

Report on
Assessing the Effectiveness of HRM Techniques and Implementing Training and development
Programs to Enhance Customer Satisfaction at BEXIMCO Pharmaceuticals Ltd

By
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ID: 19104176

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
23rd November, 2023

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Sadia Azam

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Dr. Tarnima Warda Andalib

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

23rd November, 2023

Dr. Tarnima Warda Andalib

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka.

Subject: Submission of Internship Report

Dear Madam,

I'm privileged to present my internship report, which is based on "Assessing the Effectiveness of HRM Techniques and Implementing Training and development Programs to Enhance Customer Satisfaction at Beximco Pharmaceuticals Ltd." My internship report is based on my intern experience at BEXIMCO Limited which is a prestigious multinational company and the duration of my internship was three months from 26th May to 26th August.

The research has enabled me to acquire knowledge along with help me to apply my academic skills to the profession and gave me firsthand experience in a working environment. It helps me to learn and get crucial insight of how to implement my theoretical understandings in real life. I have collected various files and records from my workplace to use as fundamental sources for the report.

I would like to express my gratitude for your assistance and persistence in clarifying my queries regarding this report writing. I've tried to do my part to provide as many helpful tidbits of information and recommendations at the end of the report. From my perspective, the report appears to fit all requirements. I would appreciate any advice you may give me to make my report better. I'm dedicated to doing my level best and ready to assist for any further clarifications regarding this report.

Sincerely Yours,

Sadia Azam

ID: 19104176

BRAC Business School

Letter of declaration:

In this letter, I explicitly affirm as well as thank BEXIMCO Pharmaceuticals Ltd. employees for providing encouragement and authorization regarding my academic task, MY REPORT TOPIC IS "Assessing the Effectiveness of HRM Techniques and Implementing Training and Development Programs to Enhance Customer Satisfaction."

In order to obtain information about the efficacy of human resources management techniques and the influence of initiatives such as training and development on consumer happiness, I completed and interviewed ten staff members representing various groups within the organization. Everyone who participated gave freely of their precious time and supplied relevant AND VALUABLE data that helped to shape the focus and conclusions of the research I conducted.

I certify that each individual was explicitly made aware of the aim of the interviews, the safeguarding regarding their answers, and the opportunity to discontinue participation in the study at any time without facing consequences.

By signing below ON BEHALF OF THE OTHER EMPLOYEES, I certify that our intern has gotten permission from the employees to use the data generated the meetings solely to obtain research defenses.

Name & Signature:



Md. Gausel Azam

Non-disclosure agreement

The title of my internship report is " Assessing the Effectiveness of HRM Techniques and Implementing Training and development Programs to Enhance Customer Satisfaction at BEXIMCO Pharmaceuticals Ltd" has been sent to Dr. Tarnima Warda Andalib, Assistant Professor of BRAC University, to accomplish the requirements for the degree of Bachelor of Business Administration (BBA). I am also conscious of the confidentiality of my company's information, some of which are sensitive and essential to the long-term viability of the company's operations.

Acknowledgment

I give thanks to Allah Almighty as a first gesture of gratitude. I was able to finish this report thanks to his blessings and recommendations. Along with there are some important people played a vital role whose direction and inspiration allowed the report to be finished effectively.

Secondly, I would like to thank my parents from the bottom of my heart for being such an incredible support during both my internship and my undergraduate studies. Their patience and munificence help me to acquire knowledge and I finally able to do my work.

Additionally, I want to give my cordial thanks to my very kind hearted supervisor Dr. Tarnima Warda Andalib and my another generous co supervisor Mohammad Rabiul Basher Rubel for all their assistance, suggestion and their appraisal assessment which helps me to make my report better and finally I was able to submit my task.

Furthermore, I would like to show my appreciation to my organizations on site supervisor MD. Ishtiaq Zafri (D.G.M) who helped me to prepare my report by providing me all the allocated resources and also given his precious time to consult with me. Also, there are some other senior officers who always give their assistance, all of the human resources department members, as well as everyone else who assisted me during my internship through providing their expertise and experience, as much as their best capacity. I developed a strong bond with these individuals throughout the course of my internship.

Executive Summary

One of the biggest companies in Bangladesh is called BEXIMCO. Our mission is to improve the welfare and health of people by offering modern, reasonably priced medications that are produced in strict accordance that maintain international quality standards. BEXIMCO tries to follow every guideline of HRM strategies and they give great concern on training and development process. moreover, they continuously try to uphold their product line and continuous improvement to satisfy their customer as they need to hold their national and international level customers. Develops business-level approaches that allow companies to gain an advantage over their rivals via exceptional customer relationships, premium goods and operations. Their achievements in advertising products and diversification have been largely attributed to innovative techniques.

Three chapters comprise this report. An introduction to the internship was given in the initial chapter. It served as an overview, evaluation, and list of lessons gained from the internship experience. it also included the Details about the supervisor, Details about the internship duration and on which department I worked on and me gathered experience along with my learning experience that what is my denouncement from the company.

An overview of the day-to-day activities and assessments has been given in the second chapter. It is primarily composed of a strategy review and audit, as well as an overall evaluation of the organization and its functional areas. Overview of the company as in goals, vision, fundamental principles, products, offerings, and other pertinent data, executive leadership and advertising plans, monetary outcomes and accounting procedures, information analysis and management of operations, competitive and marketplace evaluation along with the use of SWOT analysis.

The concluding chapter provided a study of BPL's HRM techniques' efficacy, which was the primary goal of this research. The chapter also includes a methodological framework, study structure, a thorough explanation regarding how the company continue their HRM practices and how well they affect workers' employment outcomes.

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Acronyms

BPL: BEXIMCO Pharmaceutical Bangladesh

PPE: Personal Protective Equipment

SE: Dhaka Stock Exchange

LSE: London Stock Exchange

API: Active Pharmaceuticals Ingredients

CSR: Corporate Social Responsibilities

ARV: Anti-retroviral Drugs

AIM: Alternative Investment Marketing

TFPA: Taiwan Food & Drug Authorities

IFRS: International Finance reporting Standards

IAS: International Accounting Standards

FDA: Food and Drug Administration

EHS: Environment, Health and Safety

Chapter 1

Overview of Internship

1.1 Student Information

Name: Sadia Azam

ID: 19104176

Program: Bachelor of Business Administration.

Major: Human Resource Management

1.2 Internship Information

1.2.1 Company information

Period: May 26, 2023- August 26, 2023

Company Name: BEXIMCO Pharmaceuticals Limited

Department: HRM Department

Address: BEL TOWER, Dhanmondi 1, Dhaka 1205 Bangladesh.

1.2.2 Internship Company Supervisor's Information

Name: MD. Ishtiaq Zafry

Position: Deputy General Manager

1.2.3 Job responsibilities:

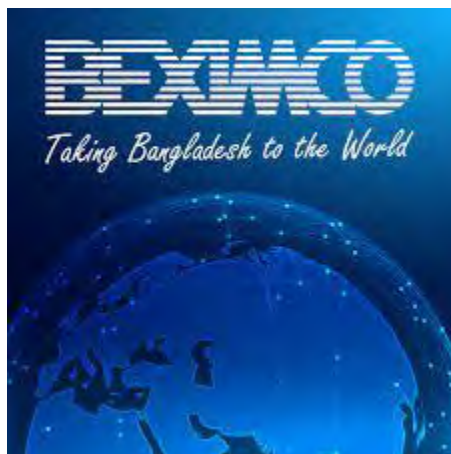


Fig. 1: BEXIMCO taking Bangladesh to the world

My primary responsibility was to adhere to BPL's HRD's fundamental tasks. There was required to first keep an eye on HRD's protocols, plans, initiatives, and assignments. The key duties of HRD include, for instance, hiring, selecting candidates, organizing resumes, training, performance and skill development programs, assessment and appraisal, managing and controlling the staff while posting job openings Etc. Consequently, I have effectively finished all of the assigned tasks. But in order to learn some facts about this division, I was additionally required to closely adhere to other obligations. As I had a chance to do my internship physically so I was directly connected with my supervisor who helped me to observe how the training and development process works and how successfully they have done to enhance their customer satisfactions. On the official site of Beximco Pharma, it is stated that the company's research and development department is working to make BPL a reputable and actually worldwide business. To establish a significant competitive advantage in the market, BPL has placed a high premium on developing and enhancing its capacity to formulate highly advanced technological products to differentiate themselves from the competitors to gain more customers.

The roles that I have effectively fulfilled are:

Since I was there for three months. So, I conducted so many research and task swiftly and efficiently to gain my knowledge about the department.

- **Job Posting and Application Submission:** The HR division advertises job vacancies with the necessary education and experience for positions involving HRM procedures

including training and development. Through the company's internet site or other approved means, applicants send their cover letters and resumes.

- **Selection of CV:** HRD's primary responsibility is to sort through CVs of possible applicants. I was tasked with organizing the necessary resumes and going over the ones that were submitted in order to generate a preliminary list of applicants that fit the requirements listed in the job description.
- **Initial Assessment:** I have assisted the hiring process for shortlisted applicants through my HRD. These applicants may go through phone assessments personality tests, or online exams as part of an initial evaluation process to determine their appropriateness.
- **Interview Process:** The purpose of interviews is to learn more about a candidate's background, skills, and compatibility with the company's beliefs and ethos. in the topics of discussion part i was with my other seniors discussion and this conversation and evaluation included employee development initiatives, training approaches, methods for solving problems, and HRM tactics.
- **Create a blueprint for the outcome:** Making a result blueprint of the chosen probable prospects is my task. MS Excel sheets were utilized by me for this. To locate them immediately for future reference, I must complete in several necessary fields, such as name, position, written exam scores, viva scores, skills, etc.
- **Responsibilities completed in order to obtain knowledge:** These obligations were only given in order to obtain the necessary knowledge for later application. These taught me a lot about how HRD handles rest jobs. I detailed everything in detail following based on my knowledge.
- **Hiring Procedures:** BPL uses both internal and external sources for hiring new employees. There have Notices with the necessary criteria have been placed on company announcement boards for internal hiring. The main goal is to extend an invitation to eligible departmental workforce members to take up the positions left by departing or transferred personnel. Using external sources is a common practice, and BPL has access to more competent workers through it.
- **Program formats for training and development**
- **Training:** By setting up various programs for training, BPL enhances learning opportunities and job performance of its personnel. BPL improves worker efficacy, productivity, along with accuracy in job performance through various training programs. In-person and off-site training are both forms of training that BPL offers. On-the-job training includes instruction in job skills, a factory tour, safety and rules, technical training,

practice abilities as well as proficiency, workers' education, video classes and lectures, job-specific training, knowledge transfer, and more. Off-the-job training includes case studies, seminars, industrial tours, and other activities. Trainers assess trainee performance following an effective workshop and award certificates.

- **Development programs:** By enhancing present leadership capabilities, these programs are designed to meet BPL's goals. As an illustration, consider switching jobs, the coaching approach (working with corporate administration), learn by doing (shifting to a new department to gain knowledge) etcetera.
- **Assessment of performance, pay scales, perks, and incentives:**
 - **Performance evaluations:** BPL evaluates its own performance ratings using quantitative analysis. It has completed one hundred ratings on an annual basis. Following the probationary term, BPL rates an employee's performance using the following scoring system: poor, average, marginal, excellent, and spectacular. BPL uses these evaluations to make decisions about promotions, competitive pay, perks, and benefits.
 - **Remunerations:** Annual performance reviews and evaluations determine compensation. This company HRD make arrangements for the various employee categories. Staff received raises in accordance with the rating chart's evaluation.
 - **perks and rewards:** BPL employees receive good perks and incentives because the company is constantly mindful of its workers' encouragement, improvement, and well-being. As a result, the situation is a successful strategy for maintaining employee retention and raising motivation. Benefits and incentives include paid time off for illness, retirement advantages, maternity and paternity breaks, healthcare coverage for insurance, mobile allowances, and discounts on purchases from Yellow, a sister company of the Beximco company.

1.3 Outcomes of Internships:

An internship is an initial step toward learning how to operate realistically. there are so many positive outcomes from the company that I've worked. The initial advantage of working for a reputable company is the manner in which they allow interns to complete all tasks independently while providing useful guidance, which is invaluable for future career development. Additionally, this task supports in advancing in a solid work. during internship, interns get to know the corporate culture, and they learn how to handle pressure at work. One of the most important skills that will come in very handy later is organizing your time. I have gained a lot of knowledge about the responsibilities of the department responsible for human resources, consequently I am generally happy with my internship.

1.3.1 The involvement of students to the company:

As BPL selected possible interns after conducting an extensive interview process, interns provided BPL with a great deal of support during their internship. As such, individuals make a huge contribution to the organization. In actuality, the interns are working on HRD-related projects here. They have efficiently and successfully assigned roles and tasks. Thus, BPL has consistently expressed interest in hiring BRAC University interns. The initial steps in the hiring and selection procedure are frequently efficiently completed by interns.

1.3.2 Advantages for the Student:

The HRD division of BPL is the most effective and most equipped. BEXIMCO Pharma provides interns with ample opportunity to gain real work experience. They give their interns tasks to complete so they may acquaint themselves with the workplace culture. When it comes to their interns, supervisors are typically quite understanding and kind. Their fellow interns are excited because they receive helpful and effective guidance from them. It motivates pupils to continue acting sincere toward the company. The Supervisors are helpful and positive ensuring that pupils fulfill their assignments with assurance.

1.3.3 Limitations of the study:

There was some challenged I faced during my internship.

- I was involved in an assortment of responsibilities during my internship, including training and development programs, resume collection, helping with the hiring and recruiting procedure, paperwork along with documentation, as well as assisting visitors with their inquiries. as a consequence, I found it challenging to focus exclusively on my study and report.
- Due to security concerns, the organization and employees were so restrict to distribute the company's data and information. Furthermore, BPL does not provide important information online despite being a well-known corporation in Bangladesh. I therefore learned very little while reporting.
- There was some in availabilities to find proper data and assessment to conduct my research. Because its a big company, every person is overly preoccupied with their allotted tasks and responsibilities. As a result, I failed to get enough feedback from my superiors on my work and the errors I made in fixing problems.

- There was some cultural issues of that company. Although it's necessary for interns to fit in with the company ethos, so as a first time in a multinational company I find it difficult to match with the norms and principles of the organization.
- There was a limitation of the timing. The Internships have set lengths, which restrict the breadth of knowledge gained or the range of parts of the organization that are experienced throughout that period.

1.3.4 Recommendations:

BPL often conducts assessments in order to bring about change and is extremely cognizant of the progress made by its employees. They have begun working via the internet at present. so, they have accepted with gratitude the invitation to advance online. I've some suggestion as following to improve the limitation that I've faced during my internship program.

- To regulate interns' requirements and guarantee meaningful tasks that are in line with their learning objectives, set explicit expectations on workload and projects. so that interns will get to learn different things of the company and get more clear idea.
- Boost communication, give prompt feedback, and make sure that the criteria for selection are transparent to maximize the effectiveness of the process. So that intern will get motivated and correct themselves for future.
- the company need to Invest in more technologies, instruments, or resources for training to give interns better possibilities for learning and real-world experience. As they need to maintain their confidentiality as well interns need to learn about their data for their task so they need to Provide interns with specific instruction on managing confidential data while ensuring they are fully involved in projects.
- Furthermore, they need to Create initiatives to assimilate interns into the workplace culture while also making sure their values and professional ethos are in accordance with the company's culture.

Chapter 2

Organization Part: Overview, Operations, and a Strategic Audit

2.1 Introduction

This section provides a snapshot of the entire organization. It is an assessment of the operational activities of BPL, including financial accomplishments, analysis of the industry, SWOT assessment, advantages over competitors, research and development, goals, objectives, major milestones, and CSR initiatives, among other things.



Fig. 2: Largest company in Bangladesh

2.1.1 Goals and objectives:

- I've examined every BPL functional area
- I've interpreted financial results along with leadership strategies;
- I've applied a SWOT assessment to examine productivity and advertising approaches
- Comprehensive evaluation of the functional areas and practices of the organization

Objectives: Two categories of objectives will be covered in the following sections. The objectives that are depicted are: Broad Objectives and Specific Objectives

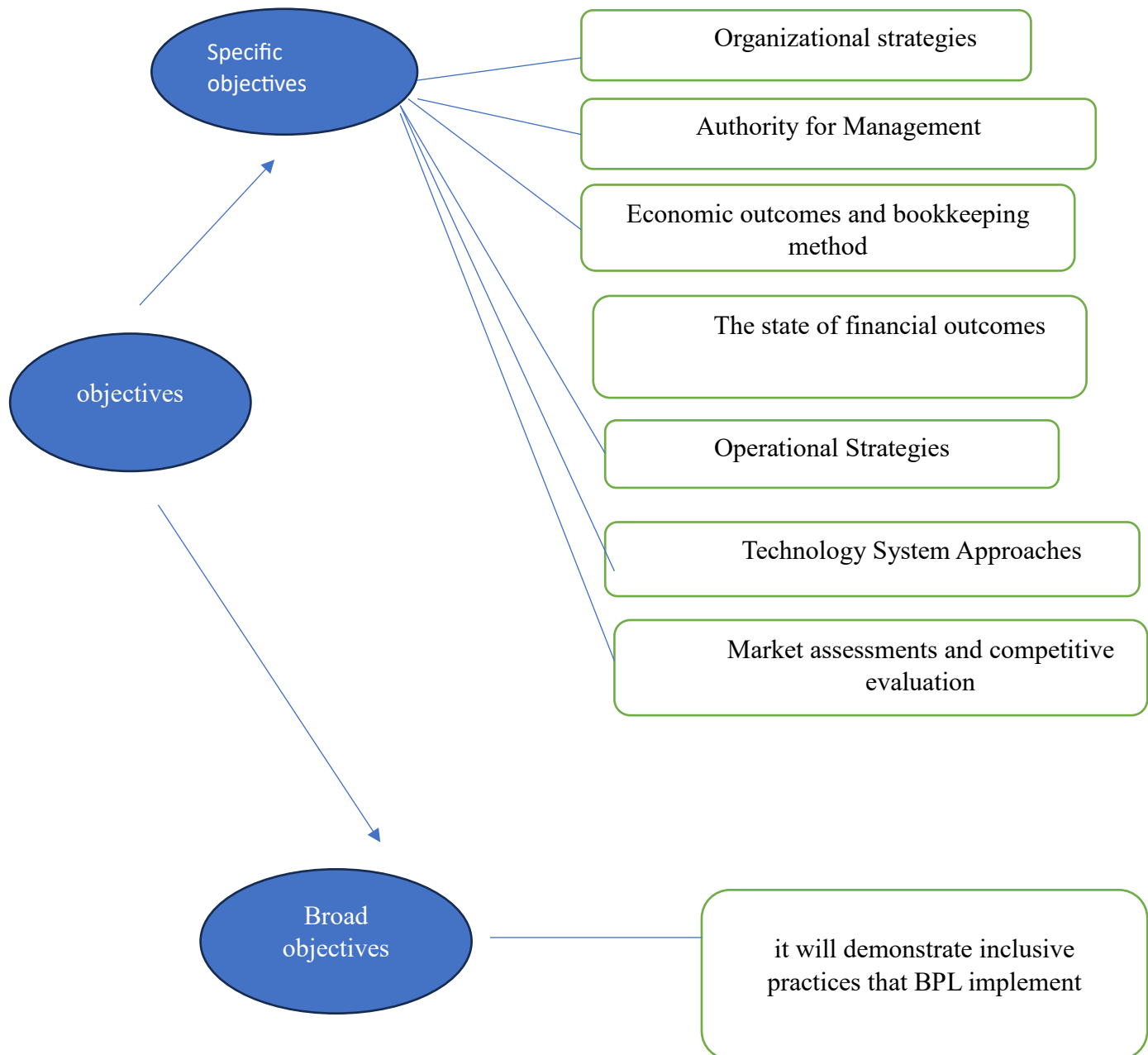


Fig. 3: specific and broad objectives

2.1.2 Scope:

Every functional activity of the company has been gathered for in-depth investigation in this chapter. The genuine information from BPL had been utilized in drafting this report, and the supervisor thoroughly reviewed all of the information. Since BPL belongs to a well-known organization in Bangladesh, readers will quickly obtain a basic yet useful understanding of it while reading. Every important facet of the company is covered in the study, including operations management, innovation and research, financial success, competitive assessment, marketing strategies, SWOT analysis, and BPL's position in the market.

2.2 Overview of the Company

2.2.1 Background of the company:

After obtaining incorporation in 1976, the company began by importing goods from Upjohn, USA, and Bayer, Germany, and reselling them locally. BEXIMCO Pharma started producing these goods in 1980 under a license agreement, and in 1983 it developed its very own formulated brands. also, it successfully renowned its brand name as the third largest pharmaceutical company in the world.

Concerning the Company

there are Leading international regulatory bodies such as European Union, Australia, Canada, and Brazil) have accepted BPL's production and produced medicines for exporting to over fifty different nations, including the USA, Europe, Canada, and the nation of Australia. BPL is presently focusing on expanding its facilities to the numerous developed and rising nations over the globe. The Company's GDRs are traded on the Nasdaq of the London Stock Exchange in addition the company's shares are traded on the Bangladeshi stock exchanges in Dhaka and Chittagong.

Key historical incident:

BEXIMCO has written a significant history on august 4, 2016. As of right now, BEXIMCO Pharmaceuticals Ltd. is the first pharmaceutical business from Bangladesh to ship a prescription medication to the United States. FDA approves antiarrhythmic medicine Flecainide which is produced by BEXIMCO Pharma. The United States of America is not among the more than 100 nations to which pharmaceutical businesses from Bangladesh export pharmaceuticals. we all know that US FDA is the most strict regulatory agency globally, and that it sets the bar for the highest international standards of quality. but the company has been abled to authoring history finally. In addition, they got permission to export to the United States of America last year. As the sole Bangladeshi company exporting "Prescription Medicine" to the USA of they are producing their product accordingly and with great proud.

2.2.2 Update on COVID-19 situation

With great pride, BEXIMCO Pharmaceuticals Ltd. joins other top pharmaceutical manufacturing businesses worldwide in this global effort to combat COVID-19. BEXIMCO Pharmaceuticals Ltd. reaffirms its commitment to supporting the tackle against COVID-19 and provides the potential in addition to treatment to those in need by joining the Open pledge from Global Manufacturers of Generic Medicines against COVID-19. It received the esteemed CPhI Pharma Award on Wednesday, thirteenth of October, 2020, in the "The pursuit of excellence in Responding to COVID-19" section. Remdesivir IV Injection, a much-anticipated medication to stop SARS-Cov-2 multiplication, is regularly donated. Additionally, it supplies PPE, safety gear, medications, oxygen also additional equipment that the front lines in Bangladesh need for protection.



Fig: 4: COVID 19 treatment (first oral therapy)

2.2.3 Mission, vision and objectives:

Mission

BPL is to preserving human health and well-being by simultaneously offering reasonably priced medications produced in accordance with international health standards. As consequently, it consistently enhances its fundamental abilities to meet patients' unmet medical needs and produces exceptional outcomes for its investors.

vision

BPL wants to grow into one of the pharmaceutical industry's most reputable, well-liked, and prosperous firms by strengthening its capability for development of technologies, forming alliances, and going global.

Objectives

Since BPL considers everyone's health to be invaluable, it constantly works to provide better, more reasonably priced medications

2.2.4 Fundamental principles

BPL is committed to giving everyone access to the best medications possible. It is dedicated to meeting the demands of its clients. It gives its diverse workforce's potential and abilities first priority. To sustain the company's perception it upholds the highest standards of ethics as well as transparency reputation in every situation. Additionally, it helps safeguard and enhance society and the surroundings. BPL's identification is continuously defined by its core principles, which also direct decision-making to uphold BPL's goals both personally and professionally.

- ❖ A commitment to brilliance is one of the core values.
- ❖ Customer satisfaction.
- ❖ customer centric
- ❖ Answerability
- ❖ CSR

2.2.5 Items and Services

- **Products:**

BPL is known as the world's largest producer and exporter of prescription drugs. Over 350 generic medications across all pharmacological areas have been developed by it, encompassing 500+ different kinds of prescriptions. Each therapy brand is at the top of its particular category. It builds portfolios to enter the new generic drug market, continually produces and assesses medications in order to ensure the highest possible quality, and

searches for superior substitutes to help make medicine more reasonably priced. Beximco Pharma has a wide array of medications covering a variety of therapeutic areas, including Among them are antibiotics, analgesics, cardiopulmonary, central nervous system, dermatological, gastrointestinal, and anti-diabetic medications.



Fig 5: specialized product of BPL



Fig. 6: Top pharmaceuticals in Bangladesh.

- **Services:**

BPL continuously provides clinical and financial support to patients, clinicians, and medical personnel via the utilization of this comprehensive spectrum of medications. It is the first Bangladeshi business offering sterile eye solutions in the European continent. At this stage, it exports medications to the pharmaceutical sector in Kuwait. It is currently among the world's leading contract manufacturing firms.

2.2.6 Corporate Social Responsibility:

BPL is acutely conscious of the health and well-being of society; as such, CSR initiatives are an essential component of this business. This group frequently provides support to those who are hurt in mishaps or natural any other disaster. in order to protect the environment, nearby residents, and personnel, BPL has embraced eco-friendly technology. The corporation builds adequate spaces for the employees in an effort to maintain a pollution-free environment. It controls, disposes of, and handles all of its liquids, solid wastes, and released gasses as best it can. As in

CSR Policy



fig. 7: steps of CSR policy

- Firstly, in order to do CSR BPL collaborates with non-governmental organizations (NGOs) to improve people's lives via in-depth research, education, and advocacy. the term MAMA uses smartphones to deliver information and rescue the livelihoods both mothers who are expecting or In collaboration with a number of developing organizations, BPL encourages MAMA.
- Secondly, BPL consistently supports a range of JAAGO festivals and functions that are associated with wellness and learning. the Prominent youth-focused nonprofit JAAGO seeks to improve the lives of Bangladesh's underprivileged. The main intention is to improve the lives of low-income individuals by providing privileges related to nutrition and literacy.
- thirdly, BPL consistently donates ARV medications to AIDS sufferers. In addition, this organization plans many symposiums, talks, workshops, rallies, and so on to commemorate other days like World Hypertension Day, Asthma Day, Diabetes Day, AIDS Day, and so on. The corporation consistently funds a number of scholarly lectures that are pertinent to the medical fields.
- Furthermore, The pharmaceutical company Beximco often supplies pharmaceuticals at no cost to UN missions volunteering in several countries in order to support the wellness of their camp operations. They have been donating ARV medications to regional NGOs in Bangladesh early 2003 to ensure they can treat AIDS patients there.



Fig. 8: degrees of social accountability

2.2.7 Organizational strategies

BPL's management follows a three-pronged approach.

- The Board of Directors
- the Executive Committee and
- the Management Committee make up this framework.

The auditing panel was formed as a further committee in the summer of 2006.

Board of trustees:

The highest authority in the organization is vested in the non-executive members of the Board of Directors. It is made up of six executive directors who meet with the executive committee every two years to discuss the company's operational activities in detail.

- Ahmed Sohail Fasihur Rahman is the chairman;
- Salman Fazlur Rahman MP is the vice-chairman;
- Nazmul Hassan MP is the company's managing director.

Chief Executive

There are total five individuals formed the executive board. Two additional members of the Board of Directors comprise the committee. The committee meets once a quarter to discuss the state of the organization, authorize the budget, and assess senior management's performance.

Authority for Management

The executive committee, department heads, and representatives of the Board of Directors make up the management committee, which is chaired by the Managing Director. In order to carry out the choices made by the executive board of directors, this panel convene periodically to oversee daily operations and provide the members of the executive committee with quarterly reports.

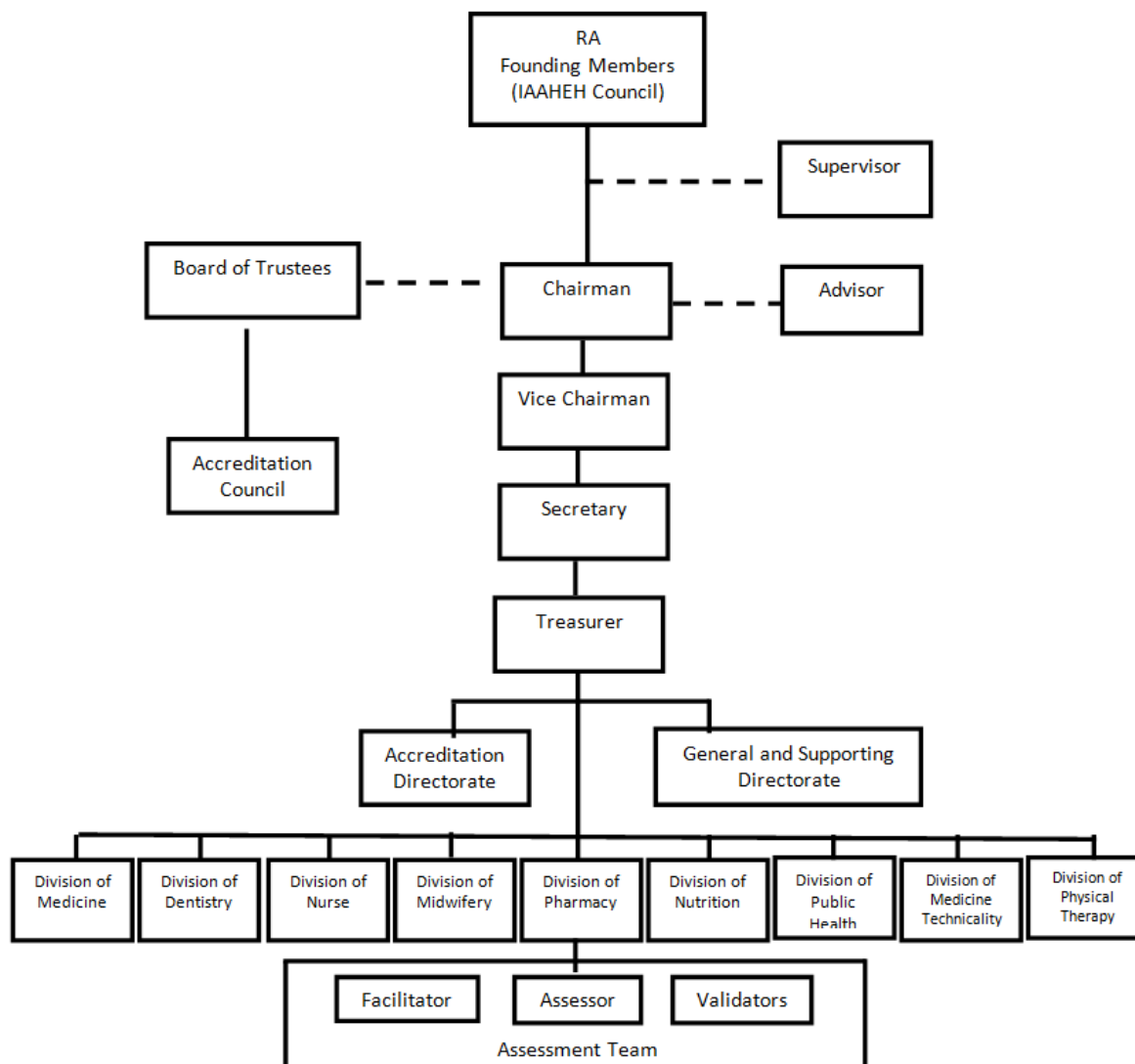


Fig 9: BPL management system

2.3 Economic Outcomes and Bookkeeping Methods

2.3.1 The state of financial outcomes:

- Outstanding rate of growth in sales and profits**

Although BPL consistently achieves a high growth rate, the state of the economy is. due to the covid 19 pandemic the whole market scenario has been changed also, the rate of expansion significantly accelerated. Its revenue and earnings rate are unlikely to continue to decline due to the current harsh economic circumstances. From 23,802 million to 26,311 million Taka, net sales climbed by 11.9%. It is evident that the expansion rate of domestic revenue is 13.6% greater than the ten percent increase rate of export sales. The pre-tax profit and post-tax profit are 18.7% and 15.9%, respectively, with little variation between them. There have been minor variations in

operating profit between 5072 million Taka in 2018-19 and 5806 million taka in 2019-20. The earnings per share have increased from 8.32 taka to 9.88 taka.

Revenue generated during COVID 19:

to cure and to support BEXIMCO Pharmaceuticals began manufacturing Favipiravir, an antiviral medication that China uses to treat Covid-19 sufferers. Following BEXIMCO Pharmaceuticals' submission of the medicine for testing and final clearances, the Directorate General of medicine Administration granted tentative authorization. rather than selling the drug to pharmacies, BEXIMCO Pharmaceuticals intends to distribute it to the Bangladesh government and hospitals that treat patients with the corona virus.

In order to support healthcare professionals treating COVID-19 patients, BEXIMCO Group started offering some helpful and emergency equipment such as kits for testing, medications, and PPE that is valued at a total of \$1.8 million which is 15 crore in BDT. Protective robes, face masks, a pair of gloves and spectacles were such of them that was known as personal protective equipment during COVID 19



Fig 10: The donation camping by the CEO Of BEXIMCO pharma

The COVID-19 pandemic presented the pharmaceutical industry with unprecedented and severe hurdles as it was extremely difficult to take rapid action to make Covid-19 treatment readily accessible for the affected. Consequently, BPL released a generic medication called "Remdesivir," which has US FDA approval for usage in an emergency. As the first pharmaceutical company in globally to produce a generic medication for the treatment of coronavirus, BPL gained notoriety internationally.

For instance, BPL paid import, storage, and transportation fees for providing approximately six million vaccines to GOB amenities around the whole country. Nevertheless the business made a sizable profit after deducting pertinent costs, or non-recurring income.



Fig 11: BEXIMCO Pharma Financial reports

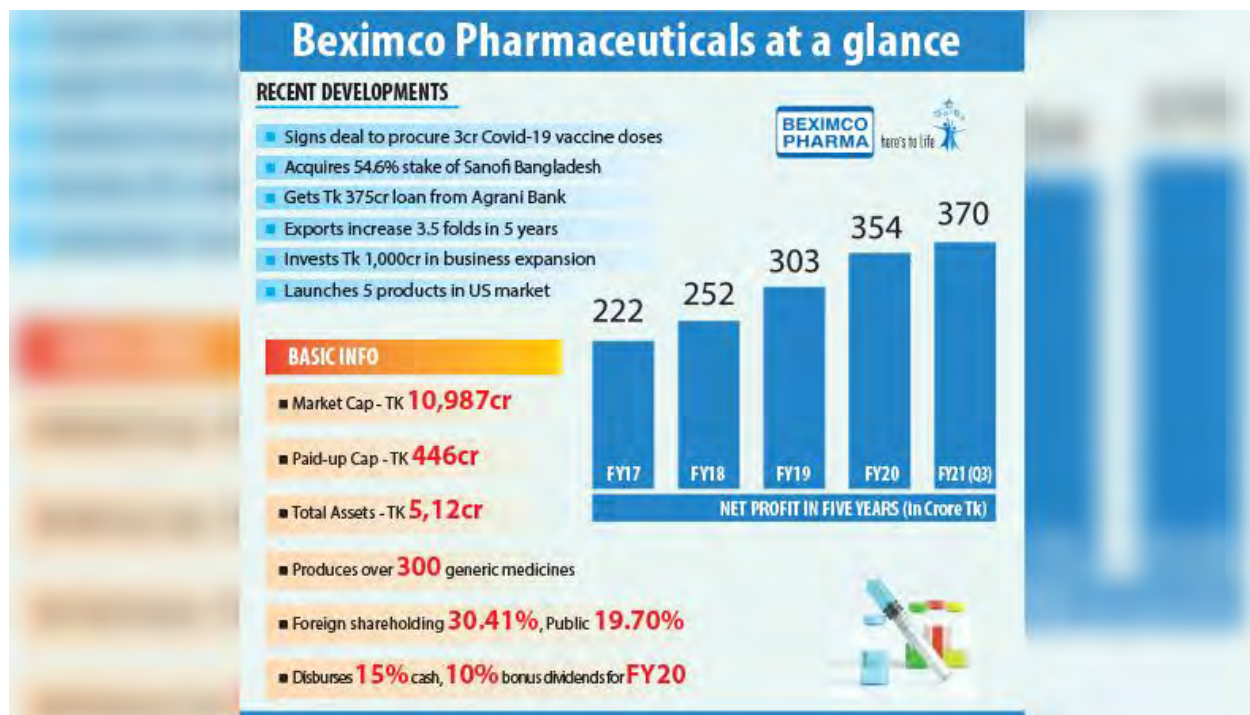


Fig 12: BPL net profits from 2017-2021

2.3.2 Bookkeeping methods that being followed in BPL:

Policies of accounting While preparing financial documents, BPL always follows IFRS International Financial Reporting Standards and IAS International Accounting Standards, two accounting standards adopted by the Bangladesh government. Management shows carefulness during the preparation of the financial framework and keeps under the provision in preparing financial documents. Accounting policies follow all of these years strictly, and there will be no further adjustments made to this accounting policies that may affect the future financial records establishment.

2.4 Operational Strategies And Technology System Approaches

2.4.1 Imitative and medications during COVID 19

The COVID-19 pandemic presented the pharmaceutical industry with unprecedented and severe hurdles as it was extremely difficult to take rapid action to make Covid-19 treatment readily accessible for the affected. Consequently, BPL released a generic medication called "Remdesivir," which has US FDA approval for usage in an emergency. As the first pharmaceutical company in globally to produce a generic medication for the treatment of coronavirus, BPL gained notoriety internationally.

The expansion of domestic portfolio

There are total 26 new medications have been added by BPL to its current line of business; four among them were introduced for the first time in Bangladesh. Five additional newly approved medications for gastrointestinal and hormonal issues have also been brought to the national market.

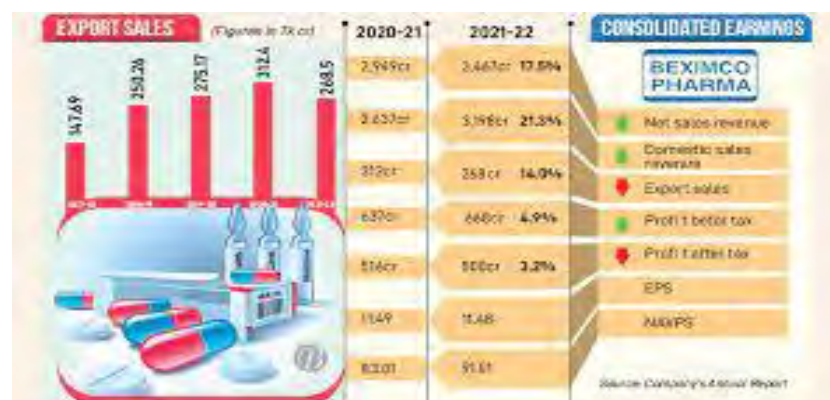


Fig. 13: Export sales during COVID19

2.5 Market Assessments and Competitive Evaluation

2.5.1 Innovation in R&D

BPL's dedication to excellence is matched by their decades of capital investments in their underlying scientific knowledge base and research and development capabilities, which is headed by their Elstree-based workforce of plasma therapy experts.

in addition, BPL uses a creative approach to work with the most recent advancements in healthcare and medical science to deliver alternatives Solution that able to Satisfy the demands of their worldwide clients. Their R&D organization is designed to promote innovation in both new and current markets, indications, and products. the main strategy is centered on investing in the newest Research and development processes and innovations, which supports the current emphasis on new product development with focused expansion in specialist items. last but no thje least, BPL is committed to developing a competitive pipeline of rare illness medications that are focused on patients, clinically distinct, and address unmet medical requirements.



Fig.14: BEXIMCO Forbes

Largest pharmaceutical company

BPL is the only pharmaceutical business that exports drugs to a wide range of nations worldwide. Its global market is constantly growing, and it currently exports medications to over 30 nations. The greatest aspect of being a leader is that it exports medications to the US pharmaceutical

company, is one of the most powerful pharmaceutical businesses worldwide. It increases everyone's global access to and affordability of medications.

2.5.2 International reorganization:

The following international agencies have examined and authorized Beximco Pharma's manufacturing facilities, which are held to the strictest international regulatory requirements.



Fig. 15: International reorganization of BPL approved by USA FDA

2.6 The Company's Slogan

The corporate slogan of BEXIMCO Pharmaceuticals Limited is "here's to life."



Fig.16: BPL slogan

2.6.1 Emblem of the Company

Together with the accompanying statement, as per their data.

2.7 SWOT Analysis of BPL

A SWOT analysis is a method for evaluating these four characteristics of a company, which stand for Strengths, Weaknesses, Opportunities, and Threats.



Fig.17: SWOT Analysis

Strength:

- **Distribution Network:** BPL established a robust network of distributors to efficiently access prospective markets and industries worldwide.
- **diversified brands portfolio:** It has produced numerous APIs that have effectively characterized it, and it has a portfolio of more than three hundred generic medications.
- **Products with distinction:** The company has a strong and distinctive brand portfolio that includes patented medications that are uncopiable.
- **Global market share:** over thirty different nations currently make up its global market. It is continuously growing its international market in order to bolster its export operations.
- **Dynamic human resources:** BPL has genuinely strong and innovative human resources, which allow them to consistently dominate their market. The organization is becoming more significant in the pharmaceutical sector every day.

Weakness:

BEXIMCO pharmaceuticals Limited's formidable rival is Square Pharmaceuticals Limited. Compared to BPL, Square has a higher market share.

- BPL's earnings and revenue margins are heavily dependent on overseas markets.
- Their garbage management is subpar. Although BPL is making an effort to properly dispose of its waste, it is nevertheless unable to properly manage its waste and falls short of maintaining the environment.
- Despite having exceptional revenues, BPL is unable to identify a unique selling proposition.

Opportunities:

- BPL has a significant chance to expand into other nations more rapidly because of its significant global marketplace and widespread acceptability.
- they efficiently Grow their market share By acting swiftly in fighting over COVID-19 treatment, BPL has opened up chances to grow their share of the market nationally as well as globally, narrowing the distance from its rival partners.
- invented a new purchase system which is called E-commerce presence. Due to the global epidemic, sales on the internet are rising dramatically. BPL may ensure its online presence utilizing electronic commerce or through an array of social networking platforms.
- BPL Has the opportunities of new product line. Since BPL offers additional opportunities to investigate and grow their portfolio by adding more extensive quality products to create

better options for treatment that are more reasonably priced because they develop APIs and most of their brands are leading in their respective segments.

Threats:

- they have Seasonal supply. The BPL recently increased its profit-to-loss ratio by making large earnings from selling COVID-19 vaccinations. But, it serves as a temporary supply which might have an impact on long-term profits once the pandemic is finished.
- Additionally, they are facing Raising Tax issues. As a result of the pandemic's severe effects on the economy, the government has raised taxes on production, suppliers, and other pertinent expenses. This can make it more difficult to maintain a steady supply, drive up manufacturing costs, and squeeze earnings margins.

2.8 Recommendation:

- Beximco Pharmaceuticals Limited is committed to enhancing its product and service offerings while upholding its marketplace credibility. Regarding their tactics, offerings, as well as administration, I intend to make the following suggestions:
- they need to Focus on the local market. firstly, BPL should prioritize the domestic market above international ones because our nation needs reasonably priced medications. Bangladesh's population does not have much money to spend on pricey medical care because their nation is still under development. BPL will generate larger profits through the local marketplace when the company focuses on proactively expanding into those markets.
- secondly, they need to concentrate on Greater social responsibilities. that's why BPL should keep organizing social awareness campaigns to raise awareness across the country. With the nation going through such a health crisis, they as a leading pharmaceutical companies ought to work towards these things even more.
- Furthermore, they need to Create a robust export business to make themselves more compatible. at present, BPL continues to grow its global markets in order to create a robust export company. This endeavor should go on since it will increase our nation's GPP rate and strengthen the economy of the nation.

Chapter 3

Assessing the Effectiveness of HRM Techniques and Implementing Training and development Programs to Enhance Customer Satisfaction at BEXIMCO Pharmaceuticals Ltd

3.1 Introduction:

Upholding progress in the dynamic pharmaceutical sector requires good oversight of employees, since innovation and customer-centricity play vital roles. This calls for a careful evaluation of Human Resource Management (HRM) strategies in addition to the tactical execution of training and development initiatives. This study intends to look into the intricate operations of a pharmaceutical company, assessing the efficacy of HRM strategies and examining what effect of efforts for training and development on customer satisfaction.

3.1.1 Background:

This report is a portrayal of what I've learned and seen during my internship period. I completed my internship with the Department of Human Resources at BEXIMCO Pharmaceuticals Limited. There were only three months of instruction but yet i tried my best to learn and gathered useful information. My primary responsibility was to adhere to BPL's HRD's fundamental tasks. There was required to first keep an eye on HRD's protocols, plans, initiatives, and assignments. I was additionally required to closely adhere to other obligations. As I had a chance to do my internship physically so I was directly connected with my supervisor who helped me to observe how the training and development process works and how successfully they have done to enhance their customer satisfactions. On the official site of BEXIMCO Pharma, it is stated that the company's research and development department is working to make BPL a reputable and actually worldwide business. To establish a significant competitive advantage in the market, BPL has placed a high premium on developing and enhancing its capacity to formulate highly advanced technological products to differentiate themselves from the competitors to gain more customers.

3.1.2 Objectives

The primary Goal: BEXIMCO Pharmaceuticals Limited's main broad objective is to asses and analyzing the HRM practices' efficacy.

Specified Goals: This report has also worked toward certain goals. As in

- Examined several phases in the hiring and choosing procedure
- The significance of incentives, pay, and perks
- Assesses the need for performance reviews
- Strategic evaluation of BPL's HR department's procedures

- Comprehensive evaluation of the functional areas and practices of the organization

3.1.3 Significance:

This report helps me to learn both industry learning and to build up students' academic learning. The details of this report conclude:

BPL's always examine and concerned about the standard operating procedures. It has also conducted a thorough assessment of BPL's HRM practices' efficacy. This report will assist in understanding the overall human resources management (HRM) activities of BPL, including recruitment and selection procedures, employee behavior toward human resources, prudence regarding employee improvement, cautious provision of opportunities for training and development so that they can enhance their customer satisfaction and so forth.

3.1.4 Scope

An assessment of Beximco Pharmaceuticals Limited's HRM practices' efficacy was provided in this chapter. In order to support its efficiency of HRM department the study additionally included an assessment of the literature on HRM methods which also includes training and development.

3.2 Literature review:

Employee training and development is regarded as one of the key elements of human resource management, which concentrates on making the most use of an organization's people capital. Training has a significant impact on the organization's overall success. Workers are viewed as important human resources these days, and keeping them on board is essential to the success of the business. The organization's overall growth and successful operation depend on a growing number of its employees in order to meet the company's organization's objectives and goals. The majority of eminent scholars have focused their studies on its pertinent significance in this context.

Cano, C.P. and Cano, P.Q. (2006) state that HRM, or human resource management, is the process of successfully and effectively accomplishing organizational objectives and goals. Appropriate HRM technique helps successfully and profitably strengthen human resources. The current HR initiatives and tactics that are used by the company and have an impact on the accomplishment of its objectives are known as HRM practices.

In order to secure the organization's survival, HRM strategies involve luring in, inspiring, and keeping workers (Schuler and Jackson, 1987). HRM procedures are created and carried out so that human resources are crucial to accomplishing the objectives of the company (Delery and Doty, 1996). The degree of commitment from employers and employees has been beneficially affected by the successful implementation of methods from human resources management (Purcell, 2003). Employees are encouraged to put forth further via processes related to human resources management which includes performance evaluations and training and development, which improve organizational performance (Snell and Dean, 1992; Pfeffer, 1998).

It is noteworthy that training plays a crucial role in providing employees a competitive edge over their competitors in the field of employment. Previous research has shown that in order for an organization's training programs to be beneficial also an adequate training method must be followed after consulting with top management to obtain the necessary research. This includes conducting a cost-benefit analysis on the organization's return on investment and designing and developing the training program, as well as effectively delivering it. According to Aswathappa (2000), the technique of strengthening an employee's aptitudes, skills, and abilities to carry out particular tasks is referred to as "training."

Nancy C. Morse (1997) states that the degree of fulfillment of an individual's needs, desires, and wants is referred to as satisfaction. The primary factor that determines of satisfaction lies in what a person desires and receives from the world. The degree of contentment that employees have with their jobs and workplace is measured by employee satisfaction.

It is certain that a variety of variables, like staff fulfillment, can impact an organization's effectiveness. Organizations that are prosperous ought to encourage an atmosphere that prioritizes employee fulfillment.,

Qureshi & Bhatti, 2007

The focus of career planning and development activities in the early seventies was mostly on young workers who showed promise. It has been recommended that businesses plan forward and give new hires the training and development they need to succeed in high-level roles down the road (Moses 1999). On the other hand, the conservative dedication that workers must demonstrate to the organization helps the professional development model flourish. This commitment, which may be regarded as a psychological pact, ensures employers that workers will remain loyal to the company over a long period of time by offering them potential for career progression, training, and job safety (Feldman 2000).

Kirkpatrick (1994) developed a four-level training assessment model that focuses on behavior, reaction, learning, and results. The methodology is intended to be used in a sequential manner to assess the effectiveness of training. Furthermore, in order to monitor the total influence on the firm as well as its influence on external clients/customers and society, a "Return on Investment (ROI)" needs to be thoroughly analyzed. Cost-benefit analysis and effectiveness of programs assessment might become part of this approach. In addition, prompt feedback on employees' performance is crucial for assessing their current level of performance and implementing any corrective measures.

In closing, after reading over a number of studies, I would want to stress how important it is for BPL staff to get involved with development and training courses, since numerous scholars have indicated that these programs may boost corporate requirements as well as employees' performance and career success. Businesses should establish policies for employee training and development programs and carry them out, as this will undoubtedly have a significant impact on the success and profitability of the company.

Important factors	Findings from the literature review	Scholars' references
HRM strategy	- the process of successfully and effectively accomplishing organizational objectives and goals. - Appropriate HRM technique helps successfully and profitably strengthen human resources. - The current HR initiatives and tactics that are used by the company and have an impact on the accomplishment of its objectives are known as HRM practices. - In order to secure the organization's survival, HRM strategies involve luring in, inspiring, and keeping workers. - HRM procedures are created and carried out so that human resources are crucial to accomplishing the objectives of the company. - The degree of commitment from employers and employees has been beneficially affected by the successful implementation of methods from human resources management.	Cano, C.P. and Cano, P.Q. (2006) (Snell and Dean, 1992; Pfeffer, 1998) (Schuler and Jackson, 1987) (Delery and Doty, 1996) (Purcell, 2003).

	• Employees are encouraged to put forth further via processes related to human resources management which includes performance evaluations and training and development, which improve organizational performance	
Four-level training assessment	• four-level training assessment model that focuses on behavior, reaction, learning, and results. • The methodology is intended to be used in a sequential manner to assess the effectiveness of training. • Furthermore, in order to monitor the total influence on the firm as well as its influence on external clients/customers and society, a "Return on Investment (ROI)" needs to be thoroughly analyzed.	Kirkpatrick (1994)

Training and job safety	• the conservative dedication that workers must demonstrate to the organization helps the professional development model flourish. • This commitment, which may be regarded as a psychological pact, ensures employers that workers will remain loyal to the company over a long period of time by offering them potential for career progression, training, and job safety	Feldman 2000
Training to survive in the competitive edge and customer satisfaction	• the technique of strengthening an employee's aptitudes, skills, and abilities to carry out particular tasks is referred to as "training." • It is noteworthy that training plays a crucial role in providing employees a competitive edge over their competitors in the field of employment. • Previous research has shown that in order for an organization's training programs to be beneficial also an adequate training method must be followed after consulting with top	Aswathappa (2000),

	management to obtain the necessary research. • This includes conducting a cost-benefit analysis on the organization's return on investment and designing and developing the training program, as well as effectively delivering it to enhance customer satisfaction.	
The degree of employees contentment and connection with organizations effectiveness	• the degree of fulfillment of an individual's needs, desires, and wants is referred to as satisfaction. • The primary factor that determines of satisfaction lies in what a person desires and receives from the world. • The degree of contentment that employees have with their jobs and workplace is measured by employee satisfaction. • It is certain that a variety of variables, like staff fulfillment, can impact an organization's effectiveness. Organizations that are prosperous ought to	Nancy C. Morse (1997) Qureshi & Bhatti, 2007

	encourage an atmosphere that prioritizes employee fulfillment.	
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Important factors and findings:

HRM strategy: Australian professor regarding worker management relations George Elton Mayo attended the Harvard School of Business in the year of 1920s. Because of his major benefication to the field, Mayo is recognized as the "the patriarch of modern scientific executive oversight" and "founding father of the contemporary interpersonal relationships" (Human Resources) revolution.

- **Coherence with the Company's mission:** The overarching goals and targets of the organization ought to serve as the focus of the HRM strategy. It is about making sure that HR policies and procedures directly support the achievement of the mission.
- **Building Intellectual Infrastructure:** Good HRM strategies should not just concentrate on bureaucratic work but primarily on building the organization's intellectual assets. This includes personnel advancement, preservation, instruction, and acquisition tactics.
- The third step is to put HRM strategies into action. These include hiring, screening, training, performance reviews, pay, and employee relations, among other things. It is important to precisely plan and execute these procedures in order to support organizational objectives.
Talent Attraction as well as Retention is an indicator HRM techniques are essential for drawing in, inspiring, and keeping exceptional personnel. This entails fostering a supportive work atmosphere, offering competitive pay and benefits.
- **Organizational Process Integration:** In order to guarantee that human resources are efficiently used to accomplish the company's strategic objectives, HRM practices ought to be incorporated into the general company procedures. Interdepartmental cooperation as well as interaction across HR along with other units could prove necessary for this.
- **Promoting Employee Assessment:** It takes HRM procedures like learning and growth initiatives, evaluation systems, and evaluations of performance reviews to motivate staff to give their all in the workplace. HRM helps to raise the general performance of the organization by offering the required assistance and resources.
- **Effect on Enthusiasm:** Employers' and employees' levels of devotion are able to be benefited by the effective application of HRM techniques. This involves cultivating a climate of respect for one another, confidence, and openness, all of which improve staff participation and efficiency.

4-Level Training Appraisal Methodology:

This model, which is frequently credited to Donald Kirkpatrick, evaluates the effectiveness of instruction at four distinct stages: conduct, the aftermath, acquiring knowledge, and consequences. In order to assess early views and enthusiasm, respondent input on their levels of contentment and thoughts about the instructional material is gathered at the response level. Usually via prior and subsequent tests or reviews, the pace of learning examines how much individuals gained emerging information, abilities, and capabilities as a consequence of an instructional approach. conduct evaluation looks at modifications to participants' performance and conduct while they are on the job to see if they have implemented what they have learnt.

The results evaluation gauges the training's overall influence on the objectives and outcomes of the organization, including higher output, better quality, or lower expenses.

Chronological Approach to Evaluation:

A thorough assessment of training efficacy is provided by the sequential technique of the four-level training evaluation framework, where every stage enhances the one that came before it. Evaluations of knowledge acquisition, application, and organizational consequences come after the initial assessments, which concentrate on the participants' immediate responses to the training. Organizations may systematically evaluate the success of training interventions and pinpoint areas for improvement at every level by using this step-by-step method.

Analysis of Return on Investment (ROI):

- To determine the financial impact of training efforts, organizations frequently perform the return-on-investment analyses in addition to the 4 stages of assessment.
- ROI analysis is weighing the actual benefits or returns like higher sales, lower expenses, or higher customer satisfaction—against the expenses of implementing training. This comprehensive examination aids organizations in comprehending the whole impact of training initiatives on everyone inside the organization, including managers and staff, as well as outward consumers and the general public.
- Organizations may prioritize retraining expenditures, allocate resources wisely, and convince substantial stakeholders of the beneficial effects of instructional materials by measuring return on investment.

In its simplest form, the instructional technology evaluation framework's 4 stages offers a methodical framework to evaluate training efficacy, including everything from preliminary responses to more extensive organizational results. Organizations may guarantee that their training initiatives are in line with their strategic objectives and provide quantifiable benefits to both the firm and their constituents by implementing a step-by-step approach and the return-on-investment assessment.

Training and job safety:

The conservative commitment that employees show to their jobs and the organization as a whole is critical to the effective execution of a strategy for career advancement within an organization. This dedication, which is frequently seen as a mental contract between employers and workers, is essential to building employee loyalty and long-term retention. Through the provision of career development opportunities, extensive training campaigns, and guarantees of workplace safety, companies cultivate a win-win partnership with their workforce. As a result, this dedication guarantees that staff members are inspired to give their all for the success of the company while also feeling appreciated and encouraged in their pursuit of career advancement.

The degree of employees' contentment and connection with organizations effectiveness:

The degree to which an individual's requirements, inclinations, and aspirations are met at work is known as workplace fulfillment, and it is a key factor in assessing the efficiency of a business. Fundamentally, a person's level of satisfaction is determined by how well their expectations and reality match up at work. This compatibility is influenced by both concrete elements like compensation and perks and abstract variables like workplace atmosphere, acknowledgment, and professional development chances.

Employee satisfaction surveys act as a gauge for determining how happy workers are with their jobs and the environment in which they work. It includes a number of factors, including alignment with company values and objectives, connections with coworkers and superiors, employment stability, and a balance between work and personal life. Studies show that contented workers are more likely to exhibit increased levels overall passion, efficiency, and dedication to company goals. Additionally, they have a greater propensity to go further than the call of duty in their jobs, which fosters creativity and the achievement of the company as a whole. Furthermore, there are Organizations that place an emphasis on employee contentment typically foster a healthy work atmosphere that is defined by direct interaction, accountability, and confidence. Increased enthusiasm and spirits among staff members result in fewer layoffs and higher retention of employees in this kind of situations.

In the conclusion, it is clear that a number of factors, such as employee satisfaction, can have a big influence on how productive an organization is. In order to thrive in the current climate of competition, corporations need to understand how important it is to foster a culture where employee happiness and longevity are viewed as essential elements of their entire a tactical plan.

3.3 Methodologies

This report did explanatory research and used two forms of explanatory research to provide a practical explanation because it is a descriptive report.

- Initially, exploratory research is done to understand the essence of HRM strategy that are relatable with customer satisfaction also pinpoint the elements that will intensify employee

Skills and customers satisfaction and find out discrepancies in previous studies that can lead to more preceptive findings.

- Exploratory research is crucial for providing insightful information. It also assisted in properly defining the issue, that is, in searching the components in such manner that will enhance employee innovation.
- The utilization of secondary data in a method of exploratory study supported in the formulation of a plan to deal with the predicament of pinpoint the detail that enhance customer satisfaction.
- Several pertinent research has been used as additional data to cooperate quantitative mythologies throughout the of the forming of research.

There are some prominent scholars of explanatory research and descriptive research for human resource management and strategy who has a great impact on the overall HRM strategy. Here are their name and contributions:

Paul Lawrence and Jay Lorsch: They carried out a great deal of study on leadership and the functioning of organizations, especially for the publication of "The organization and Environmental." Their research highlighted the significance of comprehending how companies interact with their surroundings outside of their company, since this has ramifications for corporate strategy and the administration of human resources.

Jeffrey Pfeffer: the author Pfeffer is renowned for his studies on how HR procedures affect the effectiveness of businesses. His research emphasizes how HRM may be used to gain a competitive edge by implementing tactics like strategic recruiting, secure employment, and empowering employees.

David Guest: While staying studies how the idea of an "outstanding performance work procedure" affects the efficiency of organizations. In order to attain greater productivity consequences, he highlights the significance of coordinating employee relations procedures with corporate goals.

Susan E. Jackson: Jackson studies strategic HRM, staff involvement, managing diversity, and other areas of HRM. Her research highlights how crucial it is to match business principles and objectives with HR procedures.

David Ulrich: Ulrich's studies on human resources positions and competences are well-known. Influential frameworks that he created, such the HR collaborator approach, highlight the important strategic function that HR plays in ensuring the success of an organization.

Rosalind Moss Kanter: Transformation in organizations, inventiveness, and leadership are the main topics of study for Kanter. Her research emphasizes how HRM may support an entrepreneurial and adaptable attitude that boosts worker happiness and organizational performance.

Gary dessler: A well-known writer and researcher in the topic of HRM is Gary Dessler. His HRM texts are well regarded in educational institutions and offer thorough discussion of basic topics like hiring, screening, instruction, performance evaluation, and remuneration.

Michael Armstrong: Armstrong's research on HRM covers a wide range of strategic HRM subjects, including staff engagement, recruiting, HR strategy, including incentive administration. His publications provide HR professionals with useful concepts and perspectives.

John Storey: he studies how HRM has an essential part in businesses. He highlights how HRM must be incorporated into a company's entire business plan in order to improve organizational effectiveness and gain an edge over competitors.

3.3.1 Research Demonstration:

This report carried out explanatory research since it provided a detailed description of the goals. Secondary research is primarily utilized for analysis and justification. This study used two different approaches to explanatory research.

- **Secondary research:** This report includes a thorough and objective explanation as well as a thorough literary analysis pertinent to the goals of the study. The literature review has provided a deeper understanding and a clearer understanding of the report's original goal. Additionally, trustworthy data has obtained from the company's website and yearly filings as well as various secondary sources.
- **The supervisor's interview:** A supervisor chosen from BPL at the time of preparation accurately reviews and oversees this report. A confidential interview was conducted with the intent to gather essential and confidential information that should not be made public and needs to be kept safe.

3.3.2 Data collection method

Representative Group

I have covered a portion of BPL'S human resources department. Nevertheless, given that BPL's HR division spans a wide area and is made up as a consequence, I could only address a portion of this because there were so many sectors.

Sample size:

The google form survey has been made to gather information of 30 people opinion at my HRM department including my supervisor.

Information acquired

When creating the report, both primary and secondary sources were used.

Primary data: A brief interview with my managers

Secondary information:

- Business webpage
- Annual overviews
- Articles

Data interpretation:

obtaining the relevant data, a thorough examination has been conducted to examine the primary target with increased effectiveness and depth. Studies have been conducted to encourage further inquiry to propose useful guidance.

Demographic table

Participant Number	Name of the participants	Age	Gender	Employees designation	Experience of their job
Participant 1	MD. Gausel Azam	50-52	Male	Executive Director	More than 30 years
Participant 2	Mir simanto	28-30	Male	Executive Officer	2 years
Participant 3	Safayet Ahamed	28-30	Male	Manager	5 years
Participant 4	Rabby Raaz	30-32	Male	Assistant Manager	4-5 years
Participant 5	Tasnim kabir Mahi	25-28	Female	Executive officer	3 years
Participant 6	Faria Tabassum	29-32	Female	Assistant Manager	4-5 years
Participant 7	Raiyaan Rabby	35-38	Male	Sales officer	2 years
Participant 8	ASM Rubayet hosasin	28-32-0	Male	Senior Manager	6-7 years
Participant 9	Hafiza Rahman	26-28	Female	Sr. Executive	3 years
Participant 10	Afia Binte	25-27	Female	Manager	5-6 years

Transcribe part for Focused group discussion:

There were some questionnaires were formed to get more knowledge about the scenario of the HRM strategy and what's the employee opinion regarding the effective training and development process in BPL. For this eve interviewed 10 participants who are currently employed in BEXIMCO Pharma LTD. Here is the descriptive form of their perspective:

Question 1	what influence has HRM Strategy in training and development program accomplished had on BEXIMCO Pharmaceuticals' entire level of market competitiveness and rivalry over the years?
Participant 1	This employee has positive feedback and satisfied with the current HRM policy in the company. He added that the adaption of training and development policy because it improves their proficiency and helped them to gain knowledge to understand customer expectation and accouter to match with developing and advanced for customer stipulation. That make themselves outperform of industry trends.
Participant 2	Employee innovative thinking and responsiveness to changing marketplace dynamics have been enabled via training and development initiatives, providing BEXIMCO Pharmaceuticals with a competitive advantage. We've been able to differentiate their goods and services, drawing additional customers and strengthening and rising our market share they are thankful for training and development program which make themselves expertise and knowledgeable.
Participant 3	As there are different age and cultural people work here due to proper implementation of training and development program its strengthen and encourage a cultural preeminence. It makes us more proficient and build us to make strong competing power.
Participant 4	This employee has mixed perspective regarding training and development issues. As there are some other significant market difficulties which are hard to overcome as in procurement undermining and managerial and administrative impediment has much more influence that only taring program isn't only enough to handle the market competitiveness.
Participant 5	While productivity and customer endorsements has risen up appreciably in certain department there are some others have perceived it strenuous to put their training to use which has led to discrepancies in our capacity and to be a competitor in the market across all departments.
Participant 6	BEXIMCO Pharmaceutical has been enabled apprised with industry best practices and technical development thanks to the BPL'S training and development programs. We possess a competitive advantage over our rivals due to the fact that we are able to capable of adjusting the changes in the market and lay hold of advantage of great prospects when we stay ahead of the curve.

Participant 7	Despite effective training and development initiatives the influence of BPL'S comprehensive competitiveness is not that much effective. even after the huge expenditure and financing in employee skill development, we continue to confront obstacles like rival pricing pressure and fierce rivalry that outweigh the advantages of our training program.
Participant 8	There are some bigger issues that only training isn't sufficient. Outdated technology and ineffective management system are two instances of variables that still make it difficult to compete us successfully and eclipse any training related advantages.
Participant 9	There are mixed output that amplify the market rivalry pressure due to the execution of training and development program. Because rivalry company also make product that are similar to our so we need to continuously upgrade our goods that are efficient and effective compared to the price.
Participant 10	Employee innovative thinking and responsiveness to changing marketplace dynamics have been enabled via training and development initiatives, providing BEXIMCO Pharmaceuticals with a competitive advantage.

Question 2	What approaches and tactics does BEXIMCO Pharmaceuticals employ to make sure that its training program meets the changing necessities and demands of the company and its workforce?
Participant 1	In order to make sure that its training program meets to the changing evolving needs of both for the employees and the organizations. BEXIMCO Pharmaceuticals has taken anticipatory approach. In order to detect new skill gaps, the organizations methodically asses employee performance and training needs.
Participant 2	This employee has positive responds and added that BEXIMCO Pharmaceuticals conducts structured and continues research initiatives to stay ahead of industry furtherance and forwarding the contemporary best practices into its training and development approach.

participant 3	there are training approaches for instruction which is adaptable and customizable approaches is for instruction is one of BEXIMCO Pharmaceuticals' core initiatives. To accommodate various learning preferences and methods the organizations provide an assortment of of online courses, in-person workshops, and apprenticeship possibilities.
Participant 4	BEXIMCO Pharmaceuticals frequently incorporate its staff members by designing BPL's training initiatives. In order to obtain certain particular training needs and preferences, the company motivates participation in focus groups, brainstorming sessions, and experimental initiatives and approaches. BEXIMCO Pharmaceuticals ensures the appropriateness, engagements, utility and synchronizations of its training program developing requirements through integrative approach.
Participant 5	They have few constraints in order to adaptability and flexibility according to employee needs. A more methodical strategy and training efficacy would be more appreciable.
Participant 6	The organization constantly evaluates and alter their training materials according to the employee's response input and current market situation.
Participant 7	There are an assortment of online courses, in-person workshops, and apprenticeship possibilities This strategy guaranty that the staff members will always have access to training materials wherever they are which enables them to learn and acquire new skills at their own convenience and pace.
Participant 8	BPL always encourage us to make friendly corporative bond, they always make an effort to keep their employees to up to date on the basis of recent industry shift.
Participant 9	BEXIMCO Pharmaceuticals indicates a great dedication to adapting and evolve training approaches, there are certain areas the company might do better. as in, in order to actively promote and reward creative ideas generated via training and administration must need to provide assistance and encouragement.
Participant 10	The employee has positive responds and refers that BEXIMCO Pharmaceuticals ensures the appropriateness, engagements, utility and synchronizations of its training program developing requirements through integrative approach.

Questions 3	How do employees view training and development as an aspect of encouraging creativity and flexibility at Beximco Pharmaceuticals?
Participant 1	BPL promotes experimentation and give their workforce a form to pass and communicate visionary concepts. Interactive exertion leads employees to think enthusiastically and approach complications with flexibility and willingness of learning are frequently offered in training sessions.
Participant 2	BPL cultivates a culture of innovation and adaptation by offering learning and vocational development opportunities. Individuals who feel empowered to experiment with fresh ideas, critical thinking abilities and solve problems more interpedently and adaptably.
participant 3	The constructiveness of training and development differs from person to person. Some employees utilize and feel that training approaches provide significant information and practical tactics for thinking inventively beyond Others, on the contrary feel that there are less room for flexibility in their roles due to the training material are skill focused and they cannot utilize their skills in the professional development.
Participant 4	The employee has mixed opinion in this regard. there are programs in training and development aims to foster adaptability and inventiveness however their implementation is fraught with difficulties. additionally, workforce argue that training model focus an undue emphasis on technical proficiency while undervaluing the growth of creative thinking skills.
Participant 5	The employee has positive influence as he added that collaborative tasks and ideas exchange are incorporated into training sessions to help staff members to be innovative thinkers and situational adapters.
Participant 6	In reality, there are constraints. Some staff members believe that training courses provide insightful information on cutting-edge methods and approaches to problem-solving. Others, however, discover that the focus on achieving particular performance goals might inhibit creativity and reduce decision-making flexibility
Participant 7	The employee is against the point of employer view and says that workforce argue that training model focus an undue

	emphasis on technical proficiency while undervaluing the growth of creative thinking skills
Participant 8	Training and development have greatly influenced the employees. Individuals who feel empowered to experiment with fresh ideas, critical thinking abilities and solve problems more interpedently and adaptably.
Participant 9	There are programs in training and development aims to foster adaptability and inventiveness however their implementation is fraught with difficulties. additionally, workforce argue that training model focus an undue emphasis on technical proficiency while undervaluing the growth of creative thinking skills.
Participant 10	The organizations promote an attitude of development and gives workforce the ample chance to experiment novel concepts and methods. collaborative tasks and ideas exchange are incorporated into training sessions to help staff members to be innovative thinkers and situational adapters.

Questions 4	How does BEXIMCO Pharmaceuticals assesses whether its training initiatives effect on constrictiveness for the employee's productivity and performance?
Participant 1	Through periodic effectiveness reviews and give feedback on the performance assessment process time BPL assess the impact of training and development program on the staff members performance appraisals. The employers track significant performance metrics both before and after training to find areas where productivity has improved. Supervisors additionally make certain that if we are successfully utilize our recently gained abilities according to our responsibilities by offering continual coaching and support.
Participant 2	BEXIMCO Pharmaceuticals uses an integrated approach to evaluate how its training program effect workforce's performance and productivity. The organization sets straightforward objectives for staff members and conducts prior training evaluations to pinpoint particular ability gaps. the term post-training evaluation helps to assess how effectively employees have succeed in accomplishing these objectives and offer insightful commentary on the program's efficacy.

Participant 4	BPL asses the employees' output and work performances. The significance of training and development in promoting flexibility and innovations is acknowledged putting this in real life task is might difficult there are some workforces assumes that educational initiatives provide significant perspective and resources for creative solutions and flexibility.
Participant 5	To assesses whether its training initiatives effect on constrictiveness for the employees productivity and performance supervisors carry out periodic performance appraisals to assess the utilization of recently obtained abilities and pinpoint opportunities for enhancement."
Participant 6	BEXIMCO Pharmaceuticals tries to evaluate how training initiatives affect performance and productivity but the evaluation process is not without its difficulties. Because Some workers believe that the long-term advantages of training could be disregarded in preference for immediate achievement measures. Furthermore, the insufficiency of post-training support or encouragement could impede staff members' capacity to proficiently utilize their recently obtained proficiencies
Participant 7	Employee said that they assess through post-training evaluation helps to assess how effectively employees have succeed in accomplishing these objectives and offer insightful commentary on the program's efficacy.
Participant 8	They feel ensured and says that our supervisors additionally make certain that if we are successfully utilizing our recently gained abilities according to our responsibilities by offering continual coaching and support.
Participant 9	BEXIMCO Pharmaceuticals evaluates the impact of its training programs on staff effectiveness and efficiency in an organized way. The organization uses survey techniques and focus groups to get input from staff members about the success of its training initiatives.
Participant 10	This employee are not satisfied with the assessment process because he thinks it may have adverse effect. because the insufficiency of post-training support or encouragement could impede staff members' capacity to proficiently utilize their recently obtained proficiencies

Questions 5	Can you share particular instances of how training initiatives at BEXIMCO Pharmaceuticals has promptly contributed to intensify employee job safety and welfare and the role of efficiently implementation of HRM strategy in your organization?
Participant 1	For instance, a notable drop in accident that could happen in the workplace but due to proper training of handling equipment and medicals reactive medicine the chances are low. Regular first aid and emergency response training has also given staff members the abilities to handle medical crises skillfully, protecting their safety and wellbeing.
Participant 2	A specific example is training program enables employees wellbeing and security by providing of frequent health and wellness seminars. These courses promoted employees' general well-being by going over subjects including stress management, exercise, and nutrition. Employees reported better physical health and job fulfillment as a result.
participant 3	There are the places that still need work. For instance, safety training programs have been successful in addressing issues related to physical safety, but more attention needs to be paid to mental health care. Workers believe that the organization should offer them methods and instruction to cope with stress and preserve their general state of well-being.
Participant 4	Frequent safety drills quickly intensified employee occupational health and security. By acclimating themselves with procedures for emergencies and evacuation routes through these drills, team members can ensure a timely and well-coordinated response in case of an emergency.
Participant 5	As a particular instances of how training initiatives at BEXIMCO Pharmaceuticals has promptly contributed to intensify employee job safety and welfare Regular first aid and emergency response training has also given staff members the abilities to handle medical crises skillfully, protecting their safety and wellbeing
Participant 6	Employees received instruction on the appropriate use of (PPE) and hygiene measures to stop the spread of sickness through engaging training sessions. This program made everyone's workplace safer in addition to enhancing worker health.
Participant 7	As an employee I believe that the organization should offer them methods and instruction to cope with stress and preserve their general state of wellbeing and security.

Participant 8	safety training programs have been successful in addressing issues related to physical safety, but more attention needs to be paid to mental health care. Workers believe that the organization should offer them methods and instruction to cope with stress and preserve their general state of well-being.
Participant 9	The company may promote employees' general well-being by going over subjects including stress management, exercise, and nutrition. Employees reported better physical health and job fulfillment as a result
Participant 10	BEXIMCO Pharmaceuticals' training approaches have quickly made a significant impact on improving employee satisfaction and employment security by highlighting the significance of personal protective equipment (PPE) and workplace hygiene. Employees received instruction on the appropriate use of (PPE) and hygiene measures to stop the spread of sickness through engaging training sessions. This program made everyone's workplace safer in addition to enhancing worker health.

Questionnaires that were formed to get better ideas of the perspectives from BEXIMCO Employees.

Q1	What's the age range of the employees?
Q2	What's the occupation of the employees?
Q3	How much the current remuneration of the employees?
Q4	Which gender they are belong to?
Q5	From your perspective how essential is professional training and development is needed for the employees to corroborate high quality service distribution and gain customer loyalty and satisfaction?
Q6	Have you observed a relationship between the efficacy of your training and your potentiality to satisfy customer needs?
Q7	In your opinion which particular HR regulations or procedures have a major impact on customer satisfaction?
Q8	How would you outlay the overall impact of employee training on your level of satisfaction as a BEXIMCO pharmaceutical Ltd.'s on a scale of one to four?

Q9	To what extent do you find the employees of BEXIMCO Pharmaceuticals Ltd.to be responsive to our questions and concerns?
Q10	How often do you think that at BEXIMCO Pharmaceuticals Ltd. are qualified to address with your requirements or concerns?
Q11	To what extent in your perspective HR procedures impact the quality of services you receive from BEXIMCO Pharmaceuticals Ltd.?
Q12	Have you discerned a perceptible improvement in BEXIMCO Pharmaceuticals Ltd.'s product and service level standards in the last over years?
Q13	Do you agree that proper contentment and proficient employees affects your experience as a customer in a positive way?
Q14	How constructively does BEXIMCO Pharmaceuticals Ltd.'s (HR) department facilitate professional development of their employees?
Q15	In light of the outstanding support and service you received, did you mention about BEXIMCO Pharmaceuticals Ltd?
Q16	Do you believe that the the company's HR divisions has given you enough assistance for your professional growth?
Q17	From your perspective, do you think BEXIMCO Pharmaceuticals Ltd.'s credibility and reputation are eventually improved by investing in training and development for the employees?
Q18	Please indicate any areas you feel BEXIMCO Pharmaceuticals Ltd. needs to improve in addition to your suggestions.

3.4 HRM procedures at BPL:

The following procedures and steps are being followed by the HRM department of BEXIMCO pharma.

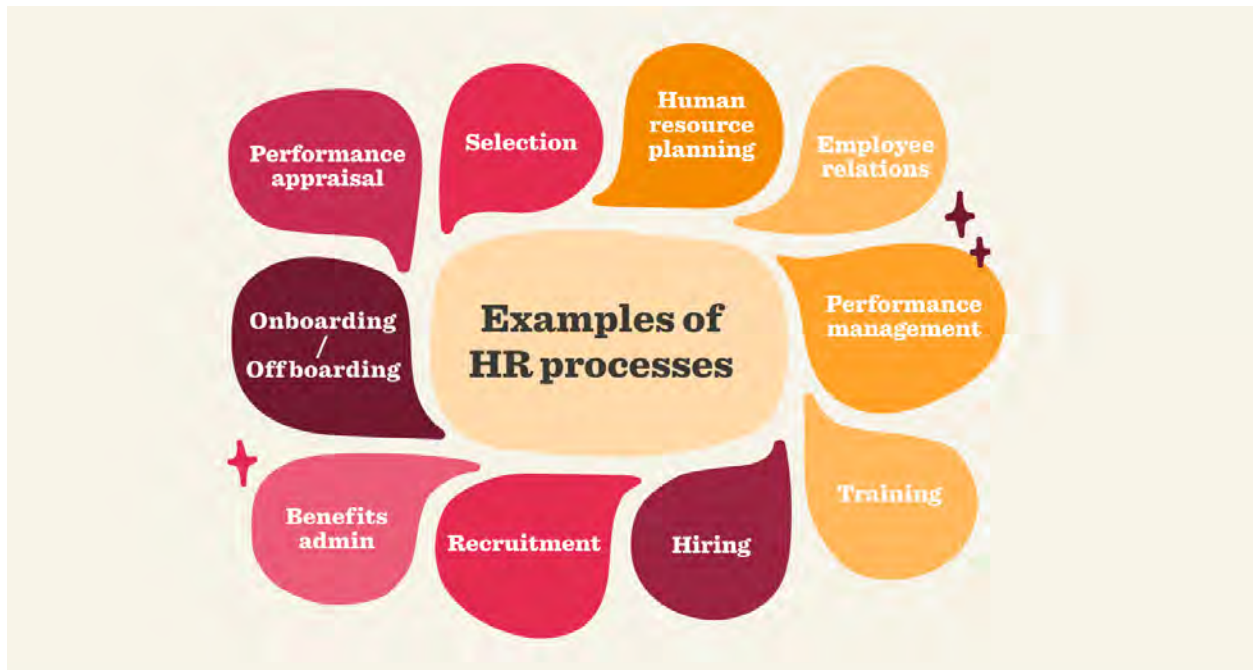


Fig 18: Example of HR processes

3.4.1 Efficacy of HRM practices in BPL:

Beximco Pharmaceuticals Limited boasts a highly skilled and committed workforce. The organization uses a variety of assessments to determine who gets hired as useful staff. HRM is thus putting forth great effort to choose such qualified candidates in order to effectively handle management expectations. The HR division oversees the division, plans, develops, trains, assesses performance, administers several functional divisions, and offers incentives and benefits. HRM makes a constant effort to maintain staff motivation.

3.5 Training and development practices at BPL:

Functional training:

This program is divided into sections. This means that employees from all departments—HR, marketing, R&D, and production, for example—get training on clear requirements based on their departmental activities following the necessity for verifiable proof.

Behavioral training:

This includes instruction in sensitive skills like interpersonal relationships, manners, adhering to social norms, upsetting CEOs, etc. This kind of training is intended for employees who despise office savvy.

knowledgeable instructors

The curriculum for training is being led by professionals and specialists from both domestic and foreign fields. Furthermore, BPL has established a specialized training department comprised of proficient professionals and specialists to effectively execute training initiatives. These initiatives are assisting in introducing staff members to cutting edge innovations and technology across multiple pharmaceutical business segments.

specialized instruction

BPL routinely sets up specialized training for its staff members to improve their knowledge, abilities, consistency, and professional growth. The employees in these programs underwent specialized training in various professions at predetermined intervals. Staff that participate in these programs learn how to transfer technology, conduct analytical testing, validate findings, manage and integrate data, exercise leadership, and oversee quality, risk, and brand management which conducted in ten different countries and it took total 8260 hours of this special training.

education for career advancement

BPL provides specialized training to guarantee that its employees have the knowledge and abilities needed to sustain success and objectives. These training courses are divided into portions according to the requirements of various positions. These initiatives assist staff members in adapting to contemporary technologies in ever-changing work settings and circumstances. These training modules are of the highest caliber enhancing the employees' competencies.

3.5.1 Efficacy of training and development program of BPL:

BPL searches for knowledgeable and competent delivery assistants who can meet the company's current and potential requirements in the necessary manner. To determine why representational execution was not precisely expected or required by the standards they set, BPL conducts a training need assessment (TNA). To enable delivery assistants to offer top-notch goods and services to their clients, BPL first pinpoints areas of deficiency in subpar performance and then rationalizes with upper management the need for training. In light of this, they try to find out the flaws of the HRM strategies and try to resolve the inside and outside strength and weakness of the company. In the meantime, BPL investigates the business strategies used by rival companies like Square Pharma, Incepta Pharma, and Reneta Ltd., to increase client fulfillment through training and development initiatives for shipment companions.

3.5.2 Assessment model of training for BPL:

here is the image that shown how BPL conduct their training assessment model in the company betterments and to gain worldwide recognitions.

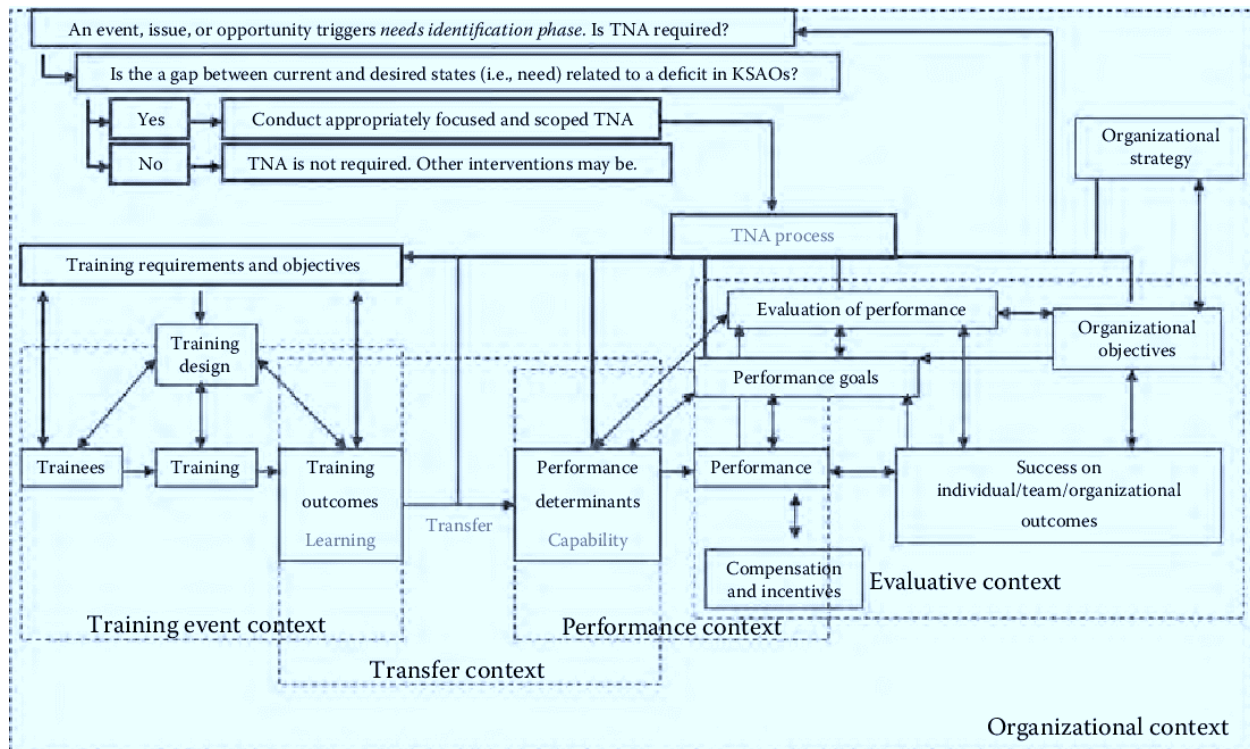


Fig 19: assessment of training model at BPL

3.6 Findings and Analysis

Analysis:

Employees at BPL are driven and committed, consistently doing excellent work for the business. They consistently provide efficient production and seamless supply. Because of their performance, BPL has a prominent place in the sector. The best BPL is constantly growing stronger because to its formidable team of seasoned pros. An organization's most important pillar is its human resource base. The effectiveness of the organization's human resources largely determines its reputation. The team is going to keep greater prominence the better they perform. Notwithstanding numerous obstacles, the BPL successfully guides the staff, and the resilient group defies each one with tenacity. It is possible to conclude from the analysis of the data recuperation that BPL implements adequate processes for human resources management.

The way it addresses the matter in terms of the welfare and professional growth of its staff is praiseworthy. This organization is always monitoring employee behavior to ensure that they continue to perform at a high level of mobility. This organization's effectiveness demonstrates its attempts to develop its team of employees. Few businesses put much effort into helping their staff grow, but BPL is one of the minorities which undertakes, striving to keep staff members motivated. In order to find out whether the HR policy at BPL proved productiveness and efficiency moreover I

developed a few questionnaires and conducted a google form survey from the employee of BPL whomever I could reach.

3.7 Synopsis and Conclusions

The usefulness of BEXIMCO Pharmaceuticals Limited's human resources management processes have been assessed in this research. I have seen that the corporation relentlessly pursues its objectives while offering everyone access to reasonably priced medications in an effort to promote health. But only a committed group of people can succeed in this. Because of this, BPL prioritizes employee welfare, skill development, training facilities, libraries, and online resources for employees' self-improvement while providing consistent possibilities for meaningful collaborative work. As a result, BPL progressively assembles outstanding team members who are driven to achieve their objectives, producing promising results and upholding the image of the business as time goes by. This dedicated team player overcame all issues, difficulties, and roadblocks in order to provide top-notch work and achieve the industry's highest development potential. With this capable group, BPL mostly takes the lead as a pioneer. It grows swiftly and solidifies its international commercial foundation. Only by working together will it be feasible to accomplish all of these goals. In order to keep the squad performing at its best, the BEXIMCO PHARMACEUTICALS LTD. management continually aims to train its working pool. Timely implementation of techniques can withstand even the worst epidemic which is COVID 19 when all over the world industry has fallen apart. BPL's team, known for being diverse and experienced, has won several significant honors on frequently.

3.8 Recommendations:

As an intern, it can be challenging to suggest something particularly intriguing since BPL continuously conducts activities using well-designed techniques. I completed my internship online, and I had numerous challenges in obtaining insight which could have proved easier in a physical office. The supervisor was really helpful, so I received a lot of assistance from him

Upon examining the gathered data, I concluded that HRM procedures successfully retain workers' commitment and genuineness. However, there are still room for development, and the following suggestions are offered in hopes of future improved growth:

- Firstly, BPL has to focus more on increasing branding exposure. Less guidance and information are available regarding branding. Despite being the biggest brand, BPL is not doing anything to increase its visibility and attention through branding. The majority of consumers are unclear about how this brand establishment.
- Secondly, BPL needs to Outsource their workers. BPL has the ability to outsource workers from various HR companies, which will lessen their workload and allow them to fully concentrate on their regular tasks.
- for recruitments, BPL only hires seasoned individuals for their business. However, because today's graduates are more talented and quicker to make important decisions, the organization can offer them better chances.

- additionally, BPL needs to improve their online instruction. Every official task is completed online throughout the pandemic; however this makes it less effective to obtain appropriate advice from BPL management. Management should so endeavor to improve online efficacy.
- furthermore, in the office bulletin and websites of BPL members face minimal details regarding them. Additionally, BPL employees are hesitant to divulge a lot of information due to concerns about security and safety. As a result, BPL needs to give more specific information regarding the actions of its employees.

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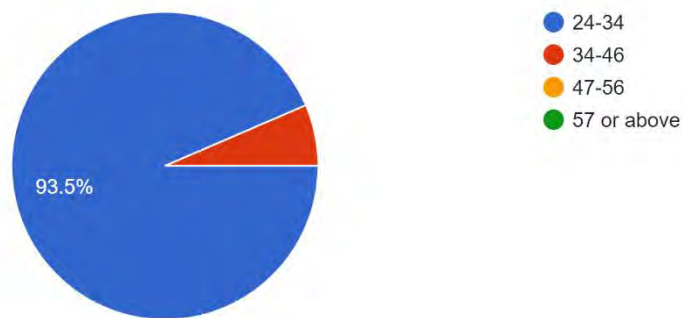
Appendix:

Demographic information:

1. Age

What is your age range?

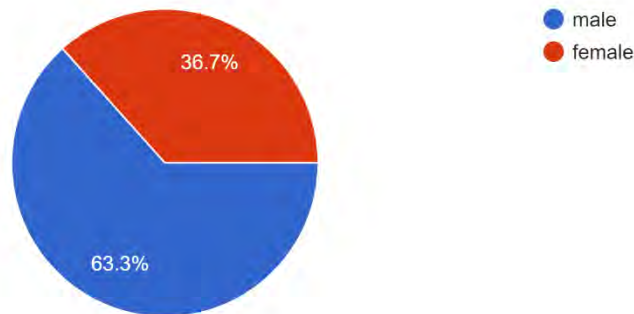
31 responses



In this part there were 93.5% people who are in the age of 24-34. Most of them are from young generation. From this demographic chart we can understand the perspective of our generations mindset and opinion as majority are from this age. Only few people who are mid-range which is only 6.5% people are from the age group 34 to 46

2. Gender

Gender
30 responses



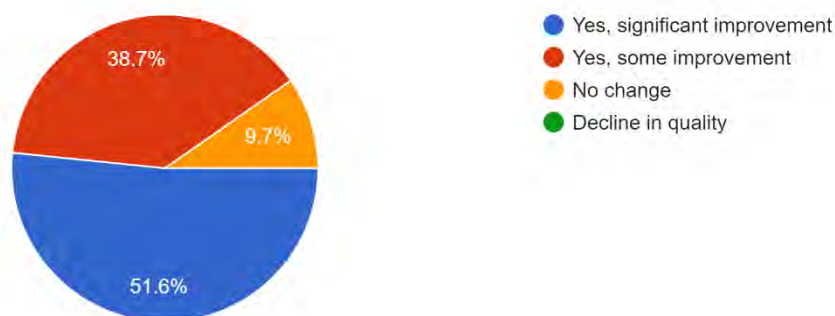
From the gender collected information, 63.3% are male and 36.7% are female which shows that even now the involvement of female workers in the job place are quite less than male employees.

Training program and HRM implementation:

In this part we will see how much the organizations training and development performance impact on the employee and their overall performance and how much it connected with customer satisfaction.

3. The visible improvements in the product or services over last few years for conducting training and development program.

Have you noticed a visible improvement in the quality of products/services provided by Beximco Pharmaceuticals Ltd over the past year?
31 responses

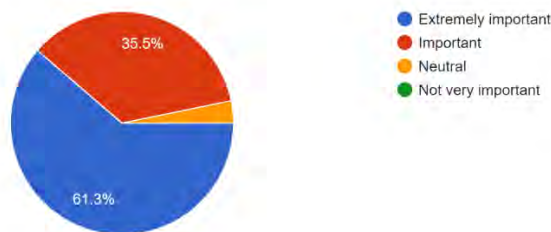


In this section we can see majority of the employees are assertive in this case that proper HRM strategies and a successful training and development program helps employee to be more productive and it also effects on the quality of product and services. We can see 51.6% are saying about the significant changes and other 38.7% are also affirmative about this.

4. Their opinion regarding the significance of training and development program.

In your opinion, how important is employee training in ensuring better service delivery and customer satisfaction?

31 responses

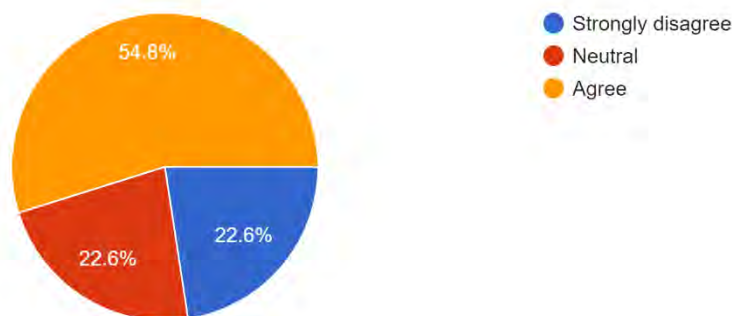


Here majority of the employee give their opinion as training and development program is the most important factor in their work life which is around 96.8%. which means BPL training session are successfully enabled their employee to understand the significance of the HRM practices and the proper training and development program can lead to gain the customer satisfaction which is the ultimate goal and objective of the company

5. Connection of well-trained employee with customer satisfaction

Do you believe that satisfied and well-trained employees positively influence your experience as a customer?

31 responses

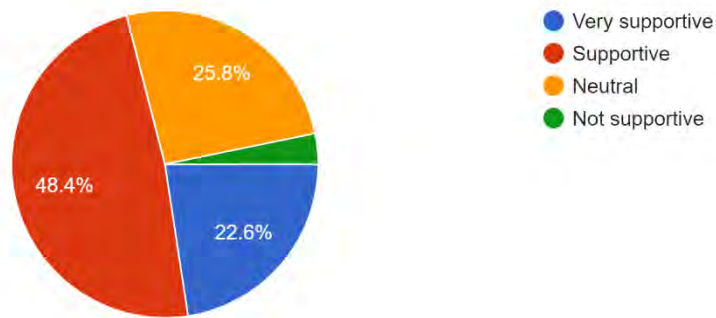


As the main goal of the all training and development session is achieving worldwide revirginizations through customer satisfaction. So in this part more than half of the employees are strongly agree on this opinion and others are neutral. There are only 22.6% employee who can't agree with this opinion and fail to relate their training program with work life.

6. BPL support regarding employee growth and development

How well do you think Beximco Pharmaceuticals Ltd's HR department supports employee growth and development?

31 responses

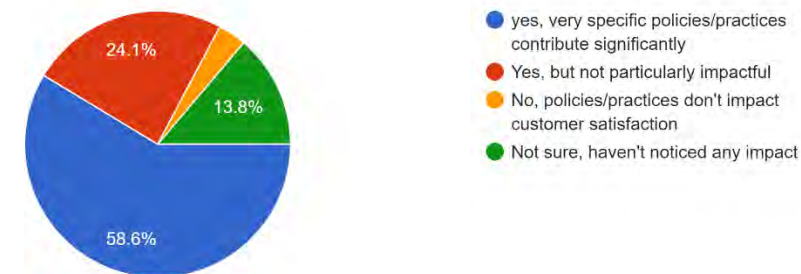


Most of the employees are supporting the BPL HRM strategies for their growth and development which impacts a positive reflection of the workplace. There are total 71% employee who agree with this opinion.

7. HR policies that contribute to customer satisfaction

Are there any specific HR policies or practices that you believe significantly contribute to customer satisfaction?

29 responses

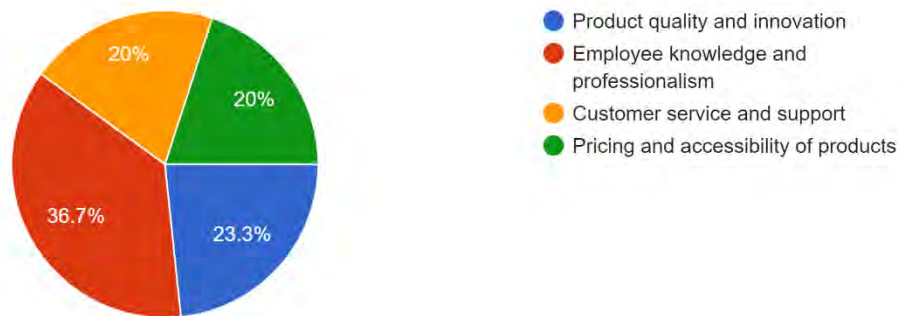


Training Programs: Hold training sessions for staff members to improve their client interaction methods, understanding of the product, and skills in communication. Employee training has a favorable effect on client satisfaction. They also connect performance measurement as an indicator to rewards as well as accomplishment reviews for employees to motivate them to put customers' needs first and there more than half of employees are affirmative in this opinion and 24.1% are saying yes but not particularly impactful.

8. Aspects that contribute most to customer satisfaction

In your opinion, which aspect contributes most to customer satisfaction at Beximco Pharmaceuticals Ltd?

30 responses



There are 36.7% people believe that employee knowledge and professionalism can contribute the most to customer satisfaction. Then 23.2-3% believe on product quality and innovation and rest of them believe in customer service and support and the pricing of the product.

9. Organizations HRM policies regarding rewards and incentives.

How transparent do you perceive the company's HR policies regarding employee incentives and rewards for customer-focused performance?

31 responses

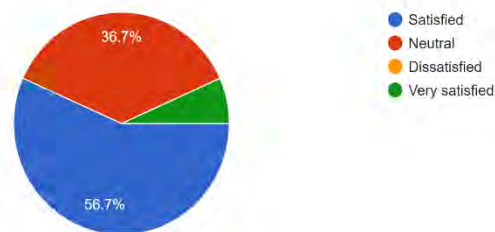


There are majority employees which is 80.6% employee are agree on the transparency regarding the rewards and employee incentives for customer satisfaction. We all know BEXIMCO LTD. is the highest paid company in our country and for their quality product and better performance they have and reward programs and employee benefits to encourage employees.

10. Satisfaction as an employee of BPL with the responsiveness

How satisfied are you with the responsiveness of Beximco Pharmaceuticals Ltd's staff in addressing your queries or concerns?

30 responses

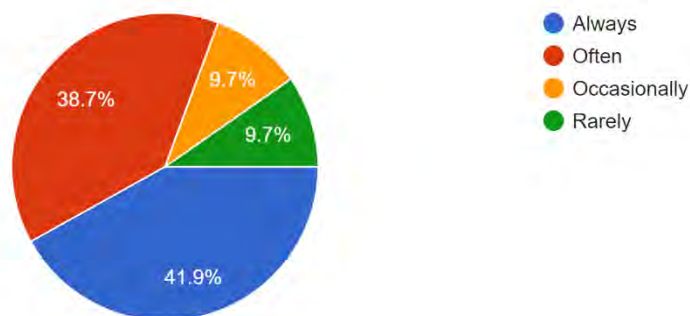


There are 56.7% are satisfied with the responsiveness and progress of BPL's staff. Only 36.6% employee are neutral in this regard.

11. How much BEXIMCO Pharma meet their employees' specific needs and concern

How frequently do you perceive Beximco Pharmaceuticals Ltd's employees as adequately equipped to address your specific needs or concerns?

31 responses

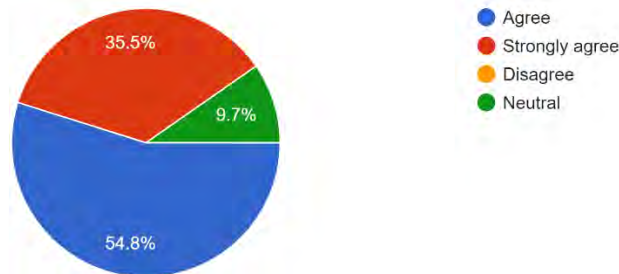


Beximco always try to meet their employees concern and needs for better workplace and 41.9% employee ae agree in this opinion, and the other 38.7% are saying often beximco give concern on their needs.

12. Investment in training session enhance company's reputation

Do you think investing in employee training ultimately enhances the reputation and credibility of Beximco Pharmaceuticals Ltd?

31 responses

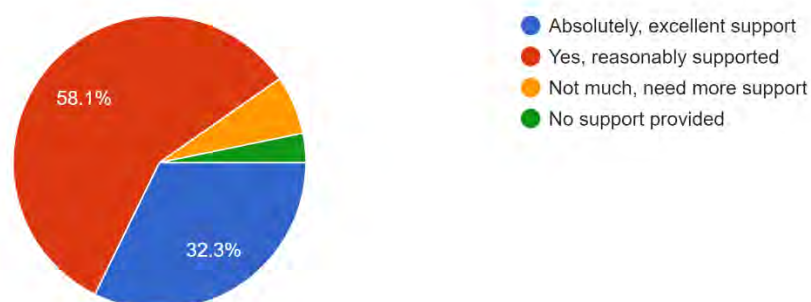


There are 54.8% employee are agree on that statement that a proper training session enhance the quality of the employees which ultimately helps to provides more qualitative product and help a company to earn its global achievement. Moreover other 36.5% are also strongly agree on this statement as wee.

13. Does BPL HRM department support employee for their professional developments

Do you feel adequately supported by the company's HR department in your professional development?

31 responses

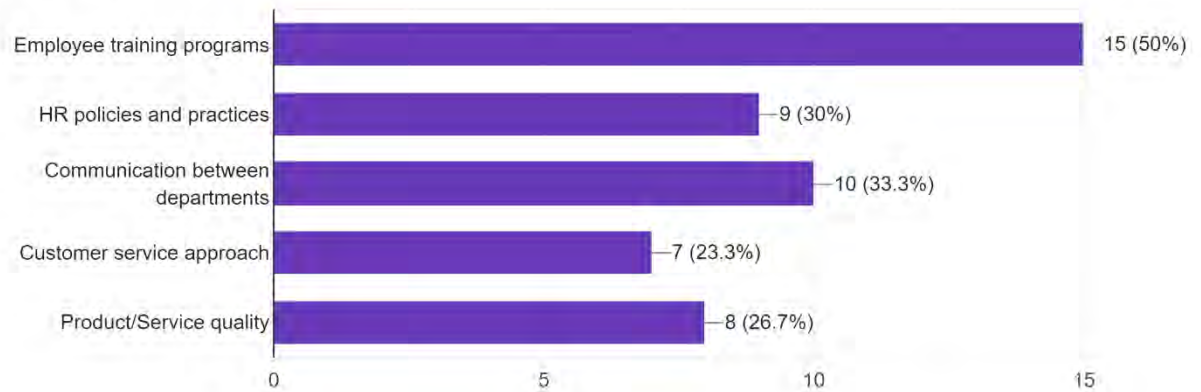


There are majority of people in this part supporting the statement that there are getting sufficient support from the HRM department of the company which helps them to learn new things and make themselves more potential for the company. There are 90.4% employees are agreed on this.

14. Suggestions that need to improvement for more developments in future at BPL.

In addition to your suggestions, please select any areas you believe need improvement at Beximco Pharmaceuticals Ltd:

30 responses



There are 50% people in this part still believe more training session will need to groom the employees and it'll need more improvement for the future. There are another 33.3% employee believe that they need more strong communications between department and all the upper to bottom level needs to more communications so that there will be less misunderstanding and the other worker will get clear idea what they need to do. Furthermore other 26.6% and 23.3% employees suggested to improve customer service approach and update product and service quality.