

## **Internship Report**

On

"Employees' Perception on Incepta Pharmaceuticals Limited as Employer"

## **Submitted To:**

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## **Submission Date:**

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#### **Letter of Transmittal**

April 30, 2019

Mr. Md. Atiqul Basher

Lecturer

**BRAC Business School** 

**BRAC** University

Sub: Submission of Internship report

Dear Sir,

With due respect I am submitting my internship report on "Employees' perception on Incepta Pharmaceuticals Limited as Employer" and I am very thankful and grateful to you for guiding me throughout the internship period.

I have tried my best to prepare this report. I hope you would be kind enough to receive my internship report.

If you have any query, I will be pleased to answer them.

Sincerely Yours,

AratrikaMahbubJhumu

ID: 15104201

#### **Letter of Endorsements**

This is to ensure that AratrikaMahbubJhumu, ID: 15104201, BBA Program, BRAC Business School, BRAC University has done this report on "Employees' perception on Incepta Pharmaceuticals Limited as Employer" to complete BBA internship program. I acknowledge this report as final internship report.

I wish all achievement and prosperity of her career and life.

\_\_\_\_

Mohammad Atiqul Basher

Lecturer

**BRAC Business School** 

**BRAC** University

#### Acknowledgement

First of all, I would like to thank Almighty Allah for giving me the strength to complete this internship report in due time. This report is an outcome of help of many people and I am very grateful to them for helping me with their guidance and suggestions. I am very thankful to all of them.

I am very grateful and my cordial thanks to my internship instructor Mr. Mohammad Atiqul Basher for his valuable advices and suggestions to complete this report. His constant guidance throughout the internship period was very valuable which helped me to prepare this report.

Moreover, I would also like to thank my supervisor Mr. Fahim Ahmed, HR Officer at Incepta Pharmaceuticals Limited who had helped me a lot in gathering information and to learn the HR practices.

#### **Executive Summary**

Incepta Pharmaceuticals is the second largest Pharmaceuticals company in Bangladesh and it exports medicine in 67 countries. It is one of the fastest growing company in Pharmaceuticals industry.

This report focuses on "Employees' perception on Incepta Pharmaceuticals Limited as Employer". This report is done doing survey on employees' perception and also did Focus Group Discussion to know their insights properly. This report is done to find out how the employees perceive the employer Incepta Pharmaceuticals Limited.

First part of the report covers organizational overview, vision, mission, products, management hierarchy and SWOT analysis. Second part covers the research part which includes rationale of the study, statement of the problems, scope and delimitation of the study, objectives of the report, research questions. Then comes literature review, methodology of the study, analysis and interpretation of the data, findings, my duty as intern, recommendation, conclusion. End of the report the questionnaire which were given to respondents are given.

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## Organizational Overview

### Background of Incepta Pharmaceuticals Limited:

Incepta Pharmaceuticals Limited was established in 1999. Currently, it is the second largest pharmaceuticals company in Bangladesh and recognized as fastest growing of the top 5 manufacturing companies of the country. Proper strategic planning, technical excellence, swift and timely decisions helped them to achieve their objective and grow bigger in faster way. The key person of the company is the Managing Director Mr. Md. Abdul Muktadir. Their main plants are at Savar and Dhamrai and the head office is located at Tejgaon, Dhaka.

Incepta Pharmaceuticals Limited's main product is medicine. The company produces different types of drugs which consists tablets, capsules, eye drops, nasal sprays, insulin, vaccines etc. the company produces almost all types of dosages of medicines. Now they have 5 sister concerns. These are,Incepta Vaccine Ltd.,Incepta Hygiene and Hospicare Ltd., Incepta Animal Health Care, Incepta Herbal and Neocare Ltd., Incepta Chemicals Ltd. According to the latest data of 2018, Incepta Pharmaceuticals Ltd. produces more than 856 products. In 2018, the company launched 10 products which were first ever in Bangladesh.

They have a very strong Marketing team. Their Marketing team consists of pharmacists, doctors who are the core of the marketing operations. The highly skilled and professional employees provide necessary strategic guidelines for promoting their products. Besides that, their main target customers are doctors as doctors prescribe the medicines. For promoting medicines to doctors they have very skilled Medical Promotion Officers who visit doctors' at hospital and private chambers to promote their medicines.

At present, Incepta pharmaceuticals Ltd. operates 24 depots in different locations of Bangladesh.Incepta has expanded their business internationally. Currently, they are exporting in 67 countries around the world. To expand their business globally, they are planning to open an office in Germany.

Incepta Pharmaceuticals has approximately 170 employees in R and D sector. The company highly focuses on R and D which has leaded them to grow bigger and faster.

#### Vision:

Incepta Pharmaceuticals Limited's Vision is to become a trusted healthcare compay to ensure better health for everyone, everywhere.

## Mission:

Provide quality healthcare products and services for the benefit of humanity in the best possible way through innovation and diversification.

## Products:

Classification	No. of products	Name of products
By Trade name	1200+	Advixa
		Adrinor
		Alfavir
		Cardivit
		Denosis 60
		Dilate Plus
		Halopid
		Hypnofast
		Filastin
		Neocilor
		Rasonix
		Ramoril Plus
		Tenaxit
		Tomephen
		Vitagrow etc.
By Generic name	465	Alfuzosin
•		AdefovirDipvoxil
		Betamethason
		Enoxaparin Sodium
		Haloperidole etc.
By Therapeutic class:		
NSAIDS	17	Resadol, Winpain etc.
Opoid Analgesic	2	Opifen injection, Nalbun
Steroid	8	Cicloson, Nasal spray,
		Intaflam etc.
By Herbal and	12	Femorose
Neutraceuticals		Limasil 70
		Procold etc.

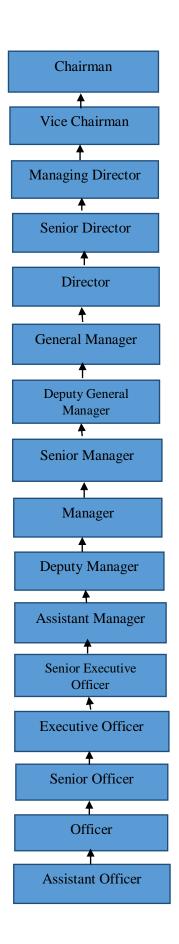
By Human Vaccine	16	Influvax Rabix-IG Hepa B for adults Protet IG Normoglobin etc.
By Hygiene andHospicare Products	Many products	Baby Diaper Aspire Hospital supplies like, Infusion set etc.
By Animal Health Products	19	Avipef Firmac Plus Mitrax Toltacox etc.

Incepta also manufactures the products mentioned below:

- Cephalosporins
- Sterile products
- Non Sterile products
- Insulin
- Eye Drops and Nasal Spray
- Bio similar
- Lyophilized products etc.

## Hierarchy of Incepta Pharmaceuticals Limited:

Incepta Pharmaceuticals Limited's head office hierarchy is given on the next page:



### **SWOT** Analysis:

The study of Incepta Pharmaceuticals Limited's internal strengths, weaknesses and external opportunities and threats are given below:

#### **Strengths:**

- Employees have good bonding
- They have strong R and D team
- They provide training to their employees
- They use in house software SAP, ERP, Oracle for documentations
- They recruit Medical Promotion Officers who are very qualified and efficient for marketing

#### Weaknesses:

- Lack of Equal work division which brings dissatisfaction among employees.
- They have 9 hours of working hours, whereas it should be 8 hours and brings a bit dissatisfaction among employees
- Lack of recreation
- They do not find which employee needs which training, they just give as usual trainings to employees.
- The do not give job rotation which creates lack of motivation to work
- They only recruit high CGPA candidates but only good CGPA does not have all the potentials, qualifications and smartness.

## Opportunities:

- Incepta Pharmaceuticals have good distribution channels
- Internationally accepted, exports in 67 countries
- The have now 5 sister concerns

#### Threats:

- Already have lots of competitors
- Competitors are increasing

## **Report Part**

### Rationale of the study:

To be a successful brand as employer, a company needs to value employee perception. Because a satisfied employee is always motivated to work properly for the organization. To get the works done properly we need to find out the employees are how much motivated, they are engaged, actively engaged or actively disengaged. Employees' perception about their employer is very necessary even for the Word of Mouth as it creates brand image as employer. Incepta Pharmaceuticals Limited is a large renowned company and lots of people work there. To find out the gap between employer and employee, this report is done. The company can use this report as feedback to be more preferred employer to it's employees. Moreover, we have to do internship to complete graduation program and write a report on our research. By doing internship we gather knowledge on what we studied. Internship is a good experience to connect the dots between theories and practical knowledge. During my internship my supervisor Suggested me to work on the topic "Employees' perception on Incepta Pharmaceuticals Limited as Employer". Under my Supervisor's instruction I surveyed on the topic and prepared the report.

## Limitations of the study:

Collecting data for the report, I had to face some problems. These are: The respondents were employees of Incepta Pharmaceuticals Limited's Head office, so they were busy with their works. I need to take their valuable time to do this survey. I had to hand over them the questionnaires and assured that the survey will be done anonymously. There was time constraint too. Moreover, to understand the insights more and to overcome biased responses, I did Focus Group Discussionsduring the breakfast break and lunch break.

### Scope and Delimitation of the study:

The main scope of the report is to know the perceptions of employees about InceptaPharmaceuticals Limited as Employer. In case of delimitation, the study is to find out how satisfied the employees are and how much they are motivated to work in this organization, what factors make the organization a better place to work. Plus, this study will help to find out the gaps between employee and employer about their expectations. By this report, the organization can understand what factors are needed to be improved to get more productive employees. Because, it is obvious that satisfied employees are more motivated, are more efficient and productive.

### Objectives of the report:

The objectives of the report are:

- Finding out employees expectations
- Finding out how their expectations can be fulfilled
- Employees are satisfied and motivated or not
- What causes employees' dissatisfaction
- Finding out the gap between employer and employee and improve the situation

### **Research Questions:**

The research questions include:

- Organizational culture
- Opportunities
- Motivation
- Work life balance
- Workplace environment
- Overall satisfaction

#### Literature Review:

The target of this report is to find out the perceptions of employees towards their employer. Over the years a lot of articles, journals, reports etc. evaluated perception of existing employees. The perception of employees may vary from organization to organization, countries, cultures etc.

Perception can be defined as a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment (Robbins, S., & Judge, T.). The report is to know about employees' perception so that it can be evaluated if they are satisfied or not, how they can be satisfied. Because satisfied employees are more motivated and actively engaged in their works. And a satisfied motivated employee spreads positive Word of Mouth about their employer. When employees are satisfied they are more loyal and productive (Hunter and Tietyen, 1997). Overall study indicates that employer branding is integrated to employees' perception including company culture, compensation program, opportunities, work life balance, workplace environment etc. In a nutshell, it is clear that to be a preferred employer brand most importantly, the existing employees need to be satisfied.

### Methodology of the study:

In this study, 2 types of methods are used to collect data. These are:

- 1. Primary resources
- 2. Secondary resources

Mainly primary resources are used to do research of this report and secondary resources are mostly used to collect data about organization. I collected primary data from the employees of the organization. I made questionnaire and handed over them. It was done anonymously so thatnobody had to face any problem. Moreover, to know their insights more, I also did Focus Group Discussion. The employees were helpful to collect data.

I took 50 respondents for the survey. Then based on the employee responses I made pie charts.

Their responses are shown in percentages in pie charts. In a nutshell, the survey with questionnaire and Focus Group Discussion made the insights of the employees clearer.

## Analysis and Interpretation of the data:

Employees' perception towards the employer can measure that the employees are satisfied with their job or not. To complete the report I surveyed among the employees of that organization by distributing questionnaires and the respondents are 50. I also did Focus Group Discussion to know the insights. The Analysis and interpretation of the data are given below:

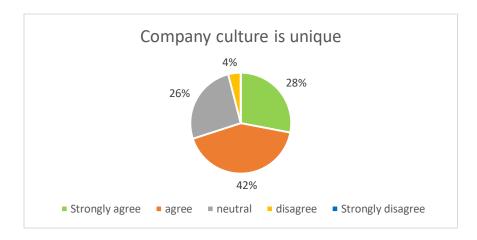
#### **Company Culture:**

Company culture includes ethics, beliefs, values, dress codes etc. It is important for an organization how employees perceive their culture, if the employees are satisfied or not with

that. In the survey I put 2 measurement factor to evaluate their perception of Company culture. These are:

### • Company Culture is Unique or not:

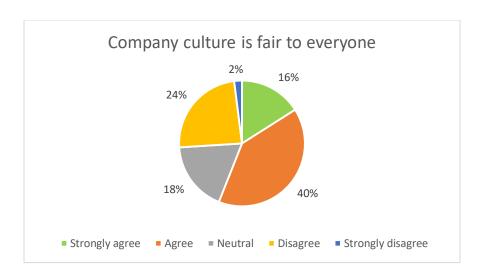
By this survey, it got to know how the employees perceive the company culture is unique or not. The responses are shown below:



According to the data, 28% employees strongly agree 42% agree, 26% are neutral, 4% disagree and 0% strongly disagree that the company culture is unique. Majority of them agreed that the company culture is unique.

### • Company culture Fairness:

Company culture fairness to everyone is essential to have better workplace and to get productive employees. The survey is done to measure that the culture is fair to everyone or not in the organization. It is shown below:



From the pie chart, it can be seen that the 16% employees strongly agree, 40% agree, 18% neutral, 24% disagree and 2% strongly agree with that the company culture is fair to everyone. Though 40% of the employees believe that the company culture is fair to everyone, 24% employees think that they do not get fair judgments. During Focus Group Discussion I got to know that the employees who are recruited with references get more facilities. Even they get higher salaries than them though they do not work hard like them. The employees recruited with reference have low work pressure, so the other employees found that unfair.

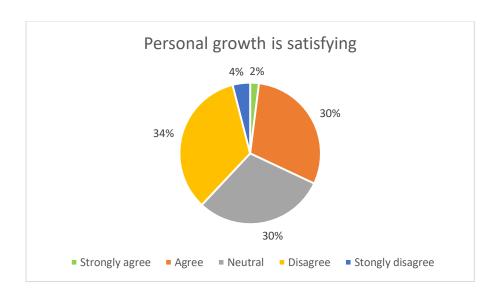
### **Opportunities:**

In the survey, the opportunities of employees are measured with their personal growth and wide variety of jobs. Those are discussed below:

#### • Personal Growth:

In the survey personal growth is measured by employees' responses.

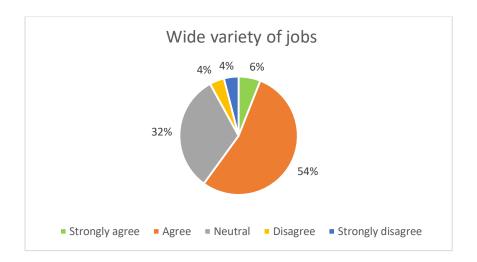
The responses are shown below with pie chart:



According to the survey, we can see 2% strongly agree, 30% agree, 30% neutral, 34% disagree and 4% strongly disagree. Here, majority of the employees disagree that personal growth is satisfying. During Focus Group Discussion the reason behind this dissatisfaction revealed. The employees do not get promotion easily. They do not value performance that much. They get promoted in a very traditional way which is they get promoted if they are in that organization for 3 years. Sometimes even after 3 years the promotion gets delayed!

### • Wide Variety of jobs:

In preferred employer, people look for wide variety of jobs. So in the survey, the wide variety of jobs are included as measurement tool. The responses are shown below:



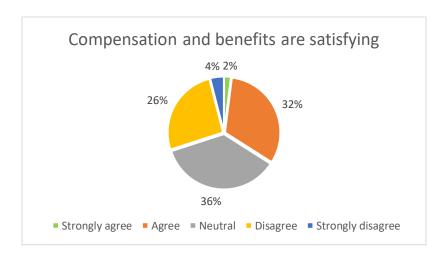
From the survey responses are 6% strongly agree, 54% agree, 32% are neutral, 4% disagree and 4% strongly disagree. Majority of the respondents agree with the statement. It was discussed with the employees. They are satisfied that Incepta Pharmaceuticals Limited offers wide variety of jobs. For example, they recruit doctors, pharmacists, microbiologists, IR graduates, law officers, business graduates for HRM etc. However, there are also negative responses which are small in number. Neutral response is also countable. Discussing with employees, it is understood that they have wide variety of jobs but those do not impact on their motivation. Because, they never get job rotation which is monotonous.

#### **Motivation:**

Motivation is something which varies from person to person. For example, some people are motivate to work by having flexible working hours, some are motivated by attractive compensation, some are motivated by scope of generating new ideas. Observing the work environment in Incepta Pharmaceuticals Limited, the following measurement are done by survey:

#### Compensation and benefits:

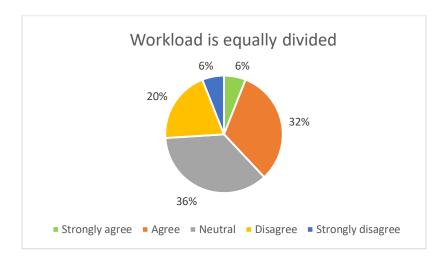
According to perspective of employees of Bangladesh, they are mostly motivated by higher compensation and benefits. The survey responses on comensation and benefits as motivation tool are shown below:



Here, only 2% of the respondents strongly agree, 32% agree, 36% neutral, 26% disagree and 2% strongly disagree that compensation and benefits are satisfying. During Focus Group Discussion it is understood that employees in that organization are not very satisfied with the salary range but are satisfied with benefits, like, breakfast and lunch facility, transport facility, gym facility. Soon the organization will arrange day care facility and female employees are very satisfied and waiting hopefully for that.

#### • Equal Workload Division:

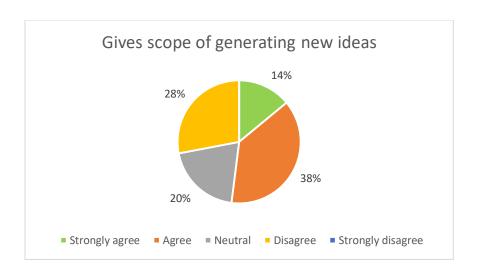
Equal workload division is an important tool for motivating employees. It was included in the survey questionnaire to evaluate the insights. The responses are given below:



According to the survey responses, 6% of the respondents strongly agree, 32% agree, 36% neutral, 20% disagree and 6% strongly disagree that workload is equally divided. Majority of the responses is neutral then comes agree. During Focus Group Discussion the statement got clearer. Some teams have equal work division and they are very motivated to work. On the other hand, knowing the insights it was understood that work division is almost missing. Some employees are working so hard but some other employees who are their team members are sitting relax all the time. From my observation this type of mostly seen in HRM department of that organization. Employees also mentioned that this workload division varies because of their superiors who distribute them their work responsibilities.

#### • Generating New Ideas:

Employees feel motivated when they get scope of generating new ideas. Their contribution by giving ideas make them feel that they are part of the organization. So it was also included in survey questionnaire to evaluate as motivational tool. The responses are shown below:



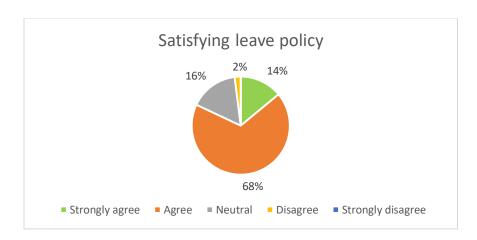
From the responses, strongly agree is 14%, agree is 38%, neutral is 20%, disagree is 28% and strongly disagree is 0%. It is seen that majority of the respondents agree that the organization gives scope of generating new ideas. But there are also respondents who think that they don not get scope or do not get that much scope of generating new ideas. Discussing about that with employees, it is found that usually they do as usual assigned works. Their new ideas to work in different ways are not that much appreciated but rarely they get appreciated.

#### **Worklife Balance:**

Work life balance means an employee has balance between his working hours and personal life, each does not hamper others. For measuring work life balance, the survey focused on 2 factors. Those are described below:

#### • Leave Policy:

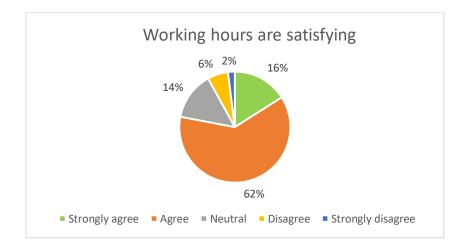
Employees remain satisfied and motivated if they get leave according to need. It makes them feel that the organization also values the employees' needs. Incepta Pharmaceuticals Limited's leave policy is evaluated in survey. The responses are shown below:



From the pie chart, it can be seen that 14% of the employees strongly agree, 68% agree, 16% neutral, 2% disagree and 0% stongly disagree. Employees are mostly agree with that company gives leave according to employee needs align with company policy. Moreover, discussing about leave it got to know that the employees do not face much problems taking leave. They get leaves when they needed actually. The employees yearly vacation includes 10 days permanent leave, 15 days medical leave and annual 15 days. From this survey and my observation, employees are satisfied with the leave policy. Even during my internship period, I saw some employees taking leaves.

#### Working hours:

Working hours are big factor in employees' perception. Working more than the working ours make negative perception towards employer. The survey is done including evaluating working hours. That is shown below:



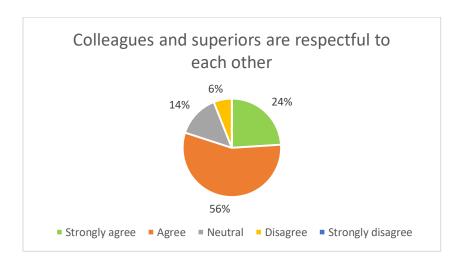
According to the responses, 16% of the employees strongly agree, 62% agree, 14% neutral, 6% disagree and 2% strongly disagree with the question that "Working hours including breakfast and lunch breaks are satisfying". The majority of the employee response is agree. Whereas, there are also other opinions and only 2% strongly disagreed. By Focus Group Discussion, the insights were understood that the employees are happy that they get 2 breaks for breakfast and lunch, it was a bit relaxing for them. However, some employees said that the working hours should be 8 hours but in that organization, the working hours are 9 hours! Their working hours are from 8.30 am to 5.30 pm. So that was a bit dissatisfying to them.

## **Workplace Environment:**

Workplace environment includes the relationship between coworkers, superiors, helpful and supportive to colleagues. It also includes office resources for working etc. in the survey, 2 important factors are considered to measure the environment of the workplace. Those are discussed below:

#### Showing respect to colleagues:

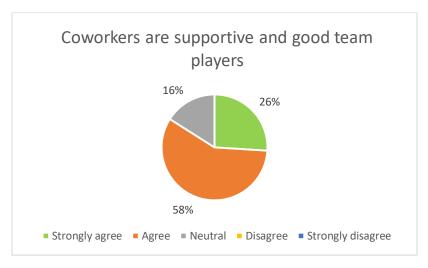
Showing respect to coworkers and superiors are very important factor to maintain a better workplace environment. The responses are shown below:



According to the responses, 24% of the respondents strongly agree, 56% agree, 14% neutral, 6% disagree and 0% strongly disagree. It indicates that they have good respectful relations as majority of the responses are agree. However, doing Focus Group Discussion got some negative insights. Some employees said that their team mates do not obey them much. From my observation, employees who are recruited by references complained more about showing respect. Because, they are given less works usually but higher salary than the hard workers. So that creates a psychological conflict between them which results in showing less respect.

#### Coworkers are supportive and team players:

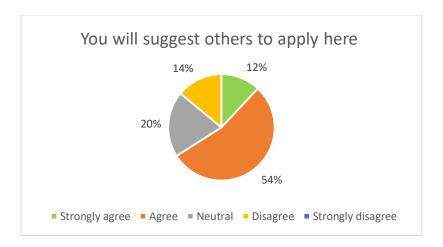
For achieving the team target of work, coworkers need to supportive and good team players. Depending on that the responses are collected. The responses are shown below:



From the responses, there are 26% of strongly agree, 58% agree, 16% neutral, 0% disagree and 0% strongly disagree with the statement. The responses show that the majority of the respondents agree with that their coworkers are supportive and good team players. However, discussing with the employees some complained that the workload is not equally divided and so everyone is not a team player.

#### **Overall Satisfaction:**

Considering all the factors, employees' perception and satisfaction is measured. For that the question arises if the employees will suggest others to apply for the job in that organization. That is discussed below:



According to the responses, 12% of respondents strongly agree, 54% agree, 20% neutral, 14% disagree and 0% strongly disagree. It shows that respondents are mostly overall satisfied. Because the employees suggest others to apply for the job if the organization has an overall good image to them. Few people disagree with suggesting others to apply there. From discussing with employees some of them complained about the promotion method as it was not performance based and get low amount of incentives on project success.

## Findings of the study:

The topic of the study was "Employees' perception on Incepta Pharmaceuticals Limited as Employer" and 50 employees of the head office of that organization participated in data collection by filling up the survey questionnaire and Focus Group Discussion. From the study it is understood that the organizational culture is fair and majority of the employees are satisfied with that. The organization has wide variety of jobs to offer. But study shows that majority of the employees are not satisfied with their personal growth, their expected personal growth do not match with the company policy. In case of motivation, the study shows that employees are satisfied with benefits provided by the organization but having discussion with employees it was clear that they are not that much satisfied with the remuneration range. The employees of HR department are a bit dissatisfied with the remuneration. From the discussions with employees and personal observation it is understood that Marketing people and Pharmacists get more preference there. The workload is not always equally distributed among team members which sometimes demotivates employees. From the analysis, it is seen that the employees get scope of generating of new ideas in moderate way, a lot of employees are not satisfied with that. Analyzing these factors it is found that the motivation level of the employees are moderately satisfying. Moreover, the finding of the study says that work life balance is satisfying to the employees. Because they get leave according to the company policy. Most of the respondents were satisfied with working hours but few complained that they have 9 hours of working hours whereas it was supposed to be 8 hours. Analysis and interpretation shows that the work environment is satisfying to the most of the employees as they have good relation with their coworkers and

superiors. According to the study the finding is that most of the coworkers and superiors are satisfied that they show respect to each other. Findings also shows that most of the employees are satisfied with that coworkers are supportive and good team players. However, very few employees do not believe so. Having discussion with employees another finding is that they want job rotation but the organization does not practice that. Lastly, considering all the factors the finding is employees of the Incepta Pharmaceuticals Limited Head office are overall satisfied and if the organization improve the gaps identified it will be more satisfying to employees.

### My Duty as Intern:

I worked in HRM department as intern. So I was given the HR tasks. These are:

- Data entry of personal history forms of employees
- Data entry of return income tax of employees
- Coordinating training programs
- Helping in recruitment process by being invigilator in written tests
- Scanning documents
- Sorting out some specific documents
- Documentation of employee information
- Working on the store to organize files

Besides those tasks, I also worked whatever they asked for. For example, allocating sim cards sequentially with the employee codes for new employees.

## Lessons learned from Internship program:

During internship program, I have experienced how employees work in a dynamic organization. What I studied theoretically, I got opportunity to apply them as my work. I have learned how HR department works there by helping them to work and visualizing their other works too. I have learnt how to work under pressure, how to manage time and multitasking. It also let me learn how to work systematically. During internship program, I learned how to do maintain organizational culture, abiding by the rules and regulations. Moreover, I observed and learned how to maintain good relation with colleagues. Most importantly, I have learned practically how to keep my mind calm working under pressure.

#### Recommendation:

I have worked in Incepta Pharmaceuticals Limited for 3 months and observed the work environment and everything that are possible. Employees are very hard working but doing survey and Focus Group Discussion it is found that the employees do not get equal work division always. So, the line managers of the teams should divide the works equally. Moreover, the survey and the findings say that the employees are not satisfied with their personal growth, they are not getting enough opportunities to build their career as expected. The organization should be concern about that. Because the satisfied employee is productive, motivated and represent the positive brand image of employer. From the study and findings, it is understood that the employees are satisfied with benefits for example, food facility, transport facility etc. But they are not much satisfied with the salary range. So, the organization can take care of this issue to get employees' satisfaction. Another factor understood from the discussion with employees that the culture of the organization supports to give higher salaries to the employees who are recruited by references. Even if another employee has better performance than him or her and works harder than that person, he or she gets lower salary than that person. This is an unfair culture according to employees, so the organization should do the fair judgment about that. Moreover, the employees also mentioned during discussion that they want job rotation. They are always doing the same type of work which is monotonous for them and they are lacking of developing other skills. Therefore, the company should give opportunity of job rotation to the employees and it can help to develop different skills. The employees also said during discussion that the company gives various training but they do not evaluate who requires which training. They randomly give training to employees. As a result, the trainings are not always effective. It is a recommendation that the department should evaluate that who requires which training. Another thing which can create their positive brand image as employer is treating interns good. Discussing with other interns it is found out that the interns did not get orientation and are not given any idea about the company culture, not even informed about the dress code. The interns need to be told about the dress code and culture of the organization. Most of the interns faced a bit problem for that. Interns should get an orientation, need to be informed about the dress code and company culture while starting internship. The interns should also be informed about the fire exit. Because, caring about the employees and make interns feel that they are part of organization, creates positive brand image of the employer and that can create a positive Word of Mouth of the company as employer. These are the recommendations of the study considering all the factors which need to be improved.

#### Conclusion:

Incepta Pharmaceuticals Limited is already a reputed company. The organization becomes successful when the employees have positive perception on employer which results in satisfied and motivated employees. If the employees are satisfied with their job and employer, they spread positive Word of Mouth. So the new job applicants become interested to apply for the job. It gets easier for the company to get right person for the right job. However, doing survey and

discussion with employees it is understood that Incepta canhave more positive image as employer to the employees. For that the organization needs to eradicate the gaps which are uphold in this report.

#### References:

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## Appendix:

### Existing Employees' Perception on Incepta Pharmaceuticals as Employer

The survey purpose is to do research for internship report on employees perception on IPL as employer. The questionnaire is prepared in "Likert Scale". Please, tick mark your preferred answer.

- 1) Company's culture is unique,
- A.Stronglyagree B. Agree C. Neutral D. Disagree E. Strongly disagree 2) The culture is fair to everyone,
- **A.Stronglyagree B. Agree C. Neutral D. Disagree E. Strongly disagree** 3) IPL offers wide variety of jobs,
- **A.Stronglyagree B. Agree C. Neutral D. Disagree E. Strongly disagree** 4) Compensation and benefits according to designation is satisfying,
- **A.Stronglyagree B. Agree C. Neutral D. Disagree E. Strongly disagree** 5) Personal career growth is satisfying,
- **A.Stronglyagree B. Agree C. Neutral D. Disagree E. Strongly disagree** 6) Gives scopes of generating new ideas,
- **A.Stronglyagree B. Agree C. Neutral D. Disagree E. Strongly disagree** 7) Working hours are including breakfast and lunch breaks are satisfying,
- **A.Stronglyagree B. Agree C. Neutral D. Disagree E. Strongly disagree** 8) Gives leave according to employee needs align with the policy,
- **A.Stronglyagree B. Agree C. Neutral D. Disagree E. Strongly disagree** 9) Colleagues and superiors show respect to each other,
- **A.Stronglyagree B. Agree C. Neutral D. Disagree E. Strongly disagree** 10) Coworkers are good team players,
- **A.Stronglyagree B. Agree C. Neutral D. Disagree E. Strongly disagree** 11) Workload is equally divided to employees,
- **A.Stronglyagree B. Agree C. Neutral D. Disagree E. Strongly disagree** 12) You will suggest others to apply for the job in IPL,
- A.Strongly agree B. Agree C. Neutral D. Disagree E. Strongly disagree

Thank you for your patience and giving valuable time.