

A study on “Recruitment and Selection Mechanism of SFBL”

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Master of Business Administration (MBA)

BRAC Business School

Brac University

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Declaration

1. It is hereby declared that
2. The internship report submitted is my own original work while completing degree at Brac University.
3. 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.
4. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
5. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Dr. Md. Mizanur Rahman
Associate Professor,
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BRAC University
Kha-224, Merul Badda, Dhaka-1212

Subject: Submission of internship report on “Recruitment and Selection Mechanism of SFBL”.

Dear Sir,

I'm extremely pleased to introduce myself alongside providing details about how to hire and choose employees at Square Food & Beverage Ltd. Which I was appointed by your direction. I focused on doing my best to finish the documentation as completely and concisely as attainable, providing the required data and recommendation.

I'm hoping the results will have conversations the requirements.

Sincerely yours,

Hasna Anzum

22264061

BRAC Business School

BRAC University

Date: October 30, 2025

Non-Disclosure Agreement

This confidentiality agreement was established and signed by Hasna Anzum, a student at BRAC University, and Square Food & Beverage Ltd. as a promise that the apprentice will not divulge any private corporate announcements or data without permission.

Acknowledgment

Above all, I would like to thank Allah for his generosity in enabling the opportunity to finish my internship dissertation on schedule.

I would like to express my gratitude to Dr. Md. Mizanur Rahman, the supervisor of my report, for encouraging me to finish this analysis and for his guidance, support, positive attitude, points of view, and encouragement.

Furthermore, I thank Mohammad Aminul Islam Khan, Head of the department's Human Resources for giving me the opportunity to finish my apprenticeship at Square Food and Beverage Limited (SFBL). I am also appreciative of my reporting personnel Lubna Noman, Lead of OD & Culture at the HR Department of SFBL, for being a supportive supervisor during my apprenticeship. They happened to be really helpful towards me in precisely collecting the information. They were very accommodating when I came towards them, providing me with important facts for my paper and displaying the employment procedure. It was a great opportunity to be fortunate enough to gain experience at such a renowned organization. I will be able to develop my future career strategy using the corporate experience I have accumulated.

I also want to express my gratitude to my family members for their constant affection and encouragement, which helped me overcome every obstacle I encountered throughout my period of employment.

Executive Summary

I touched upon SFBL's noteworthy achievements and employment administration initiatives in the document I provided. In order to improve the HR department, I have also described some of the issues that they can resolve. By addressing these problems, they can increase the overall value of the business.

My three months of hands-on experience at SFBL served as the foundation for my study. I'm learning more about the real-world operations of major companies thanks to this internship program. One of the most vibrant and successful businesses is SFBL. With a strong emphasis on regional customs, SFBL is steadily increasing its market share via ingenuity and inventiveness.

In 2001, it was established. Among top FMCG organizations in the country is SFBL. Over 5,000 workers are currently employed by this organization, which guarantees their steady security and well-being. SFBL has one of the lowest rates of employee turnover because of its healthy work environment and highly engaged staff. Equal employment opportunities are a priority for SFBL.

The observations and experience I have gained from this organization have served as the foundation for my report. The Human Resources Department's Acquisition and Screening of Square Food and Beverage Limited served as the basis for this analysis. The purpose of this report is to help you understand their staffing and recruiting processes alongside their HR-related operations. According to my perspective, the report also includes recommendations and a conclusion that should aid in the department's and the organization's improvement.

Key terms: Selection; Hiring; Human Resource Management; Square Food & Beverage Limited

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List of Acronyms

FAT	Factory Assessment Training
FMCG	Fast Moving Consumer Goods
ISO	International Organization for Standardization
MDP	Management Development Program
HR	Human Resources
BIM	Bangladesh Institute of Management
SFBL	Square Food and Beverage Limited
DCCI	Dhaka Chamber of Commerce and Industry

Chapter 1: Overview of Internship

1.1 Student Credentials

Name:	Hasna Anzum
ID:	22264061
Program:	Master of Business Administration (MBA)
Major:	Human Resource Management (HRM)

Table 01: Student Information

1.2 Internship Documentation

1.1.1 Overview of this Conglomerate:

In some measure of the Square Group, Bangladesh's top corporate house, Square Food and Beverage Ltd. began operations in 2001. Now it is situated in the city of Dhaka. Square has several departments incorporating Accounts & Finance, Marketing, Commercial, Human Resource Department, Internal Audit Department, Sales, Legal & Corporate Affairs, International Marketing, MIS, Product Development, Technical Service Department as well as Project Department.

Whereabouts: SFBL Tower, House: 11/C, Block: F, Road: 27, Banani, Dhaka- 1212.

1.1.2 Internship advisor details:

After graduating, MBA students must complete Brac University's internship program. Administrative leader Lubna Noman, Lead of OD & Culture at Square Food & Beverage Ltd.'s human resources section, assigned this project, and faculty instructor Dr. Md. Mizanur Rahman gave his approval.

1.1.3 Task Horizon

Specifications of the Position:

- Managing the department of learning and growth.
- Helping ensure timely and seamless hiring.
- Assisting with performance evaluation and KPI systems.
- Assisting in the development, maintenance, and updating of ISO documentation and other HR-related procedural documents.
- For HR and administrative-related matters, coordinate with various departments and factories.

1.2 Key Takeaways from Internship

1.1.1 Intern's Performance to the Company

I worked very hard and put a lot of endeavor into learning the ins and outs of company culture. I have obtained:

- Maintaining the company's database.
- Help with posting job openings.
- Completing various paperwork related to hiring.
- Help arrange interviews by calling interview subjects to let them know.
- Help the incoming intern with corporate rules and organizational behavior.

1.1.2 Benefits of the student

This report was written primarily to satisfy the MBA program's internship requirement. The study's main goal is to assess SFBL's entire hiring and election steps. This study seeks to accomplish the following SFBL operational objectives in order to fulfill the primary points; to obtain an in-depth command of SFBL's initiatives.

- To gain insight into the standpoint of generating and presenting the new idea.
- To adhere to the necessary components for the program.
- To gain a useful understanding of the organizational environment.
- How management plans for people and analyzes work.
- The most crucial elements to take into account when creating the hiring procedure.
- To be familiar with the field-level hiring procedure.

- To be aware of the executive-level selection procedure.
- To be familiar with the field force's hiring and selection procedure.

1.1.3 Limitation

Members of the staff here get along well with each other and interact well. Despite the wonderful work atmosphere at this business. I have encountered several challenges when in conjunction with other staff members on the project. Some of stipulations I saw are described below:

- **Huge amount of paperwork:** Despite having a number of software programs and data-based systems, they nonetheless maintain a significant amount of paper records. For illustration, they must keep all of the printed materials and authorized copies for any future approval subsequent to entering all of the hiring and selection data into their scheme.
- **Fewer Opportunities for New Graduates:** In my opinion, an organization should provide more room for recent graduates because they are highly motivated and bring fresh perspectives and ideas to the table. Unfortunately, there aren't many opportunities for them because they typically favor and offer jobs to people with expertise.
- **Working hours:** The hours for functioning for SFBL are 8.30 to 5.30. Professionals are expected to work nine hours, even though a regular workday lasts eight. There is a one-hour break during lunch. Since SFBL provides meal for all of its employees, there is no time frame established for meal breaks.
- **Access Denied:** The intern was unable to view the financial reports, so the financial analysis section was not included.

1.1.4 Recommendations

SFBL ought to digitize its upcoming internship initiatives. Because of their brand image, they receive a lot of requests for internships. By starting campus-to-campus tournaments, they can increase the program's appeal. They should hold a range of job events to draw students from different higher education institutions. As a result, they are able to market their brand to young people. They will be able to select outstanding applicants from the pool of youthful potential.

Chapter 2: Organization Part

2.1 Commencement

Biography of Square Group

In Bangladesh, Square is a widely regarded industrial group. Under referred to as "Square Group," Square is in charge of a group of businesses working within a variety of sectors, such as textiles, medicines, consumer goods, healthcare (hospitals), information and communication technology, and more. Over time, Square has developed into a prosperous multi-sector business.

Mr. Samson H. Chowdhury is Square Group's founder. After completing his studies in India, he moved to Bangladesh in 1952, established a small medicine business in Ataikula Village. Which was situated in the northwestern portion of the nation, far from the center of the country Dhaka. Along with three of his friends, he entered into a partnership firm with a pharmaceutical company in 1958. Square's founders were extremely careful about managing quality and creating high-quality goods. Square began as a tiny business in 1958 and has since grown into the well-diversified Square Group, a collection of enterprises with a present workforce of about 70,000 employees and a group turnover of \$616 million USD. Since the passing of Mr. Samson H. Chowdhury, Mr. Samuel Chowdhury continues to grow to serve as Square Group's chairman. Mrs. Ratna Patra performs the role of the Vice Chairman of Square Group, while the Honorable Samson H. Chowdhury is recognized as the creator of the business Chairman.

From pharmaceuticals to consumer goods, Square has expanded its business with success. Square's enormous success was only made possible by the entrepreneur's perseverance, hard work, inventiveness, dedication, and unwavering faith, all of which were crucial in getting this far.

2.2 Conglomerate Abstract

It has swiftly established a stronghold in the market thanks to its outstanding products as well as services. Because of its emphasis on excellence in quality control, the company was awarded the worldwide highest standards of quality ISO 9001 in 2005. The company's strong enthusiasm for quality, use of state-of-the-art technology, saturation on the growth of its employees, emphasis on perpetual advancement, and launch of new goods for growing markets may all be responsible for

its leading position in the market as a whole. The company's food hygiene management method was certified to ISO 22000.

The organization has rolled out three notable brands in the market: Radhuni, Ruchi, and Chashi. Radhuni is the enterprise's predominant trademark. When Radhuni originally came out, it appealed to women in houses who wanted cooking that was fundamental and economical in time. Radhuni diversifies its product line with items like cooking oils, dairy, cereals, legumes, basic and mixed spices, and additional grocery products. Conversely, Ruchi offers ready-to-eat snacks like peanuts, chutney, pickles and honey. Ruchi has become of popularity among youthful consumers because to its tasty, creative, and nutritious offerings. The company's new brand, Chashi, is a landmark for goods that are gathered straight from farmers and have a fresh, indigenous flavor.

The business promises to satisfy the growing domestic and international demand for high-quality products. More than 30 countries receive exports of goods that adhere towards global preferences. The corporation's dedication to providing innovative, premium goods, excellent customer service, and reasonable prices has allowed it to establish an advantageous spot in the food the consumer market.

2.3 Administration Exercises

2.3.1 Corporate leadership

The Managing Director is in charge of the uppermost levels of the management. The supervisory body of Administrators has granted the Chief Operating Officer the necessary and an appropriate level of authority. The presidential administration Management operates by performing more legitimacy delegations at all superior's levels. The highest level of Committee is responsible for developing sectional objectives and sub-segment objectives for every profit center, including budgetary targets for every product and service item. Any mistakes are their responsibility, and they receive acknowledgment for exemplary efforts. The executive management performs these functions through a variety of groups of lawmakers, subordinate committees, ad-hock councils, and perpetual committees that assist supervisors in charge.

2.3.2 Square Group's Commitment to Social Welfare

This company acknowledges the value of progressive labor regulations as sound business practices, particularly for a firm with global aspirations like ours. In the ingathering and enlistment process as well as the system of performance management, they follow the law, encourage diversity in the workplace, and affirm a preventing prejudice and fair treatment legislation. Our HR policies are regularly updated in accordance with the nation's current labor laws, and we have a trade union. Female employees are not permitted to work night shifts, and forced labor of any kind is strictly forbidden. At SQUARE, we actively work to uphold the policy against child labor.

Maintaining transparency and business ethics is central to Square's corporate philosophy and observed in all transactions. The entire industry in Square is organized to allow the governance to ensure the highest standards of financial and behavioral accountability. Square has a zero-tolerance attitude against illicit behavior in all of its manifestations. Other initiatives related to corporate social responsibility encompass of:

- Nutritious meal alternatives served in a hygienic setting.
- The hardships that women emancipation.
- Celebrate the internationally recognized feminist holiday.
- Head office employee's transportation options.
- Kindergarten for Square personnel's children at Shalgaria.

2.3.3 Corporate Governance

Prior to compliance with the guidelines of the Articles of Association, the Board of Associations of Directors assembles predominantly to discuss strategies and decisions. Resolutions and memoranda are documented for the Executive Management's review.

2.3.4 Mission Statement of SFBL

They aspire to develop into the leading dietary supplement firm in Bangladesh by ensuring intrinsic excellent merchandise and client assistance with cutting-edge advancements and motivated employees.

2.3.5 Key Focus Areas of SFBL

- To prevent damage to giving customers the greatest merchandise available.

- To serve new market segments.
- To ensure the purity and natural essence of healthful nourishment.
- For it to be certain that the belongings reach their destination to the residences of clients.
- For an improvement in the standard of food consumption among prospective clients.
- For the benefit of the corporation's increasing growth in both home and foreign markets by fortifying and enhancing the fabric of the company.

2.3.6 Marketing Message of SFBL

“Khati Maaner Nischoyota”

2.3.7 HR and Administration Department of SFBL

Productivity is the unintentionally role played by human resources, according to the company. The engines that propel SFBL and HR to the pinnacle of success are strategic human resource development programs. The rapid exchange of straight-forward and precise data and the reasoning behind questions are crucial to preserving Square's reputation as the most open and reliable company in the sector, as well as to boosting the engagement of HR employees, who are the real creators and investors of the positions they hold.

Similar to a family, where every collaborator takes extreme satisfaction in their own company. This personnel team at Square embodies the unique combination of professional conduct and willingness to share success and stress equally. HR plays a crucial supporting function in creating and implementing HR policy guidelines to guarantee continuous operations and unplanned involvement in order to accomplish company goals and meet employee demands. In this instance, staff members treat Square like members of their personalized family, and HR continues to manage labor unions effortlessly.

2.4 Strategic Marketing Initiatives of SFBL

It targets clients of all ages and socioeconomic backgrounds. The business promises to satisfy the growing domestic and international demand for high-quality products. More than 22 countries receive exports of goods that adhere to recognized global standards. The business's devotion to

providing innovative, high-quality products, customer service, and reasonable prices has allowed it to establish an exceptional circumstance in the food economy.

Featured Products:

- **Radhuni:**

Radhuni is the corporation's most well-known identity. It has gained popularity due to its many attributes, attracting housewives' attention by creating goods that make meal preparation easier and save time. These products are not only of excellent quality, but they also cater to the hectic lifestyles of today's generation of kitchen women. The items that have a deep flavor and attractive packaging are:

- Common Spices
- Prepared Mix
- Food grains
- Palatable Oil

- **Ruchi:**

Ready-to-eat snacks are all included in Ruchi. These items have distinct flavors and are popular with people of all ages. For this reason, it is also establishing a solid market position. Ruchi factory is located at Pabna. Ruchi categories are:

- Munching Range
- Chewing Range

- **Chashi:**

It also launched a new brand called Chashi, whose goods are gathered straight from farmers and have the freshness of the home and environment. Dinajpur serves as the location of the Chashi factory. Despite being new to the market, it has gained a lot of notoriety for its purity in the interim. Chashi categories are:

- Chashi Aromatic Chinigura Rice

- **Chopstick:**

They provide a delicious selection of noodles that promise health and flavor in every bite, demonstrating our unmatched dedication to your taste buds and overall well-being. Savor the mouthwatering flavors of our three varieties, which have been thoughtfully created to satisfy a range of palates.

Delicious Masala: A symphony of fragrant spices that transports your palate to the rich history of masala. Enjoy the flavor of classic masalas that have been expertly combined for a wonderful experience.

Deshi Masala: Take a gastronomic journey with this version that embodies the essence of Deshi spices, offering a calming flavor that will tantalize your appetites and bring back happy memories.

Masala Delight: This is our most recent invention, and it elevates decadence to a whole new level. This variation, which combines an astounding 11 different masalas, offers a burst of flavors that will leave you wanting more with each bite. Chopstick's facility is located in Pabna.

- Instant Noodles
- Chopstick Ramen
- Chopstick Stick Noodles

- **Aaram:**

Square Food & Beverage Limited's beverage brand, Aaram 100% Fruit Juice, was introduced in March 2020 and comes in three varieties: orange, mango, and apple. Bhutan is where it was made. Formulated without extra sweeteners or colorants. Categories are:

- Beverage

Product Name	Products	Categories
Radhuni	44	4
Ruchi	31	2
Chashi	1	1
Chopstick	3	3
Aaram	3	1

Table 02: Quick Product Review

2.5 Operational Planning and Execution

Products with distinct identities, scents, essences, and tastes are produced by SFBL. In specifics:

- **Technology**

Particularly in our subcontinent, where they are ingrained in culture and tradition, spices have a lengthy and ancient history. However, the technology used to prepare spices has also evolved over time. Shoppers can get seasonings from here that are made using the most excellent components and the most stringent taking into account standards. The company's production process makes use of cutting-edge technologies. The quality check is carried out at a state-of-the-art laboratory within the company's manufacturing facility. The business has a completely automated packing technique that guarantees no exposure to outside hazards.

- **Manufacturing Unit**

The plant that produces products of the company, which is situated in Pabna, the northwestern part of Bangladesh, which is famous for its agriculture-based goods, permits it to be simple to obtain a specific variety of unprocessed goods. This allows the business to use the highest-quality raw resources to make food products Corporation has cutting-edge, beneficial to the environment production facilities. Industry's technical expertise in finishing, the aftermath of harvesting adhering to best practices in manufacturing, and modern grinding equipment provide it a major competitive edge in the wholesale market.

- **Finest Ingredients**

Ingredients are the most important factor while cooking. It is impossible to make delicious and healthful food using subpar components. Incorporating superior goods, such as alimentary oils and aromatic herbs, enable cooking well much easier. Alternatively, the business sources raw materials from areas where the finest raw substances are gathered in order to maintain its dominance in raw material procurement. Consequently, it improves the genuineness and a state of purity of the final merchandise.

- **Quality Seal of Approval**

This company's excellent administration of quality system earned it ISO 9001 accreditation in 2005. Additionally, ISO 22000 has validated the organization's nutritional security strategy. This business's strong commitment to standard, use of modern engineering, focus on development of employees, perpetual enhancement, and new products for growing niches have all contributed to its leading standing throughout this sector.

To satisfy the needs of both domestic and international consumers, all of its goods are generated and wrapped up in compliance with CODEX, HACCP, and FDA regulations. The business highlights these particular focus points:

- Participation of individuals
- method of process
- A systemic approach to management
- Constant progress
- Using facts while making decisions
- Supplier connections that benefit both parties
- Pay attention to the client
- Human resources' capacity for leadership

2.6 Evaluation of External Forces and Competitive Threats to SFBL

Michael Porter's Five Forces Framework:

This section examines SFBL's market position through the lens of Porter's Five Forces:

❖ Industry Rivalry:

Customers might quickly move from one company to another. SFBL faces intense industrial competition as a result.

❖ Bargaining power of SFBL's suppliers:

The quantity of supply available to the market's suppliers determines their bargaining strength. In this instance, there are more people than there are suppliers. The entire population's demand must be satisfied by the suppliers. Therefore, the suppliers' bargaining strength is moderate.

❖ Purchaser's Negotiating Position for SFBL:

The buyers of SFBL have virtually little negotiating leverage. Since their price is set, customers don't haggle. Even though SFBL charges a slightly greater price for their goods than their rival, they uphold a particular standard that draws in customers.

❖ Prospect of New Competitor Entry

It will be problematic for new neighborhood businesses to achieve the rigorous requirements set by the organization. However, if they concentrate on product differentiation strategies,

international companies might quickly capture their clientele.

❖ **The danger posed by upstart rivals:**

Given the abundance of alternatives to their products, this is hardly SFBL's strongest suit. Their overall revenue may be affected.

SWOT Analysis:

As is generally known, every organization that begins operations has a number of advantages, disadvantages, opportunities, and threats. These toughness, shortcomings, possibilities, and warnings are outlined below based on my observations during my three months of employment with the company:

Strengths:

Strengths of this organization are given below:

- A highly competent workforce and a robust human resources department.
- Equitable application of all policies.
- Outstanding collaboration between the sectors.
- Fair compensation and first-rate ancillary perks.
- High levels of client satisfaction with the products.
- Quality products that are certified and reasonably priced.
- Its brand value is further enhanced by the popularity of its sister companies.

Weaknesses:

Those are given below:

- A greater dependence on the printed documents for HR-related duties.
- Uncertainty in the economy and other areas of growth.
- There are fewer facilities for staff training and development.
- Compared to other global corporations, there are fewer sophisticated researchers and equipment.

Opportunities:

Opportunities are given below:

- The substantial amount of potential enterprises that could contribute to the manufacturing of food and beverages in Bangladesh in years to come.

- Bangladesh has lower labor costs, which means there are more opportunities to expand subsidiaries.
- Square's well-known brand will allow it to thrive in other new industries if it is implemented.

Threats:

Threats are given below:

- The growing number of possible competitors.
- The evolving demands and inclinations of clients over time.
- The high cost of utilizing the newest production equipment and technologies and introducing new ones in order to keep up with technological advancements.
- Compete with other businesses that are already expanding internationally and exporting their goods.

2.7 Highlight

Because the aforementioned topic is directly related to what I've learnt, I am enthusiastic to finish my apprenticeship at SFBL and begin preparing a dissertation on it. I've accumulated a great deal of practical experience with the employment and selecting interpret, which is a component of management of personnel, because I concentrated in it. I am familiar with the premises culture, their place of employment standards, and real-world examples because I work for a respectable conglomerate like SQUARE Group. Gaining a realistic grasp of SFBL's hiring and selection process is the main objective of this study. The secret success lies on its human resources.

This field has grown in importance since, in order to achieve excellent performance, employees must develop new skills, expand their knowledge, and overcome technological hurdles. In order to increase its executives' level of efficiency, Square is always concerned with their ongoing personal development. I have selected their institution for my semester's report because of this.

2.8 Recommendations

- ❖ Given their heavy workload, they ought to hire more staff.
- ❖ Employees, both leadership and non-leadership, should be more conscious.
- ❖ Whenever it appears on staff satisfaction, administrators should be more accommodating.

Chapter 3: Project Part

3.1 Preamble

3.1.1 Scholarly Review

Werther Jr, W. B., & Davis, K. (1985) said, "The mechanism of finding potential candidates for current or anticipated organizational vacancies is known as acquisition." Yoder, D., & Staudohar, P. D. (1985) said, "The methodology of locating avenues for labor to fulfill the roster of employees and employing strategies to draw in enough of that labor to pick a productive staff is known as recruiting". Nielsen, G. R. (1961). Mathew Caldwell states that " A certain individual who is vital to the company's successful outcome, prospecting should be viewed as an association collaborator". Formally speaking, recruiting is the operation of finding and attracting competent applicants for a job. The procedure starts with hiring new employees and ends with applications being submitted. The result is a talent pool out of which freshly hired workers are selected. "The course of action of looking for possible employees and mimicking how they submit applications for managerial positions is known as applicant screening," says Flippo, E. B. (1968). According to Koontz, H., O'Donnell, C., & Weihrich, H. (1986) " Picking the candidate with the greatest potential for a position now or in years to come from among the applicants, whether from within the organization or from outside, is known as inheritance". According to Khaleque, A., & Rahman, M. A. (1987), "The operation of filtering and sorting job candidates who have been asked in order to submit an application for the available openings culminates in hiring." According to Yoder, D., & Staudohar, P. D. (1985), "Selection is the process of separating job applicants into two groups: those who will receive an offer of employment and those who won't." The system of operations and tools used in a particular organization to determine if an applicant possesses the qualifications required for a certain job is known as the selection procedure (Jucius, M. J. (1958).

Selecting suitable people to lead an organization is crucial in the contemporary landscape. Finding the best applicant to fill the needed positions inside a business is the aim of the recruiting and selection process. Securing the best applicants for a position within an organization can provide it with a competitive edge. Conversely, a poor hiring procedure will result in protracted expenses.

3.1.2 Key Focus Areas

The ones that follow are the ambitions:

- Have a general understanding of the business and to be familiar with every stage of the acquisition process.
- Devote attention to innovative and improved approaches in today's recruitment practices.
- Make sure that recruitment is accurately recorded and reported on time.
- Establish a structure for hiring and processing applications.
- To be aware of the distinct hiring procedures in various areas.

3.1.3 Noteworthiness

The reason behind this applies to the trainee as well as the business. A temporary employee learns about the company's practical operational procedures through this program. He or she possesses the ability to implement academic knowledge in real situations. However, the corporation learns how to get ready for the new hiring because the student working there symbolizes the younger demographic.

3.2 Methodology

From start to finish, this report has been created methodically. The collection of data, which came from the primary and secondary sources listed below, was an essential part of this report. Furthermore, a qualitative inquiry served as the foundation for this study. Through careful observation and consultation with the pertinent firm people, conclusions and other significant issues were discovered. In order to reach my conclusions, I asked six of the employees the following questions during the Q&A portion of the conversation:

1. How does Square Food and Beverage Limited structure its applicant screening and shortlisting process to ensure the selection of the most suitable candidates?
2. Why does SFBL continue to rely heavily on manual paperwork despite having digital tools available?
3. How does the lack of structured employee training at SFBL impact organizational growth?
4. Why is the prolonged recruitment cycle at SFBL problematic for the business?
5. Is SFBL doing enough to attract young graduates and fresh talents into the organization?
6. How does the limited diversity in recruitment channels at SFBL affect the quality and variety of applicants?
7. Does the lack of employer branding initiatives affect SFBL's ability to attract top talent in a competitive FMCG market?

1. The primary source of Data:

- Face-to-face conversations with the person in charge of me, head office workers, upper management, and the leader of the section.
- Firsthand surveillance.

2. External Data Source:

- Different website.
- Textbooks.
- Research articles.

3.3 Findings

3.3.1 SFBL's Applicant Screening and Shortlisting Process

The organization has a relatively easy selection procedure. They adhere to the conventional procedure. The selection process steps are given below:

- i. Filtering application documents
- ii. Preparing entrance exams
- iii. Interviews in panels

Candidates are chosen in the first step based on the job description's requirements. They stand a better chance of being chosen for the following round if their resumes align with the job description and corporate needs. The candidates who made the shortlist are now eligible to move on to the written exam, which is the second step. After that, an HR executive carefully reviews the response scripts. The complete evaluation procedure is managed by the senior executive of SFBL's human resources department. Candidates are chosen for the third and final stage if they pass the written exam. The chosen applicants must then go through a panel interview. The HR chief, the concerned department manager, and another manager from a different SFBL department make up the interview panel. The panel members make the final decision.

3.3.2 Rely Heavily on Manual Paperwork:

For essential HR tasks including hiring, record-keeping, and administrative procedures, SFBL still uses physical paperwork. Because of this dependence, tasks take longer to do, mistakes are more

likely to occur, and resources like paper are squandered needlessly. Despite the existence of certain digital systems, they are out-of-date and underutilized, which keeps HR functions from operating at their maximum potential. Additionally, this antiquated method causes inefficiencies in the hiring process and other HR-related tasks, which reduces the organization's flexibility in meeting personnel demands.

3.3.3 Unsatisfactory Training Program:

The professional growth of SFBL employees is restricted by the lack of official training programs, with the exception of sales personnel. Non-salespeople and new hires sometimes have to learn on the job without formal training, which hinders their ability to adapt and lowers their potential output. In addition to impeding employee development, this lack of training keeps the company from developing a competent and competent staff prepared to assume leadership positions in the future. This skill gap may eventually have a detrimental effect on the competitiveness and overall success of the company.

3.3.4 Prolonged Recruitment Cycle:

The lengthy hiring process at SFBL is caused by manual screening, sluggish decision-making, and a significant reliance on paperwork. When positions are left unfilled for an extended period of time, it can disrupt team productivity and result in the loss of talented candidates to competitors who move more quickly. Additionally, the applicant experience deteriorates, which may harm the business's future capacity to draw in talent.

3.3.5 Limited Opportunities for Fresh Graduates:

At the moment, SFBL gives recent grads few opportunities and prioritizes more seasoned applicants. By doing this, the business misses out on young professionals' enthusiasm, inventiveness, and long-term potential. Furthermore, the business runs the danger of losing contact with new talent in the market if it does not provide structured programs for recent graduates.

3.3.6 Limited Diversity in Recruitment:

Internal recommendations, bdjobs.com, and sporadic LinkedIn advertisements are the main sources of hiring for SFBL. This narrow channel approach limits access to a larger pool of talent

and lessens the likelihood of drawing in candidates with different backgrounds, experiences, and skill sets. Repetitive hiring practices, a lack of creativity, and staff homogeneity might arise from an over-reliance on well-known sources. Missed chances for innovation and diversity-driven growth result from this strategy, which also restricts the company's visibility to high-potential applicants from other sectors, geographical areas, or underrepresented groups.

3.3.7 Lack of Employer Branding:

Although SFBL has a great brand for its products, its employer brand is not as well-known in the labor market. Although many prospective employees are not aware of SFBL's workplace culture, career progression prospects, or employee perks, they are familiar with the company's products (Radhuni, Ruchi). Employer branding is essential for drawing in qualified candidates in a cutthroat FMCG market, particularly among younger workers. Without aggressively promoting SFBL as a desirable place to work, the business runs the danger of losing ground to rivals with more robust employer branding tactics, which will make it more difficult to draw in top talent.

3.4 Conclusion

For me, the chance to participate in undertake my practicum at Square's platform is incredible. SFBL is one of those companies where everything is planned out. One of my greatest life accomplishments is the business culture I have learned from SFBL. In addition to the academic knowledge I gained from my graduate studies, the real-world professional experience I gained at SFBL was invaluable.

I have discovered a number of important duties which the team in charge of human resources is supposed to carry out every day. For example, the procedure for recruitment and selection, office administration, file management, upholding hierarchy, and so forth. I've gained a lot of knowledge that will benefit me both personally and professionally.

One of the top association in Bangladesh is SFBL. In the foreseeable future, there is a chance to dominate the Asian market. By examining the hiring and selection procedures of multinational corporations, they should attempt to improve the efficacy of their own procedure.

3.5 Recommendations

The function of a company's human resources department impacts every facet of the business considering bosses are the most significant resource for staff members. The vitality of the organization lies in its human resources. They make sure that the organization pulls the greatest amount out of its personnel by matching the appropriate individual with the correct employment opportunity. The HR division is in control of developing, implementing, and overseeing schemes for the supervisory team and employees. I have momentarily recommended the following strategies for the HR division's expansion:

- **SFBL should Modernize Recruitment:**

Square Food and Beverage Limited (SFBL) should update the entire hiring procedure in order to enhance the screening and shortlisting of applicants. In order to save time and minimize human error, the organization should first implement a computerized Applicant Tracking System (ATS) to automate the initial resume screening procedure. In order to evaluate applicants' practical abilities and behavioral competencies, SFBL can expand its assessment methods beyond written exams by incorporating situational judgment tests, practical assignments, or competency-based evaluations. Additionally, HR can assess candidates' communication and presentation skills early in the process by using pre-recorded video interviews during the shortlisting phase. Before each hiring round, SFBL should evaluate and update job descriptions on a regular basis to make sure they are in line with the company's current needs.

- **Digitalization:**

Making the switch to contemporary digital HR systems should be SFBL's top priority. The business may cut down on paperwork, automate tedious procedures, and consolidate employee data for better decision-making and simpler access by investing in modern Human Resource Information Systems (HRIS). Changing to a tech-driven, paperless HR operation will boost productivity, cut down on mistakes, and enhance sustainability.

- **Implement Structured Training Program:**

For employees in every area, SFBL should set up organized training programs that cover both technical and soft skills. Implementing efforts for continuous learning, such leadership development programs, online courses, and seminars, will give staff members up-to-date information and abilities, improving performance and strengthening the internal talent pipeline.

- **Implement Automation tools:**

By implementing automated solutions for resume screening and cutting down on administrative delays, SFBL can streamline and expedite its hiring process. Hiring will be more effective and the business will be able to get top personnel more rapidly if defined recruitment timeframes are put in place and digital scheduling technologies are adopted.

- **Increase Young Talents:**

Through the introduction of internship programs, management trainee schemes, and campus recruitment initiatives, SFBL should proactively build avenues for recent graduates. The business can create a workforce prepared for the future and preserve a vibrant, creative corporate culture by investing in young people.

- **Diversify in Recruitment Process:**

In order to reach a larger, more diverse, and more competent talent pool, SFBL needs broaden its recruitment methods. This entails attending career fairs, working with academic institutions and professional associations, accessing specialist job boards for specialized positions, and interacting on professional networking sites like LinkedIn. In order to guarantee that new ideas and a range of viewpoints are consistently introduced into the company, SFBL could also think about implementing staff referral programs with diversity incentives. This change would improve organizational performance and foster creativity.

- **Increase Employer Branding:**

By posting employee success stories, workplace culture highlights, and career advancement possibilities on social media and its corporate website, SFBL should make an investment in employer branding campaigns. SFBL will be positioned as an employer of choice with regular participation on LinkedIn and partnerships with colleges through seminars or workshops. It can also enhance its reputation in the labor market by taking part in "Top Employer" recognition programs, which will make it simpler to draw in both new and experienced people.

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