

Internship Report on

‘Recruitment & Selection Process Of Interspeed Marketing Solutions Ltd.’

Course Code: ‘BUS-699’

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MBA PROGRAM

BRAC Business School



BRAC University

Recruitment & Selection Process of Interspeed Marketing Solutions Ltd.



‘Recruitment & Selection Process Of Interspeed Marketing Solutions Ltd.’



Submitted To

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S.M. Arifuzzaman
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Subject: Submission of report on Recruitment and Selection Process of Interspeed Marketing Solutions Ltd.

Dear Sir,

With due respect and great pleasure I submit my internship report on Interspeed Marketing Solutions Ltd. The topic of my report is “Recruitment and Selection process of Interspeed Marketing Solutions Ltd.”. My main focus of the study is to understand the procedure of Recruitment and Selection process of IMSL. I have found the study to be quite interesting, beneficial & insightful. I have tried my level best to prepare an effective & creditable report.

I have tried my level best to follow the guidelines that you have provided. As an employee of IMSL, the whole experience of this enabled me to get an insight into the real life situation as well as corporate world.

I will be always available for answering any queries on the paper. Any sort of query or any criticism on this report will be beneficial for me, as it will give me the opportunity to learn more and enrich my knowledge. I hope you will consider the mistakes that may take place in the report in the spite of my best effort.

Thank you.

Sincerely yours,

SHARMIN AKTER
ID-13164074

MBA Program

suggestions to improve the report. At the very beginning I would express my deepest gratitude to Almighty Allah for giving me the strength and the composure to finish the task within the scheduled time.

I would like to express my appreciation to my internship supervisor, S.M. Arifuzzaman, Assistant Professor, BRAC Business School, BRAC University for providing me all the guidance and support that I needed mostly. This was really a good way of learning and I really appreciate his efforts towards giving me proper line directions.

I am very much grateful to the official of Interspeed Marketing Solutions Ltd. who extended their enthusiastic cooperation during my work. Their disciplines in work inspired me a lot. I am also thankful and acknowledged to my supervisor **Mr. Pratik Sen Gupta**, Brand Manager, Interspeed Marketing Solutions Ltd., without his direct help, suggestion, and support it was impossible for me to complete this report as well.

Finally, my sincere gratitude goes to my family and friends for supporting me, sharing their thoughts and giving me the moral support during the preparation of this report.

EXECUTIVE SUMMERY

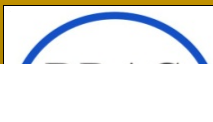
As a part of academic requirement and completion of MBA program, I have been assigned to complete internship report on “Recruitment and Selection Process of Interspeed Marketing Solutions Ltd.” under the guidance of **S.M.Arifuzzaman**, Assistant Professor, BRAC Business School.

“Recruitment and Selection Process” is a segment of Human Resource Management. As such I have selected this topic to make it perfect. I have divided this report into several sub sections. The objective of the report is to identify how theories and concepts are discussed in my educational program can be practiced in the aspect of recruitment and selection process at a marketing agency organization in Bangladesh.

As usual, primary data and secondary data were used to prepare this report. Primary data came from my day to day observation and interviewing employees. Secondary data was collected by Organization employee hand book, website, and relevant books. I tried to minimize to bias and produce an unbiased report.

The Interspeed Marketing Solutions Ltd. is one of the best marketing agencies in Bangladesh because of their high performance driven. Although there are some limitation and lack of standard HR system, their HR practices help them to achieve their goals. Hence, the management development programs are introduced to update their employees. This report tried to look on how and why recruitment and selection process have done. This report also shows my observation on recruitment and selection process. This report provides some recommendation which may help to improve their process.

Finally, the report allows focusing on theories and concepts used in Interspeed Marketing Solutions Ltd. to relate with academic purpose.



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Chapter 1 Introduction



1.1 Introduction

The recruitment and selection processes of an organization are two of its most important HR planning activities. The basic purpose of recruiting is to ensure a sufficient pool of applicants from which the most qualified individuals may be selected. Effective recruiting is important because sufficient number of qualified applicants is needed to ensure that selection can be successfully accomplished.

1.2 Origin of the report

The Internship report is prepared for making a study on “Recruitment and Selection Process at Interspeed Marketing Solutions Ltd.” It is required to perform internship project for completing of MBA program at BRAC University. The guideline and preparation of the report was supervised and directed by S.M. Arifuzzaman, Assistant Professor, at BRAC University and I am thankful to him for assigning this project.

1.3 Objective of the report

There are two Objectives of this report:

Primary

The Primary Objective of the report is to recognize and identify how theories and concepts discussed in the MBA program can be applied in the aspect of Recruitment and Selection process at an organization in Bangladesh.

Secondary

The Secondary objectives of the report are:

- 1) Describe the organization and explain the scope of work in recruitment and selection Process.
- 2) Recognize and identify how theories and concepts that covered in MBA program are applied in recruitment and selection process.
- 3) Propose suggestions and recommendations for the practitioners the can help management further to apply best practices in human resource management in the organization.

1.4 Methodology

To preparation the report, data has been collected from both primary and secondary sources. In-depth interviews of some of the employees of the HR Division of the Organization have been conducted to gather necessary information. Also, the Recruitment and Selection Policy of IMSL has been consulted in preparing this report. Moreover text books, internet, the annual report of IMSL etc. have been used to collect information.

1.5 Scope

The scope of this study is the recruitment and selection policy and processes of IMSL.

1.6 Limitation

The major limitations that I faced during my internship period and preparation of this report are as follows:

1. As the employees were busy with their own duty, they could give me little time for consultation.
2. As I am the employee of IMSL, I have to do some other activities which are not related to this internship. So I had faced little difficulties.
3. Time limitation for preparing the report.
4. Published information is not up to date.

Chapter 2 - About The Organization



This Beautiful Journey will only continue

2.1. Birth Family Growth Symptoms

Founded by late Enayet Karim, considered by many the father of advertising in Bangladesh and pioneer of on-ground brand activation, rural marketing and direct marketing, Interspeed started as Interspan in 1968. Subsequently in 2008 Direct Marketing SBU (Strategic Business Unit) of Interspeed Advertising Limited was spun off as an independent business and journey of IMSL began.

Interspeed Marketing Solutions Limited, popularly known as IMSL, is a full-service privately held marketing service provider and in a few years has established itself as leader in terms of reach and people deployed.

IMSL works with some of the biggest names from FMCG, telecommunication, and financial services sector. All the clients are here with us for years; a reflection of our commitment to the success of our clients. Services of IMSL are not restricted to communication only; and it actually has developed into a service provider of entire marketing operation for brands.

Interspeed Marketing Solutions Limited (IMSL) is the agency in-charge of the all Consumer Engagement activities, Merchandising of BATB, Mobile Financial services for ONE Bank, Pollydoot (Unique rural distribution initiative) for Uniliever, Direct to Consumer for P&G etc. With full operational capacity in both execution and strategy, IMSL conducts one-to-one and one-to-many consumer engagements through any number of required human resources (i.e. Brand Representative Supervisors, Brand Representatives, Brand Admirers, etc) and also provides all direct marketing services which include creation, verification and management of consumer databases and call centre operations.



2.2. Our Clients

British American Tobacco, world's second largest cigarette manufacturer, is in Bangladesh market for more than one hundred years and IMSL's very birth was for the purpose of catering to this client's need. Interspeed has been serving this client since 2001.



Unilever is an Anglo-Dutch multinational consumer goods company that is the third biggest consumer goods company in the world. Since 19th century, it was in the market with Sunlight soap and subsequently the factory at Kalurghat was established in 1964. IMSL is with Unilever since 2010. And Interspeed has its relations with Unilever since 80s.

Procter & Gamble is the world's largest consumer goods company that owns brands like Gillette, Head & Shoulders, Pantene, Duracell, Whisper, Oral B, Pampers etc. IMSL's journey with this client started in late 2011.



2.3. Our Projects

What do we do for these clients?

2.3.1. For BATB

2.3.1.1. Consumer Engagement (*Largest Consumer Engagement Operation in Bangladesh*)



Tobacco is a sensitive product and only legitimate form of communication in Bangladesh is permission-based marketing to adult smokers.

Since 2008, IMSL has been executing consumer engagement campaigns for all brands across Bangladesh.

IMSL is responsible for entire execution of this communication function starting from receiving the cycle instruction to recruitment, training, route planning, execution, supervision and subsequently generating the desired number of contacts and trials. In February 2013, Some 5,000+ people were on ground in this project.

2.3.1.2. Merchandising

Tobacco, being a sensitive product, is allowed legally to be promoted at retail points that sell tobacco. And it is the only channel of product-visibility driver as traditional visibility options are no longer legitimate in Bangladesh. Since July 2010, IMSL has been the chosen agency to execute this after the function was outsourced by BATB.



Close to 800 people nationally reach to more than 300K outlets ensuring product visibility. Sophisticated IT based image and location tracking software is used to monitor the field work.

Barring execution, IMSL also contributes to design of plan-o-gram, procurement of merchandising materials and distribution, maintenance of PMMs etc.

Barring execution, IMSL also contributes to design of plan-o-gram, procurement of



2.3.2 For Unilever

2.3.2.1. Pollydoot (Unique Rural Distribution Initiative of Unilever)

Close to 70% of the Bangladesh population lives in rural area. With a steady 6+% GDP growth rate over last 05 years and steady increase in



remittance, earning of rural population has increased over recent years significantly. Therefore marketers feel the need to be present in the rural market.

On the other hand, a) poor infrastructure and b) relatively lower ROI discourage mainstream distributors from catering rural market. These have contributed to the phenomenal growth of now globally recognized “Pollydoot” of Unilever.

Pollydoot, meaning rural ambassador, is a young male from the community who can invest a few thousand TK and have sufficient education to do basic arithmetic and can read and write Bengali and is ready to work hard to improve his life.

IMSL recruits this Pollydoot and provides basic sales training, provides memo book, indent book etc. and introduces him to the market.

Subsequently, Pollydoot collects orders from the market, places the order with distributor, and collect goods at end of section by paying cash and fulfills the orders.

IMSL is accountable for finding the market and un-catered outlets beyond mainstream distribution, recruitment and selection of Pollydoots, training, orientation to market, attaching them to the distribution house, taking target from client and allocating it among teams, supervision and monitoring to ensure Pollydoot productivity, incentive program design and subsequent disbursement of it for project team, relationship management with region team of client etc.

In a nutshell, the entire operation is run through IMSL who has dedicated force and resources to run this project and this project only.

Over the years, Pollydoot enjoyed phenomenal growth. What started with a few dozen people with low morale and high turnover, now has become a global example in Unilever world. With 2,200+ Pollydoots, 120+ strong, multi-layered dedicated agency supervision and monitoring team and 09 offices nationally, the project is frequently visited by people from far-flung places.



2.3.3 For P&G



2.3.3.1. Direct To Customer

P&G globally is a great believer of trial. It believes that if it can make consumers try their products, their product superiority will stick. Since December 2011, IMSL has been deploying Trial Consultants (TCs) who visit the households and demonstrate the

Product superiority to the TGs. Apart from demo, the TCs sells the products to households (not free sampling) to generate trial.

The agency takes trial number target from P&G (Singapore office) and run the program through rigid supervision and monitoring ensuring that none of the products land in trade.

Entire trial program is outsourced to IMSL and so far millions of households tried P&G products (i.e. Pantene, Whisper, Head & Shoulders, and Olay).

With 300+ people, the project has extended beyond Dhaka to Bogra, Rajshahi, Rangpur, Chittagong, Narayanganj and Khulna and will eventually cover entire Bangladesh.



2.4 Our Functional Areas

2.4.1. Research & Analytics:

Every successful campaign or launch is based on some insights. Often such insights are in plain sight right in front of us only waiting to be unearthed. Research and Analytics of IMSL does that - illuminating insights that contributes to bottom line.

We work closely with the clients to understand the nature of the marketplace, the products and the customers' preferences.

The team's competencies range from accessing and reporting on data to predictive modeling and advanced statistical analysis. Services include:

- Product or Service Acquisition Analysis
- New Product Development and Concept Testing
- Brand Image Assessment
- Market Segmentation

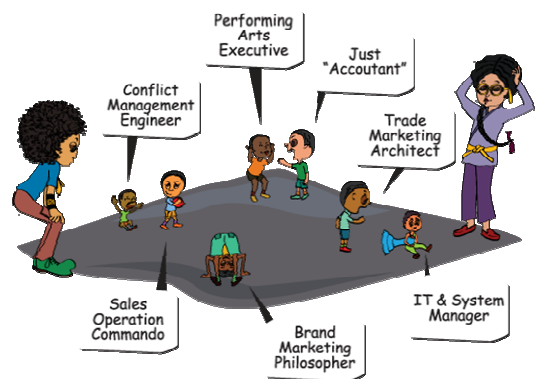


2.4.2. Human Capital Management:

Chance of success in today's competitive landscape goes beyond just hiring the right people for the right job. Human Capital Management or HCM is a set of practices related to human resource management.

The HCM service helps to increase operating efficiency and advance workforce performance by improving procedures, speeding performance and increasing ROI (Return on Investment) on HR and talent management. Services include:

- Hiring and Recruitment
- Performance Management
- Compensation Planning and Strategy
- Training and Development



2.4.3 Direct Marketing

IMSL's direct marketing services, which can help your business to engage more consumers than before, through the services like:

- Physical Mail and E-mail
- Call Center and SMS
- 1-2-1 Communication
- Sampling



2.4.3 Digital Marketing

IMSL's personalized approach to managing social media gets you more consumers and keeps them coming back. The services include:

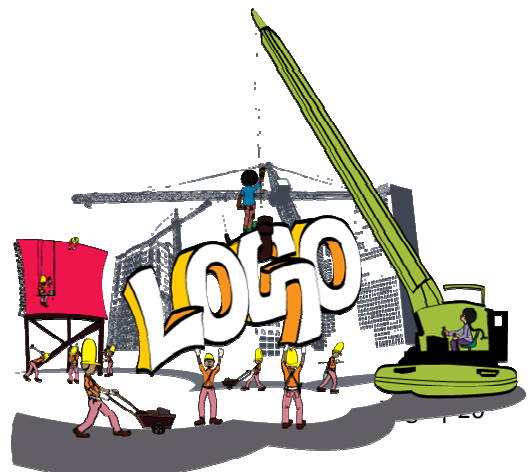
- Protects and promotes your business reputation by creating effective social media profiles.
- Helps to maximize your online exposure by optimizing your social media profiles and cross-promoting your business through other social media websites.
- Helps to engage and motivate your audience and turns your fans and followers into customers by creating original and engaging contents.



2.4.4 Brand Management

IMSL offers a portfolio of brand management services to clients seeking to increase their brand value. Our services include the following, but not limited:

- Brand Identity Development
- Positioning and Strategy



- Campaign and Promotion Design
- TVC and RDC Production
- Corporate Events
- Corporate Films

2.4.5 Trade Marketing

The dimensions of IMSL's trade marketing service are:

- Channel Management Including Distribution
- Sales Support Programs
- New Market Exploration and Activation
- Shopper Experience Management

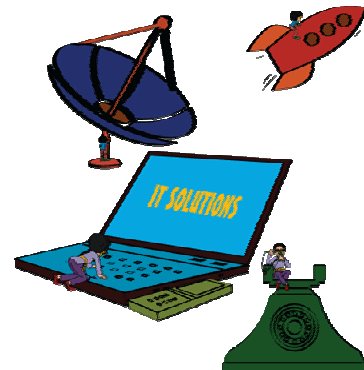


2.4.6 IT Based Solutions

From the very beginning, technology remained IMSL's forte.

The services offered are:

- IT Strategy Development and Transformation
- Customized Software Development and Maintenance
- Database Management
- Website and Web Based Application Development



Chapter 3 Recruitment and Selection Process of Interspeed Marketing Solutions Ltd.



3.1 Human Resource Division

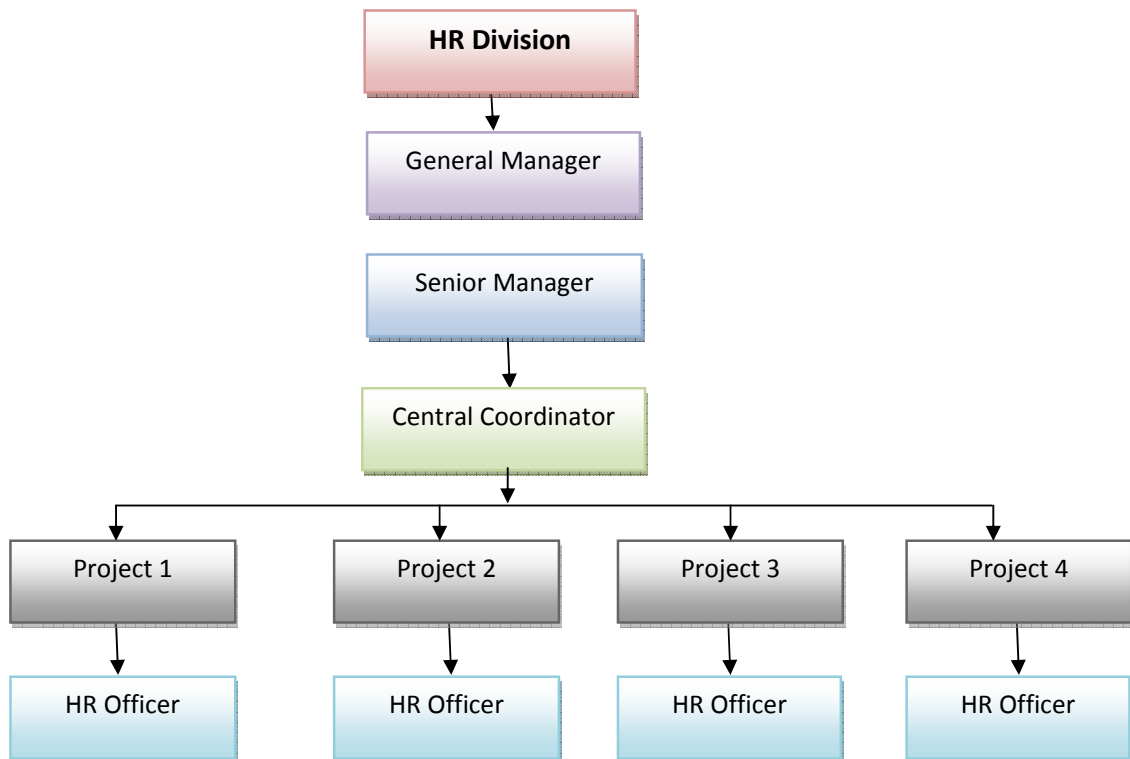
Interspeed Marketing Solutions Ltd. considers that success depends on the collective effort of entire work force. The company has comprehensive policy and procedure that practices best approaches with legal and ethical consideration. The major purpose of human resource division is to introduce organizational policy and related to employees of IMSL. It gives specific guidelines of operation of human resource division with a vision to maintain the expected standards that are maintained.

The human resource division is a central reference of employee relations and policies. Each Policy is a guideline to be used with discretion, understanding and management in the spirit in which the policy is written.

3.1.1 HR functions:

- Recruitment and Selection
- Training and Development
- HR Transaction
 - ✓ Compensations and Benefits
 - ✓ Performance Management
 - ✓ General policies and procedures

3.1.2 The structure of HR division:



3.2. Recruitment and selection process

Recruitment refers to the process of attracting, screening and selecting a qualified person for a particular job. Based on the nature of IMSL's projects, a large number of recruitment including permanent/ temporary/ contractual recruitment needs to be done within the stipulated time frame.

A transparent, robust, and rigorous recruitment process results in:

1. Qualified people with attitude perfectly aligned with organization's culture and values.
2. Productive and healthy work environment.

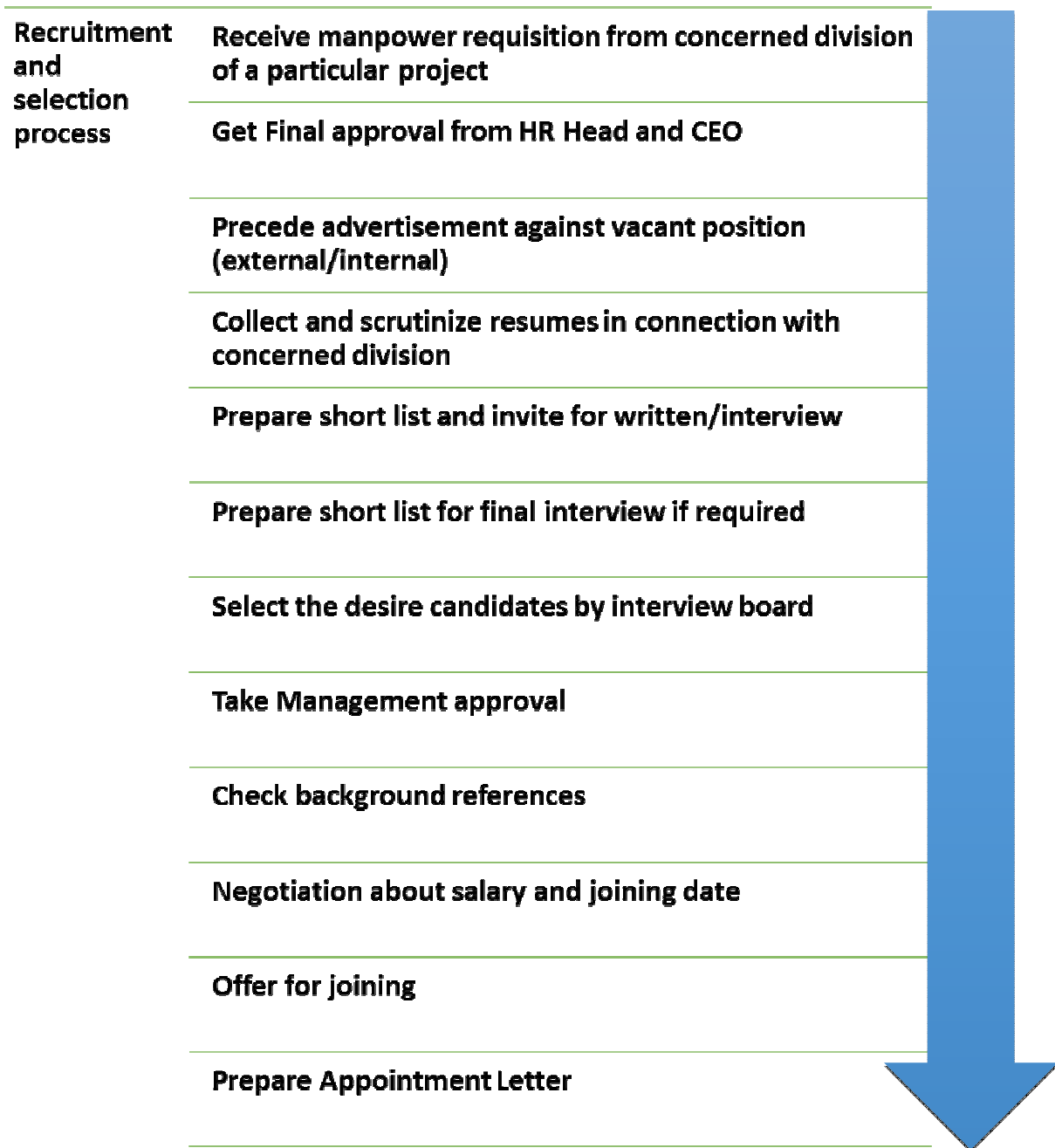
All these in turn contribute to excellence in attaining organization objectives.

3.2.1 Standard of procedures of recruitment and selection process:

There is a guideline for recruitment and selection process of IMSL. There are the steps of Standard of Procedures about recruitment and selection process of Interspeed Marketing Solutions Ltd.

1. All divisional/departmental head in each project will raise personnel requisition with proper justification if any vacancy arises and send it to their particular HRD.
All divisional/departmental head will assist the HR personnel in the recruitment and selection process.
2. Concerned division/department will inform the particular project HR by giving formal mail if any job vacancy arises in any division/department stating job description and job specification to head of HR for taking necessary action.
3. The HR personnel will examine the manpower requisition for that particular position & project and obtain CEO's approval for onward processing.
4. After getting the approbation from CEO, the HR personnel collect profiles of potential candidates through a number of sources like internal job announcements, employee and management referrals, direct contact, advertisement in online job posting as applicable.
5. HR will sort out the applicants in consultation with concerned division/ department.
6. Next, HR will invite the prospective candidates after preliminary short-listing of the candidates for written test and/or interview.
7. It will conduct written tests and/or interview as required on the appointed date in combination with HRD and concerned divisional/departmental head representatives nominated by concerned division/department.
8. The performance of candidates will be checked under a set standard and HR will complete recruitment and selection process in a define system with the approval of management.
9. HR will inform the finally selected candidates about their selection and needed ask to report to HR Division for further negotiations.
10. HR will check at least two references of the selected candidate.
11. If everything goes positive and the selected candidates/candidate accepts the offer, the HR will offer the job proposal by giving formal offer letter.
12. HR will provide an opportunity to tender/sign a joining letter on acceptance of offer pertaining to recruitment formalities to be filled out and returned to HRD.
13. All educational certificates of the candidates and all relevant papers while working out on submission are kept in the personal file of the candidates.
14. HR will put the selected candidates on probation for a period, length of which will be decided by management.

3.2.2 Flowchart of recruitment and selection process



3.3 Receiving manpower requisition

At first, concerned division/department must give manpower requisition mail to the Project HR Officer. In requisition mail, there are some aspects. These are:

3.3.1 Position details:

Here, manger from concerned division/department will write down the position name, department, type of vacancy, number of employee needed, date by which personnel is required to join. There are two types of vacancy. These are:

- i.** Replacement
- ii.** New position

3.3.1.1. If vacancy is against replacement, managers must mention previous employee's name and resigning date. If the vacancy is against new position, then managers must show the judgment. This judgment is about why new position is raised. This judgment must be approved by that particular project's head and senior manager.

3.3.2 Job description:

In job description, managers mention about task of vacant job.

3.3.3 Job specification:

In job specification, manager will point out skills that need to perform. Here, he will portray about educational qualification, experience, and age limit. If experience is not needed, manager will write that experience is not mandatory but preferable.

3.3.4 Approval:

After getting the requisition it needs to be approved by the CEO and the Head of HR. Here, manager, raised requisition, will sign. After singing divisional head, manager will send it to HR officer, division. Then HR division will examine it and send it to Coordinator HR. Then Coordinator HR will examine and send it to the HR Head for signing. Then finally it will go for Chief Executive Officer's sign.

3.4 Attract applicants and collecting resumes

After approval from Chief Executive Officer and General Manager HR, Particular divisional HR officer with the help of Coordinator HR will start their recruitment tasks. HR Officer will send the photocopy of manpower requisition form to the Coordinator HR and it will keep the original copy.

After that it will set how to draw applicants' attention. There are two sources for collecting resumes. These are:

3.4.1 Internal sources:

Through internal sources they collect resumes. Internal sources help HR Officer reduces the cost. There are some sources that are used to utilize internal resources. These are:

3.4.1.1.Employee referrals: Interspeed Marketing Solution Ltd. has huge number of employees. And those are mainly the entry level employees, such as trade team and call central employees. So that's why IMSL gives all opportunity for everyone inside the organization to make them feel special and team partner. And IMSL also gives priorities to each employee's decision. Employee referrals are great and strong source for IMSL for gathering resumes. Here employee from IMSL can refer for any applicant, only if there is any vacancy or opening.

3.4.1.2.Notice board: A copy of the advertisement is placed on the company notice process and can recommend suitable candidates, if any.

3.4.1.3.Transfer and promotion: HR Division follows this source if vacant position is immediately important.

3.4.2 External sources:

Through these sources, IMSL gathers huge and good number of applicants. The Sources are:

3.4.1.3.1. Online advertisement: HR Division of IMSL has contract with bdjobs.com. HR manager has full access to post a circular here. Here, they advertise about entry level to mid-level and high level jobs. For posting job on Bdjobs.com, they have to pay about 7838 taka.

3.4.1.3.2. CV Bank: HR of IMSL always maintains CV bank. In CV bank, there are two parts. First one is unsolicited CVs. Applicants send their CVs. Some send in their career service mail. Then HR Division keeps these CVs if they are suitable for IMSL. Another one is rejected CVs from different selection process. Excellent rejected CVs are kept in file. So when HR needs job holder, they pick some CVs from these files.

3.5 Sort out applicants

After Collecting Resumes, HR of a particular project in IMSL starts its selection process. Resumes are chosen in two approaches. At first, HR selects applicants' resumes. Next, they choose the suitable candidates on the basis of the requirement of the concerned department/division. After that, concerned department does the final selection and gives back to HR division.

3.6 Make call list and informing candidates

Next work is to inform applicants for attending exam. For this, HR makes call list. This call list includes applicants' name, and mobile number, exam timing and remarks. HR division calls applicants through two ways. If applicants' number is little, like for the top level post- HR calls them by themselves. If applicants' number is large, like for the entry level posts- they send call list to call centre employees. Call centre employees will write down note whether applicants are available or not.

3.7 Preparing candidates profile summary

Now HR will be ready for preparing itself. They will make candidates profile summary. Most of the candidates profile summary is prepared after written exam. This candidate's profile summary contains applicants' name, father's name, last education, education institution, date of birth, experience and results of written test (if taken). This will help interviewee to understand applicants in a moment.

3.8 Preparing Attendance Sheet

Before written/practical exam, HR division will prepare attendance sheet. This attendance sheet includes applicants' name, mobile number, exam time, signature box and remarks. After preparing it, it will be sent to reception. So when candidates will come, they will sign there.

3.9 Written /Practical exam

For selecting final employee, HR division arranges some examinations where candidates will give test. In written test, applicants must have to get 30 percent number. Written exam is divided on some categories. There are questions about

- English communication
- Math

- IQ- analytical ability and
- Job related.

It is mandatory to answer the job related questions. Then HR checks the exam paper and attaches with resumes. After the written exam, every candidate has to face the computer test. The computer test is basically in Microsoft Excel and mail communication.

3.10 Interview

After passing written exam, HR organizes viva/interview. This viva board consists of three types of people. Some are from HR Division, some are from concerned department. Another interviewer is from other department. Then he provides candidates profile summary and resumes who pass in written exam. In viva, interviewer asks about applicants' study and job related question. They want to know about job responsibilities from candidates. Interviewers give some situation to know that how candidates will response in given situation. They also ask candidates about expected salary. If applicants have job experience, they also ask about job condition and reason of leaving that organization. Interviewers basically evaluate some aspects from candidates. These aspects are:

- Job understanding
- Communication skill
- Decision making abilities
- Appearance
- Delegation
- Technical skill

All interviewers will mark candidates. They will average all interviewers' mark and select final person. They also select additional two or three applicants. If first choice applicant is not available, they can go for second and third best candidate.

3.11 Background Check

HR will contact with the finally selected applicants past employer or reference check about their past record. They will try to get information from past organization. If HR does not find any problem, they will be called for joining.

3.12 Negotiation about salary and joining date

After the background check, the selected applicant will be called for negotiation about salary and joining date. If first choice applicant is not available or goes with the offer, they can go for second and third best candidate.

3.13 Offer for joining

After final result, HR ensures that finally first choice candidate will attend their organization. If first choice does not expect their condition, HR will go for second best or third best choice. Then HR calls finally selected on fixed date to bring necessary papers. New joiner has to handover some important documents. These documents are:

- **Updated resume:** New joiner will give away two resumes in English and Bengali.
- **Certificate and Transcript:** New joiner will give photocopy of all educational certificates.
- **Release order:** If new joiner has previous job experience, he/she must get back release order from previous organization. Otherwise, he will not be able to join here.
- **6 copy passport size photograph:** New joiner will give six copy passport size colored photographs with his/her name and signature at the back.
- **National ID card photocopy:** New joiner will give two photocopies of his/her Identity Card. He will also give two photocopy of nominees' Identity Card. All photocopies of Identity Card.

3.14 HR Activities

- **Joining letter:** HR will provide joining letter. In joining letter, there will be terms and conditions about job and organization. Here, new joiner will sign below the joining letter.
- **Code of Business Conduct (CBCE):** HR will provide one copy of Code of Business Conduct to the newly joined employee. This is a copy of business rules and regulations and in every CBCE, there is perforated sheet which must be signed and given back to HR.
- **Bank account:** If new joiner has an account with **Standard chartered Bank**, he/she will provide the bank account number. This will be his/her salary account. If the employee doesn't have the account in SCB, IMSL will give the bank account application. This will be filled up and sent back to HR. Then HR will send the account

form to the account department.

- **Employee ID card/Visiting card:** HR will collect the all the necessary information to prepare the employee ID card and visiting card. Like:

- Employee name
- Position
- Department
- Mobile Number
- IMSL mail ID
- Company address

Then HR will give the information to the designing or production department for preparing ID cards.

- **IMSL Mail ID:** There will be a new personal company mail ID for each and every employee. This will be done by the software engineer, who is responsible for opening the IMSL Mail ID.
- **Prepare personal employee file:** All educational certificates, NOC letter, NID of the candidates and all relevant papers while working out on submission are kept in the personal file of the candidates. HR is responsible to keep the file up to date.

Chapter 4 Finding and Analysis



4.1 Major findings of the study:

In my employment at IMSL, I have observed and found different issues. These are:

1. Chief Executive Officer (CEO) is the sole authority approve finally for any project or functional decision. Only after receiving approval from the CEO, HR starts all their functioning as per method.
2. Every position at IMSL is project wise that means if the project is closed the employees under the project will be terminated. So that's why candidate don't feel interested to under project job as there is no job security.
3. I found the recruitment and selection process is quite lengthy. First the divisional head of a particular gives requisition to the HR officer with proper explanation. And the requisition has to be approved and signed by Coordinator HR, Head of HR and finally to CEO.
4. IMSL engages both HR manager and Coordinator HR in their recruitment and selection process.
5. There is no proper orientation program for the new employees.
6. The company has no online requisition process. For example, sales manager of Savar sales team raises a requisition. He must send this requisition form through their internal mail service. If there is any strike or hartal, this day internal mail service will not work. As a result, recruitment process is going to delay.
7. HR of a particular project at IMSL does not maintain CV banks properly. Often they lost resumes.
8. In their Recruitment and selection, employees from another department and head of department have to participate in all the recruitment and selection process. So when work pressure is really high, number of these employees is not enough.
9. For time limitation, management sometimes takes the written test and viva in a same day, which is not good.
10. They still don't have the standard career option in their company website.
11. They do not publish recruitment advertisement on own website.
12. HR does not arrange medical examination for final applicants.

Chapter 5 Recommendation and Conclusion



5.1 Suggestion for improvement

I have come up with some recommendation which may help the IMSL for their improvement.

These are:

- 1) HR should introduce online requisition system. As a result, HR will get requisition form immediately and it will make faster its process.
- 2) The management is already working on their internal network properly for recruitment advertisement.
- 3) HR Division needs enough space to maintain CV bank and it has to be shelf in a proper way. That will help employees to find resumes easily.
- 4) In written, viva or practical exam, there should not be any unfairness. Otherwise the company will lose appropriate candidates.
- 5) HR should also communicate with failed candidates. At least, they can send an email on applicants' account.
- 6) The recruitment and selection process' activities of written and Viva could be done separate days. So it will release extra pressure from employees and they can find more appropriate employees.
- 7) There should be an orientation and training program for the new employees.
- 8) The Company should start training its managers on better interviewing.

5.2. Conclusion

Interspeed Marketing Solutions Limited (IMSL) is the agency in-charge of the all Consumer Engagement activities. It is a service marketing company, to provide the finest and best marketing service for their clients' like- BATB, ROBI, One Bank, P&G etc. Profit and loss alone cannot measure the success of IMSL. The success of IMSL mostly lies in its friendly and helping working environment. And as an employee of IMSL, I must say that it has very friendly, learning and helping working environment that the employees are most inspiring of. It also ensures a safely for female employees.

The success of an IMSL depends largely in the quality of service rendered to the clients. Quality of service depends on the competence and the quality of the employees of the organization. Therefore, the management of IMSL has to be careful in recruiting the right person for each job. As we have seen, the recruitment and selection process of IMSL has rooms for improvement. Although the process they have been adopting so far has been somewhat effective, to adapt to the change with time, the process should be revised and streamlined.

The company begins its journey with lots of hopes and goals, so we can say that keep working and try to improve the limitation in operations and HR divisions.

As the company always says '***This Beautiful Journey will only continue***'.

References:

- 1) <http://www.imslbd.com>
- 2) <http://www.interspeed.com.bd>
- 3) <http://hr.ucr.edu/recruitment/guidelines/process.html>
- 4) <http://www.slideshare.net/umerkhalidhabib/recruitment-and-selection-24053999>
- 5) <https://www.nd.gov/hrms/managers/guide/selproc.html>

Abbreviations:

CV:	Curriculum Vita
NID:	National Identity Card
CBCE:	Code of Business Conduct and Ethics
SBU:	Strategic Business Unit
FMCG:	Fast Moving Consumer Goods
BATB:	British American Tobacco Bangladesh
P&G:	Proctor & Gamble
MFS:	Mobile Financial Service

Appendix:

Call Center Agent

Interspeed Marketing Solutions Ltd.

No. of Vacancies 20

Job Description / Responsibility

- The position will report to the Call Centre Manager
- Calling potential and existing consumers of various products and delivering the brand message to them
- Receiving inquiries, solving problems over telephone as per the instruction provided by the Call Centre Manager.
- Working 10am to 6pm

Job Nature: Part-time

Educational Requirements:

- HSC/Graduate/ running university students in any discipline

Experience Requirements

- at least 1 year(s)
- The applicants should have experience in the following area(s):
 - Call Centre Supervision/Management
 - The applicants should have experience in the following business area(s):
 - Call Center

Additional Job Requirements

- Age at most 25 year(s)
- Only females are allowed to apply.
- Clear Bengali and English pronunciation
- Impromptu speaking capability
- Good command in day-to-day computer operation (i.e. Microsoft Word, Excel)
- Preferably female
- Part time campaign based job
- Campaign Based Work (one week to full month), when needed based of campaign.

Job Location : Dhaka

Other Benefits/: 500 taka per day

Job Source

Bdjobs.com Online Job Posting.

Sales Supervisor

Interspeed Marketing Solutions Ltd.

No. of Vacancies N/A

Job Description / Responsibility

- Ensure achievement of territory sales target
- Supervise the activities of sales representative and execute daily sales activities to ensure sales target achievement and maintain trade relations with business partners.
- Monitor and ensure unit (i.e. brand, SKU) wise sales
- Ensure product availability and display in the assigned territory
- Manage, motivate and train sales team
- Collect market information and track competitor activities

Job Nature : Full-time

Educational Requirements

- Graduate/ Masters in Marketing or any other subject
- 3rd division/class or equivalent CGPA in any academic level will not be accepted.

Experience Requirements

- 2 to 3 year(s)
- The applicants should have experience in the following area(s):
 - Sales, Marketing
 - The applicants should have experience in the following business area(s):
 - Telecommunication, Manufacturing (FMCG)

Additional Job Requirements

- Age 25 to 32 year(s)
- Only males are allowed to apply.
- Must have sound physical health, should have a positive mental attitude
- Must be target oriented
- Must have good report writing skills and good computer literacy
- Ability to work independently and under pressure
- Candidates must have the ability and interest to drive motorbike

Job Location : Anywhere in Bangladesh

Salary Range: TK.18000 - 25000

Other Benefits : Festival bonus and other benefits as per company policy. Company will provide Motor Cycle facilities for market visit.

Job Source : Bdjobs.com Online Job Posting.

**Job Description of Territory Officer
One Bank Mobile Financial Service Project (OB MFSP)
Interspeed Marketing Solutions Limited (IMSL)**

This document is drafted on March 13, 2011 by Saidur Rahman, Chief Executive Officer, is confidential in nature and shall not be disclosed to any other parties without prior approval of Saidur Rahman or Adnan Karim, Managing Director, Interspeed Marketing Solutions Limited or any other persons designated by Managing Director.

Proposed Position

Territory Officer

Effective from	October, 2014 (tentative)
Effective till	Till the end of the project or till the client feels the end of the service necessity whichever comes first
Employment status	Not temporary

Duty Station	will change as per the territory
Working hours	9:30 am to 6:30 pm
Holidays	As per company rules and law of the land, the incumbent will enjoy his/her holidays
Travelling	Extensive travelling is required in this position. Inter-district travel is required depending upon the territory for which the incumbent is assigned to look after. Some territories may require overnight stays. As a general rule, around 20 days a month will be spent on ground activities requiring field movement.

Reporting Officer	Area Manager (under whose area the territory belongs)
Team/Workgroup	Trade Marketing (TM) Team

Tools of trade	Laptop computer Appropriate paper based forms Corporate SIM, Visit cards, identity cards
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Duties and Responsibilities

The duties and responsibilities described below are neither in order of importance nor in order of priority. The list below is generic in nature and will change from time to time as the company and client sees fit keeping in mind the officer's skills, expertise, experience and career path.

- Develop and implement a territory trade-marketing plan, which meets the objectives of the area trade marketing plan in the areas of brand, volume, merchandising and promotion, merchants, agents and consumer base.

Custodian of Consumer

- Though the Territory Officer will be working mostly with the channel partners, yet s/he will be the key custodian of the consumer base in his/her territory
 - Create word-of-mouth about the product/service among family members, relatives, friends, and others
 - Bringing in new consumers
 - Plan, and push the existing consumers to use the service more
 - Plan and suggest different consumer engagement activities for acquiring new consumers and retaining existing ones, and while consumer engagement activities are going on in his/her territory, s/he will be accountable for execution of the activities as per plan.

Agent Management

- Recruiter, Trainer, Terminator
 - With the growth of business, the agent network will be expanding rapidly and Territory Officer will do the preliminary selection of agents at his territory as per agent selection guideline.
 - Training the new agent (once on board), and existing agents on using the One Bank MFS services
 - For underperforming agents, he will motivate the agent and if all else fail, will trigger the separation process as per company guideline after getting approval for such action through the line.
- Relationship Manager
 - Develop excellent relationship with the agents, super agents, locally influential people (i.e. Market Samity Secretary, police), and community as a whole
 - Spending time with the agents, knowing personal details, helping agent achieving more business by bringing new customers to the agent and encouraging existing customers to transact from that agent point.
 - Suggesting various trade engagement activities (i.e. iftar party, Bashonto Utshob etc.)
 - Ensure right execution of trade engagement activities (if any)
 - Invite and ensure the presence of trade partners at events
 - Ensuring that promotion winners get their reward on time
 - Ensuring that the losers of promotion campaign clearly understands as to why they did not win
 - Plan, suggest and execute consumer engagement activities to promote the agent in his/her community and vicinity

Business Development

- In the territory, TO is the primary driver to acquire new merchants and commercial entities to use One Bank MFS services.
- S/He will also encourage existing merchants and commercial entities to use One bank MFS services more.

Visibility Driver

- Ensure clean, right, appropriate visibility of the brand at the respective territory
 - Identify potential OOH (out of home) visibility elements (i.e. bill board, poster, transit branding items, shop fascia etc.) that the brand can leverage upon.
 - Informing the line manager in terms of loss, damage, wear and tear of existing OOH visibility items and thereby recover the loss of visibility in his/her territory.
 - Informing the line manager in terms of loss, damage, wear and tear of existing POS materials at agent points.
 - Ensure cleanliness, and right execution of visibility elements at the agent points (i.e. posters, dispensers, leaflets, stickers, shop fascia, shelf, pointer etc.)

- Conducting volume and value budget exercise of POSM during launch of campaigns or periodically to ensure excellent visibility/SOV (Share of Voice)

Liquidity Manager

- Liaise with the distribution officers/sales representatives of super agents to ensure timely top-up of the agents' digital balance by appropriate amount.
- Liaise with the agents to ensure that they have adequate hard currency to address cash-out.
- Conduct any other liquidity management activities that are required to ensure smooth customer experience at agent point.

Documenter and Reporter

- Day to day activity reporting to the line manager
- Ad-hoc reporting as per requirement from the supervisor
- Enquire, collate, send, and then collect, and disburse transaction documents to the agents
- Collect from agents and send consumer documents (i.e. account opening documents) to center office
- Reporting public events, activities, incidents and accidents in the territory
- Collecting and sending competition activities movement and information.

Promoter/Communicator

- Communicate trade promotion activities to the channel partners
- Collect market feedback and report back on the promotion to the supervisor
- Disbursing prompt rewards among the winners after the promotion campaign is over

Performance Review

Comprehensive review of performance every year in the month of January and June, and during any other time as deemed suitable by CEO or Managing Director.

Attendance Sheet

Candidates for Written Test Position: Territory Officer Date: 24 August 2013 Time: 3:00 PM				
SL.	Name	Number	Signature	Remarks
1	Md. Najmus Sakib	016816791xx		
2	Md. Neoaz Sharif Khan	017178189xx		
3	Md. Sahadath Hossan	016758619xx		
4	Md. Ashraful Islam	016110000xx		
5	Md. Ariful Islam	017156911xx		
6	Md. Abdur Rauf	017267927xx		
7	Md. Shamim-ur-rahman	017183034xx		
8	Md. Omar Faruk	016755460xx		
9	Md. Mizanur Rahman	018401496xx		
10	Md. Kamruzzaman	019306492xx		
11	Md. Wahedunnabi	019119294xx		
12	Md. Humaun Kabir	019111576xx		
13	Bloom Pathang	017152486xx		
14	Shahin Ahmad	017238761xx		
15	Md. Habibur Rahman	017176245xx		
16	Bilal Al Azad	017184316xx		
17	A.K.M. Mosiur Rahman	016839681xx		
18	Subrata Majumdar	017263714xx		
19	Md. Sarower Mahabub	017111337xx		
20	Md. Mamunur Rashid	017105737xx		
21	Md. Hossain Imam	016827996xx		
22	Bulbul Ahamed	01719329xxx		
23	Abdullah Al zobair	017123858xx		
24	A.L. Mehedi Hasan Khan	016769557xx		
25	Ashikur Rahman	017209408xx		

Marks Information of Written test

Time: 3 PM								
Sl.	Name	Mobile	University	(Filled by HRD)				Remarks
				Part I	Part II	Part III	Total Score	
1	Md. Najmus Sakib	016816791xx					0	NOT Attend
2	Md. Neoaz Sharif Khan	017178189xx		7	2	7	16	
3	Md. Sahadath Hossan	016758619xx		11	5	10	26	
4	Md. Ashraful Islam	016110000xx		7	6	9	22	
5	Md. Ariful Islam	017156911xx		11	5	11	27	
6	Md. Abdur Rauf	017267927xx					0	NOT Attend
7	Md. Shamim-ur-rahman	017183034xx					0	NOT Attend
8	Md. Omar Faruk	016755460xx					0	NOT Attend
9	Md. Mizanur Rahman	018401496xx					0	NOT Attend
10	Md. Kamruzzaman	019306492xx		3	7	9	19	NOT Attend
11	Md. Wahedunnabi	019119294xx					0	NOT Attend
12	Md. Humaun Kabir	019111576xx					0	NOT Attend
13	Bloom Pathang	017152486xx		5	2	9	16	
14	Shahin Ahmad	017238761xx		13	7	5	25	
15	Md. Habibur Rahman	017176245xx					0	NOT Attend
16	Bilal Al Azad	017184316xx					0	NOT Attend
17	A.K.M. Mosiur Rahman	016839681xx		11	1	0	12	
18	Subrata Majumdar	017263714xx		11	10	7	28	
19	Md. Sarower Mahabub	017111337xx		14	9	12	35	NOT Attend
20	Md. Mamunur Rashid	017105737xx		5	4	0	9	
21	Md. Hossain Imam	016827996xx		7	5	0	12	
22	Bulbul Ahamed	01719329xxx		14	3	12	29	
23	Abdullah Al zobair	017123858xx					0	NOT Attend
24	A.L. Mehedi Hasan Khan	016769557xx						NOT Attend
25	Ashikur Rahman	017209408xx		10	6	12	28	
26	Md. Khaled mahmud arif	019175720xx		12	6	0	18	
27	Hillol Majumdar	019111169xx		13	12	12	37	
28	Md. Mostak Ahmed	017166493xx		7	1	1	9	

Appointment Letter

July, 2013

Mirajuddin Ahmed

Ark International, Gausia Market,
XX Sadarghat Road,
Chittagong,
Bangladesh

Dear Mr. Ahmed

Subject: *Offer for employment*

On behalf of Interspeed Marketing Solutions Limited, I am pleased to offer you the position of **DTP Operator**.

Compensation

Your gross salary for this job will be BDT 35,000/ (Thirty Five Thousand) only per month. You will also receive allowance for mobile phone bill @ BDT 500/. Income tax will be deducted as per law of land from your salary. You may collect your income tax certificate from the office at the end of the Bangladesh government financial year, which is from July to June.

You will receive 50% of your base salary (Seventeen thousand Five hundred) as festival bonus twice during one calendar year equaling to Taka 35,000/ (Thirty Five Thousand) in total in a year. Festival bonuses are typically issued during the two Eid seasons which again in turn is related to the appearance of the moon.

Vacation

You will accrue vacation at a rate of 12 (twelve) days for each year of your employment at IMSL.

Employment At-Will

Please understand that this letter does not constitute a contract of employment for any specified period of time, but will create an employment at-will relationship that may be terminated at any time by you or IMSL with or without cause and with 01 (one) month's advance notice.

Code of Business Conduct of IMSL

IMSL is committed to creating a positive work environment and conducting business ethically. As an employee of IMSL you will be expected to abide by the company policies and procedures. Please sign the attached copy of the Code of Ethics and return the copy. Any violation of the Code of Ethics may result in immediate termination of your employment at IMSL.

Page 02
July, 2013
Mirajuddin Ahmed
Offer for employment

Background Check

Please understand that this offer letter is contingent upon the successful completion of your background check.

Accepting the Offer

This offer is contingent on you starting employment at IMSL on **July, 2013** or a date mutually agreed upon between you and IMSL.

To accept this offer please sign this letter in the space provided below and the accompanied documents in specified places and return it to us by **July, 2013**.

- A second copy of each document has been provided for you to keep for your records.

WELCOME TO IMSL!!

People stay here at IMSL for years (because they love it here), they grow (because they get the freedom), they make company grow (because the company rewards and recognizes them) and they create space for themselves (because you need space to keep your rewards and recognitions).

Mr. Ahmed, ball is in your court now! Create your space!!

With best regards,

Saidur Rahman
Chief Executive Officer

I accept this offer of employment with Interspeed Marketing Solutions Limited and agree to the terms and conditions outlined in this letter.

Signature	
Mirajuddin Ahmed	Date