial statements.

Source:

https://www.batbangladesh.com/group/sites/BAT_9T5FQ2.nsf/vwPagesWebLive/DOBZKBFU/$FILE/BATB_Annual_Report_2020.pdf?

2.6 Information System Practices and Operations Management

BAT Bangladesh is among the earliest and largest companies to be launched on the Chattogram and Dhaka Stock Exchanges.

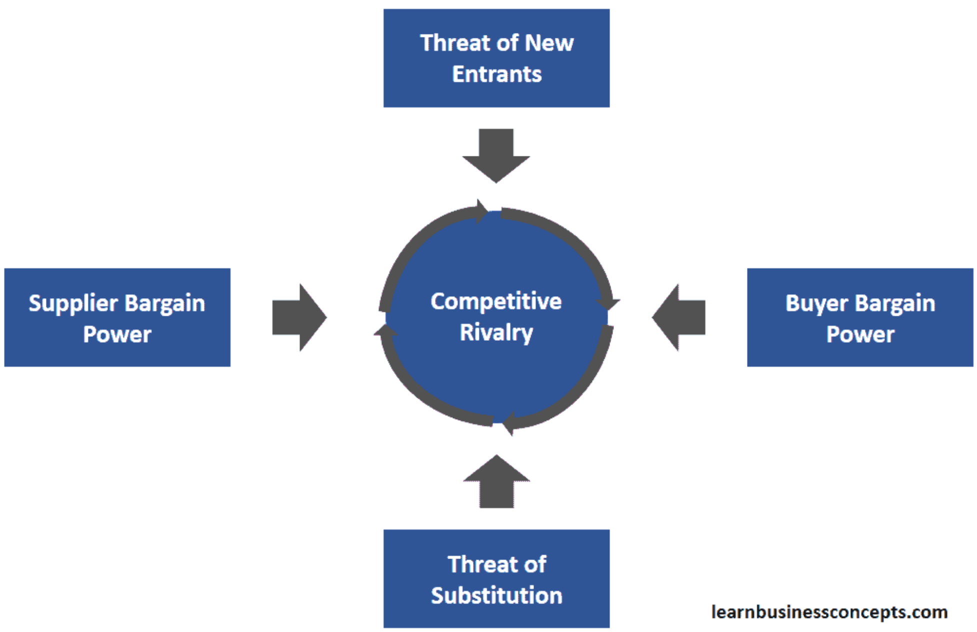
The Raleigh Investment Co. Ltd. owns 72.91 percent of our stock, while the Investment Corporation of Bangladesh owns 6.05 percent, Sadharan Bima Corporation owns 2.82 percent,

Bangladesh Development Bank Limited owns 0.34 percent, the government owns 0.64 percent, corporate investors own 14.20 percent, and institutional investors own 3.03 percent.
BAT Bangladesh shares it's all updated information and data on their websites so that their stakeholders, clients and public can get the ideas about the organization.

Website: https://careers.bat.com/

2.7 Industry and competitive analysis

2.7.1 Porter's five forces models:



1. ***Threats of New Entrants:***

New entrants bring with them innovation and new ways of doing things. New competitors have put pressure on British American Tobacco Bangladesh by saving expenditures, decreasing prices, as well as giving new ways to add value to customers. British American Tobacco must handle all of these concerns and create successful walls to prevent its competitive advantage.

How BAT Bangladesh will compete the newcomers:

- BAT Bangladesh retains old clients while attracting new ones by inventing new goods and services.
- The fixed cost per unit might be decreased by utilizing efficiencies.
- By constantly innovating along with workforce development. Newbies become less role in determining the factors industry where existing players, such as BAT Bangladesh, set the norms on a constant basis.

2. ***Bargaining Power of Suppliers***

Tobacco companies get their raw ingredients from a bunch of locations. Suppliers having a solid brand reputation may diminish British American Tobacco's profitability. With in Consumer Goods business, influential suppliers use their bargaining strength to get higher prices. Increased supplier bargaining power affects the company's financial health. The way BAT Bangladesh handles bargaining power of suppliers-

- Working on new with several goods technologies and styles so that if the cost of one material increases, the company may simply convert with another.
- Through developing an expense value chain with diverse providers.
- Developing consistently delivers that count on the firm for a living.

3. ***Bargaining Power of Buyers***

It's possible that buyers may be tough to satisfy. They want to acquire the best things for the least amount of money. This might impose financial strain on BAT Bangladesh in the long run. As BAT Bangladesh's target customer gets lower and tougher, customers' bargaining power and ability to demand higher discounts and offers develops.

The way BAT Bangladesh handles bargaining power of buyers-

- Through rapidly creating new products. Customers usually desire special deals towards well brands, therefore if BAT Bangladesh proceeds to launch new products, customers' negotiating power may be diminished.

- As a part of the recent items, present BAT Bangladesh buyers might be less inclined to defect to competitors.
- By attracting a large number of customers. It's advantageous throughout two different ways. This will reduce buyers' bargaining power and allow the company to optimize its marketing and inventory operations.

4. *Threats of Substitution*

When a product meets customer ’s expectation ways, industry profitability endures. A replacement product or service poses a significant threat if it offers a value proposition that is significantly different from the company's present alternatives.

The way BAT Bangladesh handles threats of substitution-

- By concentrating on the user's core needs instead of just the services or goods they are buying.
- Through making shifting more expensive to users.
- Through emphasizing customer care above product sales.

5. *Competitive Rivalry*

Prices will decline and the industry's financial health will be weakened if there is huge conflict among present competitors. BAT Bangladesh is a serious competitor in the tobacco sector. The organization's total long-term prosperity is harmed by this conflict.

The way BAT Bangladesh handles competitive rivalry:

- Through increasing its scale, it can be capable to be competitive better strongly.
- Instead of battling for a limited market, work with your opponents to increase the industry.
- By establishing a long-term differentiating strategy.

(2014). *A Strategic Analysis of British American Tobacco Bangladesh*.

2.7.2 SWOT-Analysis

This method is used to discover the most critical issues that affect the functioning of any business, both internally and externally. Internal factors are utilized to determine the organization's overall strength and weakness, while thorough scanning of the external environment and variables may reveal all opportunities and threats. British American Tobacco Bangladesh also conducts a SWOT analysis, which is detailed below.

Strengths:

- Major components and technological advancement
- Global Brands of Top Quality
- Efficient Workforce
- A Successful Trade and Marketing Department

Weakness:

- Wastage of raw materials
- Packing quality issues
- They are not permitted to conduct any promotional or marketing of their products through any public media channel.
- Lower Marketing Coverage
- Reduced business share in the relatively low segment of the market

Opportunity:

- Entering into the relatively lower marketing sector
- Increasing the number of users who switch to high-end brands

Threats:

- Any movement about anti-smoking

- Enforcing the law against public smoking
- The arrival of Japan Tobacco Inc. into the Bangladesh tobacco market also can be the biggest threat to BAT Bangladesh.

(*The Effectiveness of Human Resource Practices in British American Tobacco Bangladesh (BATB)"* 2021)

2.8 Summary and Conclusion

As one of the top global tobacco corporations, British American Tobacco assures quality enhancement throughout each stage of the production process. In order to keep up with the competition in the business, BAT Bangladesh must continue to focus on the quality, performance and pricing of its product lines and brands. Despite the fact that individuals are becoming more aware of the risks of tobacco, consumers who smoke on a regular schedule find it difficult to withdraw. British American Tobacco should invest extensively in R&D to manufacture a superior type of tobacco leaves that are both healthier and more cost-effective for customers. British American Tobacco, we believe, will maintain its position as one of Bangladesh's major multinational corporations (MNCs) by continuing to grow year after year.

2.9 Recommendations/Implications

British American Tobacco is a well-known tobacco producer. BAT controls around 15% of the global tobacco industry's market share. For many years, it has been the main tobacco manufacturer in Bangladesh. In any country, it has a significant return on investment. In Bangladesh, BAT Bangladesh will face significant competition from Japan Tobacco Inc. in the tobacco sector. Japan Tobacco Inc. is entering the market with a substantial investment and is actively adopting various actions to gain a large market share. It has to keep a close eye on Japan Tobacco Inc. Tobacco is harmful to one's health, and it is necessary to reduce its impact by assuring high quality. As a well-known tobacco firm, BATB should place a high value on research in order to develop higher-quality products.

Chapter-3

Project-Part

3.1 Introduction

3.1.1 Literature Review/ Background

The report contains a wealth of information on how well BAT Bangladesh conducts HR and how this assures a successful marketing team and employee job satisfaction. However, without a fundamental knowledge of what management of human resources is, the goals of HRM, the functions of HRM, how HR managers motivate their employees, and so on, this may be difficult to grasp. Understand that HR management exists to assist the organization in achieving its objectives. Even if a formal HR department is established to assist managers, managers are still responsible for employee performance. HR procedures must do properly to accomplish efficiency and effectiveness by placing the suitable employees in the right locations in the right numbers, nurturing them via training and mentorship, and progressively preparing them to meet the corporate objective. A business must recruit the right individuals. First and foremost, subordinates always have an impact on one's success. Employees with the right skills and personality traits are more likely to contribute to the company's success. Employees that lack these skills will struggle to do their tasks effectively. Before moving on to the straight-forward business-related word, I would like to give some fundamental concepts on HR procedures.

Human Resource Management

Human resource management (HRM) is a word used to describe how an organization manages its employees [(2016). *Human Resource Management Journal*, *26*(4). https://doi.org/10.1111/hrmj.v26.4]. Human resource management include individual recruiting, training, salary and benefit agreements, as well as management and execution management. As a result, some human resource managers in multinational organizations are referred to as individuals. Individuals or managers? The process of empowering influences is referred to as people management. Human resource managers are responsible for bridging the gap between satisfying workers' wants and meeting management objectives. The connection between corporations and their workers has now entered a new age in today's society. People are the major source of a company's competitive edge in this modern century, and how they are handled determines organizational profitability and survival.

3.1.2 Objective(s)'

Main goal of this study is to done with the BBA (Bachelor of Business Administration) program at BRAC University and get a thorough understanding of the Bangladeshi market and successful organization. We all know that BATB is among the biggest and successful organization of Bangladesh. Behind the success of this organization there is a successful marketing team. And behind this successful marketing team there is a successful HR department. So, through this report, we will get to know about how the HR department helps to create a successful marketing team which assures the success of the organization.

3.2 Methodology

From topic selection till final report preparation, the study needs a methodical approach. To carry out the research, data sources should be discovered and gathered, then sorted, analyzed, evaluated, and arranged in a logical order, with essential points identified. In order to perform a competitive analysis, each researcher must follow a certain design model. The three types of research methodologies are causal research, exploratory research, and analytical research. Analytical analysis is a method of research that necessitates the use of reasoning ability as well as the assessment of essential information and statistics. I picked analytical research for my report.

The process of the methodology of my report is given below:

- **Topic Selection:** Although I was an intern in BAT Bangladesh's HR department, I was able to get the chance to work both in Marketing and HR department. That's what made me think about the topic.
- **Source of Data:** The primary and secondary data sources which will be required to finish my topic's research have been identified. Primary data is used to complete the requirements, and this research also includes interviewing authorities and personnel as needed. Secondary data is also needed while creating a report. So, the data for this study was compiled using both primary and secondary sources.

The primary sources of data collection of my report are:

- Direct collaboration with British American Tobacco Bangladesh (BATB) authorities.
- Practical job experience in a variety of functions.
- Face-to-face interactions with officials and workers.
- Face-to-face communication with the vendors.
- Question based survey.

The secondary sources of data collection of my report are:

- Annual report of 2019 and 2020 of BAT Bangladesh
- Official website of BAT Bangladesh
- Books related to Human Resource Management

(*The Effectiveness of Human Resource Practices in British American Tobacco Bangladesh (BATB)"* 2021)

3.3 Findings and Analysis

BAT Bangladesh follows their own and unique process for the whole recruitment process. As one of the interns of their Human Resource department, I believe myself lucky enough for observing their process practically. The whole process and findings are explained below.

3.3.1 Job Posting

The recruitment process of BAT Bangladesh starts with advertising work opportunities on their own website. They have a range of employment vacancies available that are dependent on a number of things. The applicant must create a profile on their website, add their CV, play their online based creative game which is known as "Pymetrix" and maintain their profile updated. Users or candidates who created their profile on the official website of the organization are notified when BAT Bangladesh advertises a job vacancy and have the opportunity to apply.

3.3.2 Automated Screening/Shortlisting:

The number of applications received for any particular post at BAT Bangladesh is generally massive. To avoid situations like these, BAT Bangladesh screens or shortlists applicants who do not fulfill the qualifications or requirements for a certain position before moving on with the next procedure. After applying for the jobs, HR department shortlists the candidates after reviewing their profile, CV and Pymetrix game's result. Before beginning the selection process, BAT Bangladesh establishes its own standards or potential qualities for the vacant positions, and therefore evaluates the applicants.

3.3.3 Assessment Session

The HR department of BAT Bangladesh adopts few structured and standard steps to recruit among the shortlisted candidates. Preliminary Assessment Center, Preliminary Interview, Whole Day Assessment Center, Final Interview, and Medical Test are the phases. One has to be very creative and talented to pass these steps. They choose the applicants who score the highest in each of the five steps. As a result, they are able to choose the best and most qualified applicants for their firm, allowing them to develop a successful marketing team and other departments.

Preliminary Assessment Center: This is the first step of the assessment session. This assessment is conducted with 5-6 candidates among the shortlisted ones. The assessment is based on a case study where the candidates go through a FGD and they go to the next round depending on their performance on it.

Preliminary Interview: After the preliminary assessment center, selected candidates go through a preliminary interview, which is generally done by top management. The objective of the interview is to acquire information from applicants about their education, history, experience, interests and training in order to assess their fit for the needs of the organization

Whole Day Assessment Center: After the preliminary interview, selected candidates need to perform a whole day assessment center. This is the toughest step among all the assessment sessions. In this assessment session they go through three steps which are FGD, Role Play and Presentation on the same day. Thus, the employees go through huge pressure, yet they need to handle the assessment properly. Usually very few candidates are selected from this assessment.

Final Interview: After passing the toughest assessment center, the eligible candidates face final assessment or interview. This stage or interview is usually conducted by the head of the functional department. The interviewer emphasizes on the candidates' aims, willingness, commitments, and positive attitude toward the position throughout this interview. After interviewing the candidates, they choose the best ones.

Medical check-up: This proceeds to the medical checkup of the candidate, which is the final phase and test of the recruiting and selection process.

Joining: After passing all the mentioned steps, eligible candidates get the job offer from the organization. The candidates who accept the job offer get their appointment letter and then they officially start working for the BAT Bangladesh.

(*The Effectiveness of Human Resource Practices in British American Tobacco Bangladesh (BATB)"* 2021)

3.4 Summary and Conclusions

British American Tobacco dominates the tobacco industry in Bangladesh. It is one of Bangladesh's largest tax payers, with a highly efficient staff and systems to assure rapid company transitions. They need to manage both their people and financial resources efficiently in order to achieve constant high performance every time in order to sustain their market position. Employees are under a lot of pressure to fulfill the deadlines, but BAT Bangladesh compensates for this by providing them with enough facilities. Moreover, BAT Bangladesh's culture is always demanding, which makes all of its employees incredibly efficient all of the time. Considering the statement that the organization constantly changing its methods as well as becoming more thoughtful in its ways that benefit employees, there are still areas of development where it may make it simpler for its employees, which may result in higher productivity.

The HR department of BAT Bangladesh has to be very careful while choosing the eligible candidates. They choose only the best candidates who they think can take the huge pressure of BAT Bangladesh and still can stay dedicated and work hard to achieve the goal of the organization. Therefore, they emphasis on their recruitment process and select the most suitable and eligible ones for their organization. This is how the HR department assures successful marketing team and other teams and thus, the success of the organization.

3.5 Recommendation

After working with the organization, some of my recommendations are given below:

- To maintain good connectivity for a given communication, the company should establish an appropriate and structured framework of their communication network system. This will improve the network between the inside and outside of the company, allowing it to operate more efficiently.
- There have been some additional human resource allocations that are required based on the appropriate person for the right job. Although hiring additional employees is costly, having more workers in the essential positions would improve their procurement process and increase production efficiency.

- The HR department should have a more unified and one-way management. Marketing HR, pure HR and supply chain HR were the three categories they used to separate the HR function. Each of them has its own set of manual responsibilities, but one of them has a significant flaw.
- To meet employees' flexible work hours, more manpower is needed. If manpower is increased, employees will be better able to accomplish their duties and will be more motivated. They would be able to establish a decent balance within their career as well as personal life as well.
- To improve three important areas: knowledge, skills, and attitude, create training programs and a training schedule based on individual, functional, and corporate needs within the business.

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