

Report On Training process of HR department

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requirements for the degree of
Bachelor of Business Administration

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Declaration

It is hereby declared that

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

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Letter of Transmittal

Feihan Ahsan
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Subject: Submission of Internship Report

Dear Sir,

It gives me pleasure to submit you my internship report on “Training Process of Human Recourses Department of Singer Bangladesh Ltd. The report is based on the information about the Analysis of training process and functions of Human Recourses Department. The information was collected during my internship in different departments.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I trust that the report will meet the desires.

Sincerely yours,

Tasfia Tasneem
Student ID- 18304160

BRAC Business School
BRAC University
Date: 04.02.2022

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Singer Bangladesh Ltd. and the undersigned student at BRAC UniversityTasfia Tasneem.....

Acknowledgement-

Firstly, I would like to express my gratitude to almighty ALLAH to give me the strength to complete the report within the stipulated time.

I am deeply indebted to my Academic Supervisor “Feihan Hasan” sir for this whole-hearted supervisor. His suggestions and comments were really a great source of spirit to make the report a good one. Also, I am grateful to my co-supervisor Zaheed Hosein Mohammad Al-Din for his Co-operation.

My sincere gratitude goes to Ali Noor Sir & Abdullah Al Mashud Sir, Office in charge, Training and Syed Zahidul Islam Sir, General Manager HR of Singer Bangladesh Limited for their cordial attitude and helping hand guides. In addition, I would like to thank the Organization for giving me the opportunity to work with them and also providing me useful information and knowledge needed for my internship. My Cordial gratitude to Ms. Chowa Francisca Costa for her co operation throughout my journey.

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Executive Summary

Singer Bangladesh Ltd. is a multinational company owned by Archilik Company originated in Turkey. Singer works with home appliances along with white goods, brown goods and SDAs to make the customer's life easier and time saving with their products.

The report is divided into four parts where first part consists of the over view of the company. The next part has the background of the company details. Moreover, in the third chapter I have discussed about the whole training process of Singer Bangladesh Ltd. Lastly, in chapter four I have shared some recommendations from my side.

Keywords: Multinational Company; Singer Bangladesh Ltd; White goods; Brown goods; SDA; Training Process

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CHAPTER 1: Introduction

1.1 Origin of the Report

I have been indulged to work on this project which has been designated by course Mentor Feihan Ahsan. My report is based on Training and Development Process of Singer Bangladesh.

Singer Bangladesh ensures to train up all the employees including Retail Sales Team. I have basically included the overview of the company, Different HR Functions, Training for different audience and product knowledge training for branch staff. This report also encompasses training topics and contents and LMS of Singer Bangladesh Ltd. which I personally worked at a closed proximity and was my major job responsibility within the organization and how it was able to better facilitate.

1.2 Introduction of the Report

Singer has been in this region (Bangladesh) since 1905, when the first Singer sewing machines were sold in Chittagong and Dhaka stores, and the country was still part of the Indian subcontinent at the time. Singer in East Pakistan operated as a branch of Singer

Pakistan after the Indian Subcontinent was partitioned in 1947, and the items were imported from West Pakistan. The marketing effort was first carried out through only ten stores, but by the late 1960s, it had grown to 43. Bangladesh became a sovereign state on December 16, 1971. As a result, the East Pakistan branch office was promoted to a country office, and sewing machines were procured from a variety of Singer outside sources.

After a long journey with different product categories like Mobile phones or even Women's cloth's (Shari), Singer Bangladesh Limited joined Arcelik A. S., Turkey's largest home appliance firm, in 2019. (Part of Koc Holding, Turkey). Retail Holdings Bhold B. V. is the company's biggest stakeholder, with a 57 percent interest. The public owns 43 percent of the company. In 1983, Singer Bangladesh Limited was listed on the Dhaka Stock Exchange, and in 2001, it was listed on the Chittagong Stock Exchange. Now they have a lot of different product category for home appliances.

1.3 Background

Practical work makes the theoretical knowledge perfect and appropriate for the real life. A perfect co-ordination between theory and practice is very important in the perspective of the modern business and economic world. It brings the students closer to the practical world and helps to substantiate their practical knowledge.

I was assigned to work on LMS of Singer Bangladesh Ltd. which is basically an application for android users for internal use of Singer's Branch Manager and others. Where all the product training contents are being uploaded initially, by me. Though the contents were already made by the training team, to ensure the security, the format of the contents needed changes which was done by me with the supervision of my supervisors of Singer Bangladesh Ltd. Ali Sir & Mashud Sir. To bring all the contents under one platform & making it more user friendly and helpful for boosting the sale, Singer LMS is needed.

I was also assigned in different physically trainings in different locations with my supervisors. I have also done few other assignments with the HR team and outside of the department.

1.4 Objectives of the Report

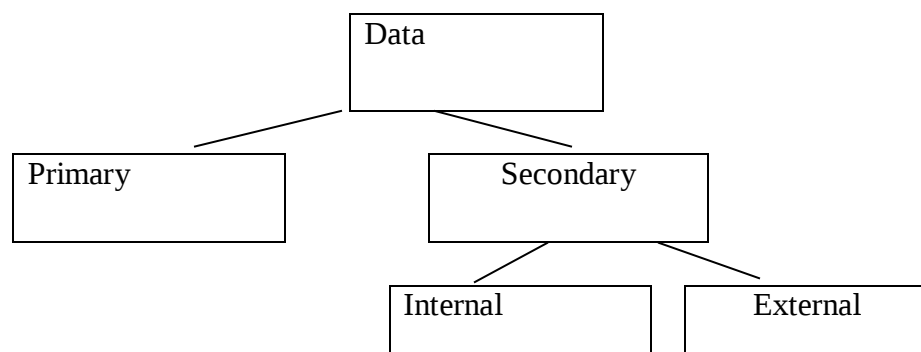
The primary objective of this report is to explain the overall training process of Singer Bangladesh Ltd. Additionally-

- To Know about the company
- To analysis the HR function's Overview
- To know the retail sales organogram

1.5 Methodology of the Report

At first, we have collected the necessary data and information that are needed to produce this report. Then we have conducted conduct research on the data and information collected and tried to analyze those data.

1.6 Sources of Information



1.7 Data Collection Procedure

Different data and information are required to meet the goal of this report. Those data and information were collected from various sources, such as, primary and secondary which is showed below:

Primary Sources:

I have had face-to-face conversation with the honorable General Manager of Human Resources, the Sales HR Admin and other employees of Human Resources team and other departments as well of this company. I've also used official documents of this company.

Secondary Sources:

Necessary information was received from the Web Site.

1.8 Scope

This report is going to cover a short over view of training team of Singer Bangladesh & few other sites like a part of recruitment and Human Recourses Department.

1.9 Limitation

First of all, as the company is one of the largest and oldest companies in Bangladesh, they have a lot of functionality in every department and especially in Human Recourses department, there are information that are confidential. So, for the security purpose, few information cannot be disclosed.

Secondly, three months is a very short period to do research on any topic. So there is just the over view of the topic.

But all after that I have tried our best to ensure clear and perfect information on the report.

CHAPTER 2: Profile of the Company

2.1 Company Profile

Singer has been in this region (Bangladesh) since 1905, when the first Singer sewing machines were sold in Chittagong and Dhaka stores, and the country was still part of the Indian subcontinent at the time. Singer in East Pakistan operated as a branch of Singer Pakistan after the Indian Subcontinent was partitioned in 1947, and the items were imported from West Pakistan. The marketing effort was first carried out through only ten stores, but by the late 1960s, it had grown to 43. Bangladesh became a sovereign state on December 16, 1971.

As a result, the East Pakistan branch office was promoted to a country office, and sewing machines were procured from a variety of Singer outside sources. Singer Bangladesh

Limited was established on September 4, 1979, as a private limited company under the Companies Act of 1913. It became a public limited company in 1983 when it issued its shares to the public after obtaining the necessary government approval. Singer has been associated with sewing machines since its inception in Bangladesh.

Singer Bangladesh Limited was a company with a single product –'sewing machines' until 1985, when the corporation began diversifying its product line. In 1985, a single product sewing machine manufacturer became a multi-product consumer durables manufacturer. Singer Bangladesh Limited is now a major, diversified corporation with an unrivaled presence in Bangladesh.

Singer Bangladesh Limited joined Arcelik A. S., Turkey's largest home appliance firm, in 2019. (Part of Koc Holding, Turkey). Retail Holdings Bhold B. V. is the company's biggest stakeholder, with a 57 percent interest. The public owns 43 percent of the company. In 1983, Singer Bangladesh Limited was listed on the Dhaka Stock Exchange, and in 2001, it was listed on the Chittagong Stock Exchange.

Name of the Company: Singer Bangladesh Ltd.

Year of inception of the Group: 1905

Form of Business of the Group: Public Limited Company

Type of Business of Group: Electrical Electronics Appliances

Market: Whole Bangladesh

Customer Pattern: All Classes of People especially Upper Middle class

Location of the Group (Head Office)-

Corporate Office

Singer Bangladesh Ltd.

House- 5B, Road- 126, Gulshan-1

Phone-16482 or 09606600600.

Email. info@singerbd.com

Factory: 2 Factories, SMC & Refrigerator at Savar.

2.2 The Product

Singer Bangladesh Limited is now a massive, diversified conglomerate with an unrivaled presence in Bangladesh. Beginning with the sewing machine, Singer has expanded its product line to include a highly successful multi-brand approach that combines items from leading global brands with Singer's own products across a wide spectrum of electrical home appliances.

2.3 Mission & Vision of the Company

Mission:

Singer's mission is to improve people's quality of life by delivering affordable comforts and conveniences.

Vision:

To be the country's most admired and respected family business.

2.4 The goal

For us, the sky is not the limit, but our expectations are. As a result, our imagination flies above and beyond traditional bounds. Our fate is intertwined with that of our dear motherland.

2.5 The Way

The journey is never too long for a conscientious traveler. We believe in "entrepreneurial advancement through diversity and service." We are businesspeople and professionals, as well as merchants and missionaries.

2.6 Tagline- ‘Trusted for Generations’

2.7 Product Line & Name of the Products

Right now, Singer Bangladesh has 17 types of products in different categories. The Products are-

1. Sewing Machine
2. Refrigerator
3. Smart TV
4. Microwave Oven
5. Washing Machine
6. Air Conditioner
7. Computer
8. Water Purifier
9. Kitchen Appliances
10. Vacuum Cleaner
11. Water Purifier
12. Air Purifier
13. Dish Washer

- 14. IPS
- 15. Room Heater
- 16. Voltage Stabilizer
- 17. Fan

Each Product has different versions as well. For example, a very new product is SM-024, which is a new type of sewing machine with new features.

2.8 SWOT Analysis of Singer

Strength:

Singer Bangladesh Ltd. has the record of doing business in Bangladesh over 100 years, So the business Strategy, Management & Loyal Customer's engagement is their strength to grow and expand 435+ shops all over in Bangladesh.

The company is now a fully global company under Arcelik. So, shareholders and investors are the strength as well.

Weakness:

Being an old company, Singer Bangladesh Ltd. has few traditional ways such as use of paper rather than digitalizing everything.

Though the company is working on it to make it better and tech savvy.

Opportunity:

The world is changing everyday so does the business world. For Singer Bangladesh Ltd. the opportunity for fastest growing industry would be promotional activities on social medias which is customer engaging.

Threat:

The local companies of same industry, offering less price or targeting lower class/ lower middle-class people.

CHAPTER 3: Topic Details Discussion

3.1 About the Department

As a Global Company, Singer Bangladesh Ltd. has different Functions of Human Resource Management.

Talent Acquisition- Unlike other companies, Singer Bangladesh Ltd has talent acquisition function for recruiting and hiring.

If any new position is needed for the company or any existing position has vacancy in any department, they contact the Human Resources team with job role, responsibility and description.

The talent acquisition team looks for CV in different sites like bdjobs. After screening and sorting CV, they call for interview.

For any particular position, the CV is sorted having the relevancy in different categories. similar industry, or experience matters, the educational background and job role in the companies as well.

After short listing the CVs, interview date is finalized with that department including HR team. And then the process of candidate calling and follow up calls starts.

Then CV summary is made for all the candidates including their name, age, current and previous work experience, educational background and CV source.

On the interview date, conducting the interview, maintaining an attendance list and calling the candidates serially is done by the talent acquisition team.

After selecting candidates, calling them for necessary information to create a profile in the company and forwarding the joining letter and necessary papers is also done by the team.

I personally have called candidates for 5 positions, made CV summary for that as well. Also, I have conducted an interview for a particular position.

Training & Development-

Training and development are one of the important parts of HR department of Singer Bangladesh Ltd. It was introduced in 2017. Previously the department as a whole would conduct training, where needed and the orientation programs as well. On 2017 the product team required a training team for product knowledge training in Singer Bangladesh's shops and the HR team was in need of a training team to conduct other trainings on a structured way.

Now, the training team has boosted the sale by giving training in all over Bangladesh and conducting other trainings like yearly inventory counting or foundational course training, orientation programs etc. it has added a new dimension to the Human Resources Department. The details will be discussed in the later part of this report.

Sales HR Admin-

It is related to all the employee, their details information like National ID card, bank number details, shop maintenance, vat & tax, employee rules and regulation follow, transport cost and maintenance, event management etc. Policies related to business is also maintained here. Moreover, monitoring all the shops, all 435+ branch managers and their staff is done by this team.

Compensation Benefit & Employee Service-

Singer Bangladesh Ltd. has a great team of compensation benefit and employee service, where the compensation, other benefits, provident fund etc. is made and maintained. The increment and promotion are also done by this team.

Depending on the grades of the employee the compensation is set. For promotion, the overall department's feedback & the reporting head's feedback is needed. For corporate office, service center and factory the grades of employee and scale is different.

HR Coordinator-

HR coordinators basically make the appointment letter, help their reporting heads to maintain their work and fulfil their responsibilities & making reports.

Head of HR/ General Manager of HR

- As Singer Bangladesh is a global company, communicating with the Arcelik group regarding policies, becoming the bridge between the local group and the global one, General manager does it all. Additionally, all the administrative works like approval for anything or giving message to all of the employee or conducting any big event, contacting with the MD & CEO. Etc. is done by General Manager of Human Resources. The role is very significant and the decisions play a vital role for the whole company. The job role is remarkable.

3.2 Retail Sales Team

S.D. (Sales Director)	
S.M. (East)	S.M. (West)
A.M. (Area Manager-11)	
D.M. (District Manager) (43)	
B.M. (Branch Manager) (435)	
Branch Staff	

Singer Bangladesh has 435+ showrooms in Bangladesh. The whole country is divided into 11 areas and 43 districts. The areas are- Central A, Central B, Central C, East, West, North, South, North East, South East, North West, South West which covers all the districts and Branches all over Bangladesh. For each branch, there is one branch manager to look after the branch, there are few branch staff for that as well. Then for each district, there are one district manager assigned 10 or more shops. So, total 43 district managers. Following the organogram, there are 11 area managers having 43 districts assigned. Then the 2 district managers for eastern part and western part of Bangladesh. Finally, the Sales Director on top of it.

The retail organogram is important for providing the training for product knowledge training or for other trainings as well. All the 435+ shops have shop code. For example, The Gulshan's showroom is called 'DGN'. The codes are necessary to ease the work.

3.3 Internship Report Topic

Training and Development Process of Singer Bangladesh.

Singer Bangladesh ensures to train up all the employees including Retail Sales Team. Overall, in Bangladesh it has 435 shops and each shop has one Branch Manager and few staff. Training and Development is conducted for them on different topics. There are other training sessions as well for example, for new joiners in different departments in the corporate office. It starts with Training Need, Training Conducting and finally result & feedback sharing. Over all, more than 400 training session is conducted in all over the country.

3.4 Training Needs Analysis (TNA)

For any training, TNA is necessary. However, in Singer Bangladesh it is mostly done by product team,

- If any district/ area's sale drops or need a boost on sale, product team asks for training to the training team.
- If there is any new product, training is a must for branch staff and manager.
- For existing products there are revised training on different shops
- Besides product training, Foundational courses are also needed for time to time

For every existing product category, there is a product manager from product team. The product manager along with retail sales team distributes the products to the shops according to previous pattern of sale or according to the area. *For example,*

A new product- Dish washer from Beko brand was introduced, as it is a product which is for the niche customers, it would need more electricity and more price to purchase, the product was initially distributed to Gulshan, Banani and few Mega showrooms. Additionally, the branch managers can always give a recursion of new product understanding the customer's demand.

Now, for this new product 'Dish-Washer', training is needed for the branch manager & Staff, to perform customer queries better & sell more. So, the training team would analysis the product, from information to hands on demonstration. After that training dates would be fixed contacting the District Managers & Branch Managers.

On the other hand, if an existing products sale drops for example new sewing machine, there will be a training session as well. Training team would visit the showrooms or additionally bring external trainer in few cases and conduct the training session.

Besides, time to time trainings take place for different audience group as well.

I personally had the opportunity to visit shops for dishwasher trainings along with other products with my supervisor (Ali Noor Sir) and coordinate it with him. Before conducting the training, what are the necessary steps, I got a clear idea about it as well. Thanks to him for this great experience. The steps will be discussed in the later part of this report.

3.5 Training Plan

Training Team makes a yearly planner for upcoming trainings for next year by the end of this year.

The plan includes

- The number of trainings that will be done by next year,
- The training topics as well. For instance, number of product trainings, number of other trainings etc.
- If any new topic will be introduced, for example, ‘training on mental health’, is a new topic, the process and plan should be there in the plan as well.
- Budgeting is very important, so after the plan budget is planned as well.

After a plan is made, it also has a room for urgent basis trainings from product team or any other teams. My two supervisors are from training team and they mentioned that according to the plan they basically divide their districts and products to make it more organized. On few large events, they join with the product team or external teams like ‘dell’/ ‘pure it’ as Singer Bangladesh has products from these companies as well.

The plan is shared with the General Manager Sir and after making necessary changes, next year’s plan is ready to work on.

The roadmap is made by the training team. And from a discussion I came to know that they divide the districts in such a way that both of them ensures to cover all the districts and products that needs training.

For instance, Refrigerator, Smart TV, Vacuum Cleaner trainings are from another supervisor Abdullah Al Mashud sir. And Microwave Oven, Dish washer, washing machine trainings are from Ali Noor Sir. Even though the contents and product knowledge are shared by both of them. Dividing the category actually makes it more organized way. Other products are also divided like this.

3.6 Conducting Product Training

Product knowledge sharing training is conducted by the training team into different shops of Singer, all over Bangladesh. Singer Mega & Plus is for the upper middle class and middle-class customers on which these trainings take place.

Before the training

- Contacting with product manager
- Contacting the district manager to inform the branch managers

- Contacting the branch manager on which branch the training would take place.
- Selecting the time and date
- Sending Email to the branch managers, district managers and area managers
- Making an attendance list
- Making a question list for the quiz, after training
- Making Content for that particular product
- Sending follow up Email to the participants
- Buying a small token of appreciation (chocolate box) for the best score carrier in the quiz
- Arriving before 15-20 minutes on the training spot (that particular branch)
- Check the set up (a screen for displaying the content), the chairs, and the product itself to show it hands on demonstration
- Communicating with the participants, making them comfortable & sharing few norms to be maintained in the shop
- Asking the participants to take out pen and paper. (In few cases, providing them as well)
- Starting the session with the content PowerPoint slides and explanation.
- Asking the participants to take notes when necessary
- Introductory speech by the district manager
- Giving 1.30-2 hours training with a small tea break
- Giving hands on demonstration showing the product to the participants
- Question- Answer session
- Lunch Break
- Quiz for the participants
- Best Scorer getting the token of appreciation
- Closing Speech by the district Manager
- End of the training
- Sending E-mail to the DM (district manager) & BM (branch manager) sharing summary of the training & suggesting the best performer to take into consideration for future promotion
- Sending feedback form to the participants
- Checking the sale summary after a month or two to understand the training impact
- Keeping the quiz copies in a file for future reference.
- Clearance of Convince & training cost bill.

For instance, I coordinated dishwasher and washing machine training at DUG shop (Uttara-sector 13) with my supervisor.

To conduct the training, the date and time had to be fixed with the district manager, branch manager and the training team

As dishwasher was a new product, it was mandatory to give a training on that including washing machine which was on demand of the participants.

There were 18 participants from different shops on that district

District manager was present there and necessary arrangements was done for the training.

Email was sent beforehand and with the introductory speech of the district manager, the training started. My supervisor and I shared the product knowledge of dish washer, the functions, mode, selling features and most common questions of the customers. After the tea break, everyone took necessary notes and asked questions as well. After 2 hours training, the hands-on demonstration was shown as well. After that product knowledge sharing for washing machine started where types of washing machine singer sell to selling features in winter was shared. After that the lunch took place and after lunch the quiz having 10 questions with a time limit of 5 minutes.

The best performers got the token of appreciation for his motivation which I brought and after signing their attendance list, with the closing speech of district manager with coordination of branch manager, the training ended.

The answer sheets of the participants were recorded in the head office in a file for future reference and feedback form was sent with a follow up call to the participants.

The best performer in the quiz and during the overall period was also shared through an email to the district managers, sales HR Admin and others for future reference.

This is how all the product knowledge sharing training mostly take place.

After the arrival of the dish washer for the first time in Dhaka Gulshan shop, my supervisor took me and gave hands on demonstration and prepared me for the upcoming training. I also checked the contents having videos and information for my guidance.

Product Knowledge training has a very effective impact on sale boosting. As the staff gets training, they get a clear idea and serves a customer better. Also, the detailed contents of the training team are very helpful for this.

Another training on Dish Washer, Washing Machine and micro wave was at DMA shop (Mohammadpur) with 11 participants which was conducted in the same way as well.

The product knowledge sharing trainings are conducted all over Bangladesh's Singers Shops on different products.

3.7 Other Trainings

As mentioned before that the training team conducts not only product knowledge sharing training but also few other trainings on different topics. One can be mentioned 'Foundational Training for Trainee Branch Managers' at service center. Where different department's details and other necessary knowledge is shared which is conducted by the training team. Here, contacting the resource persons before training, sharing knowledge considering the audience is important. For example, in case of showing any motivational video, it needs to be ensured that the message is clear to everyone & the language is understandable to the audience. The training team always ensures that.

Another few things that are considered-

1. The venue is clear and all set
2. The necessary equipment is there
3. Arranging the food and lunch
4. Contacting the staff from the venue for assistance
5. Making a chart and following the order of it
6. Making aware of the etiquette and norms of a professional session and maintaining that.
7. Making an attendance list and maintain that

The trainee branch manager session that I had joined was for four days for 4 sessions with 10 participants.

On the final day, Honorable MD & CEO came to share speech and best wishes for the participants.

Besides, Orientation Program for new joiners is also conducted by the training team in similar way.

3.8 Post Training Work

As mentioned before, after the training is conducted on a particular shop, to the participants a feedback form is shared. The feedback form has a set of questions to the participants to understand their feelings about the training and a particular question is asked 'How to improve the session' and from the answers necessary improvement is done by the training team. This is how the way of conducting training is improving every day and.

3.9 Impact of Training

Product knowledge sharing trainings are very effective to boost sale in Singer Bangladesh. The impact can be visible after the sale boost up on shops after the training and the better performances of the staff and branch manager. On 2017, after joining the training team, Singer Bangladesh Ltd. reached into a new Dimension and the performance was remarkable. The training team took part into different occasions within the border and outside as well and proved their amazing capabilities to the world.

3.10 Coping up with the new normal

As we all know that the world was going through a tough time, through a pandemic everything had to change. And as there is a new problem, there are a lot of new solutions there as well. During this period the trainings were conducted using different applications for example, zoom and others to gather the audience together from their home yet working and sharing knowledge. From 2019, April to 2020, for almost one and a half year or more, necessary steps were taken to continue the work, for instance, roaster basis work at office. Or using platforms to stay connected, meeting in zoom, morning meeting theme, precautions and ensuring safety by transportation etc. was ensured during this period. The training sessions was done through e platforms and even after the post pandemic effect, few steps are still followed to ensure safety.

I personally had joined 4 sessions on Singer LMS and Dish washer training through Zoom and shared my knowledge as well. (LMS details will be shared below of this report)

3.11 Singer LMS

Singer LMS is an application for android user which is a Learning Management system having all the product knowledge sharing contents for the branch managers.

The contents were made by the training team previously but while uploading it there were necessary changes in the format that was done by me. I personally had worked on this for a long time and uploading 12 category products including white goods and brown goods. So, for each content, previously it was uploaded into PDF format but PDF format can be easily leaked to other companies and sometimes it was difficult for our branch managers to read that without downloading. Then I started uploading it into page format but that had its own limitations as well, the images could not be visible with it.

Finally, it was uploaded into image format where the user can view it page by page and read easily.

LMS is referred as a digital book which can be easily found by downloading it from play store. It needs ID & password and that is shared by the training team into all 435+ shops and the introduction and benefits of using it had a separate training session for each district and shops.

LMS now has 34+ contents having 12 different product categories and different versions of a product for example, for Refrigerator, Frost and non-frost, the details of it and how to sell it, the overall content is there in the LMS.

Understanding the product's category, naming it and labeling it under existing or new category, the short title, fixing the date and other programs was necessary for each content.

There is also a feedback page after every content for the room of improvement & user interaction.

The feedback's comment dealing was done by me with the supervision of Mashud Sir. After uploading the contents, it was necessary to assign participants. So, assigning all the participants from all the areas for almost 500 participants was also done by me.

3.12 User Activity Monitoring

LMS's almost 500 user monitoring, their log ins and viewing the contents was also done by me. The user's activity on a regular basis or replying to their comments or making necessary correction after their feedback regularly and making a summary out of it.

3.13 LMS's Development Areas

I have also shared my feedback and idea on developing the LMS and making it more user friendly. The feature's design and output which can be developed and giving more precious yet numeric value to boost sale.

(a) Content Development-

Content is very important for any training especially for the product knowledge training.

The content must have-

- All the features explained for that particular product
- Tips for selling
- Compare contrast between the previous version and the new one
- Comparison & assurance of product's quality
- Product's introduction
- Product's functionality
- Use of the product
- Operations
- Electricity Cost
- Target Customer

And others depending on that particular product.

Additionally, it is ensured to use local language for better understanding for the branch managers and staff.

My supervisors helped me to develop contents for products or morning meeting theme for any important topic. (For instance, 'importance of sleep at night & productivity')

3.14 Other Works

I have also done few other works for the HR department with my supervisors.

HR department has to prepare a summary of every month where I have shared few ideas to make it more efficient with information. HR department also plans for future scopes and few events of training sessions on new topics for the betterment of the company. I have also shared my ideas and contributed on those upcoming projects, thanks to my supervisors for giving the opportunity.

As mentioned before, for recruitment process, for calling candidates, handling their questions and inviting them for interview. Giving them follow up calls for 5 positions, each having 30+ shortlisted candidates. Also making CV summary for them and an attendance

list for them. Additionally, conducting one interview from printing CVs to calling them one by one and sending them for interview.

Moreover, communicating with the intern group for profile creation and giving follow up calls. As well as communicating them personally for different announcement was done by me.

3.15 Cross Functional Work

Besides the HR department, communicating and learning the over view of every department of Singer Bangladesh was my pleasure.

Starting with the product team, understanding their work and making one video content directly with the product manager, Munmun ma'am for cordless vacuum cleaner was a great experience. Where we did a role play act, me asking questions from customer perspective and she replying to it was an informative video for the branch staff as the product was well explained there and hands on demonstration was also shown.

Before the video, I was trained by my supervisor about the functionality of the cordless vacuum cleaner.

Secondly, visiting MNG shop which is on Manikganj was also my pleasure with the cooking demonstration team for the event of cooking demonstration. Where basically small digital appliances are shown and interacting with the customer by sharing knowledge and cooking few items. There were 20 participants and the event was an effective one. I not only assisted the team for cooking but also shared my product knowledge of SDA's. (Fry pans, sandwich maker, rice cooker)

Thirdly, I came to know about the process of digital marketing and took part in one of the campaigns with the E-Business Team for awareness creation on the market and that was very engaging as well.

Besides, I have worked on orientation programs of new joiners where there were 10 participants and 7 participants. Contacting the resource persons, arranging lunch, filling up the attendance sheet and maintaining the list of time was important as well. Also, cohosting the event was my honor with my supervisor Ali Sir.

CHAPTER 4: Conclusion and Recommendation

4.1 Conclusion

In conclusion I would like to thank again for the whole HR department for their cooperation and co-ordination towards me. Three months' joinery was very interactive and helpful for my future opportunities and learning.

Singer Bangladesh Limited's HR team and the training team works very hard for boosting sale and helping the branch staff providing all the necessary information and guidance which plays a vital role in sale boosting. Also solving all the issues regarding product by the product team and the training team is done. This had been adding a new dimension and value to the overall company and all the 435+ shops.

4.2 Recommendation

I have mentioned few recommendations for the department and for training as well.

- Post training assignments- which will be basically the participant's knowledge sharing and showing demonstration what they have learnt so that they can perform better Infront of the customer
- Monthly engagement plan of dinner or movie for the better communication
- Communication workshop between the cross functional departments to have better interactions

- Facebook Career page for employee branding- as singer already has a page for their products promotion and customer engagement, there should be one career page as well as I mentioned in the progress review with the MD & CEO.
Employee branding would be helpful for getting quality CV and candidates as well

List of Acronyms

SDA- Small Digital Appliances

BM- Branch Manager

BS- Branch Staff

SD- Sales Director

SM- Sales Manager

AM- Area Manager

DM- District Manager

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