

Report On

The next phase of Retail in Bangladesh: How Shwapno can improve its HR operations to meet a developing environment.

Submitted By

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An internship report submitted to the Brac Business School (BBS) in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA)

Brac Business School

Brac University

June, 2024

Declaration

It is hereby declared that

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

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Letter of Transmittal

Date:

Dr. Md. Mizanur Rahman

Associate Professor,

Brac Business School,

Brac University

Subject: Submission of Internship Report on “The Next Phase of Retail in Bangladesh: How (Shwapno) can improve its HR operations to meet a developing environment.”

Dear Sir,

I worked on the Recruitment and Selection part in the HR Department at “ACI Logistics Limited (Shwapno)” to complete my internship, where I worked 180 days. I worked to learn how to organize and control the total process of Recruitment and Selection.

Therefore, I want to thank you for your help and I will be pleased with you if you accept this report for submission.

Yours ever

Md. Maidul Islam

ID: 19204038

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Non-Disclosure Agreement

I, Md. Maidul Islam certifies that, the following report and materials on ‘ACI Logistics Limited (Shwapno)’ have not been used for any purpose other than Brac University’s Bachelor of Business Administration degree requirements. All sources required for the report are acknowledged and presented.

In future, I will not use any part of this report in my name to submit to any university or any other degree or diploma, without obtaining prior approval from the institution, Brac University. This report does not incorporate any material previously published or authored by any other person, except where appropriate acknowledgment is given in the report.

Furthermore, this report does not infringe any copyright, trademark, patent, or any other right of any person. Finally, it is confirmed that this report does not contain any published or under-reviewed work authored by me.

Sincerely,

Md. Maidul Islam

ID: 19204038

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Acknowledgment

I express my appreciation to the Almighty Allah, my creator for giving me the opportunity to make my task complete effectively.

After that, I owe gratitude to my esteemed faculty and internship supervisor, Dr. Md. Mizanur Rahman (Associate Professor) and Dr. Nusrat Hafiz, (Assistant Professor) Brac Business School of Brac University. Similarly, she offered instructions for achieving all of the study's objectives.

In addition, I would like to thank the members of “ACI Logistics Limited (Shwapno)”, Rumana Jahan (Senior Manager, Talent Acquisition & HR Strategy) and Md. Sajjad Hossain (Manager, HR) for supporting with their time and providing the information necessary to complete this report. Without the support of the persons mentioned, it would have been difficult to complete this study.

Executive Summary

This internship report is based on the 6 months of the total internship programmed that I completed at “ACI Logistics Limited (Shwapno)” under the HR Department (Recruitment & Selection Team) from 12 February 2024 to 12 August 2024 as a requirement for my Bachelor's degree in Human Resource Management from the Brac Business School at Brac University. I was assigned to Human Resources department of “Shwapno” as an intern under direct supervision of Md. Sajjad Hossain, Manager, HR, ACI Logistics Ltd. (Shwapno). HR Department of “Shwapno” thrives for quality in executing HR functions for the entire organization with amazing efficiency. In this report I have briefly provided the overview of the organization. Then I have pointed the HR functions & practices of “Shwapno”. I have also mentioned the activities I had to do as an intern at “Shwapno” in detail. I have given SWOT analysis of the organization, provided some of my recommendations in the end, and then concluded this report, which I believe would help the employees currently working for the best outcome from the HR Department of ACI Logistics Limited (Shwapno). which includes overall remarks and experience of mine during my internship period. The last chapters consist reference and link used in the internship report.

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List of Acronyms

OOM	Outlet Operations Manager
AOOM	Assistant Outlet Operations Manager
ICMO	Inventory & Cash Management Officer
Sr. ICMO	Senior Inventory & Cash Management Officer
BSM	Back Store Manager
ZBSM	Zonal Back Store Manager
ASM	Area Sales Manager
ZMA	Zonal Manager Audit
PS	Product Specialist
RM	Regional Manager
BM	Branch Manager

Chapter 1: Overview of Internship

1.1 Student Information:

My name is Md Maidul Islam, ID 19204038. I am doing my undergraduate in Brac University on Bachelor of Business Administration (BBA) . I have done double major on Human Resource Management (HRM) and Marketing. Now, I am doing my internship at “ACI Logistics Limited”, often known as Shwapno retail store. I am learning a lot of useful practical experience. I am connected as a HR intern and using my expertise of academic knowledge. I am motivated to enrich my knowledge and minimize the gap between the academic understanding and practical use in the constantly developing fields of “ACI Logistics Limited (Shwapno)”.

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

In the period of my internship, I got the chance in “ACI Logistics Limited” (Shawano) which is known as the best retail chain in Bangladesh. It is a part of ““Advanced Chemical Industries Limited” (ACI Limited). I started my internship journey from 12 February, 2024 and I was in the Human Resources department of the company. I completed the journey of my internship on 12 August, 2024. My work place was the “Aci Logistics Limited” (Shwapno) head office and the location of the office is NOVO TOWER, Level-1, 270, Tejgaon I/A, Dhaka-1208, Bangladesh.

1.2.2 Internship Company Supervisor’s Information: Name and Position

My supervisor at the Shwapno was Mr. Md. Sajjad Hossain, HR Manager.

1.2.3 Job Scope – Job Description/Duties/Responsibilities

The responsibility of my task is the following:

- Support employees hiring, induction, and orientation of the staff members. Help “Shwapno” Outlet Operations Manager (OOM), Assistant Outlet Operations Manager (AOOM), and Inventory and Cash Management Officer (ICMO) in managing the outlets operations and engagement welfare of the employees.
- Review the newly recruited employees' files and documents and prepare those for lab test.
- Completing employee's joining forms and preparing Excel spreadsheets to keep tracking and collect missing information.
- Make calls to the employees and schedule a date for the Interview.
- Update staff data in the outlook to maintain transparency.

Here I have provided the description of the duties and responsibilities that I have performed during my internship program at ACI Logistics Limited (Shwapno) -

- **Support employees hiring, induction, and orientation of the staff members. Help “Shwapno” Outlet Operations Manager (OOM) , Assistant Outlet Operations Manager (AOOM) , and Inventory and Cash Management Officer (ICMO) in managing the outlets operations and engagement welfare of the employees:**

If I make a short brief on it than I have to tell that this the part of the recruitment process. After the interview, the select employees of permanent positions such as ICMO, AOOM, OOM, are come to the head office for the joining purpose. They complete the joining file and submit it to me. After that, I organized the file based on the sequence of the process. Moreover, give them overall details about the “Shwapno” and do the orientation. All the tasks are under HR operations so I need to make sure about their satisfaction. The aim of boosting joined employee’s satisfaction and low rate of retention we involve them in the training sessions, and there are more collect training and development sessions with them.

- **Review the newly recruited employees' files and documents and prepare those for lab test.:**

The new employees are unaware of the policy of the organization. So, collect the proper data those are needed to complete the paperwork accurately We help them all the time. After that, I examine those papers for clarity and authenticity, and then all the files are recorded in Excel and sent it for the lab test.

- **Completing employee's joining forms and preparing Excel spreadsheets to keep tracking and collect missing information:**

All the needed information such as name, contact, personal information, references, education etc. I maintain a spreadsheet that includes all that data. Even, if anyone is missing with any data, I collect those within 2 days. After that, if all the record data are clear and authentic than I maintain all this data for further work Such as for ID card, Sim card, allocated Outlet for the employees etc.

- **Make calls to the employees and schedule a date for the Interview**

Interview sessions are done with the collaboration of the HR managers, candidates, and other departmental heads. I collect CVs from the BDjobs, and LinkedIn, sometimes the internal employees as well. Then make a schedule for the interview session. I call them to make sure the interview calls also give the candidates messages so that they go the track.

- **Update staff data in the outlook to maintain transparency:**

Updating the employee's data is necessary to make work easy. I continuously update the contact information and performance descriptions and review of them. If there is any recent information are added then I have to add that information. HR are manager and other In order to complete this work, recent information must be frequently entered, records must be updated, and the database must accurately reflect each employee's current position within the company.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

In the time of my internship, I understand that the HR department of “ Shwapno” acts as a team and I worked so many different terms and duties under the supervision of the Head of HR. The following part are given below:

- **Compensation and Benefits:** All the organizations compensations system are under the compensation and benefits part. This work includes the wage levels, includes bonus program and employee's beneficial packages. “Shwapno” done a compititve research on the compensation and benefits so that they can give a best wage and payment based on other competitors. I also found that there are many such as retainment programs, paid leaves, medical pay etc. They always inquire to solve the employee's problem. They give importance to the employee's evaluation performance to link with the work.
- **Recruitment and Selection:** This work is the full observation on the recruiting and selecting employees for the outlets and official employees. I done so many research to

collect CV and resumes form different sources such as LinkedIn, BD Jobs etc. Also, collect internal employees' CV for promotional activities. Finding potential candidates in the recruiting and selection process is the main task of HR interns. Work with the Head of the Department to closely monitor the process and based on the job description find suitable candidates for (Shwapno). Even, I was part of the interview board. After the recruitment process, they make sure every hired employee is getting full process onboarding and provide them the necessary orientation and training for better understanding. Companies performance depends on the employee's performance which can reduce the rate of retention.

- **Performance Management and Appraisal:** Improving employee performance within the work place is the vital role of responsibility. Developing the process of employee training so that their performance is increased is Shwapno's main goal for performance management. We need to give proper feedback on their work process and assess advancement. In the time of my internship, I saw that key performance indicators (KPI) and employee performance metrics both are connected with the company objectives and goals. Supervisors are assisted with the number of employees to help them grow professionally.
- **Enriched Skilled:** "Shwapno" helps me to enrich my knowledge in my career goal of Human resources and the related work field. The practical knowledge and the active involvement in the role of HR, assigned tasks with the recruitment and selection process enrich my skills in related fields. I also developed my professional communication skills, teamwork mindset, technical expertise, leadership, and compliance knowledge. These skills help to to grow in my career in HRM and also give me valuable knowledge about the organization.

1.3.2 Benefits to the student

- **Flexibility and Adaptability:** “ Shwapno” gives benefits to the student who comes for the internship. They have a very welcoming and friendly environment. They display support and resilience among the members of the HR department. They give the task of evaluating the internship students' capacity to adapt to the challenges and how they overcome the problems. The internship student needs to have a positive mind to solve the problem and needs the ability to solve operational work efficiently. It can give long-term success for the student.
- **Teamwork and Collaboration:** Every work in the HR department is collaborated. Everyone has a positive attitude towards teamwork. They help each other on work and they have specific works to solve. It creates a value that needs everyone's contribution. They all respect each other and are encouraged to share their ideas in the meetings or decision-making.
- **Dedication to Excellence:** They are committed to their work in excellence in all activities. Particularly, in HR they have strict guidelines for the recruiting and selection process. My dedication to the company to deliver my best performance in work for my self-improvement
- **Employee Development and Support:** They actively work to approach employees to growth and assistance. It is one of the best parts of this company. They follow up their employees so that they can understand they need any training or not. The dedication towards the work, also they give importance to the staff of the department to develop their skills.

Through observing and monitoring the attitude of the employees I get very positive attitudes towards them. I enrich my knowledge of HRM and the work of critical elements. Moreover, I found a joyful and productive work environment that helped me to develop myself in terms of my profession career.

1.3.3 Problems/Difficulties (faced during the internship period)

During my internship at “Shwapno”, I faced the highly demanding work of constructing a thorough training program for operating a retail business model which demanded calculated choices be made during the recruitment and selection processes. Additionally, I had to develop an organizational chart that included numerous requirements such as headcount and other crucial aspects. Moreover, make employees understand and collecting the guarantor paper was one of the hard tasks that I conduct in my internship. Here are those presented below:

- **Creating the Organizational Chart:**

The second phase of the assignment was constructing an organizational chart that precisely depicted the company's hierarchy, taking into account diverse requirements such as staff numbers and departmental necessities. The assignment presented significant difficulty due to the ever-changing nature of the organization and the requirement to synchronize it with strategic objectives. I initiated the process of gathering data on the existing organizational framework, encompassing the quantity of personnel in each department, their respective duties and obligations, and the hierarchical reporting structure. The data was acquired from HR records and through consultations with department heads. Based on the gathered data, I created a comprehensive organizational chart that depicted the company's hierarchy. The graphic encompassed all departments, their functions, and the interconnectedness among various jobs. To maintain the relevance of the organizational chart in different situations, I developed multiple versions of the chart that took into account probable fluctuations in demand. This encompassed situations like broadening the scope of the firm, implementing new product offerings, and reorganizing specific divisions. The last stage involved verifying the accuracy and making necessary modifications to the

organizational chart in consultation with top-level executives. Their feedback played a vital role in making essential modifications to ensure the chart precisely depicted the company's strategic direction and operational requirements.

1.3.4 Recommendations (to the company on future internships)

I definitely recommend other interns to choose “ACI Logistics Limited (Shwapno)” as an internship program. There are several reasons why I recommend this organization.

- It gives clear learning objectives and expectations which align with the specific department such as HRM, Marketing, Operations, etc. Even, provides a clear understanding of the specific role of the job.
- Assign work that gives interns real world experience connected with academic knowledge. Moreover, provide relevant meeting and brainstorming session to develop work operations.
- Welcoming work culture where interns can easily ask questions to their superiors and share their thoughts to enhance performance. Even, get proper feedback on the relevant ideas.

Shwapno creates an enriching internship program that attracts the top talent, it provides valuable experience of corporate life that helps to build a self-oriented person for the future.

Chapter 2 : Organization Part

2.1 Introduction

“ACI Ltd.” is a prominent conglomerate in Bangladesh. The corporation primarily operates in three distinct business segments: Pharmaceuticals, Consumer Brands, and Agribusiness. If we focus on broader view the businesses include Pharmaceuticals, Salt, Skincare & Antiseptics, Kitchen Care, Fabric Care, Surface Care, Herbal Care, Lavatory Care, International Brands, Adult Hygiene, Female Hygiene, Baby Hygiene, Men’s Grooming, Electronics, Electrical, Edible Oils, Infrastructure Development Machinery, CC & PH, Foods, Flour, Seed, Rice, Paints, Mobile, Automobiles, Animal Health, Feed & Inte., Poultry, Retail Chain (Shwapno), Flexible Packaging, Consumer, Plastics, Information Technology, Air Care, Juice, Biscuits & Backer Items, Pest Control, Agri Machinery, Seafood, Fertilizer, Chemicals Trading, Media & Communication, Antiseptics Bar & Handwash, Shipping, and Chartering & Riverine Technologies. The organizations under the group include “ACI Formulations Ltd.”, “ACI Logistics Limited”, “ACI Pure Flour Limited”, “ACI Foods Limited”, “ACI Salt Limited”, “ACI Motors Limited”, “Creative Communication Ltd.”, “Premiaflex Plastics Ltd.”, “ACI Agrolinks Ltd.”, “ACI Edible Oils Ltd.”, “ACI HealthCare Ltd.”, “ACI Chemicals Ltd.”, “Infolytx Bangladesh Limited”, “ACI Biotech Limited”, and “ACI Marine & Riverine Technologies Ltd”. The joint ventures include “Pladis ACI Bangladesh Limited”, “ACI Godrej Agrovat Pvt. Ltd.”, and “ACI CO-RO Bangladesh Ltd.”. There is also a subsidiary company named “Stochastic Logic Ltd.”.

“ACI” was established in 1968 as a subsidiary part of Imperial Chemical Industries (ICI). However, on 5 May 1992, the business renamed itself as “Advanced Chemical Industries Limited” (ACI Limited). “ACI Limited”, is a very well-known multinational firm in Bangladesh and has a strong connection with many international companies through different

sectors. The “Health Care Division” is committed to enhancing the well-being of the people of Bangladesh by introducing new and dependable pharmaceutical goods (ACI Limited, n.d.).



Figure 1: "[ACI Limited](#)" Logo (ACI Limited, n.d.)



Figure 2: "[ACI Logistics Limited](#)" (ACI Limited, n.d.)

2.2 Overview of the Company

The “Consumer Brands Division” enhances the daily lives of consumers by providing them with a wide range of products including toiletries, home care items, hygiene products, electrical appliances, electronics, mobile devices, salt, flour, foods, rice, tea, edible oil, paints, and international business ventures. The “Agribusinesses Division” is the leading company in Bangladesh that integrates several sectors like agriculture, livestock, fisheries, farm mechanization, infrastructure development services, motorcycle, marine, riverine technology, and avionics. The “Retail Chain Division” is the largest retail chain in Bangladesh, with its “Shwapno” stores being the primary means of operation. It has recently expanded with the opening of 136 new outlets throughout the country. This retail shop nowadays gives services more than sixty-five thousand customers in a year (Fiscal Year 2022-2023). More than 16,732 million takas are contributed to the national budget by the ACI and its other subsidiaries including the value-added tax, corporate tax, custom tax etc (Shwapno, n.d.).



Figure 3: “[ACI Logistics Limited \(Shwapno\)](#)” Logo (Shwapno, n.d.)

“ACI Logistics Limited (Shwapno)”, a subsidiary of “ACI”, is the leading superstore brand in Bangladesh. Shwapno, being the largest retail chain in the country, impacts the lives of more than 35,000 homes daily. ACI Logistics launched its mega shop network, known as “Fresh and Near”, in 2008 to realize its “Seed to Shelf” vision. This quote main purpose was to provide more advantages to the farmers in our countries. “ Shwapno” takes this initiative to give fresh and quality food to the consumers and give proper prices for that product to the farmers. They also sell various gadgets, clothes, and home decor. This comprises several brands of groceries, as well as our apparel label called “Shwapno Life”. Currently, the company boasts a network of more than 450 retail and express stores throughout Bangladesh reaching 62 districts and employs a staff of over 7,000 individuals. The company operates in a range of outlet situations with a total space of 1,208,868 square feet, from small convenience stores to large megamalls, with spaces ranging from 200 to 15,000 square feet. “Shwapno’s” initial objective was to fundamentally alter how the country's mass consumer base goes about fulfilling its daily necessities by introducing modern retail to individuals who had previously depended on hazardous traditional purchasing channels and wet markets. In addition to overseeing the quality of its products, “Shwapno” has been an outspoken proponent of healthy living, conducting an extensive array of campaigns concerning nutrition and food safety. “ACILL” has established a sourcing network with growers throughout the nation to guarantee the provision of exclusively the most recently harvested fruits, vegetables, fish, and poultry. Presently, over 20% of Shwapno’s fresh produce is obtained directly from farmers. One of the major accomplishments for (Shwapno) is in 2016 it became part of Global G.A.P. It became the leading business sector that promotes environment-friendly agriculture products worldwide. Through the participation in Global G.A.P it support the farmers better lives all over the country (Sujoya, 2023) . Initially, “Shwapno” targeted customers who were sensitive to pricing. However, throughout the years, the firm has had

consistent growth in its traditional retail and other distribution channels, allowing it to currently cater to a wide range of customers across several market sectors. The “Shwapno” brand has undergone significant changes over its journey and is now transitioning its emphasis from providing value to fostering aspiration. Through great services and successful advertising and marketing campaigns (Shwapno) gained customers trust and national fame as the top brand of the retail industry. (Shwapno) become the best brand in the retail store category by the Kantar Mill-ward Brown and Bangladesh Brand Forum continues four years (2016- 2019). (Shwapno) won the awards of most sustainable and acquisition strategy in retail category which gives the exceptional accomplishment by Bangladesh Brand Forum (2021). Also, take the 8th rank in the overall brand category in 2019. Moreover, “Shwapno” became the “Superbrand” in 2020 and 2019 by Super Brands Bangladesh. The company has around seven thousand employees and over nine lakh registered clients. Even, it has a huge number of suppliers and producers that makes it Bangladesh’s biggest retail business for the next years.

2.2.1 Vision, Mission, and Values

Vision

The vision of “Shwapno” is to be the **Best Retailer** where people love to work, shop and invest.

Mission

The mission of “Shwapno” is to win the hearts and minds of our customers through continuous innovation, creation and delivery of our promise, “Everyday, a better life”.

Values

“Shwapno” follows a set of values based on the value tree. The elements of the value tree are presented below:

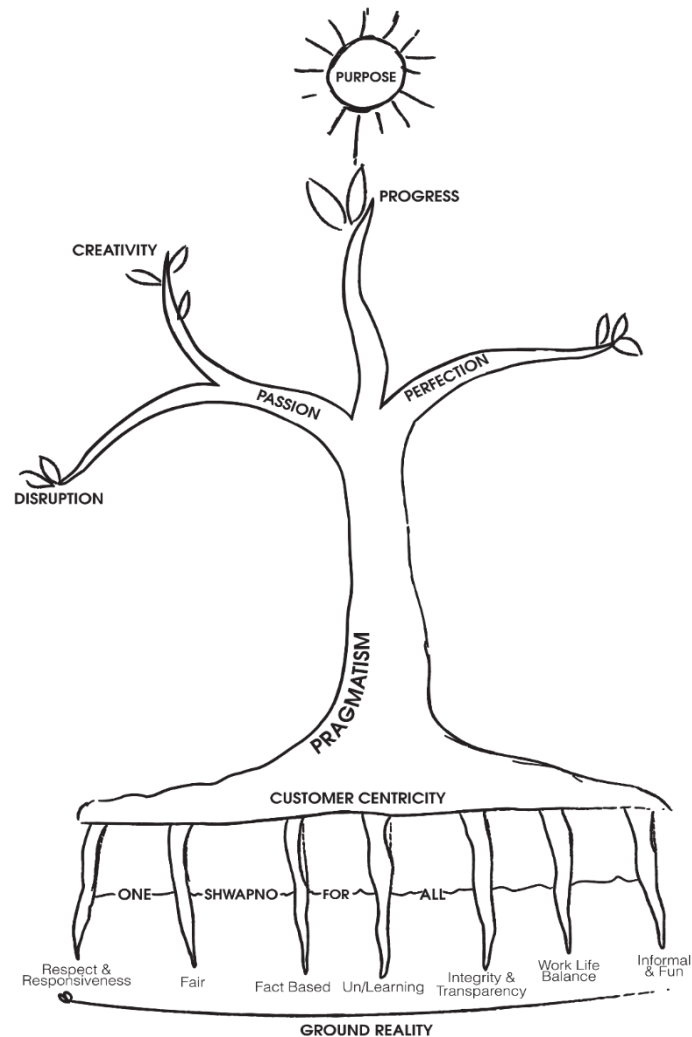


Figure 4: “Shwapno’s” Values Tree (Chakma, 2021)

- **Respect & Responsiveness:** The organization is committed to engaging its stakeholders with honesty and respect. Also, take care of their need and quarry.
- **Fair:** “Shwapno” always focuses on ensuring fair and equity in their corporate deals and commercial interactions.
- **Fact-Based:** “Shwapno” makes decision based on the data-driven facts and ideas.

- **Unlearning:** The organization needs to acknowledge that if there is a new possibility or risk in any old practice than they must get rid it off.
- **Integrity & Transparency:** All the work of the organization must be clearly instructed and transparent within the department.
- **Work-Life Balance:** “Shwapno” strictly maintains the work-life balance among the employees. They enhance the overall well-being of the employees.
- **Informal & Fun:** The joyful work environment is the origin of the organization. Also, creates a new originality in the work culture.
- **Purpose:** “Shwapno” totally focused on its mission, vision, and goals to achieve the distinct purpose.
- **Creativity:** Every employee is encouraged to share their innovative ideas and create a problem-solving solution.
- **Progress:** The main objective of the company is to make the development of their business and also the employees knowledge.
- **Disruption:** “ Shwapno” is welcoming new ideas for changes and developing in their company.
- **Passion:** They are passionate about achieving their aim and committed to their work and objectives.
- **Perfection:** To gain market and consumer satisfaction, “Shwapno” concentrates on their operational activities and perfection.
- **Pragmatism:** “Shwapno” focuses on real life and idealism to make decisions which is enriched for them.

2.2.2 Corporate Division/Department, Number of Employees, and Outlets

There are various corporate divisions and departments in “ACI Logistics Limited (Shwapno)” for proper market operations. These are the corporate divisions or departments:

- **Outlet Operations:** The outlet operations department oversees the functioning of all “Shwapno” retail stores, guaranteeing a smooth and consistent shopping experience for customers at every location. This is the primary department that mainly generates revenue by actively communicating with customers with more than 450 outlets.
- **Distribution:** The distribution department is responsible for effectively distributing items to all “Shwapno” outlets, ensuring a reliable supply chain network. This works separately as a whole office at a different place in Tejgaon, Dhaka.
- **Corporate Sales:** This refers to the department responsible for managing sales to corporate customers. This department's main target is to buy a product in a huge amount to make strong (B2B) business-to-business connections and increase sales.
- **Non-Retail Sales:** This is mainly related to the administration work rather than the retail sales. For example, wholesale, B2B. It helps to take action by increasing and modifying the ways that generate sales. (Sujoya, G. (2023).
- **Commodity Category:** This category is concerned with the administration and dissemination of common goods, guaranteeing the presence of necessary items in retail establishments. This plans and brings up strategies to ensure proper product development.

- **Company Goods Category:** This department manages packaged products produced by external organizations and promotes them in “Shwapno” stores to enhance product visibility. This brings up better product development to ensure better sales,
- **Non-Life Style Category:** This category oversees things that are not related to lifestyle, such as domestic staples, to ensure a wide selection of everyday items. This brings up total planning and sourcing operations for better operations.
- **Lifestyle Category:** This part of the retail collects and expands the category of lifestyle such as clothes, home decorations, and beauty products that increase the lifestyle products.
- **Protein & Perishable Category:** In this department, they mainly focus on the products that have high protein and are easily spoilable such as vegetables, fish, meat, fruits etc. They always keep track on those products to make them fresh.
- **Merchandising:** Their main focus is on the selection of the products and how to place them in the store so that the business can mitigate customer satisfaction and increase business revenue.
- **Supply Chain:** If an outlet is going smoothly one of the main reasons is the supply chain. They take charge of monitoring the overall flow of the resources and commodities. They also maintain the on-time delivery and flow of products in store.
- **Marketing:** The marketing department is the initiative of all marketing campaigns and advertisements. They take care of customer engagement and innovative ideas to attract new consumers.
- **E-Commerce:** To develop the company profile and to make it easy for the consumer it keeps track of the digital shopping experience. They recently developed the “ Shwapno App’ for customer benefits.

- **Quality Assurance & Audit:** They go to the outlets for a routine basis to check the level of product quality, outlet standards, hygiene and cleanness of the outlet etc. If there is any problem in the product they will change the specific product.
- **Inventory Management:** The main work of this department is to reduce the risk percentage on product availability. They follow the product inventory level and try to maintain an economical scale.
- **Corporate Affairs & Employee Welfare:** To build employees satisfaction and their work performance they manage the relationship with them and put employees on a beneficial program.
- **Maintenance:** To maintain an outlet quality, they always manage a group of people to solve all the technical problems such as AC, Refrigerator, Cooler, and Chiller maintenance so that all products are safe and consumers also feel comfortable in the outlet.
- **Project Development:** This department is responsible for overseeing the implementation of new projects and the expansion of stores to promote company growth and foster innovation.
- **Health and Hygiene:** This department is resorbed are upheld to creating a pristine and secure shopping environment across all shops.
- **MD's Office:** The managing director's office always follows the top management and takes decision-making initiatives. All department heads are connected in this office and oversee the whole business operations.
- **MIS:** All the data-related works are done by the (MIS) Management Information System. They update the data-driven operations in the support office.
- **Legal:** This department is responsible for overseeing legal activities and ensuring compliance with laws to successfully handle legal risks and issues.

- **RMIA:** This stands for Risk Management and Internal Audit. Its purpose is to detect and reduce financial and operational risks.
- **Finance (Support Office):** To maintain financial stability and record financial accuracy the finance department are the charge of operating the budget, report and planning.
- **Administration:** The admin of the support office ensures the daily operations of the administrative tasks.
- **Human Resources (HR):** The main focus of this department is to maintain the hiring and training process. Also, they maintain all outlets ICMO, AOOM, OOM, for recruiting.

2.3: Management Practices

“ACILL” ACI Logistics Limited (Shawano) practices the democratic leadership style where all of the departments are connected with while deciding for the organization’s development. In “Shwapno” there are more than 490 outlets and to operate those outlets there is a proper guideline given. Those decisions are made by consulting with the subordinates and taking their ideas and recommendations seriously to decide on the organization. “Many people have many minds” They believe on this quote to develop their ideas and add creativity on the taken decision.

2.4 Industry and Competitive Analysis

2.4.1 SWOT Analysis

SWOT ANALYSIS



Figure 5: SWOT Analysis (Mahadi, 2021)

Strengths

Every organization has their own strength based on the market. “Shwapno” is well known for its major market and its huge network with 495 outlets including express and retail in 65 districts. Shwapno’s vast availability allows them to grow with a wide range of goods such as food items, clothes, electronics, and perishable food items etc that create various clients of business. They always provide top-notch products to consumers. Moreover, “Shwapno”

always makes promises to their customers and tries to keep it for their loyal customers. (ACI Limited, n.d.). Also, it has a strong supply chain that ensures an effective and successful strategy to provide the food to the store, distribute products and maintain the inventories

Weaknesses

Although “Shwapno” maintains its highest position in the sector, has some weaknesses that can hamper its further growth. One of the main reasons is the strong competition. We know that this is a retail industry and keeping a competitive price for the product is the challenge. It can create profit as well as loss. Moreover, it depends on the outside suppliers who give the fresh products such as meat, fish, fruits, and vegetables can increase the risk of supply chain distribution and quality of the products. Nowadays, the E-commerce business is one of the sectors where customers are getting interested. However, “Shwapno” may not be able to grow its digital space due to its weak platform in online.

Opportunities

“ Shwapno” has the huge chance to grab various opportunities to strengthen its presence in the market. The rising E-commerce sector is a good opportunity to enhance its company share and sales. Consumers are now making habits of online shopping. If “Shwapno App” can develop its structure then it could be a good opportunity to capture the market. Even, “Shwapno” can develop its strategic partnership with the local manufacturer so that they get the various numbers of product line. It can also provide eco-friendly product that gives sustainable market.

Threats

Despite being the market leader, “Shwapno” faces a lot of difficulties and threats. There are some external threats that can affect the business of retail. The new online business such as Panda Mart, Chaldal etc. can enter the market which is a major threat to the “Shwapno”. It

may harm the market lead on financial growth, a high risk of consumer retention, company can face operation cost and management costs, supply chain pauses, etc. Moreover, the changes in technology can create a possible threat to the brick and mortar retails like “Shwapno” These future steps should be adopted to change customer buying behavior.

2.4.2 Porters Five Factor

Porter’s five factors mainly talk about business competition. Meanwhile, some of these influence consumers based on cultural divisions (G. Peter, 2024). This competition may result in high-value marketing contests, pricing conflicts and marginal improvements. It helps competitors to produce good quality food, make better services and stable market share.

- **Potential for New Entrants:** The new entrants are moderate because expanding a retail chain in Bangladesh needs a significant number of amounts to launch. Shwapno known as the biggest retail store in Bangladesh with the 490 outlets. It has an extensive network and suppliers’ connection that gives massive obstacles for new entrance.
- **Power of Buyers:** Buyer’s power is moderate, the main reason is Bangladeshi buyers are always concern about the price of the products. “Shwapno” has a huge number of product lines (Foods, Groceries, Cloths, Gadgets etc) with various demands. They provide the best deals and pricing offers that are competitive and profitable. They give membership cards and ensure a pleasurable shopping environment for the consumers.
- **Suppliers Power:** “ Shwapno” suppliers power are moderate to high. It has a certain amount of influence due to its brand value, company size, and stability. Also, it’s mother company is “ACI limited” they have lots of food, grocery products. Even, the other Fast Moving Consumers Goods (FMCG) are willing to do deals with “Shwapno”

- **Competitive Rivals:** Highly competitive rivals, an industry's market competitions are enhance based on the number of rivals. Such as for the “Shwapno” the main rivalry is the Agora, Uni-mart, Mina Bazar, Lavender Super Stores, Khulshi Mart etc. (Islam, S. (2024, January 27). “Shwapno” focuses on how to improve products based on innovation, and gives top-notch client support through offers and different products. They utilize the analysis and data collecting for better consumer understanding.
- **Threat of Substitutes:** Threat of Substitutes is also moderate to high. The local market and local retail shops. Even, some online shopping and grocery shops such as Chal-dal. If people need some daily use products, they might choose the nearest shop for purchase. However, “Shwapno” started their online shopping website and gives free delivery

We can easily address that “ Shwapno” has a moderately strong position in the market with the brand value, massive network and various product lines. Through the innovation on strategies and unique ideas of market competition, they can be the top-level retail brand in future.

2.4.3 Matrix on the difference on competitors:

Metrix	Shwapno	Meena Bazar	Agora
Market Presence	More than 490 retail and express outlets are available in 62 districts of Bangladesh. (ACI Limited, n.d.).	Their main chain is located in the urban cities and gradually growing.	Very few outlets are available mostly in the major cities. Also, fewer outlets than “Shwapno”
Product Range	There is a vast category of products and goods that can create a customer range Such as food, clothes, electronic gadgets, and home décor. Etc.	They have a wide range of food categories, groceries, and commodities.	They are also same as like “ Shwapno” and “ Mena Bazar” food categories, groceries, and commodities.
Pricing Strategy	Make a suitable and competitive price that serves different segments of consumers.	Prices might change from one another but make a competitive range.	The price range is a little higher than the other two retail brands.
Customer Base	Have a good customer segment, mainly medium to upper middle class. Even, those consumers are conscious about budget	Mostly target the urban areas customers. Attract the mix customer in the line of middle class.	Target middle to upper-class consumers who like to buy high-quality goods.
Brand Recognition	A well-known brand that is mainly dependable to its customers and provides quality-maintained goods.	The city's loyal consumers are mainly targeted to build the brand.	It is known as the top brand that focuses on the consumer's values.

Online Presence	Recently developed mobile app and the web site to give delivery services to the consumers.	Very less online-based services rather than the competitors.	Very high potential to grow in the online sector.
Shopping Experience	Always provide the priorities to the consumer experience in the outlets, their comfortability, cleanness and refreshing environment.	Known for its consumer-based friendly environment.	Mostly give satisfactory and personal-based services.
Market Share	Bangladesh's first and biggest retail shop by holding the amount of 51% share.	By targeting the only urban areas they capture 29% of the share in retail business.	With 9% of the market share, they compete with the market giants.

Chapter 3: Project Part

3.1 Introduction

Any healthy economy should have a strong foundation in retail. Retail enterprises are critical to providing people with essential goods and services. These retailers give priority to human needs, then to growing more wealth. They mainly serve as intermediaries in between the producer and the main consumers. Also, ensure the continuous flow of products in the market.

In 2008, ACI group established the renowned retail brand “ Shwapno” with the vision of transforming Bangladeshi consumer's lifestyles. “Shwapno” opened its first outlet in Postogola Dhaka in 28 October 2008. At present, it is operating more than 490 outlets all around Bangladesh making it currently the largest retail chain in the country with over 51% markets share of the growing 100 thousand crore taka retail industry. The number of employees including those at the Head Office, Distribution Center and Outlets is now more than 5000.

Superstores have attempted a massive expansion drive to attract consumers in terms of status and convenience. A rise in a good number of organized retailing superstores, offer the consumers hygienic items at a competitive price. The expansion of superstores will diversify the choices of consumers and boost their spending patterns. Now in Bangladesh, there are a examples of super shops such as Aagora, Meena Bazar, Unimart, lavender, Prince Bazar, “ Shwapno” etc. In the next five years, there will be more than 600 outlets of different super shops to increase the consumer's facilities and develop the market producers. In the early days of business around 500 consumers would visit a superstore outlet daily.

“Shwapno” has a good number of competitors such as Agora, Unimart, Meena bazar, daily Shopping, lavender etc, however, they are not able to impact the brand value in the market as like “Shwano”. “Shwapno” management considers wet market as the main threats for the potential consumers. They initially developed a new strategy to grab the fresh food market.

Bangladesh is now a growing sector for the retail market and continuously developing that management part to solve the market buying behavior. Through study of the consumer's behavior “Shwapno” can easily create a new business model to grab more potential consumers. An in-depth study of business processes and innovative strategies used by retail chains especially for grocery items has not been done in Bangladesh previously. A thorough review of this related problem is a necessary step to increase the economy of the country and give opportunities to various people's lives.

3.1.1 Background/Literature Review

This report was initiated as a partial completion of the BBA program at Brac University. To complete my BBA, I must go through this internship report. After completing a six-month internship at ACI Logistics Limited (Shwapno), I can say that this experience has greatly helped my understanding of real-world corporate business experience. My internship was in ACI Logistics Limited (Shwapno)’s Human Resource department. One of my primary tasks was organizing and scheduling interviews with the candidates, onboarding and orienting new recruiters. Furthermore, I spent most of my time working on updating employee’s database and reviewing them. Moreover, taking the guarantor file in the stamp paper for the security of outlets.

3.1.2 Objective(s)

This report focuses on the ACI Logistics Limited. Therefore, to study the subject, I focused on the following main objectives:

- To get a proper insight into the employee recruitment and selection process “ACI Logistics Limited (Shwapno)”
- To analyze the specific steps connected with the process of recruitment and selection of “ACI Logistics Limited (Shwapno)”
- Innovate new ideas and procedures to simplify the various stages of recruitment and selection of the AOOM, OOM and ICMO employees in “ACI Logistics Limited (Shwapno)”.
- To make some recommendations based on founded problem of “ACI Logistics Limited (Shwapno)”

3.1.3 Significance

- Strengthening Shwapno's Innovation in HR practice. It helps to attract and keeping top level of talent acquisition to well-run HR for the Shwapno retail industry.
- Establishing the standards for the HR policy that enhance the efficiency on the HR functions. It helps to build an attractive HR recruitment workplace for the workers.

3.1.4: Limitations of Report

The retail industry is complicated and ACI Logistics Limited has different departments and different processes. However, the scope of the study is that I worked in Human Resources department of ACI Logistics Limited (Shwapno). There's a chance that this study doesn't have all the data because of the confidential information of the department. There are some limitations that I faced in internship

- The study of such a short course of time is not free from limitation. So, time limitation is the main point of limitation.
- It was difficult for me to understand the work environment at the beginning of my internship.
- Working in a practical corporate environment differs from studying academic material.
- Some of the tasks were hard to understand because they didn't relate to the theoretical information.
- Certain data cannot be disclosed due to the company's policy on confidentiality. Such as financial data, Confirmation data of future target.

3.2 Methodology

This report's methodology differs greatly from conventional reports. With the help of sufficient data collection in this report, I will focus on practical observation. The report will eventually consist mostly of a compilation of data from sources and the internet, along with my own practical experiences. This research report provides a brief analysis of "ACI Logistics Limited (Shwapno)"

Sources used to Get Data

In order to complete the report, I will gather data or information from the following sources:

There are two sections to those sources:

1. Primary Source
2. Secondary Source

Primary Sources:

- Face-to-face discussion with the respected category managers, and executives.
- Practical work experience from multiple departments.
- Direct communication with Supervisor.

- Important discussion with the head of department.
- Using my personal experience and skills during the internship program.
- Semi- structure interview.

Secondary Sources:

- Daily logbook which I kept a record of my practical work activities at ACI Logistics LTD.
- Guidelines and Policies of ACI Logistics LTD.
- Online publications, papers, articles etc.
- ACI Limited and ACI Logistics Limited's (Shwapno) website.

3.3 Findings and Analysis

3.3.1 Recruitment

The word “Enlistment” indicates the overall methods of the identify, hiring, evaluating and engaging the suitable candidates to the position of the organization. This is a hard task to track good candidates for a specific position and pick the suitable candidates for a perfect match. There are some processes that helps and organization's HR or talent acquisition team to pick a perfect candidate for the organizations position.

- Job vacancy post / Job Advertising.
- Looking through the alternatives.
- Screening Applicants.
- Written & Computer ability test
- Interview with candidates. (3 steps)
- Employment choice (Job shadow)
- Offer letter
- Orientation
- Placement

3.3.2 Steps of the recruitment process

There are some steps that ACI Logistics Limited (Shwapno) follows. I want to give the description of the steps based on the company below:

- **Job vacancy post:** If the organization have any job vacancy, the talent accusation team offers the posts about the job detail and the description of the job. In the post of that specific role, they include the details information of the requirements. Also, give different post in different job site such as BD jobs, LinkedIn, social media etc.
- **Screening:** The next phase of the recruitment is to screen the collected CV and resumes from the allocated mailbox. All the talent acquisition team have access of that mailbox so they can easily sort the appropriate candidates CV for the job. They do their best to gather the best suitable candidates for their company.
- **Phone call:** The selected candidates after the screening they can a phone call about the interview and also get a message including the position title, location, date and time. Also, we make a What's App group so that any quarry of their can be answered.
- **Interview:** This is one of the vital stages of recruiting. It is a phase where the interviewer and the candidates are connected and have face-to-face conversations regarding the job. The interviewer asked some practical questions related to the job position and theoretical knowledge of the work.
- **Assessment:** In "Shwapno" they mainly take assessments for the ICMO, Finance, and Audit position employees. We set a question based on the department requirement and take a written exam on that for an hour. It gives an addition to the recruiting process. Sometime, computer test as well for the all position.
- **Job shadow:** After taking all the interviews and assessments talent acquisition team makes a measure for specific candidates whether they are the perfect selection for the role of the organization or not.
- **Referencing checking:** "Shwapno" as a retail brand always needs to double-check the candidates for the authenticity of the employees. The references are mainly for the double check of the employee's authenticity and the security of the employees.
- **Job Offering:** Finally, after completing all these steps of the recruiting and selection process an employees get the confirmation call and message of the offer letter copy and steps forward for the joining process.

3.3.3 Recruitment method of ACI Logistics Limited (Shwapno)

The possible recruiting methods can be divided into two categories:

Direct

Recruiters visit colleges and technical schools; it maintains continuous relationship with institutions to hire students for responsible positions.

Indirect

This involves advertising in newspaper, website, online job site. Advertising can be very effective if its media is properly chosen.

3.3.4 Recruitment Process of ACI Logistics Limited (Shwapno)

Mainly there are two types of recruitment patterns one is Internal and another one is External.

Internal

This contains personnel now on the payroll of an institute somebody within the organization fills in or is upgraded when there is a vacancy. For example, “Shwapno” candidates in the position of BSM can get the role of ICMO by getting promotions.

External

Outside the organization is source of external. Such as:

- **Advertisement:** First of all, if there is any vacancy for a position in the organization through the advertising we try to collect CV and resumes. HR team gives post in online site social media such as Facebook pages, LinkedIn, BD jobs and Kormo24 etc. According to the employees, whoever meets the criteria of the job descriptions

and the details of the position submits their CVs in the given mailbox by thoroughly understanding that post.

- **Employee referrals:** Some of the CVs and resumes are collected through internal employees. For example, there are many Zonal Managers (ZM) in positions of different sectors they collect CVs and send them to the “Shwapno’ Head Office. So, this is another process of collecting CVs with employee's references and recommendations.
- **Internship:** If there is a right match from the internship students they would like to take them as a permanent employee. However, it is an external method, The company include the selection as an internal
- **CV Bank:** There is a CV bank in the HR department for suitable candidates whom are fit for the position but were not selected in the previous recruitment process. HR team can again go for them in next recruitment process to make an easy pulling in. However, the talent acquisition team again go through the CVs for double-checking.

3.3.5 Selection Process of ACI Logistics Limited (Shwapno)

After all the recruitment process are done then comes the selection process. This is a process in which suitable candidates are chosen after the interview session. The selected candidates need to fill up the joining form. After that, the talent acquisition team onboard the selected employees for the training.

- **Advertising about the Vacancy:** First of all, the advertising about the full job description and the specifications are given in the online portals, outlets and newspapers.
- **CV Collection and Screening:** Secondly, collect all the CVs through mailbox, internal reference, outlet mail drop, etc the HR team screening the CVs to collect all suitable candidates.
- **Interview Call:** The selected CVs after the screening they get a call from the Hr team for onward process. They get known for the Interview session details.

- **Initial Interviews:** In the first stage of the interview session These are basic interviews that let the recruiter see the applicant in person and evaluate their personality.
- **Formal Written Exams:** As per the requisition if the departments want a written examination of the candidates HR offers the process of taking exams based on their theoretical and practical scenario-based questions to measure their knowledge.
- **Viva:** This is the main interview where candidates meet with the recruiter and find out the capabilities that the company requires.
- **Verification and Appointment letter:** After the recruiting process they get selected as an employee of the organization and an appointment letter is given. Also, the candidate's information is getting verified at this time. For the first 6th months they are on the period of probation and then get the confirmation letter as permanent employment.
- **Medical Examination:** If any employee has a serious medical issue, they need to fill up a form of medical examination. This is one of the most vital require documents for the joining.
- **Provide offer letter:** The organization sends an offer letter to the employees within 6 days of the selection. In the offer letter also known as the appointment letter. In the offer letter organization mentions the candidate's name, staff ID, salary grades and steps, mobile allowance etc. They need to bring some important documents such as ETIN certificates, Educational Certificates etc.
- **Orientation program:** “SHWAPNO” organizes an official orientation program for the newly selected employees to give a brief introduction about the company and the policy. The company gives greeting notes of the Managing Director and congratulate them with a flower bouquet.
- **Placement:** According to the position, top management needs to give them a placement. Appointed employees get individual desks, laptops, ID cards and other needed materials for the employee. Outlet placement and attachment given to the AOOM, ICMO, and OOM designated employees.

3.3.6 Current Issues/ Problems

It is essential to tackle existing concerns or challenges within the HR department to uphold organizational efficiency and ensure employee contentment. These are some of the primary issues that may be impacting the HR department at “Shwapno”:

Recruitment and Retention

In an increasingly competitive market recruitment and retention of employees is a difficult issue. HR department always has to come up with an innovative idea to make a CV pool and create a structure of top talent that raise employee satisfaction and reduces retention.

Training and Development

The market is changing day by day and the pattern of work environment is also changing. Continuous training and development programs are a vital part because of the upgraded version of the technology and the business market. Now, HR has a new task to make sure each employee of the outlet gets the right kind of training so that they can upgrade their skill based on the situation adaptation.

Performance Management

It is difficult to give feedback on time in this busy workplace. However, assessing employees work, their effective performance, and giving time feedback is necessary. HR now optimizes the performance evaluation of the employees on the best methods and creates a workplace that gets performance improvement in time.

Diversity and Inclusiveness

If an organization has diversity, it is a good workplace because it has the opportunity to build a creative and positive workplace. However, it become hard work to divide the place to

support diversity and equality for HR. Ever, it is hard to deal with any kind of biases and discrimination in a professional manner,

Wellbeing

Every employee goes through serious mental and physical pressure in their time at work ensuring. It impacts on work productivity. This employee's wellbeing is also depended on the HR initiatives such as enabling flexible work hour, health and wellness program, counseling services etc.

Integrating HR Technology

To accurately process data and use process technology HR process may improve its productivity. HRIS is one of the difficulties that HR now facing in the work culture. Implementing new HR software and providing the new training based on that for user approval. In the phase of recruiting this digitalis software will make the work easy and support staff to recruit easily.

Succession Planning

Every organization is developing future leaders, succession planning is one of the important parts of this selection and long-term availability. If an organization wants to reduce the high potential employees than HR should give priority to Succession planning. It will help existing employees to develop high leadership roles.

3.4 Summary and Conclusions

“Shwapno” is a well-known retail industry in Bangladesh. It has a good opportunity to make a long-term growth. Even, it can face some challenges in the run of success. There are many conclusions I have found through the report analysis, my own internship experience, SWOT analysis, HR practices, etc. “Shwapno” is the market leader in the retail organization. It is

acknowledged for its innovation, customer satisfaction, social responsibility and fair opportunities for other businesses. However, they face some challenges such as strong rivalry, HR Issues and not a stable market for retail. “Shwapno” can easily capture the market through its various product lines and brand recognition. This retail shop brand is characterized by its dignity, innovation, strong communication, consumer segment etc. which gives it the biggest and greatest tag. “ Shwapno” has the necessary skills to prevent threats and grab future opportunities to achieve sustainable growth in the market of Bangladesh. They can easily make the customer happy with their service and planning.

3.5 Recommendations/Implications

Here are some recommendations for improving the HR at “Shwapno” which will help to ensure proper operations and a good presence in the market:

Enhance Employee Engagement Programs

The organization must apply the steps to develop its employee connection through constant feedback on their work, implement the reward for good achievement, and build a teamwork mindset. Employees who are engaged are more like to perform with dedication for the company.

Invest in Training and Development

Training is necessary for all newly recruited employees. “Shwapno” gives it to all of them but they need to be more precise on the development of the employees. Also, they need to get technical skills, and online training on new technology.

Promote Diversity and Inclusion

“Shwapno” needs to make new policies for diversity in the work culture. It will increase creativity. The recruiting team needs to promote diversity in education, color, community, disability, etc.

Improve Performance Management Processes

All the performance management must be updated by the business analytics department so that there will be a fair, transparency and equally measurable employees will be proven as with the company value.

Embrace HR Technology

To develop employees' record and satisfaction, increase data accuracy and one-based operations to maintain transparency “Shwapno” now investing time in HRIS (Human Resources Information System) to make a solution of personal data. HR can easily collect data and monitor on that to operate a smooth recruiting and selection process. Even, “Shwapno” created a team for that to make that work on visualization.

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Appendix A:

Appointment Letter.



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WWW.SHWAPNO.COM

Private & Confidential

Md Maidul Islam
S/O: Md Mojibul Haque Monzu
Address: Ka – 145/20 Nayanagar, Khilkhet, Dhaka - 1229

ACILL-HR/ASG/02-2024

7 February, 2024

INTERNSHIP

Dear Mr. Maidul,

Welcome to ACI Logistics Limited for Internship program. Your Internship program begins with effect from 12 February, 2024 for a period of six months till 12 August, 2024 under the following terms and conditions:

- You will be working in under the direct supervision of **Senior Manager, Talent Acquisition & HR Strategy (Acting Head of HR)** in the special project assigned by your supervisor. Apart from your project work you are also required to assist your Supervisor by doing the job assigned to you from time to time.
- Your work station will be located at Support Office.
- Your working hours will be Sunday to Thursday from 8:00 A.M. to 5:30 P.M.
- You will be given a monthly internship allowance of BDT. **7000**.
- You will conduct yourself in a manner which is not detrimental to the Company's interest.
- On completion of the program you are required to submit a report on the project within the agreed time to Human Resource Department. At the end of your internship program the company will issue a completion certificate in your name.

If the above terms and conditions are acceptable to you then please return the duplicate copy of this Agreement duly signed.

Yours sincerely,

Rumana Jahan
Senior Manager, Talent Acquisition & HR Strategy
(Acting Head of HR)
ACI Logistics Limited

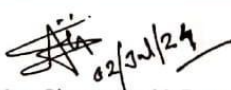
Appendix B:

Weekly Activity Log



Address: 270, Novo Tower (Level 1), Tejgaon I/A, Dhaka 1208

WEEKLY INTERNSHIP ACTIVITY REPORT

DATE	WORK HOUR	ACTIVITIES
Week 1	February 12, 2024 – February 15, 2024 45 Hours.	Introduction to Shwapno HR, Company culture & policies. Observe the recruitment process.
Week 2	February 18, 2024 – February 22, 2024 46 Hours.	Prepare and review new employee files and documents.
Week 3	February 25, 2024 – February 29, 2024 45 Hours.	- Assist with the recruitment and onboarding process. - Collaborate with the HR manager to gather CVs.
Week 4	March 03, 2024 – March 07, 2024 45.5 Hours.	Consistently communicate with the candidates and schedule interview sessions.
Week 5	March 10, 2024 – March 14, 2024 43 Hours.	- Ensure the completion of data input for new employees - Update the database accordingly.
Week 6	March 18, 2024 – March 21, 2024 39 Hours.	Provide photo ID cards and corporate SIM cards to the newly joined employees.
Week 7	March 24, 2024 – March 28, 2024 37 Hours.	Ensure that newly hired employees are handed over to the training department for their training sessions.
Week 8	March 31, 2024 – April 04, 2024 43 Hours.	Shadow HR personnel during candidate interviews. Learn about interview techniques
Week 9	April 6, 2024 – April 11, 2024 00 Hours.	EID-ul-Fitr Holidays.
Week 10	April 15, 2024 – April 18, 2024 40 Hours.	- New employees joining process. - Update the database with the necessary information.
Week 11	April 21, 2024 – April 25, 2024 48 Hours.	- Support on talent acquisition - Participate in team meetings and discussions on recruitment strategies
Week 11	April 28, 2024 – May 02, 2024 38.5 Hours.	Conduct the recruitment process with the operations team for the positions of ICMO, AOOM, and OOM.
 Supervisor Signature with Date		

DATE	WORK HOUR	ACTIVITIES
Week 13	May 5, 2024 – May 9, 2024 46.5 Hours.	- Assist the training department for preparing training sessions. - Prepare interview questions for specific job openings.
Week 14	May 12, 2024 – May 16, 2024 48 Hours.	CV collection for the new Zonal Manager and Maintenance Engineer position.
Week 15	May 19, 2024 – May 23, 2024 45 Hours.	Gather information from various departments to create the organizational chart.
Week 16	May 26, 2024 – May 30, 2024 49 Hours.	Searching BD jobs and social media platforms for potential candidates.
Week 17	June 2, 2024 – June 6, 2024 43 Hours.	- Provide outlets to the handover employees from the training department - Continued involvement in ongoing recruitment and selection activities.
Week 18	June 9, 2024 – June 13, 2024 43 Hours.	- Courier ID cards and SIM cards to the employees who are outside of Dhaka. - Assisting with basic employee data entry
Week 19	June 16, 2024 – June 20, 2024 00 Hours.	EID-ul-Adha Holidays.
Week 20	June 23, 2024 – June 27, 2024 49 Hours.	- File process for the new employees joining, - Onboard new hires and provide initial orientation (if applicable).
 Supervisor Signature with Date		

Appendix C:



Questions that I asked my office supervisor for the report?

Questions
1. How does Shwapno typically handle challenges or setbacks?
2. Any areas where "Shwapno" needs improvement in their recruitment process?
3. Could you give me some specific examples of "Shwapno" strengths and weaknesses?
4. How does Shwapno collaborate with colleagues on projects?
5. Are there any specific training programs or development opportunities that you think would be beneficial for Shwapno?
6. What is your overall impression of Shwapno's potential for success in HR role?
7. Can you elaborate on any challenges Shwapno faces in attracting and engaging customers within their stores?
8. What are some initiatives Shwapno is taking to improve the efficiency and timeliness of deliveries?
9. Shwapno recently launched its E-commerce platform (shwapno.com), how does Shwapno plan to leverage this platform to expand its reach and customer base?
10. What are the new initiatives or areas of growth for "Shwapno"?
11. How can we ensure Shwapno is prepared to handle potential challenges based on the threats identified in the SWOT analysis?
12. How can we encourage Shwapno to continue using the company's values as a guiding principle in their work?
13. How to develop the HR activities for the future recruitment process?
14. What are the benefits that a student get after their internship in "Shwapno"?
15. Would you explain the "Shwapno" value tree?
16. How many functional departments are in "Shwapno" and a brief explanation?
17. Does Shwapno have multiple corporate divisions, or is it a single operation focused on brick & motor grocery shopping?
18. What are the steps that "Shwapno" follow to recruit employees?
19. What are the current problems "Shwapno" facing in recruiting?
 Signature of Supervisor