

Report On
Talent Management of Square Toiletries Limited

By
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17304130

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
October, 2021

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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing my 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 that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Students Full Name and Signature:

Niharika Faria

Student's Full Name

17304130

On-site Supervisor's Full Name and Signature:

Mr. Feihan Ahsan

Supervisor's Full Name

Lecturer, BRAC Business School

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Letter of Transmittal

Mr. Feihan Ahsan

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on Talent Management of Square Toiletries Limited.

Respected Sir,

With all due respect, I am writing to inform you that I have completed my Internship Report titled "Talent Management of Square Toiletries Limited.". For your consideration, I am currently submitting my Internship Report. My complete journey of " Square Toiletries Limited " is included in this report.

I appreciate your assistance and the chance to participate in an internship program through the Internship Management Committee. I've done my best to conclude the report with the most important information and recommendations in the most compactly and thoroughly way.

Sincerely yours,

Niharika Faria

17304130

BRAC Business School

BRAC University

4th October 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Square Toiletries Limited and the undersigned student at BRAC University Niharika Faria, ID:17304130

Acknowledgment

At the outset of this report, I would want to offer my heartfelt thankfulness to Almighty Allah for giving me the capacity to execute such a massive assignment that is creating this paper according to the guidelines. A student must submit an internship report based on a chosen topic as successful completion of the BBA program. Since July 15th, 2021, I've been an Intern at Square Toiletries Limited. In this regard, my internship report topic has been carefully and pertinently chosen which portrays " Talent Management of Square Toiletries Limited."

Before continuing, I'd want to express my gratitude to those individuals without whose assistance and advice it would have been nearly impossible for me to produce this report. It would be an honor for me to express my heartfelt gratitude to my Respected Supervisor, Mr. Feihan Ahsan, Lecturer, BRAC Business School, BRAC University, for his persistent surveillance, encouragement, insightful instruction, and useful suggestions throughout the production of this report.

My sincere gratitude goes out to Square Toiletries Limited, where I concluded my internship. I'd want to express my gratitude to Ms. Monami Haque, GM, Human Resources-STL, as well as Mr. Muhammad Shahnur Rajib, Assistant Manager, Human Resources-STL. I would not have finished my report without their assistance and encouragement.

I'm also thankful to all my respected senior colleagues Mr. Abu Saleh Yeasir Arafat Shamir, Mr. A.K.M. Khairul Kabir, Ms. Tamanna Mahmuda, Ms. Anisha Hossain, Mr. Md. Hassan Mir, Mr. Md Mahedi Hasan, and Mr. Mohimin Ul Alam in the workplace for being so supportive, accommodating, and unfazed by my excitement. Finally, I can't help but highlight the excellent working culture and dedication of the authorities, which has allowed me to make the most of my time and therefore enrich myself with an experience that will be valuable in the future.

Executive Summary

This report was created using the knowledge and expertise gained during my internship at Square Toiletries Limited. Essentially, it is a reflection report that incorporates my understanding of day-to-day HR tasks to business scheduling and organization. The report focuses on my responsibilities, actions, understanding, accomplishments, and other aspects of my internship activity.

The total report is sectioned into different chapters. The first chapter is completed by incorporating information like student information, internship information, supervisor information, job scope (duties and responsibilities), internship outcome, student contribution, benefits to student, problem & difficulties, and recommendation. I tried to portray the overview of the whole report through this part.

In the second part of the report, I incorporate a brief about HR, talent management, origin, objective, methodology, source, scope, and limitation of the report. Moreover, I write details about the organizations' history, mission, vision, quality policy, brands & products, departments, worldwide reach, sister concerns, and campaign program. This report will also explain their management practice, marketing practice, operational & information technology practice, and competitive analysis.

The third chapter is the analysis, process, and interpretation part. Here I incorporate various data, graphical images, and processes of talent management. the data I interpret through this report covers manpower distribution, turnover, employee engagement, and the number of trainings along with departmental participation results.

Lastly, I concluded my whole report with a brief. I show my recommendation for the company depending on my findings. Moreover, the references I used are listed in the last part.

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List of Acronyms

JD= Job Description

STL= Square Toiletries Limited

GM= General Manager

MD= Managing Director

JS= Job Specification

SO= Sales Officer

KSA= Knowledge, Skill, Attitude

TSO= Territory Sales Officer

ASM= Area Sales Manager

FMCG= Fast Moving Consumer Goods

QC= Quality Control

IS= Information System

IT= Information Technology

MNC= Multinational Company

PPIC= Production Planning and Inventory Control

OC= Quality Control

PD= Product Development

Chapter:1 Overview of Internship

1.1 Student Information

Name: Niharika Faria

ID: 17304130

Program: Bachelor of Business Administration

Major: Human Resource Management

Minor: E-Business

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period: In total 12 weeks (3 Months- July 15, 2021 to October 15, 2021)

Company Name: Square Toiletries Limited

Department/Division: Human Resource Department

Address: Rupayan Centre (1 1th Floor) 72, Mohakhali C/A, Dhaka-1212

1.2.2 Internship Company Supervisor's Information

Name: Muhammad Shahnur Rajib

Position: Assistant Manager

1.2.3 Job Scope

Job Description/Duties/Responsibilities: As an HR Intern, I functioned several duties and responsibilities for my supervisor along with other employees. Most of the activities were unfamiliar to me. But the work environment and employees were such friendly that helped me to catch the flow very quickly. Right below my Primary responsibilities have been mentioned with a short description:

- **CV sorting:** From tons of CVs collected from various portals I sorted the CV according to the job advertisement. Sales officer, Territory sales officer, and executive are some of the positions for which I sorted CV.
- **Interview summary preparation:** A interview summary is a sort version of a CV. The interviewer gets a brief idea about the candidate by checking the interview summary. I made interview summary for the Brand manager, Project manager, Executive, Senior brand manager/executive, and sr./jr. officer.
- **Communicating with potential candidates:** I communicate with candidates to pass information about their interview, written test, training dates, and other necessary info. Moreover, the contact has been also done for asking about their interest and availability for the job vacancy.
- **Transferring important updates:** In some cases, management team changes and reschedule the interview dates and this update is transferred by me to the interviewee. Additionally, I also pass information and necessary documents from one department to another.
- **Script rechecking:** The management team passes the checked script for rechecking and updating the Excel sheet for the total makes. I did the script recheck for the position of TSO and SO.
- **Preparing necessary documents:** Appointment letter, offer letter, promotion letter, transfer letter, proposal letter, employee personal file compiling, evaluating sheet, interview summary, grade sheet, and attendance sheet are some of the important documents I prepared for the management.
- **Others:** On a regular basis I scanned and photocopied various documents.

1.3 Internship Outcomes

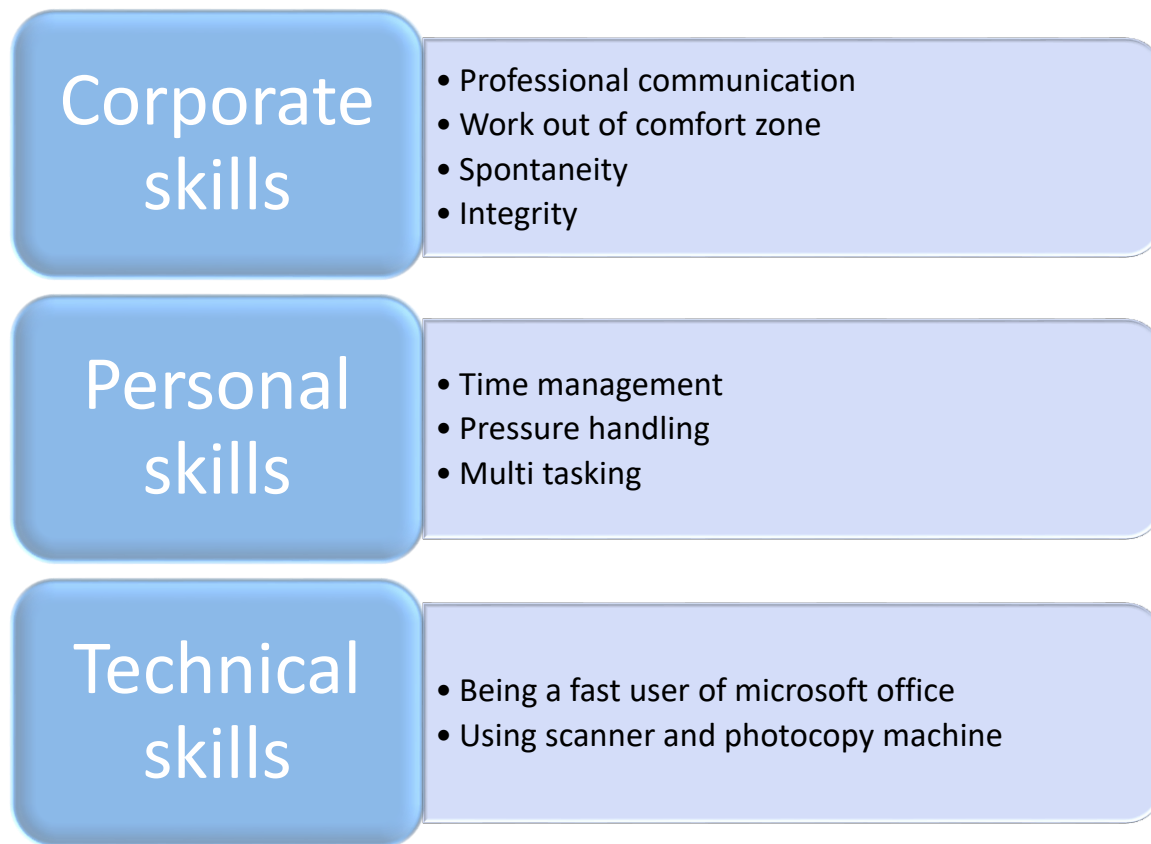


Figure 1 Internship Outcome

1.3.1 Student's contribution to the company

Some of the contributions I have made to support the company has been mentioned below:

- Support the recruitment process by cv sorting from online portal and hardcopy, comparing candidates' qualification with JD, preparing attendance sheet for the candidates, and so on.
- Supporting the selection process by informing the candidates about the interview schedule, written test, preparing offer letter, appointment letter, and so on.
- Assisting the potential candidates and passing information among the management team and candidates.
- Being a helping hand to the employees from various departments and desks.
- Storing important documents by scanning them in proper order.

- Preparing personal files of new employees by combining all the documents.
- Supporting the co-workers by doing their unfinished work.
- Contributing to developing prescribed Job Application Form.
- Checking question Bank for written exam

1.3.2 Benefits to the student

As an undergrad student, it was a career-boosting opportunity for being able to work in such corporate environment that I have been doing last 3 months. Engagement with Square Toiletries Limited (STL) is one of the most challenging and career-expanding opportunities for me. I learned several things which impacted my behavior, ideology, and working style.

First of all, the day-to-day operation of a corporate office is quite different and interesting at the same time. I observed how the supervisor coordinated with their subordinate and regulated their everyday operations by creating both friendly and respectful environments at the same time. Basically, I always had the ambition to work in a corporate office, and engaging with STL in the real world did really make my thoughts way broader than I think before. In the academic sector, I learn about various basic factors and gain knowledge about HR functions. But working closely in a professional sector the ideology changes a lot. Learning and working in person gives two different points of view and I finally know how challenging it is to select an eligible candidate for one position.

Secondly, the process of the different departments is way standard and complicated. I closely saw and learn how to do job analysis, prepare a Job description, job advertisement, write a formal email, arrange the interview and written test. Moreover, the HR department is way versatile and that is why it connects every department. In these three months, I got the chance to directly observe the interview process of other departments like Product Development, Marketing, Accounts & Finance, and Brand. I learned how an interview has been conducted, what are the question pattern, what are the interview etiquette and many more. Mostly I was directly engaged with the recruitment and selection process and learned what kind of process and standard STL follow to selected their potential employee.

Thirdly, the structure and format of different official papers and documents had been prepared by me during this 12-week long period. I learned to use the scanner and photocopy matching along with different functions of Microsoft outlook. HR provides various official documents to other department and maintain the standard of the personnel recruitment function. When a new employee joined the company, I had to prepare an offer letter, appointment letter, proposal letter, evaluation form and compiled them to keep the record in the employee database. Furthermore, I learned the format of promotion letter, transfer letter, payroll paper, requisition slip, and many more.

Finally, the most important thing I learned from this opportunity is to adapt to such an environment where I must handle various professional people on daily basis. The work cultures and experiences of STL are such supportive and engaging that I never feel less important and outsider. They welcomed me and motivated me in such a way that I highly feel encouraged and overwhelmed to work in an atmosphere where every person respects each other's opinions. In a nutshell, I am taking wonderful memories, professional corporate skills, improved interpersonal skills, and vast knowledge about real-life work experience from Square Toiletries Limited.

1.3.3 Problems/Difficulties

Every occurrence has its positive side and criticism. Working with STL is not excluded from that. During this internship timeline I face some difficulties and challenges and below those are mentioned:

- In my department, the interns were not allowed to get access to the internet on their PC. So, if any information was needed, I had to use my mobile data.
- They used Microsoft outlook for their emailing system which was quite behindhand and hard for me to get used to with the function.
- The company did not offer a home office which was quite troublesome in this pandemic situation. If any employee stayed absent, their work remained undone.
- The procedure of getting any documents or recommendations from higher management is pretty lengthy. For example, in terms of getting my internship confirmation letter, I have to wait almost a week to get the confirmation from a higher authority.

Recommendations

Square is one of the leading brands of Bangladesh and every company under this group maintains their business with a higher corporate standard. Based on the difficulties I faced as an intern in STL, I provide some recommendations below for the future well-being of the company.

- STL should bring changes to their emailing system and move to Microsoft Workspace for better communication and storage system.
- The future pandemic situation is uncertain and for ensuring the safety and conducting regular corporate activity, they should implement a home office system for every department of their company.
- Though they update their software in terms of maintaining the HR database (total manpower, absence, leave, attendance, etc.). For smooth transition in terms of getting the documents and recommendations from higher management, they should move to an automated and software-based system.

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Brief About Human Resource Management

In this business world, each company conducts its business by following certain strategies and adhering to specific rules and laws to achieve the goals of the organization. Organizations need to function well to maintain the coordination between different departments. Human resources are the part of an organization that focuses on employee-related activities. Activities include recruiting, selecting, termination, training and development, compensation and benefits, performance appraisal, promoting and implication of proper practice of labor laws that affect the company and its employees. Not only this, it helps to gain the organizational strategic goal. This department coordinates with other departments to choose the right person for the right job. In addition, it is mainly aimed at maximizing employee productivity and minimizing problems that may arise from circumstances.

2.1.2 Talent Management

The high range process of alluring, evolving, motivating, and recruiting high performed employees are known as the talent management process of HR activities (Vulpen, 2021). Every company focuses on this aspect of HR for being the most desirable employer, top employer, or being selected as a great place to work category. The talent management functionalism is vast and the company needs to map a specific activity that they want to measure their performance. Several talent managements practices are popular among competitors including employer branding, candidate experience, selection, learning & development, referrals, onboarding, engagement, performance management, and succession planning (VALAMIS, 2021). The effectiveness of talent management can be measured if the company focuses on both employee and employer performance.

2.1.3 Origin of the Report

This report is one of the primary parts of the internship program of BRAC Business School. For Completing the Bachelor's Degree in Business, I choose “Talent Management Process of Square Toiletries”. To fulfill the purpose, I observe and work closely with the HR department, and by

considering the recommendation of my organizational supervisor Mr. Muhammad Shahnur Rajib, and academic supervisor Mr. Feihan Ahsan I choose this topic to continue my analysis.

2.1.4 Objective of the Report

a. Primary:

Preparing this report for meeting the requirements of the BBA program was my Primary Objective. This real-life work experience provides me the scope to impose my theoretical knowledge and helps me to earn my last four academic level credits.

b. Secondary:

- Getting to know the different human resource policies, procedures, and practices of Square Toilet Limited
- Gaining broad knowledge of how the departments operate their functions
- Relating theoretical learning to real situations
- Making possible scope for future improvement

2.1.5 Methodology

Type: This descriptive report is based on Observation, Qualitative and Quantitative resources.

Population: In total 50 staff's information had been covered in this report

Method: Interview, observation, informal group discussion, and previous documents of the company.

2.1.6 Source of Data Collection

Primary:

- Day-to-day work experience in the HR Department
- Information from departmental employees
- Informal conversation, semi-structural interview from different departments depending on necessity.

Secondary:

- Official Website
- Previous HR Reports and Handbook
- Annual Reports of STL

2.1.7 Scope

The scope of the study was to implement the theoretical knowledge for expanding the understanding and to figure out how its actual works.

2.1.8 Limitation

Conducting this huge report was quite challenging for me. Despite having these limitations, I try my best to provide descriptive information about the company.

- The duration was quite minimal for preparing this report with proper detailed information.
- Some information was highly confidential and hard to collect. For example, annual report and compensation policy.
- Most of the corporate professionals lead a busy life. So, it was challenging for getting their appointment and collecting their response.

2.2 Overview of the Company

2.2.1 Company History

As part of the most admired local conglomerate in the Bangladesh (Square Group), STL has acquired the experience and grim zeal to meet its consumer's expectations with the utmost sincerity by providing a quality product line (Square Toiletries Limited, 2021).



According to the official website of STL, Square Toiletries Ltd. began its journey in 1988 with a product that was a separate division of Square Pharmaceuticals. In 1994, Square Toiletries Ltd.

become a private company. Currently, STL is the leading international manufacturer of international quality cosmetics and toiletries in the country with 18 brands and more than 49 products in various fields such as health and hygiene, personal skincare, hair care, dental care, baby care, fabric care, utensils maintenance, and men's grooming (Square Toiletries Limited, 2021).



Figure 2 Tagline of Square Toiletries Limited.

Square Toiletries Ltd. always represents innovation. In addition, STL is a pioneer in introducing new packaging concepts and products in Bangladesh. Currently, this renowned FMCG acquired two automated plants for the production purpose of its huge product line. One is situated at Rupshi and the other at Pabna. In 2021 STL established a new depot in Chattogram by incorporating high-tech machinery and system.

2.2.2 Vision & Mission

Vision

To satisfy the consumer base in the shape of quality products, high level of service, and affordable price range STL aims to take a unique attempt to understand the demands of the consumer and transform those demands into finished products (Square Toiletries Limited, 2021).

Mission

- By prioritizing customer feedback and insights as a valuable asset to the organization and exerting every effort to identify and satisfy consumer needs with quality products.
- By continuous innovation and R&D, STL aims to make products complying with international quality standards along with maintaining affordability.

- For pursuing a higher level of employee performance, motivation, and satisfaction STL tries its for most by maintaining a companionable workplace atmosphere for its people.
- By devoiding malpractices, anti-environmental behaviors, unethical and corruptive dealings STL aims to sincerely uphold the responsibility towards the government and society by maintaining ethical standards.

2.2.3 Quality Policy

According to the official website of STL Below Quality Policy has been maintained strictly By each and every department (Square Toiletries Limited, 2021),

- Dedicated to making every effort to understand consumer needs to provide maximum satisfaction and to achieve market leadership.
- Strive to continuously upgrade manufacturing technology and to maintain an optimum level of quality measures in conformity with the international standard – ISO 9001: 2008.
- Committed to achieving quality objectives through continuous employee training and maintaining a congenial working environment.

2.2.4 Brands & Products

Production At Pabna Plant



Production At Rupshi Plant



Figure 3 Brands of STL

SL	Category	Brands	Products
1	Skin care	Revive MERIL CARE PROTECTIVE	Powder, Lotion, Petroleum jelly, Chap stick, Lip gel, Olive oil, Glycerin
2	Hair care	Revive Jui SELECT PLUS	Shampoo, Coconut oil, Hair care oil
3	Oral Care	Magic White Plus	Toothpaste and Toothpowder
4	Baby Care	Supermom MERIL BABY	Lotion, Shampoo, Talcum powder, Gel toothpaste, Gel combo pack (toothbrush & toothpaste), Olive oil and Diaper

5	Fabric Care	Chaka/ Super White Chamak	Laundry soap, Washing powder, Fabric whitener
6	Utensil's maintenance	Maxclean	Dishwashing soaps and Liquide soap
7	Men's Grooming	Kool	beard softeners (shaving cream & shaving foam), aftershave lotions, deodorant talcum powder, and body spray
8	Health & Hygiene	SENORA MERIL MILK SOAP BAR ZEROCAL SEPNIL RAIN SHOWER	Sanitary napkin, Soap Bar, sugar substitute sweeteners, perfumes, Shower gel, Handwash, Hand sanitizer, Face mask
9	Home care	XPEL SHAKTI SPRING	Mosquito repellent aerosol, Air fresheners, Toilet cleaners

2.2.5 Departments

There are in total 13 departments in Square Toiletries Limited. All together they aim for achieving the organizational goal. Every department has its own function and hierarchy.

Departments at Head Office

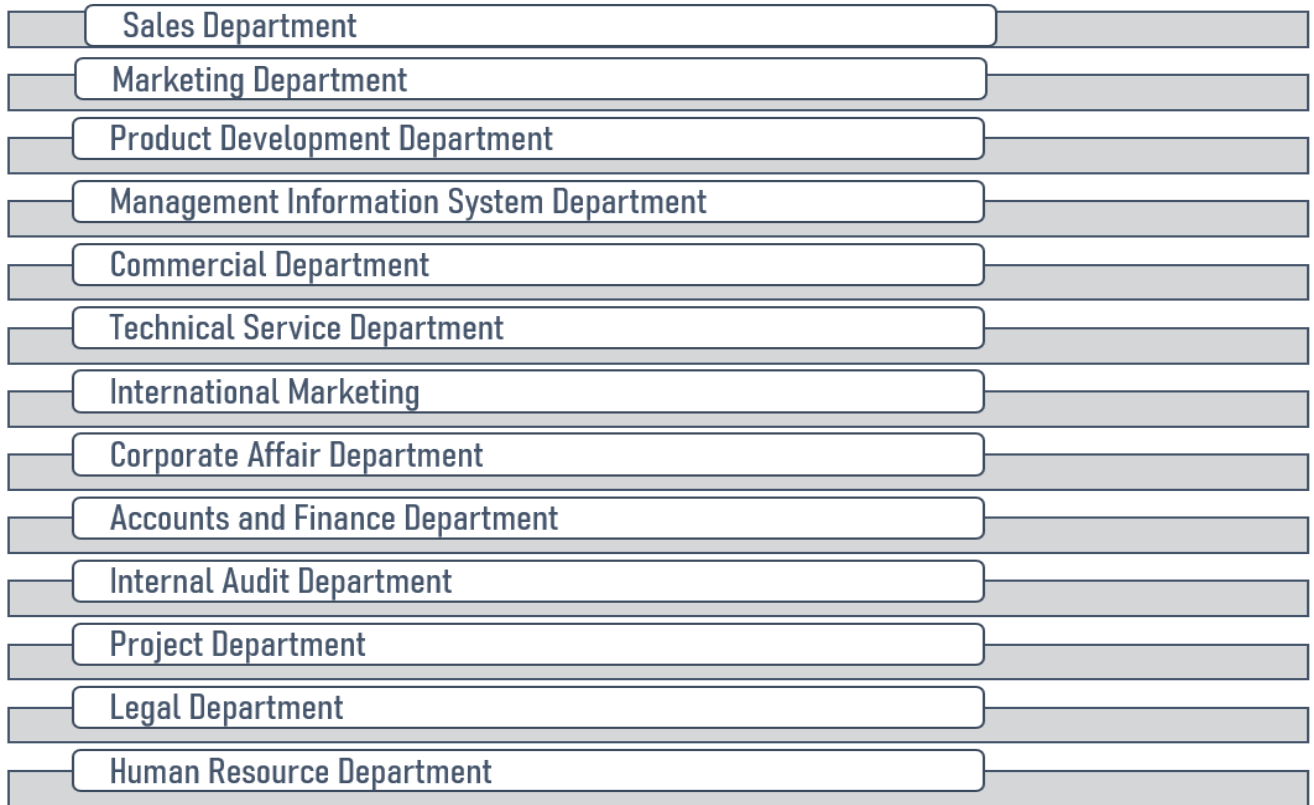


Figure 4 Departments of STL

2.2.6 World Wide Reach

Square Toiletries Limited started its journey with only a brand named Jui. Gradually with the hard work and dedication, it expanded from one brand to 20 different renowned brands and become one of the leading FMCG brands of Bangladesh. To compete with rivals and maintain the satisfaction of consumers and quality of products Square Toiletries Ltd. Made technical partnerships with some leading devolved countries companies such as Cognis from Germany, IFF from the UK, Uniqema from Malaysia, Firmenich from Singapore, and Clariant from Germany. In addition, to meet the demand of people in Bangladesh, Brands of Square Toiletries Ltd. Successfully exporting several products in foreign countries. The countries have been shown below are the exporters of the products of STL (Square Toiletries Limited, 2021).



ASIA

India, Bhutan, Nepal, Malaysia, Myanmar, Japan, Singapore, Maldives



MIDDLE EAST ASIA

Saudi Arabia, United Arab Emirate, Bahrain, Qatar, Kuwait, Jordan, Oman, Lebanon



EUROPE

United Kingdom, Germany, Sweden, Italy, Ireland



NORTH AMERICA

USA & Canada



AFRICA

South Africa & Djibouti



AUSTRALIA

Australia

Figure 5 STL World Wide Reach

2.2.7 Sister Concerns



Figure 6 Sister Concerns of STL

2.2.8 Running Campaign

For the brand, Sepnil STL arrange different campaigns to raise awareness and influence people for getting vaccinated for Covid.

Sepnil Initiated "সেপনিল সুরক্ষা কারাভান" to Help Common People Get Registered for Vaccination



In response to the ongoing Covid-19 pandemic, the government initiated vaccination programs all around the country. However, due to the technology dependency of the registration process, there is a huge portion of the population who don't know how to complete registration for the vaccination and how to collect the vaccine card. In fact, there are many people who still don't know about the ongoing vaccination program. Considering this situation, from Sepnil we took the initiative to start three branded caravans where people can do registration for vaccination and collect their vaccine card for absolutely free of cost. The caravans would roam around a certain area on a given day and stop at locations where there is a crowd gathering of people. Then the brand promoters would preach about the importance of vaccination to stay safe from Covid-19 and encourage the audiences to get registered from the Caravan for free. There are also sales booth in each of the caravans where people can purchase Sepnil products at a discounted price. We have named this initiative as "সেপনিল সুরক্ষা কারাভান".

The main objective of this initiative is to make people aware of the importance of vaccination, increase user experience for Sepnil Hand Sanitizer, Mask and boost spot sales along with product features and brand awareness through which the brand Sepnil will establish that the power of protection is indeed in the hands of the consumers. Two caravans are covering the prominent spots of Dhaka and Chittagong while another one has started covering all major metro cities of Sylhet and Rajshahi divisions.

Sepnil Engagement in Covid-19 Vaccination Centers

We have taken initiative to promote Sepnil in major vaccination centers. The arrangements included information booths with branded backdrop banners displaying precautions on Covid-19 and post-vaccination effects. Vaccine takers can get information about the vaccine from the booth. There is also arrangement for product purchase at a discounted price. In addition, we are disinfecting the cars in the vaccination centers with Sepnil Disinfectant Spray.



CNG Filling Station "Shurokha" Campaign from Sepnil

Sepnil Disinfectant Spray is the newest addition in the portfolio of Sepnil. To increase consumer awareness and trial of Sepnil Disinfectant Spray, recently we initiated an activation in 20 major CNG filling stations under our "shurokha" campaign". As part of this activation, our brand promoters approached all the cars coming to the filling stations and upon



permission, disinfected the steering wheel, seats and any surface that needed to be touched. Through this, we are making people aware that they should disinfect the frequently touched surfaces with Sepnil Disinfectant Spray and keep the power of protection in their own hand. There were also sales booths that offered the products of Sepnil at a discounted price.

Figure 7 Sepnil Campaign

Marketing promotional activities of Zerocal using social media platform

Zerocal Digital Communication on Friendship Day 2021



Zerocal came up with a series of digital communications on the Friendship Day 2021 to spread awareness about a healthy lifestyle. There is a massive group of people who love to have desserts and sweet items frequently. However, many of them need to refrain from having them because of the fear of the calorie influx that comes with the consumption of sugar. To promote the never-ending friendship with sweet foods on this friendship day, Zerocal encouraged to keep the friendship with sweet foods through Zerocal instead of sugar.

Zerocal Preaching a Healthy Lifestyle



There is a growing trend among the young generation to try out special dishes and desserts on holidays. To encourage them and engage our brand Zerocal with this trend, we published a detailed recipe of making 'Kunafa' using Zerocal from the brand's Facebook page. There are many people who gave up consumption of sweets for maintaining their diet. We wanted to target these people who love such sweets and desserts and assure them that they do not necessarily have to give up desserts due to the fear of consuming sugar, as now they can use Zerocal to prepare their favorite dishes without the fear of excessive calorie influx.

Figure 8 Zerocal Campaign

2.3 Management Practices

2.3.1 Leadership Style

Square Toiletries Limited Mainly follows the democratic leadership style. Through implementing this leadership style, the organization priorities both the opinion of the employer and employee.

For any kind of decision-making process, the supervisor always discuss with the subordinate and takes the decision. This leadership style helps the employee to grow a participative characteristic in their behaviors and motive them my prioritizing their thoughts in the decision-making process. In my workplace, Ms. Monami Haque was our GM and she always organize a small discussion session before taking any kind of decision with the management level and non-management level subordinates.

2.3.2 Recruitment and Selection

STL is looking for high-caliber individuals that want the job flexibility and resources to expand in their careers. SQUARE is a place where you can continue to flourish if you're the type of person who has always stood out. Whatever your field or set of interests, there are likely to be vacancies where your skills can be put to use. It employs thousands of people from all ethnicities and backgrounds who work in a range of occupations in various fields.

Depending on the employment category of the open position organization's recruitment process is divided into four categories, each of which is carried out according to the job grade/group. The following are some of them:

- Entry-level (Management)
- Mid/senior level (Management)
- Graded/ Non-Management staff

There are few points that STL follows in terms of recruiting and selection

- Selection is based only on merit.
- Attitude is given the same weight as functional abilities.
- Interviews are conducted with a panel of functional and HR heads.
- Campus, consultants, employee recommendations, internal job advertisements, and the internet are all good places to search for any vacancy for the post.
- Written tests are required for all positions except internship.
- Background checks on candidates are an important element of the hiring process.

- All positions require a medical fitness test.
- Respect the equal opportunity ideology and do not discriminate based on race, ethnicity, religion, or sexual orientation.

2.3.3 Training and Development

For keeping the square people up to date in terms of KSA, the company arranges some career developing opportunities for the employee. Some of the training types followed by STL are,

- Field Training

This kind of training is organized for field-level employees like Sales Officer. It was mandatory for the newly appointed SO to join 2 to 5 days of field training in the proposed marketplace. Division-wise separated SO's are put under the supervision of TSO and ASM. After the training, the supervisors evaluate their appointed SO's and based on that evaluation the Suitable candidates are selected.

- In House Training

This training period is 2 days long. The participates who receive field training are the finalist for this training session. This training is conducted in the head office of Mohakhali Dhaka. All the departments give a brief idea about the company, code of conduct, and job responsibilities. After this training, the candidates are evaluated through written exams and viva.

- On the Job Training

When an employee joins a company, the first 6 months are considered as the probationary period. in this period the employee gains experience and learns through working with peers, groups, and individuals.

2.3.4 Compensation

Square is the group that is always concern about its valuable asset which is its' people (Manpower). For making the workplace better and maintain the job satisfaction of the employee, square practice and set some best culture and law. Its' work atmosphere, security management, employee and employment policies are all made for the betterment of the members of the square. In my point of

view, among the companies established at the national level, Square has the best practice in terms of compensation and labor law.

Benefits

- 5 Bonus (2 Festival and 3 Performance Bonus)
- Group Life Insurance
- Provident Fund
- Gratuity
- Profit Share
- Leave (Casual, Sick and Annual)
- Leave Fare Assistance
- Working Hour and Holidays
- Lunch
- 50% discount at Square Hospital
- Discounted product price of STL, SPL and SFBL
- Mobile Set and SIM with ceiling
- Company provided transport facility

- Basic & Bonus

The pay scale for basic was quite satisfying for almost every position. In some rare case, they consider paying higher if the employee show excellency in their experience. Compared to other related companies in Bangladesh, Square provides better bonus offers. Where other companies provide only two to three bonuses, there Square provide five bonuses (2 festive bonus & 3 profit share bonus depending on performance).

- Transportation Facilities

They have a huge scope of transportation facilities which almost cover the locations in Dhaka metropolitan city. All-female and executive-level employees get the daily service of up-down transportation through high-quality AC buses. Top management level employee gets the service of personal cars and microbus facilities.

- Lunch Facility

A subsidized lunch facility is one of the satisfying offers that employee get from Square. Almost every day they provide lunch by balancing the six nutritious values of food and with proper hygiene maintenance. Moreover, employees can enjoy snacks and tea two times per day.

- Work Environment

The work environment is made in such a way that each employee can start their professional schedules day with proper relaxation. The well-furnished office place and clean refreshment area help to boost the productivity of employees. The work culture is one of the motivating factors that structured a better work environment.

- Retirement Benefits

Employees of Square are facilitated with the provident fund and gratuity which are the financial support provided by the company.

- Earn Leave

The company provides earn leave facilities to the employee and employees can do encashment if they do not use the allocated leave.

Not only the compensation, but the culture of Square Toiletries are also highly influenced by the labor law practice of Bangladesh. They strictly follow the 8 hour/per working day. Furthermore, the leave policy, notice period, employee health and hygiene, quality policy, etc. all practiced according to the labor law of Bangladesh.

2.3.5 Hierarchy

SQUARE TOILETRIES LIMITED
Organogram of Human Resource Department - Dhaka

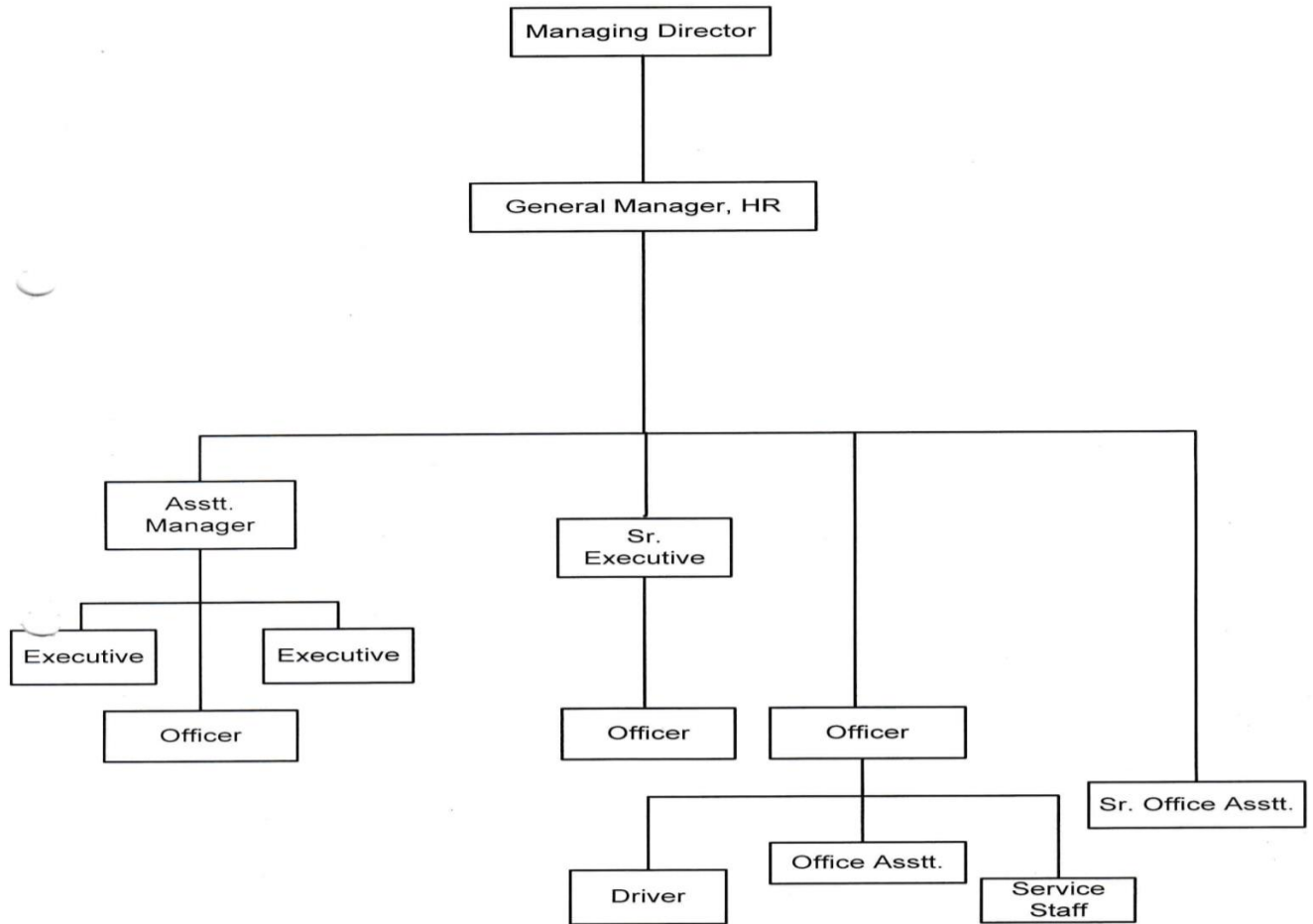


Figure 9 Organogram of HR

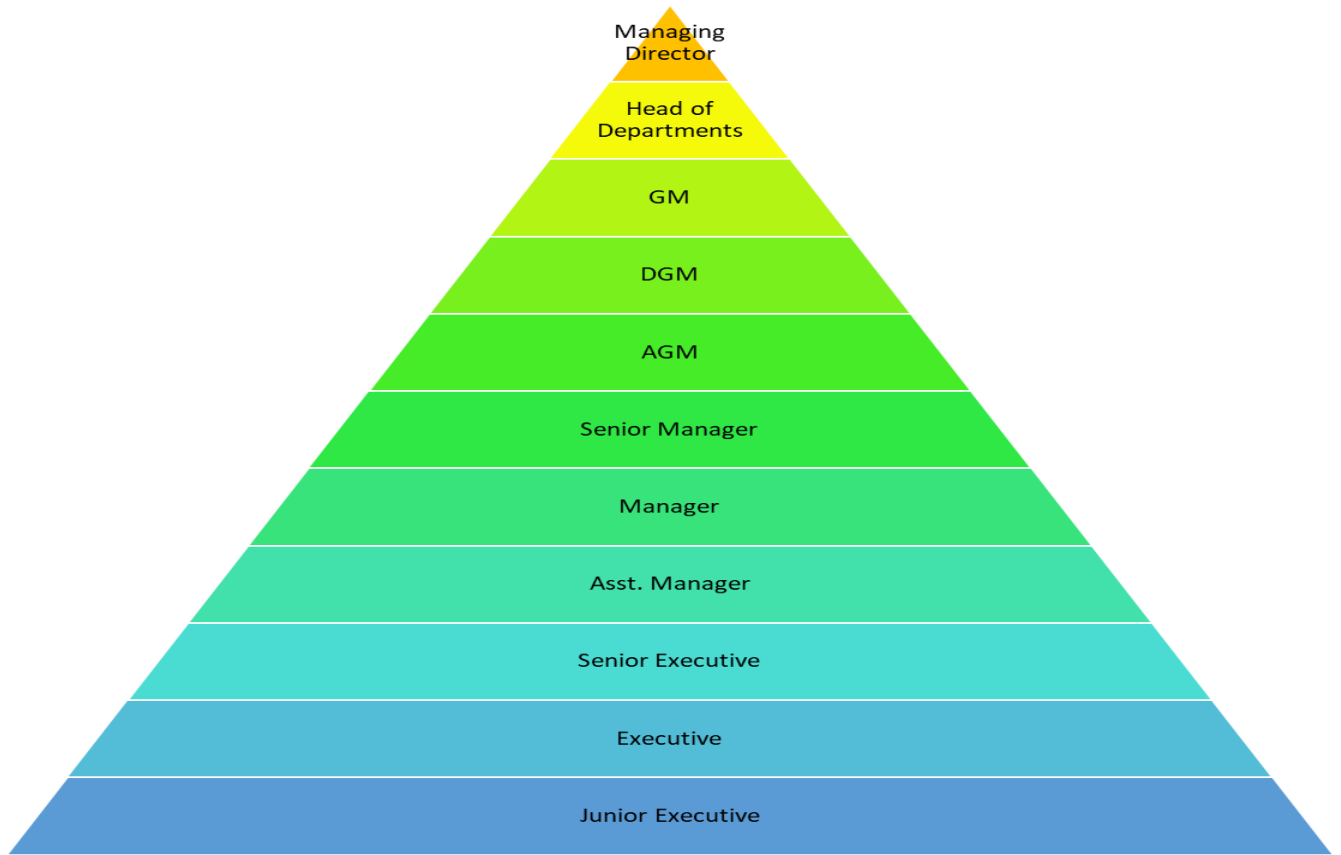


Figure 10 Management level hierarchy

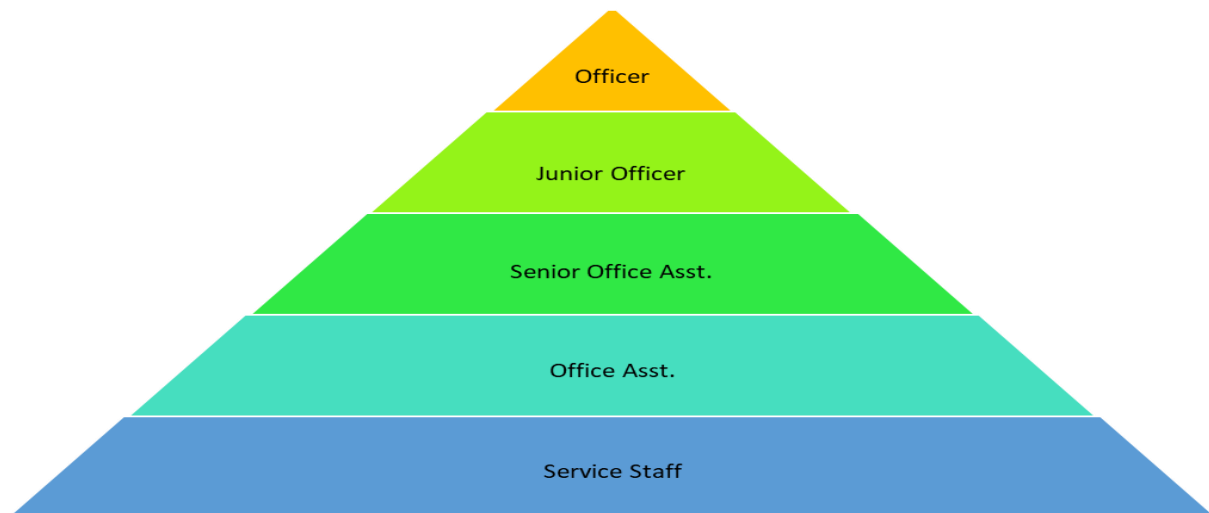


Figure 11 Non-Management hierarchy



Figure 12 Field hierarchy (Management)



Figure 13 Field hierarchy (Non-Management)

2.4 Marketing Practice



Figure 14 Four P's

Product: Square Toiletries has a diversified and distinctive range of products for its consumer-based. Starting from personal care products (skin, hair, body) to home cleaning products (air freshener, toilet cleaner, utensil's), all can be found under one brand which ensures the highest quality. Moreover, the packaging is updated and prepared based on consumer preference which helps the company to gain a unique market value.

Price: Most of the products of STL are made by considering the purchasing behavior of middle-income people. Therefore, the products have the affordability feature compared to the other rivals of STL. Most of the time company provides discounts offer, BOGO, and credit offerings to its consumers to boost sales and expand the consumer base. For pricing strategy product line pricing and competitive pricing is a popular choice for the company.

Promotion: For promotional purposes company mainly use digital media platforms (TV, Radio). They introduce various offerings like BOGO, discounts on billboards, newspapers, TVC, and online social media posts. They have several sales representatives for conducting personal selling and sales promotion. Moreover, by arranging digital campaign with the brand like Sepnil, Expel, Senora, STL promote their brands and maintain their Corporate Social responsibilities.

Place: From a super shop in cities to grocery stores in villages, the availability of STL products can be seen. This availability is ensured because of the proper management of distribution channels and logistic support. The company has its own specific supplier for the raw material purpose. Moreover, the personalized transportation system provides scope to the company to distribute their products in every possible place in Bangladesh.

2.5 Operations Management and Information System Practices

2.5.1 Operations Management Practice

- **Quality Control:** one of the main Operations for any business is to maintain and control the quality of the product. A growing FMCG like STL strictly follows the quality policy. To ensure the policy is maintained by the production and people, a whole department runs its functions. By conducting research with the touch of professionals, QC maintains the standard of the product. According to the international quality standard ISO9 9001:2015 and ISO 22716:2007, STL upgrade all manufacturing technology and maintain the optimum level of quality measures.
- **Communication Coordination:** Maintaining the information and transferring the data among the departments are one of the major functions for smooth operations. STL handles this kind of activity with the help of automated systems and software. Below the process of data transmittal from field level sales team to MIS department has been portrayed with flowchart.

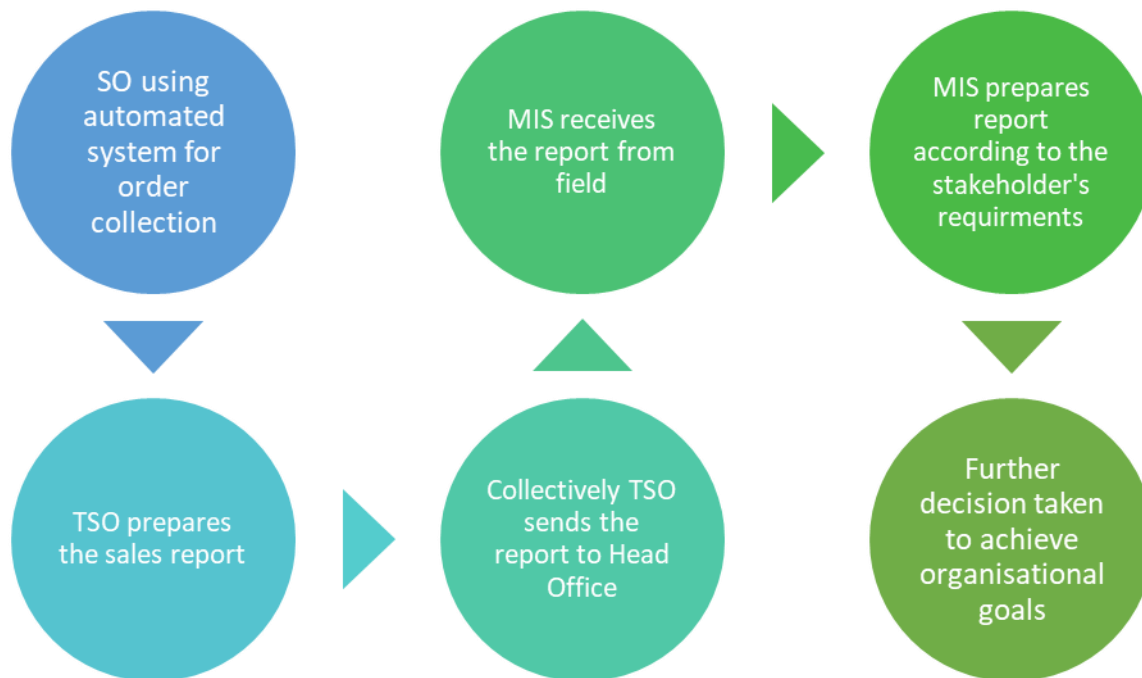


Figure 15 Field Level Operation's Flowchart

2.5.2 Information System Practice

In terms of data collection, information transformation, database management, and quality maintenance; STL uses the information system on a regular basis. The practice of using IS in their regular activities provides an extra competitive advantage and creates scope for improvement in the future. The sectors mentioned below are some of the practicing behaviors of the Information System of STL,

- Intranet and personalized Local Area Network have been used to send the email. Moreover, each employee has their IP landline phone which relates to each plant and deports with head office.
- They maintain the employee database such as attendance, manpower distribution, turnover rate, leave & late data, joining data, training data, etc. by using HRIS. It is an automated software system contorted by the IT department of STL.

- For their recruitment process, STL uses an online meeting platform (Zoom) for conducting interview sessions. Moreover, during the pandemic period, the HR department conducted a written exam through an online platform for confirming smooth HR activities.
- In the field level practice of Information Systems is also noticeable. Sales Representatives use the self-developed application for checking the order and record each sales data without doing any manual activities.

2.6 Industry and Competitive Analysis

2.6.1 SWOT Analysis

Through this analysis, I will cover the Strength, Weaknesses, Opportunities, and threats concentrated in the marketplace for Square Toiletries Ltd.

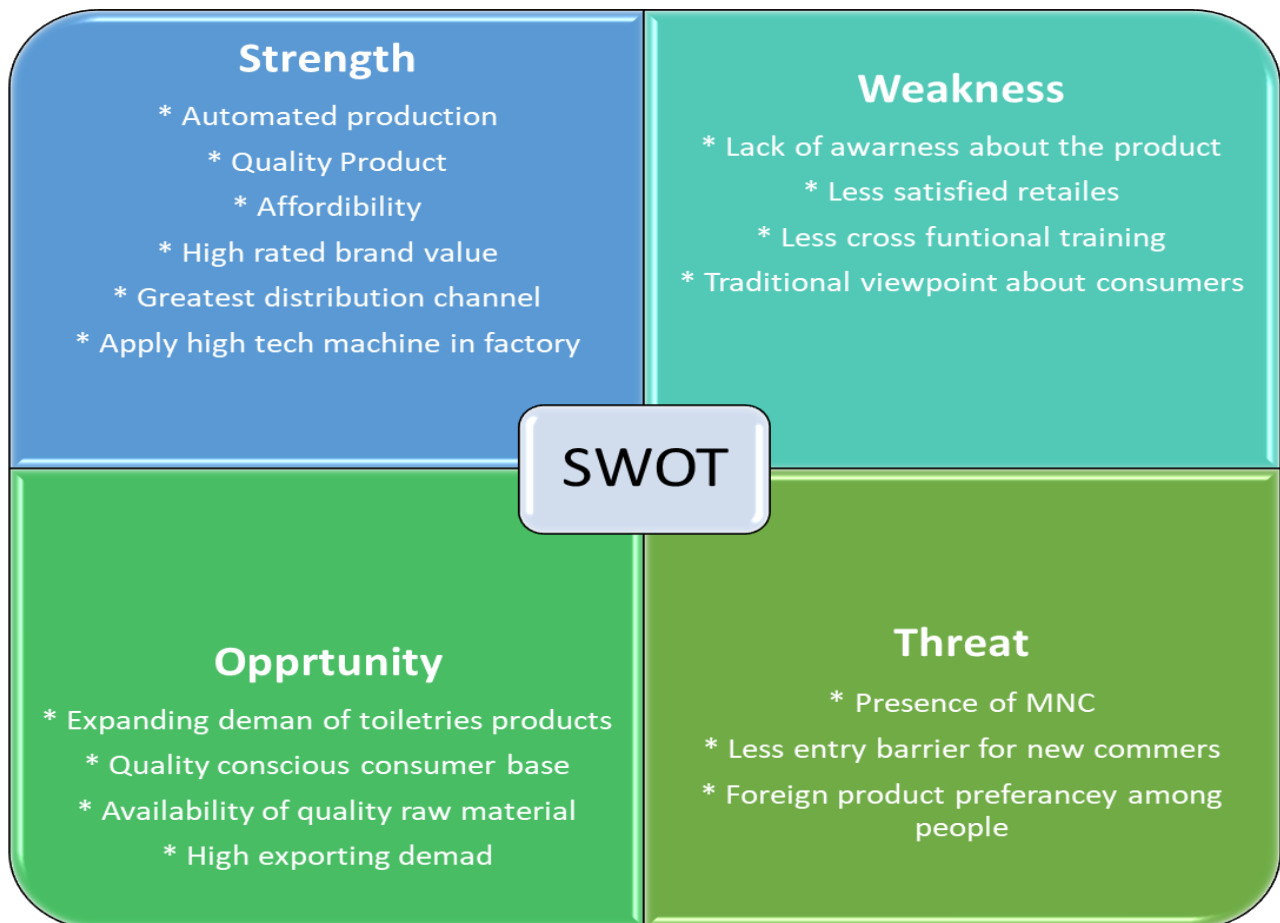


Figure 16 SWOT Analysis

2.6.2 Porter's Five Forces

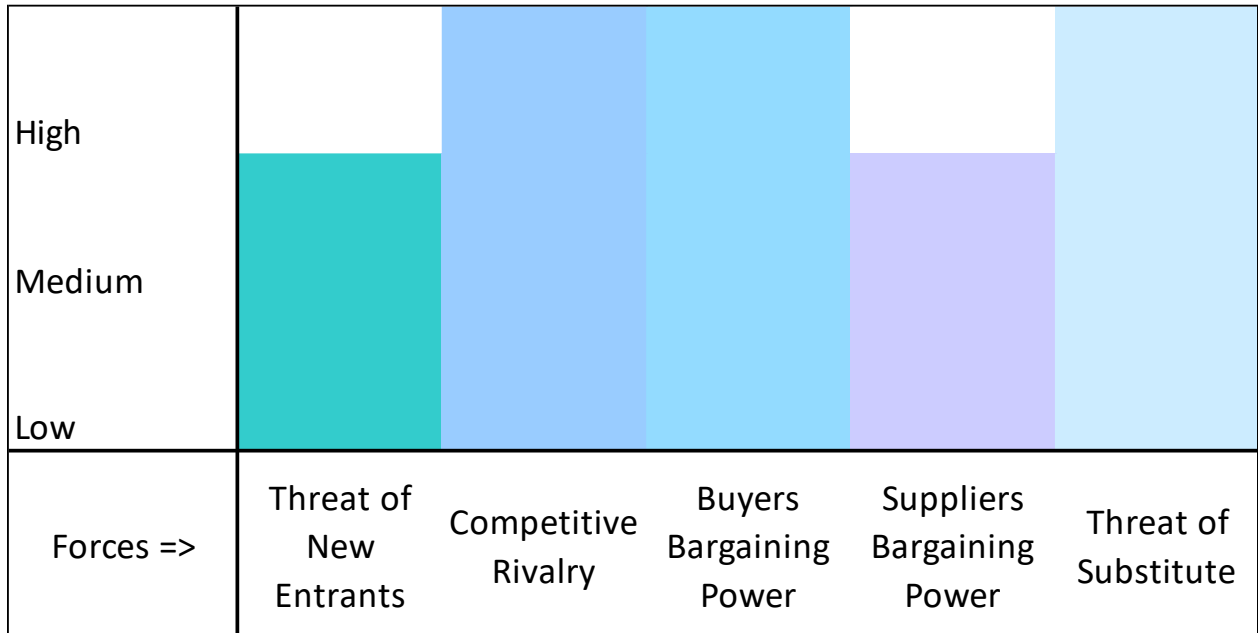


Figure 17 Porter's Five Forces

Threat of New Entrants: Possibilities for newcomers to move quickly in the toiletry sector is good. For newcomers, economies of scale are a crucial consideration. It is quite impossible for a new business to create more products while lowering manufacturing costs at the outset. Switching to alternative toiletry items is inexpensive which results in weak force in this scenario. In terms of distribution methods, STL offers a wide range of options and channels which creates a challenging environment for new entrants to get the same level of accessibility.

Competitive Rivalry: The intensity of this force is quite high as the company has a significant number of competitors present in the market such as PRAN, Keya, Kohinoor, and MNC like Marico, Unilever, Nestle, and many more. These competitors sometimes produce products that contain similar features as STL products have. Moreover, huge organizational assets and machinery played an exit barrier for the company as it generates higher costs.

Buyers Bargaining Power: As the number of competitions is high, the buyers have a higher option to switch to another supplier. Their opinion gets the privilege in terms of cutting the market price off for each product. In this case, buys bargaining power has a higher force on STL.

Suppliers Bargaining Power: As a renowned brand STL collects its necessary items for producing their product from different suppliers. Depending on the quality, suppliers supplied items get the chance to select for final production. For their raw materials, they have specific standards and strictly maintain them. Moreover, all suppliers want the collaboration with Square and this brand value lessens the force of suppliers' bargaining power.

Threat of Substitute: Substitute products are available for almost every product that STL produces. For example, the deodorant substitute is Talc powder or atar, soaps substitute is body jell, toilet cleaners substitute is detergent powder, and so on. Because of the high availability of substitute products, the threat of substitutes is high for STL.

2.7 Summary and Conclusions

Square Toiletries Limited is one of the leading brands for its high standard brand value and quality product line. They have an extremely talented and diversified workforce, well-structured management force and hierarchy, creative marketing strategic team, advanced operational and technical service team, and so on. Their huge product line provides day-to-day necessity products to the consumer-based. The functionality of this company is so diverse that through their production, management, and campaign they cover a huge percentage of the population and manage their CSR activities.

The almost 3 decades old company is performing its best to satisfy not only the consumers present at the national level but also gain the attention of the international consumer. Their high standard process and quality products create a scope for the country to increase the rate of earning from exporting products. Competing with high profile brands STL is updating its quality standard and incorporating high tech systems to improve the performance of employees and employers. In the upcoming part how STL manages its huge talent pool has been explained with the proper graphical explanation.

2.8 Recommendations/Implications

- The company should increase the technology adaptivity among them to manage their daily functionalism. By preparing a self-developed e-commerce software through which

consumers can check, order and purchase products will give extra competitive advantages for them.

- They should introduce more creative marketing strategy to gain a full boost in their profit. For grabbing the attention of consumers, they can introduce a new campaign with their product. For example, in this pandemic period by collaborating with rivals they can organize a social awareness campaign by focusing their Brand Sepnil.

Chapter 3: Project Part

3.1 Introduction



Figure 18 Example of Talent Management Framework

In order to gain competitive advantages & an innovative work environment, decrease turnover, create strong employee branding, and attain a motivating workforce talent management is required for a company like Square Toiletries Limited. This is a continuous process that incorporates the recruitment and retainment of employees, skill development, and constant motivational activities. The process requires completely balanced functional activities which helps the company to gain the ultimate organizational goal.

Basically, talent management is a cyclic process that starts with the planning process. Under the planning function, STL ameliorates different strategic functions, workforce planning functions, and evaluation processes. Square set its strategic planning based on the competitive market and aligning with the demand of the consumer. Then comes the part of attracting the talent pool. For this Square Toiletries Limited follow, a classified process of recruitment selection.

Under the umbrella of talent management, Square Toiletries Limited also organize several development programs for improving the KSA of their employee and motivate them. Therefore,

to retain this motivational activity and job satisfaction the company built its culture and retainment strategy. These strategies are the ultimate significant change for transitioning period of an employee.

3.1.1 Background

The area of education is now vast and not concentrated only in bookish sector. In university, students only get the academic and basic knowledge in their major subject. To gain real-life career experience, different educational organizations arrange a course and for that course, students must work under an organization to gain real-life work experience. As an undergraduate student of BRAC University, I must gain the experience and portrayed that experience in a formal report. To acquire that objective, I prepared this report to earn the last four credits of my undergrad academic life.

I got selected in Square Toiletries Limited after attending one panel and another one-to-one interview. One of the main reasons for choosing Square Toiletries Limited is that it has can corporate office environment. I have a great fascination and interest to work in such a corporate environment and Square gave me that opportunity to start my first professional career in the sector.

The topic of this report covers the full process of talent management of Square Toiletries Limited with proper statistical and in-depth data about the manpower distribution, turnover rate, employee engagement, training & development, evaluation, and employee offerings. As an HR major, I had the basic knowledge about the talent management process, and working in the organization I got the chance to practice and implement that knowledge. Additionally, I think working in a corporate area gives me the scope to add value to the organization and in my career.

3.1.2 Objective

Broad Objective: In the grand scheme of things, the project's main goal is to thoroughly and systematically examine Square Toiletries Limited Talent Management processes and policies. The examination is carried out to explain and interpret all of the facts, statistics, and information gathered in such a way that the readers will be able to comprehend each aspect of the research part without any difficulty.

Specific Objective:

- An in-depth description of how STL manages its talent pool.

- To understand the professional procedure of recruitment, selection, development, retention, evaluation, and motivational activity.
- To interpret the effectiveness of organizational talent managing function through evaluation.

3.1.3 Significance

The competitive world is running fast and each business is coping its best to stay in the competition with a stable economic scale. Not only in the private sector, competition between the public and MNC also become super hyping factors. Companies regulated in the national sector face high velocity of competitive pressure not only from the national sector but also from the international scale. This is one of the matters of fact that trigger the corporate world to adopt up-gradation and changing atmosphere and functionalism to sustain in the market. Square Toiletries is not away from that. They are incorporating high-tech and upgrading techniques to select and retain their most important asset which is manpower.

To bring necessary changes in the company's functionality and cope up with the international competition, STL is using automated talent management activities by incorporating HRIS, data management system & software. Moreover, they planned various career development arrangements and motivate them depending on the 360-degree evaluation. Through this report, every aspect of STL development in terms of talent management is described in dept. This real-life working process allows me to grow my individualist and professional skill.

3.2 Methodology

Primary sources

To complete the project part of this report I have collected information from various primary sources. The observation and experience that I have acquired throughout my whole tenure have helped to provide adequate information for this report. Besides, discussions with my supervisor and interacting with my colleagues have provided me with enough insights to complete this report.

Secondary Sources

- Official HRIS records.

- Official Website of Square Toiletries Ltd.
- Employee Orientation Reports

3.3 Findings and Analysis

3.3.1 Manpower

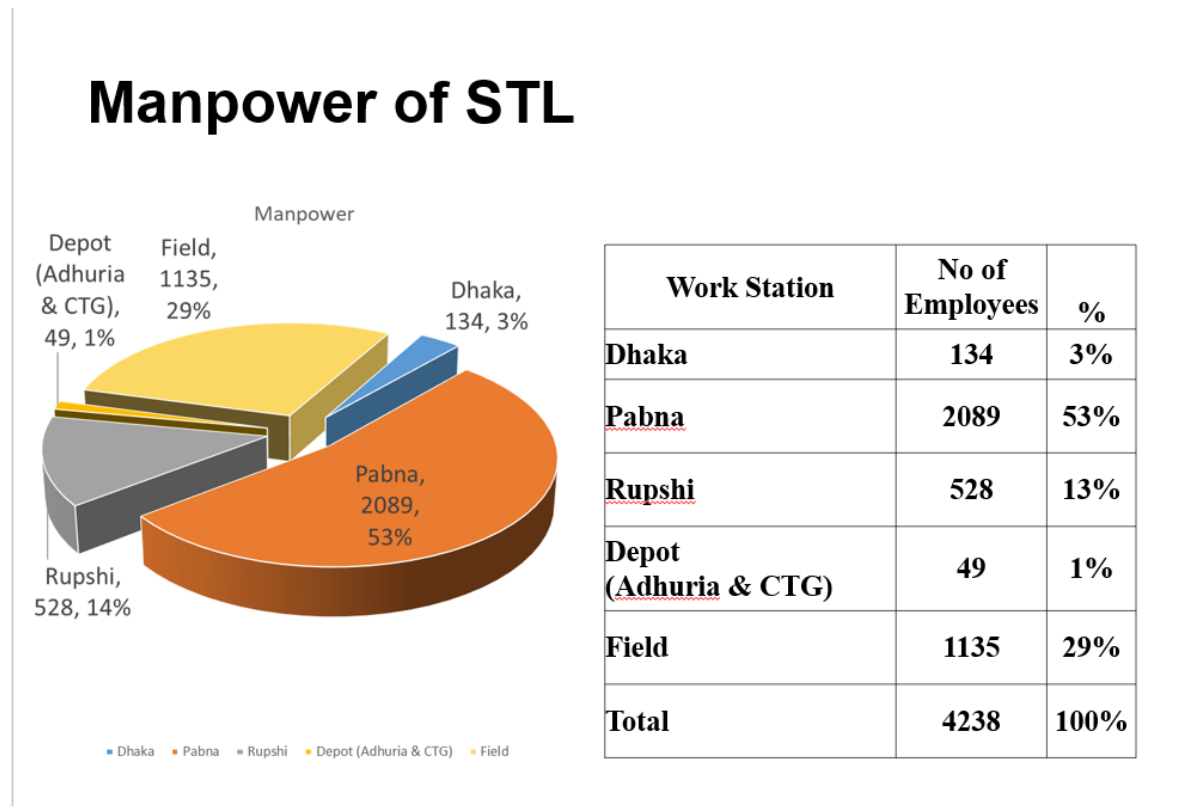
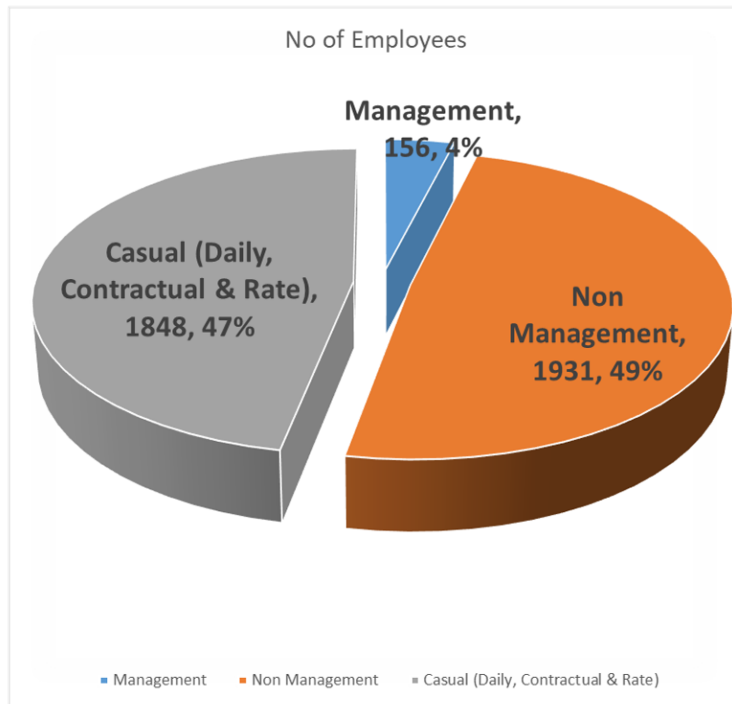


Figure 19 Total Manpower Distribution

The huge manpower force of STL consists of a total of 4238 employees. Among them, 134 have their workplace in the headquarter of Dhaka Mohakhakhali which covers 3% of the total employee force. STL has the largest number of employees in the Pabna plant as it is one of the largest production plants of STL. In total 2089 people earn their livelihood from this workplace which covers a total of 53% of the total workforce rate. In Rupshi the Second production plant of STL covers 13% of the workforce with estimated 528 employees. The depot STL has in Adhuria & Chittagong combinedly have a total of 49 employees. The second-largest workforce STL has in

the field is 1135 which covers 29% of the workforce. STL’s main target is to boost their workforce with talented and enthusiastic individuals and to achieve the goals, they organize their workforce distribution.

Employee Category wise Manpower Distribution



Employee Category	No of Employees	%
Management	156	4%
Non Management	1931	49%
Casual (Daily, Contractual & Rate)	1848	47%
Total	3935	100%

Figure 20 Employee Category Wise Manpower Distribution

They have a total of three employee categories which are management, non-management, and casual employees. The largest number of employees is appointed under the non-management category with a total of 1931 employees that cover 49% of the workforce.

Field Management

Designation	Number
DSM	5
RSM	15
ASM	26
Total	46

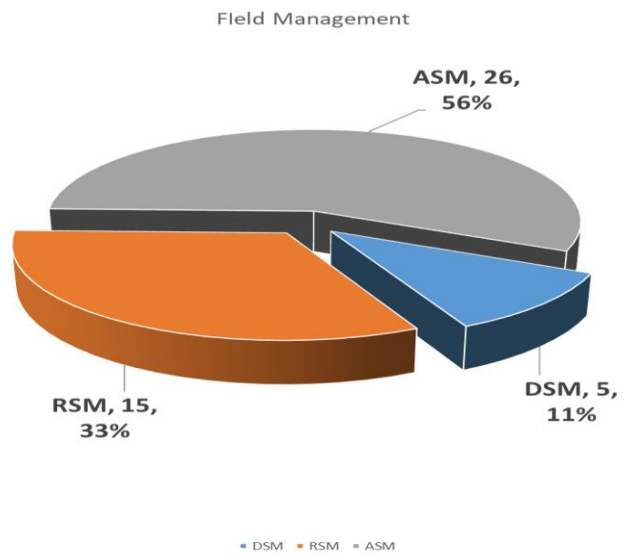


Figure 21 Field Management Manpower

Field Force

Designation	Number
TSO	133
SO	944
MTSO	12
Total	1089

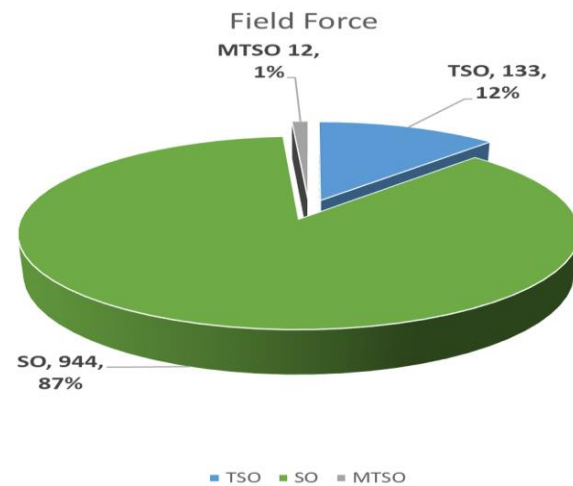
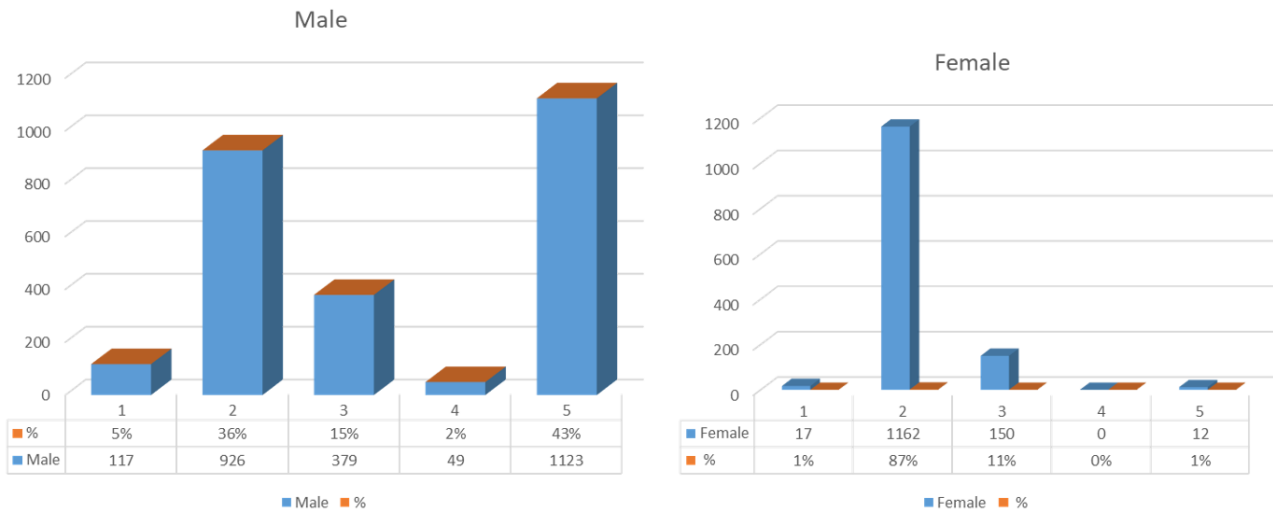


Figure 22 Field Force Manpower

Then comes the casual category as this category consist of daily, contractual and rate basis worker. A total 1848 number of workers worked under this category which is a total of 47% of the workforce. Last comes the management level workforce which consists of executive & manager positions employees. Total 156 worked under this category and cover 4% of the workforce.



Employee Category	No of Employees			
	Male	%	Female	%
Dhaka	117	5%	17	1%
Pabna	926	36%	1162	87%
Rupshi	379	15%	150	11%
Depot (Adhuria & CTG)	49	2%	0	0%
Field	1123	43%	12	1%
Total	2594	100%	1341	100%

Figure 23 Gender Ratio

Through the ratio is approximately 1.9:1, STL has a strong and developing job opportunity for both female and male candidates. They are trying their best to reduce the ratio gap and balance in terms of the gender matrix.

Square Toiletries has effective manpower Distribution management. They categorize every individual by analyzing the job and matching it with recruitment. The recruitment and selection process mention in the previous chapter was an effective method of talent distribution.

3.3.2 Turnover Rate

Field level turnover ratio is mention with proper statistical data,

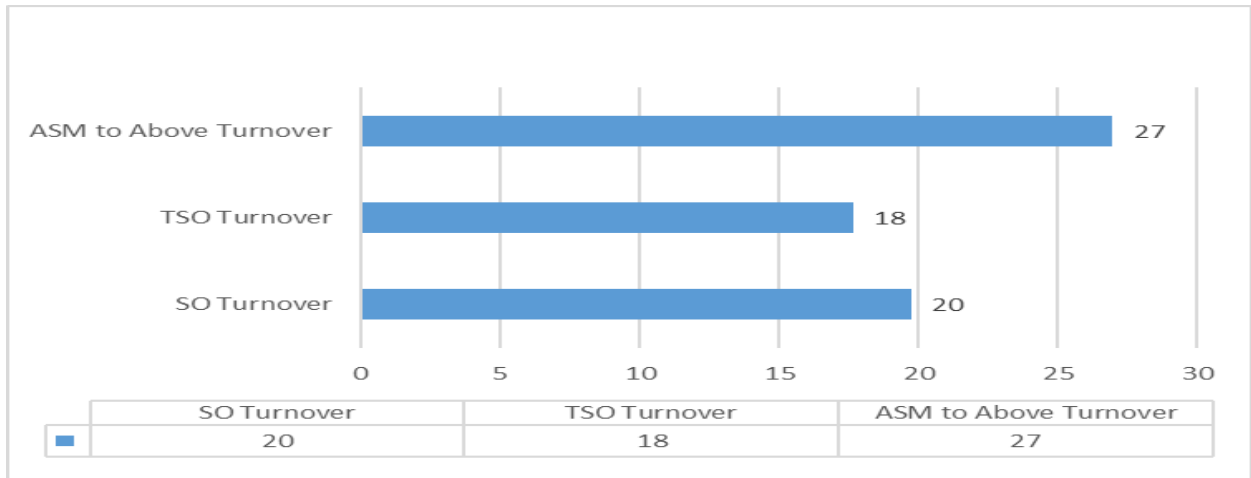


Figure 24 Turnover Rate of 2019

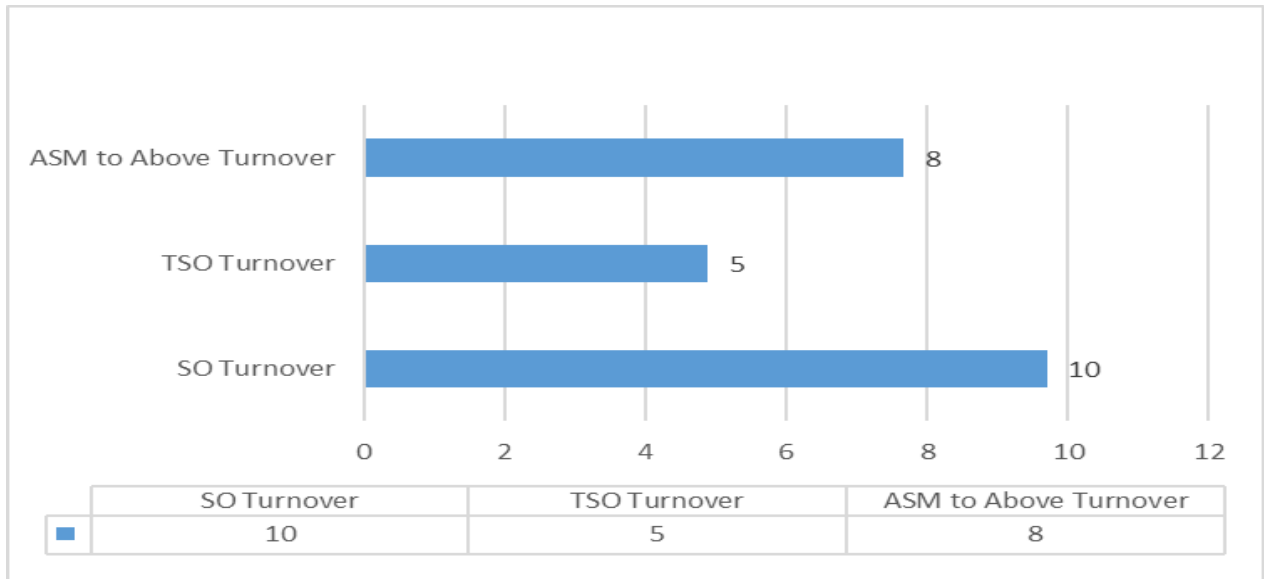


Figure 25 Turnover Rate of 2020

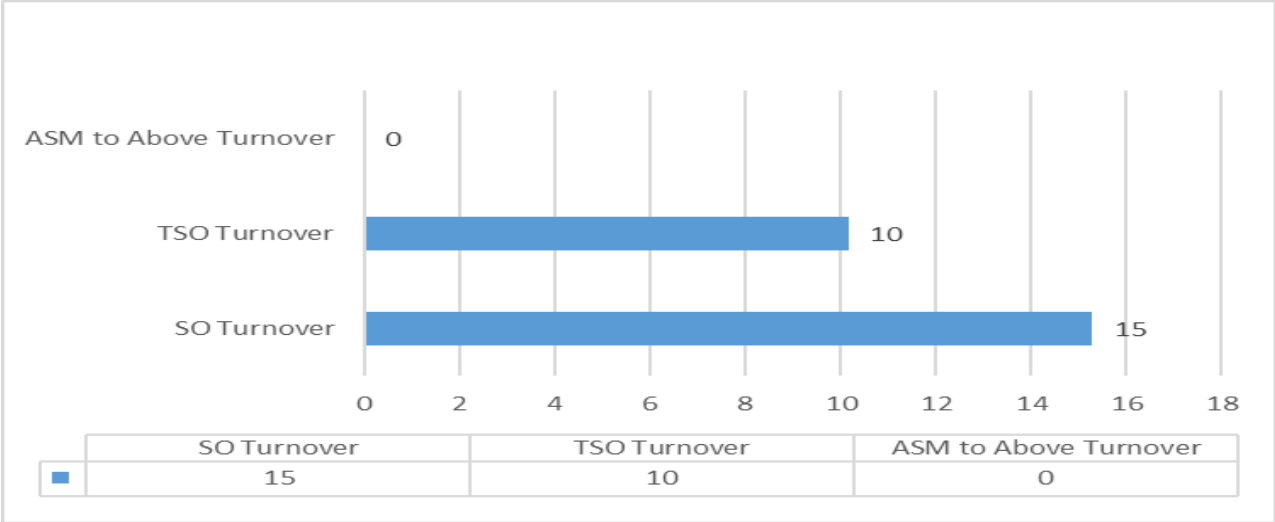


Figure 26 Turnover Rate of 2021

This is the combination of both management and nonmanagement field-level employees. According to the data from 2019 to 2021 the management level turnover ratio's data minimize largely. The rate decreased from 27 to 0 percent which is quite a success for the business that it perform the employee retainment functions wisely.

In terms of the non-management level employee for both TSO SO positions turnover rate was high back in 2019. After the wave of the pandemic period, the economic scale of people become low and the turnover rate become low. People were in lockdown and they seek for jobs and financial stability. Moreover, the job scope was narrow at that time and as a result, the turnover rate showed less percentage in 2020. At present, the situation becomes a little bit in control and there create a lot of better job opportunity and this triggers the turnover rate which results in increasing rate of turnover ratio.

3.3.3 Employee Engagement

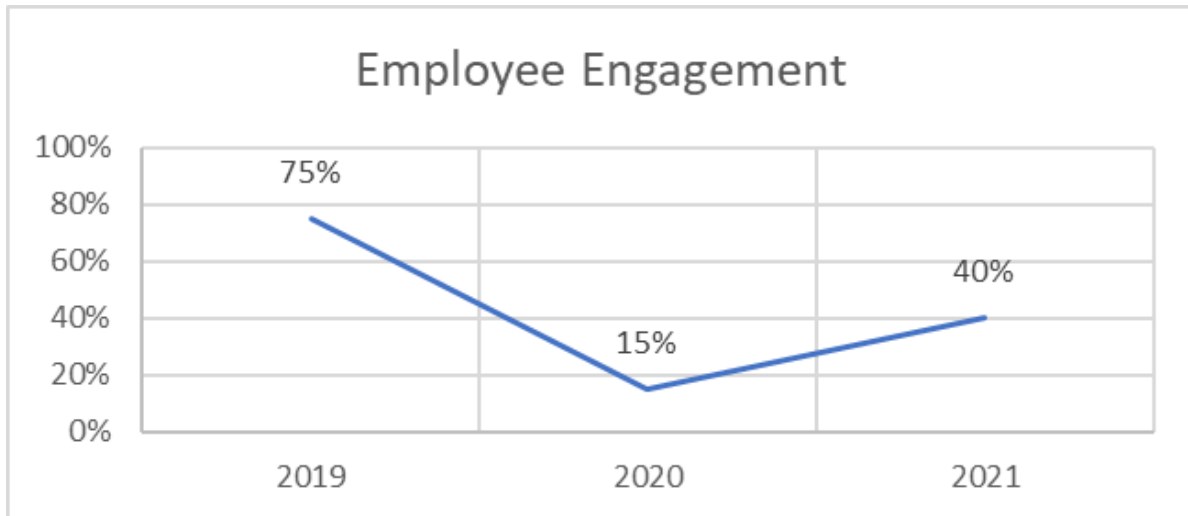


Figure 27 Employee Engagement from 2019 to 2021

In terms of employee engagement activities, STL organizes different programs and arrange seminars to increase the connectivity among the employer and employees. According to the information from STL employees, back in 2019, employee engagement was high. As there was no pressure of pandemic, the organization arranged different programs on various occasions like pohela boishak, pohela falgun, 21st February, 16th December, and so on. They sometimes arrange various departmental tours, picnics, and dinner plans. During the period of 2020, the covid situation got worst and the company continued to conduct the office through online media. This decreased the employee face-to-face connectivity. Employees learning from peer groups got affected because of this and as a result, it causes a 15% employee engagement rate in total. Today in 2021 the pandemic situation got a litter bit better and for that, the percentage become quite high than the previous year.

3.3.4 Recruitment

In most cases, the HR department oversees recruitment. This department is responsible for locating and attracting qualified candidates. The job description and specification give the necessary information to begin the hiring process. The following are the responsibilities of STL's recruitment office:

- **Assessing the need**

In Square Toiletries when any vacancy requires, that department provides a requisition to HR by showing their manpower demand. According to that demand, HR started processing their formal procedures to get the approval and continue their activities.

- **Seeking approval from higher authority**

After getting insight about the manpower need from some particular department HR Prepare a Requisition Proposal and send it to Higher Authority (Head of Department, GM of HR, GM of STL, MD). The hiring proposal contains every small detail like how many workers needed, for which department, where is the work station, by whom the requisition proposed, and so on.

- **Defining the job description**

In this stage, HR prepared JD (job description) and JS (job specification) according to the demand of the particular vacant post and department. Depending on the Management and Nonmanagement position the information inside the JD changes.

Do you have the SQUARE qualities?

Square Toiletries Limited (STL), a sister concern of **Square Group** is the leading local FMCG company having multiple leading brands in its portfolio. We manufacture and market 20 brands that deliver the highest standards to the stakeholders. Wellbeing of consumer, employee and society are the three foundation pillars of the values and principles of Square Toiletries Ltd. Currently STL is looking for dynamic, hardworking, intelligent and self-driven candidates for the following position:

Designation: Territory Sales Officer
Department: Sales
Work Location: Anywhere in Bangladesh

Responsibilities:

- Monitor and Coordinate the activities of Sales officers & Distributors
- Monitor & ensure unit-wise sales
- Collect market information and track competitor activities

Requirements:

- Graduate in any discipline from reputed university
- Minimum 3 years of working experience in relevant position, preferably in reputed FMCG Company
- Must have good knowledge in MS Excel
- Able to Drive motorcycle & valid driving license is mandatory
- Age within 38

If you think you are the right person we are looking for, please submit your resume with cover letter and a recent passport size color photograph (not more than 6 months old) by **25 September, 2021** through e-mail at **hrd-stl@squaregroup.com**

- The position and department must be mentioned in the subject line of your mail
- Square Toiletries Ltd. is an Equal Employment Opportunity provider

[f/STL.SquareGroup](#)
www.squaretoiletries.com

SQUARE TOILETRIES LIMITED

Figure 28 Job Advertisement

- **Advertisement through different job portals**

To get potential candidates STL uses different job portals to attract candidates. They use BDJobs, Official Websites career pages, Newspaper advertisements, and internal referrals. For internal sources, they use the bulletin board and email notifications through the intranet.



Figure 29 CV Collecting Process

- **Screening and short-listing applications**

Following the receipt of resumes, the HR staff goes through the applications and shortlists candidates based on a set of criteria. Shortlisting can be accomplished in two to three steps. The candidates who have been sorted are then called for the next step.

- **Subject-based written exam**

A suitable number of applicants are permitted to attend the interview session based on the written test results. This number might fluctuate depending on a variety of factors such as the number of open positions, the quality of candidates, the interviewers' interests, and so on.

SQUARE TOILETRIES LIMITED													
Result of the written													
Officer-A&F (13.08.2021)													
SL NO.	Code	Name	Phone	Interview Time	Email	Eng (10)	Eng%	Sub (40)	Sub%	Total (50)	Total %		
1	25	Mr. A	12345678930	10:00am	123abc@gmail.com	8.00	80.00	27.00	67.50	35.00	70.00		
2	26	Mr. B	12345678930	10:20am	123abc@gmail.com	9.00	90.00	23.00	57.50	32.00	64.00		
3	3	Mr. S	12345678930	10:40am	123abc@gmail.com	8.00	80.00	22.00	55.00	30.00	60.00		
4	6	Mr. K	12345678930	11:00am	123abc@gmail.com	9.00	90.00	20.00	50.00	29.00	58.00		
5	13	Ms. C	12345678930	11:20am	123abc@gmail.com	8.00	80.00	21.00	52.50	29.00	58.00		
6	20	Mr. M	12345678930	11:40am	123abc@gmail.com	7.00	70.00	21.00	52.50	28.00	56.00		
7	8	Ms. T	12345678930	12:00pm	123abc@gmail.com	9.00	90.00	18.00	45.00	27.00	54.00		
8	31	Mr. Ab	12345678930	12:20pm	123abc@gmail.com	5	50.00	22	55.00	27.00	54.00		
9	21	Mr. Ra	12345678930	12:40pm	123abc@gmail.com	6.00	60.00	20.00	50.00	26.00	52.00		
10	1	Ms. T	12345678930		123abc@gmail.com	3.00	30.00	21.00	52.50	24.00	48.00		
11	10	Mr. Ab	12345678930		123abc@gmail.com	9.00	90.00	15.00	37.50	24.00	48.00		

- **Different stage of interview (initial, 2nd stage, final)**

Face-to-face interviews are done at this stage to choose the best applicant from among the selected candidates. If the interviewer fails to choose the correct applicant during the initial interview session, this interview session may contain further stages of interviewing. In most cases, 'Square Toiletries Ltd.' performs 'Panel Interviews,' but towards the end of the process, they may do a 'Person to Person Interview.' In this scenario, the applicants may meet with the Head of the Department or another higher managerial personnel of the company.

SQUARE TOILETRIES LIMITED Attendance Sheet of Executive, Product & Development Date						
SL	Code	Name	Phone	Email	Signature	
1	3	Mr. A	12345678930	3avo@gmail.com		9:30
2	16	Ms. B	12345678930	3avo@gmail.com		10:00
3	18	Ms. C	12345678930	3avo@gmail.com		10:30
4	24	Mr. A	12345678930	3avo@gmail.com		11:00
5	30	Ms. B	12345678930	3avo@gmail.com		11:30
6	6	Ms. C	12345678930	3avo@gmail.com		12:00
7	10	Mr. A	12345678930	3avo@gmail.com		12:30
8	8	Ms. B	12345678930	3avo@gmail.com		13:00
9	7	Ms. C	12345678930	3avo@gmail.com		13:30

Attendance of Interview

SQUARE TOILETRIES LIMITED SUMMARY FOR THE POSITION OF "EXECUTIVE" DATE									
SL	Name	Age	Education	Educational Institution	Passing Year	Result	Working Experience	Year of Exp.	Remarks
1	Ms. Zemi 01245678925	25	MSc	Noakhali Science and Technology University	Enrolled	Appeared	Fresh		
2			BSc	Noakhali Science and Technology University	2018	3.43			
3			HSC	Viqarunnisa Noon School & College	2013	5.00			
4			SSC	Viqarunnisa Noon School & College	2011	5.00			
5	Ms. Fardous 012345678902	26	MSc	Noakhali Science and Technology University	2021	Appeared	Org: Renata Pharmaceutical Limited Position: Officer, Quality Control Department Duration: 16 February 2021 to Present	6 M	
6			BSc	Noakhali Science and Technology University	2019	3.44			
7			HSC	Ideal School and College	2013	5.00			
8			SSC	Fulgazi Pilot Girls High School	2011	5.00			
9	Mr. Abdullah 01345678902	29	MS	University of Dhaka	2018	3.28	Org: Beximco Pharmaceutical Ltd. Position: Officer, Quality Control Duration: 6 September 2020 to 20 June 2021	9 M	
10			BSc	University of Dhaka	2016	3.14			
11			HSC	Dhaka City College	2011	5.00			
12			SSC	Dhanmondi Government Boys High School	2009	5.00			

Summary of Interview

- **An employment decision**


At the end of the above stage, the management team comes to a fixed point of choosing one most demanding candidate. Sometimes the decision may vary and the objective may fail. In that case, the process needs to start again for selecting a suitable candidate.

- **A pre-employment medical examination**

After that, the HR staff notifies the chosen candidate that they must undergo some basic medical exams to determine their physical capacity. This is done to guarantee that the individual can provide the greatest possible output for the company, as well as to ensure the health of the company's other employees. During this pandemic situation, the company emphasizes more on making sure that the selected candidate is free from Covid-19.

- **Proposal letter & approval**

Following the above stage, HR prepares a Proposal Letter for its chosen candidate detailing the probationary term, pay, and other benefits, who he must report to, work location, and start date, job location, etc.

 SQUARE TOILETRIES LIMITED RECRUITMENT PROPOSAL FOR "EXECUTIVE"						
SL	NAME & ADDRESS	PERSONAL DETAILS	EXPERIENCE	SALARY & BENEFITS	JOINING EFFECTIVE FROM	DESIGNATION, DEPARTMENT, REPORTING
1	Mr. _____	DOB : DD.MM.YYYY	Total year of Experience: __ years __ Months	During Probation:		Executive
5	S/o: Mr. _____ & Mrs. _____	Married	Org: XYZ Limited Position: Product Development Associate Duration: 2018 to Present	0000 (Consolidated)	On or Before	Product Development Department Head Office, Dhaka
6	Present Address: House No. _____ Road, _____ Area _____ Dhaka-1212	Degree, CGPA, Subject, Institute, Board, Passing Year		_____ Taka (only) Per month. Probation Period : _____ Months Other Benefits will be provided as per company policy	DD.MM.YYYY	
7	Permanent Address: Vill _____ PO _____ PC _____ PS _____ Dst _____	Degree, CGPA, Subject, Institute, Board, Passing Year HSC, GPA, Subject, Institute, Board, Passing Year SSC, GPA, Subject, Institute, Board, Passing Year		After Confirmation Grade Will be fixed after confirmation Salary Will be fixed based on performance Bonus: _____		Report to- Ms. _____ Head of Marketing Marketing Department Head Office, Dhaka

- **Offer and Appointment letter handover**

After forwarding the Proposal Letter HR team provides an Offer letter and Appointment Letter to the selected candidate depending on the company's policy and offerings.

HRD/000/2000
August 29, 2000

Mr. ABC
S/o: Mr. CBA
Vill: X
P.O: N
P.S: L
Dist.:Dhaka

Dear Mr. ABC,

Subject: **Letter of Appointment as Probationary** ' _____ '

With reference to your application and subsequent interview with us on _____ for employment, we are pleased to offer you an appointment as Probationary _____ in the _____ Department at _____ **Region** on the following terms and conditions:

1. Your appointment is subject to:
 - a) Satisfactory completion of probationary period of ____ months from the date of joining which may be extended by a similar period.
 - b) Submission of photo copies of all academic and professional certificates
 - c) Submission of Clearance Certificate from previous employer, if any.
 - d) Submission of two reference letters.

- **Orientation**

This is the onboarding process for the employee which is conducted with the help of the HR department. They arrange meetings, small meetups, training sessions for the employee to get familiar with other staff members of every department.

- **Placement**

In this part, the employee is assigned and placed in the job location. This location can be anywhere in Bangladesh depending on the vacancy of the post.

- **Follow-up**

In the last stage of recruitment and selection process employer (HR Department) maintain a personal file of the employee and compile all the official documents and store it in both manually and in HRIS software.

3.3.5 Employee Development

According to the Training data of 2021, in total 9 training sessions conducted by the company so far now. Almost every department participated in those training according to their requirements. The details of conducted training, list of participated department and training dates have been shown in the table below,

SQUARE TOILETRIES LIMITED				
Training List 2021				
SL	Training/ Workshop Name	Participants (Department)	Date	Remarks
1	Quality Management System	Distribution, Engineering, HR, PPIC, PD, Production, QC, RMS	18/04/2021	
2	SOP for Incident Reporting & Investigation	Distribution, Engineering, HR, PPIC, PD, Production, QC	29/04/2021	
3	SOP for Handling customer complaints	Distribution, Engineering, HR, PPIC, PD, Production, QC	5/3/2021	
4	Disciplinary Procedure According to Bangladesh Labor Law	HR, Sales	5/11/2021	
5	SOP for Vendor Evaluation	Marketing, PD, Production, QC, Engineering, PPIC	5/27/2021	
6	SOP for Change Control Management	Pabna: Production, PPIC, QC, HR Rupshi: Production, Engineering, PPIC, QC	6/1/2021	
7	Lean Manufacturing for Increasing Productivity & Profitability	Productivity, Engineering, QC, PPIC	6/5/2021	
8	Good Manufacturing Practice	Production, PPIC, Engineering, HR, QC	6/6/2021	
9	Risk Management	Marketing, PD, Commercial, TSD	6/24/2021	

Figure 30 Training List of 2021

The data has been shown with the help of a Graphical image

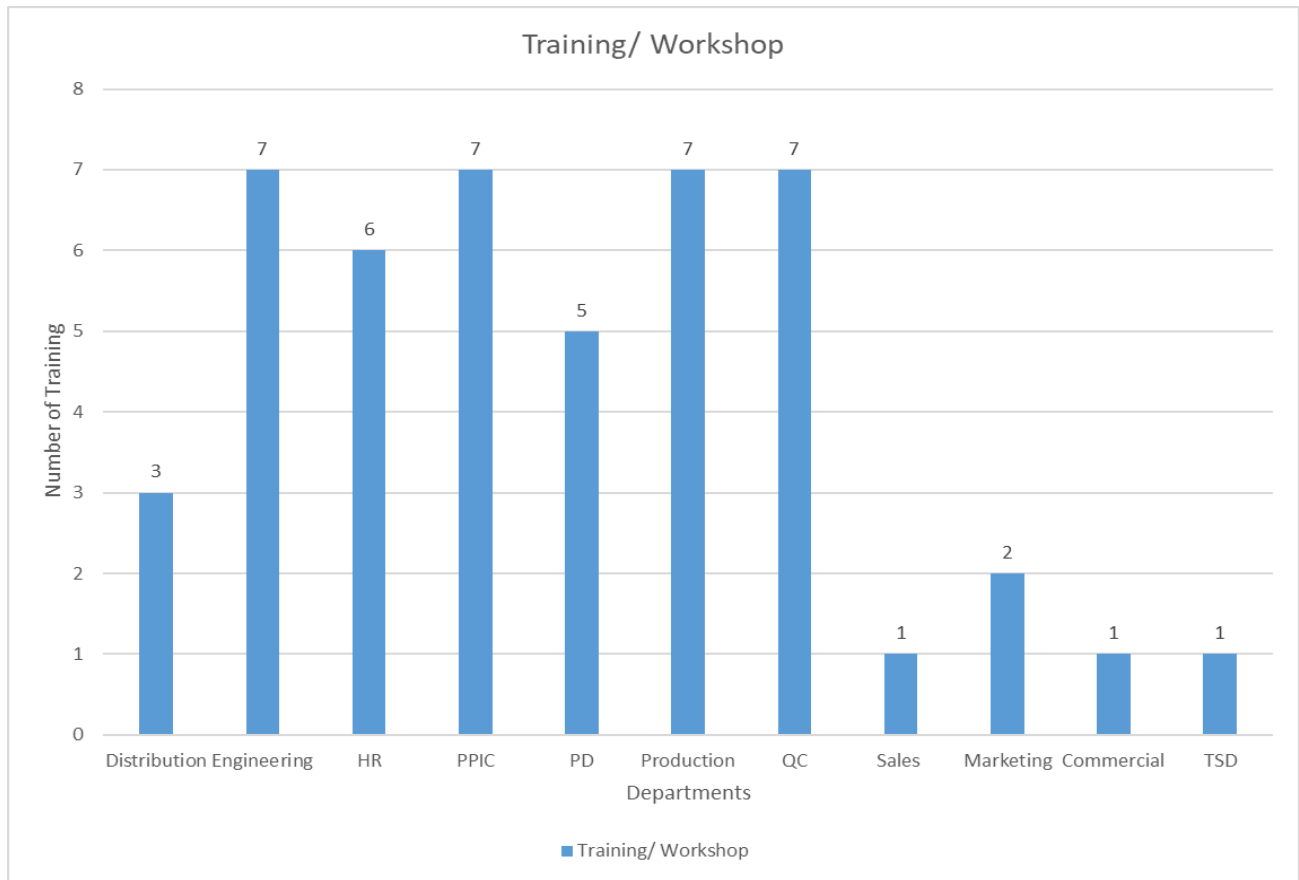


Figure 31 Department Wise Training Participation

According to the graphical image, departments' employees received a total of 7 training are engineering, PPIC, Production, and QC. Sequentially, HR received 6, and Product Development received 5. In total 3 workshops were participated by the distribution department along with others. The marketing team participated in 2 training. Only 1 training session had been participated by the sales and commercial department so far in 2021.

3.3.6 Employee Benefit

The employees engaged with STL get several beneficiaries. Both monetary and non-monetary benefits are included in this sector. Some exclusive benefits programs are mentioned below which differentiate Square from its' competitor.

- **Provident Fund:** The contribution for the provident fund comes from both employer's and employee's side. From each individual, the provident fund has been collected. According to Square Toiletries Limited. policy, the employer contributes 10% towards the PF

balance, whereas 10% contribution comes from employee sides depending on employees' basic pay. This total of 20% will be returned to the employee at the time of retirement.

- **Gratuity:** According to the policy of Square Toiletries if an employee continues their engagement with the company for more than 5 years then they will get 30 days gratuity benefits on basic pay. However, in terms of more than 10 years of service, the employee will get 45 days of gratuity benefit on basic pay.
- **Hospital Facilities:** Employees of Square get several discounts and credit returning offers from Square Hospital. Sometimes the organization bears the full treatment expense for their employee.
- **Discounts on products:** On every product of Square Group, employees get 25% off. In terms of medical products, the discount offer goes up to 29%.

3.4 Summary and Conclusions

Despite the presence of a significant number of international toiletries and cosmetics firms in Bangladesh, Square Toiletries Limited is doing an excellent job with its all-around product range. The toiletries sector contributes to the country's economic growth through large yearly turnover, local manufacturing, exports, and, most importantly, job creation. This sector is not likely to diminish much in the near future because their product line is one that will almost always be in demand among people. The addition of new rivals will make present businesses more competitive, innovative, and capable of meeting possible challenges.

Square Toiletries Limited has been in business for almost three decades and employs a large number of individuals in various industrial sectors each year. They have a fantastic HR staff that is in charge of this large workforce. The HR department is in charge of all crucial functions including recruitment, labor law compliance, talent management, employee retention process, and maintenance of all other necessary HR operations. They are maintaining their talent pool in such a way that represents their professionalism. This study included an in-depth review of their talent management process that includes recruiting process, development process, employee motivational process, and performance assessment, as well as some issue identifications and recommendations for potential improvement.

In the concluding part, I tried to incorporate some statistical and graphical overview of Square Toiletries Limited with the data of manpower distribution, turnover rate, employee engagement, and training participation data. Moreover, I explained some processes and functionalism of talent attraction, retention, and development. I hope with this fruitful contribution and maintained talent management system Square toiletries will continue to contribute to the country's economy and workforce.

3.5 Recommendations/Implications

Square is one of the leading brands of Bangladesh and every company under this group maintains their business with a higher corporate standard. Based on the difficulties I faced as an intern in STL, I provide some recommendations below for the future well-being of the company. To become a stable market leader Square Toiletries may incorporate the below points for staying in the competitive market with proper stakeholders satisfaction,

- In the initial stage of employee recruitment assessment, the company can include another stage which can be a pymetric test or an aptitude test. Through this initial level test, the company can testify the creativity and critical thinking ability of candidates.
- They could emphasize more on off the job training as it will increase connectivity, innovativeness, confidence, and motivate employees to work beyond the comfort zone. For example, after visiting the factories of STL in Rupshi Pabna and Chittagong, employees will present their total visit and learning in the form of PPT and present them in front of other employees.
- Most of the company is regulating their daily official functions through online portals during this pandemic situation. Stl must adopt these changes by conducting regular offline official activities to boost the flexibility and ensure the safety of their employees.
- For conducting official functions online, the company needs proper technological support. Instead of using Outlook and LAN-based networking systems, STL may switch to Google workplace and cloud services for maintaining their regular activity from a remote area.
- The company has a huge personal data file of their employee. Maintainance of this big data may become troublesome as all the documents are kept in form of hardcopy. Instead of

continuing this system, they can store all the information in their updated HRIS software and google cloud service.

- In comparison with the domestic companies, STL provides satisfactory financial offering to their employees and sometimes it's even more. However, compared to MNC this margin will show a negative rate. So, attracting the talent pool through the financial beneficiary system, STL will struggle a little.
- For conducting higher scale of training and conference in their head office, the company could extend the space a little more.
- To balance the gender ratio Square Toiletries Limited may give more priority to female candidate recruitment.

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