



Internship Report:

Recruitment & Selection Process of  
Coats Bangladesh Ltd.



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Coats Bangladesh Ltd.

**Submitted to:**

Ms. Rahma Akhter  
Lecturer,  
BRAC Business School

**Submitted by:**

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ID: 15104001  
BRAC Business School

**Date of Submission:** 17-Dec-2018

## **Letter of Transmittal**

17-Dec-2018

To

Rahma Akhter

Lecturer, BRAC Business School

BRAC University, Dhaka

**Subject: Submission of Internship Report on Recruitment and Selection Process of Coats Bangladesh Ltd.**

Dear Ma'am,

With enormous pleasure, I am presenting my internship report on Recruitment and Selection Process of Coats Bangladesh Ltd. This report has been prepared for completing my 12 weeks internship Program that is a pre-requisition of obtaining Bachelor of Business Administration degree. It is an inordinate honor to work under your upkeep and supervision. During this 12 weeks' time, I was assigned in the Human Resource Department and to assist in the recruitment process of the company.

The report demonstrates my understandings and experiences that I accumulated during the internship period and concentrates on the policies and procedures of the recruitment and selection process.

Therefore, I shall be very obliged if you grant my report with your kind attention and grant my concluding grade to achieve Certification of Bachelors of Business Administration.

Sincerely yours,

Tabia Tasnim Promi

ID – 15104001

BRAC Business School

BRAC University

## **Letter of Endorsement**

This is to endorse that Tabia Tasnim Promi; ID-15104001, an apprentice of BRAC Business School, has accomplished her internship report titled: “Recruitment & Selection Process of Coats Bangladesh Ltd” with my administration. Her internship settlement was at Coats Bangladesh Ltd. I am contented to state that she has worked hard in preparing this report.

I wish her every success in life.

.....  
Rahma Akhter  
Lecturer  
BRAC Business School  
BRAC University

.....  
Mononita Syed Haq  
Human Resource Director  
Coats Bangladesh Ltd.

## **Acknowledgement**

The internship opportunity I had with Coats Bangladesh Ltd. has given me a great prospect for learning and professional development. I consider myself extremely fortunate to be a part of this organization where I could come across so many professionals who led me through this entire internship period.

Firstly, I am expressing my inmost appreciation to Ms. Rahma Akhter, Lecturer of BRAC Business School, to guide me through the internship period with her valuable advices and opinions. Then my deepest gratitude is to be conveyed to my supervisor Mahbooba Mehnaz, Learning & Development Manager of Coats Bangladesh Ltd. She has been an extremely supportive mentor who taught me so many things about corporate world in spite of being very busy with her own schedule

I would like to thank Mononita Syed Haq, Human Resource Director of Coats Bangladesh Ltd. for providing me necessary guidance in this period.

Last but not the least; I would convey my heartiest appreciations to my family members, BRAC University and Coats Bangladesh Ltd. for their immense support and lessons through my journey.

I seek excuse for the inaccuracies that might have transpired while preparing this report in spite of my best effort.

## **Executive Summary**

The internship report “**Recruitment & Selection Process of Coats Bangladesh Ltd**” consists four chapters.

The first chapter entails introduction, objective and scope, methodology and limitations of the study.

In the next chapter, I have discussed elaborately about the organization; its background, mission-vision, values and cultures.

Job satisfaction is a worker's sagacity of attainment and success on the job. It is directly linked to efficiency as well as to personal well-being. Job satisfaction mentions the attitude and feelings people possess towards their work. In the third chapter, I have talked about my role and responsibilities and learning outcome gained from the report.

In the fourth chapter, organizational details and functional departments' roles and activity has been narrowed down. This section also discusses about some recommendations for the finding and analysis.

In addition, Chapter 5 consists conclusion and appendix.

I have tried to cover all the areas of recruitment procedure of CBL with complete effort and energy. Unwanted mistakes are cordially requested to go through with kindness.

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*“Education is what remains after one has forgotten what one has learned in school”*

**-Albert Einstein**

I have always wondered what Albert Einstein wanted to convey by this message. However, after being done with all other academic courses at BRAC University and while doing my internship, I came to realize the real meaning of this quote. And in my internship report, I have tried my best to come up with an interrelation between what I remembered from my academic courses and what I am assigned to do at my work.



# Chapter 1

## Introduction

### Origin of the Report:

This report is a requirement for completing a 12 weeks' internship period in order to obtain a certification of Bachelor of Business Administration. I have been consigned to a specific topic (Recruitment & Selection process of Coats Bangladesh) by Rahma Akhter. To accomplish the task I have used my learning and experiences that I gathered while working in here and incorporated them with my theoretical knowledge gained in last four academic years.

### Objective of the Study

#### **Broad Objective:**

- To implement the theoretical knowledge on corporate platform
- To know details about recruitment procedure of multinational companies.
- To obtain an overall idea about management and operation system of the company.

#### **Specific Objectives:**

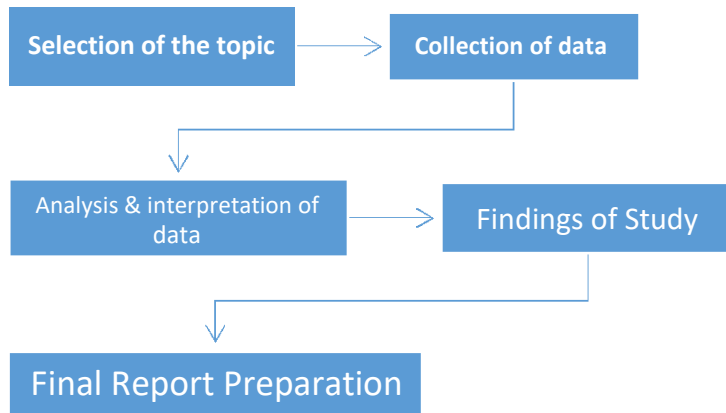
- Having a clear insight about HRM
- Gathering knowledge about company policy regarding recruitment
- Measuring the success ratio of current recruitment system.

### Scope of the Study

This report gives an intense idea about Human Resource Department of Coats Bangladesh Ltd. Although it does not focus on the entire Human resource management, but it overtly outlines the entire practice of the recruitment and selection procedure. However, the scope of this study is limited to the organizational setup of the company and not to be applied anywhere outside Coats Bangladesh Ltd.

## Methodology

The study entails a methodical procedure from topic selection to final report groundwork. The overall process of methodology is described below by a flow chart:



- ❖ The supervisor assigned **selection of the topic** after discussing with me so that; a well-organized internship report can be organized.
- ❖ **Collection of data** was done through experiences and observation. As I have been assisting in the recruitment process, so while doing it, I tried to learn as much as possible to put it on the report. I had access to the documents and tools of the recruitment process, which helped me to come up with valid data.
- ❖ **Analysis & interpretation of data** is the process that helped me understand the current system of recruitment
- ❖ **Findings of Study** is the final stage of the study where some recommendations are made.
- ❖ **Final Report Preparation** is the wrap up of the entire study and implementation.

All these steps are elaborately narrowed down in the later part of this report.

## **Limitations of the study**

1. Large-scale research could not be run due to time constriction.
2. Appropriate data collection was difficult due to the organization Confidentiality.
3. As the company does not have its own website, so information collection was so difficult.

## **Chapter 2**

### **Organization Overview**

#### **Background**

Coats is the world's driving modern thread and textile craft business. In its journey of more than 250 years, Coats has established its manufacturing plants in over 70 countries and extended its business maneuvers in over 150 countries across the world.

Coats Bangladesh Ltd, being a subsidiary of Coats Ltd UK, is perceived as the most trusted and suggested thread maker and market pioneer in providing of Industrial Sewing Thread. Coats started its operation in Bangladesh in 1989 and at present, Coats Bangladesh Ltd has 2 dyeing plants in Chittagong and Gazipur.



CBL produces two items: Thread and Zips. Coats has earned the reputation of best in quality and specialty. This company is based on its manufacturing operations, sales department and business development. And it is needless to mention that customer service is a very important part of its system as this department works like a bridge between customer and the organization. All the departments are inter-related to each other. With over 800 enthusiastic employees, CBL is an optimum specimen of enriched human resources.

CBL competes with some other sewing thread company such as YKK Bangladesh Pte Ltd, Well Thread, A&E, Etafil and so on.

### **Industry that CBL belongs to**

Coats Bangladesh Ltd is a concern of Coats Group PLC, which is a British Multinational Company. Coats Group PLC is world's foremost manufacturer and distributor of stitching thread and second largest manufacturer of zips. As thread and zips are used in producing finished textile products, so these are known as intermediate goods or producers' goods. Hence, Coats Group PLC and Coats Bangladesh Ltd both falls under Intermediate Product Manufacturing Industry.

### **Mission and Vision of CBL**

The mission is to be the largest and most expanded Thread Business, providing satisfying service and support through groundbreaking process driven strategies, also consenting our partners to emphasize on their core competencies while dropping costs, and exceeding expectations.

Coats will accomplish the mission by being committed to the requirements and concerns of our customers, partners and staff, which is obtained by accomplishing three goals enlisted below:

- Profitable sales growth
- Increased productivity
- Positive teamwork

### **Principles and organizational Culture of CBL:**

Following is the five principles possessed by CBL, which automatically helps in building a strong organizational culture:

- Freedom of operating
- Delivery
- Openness and Honesty
- Customer directed revolution
- Energy for modification

## Products

Coats Bangladesh currently produces two products, Threads and Zips.



Coats Zips



Coats Threads

## Business Customers of CBL

CBL has gained the faith of its customers from all over the world. To name a few:



## Chapter 3

### My Responsibility at CBL

I have done my internship under the supervision of Mahbooba Mehnaz, Learning & Developmental Manager of CBL and the tasks I used to be assigned to be:

- Assisting her while shortlisting the resumes
- Arranging interviews by contacting the candidates
- Preparing necessary documents for the interview
- Assisting once the interview is done
- Arranging training and meetings
- Answering phone calls of candidates regarding the interview
- Checking venues before any meeting or programs to make sure everything is in order.

### Learning Outcomes

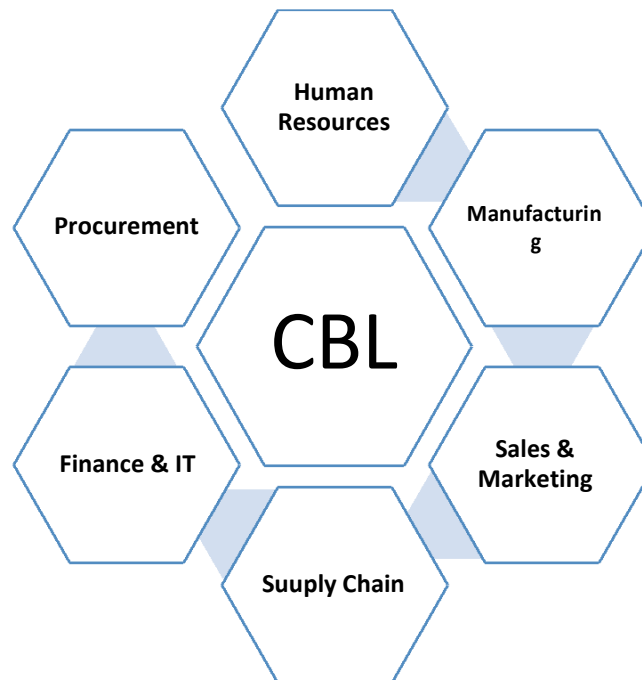
While working at Coats Bangladesh, I have learned quite a few things about corporate world. I am mentioning them below:

- Protecting confidentiality of candidate, employee and the company itself.
- Valuing the opinions of coworkers
- Contacting candidates with proper attitude
- Going in depth of Selection procedure and getting the opportunity to incorporate the theoretical knowledge with practical one.
- Being accustomed to challenging situations

## Chapter 4

### Departments in Function:

All the interrelated departments of CBL are:



*Fig: functional departments of CBL*

HR department looks after the entire recruitment-selection and learning-development process for the company. The department of marketing takes order from the customer and hands it over to Supply Chain. Once the order is reviewed, it is processed to the Manufacturing Dept.

Finished good is again handed over to supply chain dept. for delivering to the customer. In the whole procedure, Finance and Procurement departments play a vital role with monetary support.

As the entire system is based on networking and communicating, a very strong support from IT is a must to make it feasible.



## Department of Human Resources

Human Resource department of Coats Bangladesh Ltd. Is discussed through following four aspects:



*Fig: Human Resources Department*

**HR Director (Cluster Business):** Mononita Syed Haq has been employed as HR Director of CBL and all other HR personnel are accountable to her for their actions and decisions. She is also responsible for following activities:

- Strategic Management of the company
- Providing human resource advice, counsel, decisions, analyzing information and applications.

**Learning & Development:** Learning and Development Manager Mahbooba Mehnaz is in charge of the entire selection and recruitment process of CBL. Arranging training & developmental sessions for the existing employees and monitoring them is also her obligation

**Plant HR:** This segment of the HR department looks after the employee relationship management and generally functions from plants. He is also responsible for the health and safety issues for workers of factories.

**Compensation & Benefits HR:** Mohammed Moyeen Uddin, Compensation & Benefits Manager of CBL, looks after this section with the assistance of Jeshan Ahmed. This segment is responsible for structuring compensation & benefits packages and measuring their success and identifying ways to grow and preserve Human resources.

**Administration:** Syed Azizur Rahman works as HR Admin in CBL and looks after the arrangements of transportation, hotel, visa, ticketing, cleaning and ensures security for employees and materials.

## **Selection & Recruitment**

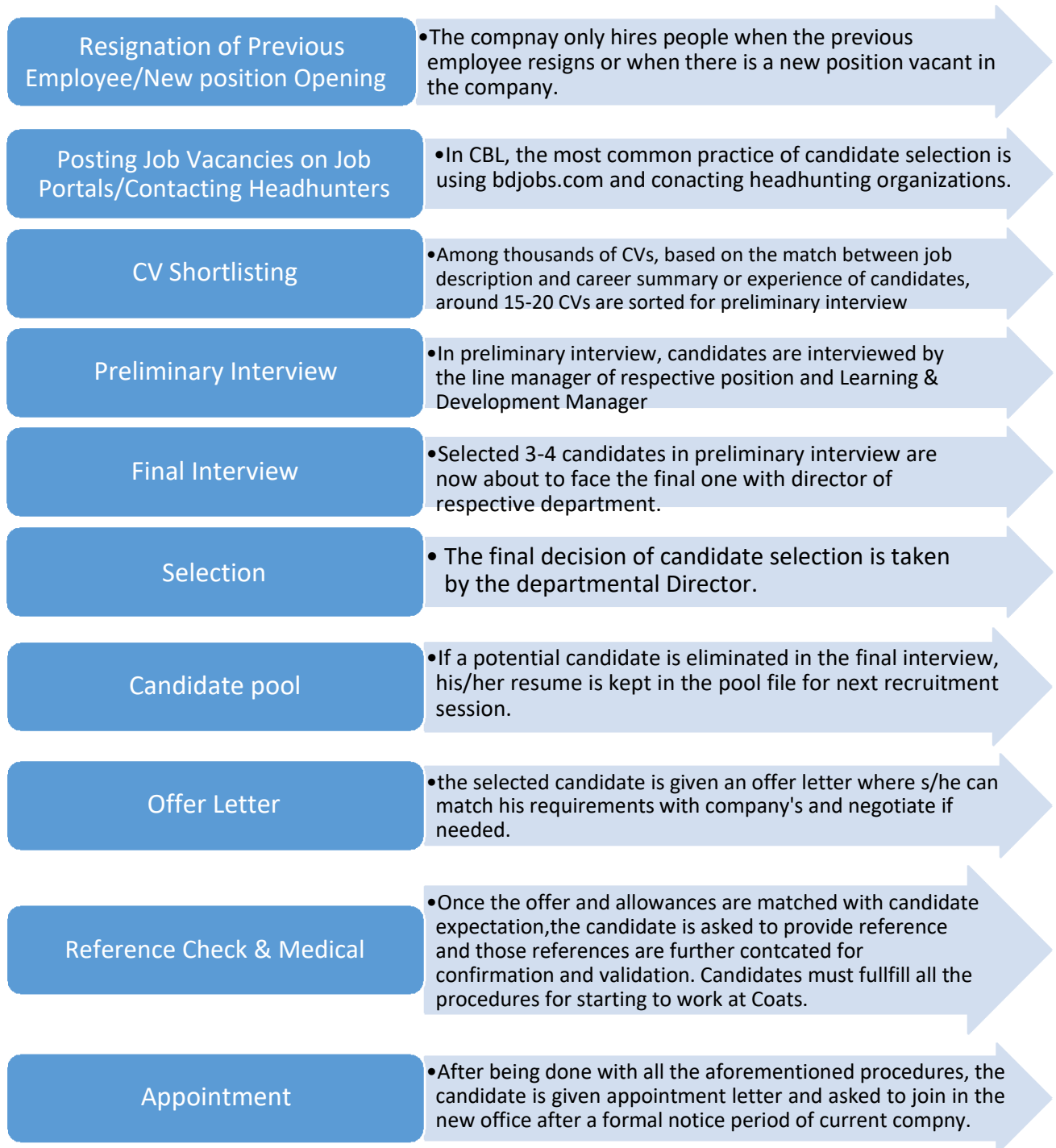
### **Types of Recruitment**

Mode of Recruitment: Based on organizational needs, 3 types of recruitment are commonly practiced in CBL:

- Full- time
- Contractual
- Internship

## Recruitment Process

As I have worked in HR Department and assisted in the recruitment procedure. I would now like to describe it in details through the following diagram:



## **Key Findings**

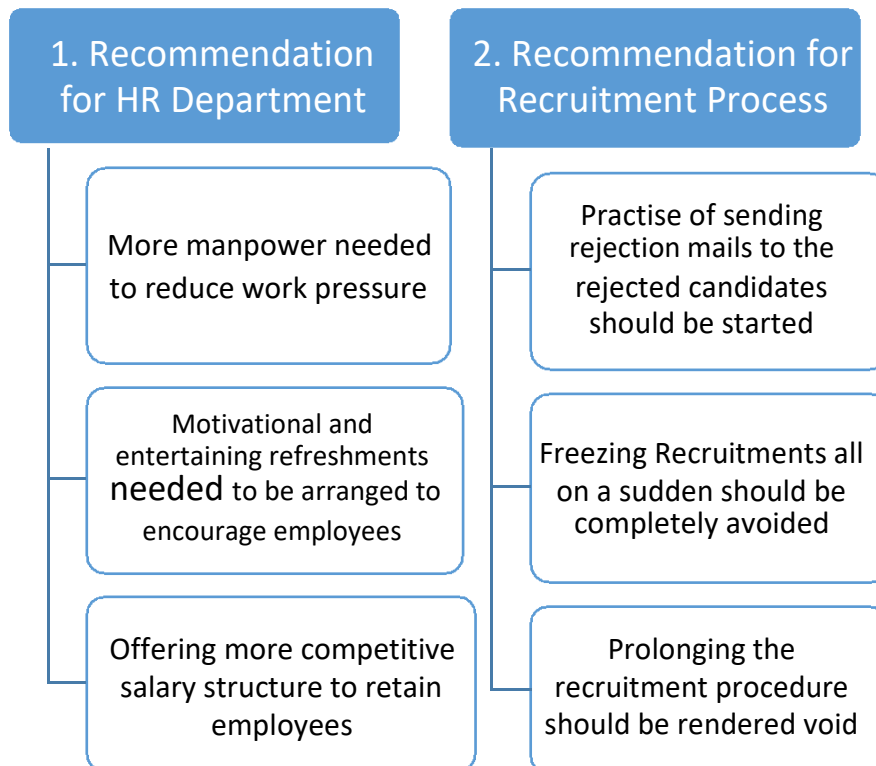
During a 12-week's internship, to come up with a successful report, I had to go in depth of the entire recruitment process. As I was employed in that very area, I did not have to struggle much to know more about it. Assisting in the process really helped me to come up with the entire report easily and following are some key findings that I discovered during the program:

- Coats Bangladesh Ltd. maintains transparency in terms of recruitment and selection
- In terms of internal recruitment, candidates are still supposed to attend the interviews with external candidates, which makes the recruitment system very fair.
- Personal preferences does not get any favor over the qualification of the candidate
- Employees and employers are very cooperative towards the interns and each other in spite of their extremely busy schedule.

## Recommendations

As the internship period was of just 12 weeks, it is challenging to categorize foremost glitches in the organization in such a short period and arrange for possible recommendations.

I have tried to categorize the recommendation part into two different criteria.



## Chapter 5

### Conclusion

Human Resource Department plays a very crucial role in CBL. Organizational success is completely dependent on competent and operative work force. During my internship program, I have congregated lot of hands-on knowledge from the company and could successfully prepare this HR based report by studying the workforce success and employee job satisfaction. Although I have found some factors affecting job satisfaction of employees of CBL and then tried to come up with some possible solutions, yet the practice of entire human resource management and recruitment & selection process in coats Bangladesh are sturdy enough to oblige the resolution of the company.

To conclude this report, I would like to present Coats Bangladesh Ltd in a glimpse with pictures.



## Appendix

Coats Bangladesh generally posts their job in bdjobs.com. Following is an example of a current opening post on the site:

11/28/2018
Job Details

**Category:** Accounting/Finance

**Finance Officer/ Executive**  
**Coats Bangladesh Ltd.**

[View all jobs of this company](#)

**Vacancy**  
 Undefined

**Job Context**  
 Based in Rajendrapur / Gazipur Plant.

**Job Responsibilities**

- Invoice Processing for local Vendor and import vendor
- Processing journals and general ledger maintenance as necessary, accurately and in a timely manner
- Assisting the Management Accountant with budget input and monitoring
- Furnish various factory MIS Reports
- Provide project related financial data
- Safeguarding fixed assets with proper accounting
- Year End Audit reconciliations
- Petty Cash and waste Management
- Ensure compliance to all legal/statutory and company requirements for health and safety.

**Employment Status**  
 Full-time

**Educational Requirements**

- CA Part qualified/M Com/MBA majoring in Accounting/Finance

**Experience Requirements**

- 2 to 3 year(s)

**Additional Requirements**

- A stint of 2 to 3 years in different accounts related activities preferably in a reputed organization
- Working experience in SAP environment will be preferable.
- Should be analytical, time bound, able to work in pressure
- Advanced verbal and written communication skills

**Job Location**  
 Gazipur

1/2

The company sometimes posts their vacant position through their website like below:



**Career Opportunity**

**Welfare and Admin Officer/ Executive**

*If you want to succeed, join the winning team*

Coats Bangladesh Ltd., a subsidiary of Coats plc, UK, is the world's leading industrial thread and consumer textile crafts business in over 70 countries across 6 continents around the world.

Coats has a long heritage and has been serving customers for more than 250 years and our products are sold over 100 countries in the world. Our industrial division is 3 times the size of its nearest competitor in industrial thread and our crafts division is the number one global player in the textile crafts market. We are also the market leader in Bangladesh and are looking for a young and energetic Welfare and Admin Executive. The job will be based at Rajendrapur, Bangladesh.

The purpose of the job is to support plant HR for delivering effective service to the employees to ensure positive and productive environment throughout the plant.

The role will be primarily accountable for the followings:

- Prepare new process and review the existing process to meet employee needs focusing business and HR objectives and monitor effective and sustainable implementation of the processes.
- Support Plant HR Managers to create and foster positive industrial relations environment for both the plants.
- Ensure employee services like canteen, security, uniform, guest house, travel, prayer room and emergency medical services are proper and effective for the employees and inline with Industrial Relations strategy
- Support engagement initiatives following engagement calendar to create positive vibe in the plant
- Maintain a strong liaison with relevant government agencies including labour office, law enforcing agencies, community stakeholders, etc.
- Manage the administration team inline with the compliance requirements and HR guideline.

**Qualifications:**

- Graduate preferably BBA or MBA from reputed business institution.
- 2 to 3 years inline experience
- Can think / operate strategically
- Strong team player with a can do attitude.
- Can make things happen
- Strong interpersonal/ communication skills.

The Company offers excellent career opportunities with most competitive salary and benefits package



## **References**

- <http://jobs.bdjobs.com/jobdetails.asp?id=806676&fcid=-1&ln=3>
- <https://www.linkedin.com/company/coats/>
- <https://www.coats.com/en/News/2014/10/Coats-celebrates-25-years-in-Bangladesh>
- <http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/8894/13304018 - BBA.pdf?sequence=1&isAllowed=y>

**The End**