

Internship Report On

**An Analysis on the Impact of Employee Branding Activities: A perspectives from
Unilever Bangladesh Limited**

By

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Student ID: 20304098

**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

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Declaration

The following declaration is made & acknowledged:

- The internship report was submitted by myself and while I was pursuing a degree at Brac University & this is my unique word.
- This report does not contain any content that has been submitted or approved for credit towards another degree or diploma at a university or other educational establishment.
- This report does not include any previously written or published material from a third party unless full and accurate referencing is provided.
- I have acknowledged all major derivations of assistance.

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Letter of Transmittal

Tania Akter

Senior Lecturer,

Brac Business School

Kha 224 Bir Uttam Rafiqul Islam Avenue, Dhaka

Subject: Submission of report of Internship on “An Analysis on the Impact of Employee Branding Activities: A perspectives from Unilever Bangladesh Limited”

Dear Ma’am,

With all due respect, I am an undergraduate student from BRAC Business School and am delighted to submit my internship report as a part of my BRAC University Bachelor’s degree while working and doing my internship at Unilever Bangladesh Limited. During my internship tenure, i have had multiple opportunities to witness and examine how the employer branding activities are implied in a FMCG company and how it impacts to attract the most talented minds across the country and stand out different from other companies. As I am still discovering, this report and my internship experience has given me the opportunity to gain insights on Unilever Bangladesh’s talent pipelining and the impact of the employer branding activities.

I thus really hope & pray that any disparities in my report will be taken into account. In addition to that, I want to express my gratitude to everyone associated for their inspiration, assistance & guidance. Without their significant input, this report would not have come to an acute conclusion. During the meantime, feel free to get in touch with me with any type of queries.

Sincerely,

Ohin Sarwar

ID: 20304098

Brac Business School

Brac University

Non- Disclosure Agreement

This agreement is made and entered into by and between Unilever Bangladesh Ltd and the undersigned student at BRAC University named Ohin Sarwar for the responsibility to prevent information disclosure of the firm's classified data and also the protection of the obtained data..

Ohin Sarwar

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BRAC Business School

BRAC University

Acknowledgement

This report was fulfilled as a component of the prerequisites for a bachelor's degree in BUS400 at BRAC University. I would like to express my sincere appreciation and gratitude to all those who played a crucial role in achieving the successful outcome of this report. Above all, I express profound gratitude to my academic supervisor, Ms. Tania Akter Maam, for her consistent guidance and support during the entire process. The clarity of her directions and her mentorship played a crucial role in facilitating the smooth and complication-free completion of this work.

I would want to express my gratitude to all the HR managers I had the privilege of engaging with during the course of my internship report. Gaining familiarity with them during my tenure was quite useful. The discussions we had not only made a significant contribution to the analysis in my report, but also had a positive impact on the entire firm..

The ultimate recognition is attributed to Aanisha Mahmood, the Employer Brand and ED&I manager, who served as my supervisor and line manager, as well as Lamia Bintey Hakim, the Assistant Manager Employer Brand at Unilever Bangladesh. They aided me in collecting information and offering guidance for the development of my internship report.

Thank you.

Sincerely yours,

Ohin Sarwar

ID: 20304098

Executive Summary

With the focus on Unilever Bangladesh Limited, this complete and in depth internship Report Explores the talent attraction pattern of this organization through their vast employer branding activities. The research deeply evaluates the current and most prominent employer Branding activities, outlining the traditional promotional activities combining with newer ones, their impacts and return ratios, their pros and cons. This research attempts to offer a complete knowledge of the complete knowledge of the dynamics of this pivotal HR team, within the context of Unilever Bangladesh Limited by examining important elements.

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Topic: An Analysis on the Impact of Employee Branding Activities: A perspectives from Unilever Bangladesh Limited

Choosing to work on the topic “An Analysis on the impact of Employee Branding Activities: A perspective from Unilever Bangladesh Limited” is a relevant & important research topic with numerous research questions for several reasons

At first glance, it's clear that fast-moving consumer goods (FMCG) are a big business in Bangladesh. They create jobs and help the economy grow. Understanding how actions related to employee branding affect the hiring of smart people has real effects on the growth and efficiency of the workforce as technology and branding continue to affect these fields around the world.

Second, hiring people is very important. The FMCG and technology industries often have trouble finding and keeping the best employees. If technical reluctance or a lack of branding is a problem, you might be able to figure them out by looking at the problems in order to improve the talent pipeline process. Taking care of these problems could help the company do better and hire better people.

In today's fast-paced business world, companies are also always looking for ways to get ahead of the competition. AI has the potential to totally change the way people are hired by raising standards, reducing bias, and making the best use of resources. By looking at the problems that are stopping companies from building a standard talent pool, companies in the industry can find holes in their plans and make smart decisions.

It's important to know what happens when you promote your own employees because it not only attracts new candidates and employees but also boosts the motivation of current employees by making them feel like they are part of the team and appreciated. This study can help businesses come up with ways to adapt and grow in a business world that is always changing.

1. Chapter One: Internship Overview

1.1. Information of Student

I am Ohin Sarwar, currently pursuing my bachelor of business administration (BBA) Degree from Brac Business School, Brac University. I am majoring in Marketing and having my minor in Human Resource Management. My student ID is 20304098. I am almost done with all my academic courses and as a concluding requirement of my academic program, I am doing my academic internship at Unilever Bangladesh Limited. As an intern I have been assigned to the “Employer Brand” team under the HR function of the organization.

1.2. Information of Internship

1.2.1 Company Name, Period, Department and Address

Being a corporate enthusiast, I am delighted to obtain my internship at Unilever Bangladesh Limited. The corporate office of Unilever Bangladesh Limited is located at Shanta Forum, 188/B Bir Uttam Mir Shawkat Sarak, Tejgaon-Gulshan Link Road, Dhaka - 1208. I have worked for the Employer Brand, Learning and ED&I team under the HR function, as an employer brand, ED&I intern. Starting from 1st October 2023, I have completed my internship on 31st December, 2023.

1.2.2 Internship Company Supervisor Information

The Employer Brand, Learning, ED&I team is a core part of the Human Resource function. Throughout my internship journey, my onsite supervisor was Ms. Aanisha Mahmood. She’s the Manager of Employer Brand, Learning ED&I. She joined Unilever Bangladesh Limited as the Manager of Employer Brand, Learning ED&I and still holds the position with great dignity. She graduated from the Institution of Business Administration IBA, University of Dhaka. The other member of the team is Lamia Bintey Hakim, who is the Assistant Manager of Employer Brand & Employee Engagement, Who joined Unilever Bangladesh Limited in 2020. The other team member would be Orchita Barua, Management Trainee-HR. Though I was directly under the supervision of Ms. Aanisha Mahmood, I have worked with all the team members maintaining the proper hierarchy and chain of command. It was indeed a great pleasure to gain hands-on experience from these professional entities.

1.2.3 Job Responsibilities

Throughout my internship, my main responsibility was to conduct employee branding activities through campus activation programs, internal or external events, UBLs biggest employee branding event BizMaestros, scheduling numerous interviews, communicating and onboarding assessors from the organization for different occasions, issuing joining offer & closing letters of fellow interns, sorting applicants resumes and related necessary tasks. Though my main project was BizMaestros 2023, I was

associated directly with a handful number of projects throughout the journey.

1.3. Internship Outcome

1.3.1. My contribution to Unilever Bangladesh Limited

As my main responsibilities were surrounded by employee branding activities, I had to communicate and obtain information from employees of the organization of different levels and functions to place them in the right branding spots, highlighting their specialization & unique expertise. Alongside that, I had to conduct numerous campus activation campaigns, supervise a newly launched mentorship program designed for university students, maintain communication with the respective campus ambassadors of different universities, assess and sort numerous applicants' resumes, and schedule interviews. Within the process, I got to learn fundamentally about how employee branding works and what impact it has on attracting talented minds to this organization from all over the country.

1.3.2. Advantage for the student

Though my academic major was marketing, I always had a keen fascination for the human resource function, which is why I chose my internship in the HR function. During my academic courses, my interest in this function increased and eventually, I am very much pleased to have some hands-on exposure to the actual activities of the HR department of a leading multinational country in Bangladesh.

1.3.3. Challenges/struggles

- Being an HR intern, there was never shortage of work or task in hand. Rather, the tasks were very much diverse and sometimes very perplexing as well. So coping up with the relentless workflow was indeed a big challenge for me.
- As I was assigned to an already ongoing project, I didn't get enough time/scope to learn exclusively about the project, rather I learned about the goals and objectives of the project. The vision behind it while actually completing the project.
- Since I had to communicate with a diverse set of employees, from different managerial/leadership roles, it was really challenging sometimes to get their attention and appointment within the allocated time frame.

1.3.4. Recommendation

After completing my internship, I want to give some recommendations for future interns to ensure an enhanced experience:

- Expect real-time and impactful tasks to be assigned from day 1.
- Rely on cognitive learning to adapt to the process, culture and way of working in Unilever Bangladesh Limited
- Expect strict deadlines, multiple & diversified set of tasks at the same time.
- Having intermediate knowledge about basic office softwares/tools is a must.

2. Chapter Two: Organization Part

2.1 Introduction

Unilever Bangladesh Limited is a leading Multinational organization operating in the FMCG Industry of Bangladesh. Unilever offers a wide range of diversified product line with a strong dedication and focus to sustainability. The sustainability of business is a core aspect of this organization, which ultimately helps the organization to make a unique stance among the crowd. As a significant part of the global Unilever Family, the company has made a unique place with its ethical standard, ensuring employee well-being & safety and a stern vision of helping multiple communities. Unilever's wide array or variety of products are offered in four different categories: Home care, Personal Care, Beauty & Wellbeing and Nutrition. The core components of Unilever's business strategy includes ethics, ethical sourcing, transparency & ensuring both environmental sustainability and confidence of the consumer. Beyond doing just business, Unilever actively works on improving communities through programs that promote basic hygiene & sustainable living, local farmer support & attracting individuals to have a sustainable mindset in every step of anyone's daily life. This exemplary approach benefits both the customers and the society of the country at a large scale by incorporating consumer centricity with a focus on environmental & social well-being.

2.2 About Unilever

2.3 Unilever's Mission

Unilever's prime goal is to improve the lifestyle of Bangladeshi people by providing them with eco-friendly, qualityful and internationally standardized products, which can cater to a variety of needs. The organizations works relentlessly to improve the lives of people through numerous CSR activities and social campaigns in a whole calendar year. And apart from this people and community, Unilever actively works for the betterment of the environment by ensuring sustainability in almost every possible segment of the organization's functionality, with the motto "Every U (unilever) Does Good"

2.4 Unilever's Vision

Unilever Bangladesh's primary and major vision is to create a society that is more advanced, developed and definitely sustainable. The company strives to attain excellence and bring a positive change in the consumer products sector. They also comply with the goal of setting a bar for ethical corporate citizenship in our country with the impacts of innovation, highest standards of integrity, collaboration and diversity inclusion.

2.5 Methodology of the study

The methodology for this study will mostly be qualitative. The information obtained/provided here are mostly fetched from in-person interviews from Managers and Assistant managers of recruitment teams from Unilever, as well as recruitment team members from different organizations within FMCG Industry. Since managers of the recruitment teams are well aware about the strategies and factors adopted to prepare

the recruitment pipeline and assess candidates for designated vacancy. And since the vast & diverse employer branding activities contribute directly in attracting talented minds all over the country, talking to them directly gave me a lot of newer insights on how the employer branding activities actually draws impact in the process. Later on, a thematic analysis will arrange the data collected in accordance with the study.

2.6 Importance of the study

The study's anticipated results will shed light on the significance of using AI in hiring, the extent of automating staff training, and how to increase overall employee retention while reducing attrition. Eventually, these insights will allow us to make better recommendations for traditional recruitment strategies.

The research proposal would significantly advance the discipline and is in line with the aims and objectives of my department.

- Modern Trade: Unilever actively partners with contemporary retail establishments to guarantee that a wide variety of products are easily accessible to urban consumers. Superstores are among them.
- General Trade: The primary source of income for Unilever is general or traditional trade, which is described as neighborhood shops or stores that serve the needs of regional customers of Unilever Bangladesh's goods.
- E-Commerce: Online retailers who provide delivery services to their clients. Since the majority of Unilever Bangladesh's revenue comes from other sources, this is still a growing prospect.

2.7 SWOT Analysis of Unilever

SWOT analysis, or the study of strengths, weaknesses, opportunities, and threats, has become an essential technique for strategic planning in business. We'll still use this for planning purposes. Unilever PLC is a supplier and manufacturer of fast-moving consumer goods. Unilever's SWOT analysis indicates that there is a good chance the company will grow and join a worldwide market. The examination continues by displaying the current state of the business and its surroundings. It has also been demonstrated that the SWOT method is a helpful tool for results-oriented planning.

Strengths:

Reputable business Unilever has a strong track record of accomplishments in the consumer goods sector. Among its benefits are:

1. Unilever's broad portfolio of reputable and well-known brands across a range of markets contributes to strong brand awareness. As a result, the company's revenue and customer loyalty both rise. As a result, the company's revenue and customer loyalty both rise. Furthermore, Unilever can satisfy a wide range of customer preferences and needs thanks to its extensive portfolio of brands. By providing a large selection, they might draw in more customers and win them over over

time. This competitive advantage helps Unilever succeed overall and solidifies its place in the market.

2. Ecological methods: Businesses that are concerned about the environment are drawn to Unilever because of its dedication to sustainability and social responsibility, which is reflected in its supply chain, operations, and product line. Together with attaining business success, they have expanded Unilever's social responsibility by introducing sustainable development.
3. Robust financial performance: Unilever's business is lucrative, and its income is increasing, allowing it to invest in growing its operations and giving shareholders their money back. They're trying to increase sales with a variety of marketing techniques.

Weakness:

Even though Unilever has some good points, it also has some bugs that could hurt its business.

1. Lack of Agility in Market Focus: Because Unilever is structured in a hierarchy, it is not flexible in market focus. Agility and flexibility do not have a framework that is accepted around the world. Unilever finds it hard to have talks about agile market activation, market advantage, and regulations.
2. Lack of E2E integration across the digital ecosystem: Unilever is having trouble with market execution because of poor E2E integration in the digital ecosystem caused by COVID market shifts and a failure to adapt to changing customer needs. Due to these problems, Unilever's market share and profits have gone down. It's also been harder for them to improve their digital marketing strategies and use data-driven insights because they don't have E2E interaction.

Opportunity

1. To grow into developing countries, Unilever uses digital technologies and wellness products. These help the company get more customers, meet more demand, and improve its distribution methods.
2. Logistics is the most important part of distributing home care products through e-commerce and modern trade to make sure that products get to customers on time and that the market does well.
3. Home care businesses can make a lot of money and stand out from others in the same field by adopting trade interventions that are specifically tailored to the needs and preferences of each customer. The home care company can make a lot of money and stand out from competitors by changing the way it does business.

Threat

Because of the tough competition, Unilever is under a lot of stress to keep up with rising costs. in this case.

1. Protecting against enemies in the area: Competition, customer demand, and strategic partnerships are all putting Unilever's global market power at risk. These things make it hard for Unilever to

stay ahead in the market, so the company needs to keep coming up with new ideas and changing to stay competitive. New competitors and changing consumer tastes have made it harder for Unilever to keep its hold on the global market.

2. The global market is unstable, and Unilever is having a lot of trouble managing and making predictions. Their actions have an impact on 190 countries. Because the company doesn't always do the same things, it's hard to predict market trends and come up with good plans. Not only that, but problems in one place can affect the whole network, which makes the supply chain much less efficient. This uncertainty makes it harder for Unilever to adapt to changing market conditions and customer tastes, which makes it harder for the company to stay competitive.
3. Few RM Procurement Sources: Because raw materials are so important to Unilever, the fact that it only has a few RM procurement sources could be seen as a weakness. So, this could affect both Unilever's supply chain and the way the whole business works.

2.8 Unilever Bangladesh's Corporate Focus:

Unilever Bangladesh is committed to being environmentally friendly, coming up with new ideas, acting in a good way, and getting involved in the community.

1. Sustainability: Making every part of its business more environmentally friendly is at the heart of its business plan. Unilever Bangladesh wants to reduce its carbon footprint, promote products that are good for the earth, and get its raw materials in an ethical way.
2. Development of workers: The company puts a lot of effort into developing its workers and gives them chances to learn new skills and grow professionally. The team is motivated and up-to-date because of this focus on staff growth.
3. Unilever Bangladesh makes all of its business choices with the customer in mind. The company is always changing its goods to fit the tastes and needs of people in different areas by using market research and customer feedback.
4. Innovation: To stay competitive in a market that changes quickly, the company concentrates on coming up with new ways to make things, mix products, and create packaging.
5. Business Ethics: Unilever Bangladesh runs its business with the best moral standards in mind. The company ensures trust and honesty in its business dealings by keeping lines of communication open with all stakeholders and following ethical business standards.

6. Partnerships: Unilever Bangladesh works with many partners in Bangladesh, such as suppliers, wholesalers, non-governmental organisations (NGOs), and government agencies. Because of these partnerships, the company's efforts to be more environmentally friendly have a bigger effect and help bring about good social change.
7. Community Involvement: Unilever Bangladesh is active in many neighbourhood projects. Some of these are backing social welfare programmes, encouraging small-scale farming, and helping women gain power by learning new skills. The company's dedication to becoming a good business citizen is shown by these programmes.

2.9 Range of Services:

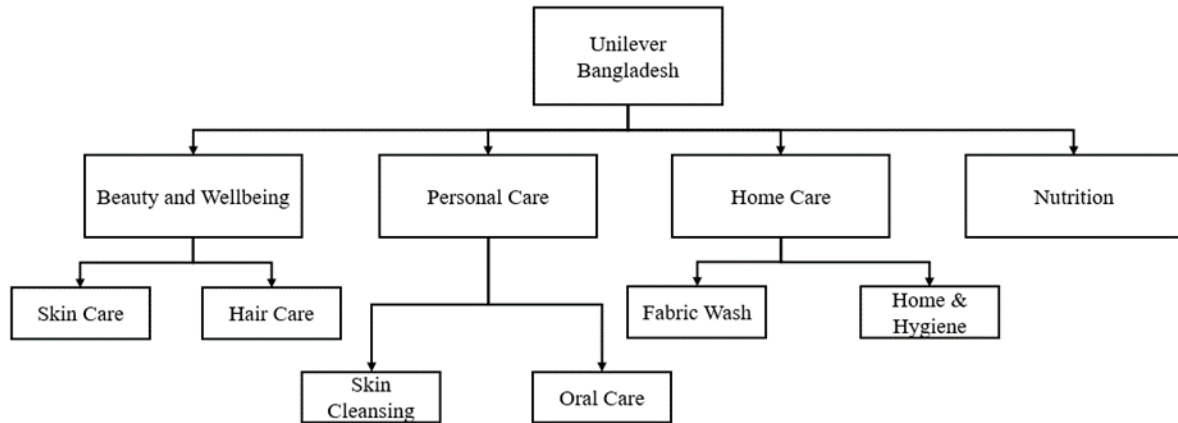
In order to satisfy the needs of its clients, Unilever Bangladesh offers a broad range of products and services. These services fall under a number of significant categories, including:

1. Household Care
2. Fabric Cleaning
3. Skin Cleansing
4. Skin Care
5. Oral Care
6. Hair Care
7. Personal Grooming
8. Food & Beverage

2.10 Unilever Brands:

About 400 different brands are part of Unilever's portfolio worldwide. But many of these, like Fair & Lovely, are regional, meaning they are only available in certain countries. There are now 18 UBL brands in Bangladesh, broken down into various categories. You may categorize almost all of the brands into two major sections:

- Food & Beverage
- Home and personal care Brands



Unilever's product portfolio is built on four major categories, which are:

- 1) Fabric Wash
- 2) Household care
- 3) Personal care
- 4) Foods and Beverage.

Fabric Wash

§ Wheel Laundry Soap

§ Wheel Washing Powder

§ Wheel Power White

Surf Excel

Household Care

§ Vim Powder

§ Vim Bar

§ Vim Liquid

Personal Wash

§ International Lux

§ Lifebuoy Total

§ Dove bar

§ Lifebuoy Liquid soap

Skin Care

§ Fair & Lovely Multivitamins

§ Fair & Lovely Body Fairness Milk

§ Fair & Lovely Ayurvedic

§ Fair & Lovely Menz Active

§ Pond's Age Miracle range

§ Pond's Daily Face Wash

§ Pond's Cold Cream

§ Pond's Perfect result Cream

§ Ponds Dream Flower Talc

§ Pond's flawless white range

§ Ponds Gel

Hair Care

§ Sun Silk Shampoo

§ All Clear Shampoo

§ Lifebuoy Shampoo

§ Dove shampoo

§ All Clear Hair Oil

Oral Care

§ Close-up Toothpaste

§ Pepsodent Toothpaste

§ Pepsodent Toothpowder

§ Pepsodent Toothbrush

Foods and Beverages

§ Brooke Bond Taaza Tea

§ Lipton

§ Knorr soup lineup

2.11 Strategies employed by Unilever

To get and keep a competitive edge in markets that are already well-established, Unilever Bangladesh Ltd. uses a range of functional-level strategies.

They are able to do this by using learning effects and economies of scale. For example, Unilever makes 1,023,810 bags of detergent powder, 154,430 tubes and sachet SKUs for toothpaste, 349,530 tubes and sachets for shampoo, and 176,109 tubes, jars, bottles, and sachets for cream and lotion.

They use flexible manufacturing methods, train workers to improve their skills, and do research and development to make products that are easy to make.

They answer clients' calls faster. A lot of study is done so that they can make new products and change old ones to fit the market better.

Strategic managers at Unilever use the company's resources and unique advantages to beat its competitors. They are always coming up with new goods, advertising strategies, and packaging. It is up to the MC (management committee) to approve these plans. This list includes:

Companies use cost leadership because they sometimes have more capacity than they need and can make money from economies of scale. This way, they might be able to make useful things at fair prices.

To meet the specific wants of each client, they use a differentiation strategy for some items.

They want to appeal to a wide range of customers, so they offer a wide range of goods. They lower the risk of entering the market by making more products that fit a wider range of needs.

Incorporated as Unilever, Unilever Bangladesh Ltd. As a part of a big company like Unilever, it follows some of its main goals and ideals. However, they also change some methods based on how things are in different areas. Here is a list of the different global tactics they use:

As a globally recognised company with globally recognised names, they have special advantages that help other companies be more productive, creative, or provide better customer service. All of Unilever's policies, strategies, and knowledge are available to Unilever Bangladesh Ltd. To achieve location economy, they bring in raw materials from places where they are cheaper. They react to what's around them. They are always willing to improve and change their products to meet the needs of customers in the area. As part of UBL's multi-domestic strategy, the companies greatly change their product line and marketing plan to fit the needs of different countries.

They make short-term deals with suppliers to get the raw materials they need for output. Diversifying means that Unilever Bangladesh sells a lot of different goods, some of which are related to each other and some of which are not.

They are competitors in nine different businesses, selling a wide range of goods, such as food, personal care products, and things for the home. Economies of scale help goods because many of them use the same raw ingredients, manufacturing methods, and transportation networks.

2.12 Unilever's Growth

Unilever has been in business since before the country became independent, but it wasn't until 1999 that it really started to grow. Since then, the rate of growth in sales has always been higher than the GDP and has stayed in the double digits. The value of UBL rose by 14.5% around the world in 2022. These stores have been growing at a rate of 7–8 percent per year in Bangladesh, where there are about 5.5 lac of them. Aside from that, they have improved the company's base by switching 50% of packaging to recyclable materials by 2021 and then raising that number to 80%. Unilever Bangladesh has teamed up with 36 groups to fix the plastic problem. These groups include Niketon, BRAC, UNWOMEN, UNICEF, the Army Welfare Trust, and more.

2.13 Unilever's Organizational Structure

There are six main jobs at Unilever Bangladesh. Going to Market and Supply Chain are at the top of the company's business, with Finance, HR, Legal, and IT working behind the scenes.

To Market (GTM): This job includes both sales and marketing. Unilever is a leader in sustainable marketing, and its marketers are focusing more and more on making more sales through products that make society and people's lives better.

Supply Chain: The supply chain is an important part of Unilever's goal to be environmentally friendly because it makes sure that raw materials are sourced correctly and that finished products are delivered on time.

Research and Development (R&D): Our R&D team makes the products and technologies that our customers love. Their goal is to fearlessly invent for people and the world.

Finance: Everyone works together to come up with best practices and share information that helps people make important decisions. This includes accountants, finance business partners, and a huge range of experts in different areas of finance.

Human Resources: The HR team is very important for Future Fit because they find, hire, and train the best employees. They also help the business figure out what it needs to make, monitor, and implement growth plans.

IT stands for "information technology." Our success depends on having a strong IT system and high-quality IT products. Our website looks great, and we have a group of smart IT experts who work for us.

Legal: At Unilever, everything depends on the smart business partnerships and legal advice of our legal team. This includes everything from new patents to business integrity, partnership agreements to contracts with celebrities to sell their products.

2.14 Unilever's Human Resource

HR at Unilever Bangladesh is split into five main areas.

People Experience: This covers things like Data Specialist, Workplace Safety (WPS), Rewards, and Hiring.

People experience includes managing performance, getting employees involved, and hiring and training new employees.

Employee Relations: This part of the job is all about the blue-collar workers in the production houses.

Employer Brand: An organization's social media presence, employee support, and work culture are all parts of its Employer Brand.

When it comes to health and wellness, business partners work with business units to give help or answer questions as needed.

2.15 Unilever Bangladesh Career Gateway

Campus ambassadors for Unilever Bangladesh called SPARKS. They are hired for a year to act as a link between Unilever Bangladesh and the colleges where they go to school. Five SPARKS become Unilever interns every year based on how well they do.

Unilever's biggest business competition, BizMaestros, gives students the chance to experience what it's like to face real business problems. This school has been known for having the smartest students and grounds for the past 12 years. If they win, the winner will get to go straight to the final interview for the UBL Management Trainee course and have the chance to represent Bangladesh at the Unilever Future Leaders League that takes place in London.

The Unilever Leadership Internship scheme (ULIP) is the best internship scheme the company has. UFLP Recruitment gives ULIP interns first choice for jobs, based on how well they do.

The Unilever Future Leaders scheme (UFLP) is a management trainee scheme for all roles. One of the best things about the programme is Global Attachment, which lets managers move up quickly after a 15-month term. It is expected that MTs will be able to move freely in Bangladesh.

CD, or building customer Trainee: A paid six-month course that prepares people for sales jobs. After successfully finishing, candidates are put in charge of certain areas.

The Graduate Engineering Trainee (GET) programme is an 11-month pay programme for Supply Chain jobs. After successfully graduating, candidates are put in the right jobs throughout the supply chain.

2.16 Unilever Bangladesh's Key Business Focus

Offering help for Unilever's hiring pipelines is what Unilever Bangladesh does for business. • Direct Recruit (DR): It is called "Direct recruit for Unilever Bangladesh" because Unilever Bangladesh, which is a subsidiary of the big consumer goods company Unilever, hires new people for open jobs by going straight to talent pools or sources outside of Unilever. By using this strategy, the company may be able to grow and come up with new ideas in the Bangladeshi market while also meeting the needs of its different product lines and the needs of its employees. For different job openings in the company, Unilever Bangladesh may use job ads, recruiting agencies, direct applications, and other methods to find and choose candidates who meet the standards.

- Mid Career Recruitment (MCR) refers to the process of identifying individuals who are already established in their careers and suitable, for roles at Unilever Bangladesh. Unilever Bangladesh, an affiliate of the consumer goods company Unilever adopts this approach to candidates who have demonstrated success and expertise in their respective fields. By employing professionals with established careers the company gains access to their skills, knowledge and practical experience. This contributes to the growth of the business fosters thinking and positions Unilever Bangladesh as a leader in the Bangladeshi market. To ensure talent acquisition Unilever Bangladesh employs strategies and utilizes appropriate channels, for identifying and selecting candidates for available positions.

- As a way to hire people, Unilever Bangladesh, like many other businesses, uses temporary jobs or tasks. These deals are used for many things, such as:
 - i. Contracts Based on Projects: Unilever Bangladesh hires professionals on a contract basis for certain campaigns or projects. These jobs are usually short and depend on how long the project lasts. They give the business the freedom to hire professionals or experts to deal with urgent issues.

ii. Seasonal Hiring: Unilever Bangladesh sometimes hires people on seasonal contracts during busy times, like holidays or when there is a lot of demand for certain goods.

Temporary Replacement: Contractual jobs are also used to fill open roles while an employee is away for a long time, like on a sabbatical or maternity leave. This helps the business keep its employees.

This paraphrased text has a formal tone and style that makes it look like an academic paper.

2.17 Recruitment Platforms for Unilever Bangladesh

Unilever Bangladesh collaborates with job boards such, as Bdjobs.com to advertise job vacancies and connect with a range of potential candidates. Additionally they actively engage with universities and schools in search of students by offering internships participating in career fairs and conducting on campus interviews. Unilever Bangladesh also utilizes media platforms like Facebook and Instagram to share information, about job opportunities, company culture and recruitment related content.

2.18 Recruitment Stages for Unilever Bangladesh

To apply for a position, at Unilever Bangladesh individuals are required to complete an application form that inquires about their personal history well as their areas of expertise. In order to assess job candidates Unilever Bangladesh conducts interviews to review resumes ensure that candidates meet the minimum qualifications evaluate their suitability for the role test their communication abilities and gauge how well they align with the company's values and culture..

Unilever Bangladesh, like global companies often incorporates aptitude tests as part of their hiring and selection process. These tests aim to assess the candidates job performance capabilities and intelligence. Various types of ability tests may be utilized by Unilever and similar companies depending on the job requirements.

During the test candidates analytical skills, numerical data processing abilities and problem solving capabilities are evaluated. The questions may cover topics such, as mathematics, percentages, ratios and comprehension skills.

Logical reasoning tests are designed to evaluate an individual's ability to identify patterns solve problems and make decisions based on the information. These assessments often incorporate sequences, riddles and logical reasoning exercises.

Attitude assessments, although distinct, from aptitude tests can provide insights into a job candidate's demeanor work related interests and compatibility with the company culture.

The final interview holds importance in Unilever Bangladesh's hiring process like in many other organizations. Typically conducted following evaluations, assessments and multiple interview rounds this

final stage aims to reevaluate whether the candidate is a suitable fit for the role and aligns, with the values and culture of the company.

Chapter 3: Project Part

3.1 Introduction:

Unilever stands out in the world due, to its products and commitment to creating a dynamic eco friendly and ethically responsible workplace. A vibrant team known as the Employer Branding Team plays a role in Unilevers pledge to provide opportunities, for individuals. This team nurtures the generation of employees by offering them experiences and opportunities that align with the companys values, beliefs and principles. They achieve this through three flagship programs or initiatives; Uplift, BizMaestros and the Unilever Leadership Internship Programme (ULIP). In this project, I have tried to accumulate some data driven analysis on how these three programs and other employee branding activities tend to attract the most talented minds across the country, to be a part of this organization. In addition to that how the talents are nurtured by the EB team to be a better fit for their professional journey.

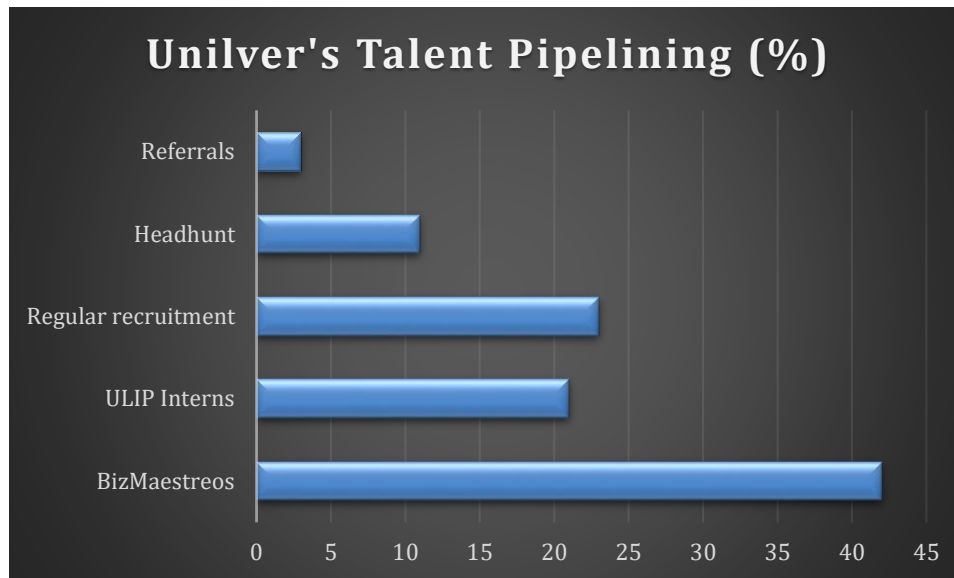
The most prominent early career gateway at Unilever is their flagship business case competition “BizMaestros”. This is arguably the biggest platform for students to get in the pipeline of Unilever’s recruitment team, across multiple functions. And the Employer Brand team is the core organizer of this event. That means, it’s the earlier responsibility of the EB team to design, promote and conduct the competition in such a way that it stays relevant and on top of the mind among the young and talented future superstars of this country.

Additionally Unilever offers a program called Uplift that connects college students with their younger counterparts providing valuable support. Through coaching and guidance, from Unilever professionals students gain insights into the inner workings of the business and strategies for career advancement. The primary aim of this mentorship initiative is to equip emerging leaders, with the skills and knowledge to thrive in the sphere.

The Unilever Leadership Internship scheme (ULIP) is designed to provide individuals, with real world experience. This internship program allows future leaders to fully immerse themselves in the business, culture and principles of Unilever creating an environment. ULIP not helps participants acquire skills but also fosters a sense of belonging within the Unilever family.

Unilever Bangladesh Limiteds Employer Branding Team is focused on creating a lasting impact by promoting practices, influential leadership and career growth opportunities through initiatives, like BizMaestros, Uplift and ULIP. The companys core values and culture are exemplified by Unilevers commitment, to learning, mentorship and inclusivity. These efforts showcase the companys dedication to nurturing an skilled workforce.

Since I was a part of each of these 3 projects, I conducted my research surrounding these 3 programs.



3.2 Objectives of the research:

Broad Objective

How the Employer Branding activities enhances Unilever Bangladesh's talent pipelining and recruit the best talents for this organization.

Specific Objective

- Get an overview of Unilever Bangladesh's early career gateways.
- Learn more about the flagship programs designed for the youth: BzMaestros, ULIP, UPLIFT
- How these programs prepare the young candidates to be contemporary future leaders.
- Analyze the fresher recruitment data of last 2 years.
- Finding out the numbers of employed people, who came through these specific pipelines.
- Pointing out the key factors behind the success of these pipelining programs.

3.3 Literature Review:

As my research is mostly recruitment based, I had to rely on the recruitment information and statistics of Unilever Bangladesh limited. The goal here is to identify the key factors that affect the recruitment managers decision making, the effectivity of the fresher pipeline preparation of Employer Branding team & assess the overall recruitment procedure for fresh graduates. The research is mostly Primary and Qualitative data based. The data collection method is broadly discussed in the next chapter. Apart from these, to assess the psychological or impression factors, I went through some published journals and published news articles to get some overall overview.

3.4 Research Methodology:

Primary data: To collect the primary data I have interviewed the Head of Research of IDLC Securities Limited to get an analytical view of how things are going on and how several factors are influencing the stock market. Beside this I have also interviewed the Senior Trader (Domestic) to understand the mindset of different investors and how they react to a market movement. As a member of the research team, I have also collected raw data and analysis of IDLC securities limited research team.

To collect the primary data, I have interviewed 2 of the fresher recruitment managers to get a theoretical view of how the recruitment works and whether the prepared talent pipeline is making their task easy or not. Besides, I have also gathered information from the Senior HR Business partner of talent acquisition team with the same queries. In order to get perspectives from candidates end, I also did multiple activities to get their viewpoints, which are discussed below.

Secondary Data: Since my research was mostly dependant around recruitment process, so there was not much availability of secondary data, since recruitment procedures and insights are generally kept highly confidential.

But to conduct and complete the research effectively, I also gathered some qualitative & quantitative data to draw a better picture out of this scenario.

Gathering Quantitative Data:

a. Sampling Strategy: Use a stratified sampling method to get people from a variety of universities and academic fields to take part. Get information from people who took part in Unilever Bangladesh Limited's outreach programmes BizMaestros, Uplift, and ULIP.

b. Surveys and Questionnaires: Make quantitative surveys to find out how big the programmes' effects are, like how many institutions are involved, how many programme participants are among newly hired employees, and how the programmes changed the career paths of programme participants.

c. HR Records and Recruiting Data: Analyze pertinent HR records and recruiting data to ascertain the proportion of recently hired employees who have previously participated in any of the three programs. Examine these data to determine if there is a correlation between participation in the program and success.

Gathering Qualitative Data:

a. Conduct in-depth interviews with participants/candidates: Focus on the program participants' enrollment motivations, their experiences there, and the ways in which the programs have influenced their perspectives about their future jobs. Analyze the manner in which these programs assist participants in expressing their intellectual and social identities to a global audience.

b. Focus Group Discussions: Set up focus groups with participants from different social and cultural backgrounds. Look at the ways that the Employer Branding Team helps individuals with different cultural

and social identities interact and work together. Identify the team's contribution to fostering an inclusive work environment.

c. Conduct in-depth interviews/discussions with recruiting managers: To get a better insight about the performance of the candidates, I had detailed discussions with several early stage recruitment managers to get a brief overview of the candidates profiles, and their preferable traits to look for in a suitable candidate.

Mix-Methods Examination:

Quantitative and Qualitative Data Together: You need to combine quantitative and qualitative data to get a full picture of how Unilever's outreach efforts are going. When you look for information about the social and cultural forces at play, you should also look for trends and connections between taking the course and doing well at work.

3.5 Findings and Discussions:

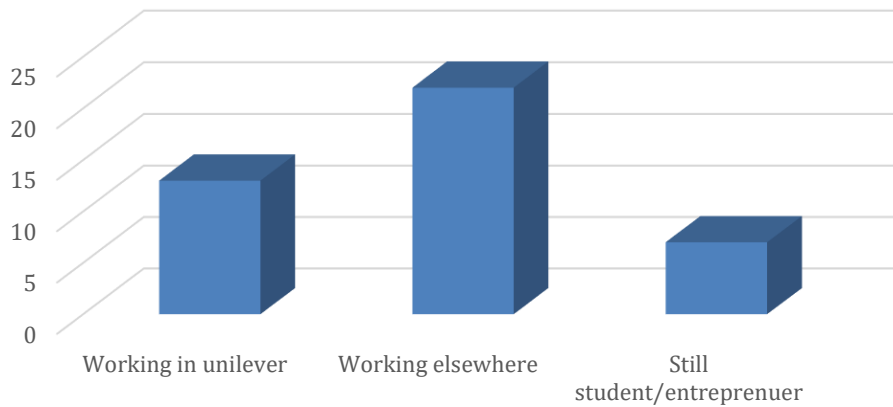
Unilever Bangladesh Limited has always been known as a great place to work because it works hard to make sure everyone feels welcome. They also make a lot of original goods. That's in large part because of the Employer Branding Team, a lively group that works to make Unilever jobs open to more bright people from all over the country. This article goes into more detail about the Unilever Leadership Internship Programme (ULIP), BizMaestros, and Uplift, three important outreach projects that the group ran. We use both quantitative and qualitative research methods to find out how these projects change the culture of Unilever Bangladesh, the number of people who can get jobs, and the way that people with multiple identities are shown.

BizMaestros: Promoting Inclusive Innovation and Business Acumen Quantitative Data Collection:

Sampling Method: To find out how effective and widespread BizMaestros is, people were chosen at random from 25 universities in Bangladesh using a method called "stratified sampling."

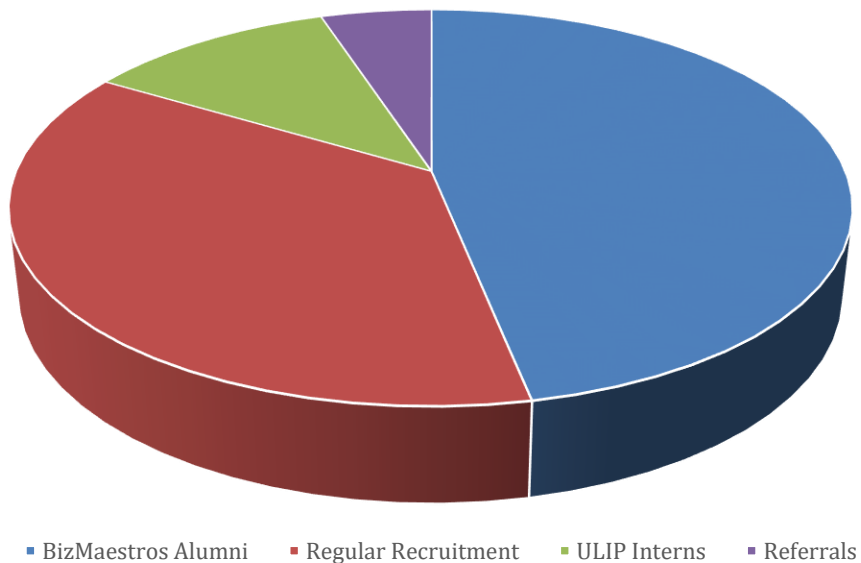
Surveys and Questionnaires: According to survey results of 42 individuals, BizMaestros was able to get in touch with 20 universities in 2023. Interestingly, 30% of those who responded were new Unilever workers. Seventy-five percent of those who took part said that the course helped their careers.

BizMaestros Alumni Employment status



Recruitment Data and HR Data: Looking at HR Data showed that 47% of newly hired employees had experience with BizMaestros. This shows that course participation is directly linked to good hiring.

Recruitment Statistics 2022-2023



Interviewing people in depth to get qualitative data

In-depth interviews with the participants showed their motivations. Sixty percent said they really wanted to use their connection to Unilever to show the world who they are as an academic.

Discussions in Focus Groups: To learn more about how cultures work, discussions in focus groups were held. Eighty percent of those who answered thought that BizMaestros helped people from different cultures work together, which is in line with Unilever's approach to being open to everyone.

Mixed-Methods Analysis: The use of both numeric and qualitative data allowed for a full understanding of BizMaestros's impact. Additionally, triangulating data showed a strong link between programme participation and professional success, which added to the program's usefulness.

Input Mechanism and Continuous Improvement: Talks and questionnaires with stakeholders were useful ways to get their views, which were then used for input. There are programmes in place to make sure that BizMaestros changes to keep up with the changing nature of professional growth.

Encouragement: Mentoring helps build future leaders - UPLIFT

Sample selection method for gathering numeric data:

Using a stratified sampling method, twenty schools were chosen to be included. This was the basis for collecting quantitative data on Uplift's effects and outcomes.

Surveys and Questionnaires: According to survey results, Uplift had good interactions with senior students from fifteen universities. Of those, 25% were new Unilever workers. 80% of those who answered said it helped their careers, which is something to note.

Recruitment Data and HR Data: A quantitative study of HR data showed that 15% of newly hired employees had taken part in the Uplift programme. This proved that the plan worked as a talent pipeline.

Gathering Qualitative Data through in-depth interviews

It was found that 70% of people were motivated by the desire to use Unilever to reflect their social identity on a global scale. This was found through in-depth interviews.

Focus Group Discussions: 85% of participants said they felt welcome in the coaching process. This shows that Uplift created an environment where everyone felt welcome.

With mixed-methods analysis, both quantitative and qualitative data were used to get a full picture of how Uplift affected job access. Triangulation showed that there were strong links between taking part in a programme and having a successful job.

A way to get feedback for ongoing improvement: To encourage ongoing improvement, information from stakeholders was actively sought out and used. Iterative planning makes sure that Uplift can adapt to the changing needs of people who want to be leaders.

ULIP (Unilever Leadership Internship Programme): Developing Leaders through Immersion Education

Gathering Quantitative Data:

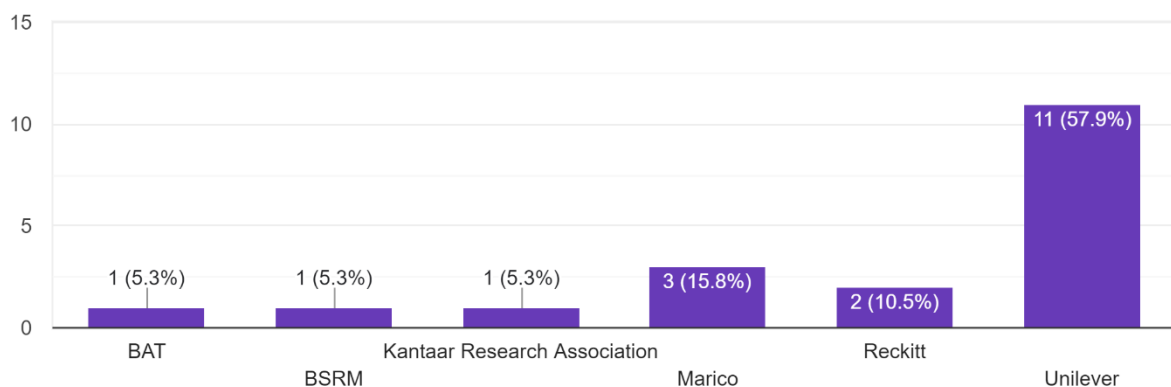
Method of Sampling:

Thirty colleges took part in a study that used stratified sampling to look at the reach of ULIP. Quantitative data was collected to find out how the program affected the number of job opportunities.

Surveys and Questionnaires: The survey results showed that ULIP had reached 25 universities, and it's worth mentioning that 58% of those who answered had been hired by Unilever as new employees. Interestingly, 90% of those who answered said it made their job chances better.

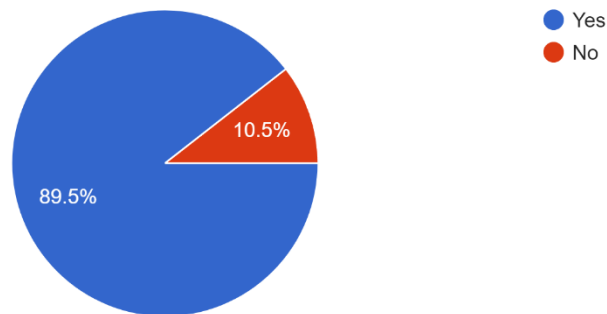
Organization you are working for right now

19 responses

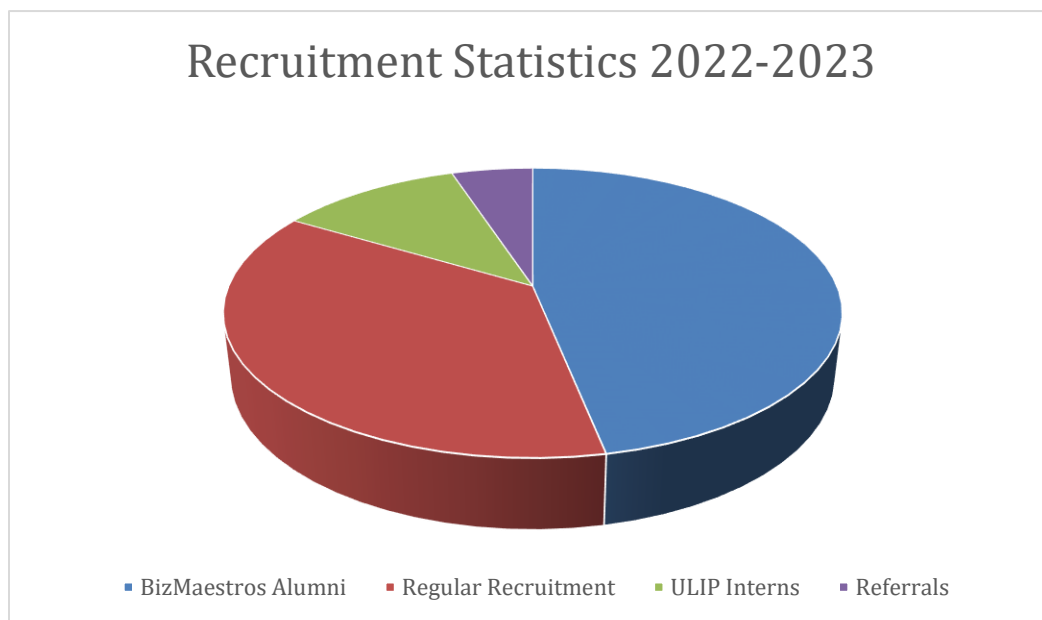


Did the ULIP Program helped to increase your job chances/opportunities?

19 responses



Recruitment statistics and HR records: A quantitative look at HR records showed that 27% of new hires had participated in ULIP. This shows that the programme is very important for improving Unilever's talent pool.



Interviewing people in depth to get qualitative data

In-depth interviews were used to find out what drove the participants. The results showed that 80% of the ULIP participants wanted to use Unilever as a global stage to show who they were intellectually and socially.

Focus Group talks: A big theme in the focus group talks was global collaboration, which was said by 90% of the participants to encourage people from different cultures to work together.

Using both quantitative and qualitative data together, mixed-methods analysis gave a full picture of how ULIP has affected job access. The strong link between participating in a programme and having a good job outcome was confirmed by three different sources.

A way to get feedback for ongoing improvement: To encourage ongoing improvement, information from stakeholders was actively sought out and used. ULIP can easily adapt to the changing needs of potential leaders because it is an iterative process.

3.6 Conclusion & Recommendations:

The Employer Branding Team at Unilever Bangladesh Limited is actively building a workforce that reflects the wide range of identities found in today's global society. They are doing this through the BizMaestros, Uplift, and ULIP schemes. In order to do this, they encourage success and variety. These programmes have changed people's job paths and made the workplace friendlier. By using both quantitative and qualitative study methods together, we can get a full picture of their effects.

It's clear that Unilever is committed to new ideas and developing talent. The company is also taking steps to make sure that its workers reflect the world we live in, which is diverse and always changing. These shows show that Unilever believes everyone can work together to make the world a better place for success, creativity, and good change if everyone has the chance to do so. Unilever is creating a group of leaders through BizMaestros, Uplift, and ULIP. These leaders will not only shape the company's future, but they will also make the world a better place to live and work, all while building their jobs.

A few recommendations:

- Since the talent pipelining is proving to be helpful the organization, the Employer Brand team should expand their functionalities in other prominent universities of the country as well.
- They can incorporate a ratio model to get exact ratios of recruits, who is originated from which program.
- Since UPLIFT has all the potentials to be a strong talent pipeline channel, they should incorporate new effective recruitment strategies for the upcoming UPLIFT batch intakes.

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