

Report On
*“Virtual campus engagement sessions: an effective tool for talent
acquisition and boosting employer branding in the time of pandemic”*

By

Farhan Islam Shihab

17304142

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

BRAC Business School (BBS)
BRAC University
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Declaration

It is hereby declared that

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

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Farhan Islam Shihab
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BRAC University

Letter of Transmittal

Mr. Zaheed Husein Al-Din
Senior Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on “Virtual campus engagement sessions: an effective tool for talent acquisition and boosting employer branding in the time of pandemic”.

Dear Sir,

This is my pleasure to inform you that, I, Farhan Islam Shihab (Student ID- 17304142), have completed my internship report. This report represents my overall experience and learning of my three-month long internship at Walton Hi-Tech Industries PLC.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I'd also like to convey my gratitude for your helpful advice and assistance throughout my internship. It would be my pleasure to answer any questions you may have about my internship report.

I hope that, my report will meet all your requirements and you will accept my submission.

Sincerely yours,

Farhan Islam Shihab
17304142
BRAC Business School
BRAC University
Date: February, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Walton Hi-Tech Industries PLC and the undersigned student of BRAC University, Farhan Islam Shihab, Student ID- 17304142 of the BBS Department.

Acknowledgement

First of all, I would like to show my utmost gratitude to Almighty Allah who has given me the strength and ability to successfully complete my Internship report. I am grateful to my supervisor Mr. Zaheed Husein Al-Din, Senior Lecturer, BRAC Business School for his constant guidance, support and assistance from the beginning till the end.

I would also like to convey my gratitude to my onsite supervisor Lamisa Nahiyan Zulfiquar, Assistant Director, Walton Hi-Tech Industries PLC for providing me the opportunity to learn and familiarize me with all the necessary practical knowledge. Without all her guidance, constructive feedback and encouragement I would not be able to gather information and complete this Internship report.

I'd also like to thank my fellow interns, coworkers, and all of the HR executives, managers, and business partners who helped me prepare my report by providing me with the required information, direction, support, and advice.

My time here at Walton Hi-Tech Industries PLC has been a mix of learning, bonding, and honing my KSAs, which has provided me with a great deal of interest in pursuing my professional goals.

Executive Summary

In order to complete my academic Internship course entitled BUS400, I had joined as an Intern at Walton Hi-Tech Industries PLC for a three month period. I had joined in the Human Resource Management Department under the supervision of Ms. Lamisa Nahiyah Zulfiquar, Assistant Director, Walton Hi-Tech Industries PLC. The core objective of this Internship was to provide us hands on practical experience of corporate life and work style as well as to give us a solid foundation of all the learning in a more practical way. I have tried to compile all my internship experience as a form of this report where I sincerely put all my contributions, learning and findings.

Throughout my Internship I had worked with the Employer Branding team of the HR department and gain practical experience of their talent acquisition process and employer branding initiatives. First of all I have tried to provide a brief idea about Walton and its countrywide operations. This report will give a brief overview about Walton and shade some light on their business landscape both nationally and globally.

With the help of this report, I tried to explain the importance of employer branding and how it affect the overall talent acquisition process while recruiting and attracting best talents from the crowd. This report is based on the employer branding and talent acquisition process of one of Walton's flagship internship program "Thrive in Three".

I had the opportunity to get involved in the entire talent acquisition process of Walton's flagship Internship program "Thrive in Three" and with my little knowledge and expertise I also tried to compile briefly about the recruitment and selection process of the program.

Finally, I have concluded the report with some recommendations on their employer branding and how they can enhance their corporate image to the youth by proper utilization of their Facebook Career page and other mediums.

Table of Contents:

Declaration.....	ii
Letter of Transmittal	iii
Acknowledgement.....	v
Executive Summary	vi
List of Figures:	x
Chapter 1: Overview of the Internship	1
1.1 Student Information:	1
1.2 Internship Information:	1
1.2.1 General Information:.....	1
1.2.2 Company Supervisor’s Information:	1
1.2.3 Job Scope:	1
1.3 Internship Outcomes:	2
1.3.1 Student’s Contribution and Key Learning:	2
1.3.2 Difficulties encountered (During the Internship Period):.....	8
1.3.3 Recommendations (To Walton for future Internship):.....	9
Chapter 2: Organization Part.....	10
2.1 Introduction:	10
2.2 Overview of the Company:	11
2.2.1 Company Profile:	11
2.2.2 Historical Background of Walton:	12
2.2.3 Walton’s Vision:.....	13

2.2.4 Walton’s Mission:	13
2.2.5 Core Values of Walton:	13
2.2.6 Product Offerings of Walton:	14
2.3 Management Practices:	15
2.3.1 Board and Committee Information:	15
2.3.4 Human Resource Planning Process:	17
2.4 Marketing Practices:	18
2.4.1 Overview:	18
2.4.2 Walton’s Target market and Market Positioning:	19
2.4.3 Marketing Channels:	20
2.4.4 Advertising and Promotion Strategies:	22
2.4.5 Critical Marketing Issues:	23
2.5 Financial Performance and Accounting Practices:	24
2.6 Operations Management and Information System Practices:	28
2.6.1 The Supply Chain Model of Walton HI-Tech Industries PLC	28
2.6.2 Global Operations:	29
2.6.3 Use of Information System at Walton:	29
2.7 Industry and Competitive Analysis:	30
2.7.1 Porter’s Five Forces Analysis:	30
2.7.2 SWOT Analysis:	32
Chapter 3: Project Part	33

3.1 Introduction:	33
3.1.1 Background:	33
3.1.2 Literature Review:	34
3.1.3 Objective:	36
3.1.4 Significance:	36
3.2 Methodology:	37
3.3 Findings and Analysis:	37
3.3.1 Talent Acquisition effort of Walton:	38
3.3.2 Employer Branding through Campus Engagement Session- “Meet your Alumni Imagine your Future”:	49
3.3.3 Employee Value Proposition- “Thrive in Three” Internship Program:	56
3.4 Summary and Conclusion:	57
3.5 Recommendations:	58
Reference:	58

List of Figures:

Figure 01: Overview of Walton

Figure 02: A brief history of Walton Group

Figure 03: Product Offerings of Walton

Figure 04: Organizational Structure of Walton Hi-Tech Industries PLC

Figure 05: Walton's Market Share

Figure 06- Walton's Distribution Network

Figure 07- Walton's Distribution Process Flowchart

Figure-08: Comparison of Financial Performance with peer industry

Figure 09- The Supply Chain Model of Walton HI-Tech Industries PLC

Figure 10: Global Operations of Walton

Figure- 11: "Job Circular of Thrive in Three"

Chapter 1: Overview of the Internship

1.1 Student Information:

This internship report is solely prepared by me, Farhan Islam Shihab, Student ID- 17304142, a student of BRAC Business School, BBA Program. This is last semester as an Undergraduate student and my concentrations are Human Resource Management and Marketing.

1.2 Internship Information:

1.2.1 General Information:

I am currently serving as an Intern in the Human Resource Department of “Walton Hi-Tech Industries PLC” under Walton Group. The tenure of my Internship is 3 months which has been started from October 17th, 2021 and ended at January 16th, 2022. After that I have extended my Internship till January 31st, 2022. The corporate office address is Plot No- 1088, Block- I, Road- Sabrina Sobhan 5th Avenue Bashundahra, Vatara, Dhaka- 1229.

1.2.2 Company Supervisor’s Information:

Throughout my Internship period I have worked under the supervision of Ms. Lamisa Nahiyah Zulfiquar, Assistant Director of Administration department at Walton Hi-Tech Industries PLC.

1.2.3 Job Scope:

As an Intern I was expected to perform various tasks that would provide assistance to my supervisor in the ongoing projects. The job responsibilities includes but not limited to-

- Collaboration with Career Club of various universities
- Assist Student Engagement Programs in universities (Webinars and seminars)
- Building corporate relationships for employee welfare
- Involved in HR Policy modification

1.3 Internship Outcomes:

1.3.1 Student's Contribution and Key Learning:

Throughout my internship tenure, I have got the opportunity to get involved in several projects and tried to contribute to my fullest. The 6 projects where I contributed most are-

- **Project 1:** Thrive in Three- Walton's Flagship Internship Program
- **Project 2:** Corporate agreement through MoU for the Employee Welfare
- **Project 3:** HR Policy modification.
- **Project 4:** Employee Reward and Recognition
- **Project 5:** Better Bangladesh Tomorrow (BBT)
- **Project 6:** Champions of Innovation

Project 1: "Thrive in Three"- Walton's Flagship Internship Program

Overview:

Walton Hi-Tech Industries Limited (Walton HIL) has launched a flagship Internship Program called "Thrive in Three" to provide tremendous learning opportunities for final year students. "Thrive in Three" is basically a three month long comprehensive Internship program focusing on the students who are passionate about creating positive impact in the world and making a bright future.

Contribution:

Due to Covid the entire promotion and recruitment of the program was conducted Online and I am fortunate enough that I have got the opportunity to stay connected throughout the process and get myself involved into the core employer branding team of "Thrive in Three". My core contribution in this program includes-

- Preparing a list of University Clubs for possible collaboration and branding
- Collecting contact information of club's executive committee members
- Contacting with the club committee members and proposed possible webinar schedules
- Scheduling Webinars with respective university clubs
- Drafting invitation mail for the webinars

- Prepared a database for tracking regular communication updates with clubs and maintained it on a regular basis
- Assisted in co-coordinating Information Session (webinars) on “Thrive in Three”
- Followed up with the graphics team to collect the Facebook posters for the webinars
- Hosted in two of the webinars, one with North South University (NSU) and another with Jahangirnagar University (JU)
- Preparing questionnaires for the Online Assessment Test of “Thrive in Three”
- Calling potential candidates and inform them about the program and the recruitment process
- Assisted in co-coordinating Case Presentation, Case Analysis and Interview round in Zoom
- Communicating with the selected candidates in each phase of the recruitment process
- Assisted in preparing the mark sheets of the candidates
- Drafting Mail and SMS for the selected candidates

Key Learning:

- Learned to outline and structure a program and the ways of making a step by step execution plan
- Learned how the business plans are carried out, the technique of obtaining top management’s approval and finally the implementation process
- As I have to contact with different university clubs so my personal network expanded to a great extend
- My interpersonal communication skill got improved while communicating with the candidates as well as my peers
- Team building capability improved a lot while working with my peers in co-coordinating the case presentation, case analysis and interview round assessment using Zoom Platform
- The way of my verbal and written communication skill get improved while communicating and writing formal mail to the aspirants of the program

Project 2: Corporate Partnership for the Employee Welfare

Overview:

Walton Hi-Tech Industries Limited (Walton HIL) has taken an initiative to ensure the welfare in every possible ways to its employees. For doing so, Walton HIL has taken initiative to make possible collaboration with schools, colleges, universities, hospitals, hotels, restaurants, fine-dining, clothing stores, transports, computer stores, shoe stores, watch stores, gift shops and other organizations.

Contribution:

We a team of 4 interns, were fully dedicated to make this project a success and I am fortunate enough contributing here as a team member. Below mentioned are few contributions of mine-

- Assisted in preparing a list of potential organizations for possible collaborations and collecting contact details of each of the organization from the aforementioned categories
- Contacted with the listed organizations specially hotels, computer stores, shoe stores and watch stores, explained our expectations as well as our offerings to them
- Wrote proposals for collaboration by following a sample provided by our Legal Department and mailed them to the concerned e-mail address of the company
- Followed up with the concerned personnel of the organizations and track communication updates in our database
- Assisted team members in maintaining all the formalities like- arrangement of foods, meeting room booking, receiving guests etc. for a successful MoU Signing ceremony with organizations.

Key Learning:

- While drafting proposal I got to learn writing a formal proposal for a corporate agreement between parties (companies)
- Got to learn about different companies operation, services and offerings for their clients. For example- Companies like hotels, I got to learn about their room rates, available services for their guests, their offerings on different occasions etc. via their websites and other secondary resources

- Got to learn negotiating while dealing with the offerings as well as learned to mitigate expectations
- Learned about the formalities and some legal terms and conditions needed to be consider while collaborating with companies for an agreement

Project 3: HR Policy modification

Overview:

Walton Hi-Tech Industries Limited (Walton HIL) has a very conservative organizational culture, and there is a lack of collaborating mindset among the employees. Moreover, Walton HIL's HR Policies such as Recruitment and Selection Policy, Performance Appraisal Policy, Reward and Recognition Policy, Training and Development Policies have not being updated for years, necessitating some changes to align with global best practices. To accomplish so, a Behavioral Model was initially required to facilitate the entire corporate culture and to make it more engaging and collaborative in nature.

Contribution:

We a group of 4 interns, had the fantastic opportunity to collaborate with an HR Consultant on discussing ideas for the Behavioral Model and it's effective implementation, as well as make some contribution in drafting policies with necessary reforms in reference to the global best HR Policy practices. Here are some of my individual contributions-

- Brainstorming ideas about the Behavioral Model and its implementation
- Worked in drafting policies with necessary modifications incorporating global best HR policy practices
- Studied the current Performance Appraisal Policy and proposed a draft of a revised Performance Management System (PMS) for Walton HIL.
- Drafted a Training and Development Policy document according to the guidance of HR Consultant
- Assisted in making a Demotion policy for unsatisfied performance of the employees

Key Learning:

- Learned about Behavioral model and its implications in organizational culture development

- Basic understandings on HR policies
- Brief overview on Recruitment and Selection Policy and Process
- Brief overview on Performance Appraisal Policy and Performance improvement Plan
- Brief overview on Training and Development Policy
- Brief overview on misconduct, demotion and dismissal Policy
- Learned a lot on Global HR practices and performance appraisal process

Project 4: Employee Reward and Recognition

Overview:

Employee Reward and Recognition is an important aspect of any organization's Employee Value Proposition. Walton places a high value on its employees, and as a result, they are eager to make existing incentive and recognition programs more engaging and interesting. To accomplish this, the management committee devises a monthly, half-yearly and annual reward system to promote employee value proposition and to recognize each employee's efforts, hence increasing employee motivation and drive toward the organization's goals.

Contribution:

I have a little contribution in this reward and recognition program. Here are some of my key value propositions into the project-

- Done a thorough research on other multinational companies social media posts on reward and recognition of their employees
- Wrote photo captions and captions for social media posts on reward and recognition of Walton's employees
- Sourced logos for different reward categories from available open source platforms and
- Followed up with the Graphics team to prepare the templates on time and assist in designing the reward templates for different category of rewards

Key Learning:

- Got to learn about the Reward and Recognition practices of reputed organizations
- Have an idea about standard designing of a reward template
- Got to learn about the reward categories and the ways of being recognized at Walton

Project 5: Better Bangladesh Tomorrow (BBT)

Overview:

Walton Hi-Tech Industries PLC is committed to uphold the global sustainable development goals (SDGs) through a sustainable initiative “**Better Bangladesh Tomorrow (BBT)**” to support, promote, and practice SDG initiative across the country in alignment with the Government’s actions for sustainability. The vision for “Better Bangladesh Tomorrow” is to ensure sustainable development across all practices in our lives and it’s a long term project.

Contribution:

I am delighted that there is a small contribution of mine in this project which includes-

- Writing social media posts for different SDG goal oriented initiatives of Walton
- Writing and modifying captions for the photos representing initiatives of Walton aligning with SDG goals

Key Learning:

- A brief understanding about the Sustainable Development goals (SDGs)
- Knowing about Walton’s initiatives addressing Sustainable Development Goals (SDGs)

Project 6: Champions of Innovation

Overview:

“Champions of Innovation” was an idea contest which had been comprehensively designed to unleash the knowledge and innovation of Walton’s employees in order to produce cutting age solutions and sustainable practices. Walton believes that the persistence of the workforce along with the top management’s oversight will bring these ideas to reality and propel the company toward its goal of going global by 2030, with a presence in all the countries around the globe. There were three categories where an employee can submit his/her ideas either as group or as an individual in Online or Offline medium. The categories are- Process Innovation, Business Innovation and Paper free Walton. For Online idea submission Walton had launched a Google form and for offline there were large drop boxes placed in different locations where employees can collect papers for writing ideas and drop their ideas in the

box. Everyone enjoyed writing their ideas and we have got tremendous responses from both corporate office as well as factory.

Contribution:

- Sorted and filed 200+ hard copy applications according to the categories
- Done a through reading of 115+ ideas under the “Paper free Walton” category and sorted top 20 most promising ideas from the list
- Prepared a database of top 20 ideas and had written a small summary of each of the ideas for the assistance of the judgment
- Assist the teammates to cross check and revise the Google Form respondent’s database for each of the Idea category, done proper naming of the respondents according to their Employee ID and sorted ideas according to the category.

Key Learning:

- Got to read ideas on Business Innovation, Process Innovation, and Paper free culture
- Critical thinking capability developed to some extent while reading the ideas
- Got to learn a lot about business innovation, process innovation and a paper free culture adaptation and its benefits

1.3.2 Difficulties encountered (During the Internship Period):

There were some difficulties I encountered during my Internship period. Here are some of the difficulties-

- **Academic knowledge vs. Practical experience:** Before getting engaged in such an Internship program, as a fresher we just have our own theoretical knowledge and we rarely got an opportunity to get hands on practical corporate experience. So initially I had to struggle to come out of our so called academic knowledge and get involved into real time practical project oriented work. So coming out of our academic comfort zone and adapting into a fully fledged corporate environment was a challenge.
- **Orientation Program:** Our on boarding was not properly planned when we started as Interns. We didn’t receive any comprehensive orientation program and as a result, initially we had to work in a confusing manner for at least two to three weeks. If we were given the opportunity to attend orientation, we would gain a comprehensive understanding of the company’s overview, vision, mission, goals and

accomplishments, expectations from interns, scope of contributions and many other motivating components of the organization.

- **Lack of Trainings:** There were no training sessions for Interns which actually needed for us as a fresher working in a corporate atmosphere for the first time ever. If we were given proper trainings we think we could contribute more.
- **Industry Knowledge:** If we Interns were given the opportunity to visit Walton's Factory then it could be an experiential learning experience for all of us but unfortunately we did not get any opportunity to visit the factory and gain industry knowledge. Thus we lack proper understanding on Walton's huge production and manufacturing facilities.
- **Meeting Deadlines:** As we Interns are not professionals and don't have previous work experience so being an Intern I faced difficulties in arranging my works and prioritizing my daily activities. So I had to struggle in meeting deadlines and deliver the task on time.
- **Habituation of Corporate lifestyle (Long working hours):** At Walton the office hour for Interns are the same as the office hour of full time employees and it's from 9.00 AM to 6.00 PM. So being an Intern I had to face difficulties in maintaining this 9-6 lifestyle as it's completely new to me.

1.3.3 Recommendations (To Walton for future Internship):

- A comprehensive Orientation program is needed for the Interns for the better understanding of the company culture and its mission, vision values etc. at the time of their joining. If possible an Industrial tour to the factory can be arranged for them.
- A set of training program is needed focusing on the development of the Interns to enhance their capabilities growth and to make them a better professional.
- Consistent guidance and feedback is required on a regular basis so that Interns can meet the deadlines and overcome the difficulties of their regular corporate life.
- A reward and recognition policy for the Interns can be implemented for motivating them and to recognize their effort for the company. (Example- Intern of the month).

Chapter 2: Organization Part

2.1 Introduction:

With the largest and most modern R&D facilities in Bangladesh, Walton is the pioneer and most popular, trustworthy, and renowned Electrical, Electronics, Home, Kitchen, and Electrical Appliances Brand. Walton is recognized with pioneering cutting-edge technology. Through a combination of modern technologies and industry experience, Walton hopes to create a more sophisticated, sustainable, and environmentally sustainable society. It has a significant market share in Multi-stored Refrigerators and Freezers, Air Conditioners, Smart LED Televisions, the most Silent Robust Compressor enriched with 100% recycled metal and R600a Gas and Washing Machine, as well as Home, Kitchen, and Electrical Appliances such as energy efficient fans, indoor and outdoor type energy efficient LED lighting solutions, and prominent graded Electrical-Switch Sockets and Hardware Accessories and Passenger and Cargo Elevators etc. Walton has established a goal to become the most exporting Bangladeshi Tech-Giant in the sector of E&E by 2022, and to position itself as a globally significant brand. Within 2030, the company aims to become one of the world's top five brands.

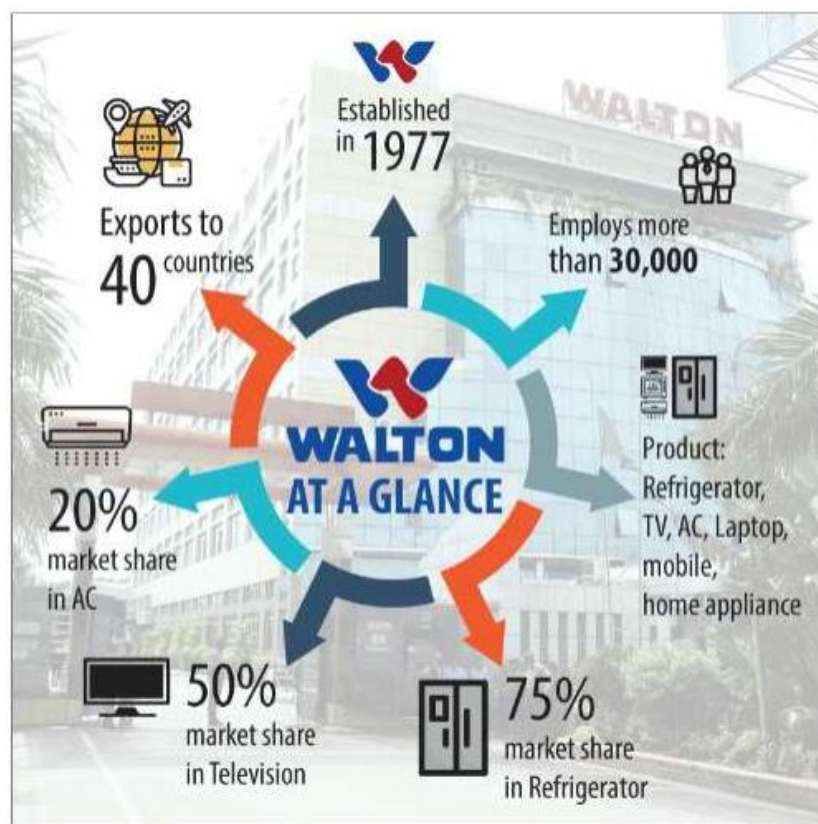


Figure 01: Overview of Walton

“Walton’s passion to play with Technology”

Walton is the first firm in Bangladesh to be completely reliant on Research & Innovation (R&I) for the production of Electrical and Electronic Appliances, a significant distinction that sets Walton apart from its local competitors. Through its innovation, use of advanced technology, and incredibly affordable pricing for people of all income classes, the company has cracked the heavy consumer reliance on imported Electrical & Electronics (E&E) products and brought locally produced Electronic Appliances within reach of the masses.

2.2 Overview of the Company:

2.2.1 Company Profile:

WALTON GROUP

TYPE	Private Limited Company
INDUSTRY	Conglomerate
FOUNDING YEAR	1977
CORPORATE OFFICE	Plot No- 1088, Block- I, Road- Sabrina Sobhan 5 th Avenue, Bashundhara, Vatara, Dhaka-1229
FACTORY	Chandra, Gazipur
KEY PEOPLE	S.M. NurulALamRezvi, S.M. ShamsulAlam and brothers
PRODUCTS	Consumer Electronics, Mobile phone, Laptop, Computer, Home appliances
AREAS SERVED	Bangladesh, South Asia, North America, Australia, Srilanka, Middle East, Africa and 40+ countries around the world
SISTER CONCERNS	The sister concerns of Walton Group include- <ul style="list-style-type: none">• Walton Hi-Tech Industries PLC

	<ul style="list-style-type: none"> • Walton Digi-Tech Industries Ltd. • Walton Micro-Tech Industries Ltd. • Walton Plaza (Trade) • Walton Plaza (Import) • Walton Shipping and Logistics • Walton Agro Farm & Industries Ltd. • Walton Motors
WEBSITE	www.waltonbd.com

2.2.2 Historical Background of Walton:

Walton is a subsidiary of the R.B Group of Industries, a conglomerate based in Dhaka, Bangladesh. Walton electronics, motors, mobile, automobiles, and other telecommunications items are among the group's subsidiaries.

Walton was founded back in 1977 as Rezvi and Brothers and got registered as R.B. Groups of Companies Limited in 2001. The company's founding chairman was S.M. Nazrul Islam. It began as a trading enterprise during the time. Walton then expanded its operations to include steel, textiles, electronics, and vehicles. Furthermore, Walton entered the steel business at the end of the 1970s, and it entered the electronics and automobile industries at the start of the 2000s. As a result of this diverse expansion of company, Walton's growth in Bangladesh will accelerate. Aside from that, around the year 2000, Walton expanded its operations into electronics and autos. The company's revenue grew significantly as a result of this expansion.



Figure 02: A brief history of Walton Group

2.2.3 Walton's Vision:

Aspiring to be a bold leader among the top 5 global brands in the Electrical and Electronics Brand.

2.2.4 Walton's Mission:

Responding to the ever changing consumer and market demands through responsible innovative brilliance and recognized quality standards.

2.2.5 Core Values of Walton:

Consumers are priority one

- Customers' choice are priority
- Responsible after sales service

Competent Innovative Brilliance

- Encourage creativity and award innovations

Dynamic quality and compliance standards

- Manufacturers world class quality products

- Zero tolerance in compliance issue

Demand facing predictive market presence

- 21,000 plus POS and service centers
- Takes expanding initiatives

Our people our family

- Offer best working environment
- Takes various initiatives for employees' betterment

2.2.6 Product Offerings of Walton:



Figure 03: Product Offerings of Walton

- Refrigerator and Freezers
- Motorcycle
- Television
- Mobile
- Computer
- Air Conditioner
- Home Appliances
- Electrical Appliances
- Elevator
- Generator
- Hardware

2.3 Management Practices:

2.3.1 Board and Committee Information:



2.3.2 Sub Committees of the Board:



2.3.3 Leadership Team:



2.3.4 Organizational Structure and Hierarchy:

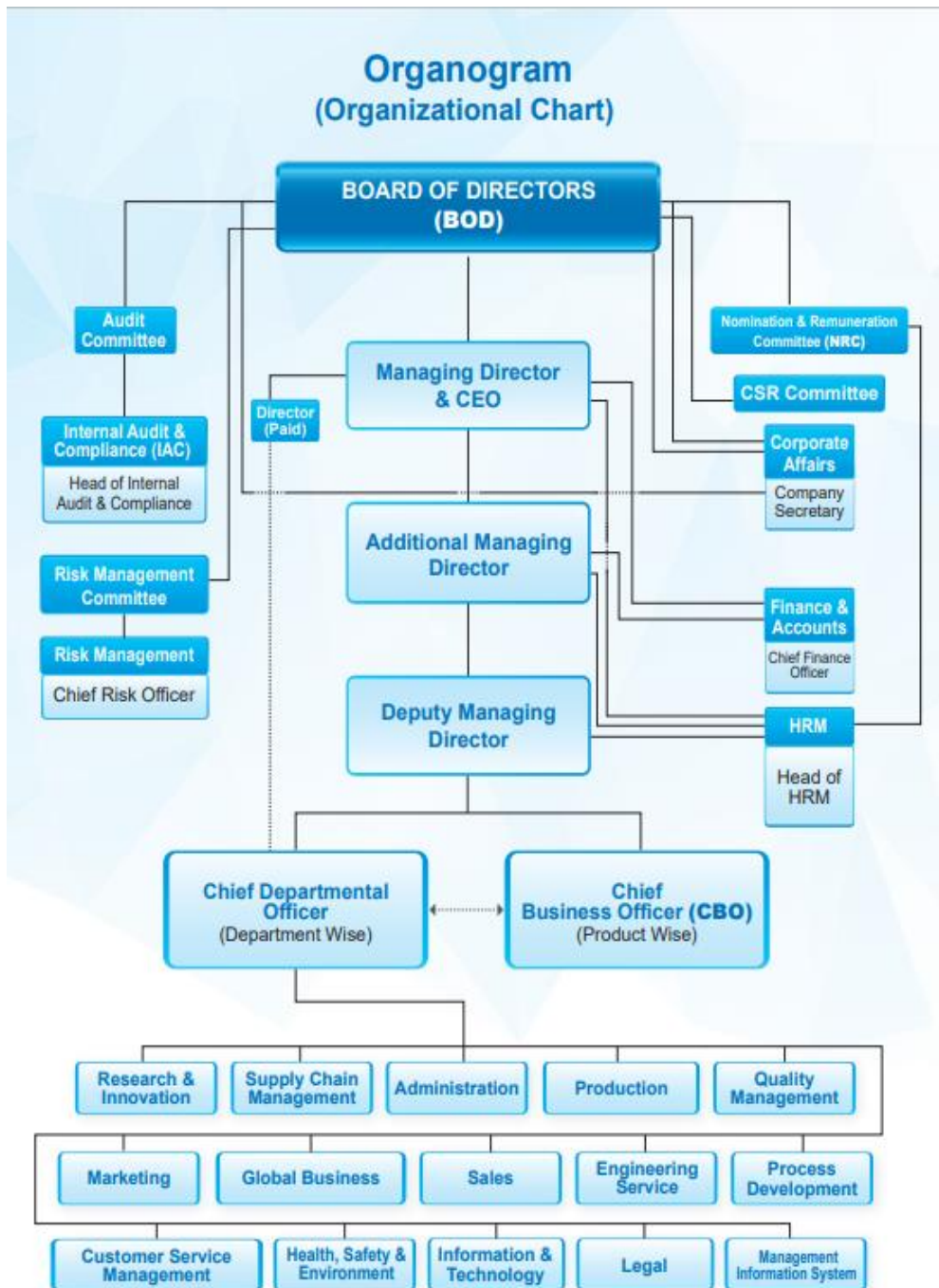


Figure 04: Organizational Structure of Walton Hi-Tech Industries PLC

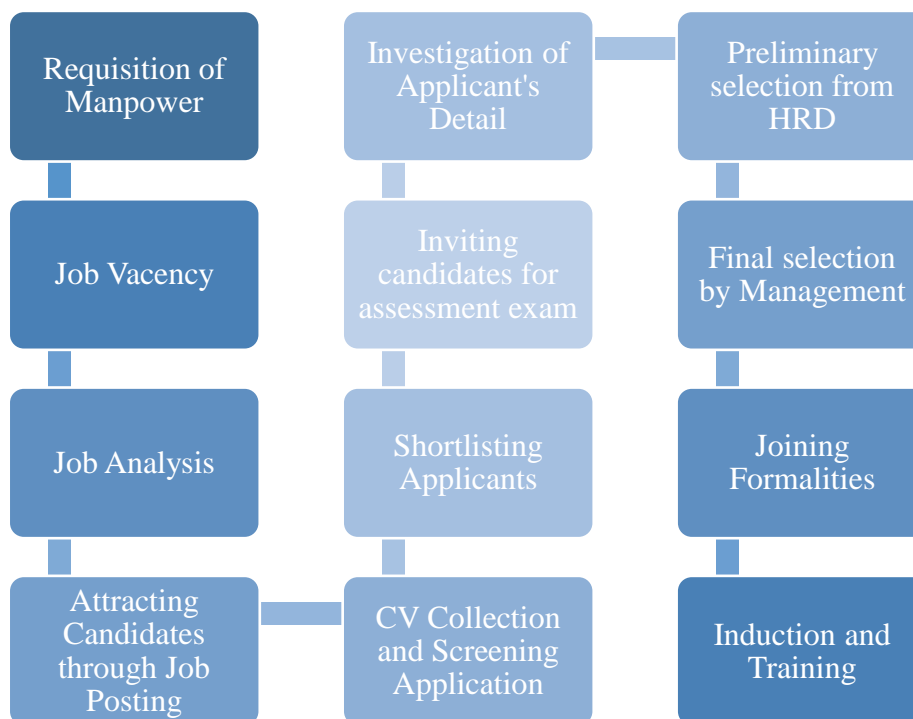
(Source- Walton Hi-Tech Industries PLC Annual Report 2020-2021)

2.3.4 Human Resource Planning Process:

The Walton Group's Policy, HRM and Administration department exist to assist the people and organization in achieving their objectives. They have to confront numerous hurdles along the route to keep pace with the raised needs of the employees, the business and the society. Therefore, picking the right competent person and placing them into right positions allows the department to contribute to the achievement of the organization's strategic goals. So, Walton's' human resource planning procedure especially recruitment and selection is a significant aspect.

At Walton the recruitment and selection procedure begins with the Job Requisition and concludes with the employee's final appointment. Walton frequently provides training to the recruiting and selection staff in order to ensure that the process is completed properly and efficiently.

The Recruitment and Selection Process of Walton



Walton ensures that the right talent is hired in the right position. It hires people from all walks of life, regardless of their social or cultural background, gender, religious views, morals, or other variables. Walton believes that those who can effectively meet the company's recruitment standards will be chosen as employees. Candidates must take a written test, IT test and a HRM viva in order to be considered for any position. In addition, the academic background, work profile, experiences, knowledge, abilities and behavior of the candidate are all important factors in the selection process. Candidates are chosen for the Management viva if they pass all three sectors independently. Selected candidates are eventually eligible to work at Walton as an employee after receiving final approval from the management body.

2.4 Marketing Practices:

2.4.1 Overview:

Walton was incorporated in 2006, and its first year of operation was in 2008. Its journey began by producing refrigerators, freezers, air conditioners, televisions, and compressors and later expanded into electrical appliances, providing the basis for nearly every facet of modern life.

Through its strong manufacturing base, quality goods, competitive pricing, extensive market penetration and last but not least, responsive after sales services, Walton has become Bangladesh's most trusted and prestigious national brand in the consumer electronics and electrical industry. As a result, Walton has accumulated significant market share and established itself as Bangladesh's most dominating company in the electronics sector in relatively short period of time. Moreover, Walton has recently concentrated on the foreign market and has taken a number of steps to strengthen its brand value.

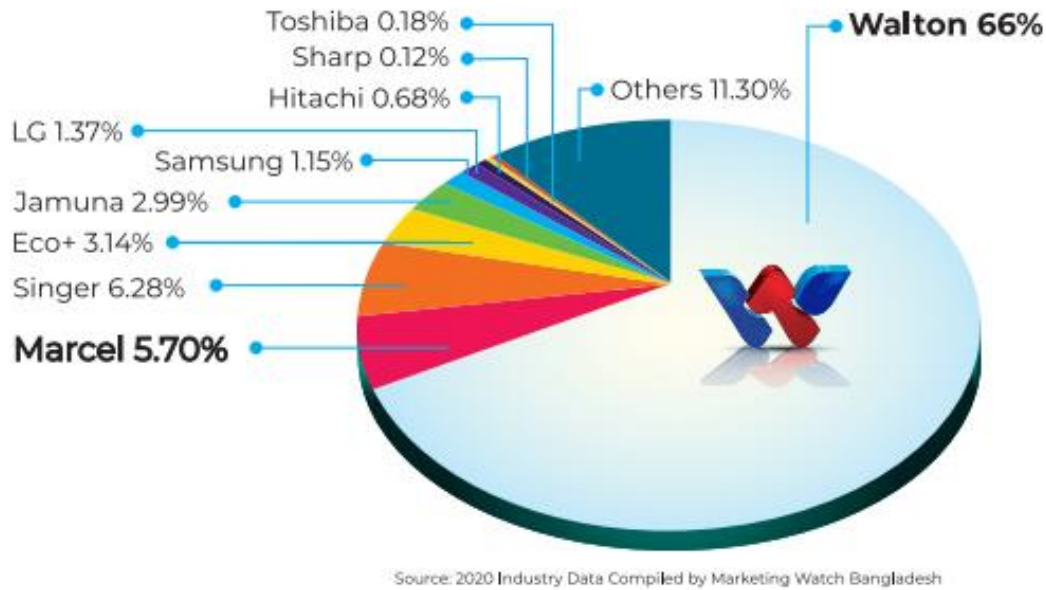


Figure 05: Walton’s Market Share

(Source- Walton Hi-Tech Industries PLC Annual Report 2020-2021)

2.4.2 Walton’s Target market and Market Positioning:

Walton has showed the bravery to state “Made in Bangladesh” first, with the pride of carrying the “It’s Our Product” tagline. Walton is dedicated to provide high quality items considering the significance of human, environmental and socioeconomic issues to the countries’ at a affordable price rate.

Rural electrification is expanding, middle-class income is rising quickly and dual income households are becoming common nowadays. Due to the affordable pricing and quick delivery services, the demand for electrical and electronics product and home appliances has increased a lot. Consumers don’t consider these products to be any more luxurious than critical household and personal items. Walton being an Economy Brand; the main motive of it is Value for money and its target customers are poor and middle class clients belong mostly from the rural, urban and semi urban populations.

2.4.3 Marketing Channels:

Walton has established various distribution channels such as Walton Plaza, Walcart, Exclusive Distributors, Dealers, Sub-Dealers, Corporate Sales, ODM (Original Design Manufacturer), OEM (Original Equipment Manufacturer), and International Business Unit (IBU) to provide extensive market coverage throughout the country. The business distribution system is both cost effective, and efficient. Walton's extensive distribution network is another of the company's key assets. Outlets and channels can be found all around the country.



I. Exclusive Distributors:

There are around 5100 exclusive distributors and 16000 sub dealers working with Walton. These distributors purchase the company's product and then resell them to their sub-dealers and end-users. They place orders with Walton for things to be purchased, and Walton subsequently delivers the products to the doorsteps of customers using either its own transport or their transportation.

II. Walton Plaza:

Walton Plaza is another major purchaser of Walton's products, which it then resells to sub-dealers and end-users through its showrooms. Being an exclusive distributor of Walton, Plaza can only promote Walton items. To support and sale of Walton items, Walton Plaza maintains 382 showrooms across the country.

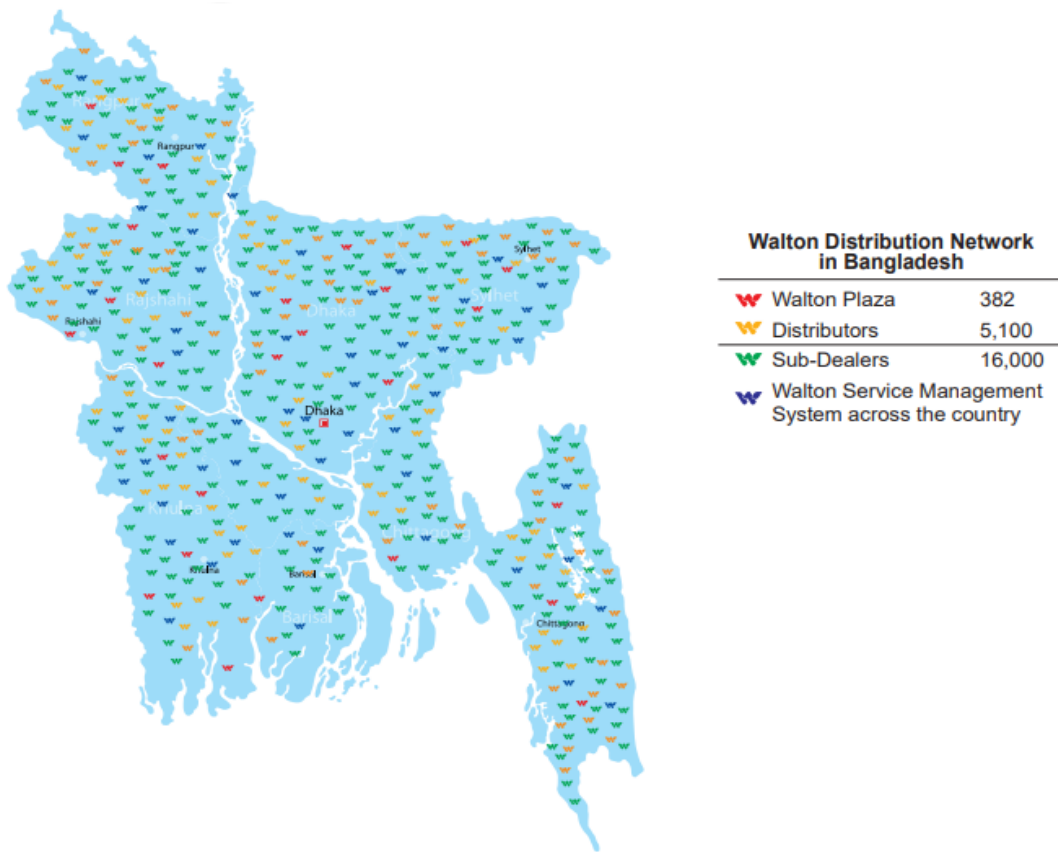


Figure 06- Walton’s Distribution Network

(Source- Walton Hi-Tech Industries PLC Annual Report 2020-2021)

III. Walcart:

“Walcart” is Walton’s own e-commerce platform. Having the tagline “Shohje, Shobkhane, Nirapode (Easy, Everywhere, Safely)”, Walcart is operating as a platform delivering items in more than 30 categories across the country in both business to business and business to customer medium.



IV. Corporate Sells:

Walton also markets its products through corporate sales as well. Walton receives order from corporations and delivers them with products that meet their needs.

The flow chart below depicts the distribution process for Walton Hi-Tech Industries PLC's products in the domestic market.



Figure 07- Walton's Distribution Process Flowchart

(Source- Walton Hi-Tech Industries PLC Annual Report 2020-2021)

2.4.4 Advertising and Promotion Strategies:

Walton uses ATL, BTL and TTL all three forms of marketing strategies for reaching out to mass audiences all across the country.

Above The Line (ATL) Marketing- This type of marketing has a very broad reach and it is mostly used to increase brand awareness and reputation. Walton uses TV, Radio, Newspaper and magazines to promote and advertise their product offerings.

Bottom The Line (BTL) Marketing- This type of marketing focuses on certain set of people and conversions and direct response are best served by this.

By participating in Dhaka International Trade Fair (DITF) Walton tries to reach out to specific audiences who come to visit the fair by offering various discount coupons, buy 1 get 1 vouchers etc. as a strategy to encourage quick purchase. Walton also sponsors in various event to grab the attention of the audiences and build a brand image.

Through the Line (TTL) Marketing- This type of marketing is more of an integrated approach in which both ATL and BTL marketing tactics are used to reach out to the target audience. Walton utilizes Facebook and Youtube to promote their brand visibility and spokability and make a useful social media presence of the brand among their audience through uploading various TVC and OVC contents.

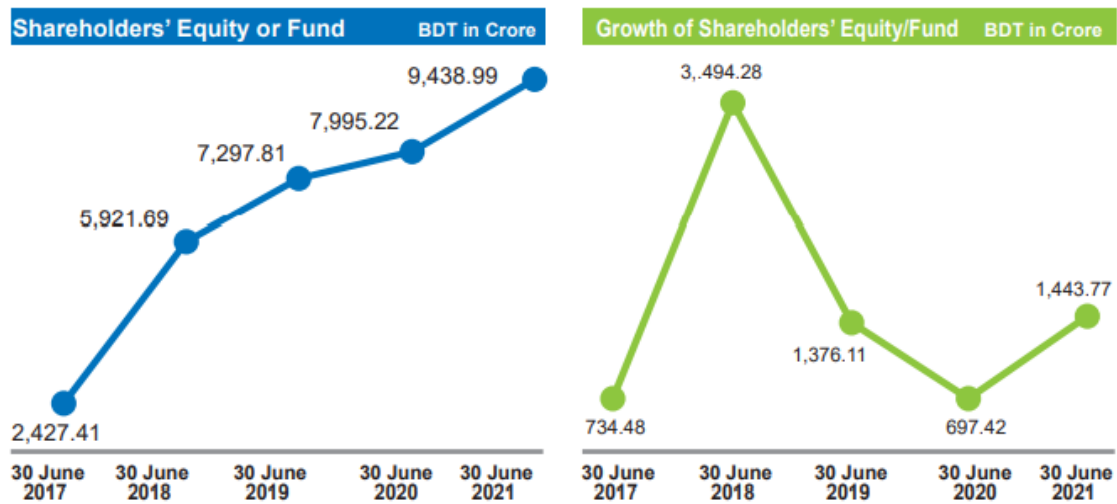
2.4.5 Critical Marketing Issues:

- The cost of marketing is very high and governments rules and regulations are nowadays very strict
- The Bangladeshi market is very much price sensitive, so dealing with this market is difficult
- Bangladeshi consumers prefer to put money aside for their future, so in a sense the consumerism of Bangladeshi consumers is very low.
- The discount or offer intention of the consumers is also a critical issue needed to be considered by the marketers prior taking any of the marketing initiatives
- In Bangladesh, converting the sales/ production oriented attitude to brand oriented mindset is a challenge and it will take decades to get changed
- Bangladeshi marketers are still revolving around the product concept and production concept of marketing. But is necessary to think of Holistic marketing approach.

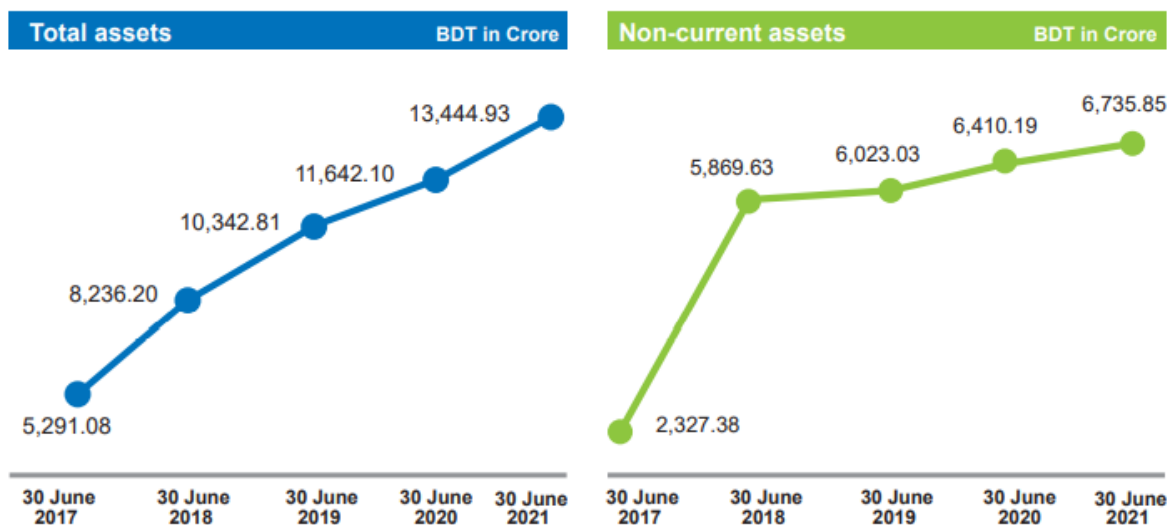
2.5 Financial Performance and Accounting Practices:

The five years' Key Financial Performance of Walton Hi-Tech Industries PLC is collected from the Walton Hi Tech Industries PLC Annual Report 2020-2021.

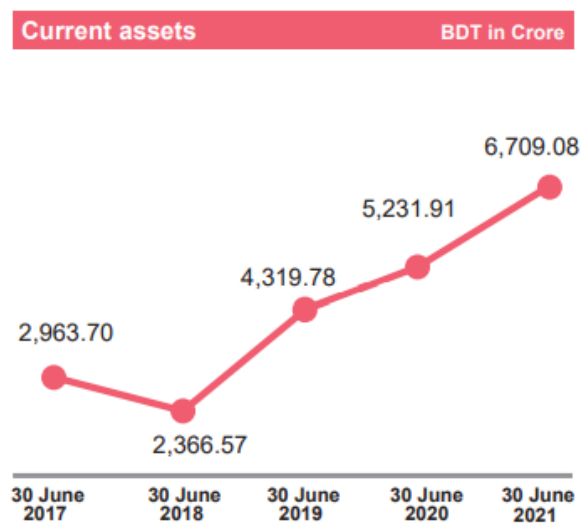
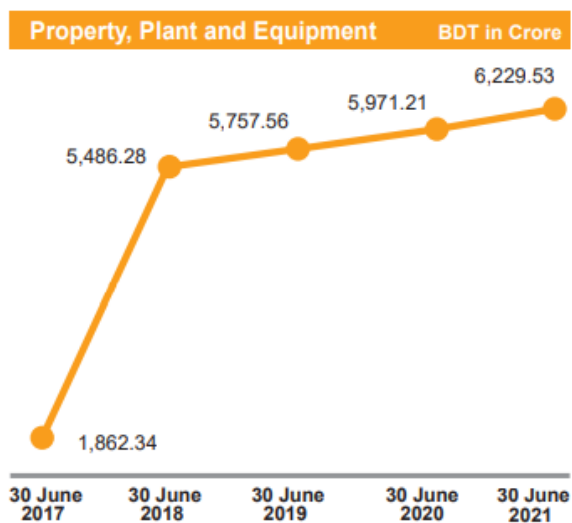
I. Shareholders' Equity and Growth of Shareholders Equity:



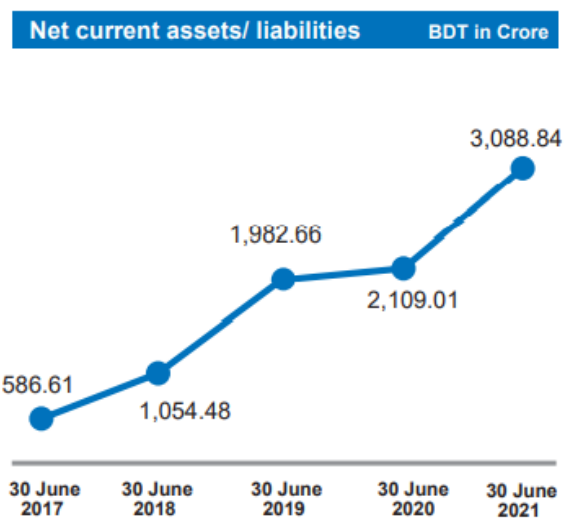
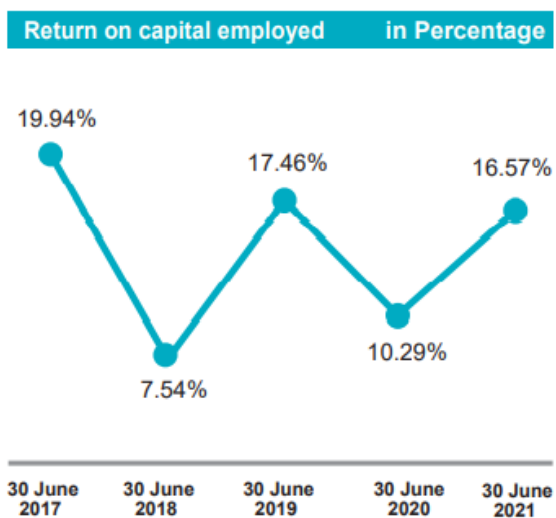
II. Total Assets and Non-current Assets:



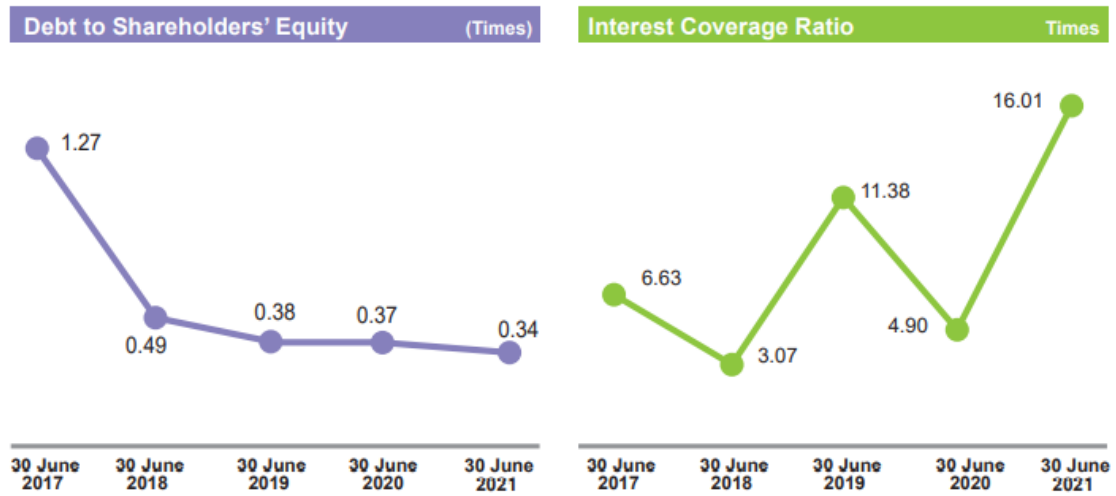
III. Property, Plant and Equipment and Current Assets:



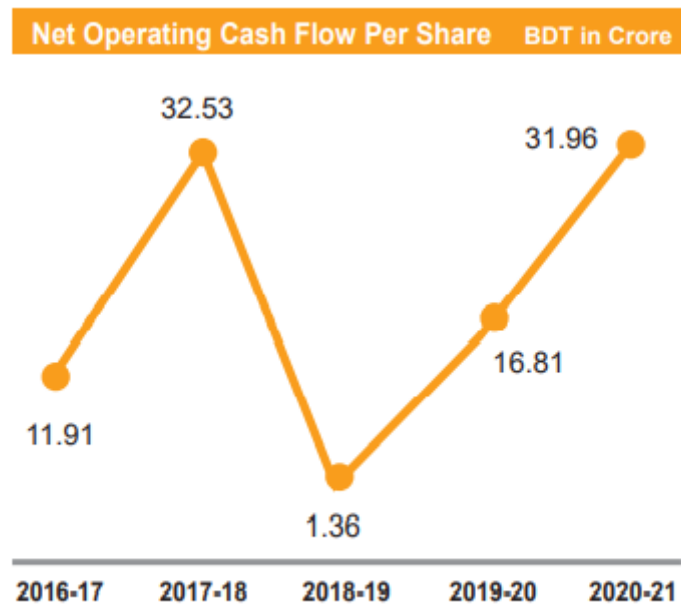
IV. Return on Capital Employed and Net current Assets/ Liabilities:



V. Debt to Shareholders' Equity and Interest Coverage Ratio:



VI. Net Operating Cash Flow per Share:



Comparison of Financial Performance with Peer Industries:

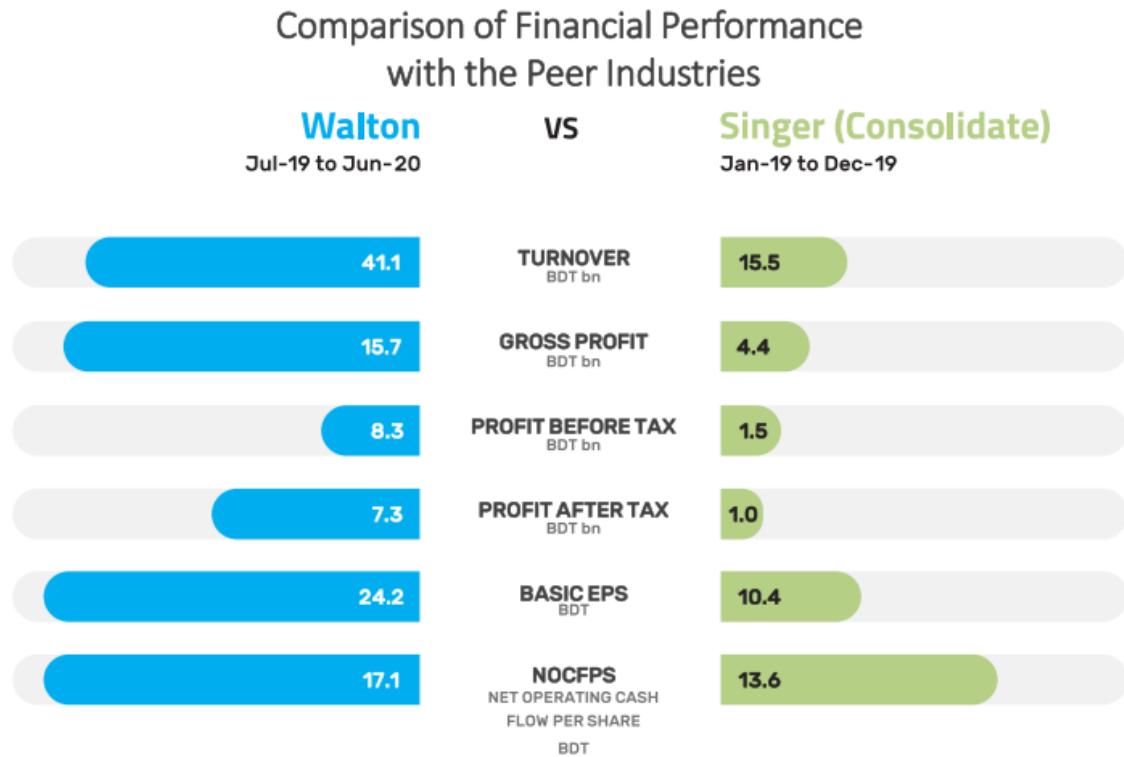


Figure-08: Comparison of Financial Performance with peer industry

(Source- Walton Hi-Tech Industries PLC Annual Report 2019-2020)

2.6 Operations Management and Information System Practices:

2.6.1 The Supply Chain Model of Walton HI-Tech Industries PLC

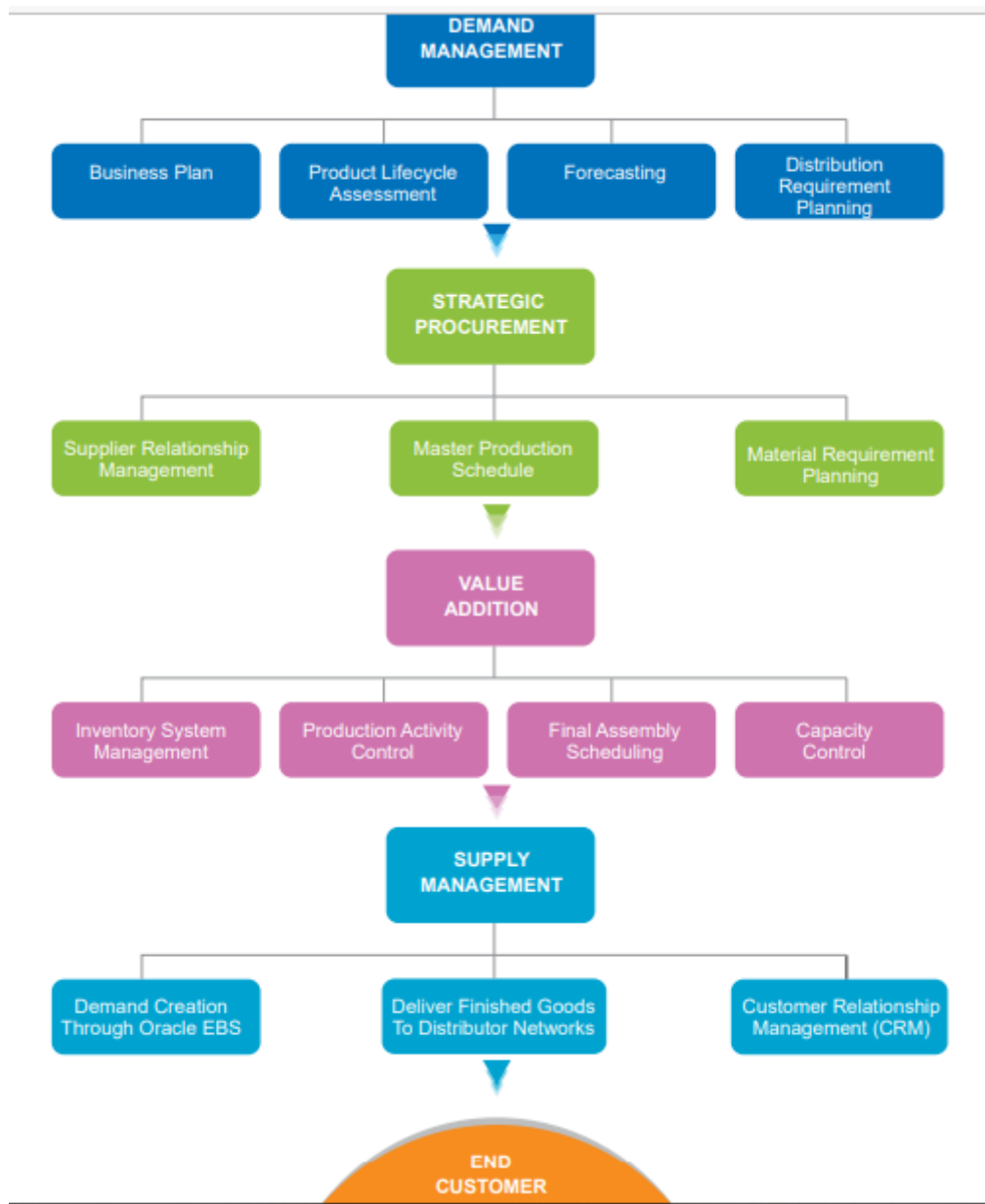


Figure 09- The Supply Chain Model of Walton HI-Tech Industries PLC

(Source- Walton Hi-Tech Industries PLC Annual Report 2020-2021)

2.6.2 Global Operations:

Walton has set a standard in the electronics industry and become the most exporting Bangladeshi company, with a presence in over 20 countries. Walton operates successfully in India, Nepal, Bhutan, Myanmar, the Maldives, the United Arab Emirates, Qatar, Nigeria, and West Africa. In the next days, it hopes to expand further into markets of Australia, Europe, the United States, South Africa, Singapore, Poland, Romania, Saudi Arabia, and Sri Lanka. Walton has been required to maintain 100 percent compliance since its beginning in order to retain a strong and sustained global position.



Figure 10: Global Operations of Walton

(Source- Walton Hi-Tech Industries PLC Annual Report 2020-2021)

2.6.3 Use of Information System at Walton:

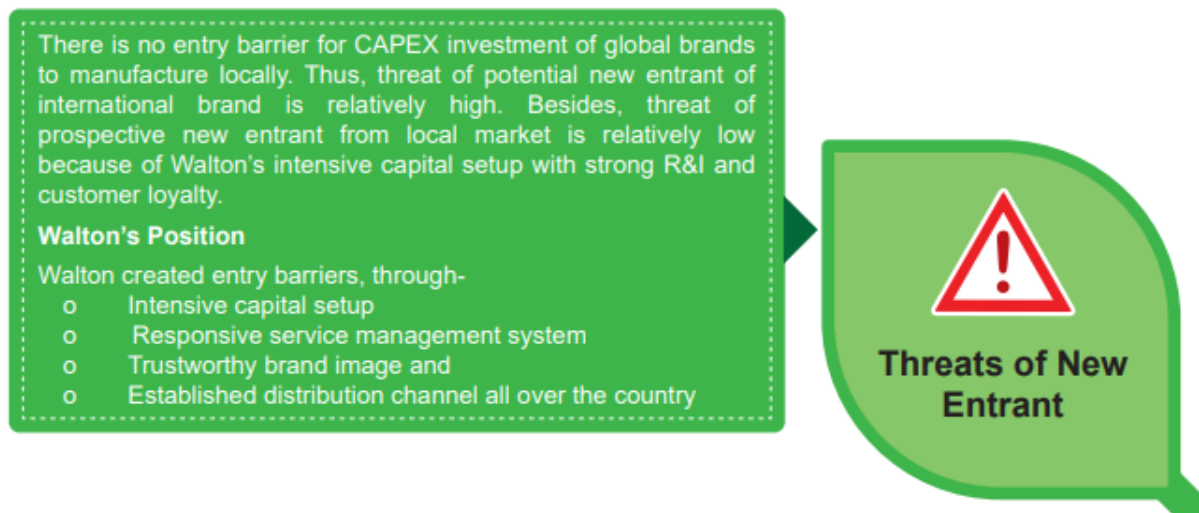
- Internal Official Communication- Viber
- External Official Communication- Microsoft Outlook
- Project Management Tool- Asana , Trello
- Data entry operation and automation- Oracle Cloud
- Sales- IMS (In Market Sales) App, ERP Software
- Supply Chain Management- Oracle SCM, Purchase Requisition App
- Human Resource Management- HRMS Software, bdjobs portal
- Payment Gateway- Oracle based payment gateway

2.7 Industry and Competitive Analysis:

2.7.1 Porter's Five Forces Analysis:

Porter's Five Forces Model aids us in gaining a deeper understanding of a market and gaining competitive advantage. Walton Hi-Tech Industries Limited is one step ahead, with a competitive advantage in all the five forces. The following is an overview of Walton's Competitive Landscape and Market Positioning in the E&E industry-

Threats of New Entrants:



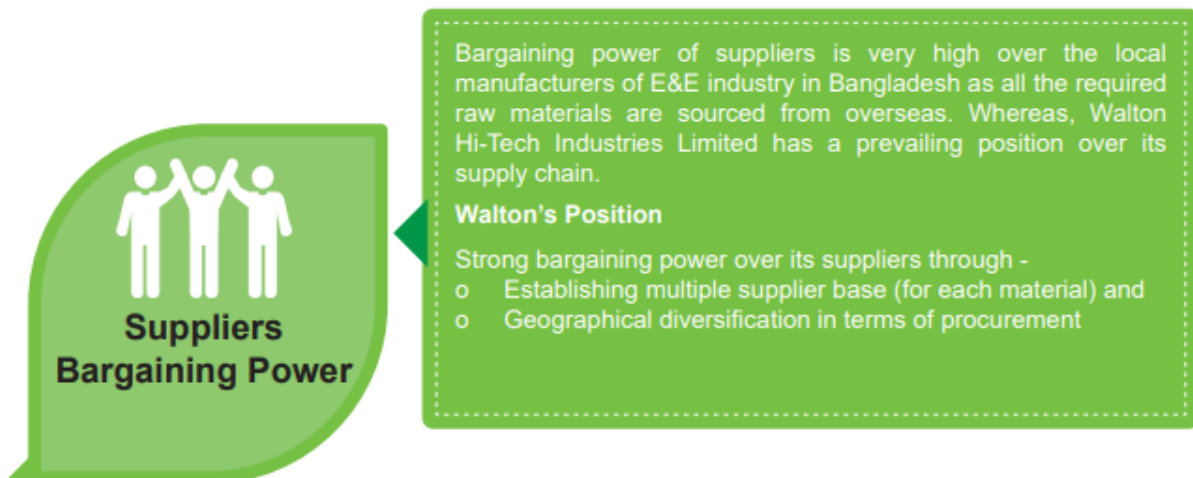
Source: Walton Hi-Tech Industries PLC Annual Report 2020-2021

Substitute Products:



Source: Walton Hi-Tech Industries PLC Annual Report 2020-2021

Bargaining power of the Suppliers:



Source: Walton Hi-Tech Industries PLC Annual Report 2020-2021

Bargaining Power of the Customers:



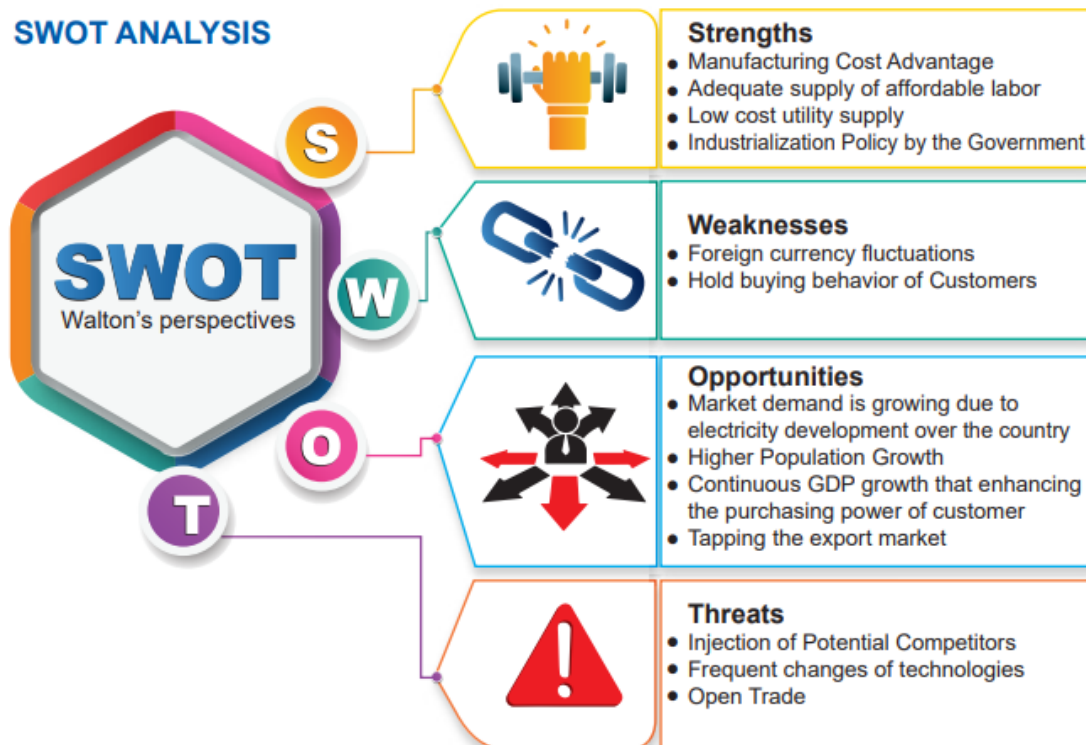
Source: Walton Hi-Tech Industries PLC Annual Report 2020-2021

Intensity of Competitive Rivalry:



Source: Walton Hi-Tech Industries PLC Annual Report 2020-2021

2.7.2 SWOT Analysis:



Source: Walton Hi-Tech Industries PLC Annual Report 2020-2021

Chapter 3: Project Part

3.1 Introduction:

3.1.1 Background:

In any business the human resource management department is a critical component of employee well-being. Human resource management's key functions include compensation management, recruiting and selection, payroll, training and development, and so on. One of the most important functions for human resource management in any firm is recruiting and selection. A well-organized and effective recruiting and selection team not only ensures the recruitment of suitable personnel, but also helps the business achieve its goals and mission. Similarly the Walton Group as the country's biggest electrical and electronics company, feels that it exists to assist people and organizations in achieving their objectives. Hence, the Walton Group's Policy, HRM and Administration department focuses on hiring and selecting candidates who will fit within the organization and work together to achieve common goals. As a result, the Walton group's recruiting and selection team works hard to assure that they can attract candidates for various roles and recruit the most deserving people while adhering to all of the company's rules, regulations and policies.

Walton Hi-Tech Industries Limited (Walton HIL) has launched a flagship Internship Program called "Thrive in Three" recently to provide tremendous learning opportunities for final year students. "Thrive in Three" is basically a three month long comprehensive Internship program focusing on the students who are passionate about creating positive impact in the world and making a bright future.

Due to Covid the entire promotion of the program has been conducted through virtual campus engagement session and the recruitment of the program was conducted online utilizing Zoom Platform. I am fortunate enough that I have got the opportunity to stay connected throughout the process and get myself involved into the core employer branding team of "Thrive in Three".

Therefore, I am preparing my Internship report with a brief explanation of Walton's campus engagement session as an effective tool for recruiting the Interns for "Thrive in Three" as well as the effectiveness of such virtual campus engagement program on boosting employer branding during the time of Covid.

3.1.2 Literature Review:

The HRM is a rapidly expanding industry in the digital age. However, the dynamics have gotten better, and practically every firm is now placing a higher emphasis on recruitment and talent acquisition practices in the light of the country's surroundings. A company's ability to acquire and preserve human resources is critical to its long-term success. One crucial aspect of creating a satisfying experience is for the company to strike a balance between the firm's needs and the employee's desires, which all hinges on hiring the appropriate people. (Deadrick & Stone, 2014)

Understanding Employer Branding:

Employer branding, in a nutshell, is the act of presenting a company, or an organization, as the employer of choice to a certain target demographic, one that the company requires and wants to recruit and retain. The process aids the company's capacity to attract, recruit, and retain excellent personnel – referred to as Top Talent in recruitment – as well as ensuring the company's business plan's success. Employer branding is a critical tool for attracting and retaining the appropriate kind of people in today's increasingly competitive labor market. It aids in the recruitment of highly skilled and potential new employees, as well as increasing their loyalty through increased identification with the organization. It also improves an organization's job market visibility. "Employer brand" is a term used to describe a company's image. The word was coined in the early 1990s and has since gained widespread acceptance among management professionals throughout the world. (Lybrand, 2018)

According to a recent research, just approximately 51% of businesses have a functional employer brand strategy. Yet another 24% are working on a plan, whereas 19% are updating what they already have. It implies that it's surely not the time to consider if establishing an employer brand strategy is effective. Competitors are most likely developing and executing branding strategy to help them recruit the talent.

Understanding Employee Value Proposition:

A unique collection of benefits that an employee receives in exchange for the skills, capabilities, and experience they contribute to a company is referred to as an employee value proposition (EVP). An EVP is all about establishing company's identity – what makes it special and what it stands for. It includes the main reasons why individuals are proud and encouraged to work there, such as the inspiring vision or unique culture. It's critical that

company's EVP is distinct, relevant, and compelling. A strong EVP will help retain top performers and attract the best external talent when it is integrated into all aspects of a business. ("Create a great employee value proposition | Michael Page", 2022)

Understanding Talent Acquisition:

In organizations, one of the most important elements in the talent management process is talent acquisition. Recruitment and selection are part of talent acquisition, which is a strategic function concerned with preparing a pool of possible applicants. While there are numerous similarities between talent acquisition and recruitment, there are also significant variances. Recruiters are in charge of filling job openings. On the other side, talent acquisition is an ongoing approach to find leaders, and future executives for your company. Short-term labor demands are less important to talent acquisition departments than long-term human resource planning. Companies must align their planning and talent acquisition strategy across departments in order to discover, target, and attract the most suitable individuals for a given post in order to acquire and hire the finest personnel. From the initial application to the final job offer, the talent acquisition team manages the applicant life cycle. ("What is Talent Acquisition? Tips & FAQs | Smart Recruiters", 2022)

There are multiple complicated processes in the talent acquisition process. The following are the most important:

- Generation of leads
- Recruiting and retaining exceptional talent
- Interview and Evaluation
- Considering references
- Choosing the most qualified candidate (s)
- On boarding and Hiring

One type of recruitment tool is conducting campus engagement sessions in which company representatives from human resource wings interact with university students either physically or virtually (using virtual communication medium like Zoom, Google meet etc.) with the intention to source potential candidates using processes such as case analysis, group discussion and several round of interviews. The type and stages of recruitment processes varies from organization to organization and the number of aspirants is also a concern in deciding the type and stages. While some organizations complete the process with one or two

rounds of interview, others with a large number of applications may begin with an initial aptitude test, following numerous rounds of group discussion and finally interviews. (Pavitra, K. H., 2018)

3.1.3 Objective:

The main objective of the report is to briefly describe the effectiveness of Walton’s virtual campus engagement session and how it was used as an effective tool for attracting potential candidates from universities for “Thrive in Three” Internship program. Furthermore, the report will also examine the impact of the virtual campus engagement sessions as a strategy for talent acquisition, as well as and how they influenced employer branding during the time of Covid.

Specific Objective:

- A brief discussion on the employer branding activity for sourcing the talents all around Bangladesh
- To explain the overall “Thrive in Three” Internship program and its Employer Value Proposition (EVP) to target group
- A step by step explanation of the talent acquisition process of the “Thrive in Three” program
- To examine the effectiveness of virtual campus engagement in the overall employer branding and talent acquisition process during the time of Covid

3.1.4 Significance:

It is a matter of fact that the workplace is always evolving and thus HRM department has to be prepared to cope up with the business landscape. Reducing recruitment costs, recognizing company needs and aiding the business by attracting supplying promising talents in the shortest possible tenure are crucial for HRM department nowadays. The difficulties can be mitigated by an effective talent requisition strategy and appropriate employer branding initiatives to express the employee value proposition to the target group.

This report will provide readers an overview of Walton’s talent acquisition effort for the “Thrive in Three” Internship recruitment as well as the employer branding initiatives to attract the right candidates for the flagship Internship program. This study will also help the readers to understand the effectiveness of virtual campus engagement session in order to attract the right talent from universities all around Bangladesh during Covid.

Hope readers will enjoy reading the report and get an overview about Walton’s fist ever flagship Internship program “Thrive in Three”.

3.2 Methodology:

My choice of topic was strongly impacted by my enthusiasm and interest in Marketing and Human Resource Management, both of which are my concurrent majors. I chose to work on a theme that would allow me to put my learning gathered from our universities over the years into context and gain insights on how the majors might complement each other. I was able to gain a better insight of how and why the majors actually operate around each other.

I have got the opportunity to stay engaged throughout the talent acquisition process and get myself involved into the core employer branding team of “Thrive in Three”. So all the information’s are based upon my on the job learning and observations.

Apart from that, I have used some secondary resources like- the official Facebook page and facebook Career Page of Walton and the respondents’ database to make my report more accurate.

3.3 Findings and Analysis:

"Thrive in Three" was created to find the future generation of thrivers, leaders, and exceptional renegades. “Thrive in Three”, Walton’s flagship internship program, is a three-month comprehensive program that focuses primarily on ensuring internship opportunities for tomorrow's leaders. This package is intended to aid in the recruitment of our next-generation teammates by giving the necessary coaching and resources.

3.3.1 Talent Acquisition effort of Walton:

Due to Covid the entire promotion and recruitment of the program was conducted online. The following are the most important talent acquisition efforts done by our team-

3.3.1.1 Job Posting:

The circular for “Thrive in Three” was posted in the bdjobs portal as well as on the official facebook page of Walton on October 18, 2021.



Figure- 11: “Job Circular of Thrive in Three”

3.3.1.2 Generation of leads:

Step 1- Collaboration with Club: In order to generate leads we have prepared a list of University Clubs for possible collaboration and branding and collected contact information of club’s executive committee members. We were much chosen in generating leads and we have only focused on the 15 top tire universities and their most active clubs. Below mentioned are the 15 targeted universities and their clubs for our “Thrive in Three” program-

S.L.	University Name	Club Name
1	Shahjalal University of Science & Technology (SUST)	SUST Career Club
2	Dhaka University (IBA)	DU IBA Communication Club
3	Bangladesh University of Professionals (BUP)	BUP Career Club
4	Ahsanullah University of Science & Technology (AUST)	AUST Debating Club
5	BRAC University	BRAC University Business Club (Biz Bee)
6	North South University (NSU)	NSU YES
7	Bangladesh University of Engineering & Technology (BUET)	BUET Career Club
8	Independent University Bangladesh (IUB)	IUB DOSA
9	Jahangirnagar University (JU)	JU Career Club
10	Rajshahi University of Engineering & Technology (RUET)	RUET Career Forum
11	Khulna University of Engineering & Technology (KUET)	KUET Career Club
12	Islamic University of technology (IUT)	IUT Career & Business Society
13	Dhaka University (DU)	DU Career Club
14	Military Institute of Science and Technology (MIST)	MIST Career Club
15	American International University (AIUB)	AIUB Business Club

Step 2- Communication with the Club and Scheduling Event:

After preparing the list we have started communicating with the club to arrange a seminar in their campus regarding our “Thrive in Three” Recruitment and selection process. But at that time most of the campuses were conducting their regular classes online due to Covid and thus we have to come up with an alternative and it was “Virtual Campus Engagement session” as a form of Webinar with all the Clubs. To make the virtual engagement more engaging and interesting we have planned to invite some of the alumni of the aforementioned universities so that students from that respective university get the insight from their own alumni about

getting involved with Walton and feel more connected with our Webinar and make them interested to apply in our program. We name the Webinar as “**Meet your Alumni, Imagine your Future**” and every webinar was not more than 1 and half an hour.

The objective of the Campus Engagement session includes-

- To get introduced with the faces of their Alumni from Walton
- To get to know the Corporate Culture of Walton
- Get to know the ways of getting involved with the Walton Family
- Get to know about Walton and it’s various business functions
- A brief idea about Employee Value Proposition of Walton

Timeline of the Campus Engagement Sessions

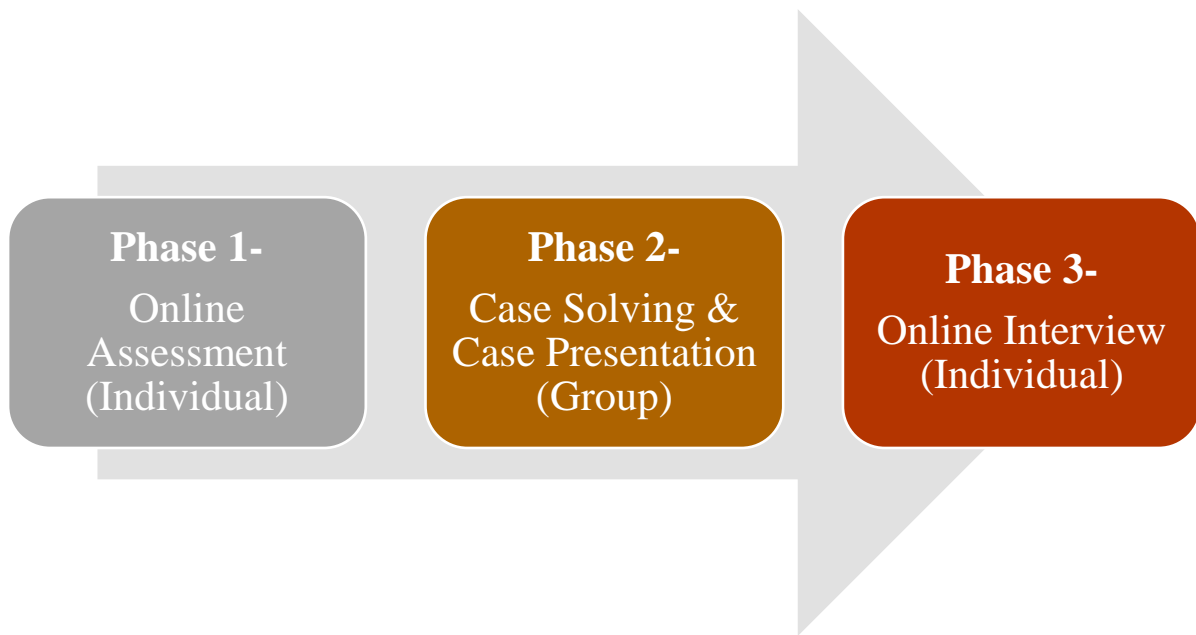
S.L.	University Name	Club Name	Date	Participants
1	Shahjalal University of Science & Technology (SUST)	SUST Career Club	03/11/21	Max 45
2	Dhaka University (IBA)	DU IBA Communication Club	04/11/21	Max 50
3	Bangladesh University of Professionals (BUP)	BUP Career Club	05/11/21	Max 45
4	Ahsanullah University of Science & Technology (AUST)	AUST Debating Club	06/11/21	100+
5	BRAC University	BRAC University Business Club (Biz Bee)	06/11/21	Max 66
6	Bangladesh University of Engineering & Technology (BUET)	BUET Career Club	07/11/21	Max 86
7	North South University (NSU)	NSU YES	08/11/21	Max 75
8	Independent Univeresity Bangladesh (IUB)	IUB DOSA	09/11/21	Max 67

9	Jahangirnagar University (JU)	JU Career Club	09/11/21	Max 44
10	Rajshahi University of Engineering & Technology (RUET)	RUET Career Forum	10/11/21	Max 58
11	Khulna University of Engineering & Technology (KUET)	KUET Career Club	10/11/21	Max 25
12	Islamic University of technology (IUT)	IUT Career & Business Society	18/11/21	100+
13	Dhaka University (DU)	DU Career Club	Null	Null
14	Military Institute of Science and Technology (MIST)	MIST Career Club	Null	Null
15	American International University (AIUB)	AIUB Business Club	Null	Null

Though we have targeted 15 universities but we could only conduct webinars with 11 of them except DU, MIST and AIUB. At IUT we have conducted a seminar in their campus. After these webinar we have got tremendous responses from the participants and huge number of applications for the program.

3.3.1.3 The Recruitment and Selection Process:

In order to make the recruitment and selection process more competitive we had divided the recruitment and selection process into three phases and all the phases had been conducted Online. The Phases are-



Phase 1- Online Assessment:

We had prepared a questionnaire and took the initial screening of the candidates on December 04, 2021 in a dedicated Google form. Candidates were given 50 minutes of time to solve a set of multiple choice questions and two open ended questions. We have received 144 responses.

Here is the snapshot of the Online Assessment Questionnaire-

"Thrive in Three" Online Assessment



Dear Aspirants,

Greetings from Walton Hi-Tech Industries Limited. It's our immense pleasure to invite you to our "Thrive in Three" Online Assessment. This is your first step of evaluation for the Internship.

Please fill up your Personal Information and then move to the Assessment Section. We have divided the Assessment Section into two parts. First, you will find 13 Multiple Choice Questions (MCQ's) in the "Assessment-01" section then you will find 2 Open ended questions in the "Assessment-02" section.

To complete your Assessment you will get 40 minutes and 10 minutes extra for your convenience. In total you are getting 50 minutes to get done your assessment for the "Thrive in Three".

Date of the Assessment: December 4th, 2021

Time of the Assessment: 11 AM

Duration: 50 minutes

*** Note: Your assessment will start, sharp at 11 AM. and we will close from at 11.50 AM. Both the Assessment Sections (Assessment-01 and Assessment-02) are equally important for securing your place for the next phase of the selection. Without proper reasoning we will not accept any late submission. So, please be conscious about the time and plan accordingly.

If you find any difficulties in the time of the assessment, please mail us immediately at recruitment.hrm8@waltonbd.com (with necessary screenshots for future references) or, you can contact us at 01608983270 or, 01608983267.

We wish you Good Luck!!

Assessment-01



This is your Assessment-01 Section. There are 13 MCQ's and you need to answer all the questions. You have to choose the appropriate option only. Here you go!!

Let, c and d are odd numbers. Which of the following should be even?

- c+d+1
- cd+2
- cd
- c+d

X is 13 times more than Y, and Z is 7 times less than Y. What is the value of Z if the X:Z ratio is 9:5?

- 12
- 17
- 25
- 31

6 weavers can weave 6 sweaters in 6 days. At the same rate, how many days will require to be woven 10 sweaters by 10 weavers?

- 4 days
- 8 days
- 10 days
- 6 days

Of the following, which is the greatest?

- 0.0099
- 0.100
- 9/100
- None

Opinions on photography's future were diverse in the early days, but three distinct perspectives _____.

- Inventive
- Justified
- Beneficial
- Evolved
- Similar

Due to the inevitable way photographs were created, a significant number of artists and _____ people recognized those as paintings.

- Inventive
- Similar
- Mixed
- Inferior
- Ordinary

Another popular viewpoint was that images, despite the photographer's lack of skill, may have a _____ in the art world.

- Stand
- Inferior
- Beneficial
- Next
- Similar

A lesser proportion of people believed that photography's impact on society and art may be _____.

- Similar
- Inventive
- Mixed
- Significant
- Inferior

Kim is taller than Park. Jung is taller than Min. Min is shorter than Jeon. Park and Jeon have the same height. If the above is true, which of the conditions must also be true?

- Jung is taller than Jeon
- Jung is taller than Kim
- Park is shorter than Jung
- Kim is shorter than Min
- Park is taller than Min

Find the missing number.

S	P	M
B	D	C
42	36	?

- 48
- 30
- 32
- 39

There are a specific number of birds in an Aviary. Five birds have wing tags and four have ankle bands. Only one of the three yellow birds in the Aviary has an ankle band or a wing tag. Wing tags are on both red birds in the Aviary. What is the smallest number of birds that can be kept in the Aviary?

- 6
- 7
- 5
- 8

16, 25, 36, 72, 144, 196, 225. Find the odd man out.

- 72
- 144
- 196
- 225

Which set does the given "Figure" belong to?



- Set A
- Set B
- None

Assessment-02

This is your Assessment-02 Section. There are two open-ended questions and the maximum word limits for each questions are mentioned aside. You have to write your responses of both the questions and please make your responses limited to the maximum word limits given for each. Good wishes!!

1. Some people work for the same organization all their working life. Others think that it is better to work for different organizations. Discuss both these views and give your own opinion. (150 words max) *

Long answer text

2. Tell us about a time when you had too much to do, but not enough resources (this could include staffing, time, money). How did you handle the pressure, overcome the deficit and/or achieve goals? (200 words max) *

Long answer text

Phase 2- Case Solving and Case Presentation (Group):

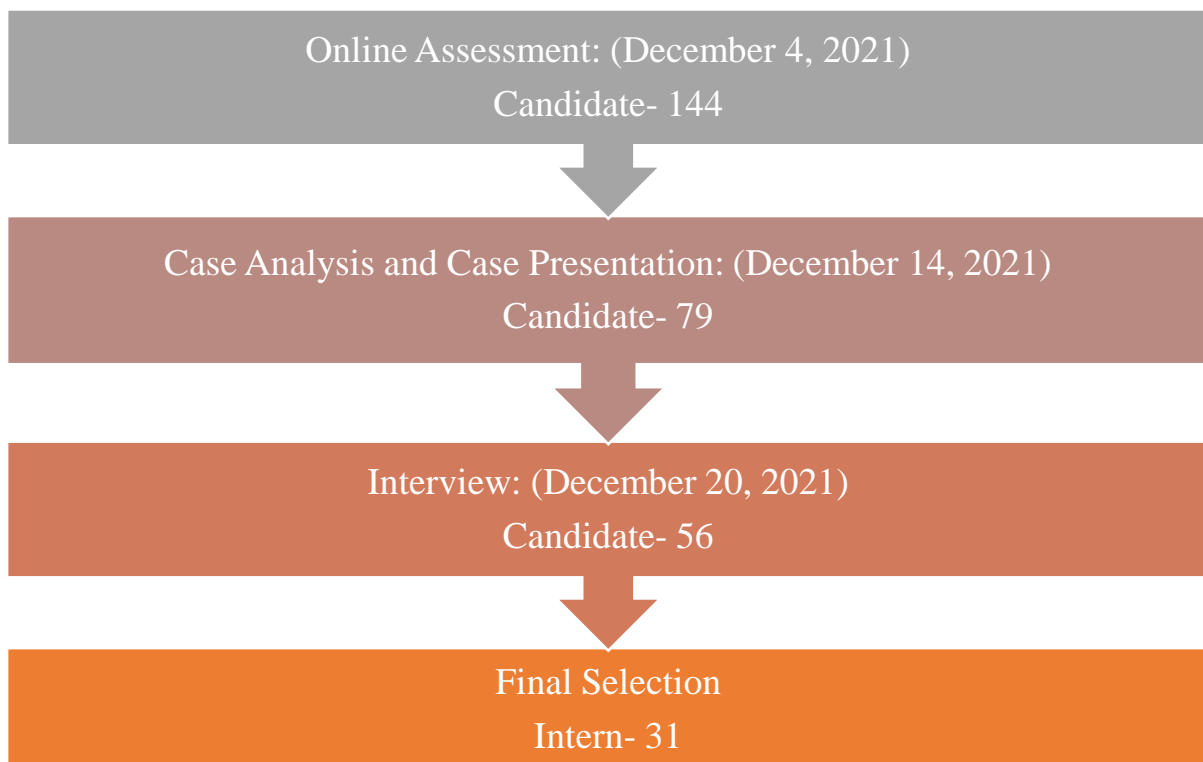
After the Online Assessment we have selected in total 79 candidates for our Case Solving and Case Presentation round. We have allocated all of them into groups. There were 5 or 6 members in each of the group. We have mailed them with an attachment of group list and a dedicated case number for each group. There were in total 3 cases prepared by our team so that we can make the case round a bit competitive for the candidates. We took the Case Solving assessment on December 11, 2021 and Case Presentation on December 14, 2021. On the day of the case solving assessment, participants were instructed to join a Zoom meeting link and in a break out room they had to solve the case as a group and prepare a presentation slide within a given 1 hour of time and mail us the slide immediately. Our expert judges assessed their case solving capabilities, team work and critical thinking ability in the meeting. Whereas, on the day of the case presentation, participants had to join in a Zoom meeting and present their case within a given 12 minutes of time for each group in front of our esteemed panel of judges. Judges mainly assessed their presentation skill.

Phase 3- Interview (Individual):

After the case solving and case presentation round, we have shortlisted in total 56 candidates for the final round of assessment of their selection for “Thrive in Three” Internship Program. The interview session was conducted by our HR department in a Zoom meeting on December 20, 2021. After the interview session finally we have selected 31 candidates and offered them the once in a life time opportunity of an Internship at Walton Hi-Tech Industries PLC as our “Thrive in Three” Intern.

A brief overview of the entire recruitment and selection of

“Thrive in Three”-



3.3.2 Employer Branding through Campus Engagement Session- “Meet your Alumni Imagine your Future”:

I. “Meet your Alumni Imagine your Future” with Shahjalal University of Science & Technology (SUST):

- Club- SUST Career Club
- Alumni- MR. Tapash Kumer Mojumder, Chief Research and Innovation Officer, Walton Hi Tech Industries PLC



II. “Meet your Alumni Imagine your Future” with Dhaka University (IBA):

- Club- DU IBA Communication Club
- Alumni- Mr. Abul Kalam Azad, Deputy CEO, Walton Plaza



III. “Meet your Alumni Imagine your Future” with Bangladesh University of Professionals (BUP):

- Club- BUP Career Club
- Alumni- Md. Abdullah Al Mamun, Head of Sales (Lift), Walton Hi Tech Industries PLC



IV. “Meet your Alumni Imagine your Future” with Ahsanullah University of Science & Technology (AUST):

- Club- AUST Debating Club
- Alumni- Mostofa Nahid Hossain, Chief Business Officer (Television), Walton Hi Tech Industries PLC



V. “Meet your Alumni Imagine your Future” with BRAC University:

- Club- BAC University Business Club (BIZBEE)
- Alumni- Md. Bonny Amin Khan, Chief Sr. Deputy Director, Walton Hi Tech Industries PLC



VI. “Meet your Alumni Imagine your Future” with Bangladesh University of Engineering & Technology (BUET):

- Club- BUET Career Club
- Alumni- Md. Sadiqur Rahman, Deputy Chief Business Officer (Mold & Die), Walton Hi Tech Industries PLC



VII. “Meet your Alumni Imagine your Future” with North South University (NSU):

- Club- NSU YES
- Alumni- Sirajus Salekin, Additional Director, Walcart Limited



VIII. “Meet your Alumni Imagine your Future” with Independent University Bangladesh (IUB):

- Club- IUB DOSA
- Alumni- S.A.H.M Shahra Alam, Additional Operative Director, Walton Hi Tech Industries PLC



IX. “Meet your Alumni Imagine your Future” with Jahangirnagar University:

- Club- Jahangirnagar University Career Club
- Alumni- Md. Nazrul Islam Sarker, Deputy Managing Director, Walton Hi Tech Industries PLC



X. “Meet your Alumni Imagine your Future” with Rajshahi University of Engineering & Technology (RUET):

- Club- RUET Career Forum
- Alumni- Abdul Malek Sikder, Executive Director, Walton Hi Tech Industries PLC



XI. “Meet your Alumni Imagine your Future” with Khulna University of Engineering & Technology (KUET):

- Club- KUET Career Forum
- Alumni-

Tahasinul Haque, Chief Deputy Management Officer, Walton Hi Tech Industries PLC

&

Mr Anisur Rahman Mollick, Chief Business Officer (Refrigerator), Walton Hi Tech Industries PLC



XII. “Meet your Alumni Imagine your Future” with Islamic University of Technology (IUT):

- Club- IUT Career and Business Society
- Alumni-

Md. Tanvir Anjum, Excutive Director, Walton Hi Tech Industries PLC

&

Mashharar Bhuiyan, Operative Director, Walton Hi Tech Industries PLC



3.3.3 Employee Value Proposition- “Thrive in Three” Internship Program:

“Thrive in three” is a specially designed Internship program for the best of the best talents to get the working scope in the country’s leading electrical and electronics manufacturing company, Walton. "Thrive in Three" was created to find the future generation of thrivers, leaders, and exceptional renegades. “Thrive in Three”, Walton’s flagship internship program, is a three-month comprehensive program that focuses primarily on ensuring internship opportunities for tomorrow's leaders. This package is intended to aid in the recruitment of Walton’s next-generation teammates by giving the necessary coaching and resources.

The value proposition of the program includes-

- Opportunity to become a permanent member of the team after the internship period
- Opportunity to get involved in the core business and
- Make a tangible contributions from Day 1 for the company and having a chance to et involved with the massive social impact
- Exposure and working opportunities directly with the senior management
- Certificate of Internship and handsome remuneration
- Other benefits as per company policy

“Thrive in Three” Interns are very special bunch of young talents who will be getting once in a lifetime opportunity to have an exclusive learning and development opportunity at Walton, countries’ leading electrical and electronics manufacturing company. Moreover, they will be working directly under the supervision of Walton’s senior management.

3.4 Summary and Conclusion:

Because the majority of the operations are conducted offline, every firm had to fight with talent acquisition during Covid. It was initially difficult for firms to shift their talent acquisition efforts from offline to entirely online because of Covid. However, in the last year, everyone has embraced and made the most of virtual platforms such as Zoom, Google Meet, and others. Because of the convenience and cost effectiveness of the medium, companies began hiring personnel remotely, and it has progressively become the norm.

It was difficult to reach out to institutions and conduct on-campus engagement sessions for the "Thrive in Three" Internship Program because most of them were doing their academic activities remotely. Given this, Walton organized a virtual campus engagement session, which was a fantastic idea to present Walton's employer brand to the target audiences during this critical time of pandemic. It improved the brand's image in the eyes of the public and allowed them to reach a huge number of people at once. Furthermore, it lowered the cost of workforce sourcing for the Human Resource Management department, as well as the time and effort required for on-campus involvement.

Walton's virtual campus engagement session was extremely beneficial in attracting, connecting, and ultimately recruiting talent from all over Bangladesh in a very short period of time. It was an incredibly useful tool for overall talent acquisition and vastly expanded employer branding.

3.5 Recommendations:

I had to do a lot of research on other organizations and their best practices in terms of talent acquisition and employer branding while writing this report. Based on my experience at Walton and my study findings, I'd like to suggest some issues that Walton should consider as constructive criticism. No organization is flawless, and I believe that every company has room for development.

I've come up with several proposals for Walton based on my views and personal investigation, which include-

- In Bangladesh, nepotism exists in almost every company. However, I've observed nepotism in nearly every area at Walton. So, nepotism should be discouraged.
- Inequality between men and women is a problem. I've seen that there are very few female employees in departments at Walton; it's a male-dominated firm. To solve the issue of gender inequality, Walton should hire more female employees.
- The organization's overarching hierarchy, often known as the organogram, is extremely complex. The designations, for example, are extremely complex, multi-faceted and distinct from those used by other companies. As a result, the career ladder must be simplified.
- As a country's premier electrical and electronics producer, the company culture is not nearly as collaborative as it should be. As a result, additional employee engagement activities should be implemented within the organization so that everyone may escape the monotony of their jobs and have opportunities for collaboration and teamwork.
- Walton should invest a lot of work into employer branding by producing content on their social media platforms so that people may learn more about company culture.
- Many students are unaware of Walton's internship possibilities and benefits. As a result, the Internship program should be promoted more regularly so that students prefer Walton to other organizations.
- The Walton I-Recruitment system is not well-known by all candidates. As a result, greater promotion or public awareness of the system is needed so that candidates may routinely update their CVs and apply for the roles they wish.

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