

Report On  
Recruitment and Selection Process  
Of  
Analyzen Bangladesh Limited

By

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16104018

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

**BBA Department**  
Brac University  
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## **Declaration**

It is hereby declared that

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

**Student's Full Name & Signature:**

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**Supervisor's Full Name & Signature:**

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Senior Lecturer

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## **Letter of Transmittal**

September 27, 2020

Zaheed Husein Mohammad Al- Din

Senior Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report on “Recruitment and Selection Process of Analyzen Bangladesh Ltd”

Dear Sir,

This is my pleasure to display my entry level position regarding “Recruitment and Selection Procedure of Analyzen Bangladesh Ltd”, which I was appointed by your direction. I have prepared this report the premise of my down to experience at Gulshan branch of Analyzen Bangladesh Ltd. it is an extraordinary delight for me to introduce you this report under the head of “Recruitment and Selection Procedure of Analyzen Bangladesh Ltd. appreciate to prepare this report and it helps to gain my practical knowledge.

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 trust that the report will meet the desires.

Sincerely yours,

---

Rezwana Tasnim

ID#16104018

BRAC Business School

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Analyzen Bangladesh LTD. and the undersigned student at BRAC University .....

## **Acknowledgement**

To start with, I might want to express gratitude toward Almighty God for giving me enough fortitude and tolerance to finish this internship report. At that point I might want to thank my internship supervisor Zaheed Husein Mohammad Al- Din, Senior Lecturer, BRAC Business School, BRAC University for the gigantic help and direction which he gave me all through my internship period. Without his management and collaboration, this report would have not been conceivable to make.

Besides, I might want to thank my company supervisor Shahnaous Hossain Anik, (Manager of Finance, HR & Administration). After him I might want to give my gratitude to the regarded workers of the HR Division without their cooperation, it is impossible to me.

At last, I might likewise want to recognize the authorities of Analyzen Bangladesh LTD, Gulshan branch because of their sort and supportive participation with me.

## **Executive Summary**

Analyzen Bangladesh LTD. is the first ever digital agency in Bangladesh. It is a well-known brand not only in Bangladesh but also other foreign country such as Singapore, Myanmar. This report helps to know about the Recruitment and Selection Process of Analyzen Bangladesh LTD., and Human Resource Department exercises with respect to the enlistment. Basically, the report describes the overall process that Analyzen Bangladesh LTD. follow in the recruitment and selection process and all the data is collected from practical experience and theoretical knowledge. So in the chapter one is the initial part which talks about overview of internship which consist of the topic such as student information, internship information, internship outcomes etc. On the second chapter, the report discuss briefly about the organization from where you can know about vision, mission of the company, marketing practices, SWOT analysis of the company etc. On the next chapter, this report talks about my experience and the recruiting and selection process of Analyzen Bangladesh LTD. Lastly, the report indicates about the overall findings and analysis what is found from the survey, suggest some recommendation based on my reflection, summary and conclusion.

**Keywords:** Recruitment and Selection Process, Data, Internship, Reflection, Initial.

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## **List of Acronyms**

ABL	Analyzen Bangladesh Limited
WOM	Word of Mouth
HRM	Human Resource Management

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*Chapter 1*

*Overview of Internship*

---

### **1.1. Student Information:**

This contains the data identified with the intern who is doing the report. As the report is finished by me to finish my under graduation, my data is given in subtleties.

To present me clearly, my name is Rezwana Tasnim. I began my excursion at Brac University in the Spring 2016 meeting under Brac Business School. My ID is 16104018 which likewise demonstrates that I have participated in 2016 in the primary meeting of affirmation. I have chosen BBA as my territory of the program as I needed to be a part of Brac Business School. Strolling on with my undergrad semesters, I pick my major in HRM and another major in Marketing.

### **1.2. Internship Information:**

To disclose the data identified with internship and temporary job association is in a matter of seconds depicted in this.

#### **1.2.1. Period, Company name, Department, Address:**

As a segment of the internship Program of BBA course certainty, for dealing with my internship, I have been located in Analyzen Bangladesh Ltd., Gulshan Branch Dhaka. During my internship period, I worked with them under the HR division in the association. I have joined at Analyzen Bangladesh Limited for three months from Mid-July 2020 to Mid-October 2020 and during this period I was located in Gulshan Branch.

#### **1.2.2. Internship Company Supervisor's Information: Name and Position:**

For my internship I was relegated under Manager of Finance, HR & Administration Shahnaous Hossain Anik for better and talented information learning. I worked under him to learn things in subtleties and he was exceptionally useful about my learning, he attempted his best to show me each star and cons that I needed to learn.

### **1.2.3. Job scope – job responsibilities:**

I have joined as a “Junior Executive – HR & Administration”. The association has set a particular set of working responsibilities for the interns. For recruitment and selection division, the obligations are-

1. Posting on social media such as LinkedIn, Facebook regarding job circular
2. Preserving CV's according to the departments
3. Helping in arranging meetings (online)
4. Updating the weekly record structures
5. Making various kinds of database in MS Excel
6. Assist in taking interview (online)
7. Making daily calls

**1.3. Internship Outcome:** While finishing the internship, the results and advantages for the interns and organization both are similarly significant. In this meeting, the advantages are given in detail.

#### **1.3.1. Students contribution to the company:**

1. Strengthened computerized attempts to manage the post, meetings scheduled.
2. Maintained a solid relationship with employees.
3. Maintained the workplace appropriately.

#### **1.3.2. Benefits to the students:**

Essentially, I began my internship to finish my graduation as there is a necessity to complete BUS 400, however, I think instead of that I have connected to a genuine workplace and gotten ready to confront various sorts of circumstances. Also, the advantages I have are given beneath:

1. One of the greatest restitutions of an internship is that I get is that I have learned by perception. It is an extraordinary spot to find out about the working environment that can't be scholarly in any article.
2. An internship can bear the cost of an internship with paid proficient work involvement with a protected and sorted out with assistance from experts.
3. By finishing a temporary job effectively, an intern can choose his/her profession and can acquire positive proposal towards the future.

To close, an internship is straightforwardly useful towards understudy's vocation, objectives, and advancement of things to come.

**1.3.3. Problem and difficulties:** It was one of the obligations of the assistant is to keep up connections between the management team and the recruiters. Being an assistant and another comer, it was really testing to keep in touch with the person who is applied for the job on this pandemic situation. When being, with the assistance and backing of the director and associates, the issue got solved. The manager and collaborators were neighborly and co-usable.

**1.3.4. Recommendations:**

Analyzen Bangladesh Ltd. gives an astonishing chance to the understudies for self-improvement. They have a strategy for a month to month input where assistants were approached to offer their input, share issues, and different issues which were actually quite supportive for everybody. They have likewise masterminded a preparation program for the understudies who are appointed to work in a branch that was exceptionally useful to create relational abilities. In the current circumstance of the Corona pandemic, Analyzen Bangladesh Ltd allowed work from home opportunities for security reasons which is truly valued.

Just proposal for the association is to mastermind a more determined preparing program for expertise improvement and save proceeding with this astounding open door for the understudies before investigating the corporate world.

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*Chapter- 2*

*Organization overview*

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## **2.1. Introduction:**

### **2.1.1. Objective of the report:**

- **Primary objective:** The fundamental objective of this study is to discover the components that related with the recruitment and selection process and urges employees to work for the association.
- **Secondary objective:** The study likewise has these particular targets to accomplish-

To discover practical methodologies the organization is following to recruit and select an employee for their organization.

**2.1.2. Methodology:** Around there the methodology of gathering all the information and data are incorporated. It fundamentally discusses primary and secondary data and if there is any survey for gathering the data.

- **Primary data:** When we are getting the information from our experience we can call it Primary data. For Primary information, the data was gathered straightforwardly from the representatives working at Analyzen Bangladesh Ltd. an online overview, direct perception, and personal discussion with employees.
- **Secondary data:** When we are getting information from different resources we can call it secondary data. For secondary information, the data was already collected or gotten from analyst. It has been gathered data from the site, set of principles, relevant articles, journals, annual report.

**2.1.3. Scope:** Analyzen Bangladesh Ltd was sufficient degree to work with the workers legitimately with the assistance and backing of the supervisor with their significant direction and bearing. Since I was working in Analyzen Bangladesh Limited, Gulshan Branch, I got the chance to pick up data on recruitment and selection system. I found the opportunity to work in all of the three divisions.



#### **2.1.4. Limitation:**

The main limitation of the study is the assortment of data. Since a large portion of the data is classified. So they would prefer not to uncover them. It is hard to gain admittance to inside information or any operational movement as an intern. Another impediment is since working in a particular branch, it was very hard to get the chance to lead an overview among different branches separated from the close by branches such as Myanmar, Singapore branch. Time was another constraint cause three months which isn't adequate to comprehend appropriately and furthermore the pandemic circumstance of Corona diminished the working hour for an extensive stretch so the timespan was not adequate sufficient opportunity to break down the workplace. Ordinary work pressure was additionally one hindrance that restricts the extension for perception, in any case, the report could be more indicated and detail referenced.

## **2.2. Overview of the company**

### **2.2.1. History**

Analyzen is one of the digital agency in Bangladesh which is established in 2008. It as of now works with one of the biggest base of customer portfolio in the nation and has advanced into a genuine inventive, innovation force to be reckoned with across stages. Ridwan Hafiz is the co-founder and creative lead. On the other hand, Sumit Saha is another co-founder and technology lead. They both have presently changed into an effective Digital Agency, try to adopt completely advanced and inventive help, obliging both neighborhood and global associations. While Sumit Saha has been the Technology Expert of the Company since its origin to drive advancements and tackle the intensity of innovation to take care of genuine buyer issues, Ridwan Hafiz has consistently been the Creative Expert who imagined the developing computerized market of the nation and needed to investigate this possible chance. The group profited by a Brand and Strategic Planning point of view when Risalat Siddique a prepared Brand Professional with multi-nation experience joined as a co-speculator for the organization in 2014. The organization was changed over into a limited organization in mid-2015. They both started their journey and did their best to expand their company not only in Bangladesh but also in the foreign country. Beginning its excursion in Bangladesh, Analyzen went worldwide in 2016 and is presently has workplaces in Myanmar and Singapore, working with Brands from Myanmar, Singapore, Malaysia, Philippines, Thailand, and Vietnam, Egypt, Turkey, and Saudi Arabia. 'The Analyzers', a group of advanced superheroes, with an

enthusiasm to convey **#thebestintheworld** backing to accomplices, continuously. They make bleeding edge 360 promoting and innovation arrangements, joining the intensity of imagination. Beginning from investigation driven promoting, convincing cross media content improvement to programming, application and gaming arrangements – they spread everything. Analyzen is really the one stop objective for all showcasing and publicizing arrangements. They have 98 members of creative and administrative and 24 members of technology. Mainly, they spread the entire eco-system. For example,

- Digital First 360 Marketing Strategy
- Analytics
- Query Management
- Cross- Media Content Development
- Digital buying
- Enterprise Software
- Web Development

**2.2.2. Vision: #BestInTheWorldCulture** is the vision of the Analyzen Bangladesh Limited. They mainly not only focus on their country Bangladesh but also focus on the whole world.

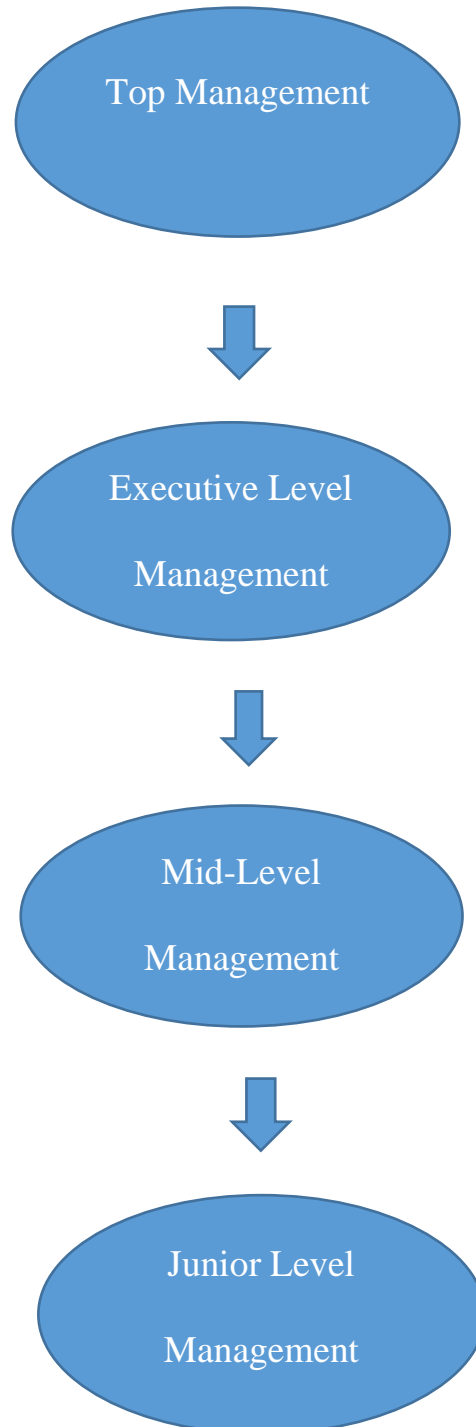
**2.2.3. Mission:** Going Global is the mission of Analyzen Bangladesh Limited. They began their excursion in Singapore in 2016 and Myanmar in 2017. While, it is ordinary for other innovative workplaces to part with other overall associations, Analyzen has set another benchmark by making its own extraordinary overall community point action in Singapore considering clients in Singapore, Philippines, Malaysia, Thailand, and Vietnam close by Myanmar.

**2.2.4. Values:** Analyzen always do their work according to base on 4 value. Such as-

- Passion: they believe that individuals have their own passion to do the work. So to complete the task individual has the passion on that.
- Resilience: they always prepare themselves to get rid of any problem and mentally prepare themselves so that they can solve the problem teamly.
- Delivery: they deliver their messages so clearly that the customers understand so easily.
- Team work: they always say proudly that they never consider their employees as staff but as a family

**2.3. Management Practices:** Management practice discusses how they keep up the chain of importance, how the association is practically organized, and their administration procedure and so on.

**2.3.1. Management Hierarchy (ABL):** the management hierarchy of ABL is given below-



**Figure 1: Management Hierarchy (ABL)**

### **2.3.2. Management Strategy:**

- Making progress toward client's best fulfillment.
- Acquiring a client's certainty.
- Working the administrations to the clients adequately
- Recognizing client's needs
- Expand their portfolio not only in BD but also foreign country

**2.4. Marketing Practices:** Marketing practices indicate the items and administrations the association offers for the clients. So, here ABL follow marketing practices so that they can fulfill their clients need and want.

**2.4.1. Marketing Mix:** Marketing mix indicates the 4p's of marketing. Basically, by marketing mix, we can understand how the organization is related with it.

- Product: product implies client arrangement. ABL restricted presents a few items for their regular clients.
- Price: ABL restricted valuing framework which mainly help to satisfy their client.
- Place: Place is very important for any organization. ABL branches in different location of Bangladesh and other foreign country which is convenient for their clients.
- Promotion: promotion alludes to correspondence. ABL always give their best to their promotional activities.

**2.6. SWOT Analysis:** SWOT Analysis helps to get an idea of a company's idea, strength, weakness, opportunities and threads. The SWOT Analysis of Analyzen Bangladesh Limited is given below:

**Strength:**

- One of the strength of ABL is that it is a well-known brand. It is not only known in Bangladesh but also other countries like Malaysia, Singapore etc. they are widely known as first ever digital marketing agency.
- They never focused on their office decoration or anything like this. In fact, they always focused on their employees as they treat them as their family member, do the work as a team and they call each of their employees as analyzer.
- Solid Brand pictures to in general Customer through Advertising, Posturing, and Sponsorship.

**Weakness:**

- In this pandemic situation, due to doing home based work, some employees could not be active mostly. For which their productivity reduced.
- Sometimes the employees are not able to coordinate with each other. As in a teamwork, some people behave arrogantly, some becomes less attentive, whereas others do their work perfectly. As a result, lack of coordination is noticed.

**Opportunities:**

- One of the opportunity of ABL is they expand their business in international as well. Not only in Bangladesh but also they provide quality service to their Singapore, Myanmar clients.
- Their primary focus is to advance their generosity and create in number one situation by giving solid service to their clients and they are likewise worried about representative fulfillment.

**Threads:**

- Limitation of Government guidelines.
- Fluctuating market condition in this pandemic situation became one the threads of ABL.

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*Chapter 3*

*Project: Recruitment & Selection Process of ABL*

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**3.1.1. Recruitment:** Recruitment alludes to the way toward pulling in, screening, and choosing qualified individuals for work at an association or firm. It is embraced by selection representatives. It likewise might be embraced by a work office or an individual from staff at the business or an association searching for initiates.

**3.1.2. Source of Recruitment:** There are two source of requirement.

- **Internal Sources:** The internal source of recruitment is given below-
  1. Personal suggestion
  2. Internal worker referral
  3. Noticeboard
  4. Memorandum
- **External sources:** The external source of recruitment is given below-
  1. Educational Institution
  2. Word-of-mouth
  3. Advertisement
  4. Job centers

**Internal Recruiting:** When an organization wants to select employee from their recent workforce, they offer huge preferences to their employee. They go for internal recruiting process and they give the opportunities to their current employees such as, promotions, employee referral, transfers etc. there are some advantages of internal recruiting which is given below-

- Lessens preparing costs – by utilizing workers that you as of now have, you don't have to prepare new representatives. Regardless of whether new frameworks or other little cycles should be instructed, not experiencing the whole preparing and (onboarding measure) is a critical time and cash saver.
- Lessen work posting and screening costs – by enlisting from the inside, you slice the need to have the manager to hire and screen unfit competitors.
- Diminishing representative turnover – much of the time, impromptu turnover is a negative occasion in an association. A high representative turnover rate can be an indication that something isn't right in your organization. By coordinating inner

applicants with jobs that fit their interests and exceptional ranges of abilities, you can build the opportunity that they will remain with your organization for the long stretch.

There are some disadvantages of internal recruiting which is given below-

- Absence of fresher – one of the disadvantages of internal recruitment is there are missing of recruiting representatives with new thoughts and viewpoints that can bring about new bits of knowledge for your organization. By enlisting from inside you may pass up these imaginative points of view.
- Work environment desire – people are passionate creatures. Expecting you make a solid recruit, enrolling remotely can assist you with maintaining a strategic distance from a portion of the work environment envy that outcomes when somebody misses out on an advancement that goes to a colleague.

**External Recruiting** When an organization wants to select employee from the outside workforce, they go for external recruiting process and they recruit those fresher who can give new idea to their company. They hire employees through online recruiting, advertisement, job fair, internship etc. there are some advantages of external recruiting which is given below-

- Expanded Conversion Rate: External enlistment draws in an assortment of applicants with various abilities and ranges of abilities, in this manner expanding your odds of landing most extreme appropriate competitors.
- Better Quality Candidates: An inventive outer enlistment crusade empowers the scout to tap top decision applicants. At the point when computerized with a candidate global positioning framework, the outer enlistment measure grows your span, draws in the correct up-and-comers, keeps them drew in, and makes it a lot simpler to welcome them ready.

There are some disadvantages of external recruiting which is given below-

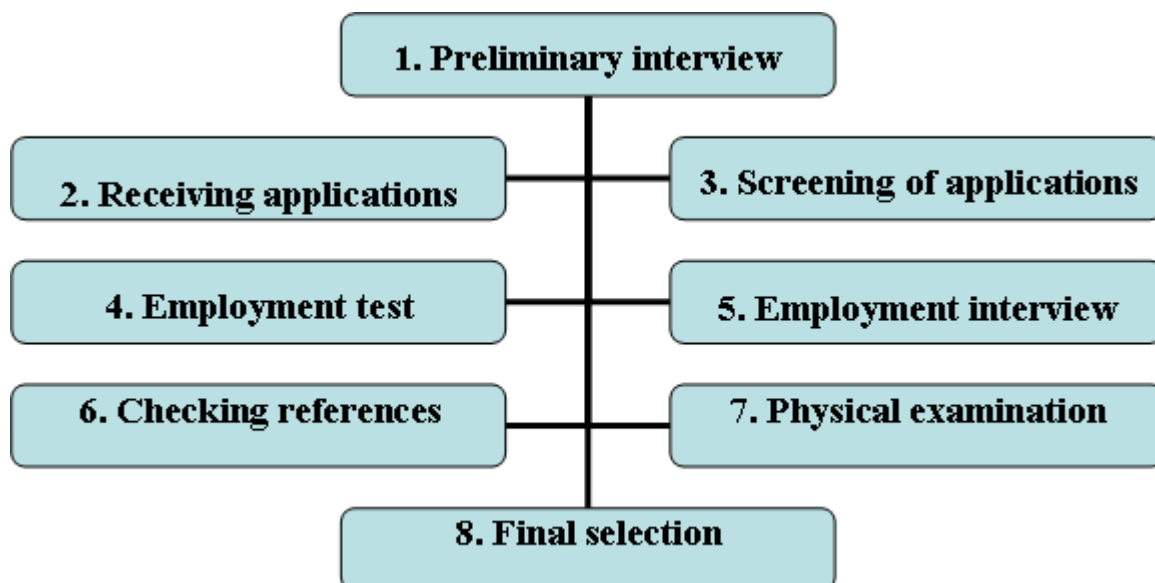
- More noteworthy Cost: The external enlistment measure includes posting occupations on various stages, thinking of convincing JDs, speaking with up-and-comers, screening resumes, directing meetings, and concocting an overwhelming offer. These parts of the enrollment cycle are tedious, monotonous, confounded, and expensive.
- Time consuming: The greatest drawback of an external enlistment drive is the time taken to fill open positions. Enrollment specialists get many resumes for each vacant position and screening them occupies a ton of time. In any case, utilizing a candidate



global positioning framework can take this whole screening time from hours to minutes and limited down your ability pool to remember just qualified possibility for a jiffy.

**3.1.3. Selection:** Selection is the process where a company can pick the suitable employee for their required position at the right time. In every organization, they follow some selection process which helps them to find out suitable person for their organization. At the end of the day, the determination implies removing inadmissible candidates and choosing those people with essential capabilities and capacities to fill the positions in the association.

**3.1.4. The process of selection:**



**Figure 3.1.4: The selection process**

- 1. Preliminary Interview:** Preliminary interview utilized to wipe out those applicants who do not meet the base qualification measures set somewhere near the association. This interviews are less formalized and arranged than the last meetings. In this stage, organization can understand how much concern an employee is about the company profile and know about the organization.

2. **Receiving Applications:** The candidates who are passing the preliminary interview, they have to fill a form. Then the company receiving the application where they have mention some mandatory question, such as age, address, qualifications.
3. **Screening of application:** After receiving the applications, the company are screening the application. They select those candidates who can fulfill according their company wants.
4. **Employment Test:** the selected candidates have to give some test, such as written exam, achievement test, personality test etc. Employment test helps to find out the base candidates who can fulfill the company's requirement.
5. **Checking Reference:** The mandatory responsibility of a company is they must have to check the reference. By checking the reference the company may able to know about candidates past information.
6. **Physical examination:** The selected individuals have to give physical examination to prove themselves whether they are fit physically or not to do the job.
7. **Final selection:** The manager always take the decision regarding hiring the people. After selecting the actual candidate, the manager give an appointment letter to that employee and they go through some formalities according to company's rules and regulation.

### **3.2. My Experience:**

I have filled in as an Intern at ABL for their Human Resource Department. It has given me tremendous chances to learn and get the bits of knowledge of functional HR works identified with the Recruitment and determination measure, which will clearly help me so as to build up my future achievement. ABL gives need to their assistants especially as their different workers. As an assistant, I have no past work encounters except for the advertising agency causes me to

learn. As I worked for Human Resource Department, all through my internship period, I have done works that are identified with the enrollment and choice cycle of ABL. All through my internship period, from the very beginning I work from home and helps my supervisor to do the work.

Fundamentally ABL gathers CVs from various sources and as an assistant, in this pandemic situation at first I used to do most of the work from my home. I used to post regarding job circular on social media. I used to gather and sorted out those CVs from various social media, and keep them in the CV document envelope named Upcoming Interview. Those CVs gathered and composed dependent on the candidate's capabilities, work encounters, and expected set of responsibilities. After that concerned workers sifting through hardly any up-and-comer names from the CV document. After the essential CV screening, I need to settle on decisions to speak with the contender to tell them about the booked time and date of the composed test or meeting. The time and date of composed test or meeting booked by the supervisor in discussion with the Head of HRD and other concerned workers of the division. Presently, when the calls are done, I give the schedules to the candidates and then I need to make talk in a MS sheet which incorporates a short outline of employees information such as experience, age, address. Thusly, calling the possibility for composed test, meetings, and information base refreshing for the meeting explanation is one of the significant obligations of this position. After the meeting, my main responsibility is to arrange the archives, for example, the assessment structure topped off by every one of the questioners, CVs of the up-and-comer, presentation structure. Another significant work as an assistant was to make the letter of "Offer and Appointment". So as to make this letter of "Offer and Appointment," I need to take data, for example, the dad's name of the chose applicant, lasting location from every one of the competitor's CV and information these information in the dominate sheet. The letter of "Offer and Appointment" imprinted in two duplicates for every one of the chose applicants. At the point when competitors come to take the offer, I need to ensure that they have perused out all the terms and conditions recorded in the offer and arrangement letter before they sign it.

I need to help the joining cycle of both the perpetual and authoritative representatives as an understudy of the HR Division. On the date of going along with, I need to check all the records appropriately referenced in the letter of offer and arrangement for every one of the representatives and give them a lot of joining structures to top off. I used to check and arrange all the papers likewise in a record and show it to the concerned worker of HRD.

### **3.3. The recruitment and selection process of “Analyzen”**

**Enrollment Procedures:** Analyzen Recruitment measure is a cycle of recognizing the activity opening, breaking down the activity prerequisites, surveying applications, screening, shortlisting, and choosing the correct possibility for the specific position.

- **Source of Collecting CVs:** Analyzen utilizes various sources to gather continue. They utilize both inward and outside sources.

**i. Internal Sources:** Analyzen Bangladesh Ltd. utilize inward sources to enlist worker as it needs to decrease the expense of enrolling. Being a tremendous drug organization it requires a great deal of workers regularly. They utilize the accompanying sources to get competitors.

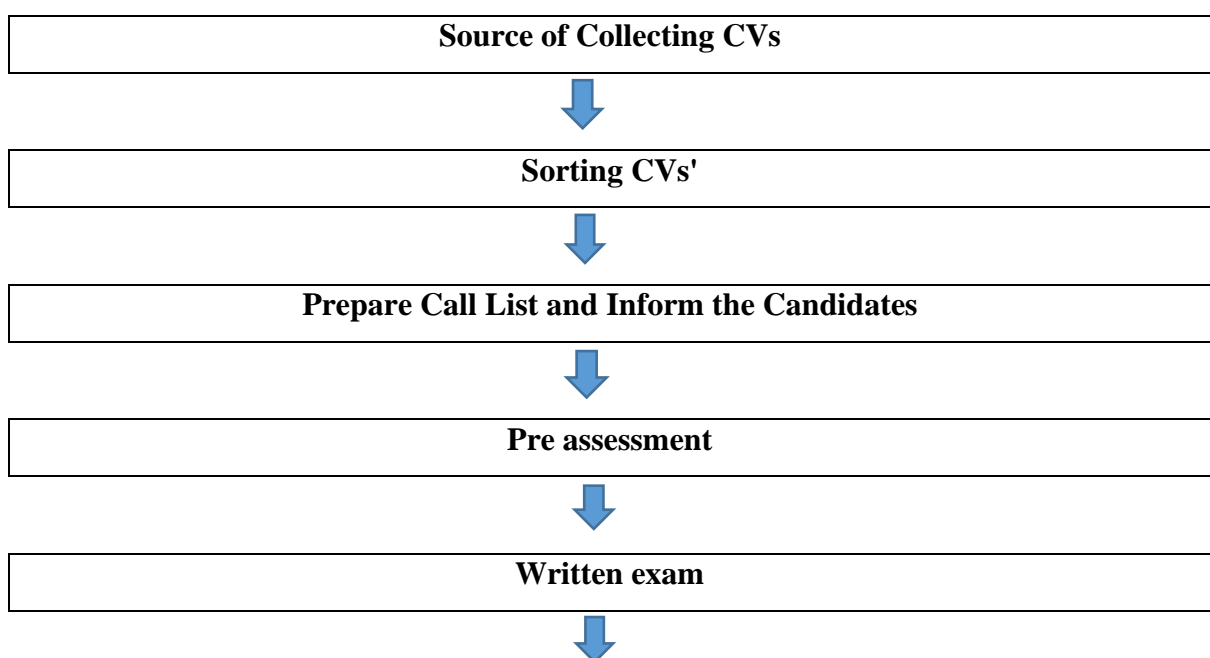
1. **Internal worker referral:** The current representatives will likely know their companions or family members or partners who could effectively fill the opening. Moving toward them might be a profoundly productive strategy for enlistment yet. To keep workers fulfilled ensure that conceivably appropriate representatives are educated regarding the opening so they can apply. Additionally, any other individual who is probably going to be intrigued is told about it too so they can go after the position.
2. **Organization notice sheets:** This is the helpful and basic strategy for giving significant messages to present employee. A vocation notice stuck to a notification board will likely be seen and perused by an adequate number of fitting representatives at next to zero expense. A notification board must be guaranteed that it is well suited. Any place it is been set it ought to be sure that it is seen by everybody. It means there must be equivalent chance to make sure and this happens when they realize that simply significant effective notification are in plain view.
3. **Memorandum:** Conceivably the most ideal method of circling updates on the activity opportunity is to send a notice to division directors to peruse out to the groups or to compose all workers maybe encasing memoranda in wage parcels if fitting. Notwithstanding, it very well may be a tedious cycle to contact staff independently, particularly if there is a huge workforce. It ought to likewise be

remembered as to in what direction the reminder is stated out with the goal that the activity requests to likely candidates

**ii. External Sources:** Analyzen Bangladesh LTD assembles a gigantic number of candidates from outer sources. The Sources are:

1. **Social Media post:** Social media post is one of the most effective site of enlistment. Analyzen Bangladesh Ltd. always post on the social media regarding job circular from where candidates can top off an application structures. At the point when the activity prerequisite is coordinated with the candidate's CV then HR select these applications for enrollment.
2. **Advertisement:** Promotion is a notable and overall acknowledged wellspring of enlistment. Analyzen Bangladesh Ltd. additionally have a vocation site from where candidates can top off an application structures. At the point when the activity prerequisite is coordinated with the candidate's CV then HR select these applications for enrollment.
3. **Word of mouth:** word of mouth is another way of external sources to select an employee for the organization. Sometimes it happens that the current employee give reference to the company that they know about him or her. The referred people apply for the position. Word of mouth doesn't mean that the suggested employee already get selected. They have to go through all the process, the difference is that they just know about there is a position they can apply. Selecting in this manner seems, by all accounts, to be basic, economical, and helpful. Never use word of mouth as a sole or starting wellspring of enlistment if the workforce is completely or prevalently of one sex or racial gathering. Likewise utilizing companions and family members of present workers might be unwise in light of the fact that it isn't sure that they are as skillful as the current staff.

- **Sorting CVs':** In the wake of distributing a notice and gathering the resumes, the way toward arranging starts. As indicated by the activity determination of the position, the CVs are classified and shortlisted.
- **Prepare Call List and Inform the Candidates:** To set up the call list and exceed expectations record is made for the shortlisted competitors; the document incorporates the name of the up-and-comer, fathers' name, contact number, and the name of the college. The call list is then endorsed by the HR head. Specific employee contacts the competitors and guarantees what number of applicants are accessible. Through this, the HR division will have a thought regarding the absolute number of contenders for the composed test.
- **Pre assessment:** After selecting the candidate which is settled by the head of HR, the date of the viva test is set. In light of the activity position the quantity of viva test fluctuates.
- **Written exam:** basically written exam is arranging for people who are applying as query, copy writer. This written exam helps to see the ability of their creating content.
- **Selection cycle and Job Offer:** Utilizing the interview and written test is added up to and the up-and-comers are shortlisted by the imprints and reference. In light of the positioning of the imprints applicants are chosen and the chief extends to the employment opportunity to them. In the event that the up-and-comer acknowledges the bid for employment the way toward joining begins they are called for finishing the arrangement customs.



## Selection cycle and Job Offer

Figure 3.3: The recruitment and selection process of “Analyze”

### 3.4. Findings & Analysis:

I made a questionnaire which consists of 18 questions to know about the response of the employees on the recruitment and selection process of ABL. The questionnaire is all about demographic, research related and open ended questions. For this, I took a sample of 20 employees. This survey helps to determine the response graphically and also helps to know about the interpretation. So the details including graphical representation and interpretation has given below-

#### 1. Your gender-

Options	Male	Female	Total
Respondent	12	8	20
Response in %	60%	40%	100%

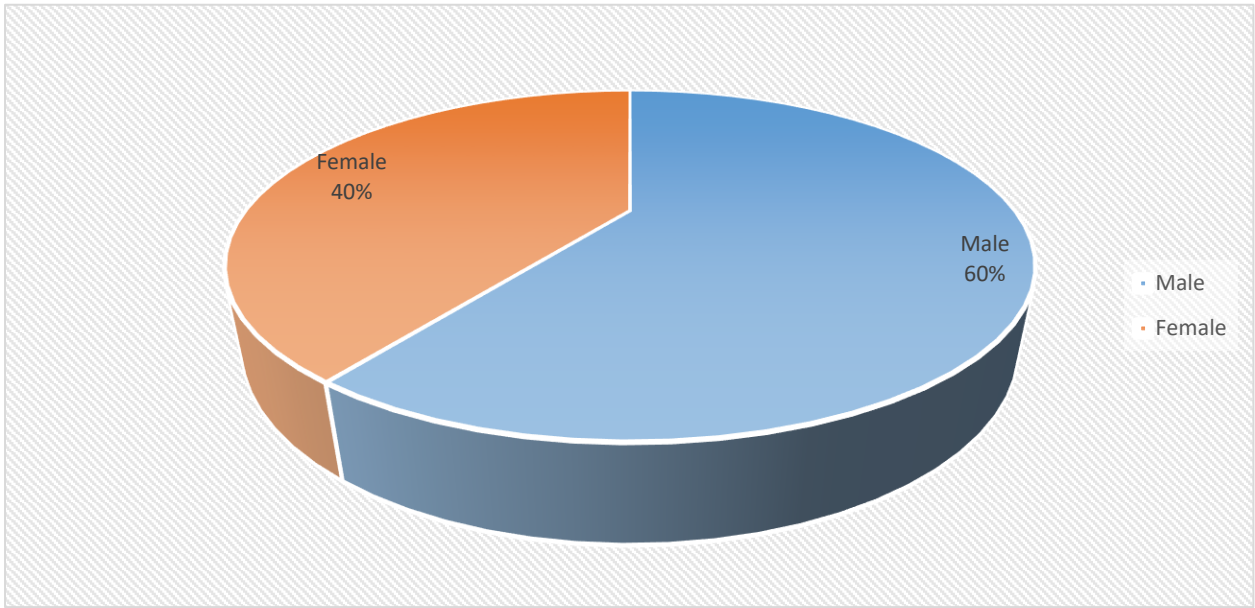


Figure 4.1: Please indicate your gender

The chart demonstrates the gender of the respondent who has reviewed for this study. Among 20 respondents, there are 12 employees are male and 8 representatives are female. Subsequently, we can say that 60% of the example of the populace is male and 40% is female.

## 2. Your age-

Options	Below 25	25-30	31-35	Above 35	Total
Respondent	2	8	6	4	20
Response in %	10%	40%	30%	20%	100%



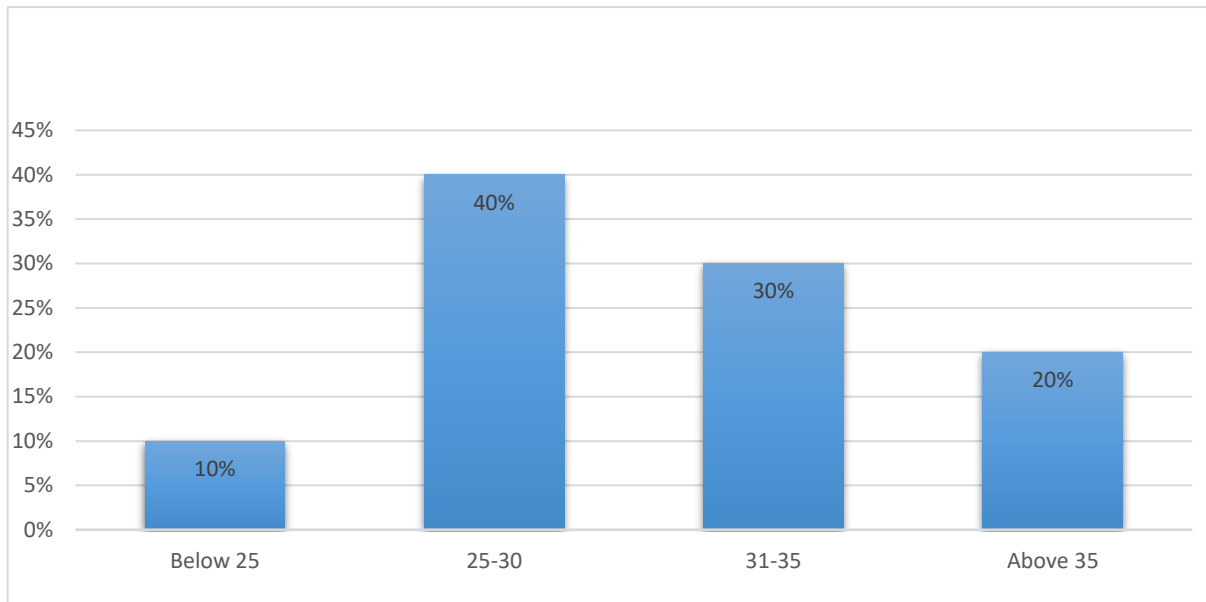


Figure 4.2: Indicate age range

The chart demonstrates the age of the respondent who has reviewed for this study. Among 20 respondents, there are 10% employees whose age range is below 25, majorities are 25-30 age range that is 40%, 30% employees are the age of 31-35 and the rest of the 20% employees age range is above 35.

### 3. Your Department-

Options	Finance & Accounts	Human Resource Management	Marketing	Technical	Others	Total
Respondent	4	4	5	4	3	20
Response in %	20%	20%	25%	20%	15%	100%

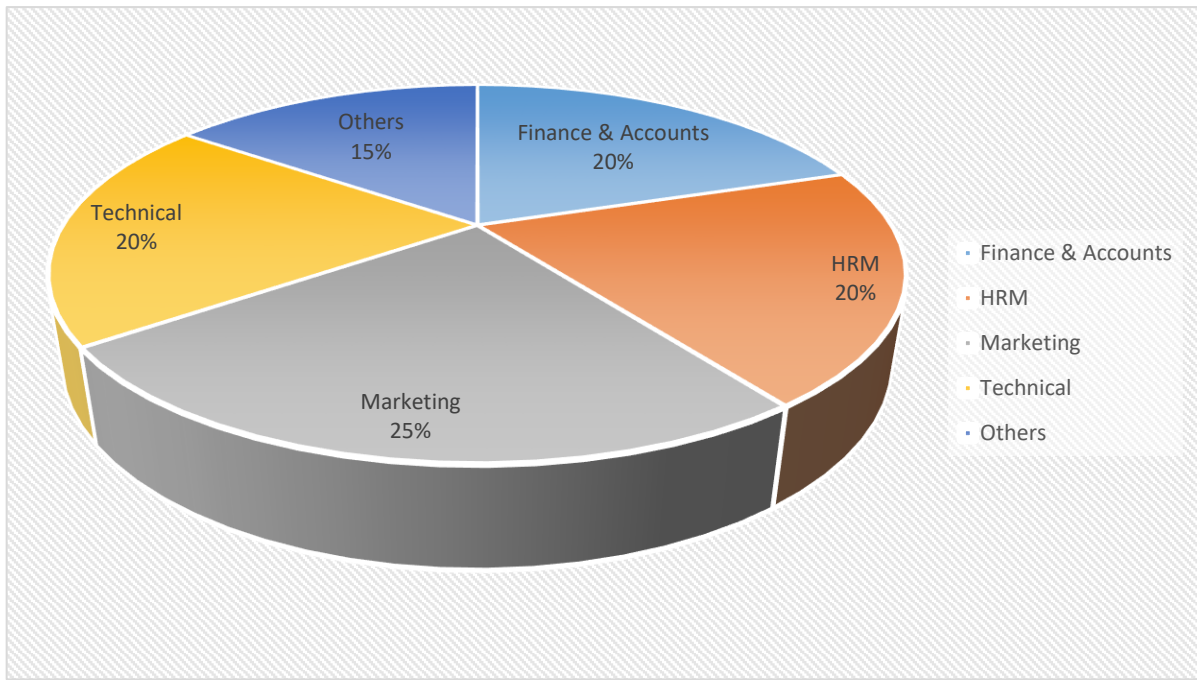


Figure 4.3: Indicate Your Department

The chart demonstrates the department of the respondent who has reviewed for this study. Among 20 respondents, there are 20% employees whose department is Finance, other 20% employee's department is HRM, majorities are from marketing department and rest of the 20% and 15% employees are technical and other department.

#### 4. Your Job Title-

Options	Executive	Team Lead	General Manager	Director	Junior Executive	Total
Respondent	2	8	2	1	7	20
Response in %	10%	40%	10%	5%	35%	100%

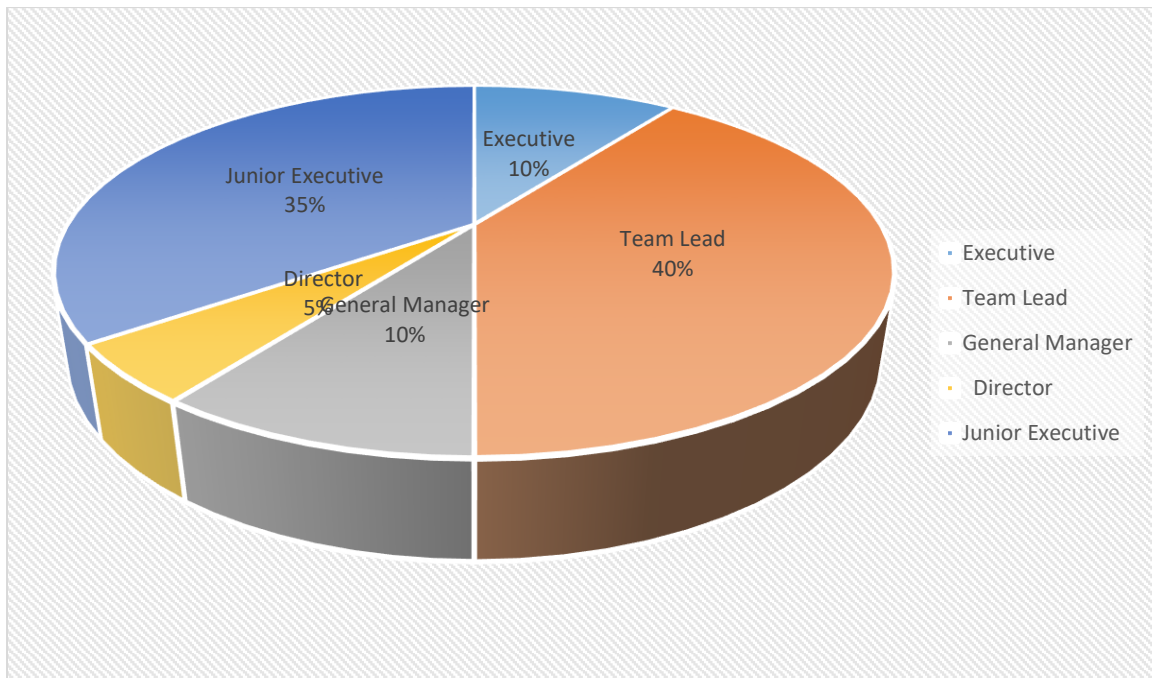


Figure 4.4: Indicate Your Job Title

The chart demonstrates the department of the respondent who has reviewed for this study. Among 20 respondents, there are 10% employees who is Executive, 40% employee works as a Team Lead, 10% works as a General Manager, 5% of employees job level is Director and the rest of the 35% of employee’s job level is Junior Executive.

5. Your service period in Analyzen Bangladesh Ltd.-

Options	Less than 6months	6 months to 1 year	1-3 years	3-5 years	More than 5 years	Total
Respondent	3	6	7	2	2	20
Response in %	15%	30%	35%	10%	10%	100%

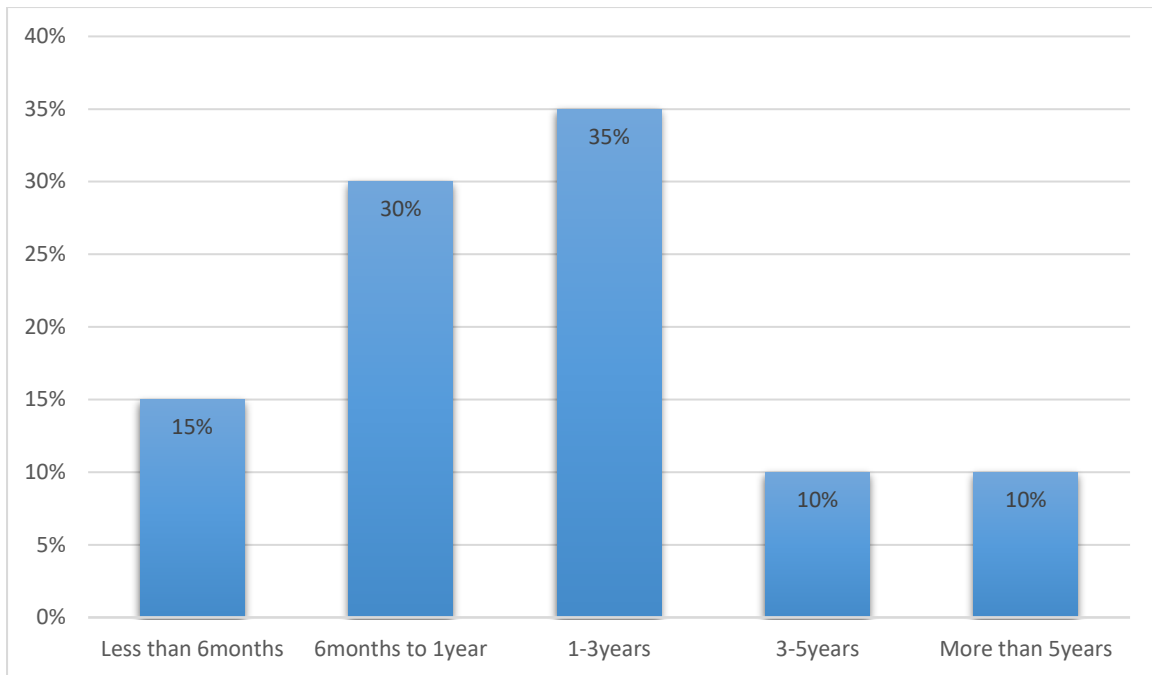


Figure 4.5: Indicate your service period

The chart demonstrates the department of the respondent who has reviewed for this study. Among 20 respondents, there are 10% employees who is Executive, 40% employee works as a Team Lead, 10% works as a General Manager, 5% of employees job level is Director and the rest of the 35% of employee’s job level is Junior Executive.

6. All the information is clear to you about the job responsibility and job specification?

Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Respondent	4	11	5	0	0	20
Response in %	20%	55%	25%	0%	0%	100%

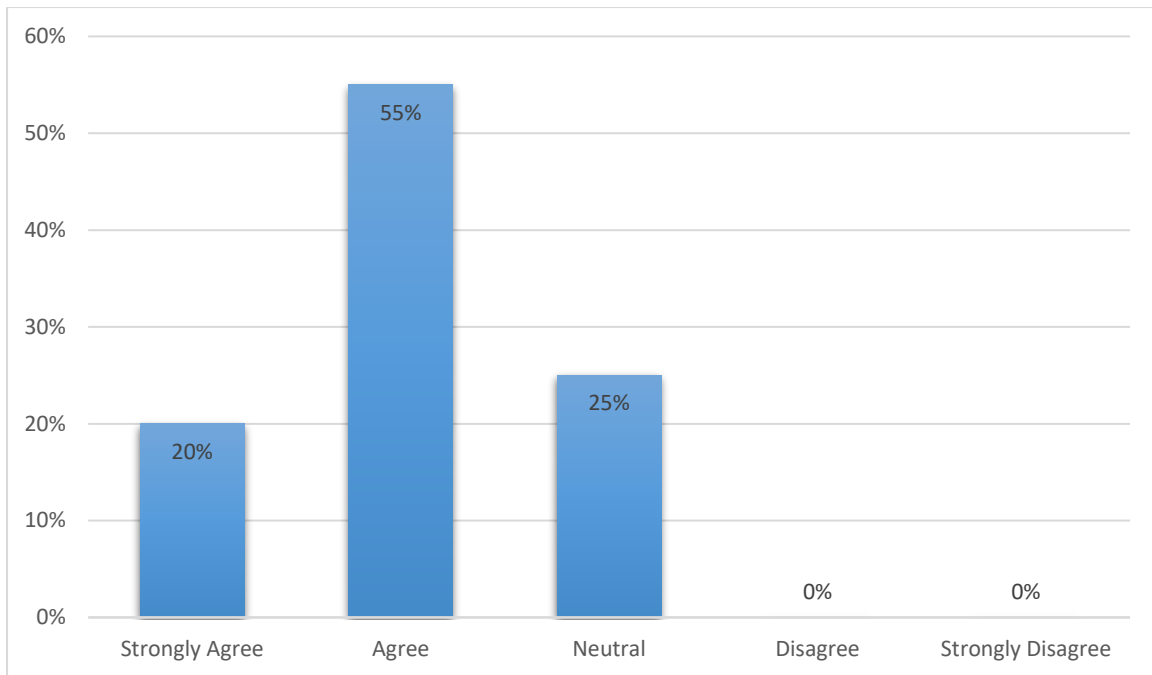


Figure 4.6: Information is clear about job responsibility and job specification

The chart indicates the percentage of employees who is agree that the information regarding job responsibility and job specification is clear. Here, we can see that 20% of employees are strongly agree with that statement. 55% of employees are agree and the rest of the 25% think neutrally.

7. What kind of problem applier face regarding online recruitment and selection process in the pandemic situation?

Options	Internet Stability issue	Don't get the feeling of giving an interview at home	Interview time issue	Lack of physical appearance	Total
Respondent	6	7	3	4	20
Response in %	30%	35%	15%	20%	100%

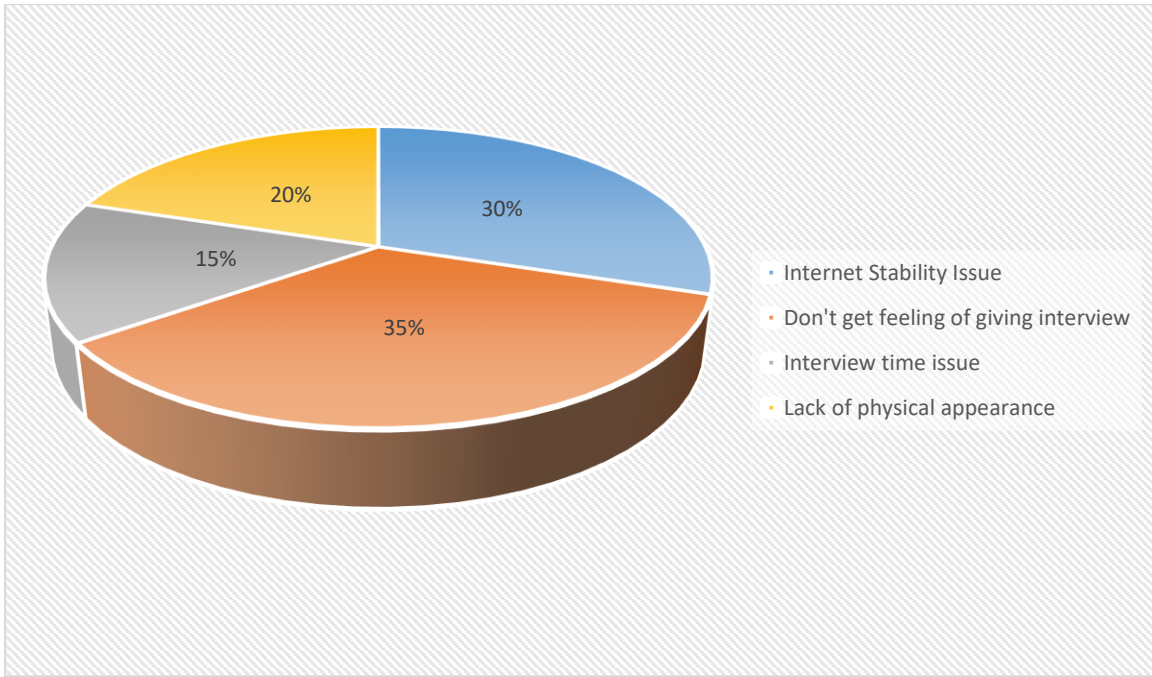


Figure 4.7: Indicate the problem that applier face regarding R & S

The chart represents the percentage of what kind of problem an applier face when they are going through online recruitment and selection process in this pandemic situation. Here, we can see that 35% of employees think they don't get the feeling of interview when they are at home. 30% of employees think that internet stability can be a issue that people face. Rest of the 20% and 15% employees assume that lack of physical appearance and interview time issue is a big problem.

8. The individuals I managed during the interview were particular of my time -

Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Respondent	2	8	10	0	0	20
Response in %	10%	40%	50%	0%	0%	100%

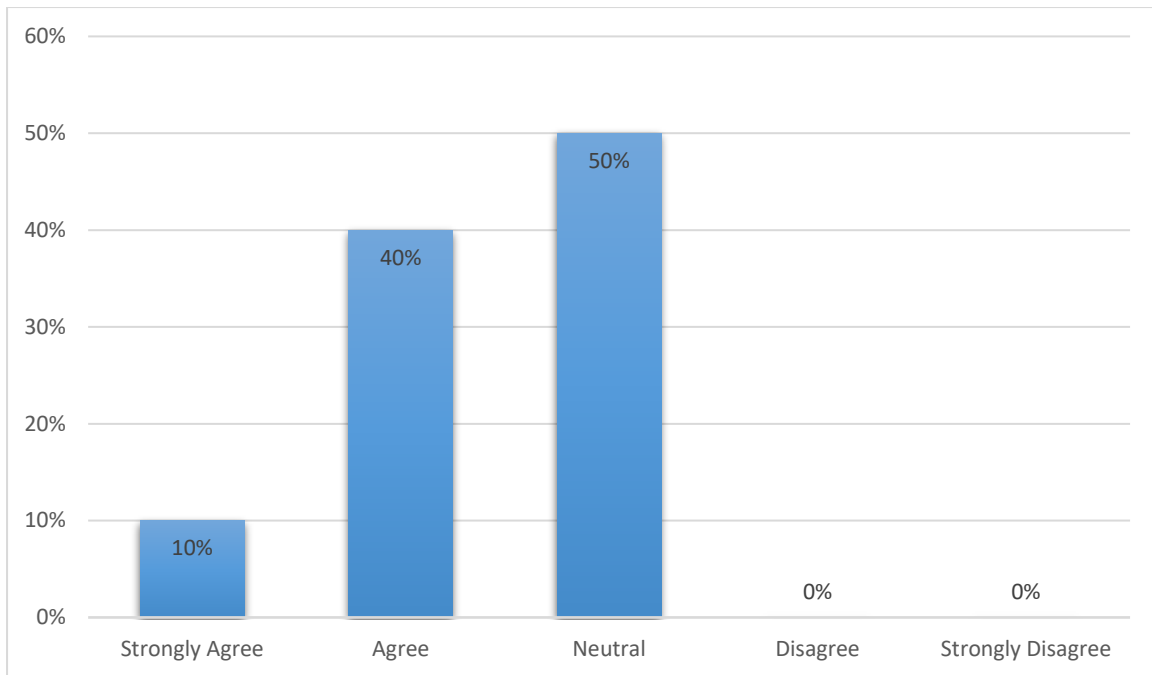


Figure 4.8: The individuals I managed during the interview were particular of my time

The chart indicates the percentage of individuals managed during the interview were particular of their time. Here, we can see that 50% of employees are neutral with that statement. 40% of employees are agree and the rest of the 10% strongly agree with that statement. Moreover, no one disagree with this statement.

#### 9. The recruiter was expert and knowledgeable-

Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Respondent	7	11	2	0	0	20
Response in %	35%	55%	10%	0%	0%	100%

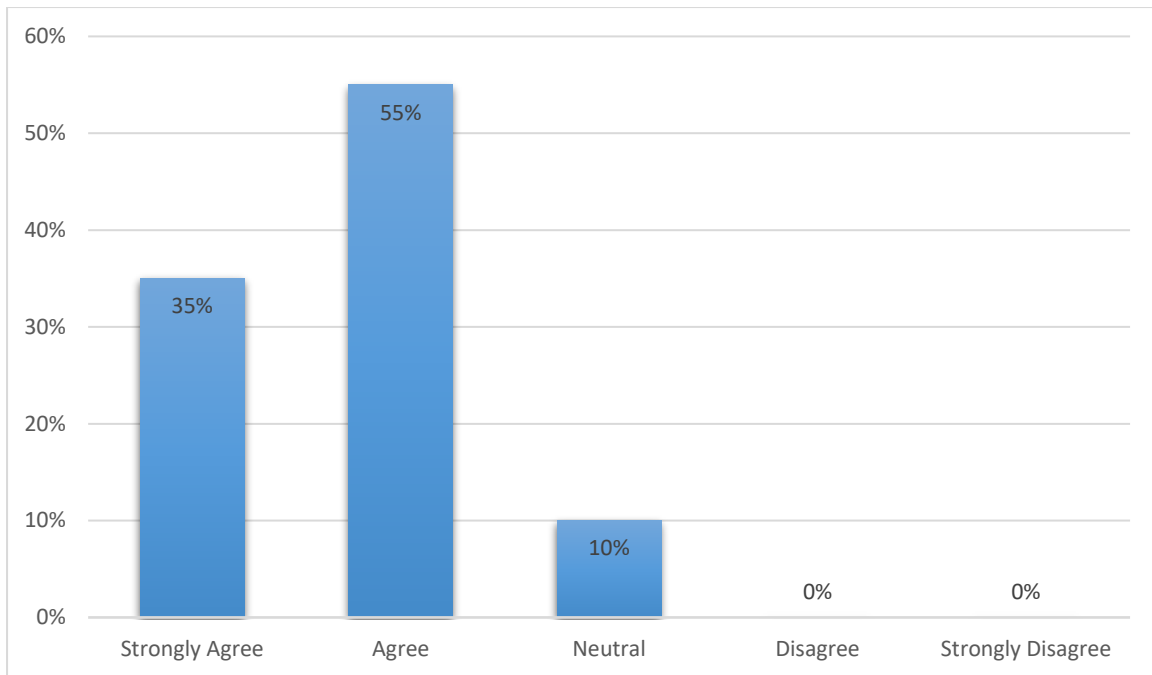


Figure 4.9: The recruiter was expert and knowledgeable

The chart indicates the percentage of individuals think that when they gave an interview under an expert and knowledgeable recruiter. Here, we can see that 55% of employees are agree that they gave interview under an expert and knowledgeable recruiter. 35% of employees are strongly agree and the rest of the 10% neutral with that statement. On the other hand, no one think that the recruiter was not an expert and knowledgeable.

10. The recruiter disclosed to you the jobs and duties plainly -

Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Respondent	3	13	4	0	0	20
Response in %	15%	65%	20%	0%	0%	100%



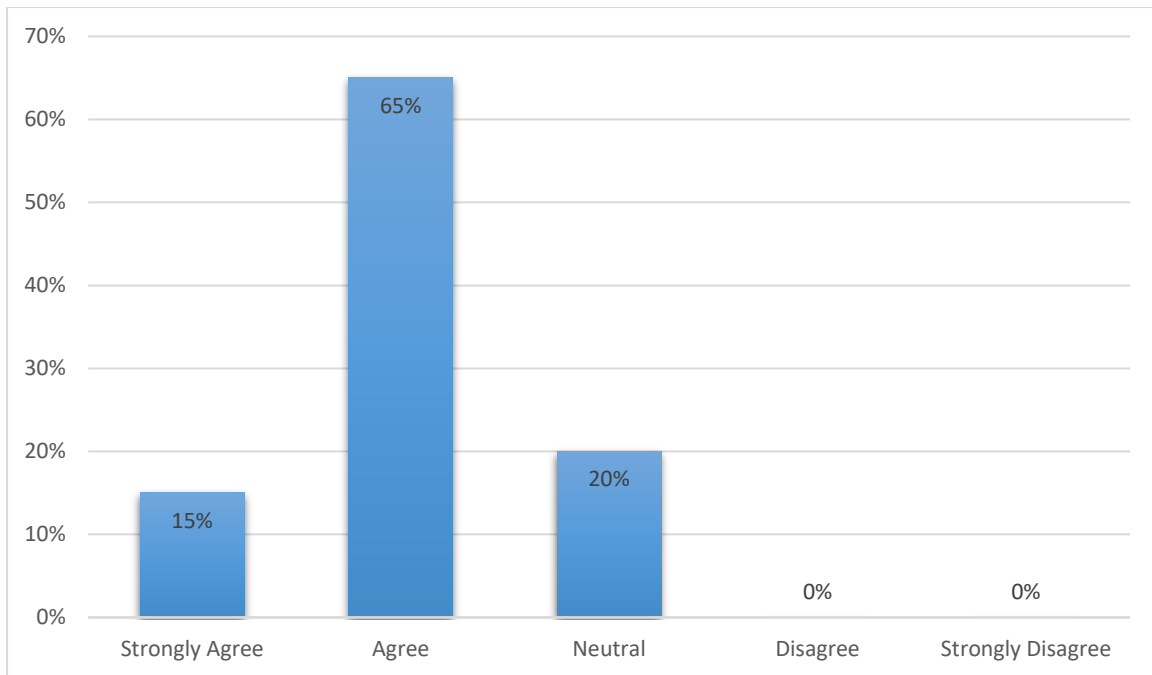


Figure 4.10: The recruiter disclosed to you the jobs and duties plainly

The chart indicates the percentage of individuals think that the recruiter disclosed the jobs and duties plainly. Here, we can see that 65% of employees are agree the recruiter disclosed the jobs and duties plainly. 15% of employees are strongly agree and the rest of the 20% neutral with that statement. On the other hand, no one give any objection that the recruiter did not disclose the responsibilities.

11. Do you think the current recruitment and selection process is satisfactory?

Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Respondent	2	6	11	1	0	20
Response in %	10%	30%	55%	5%	0%	100%

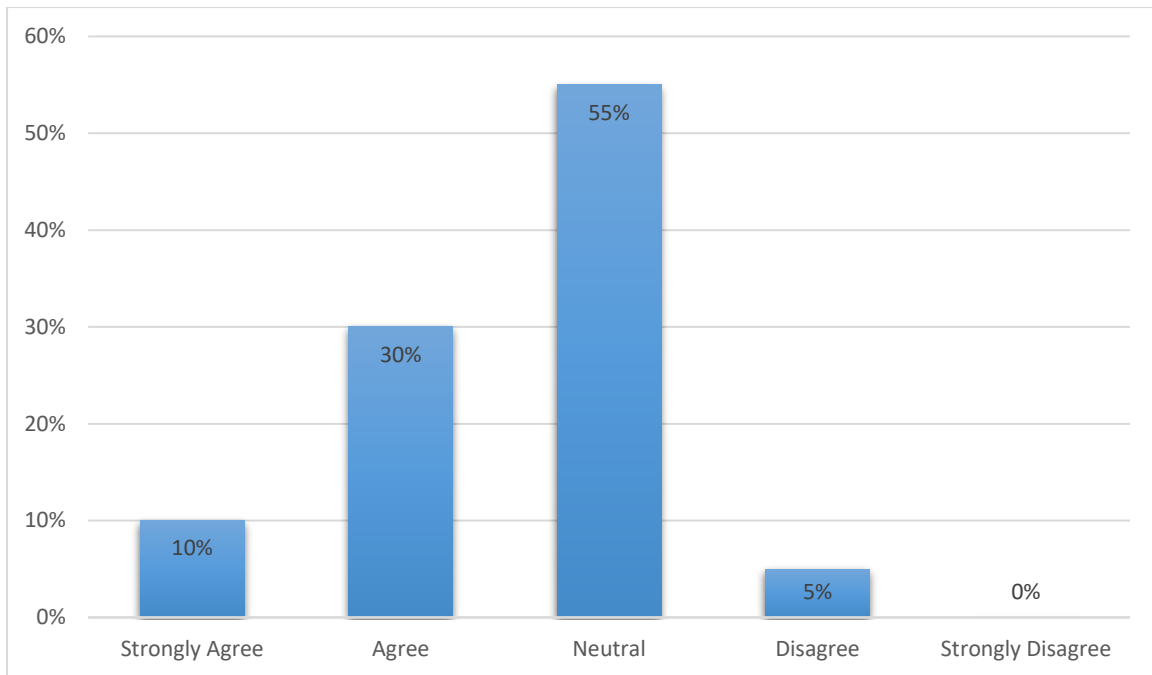


Figure 4.11: the current recruitment and selection process is satisfactory

The chart indicates the percentage of employees satisfy with the current recruitment and selection process. Here, we can see that 55% of employees give neutral opinion about current recruitment and selection process. Moreover, 30% and 10% employees agree and strongly agree that they are satisfied. On the other hand, 5% employee are fully dissatisfied with the recruitment process.

12. Do you think the current recruitment and selection process is effective?

Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Respondent	1	7	10	2	0	20
Response in %	5%	35%	50%	10%	0%	100%

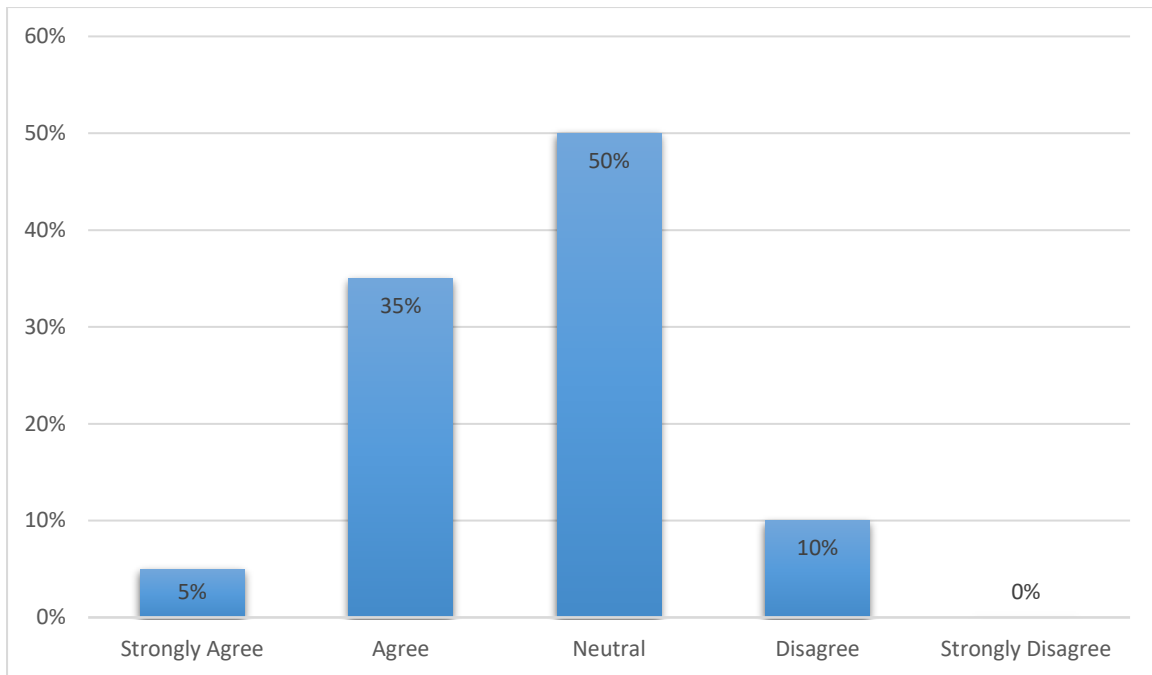


Figure 4.12: the current recruitment and selection process is effective

The chart indicates the percentage of employees who think that the current recruitment and selection process is effectiveness. Here, we can see that 50% of employees give neutral opinion about effectiveness. Moreover, 35% and hardly 10% employees agree and strongly agree that they are satisfied. On the other hand, 5% employee are fully dissatisfied with the recruitment process.

13. Do you think the recruitment and selection process is completely free from biasness?

Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Respondent	4	4	8	4	0	20
Response in %	20%	20%	40%	20%	0%	100%

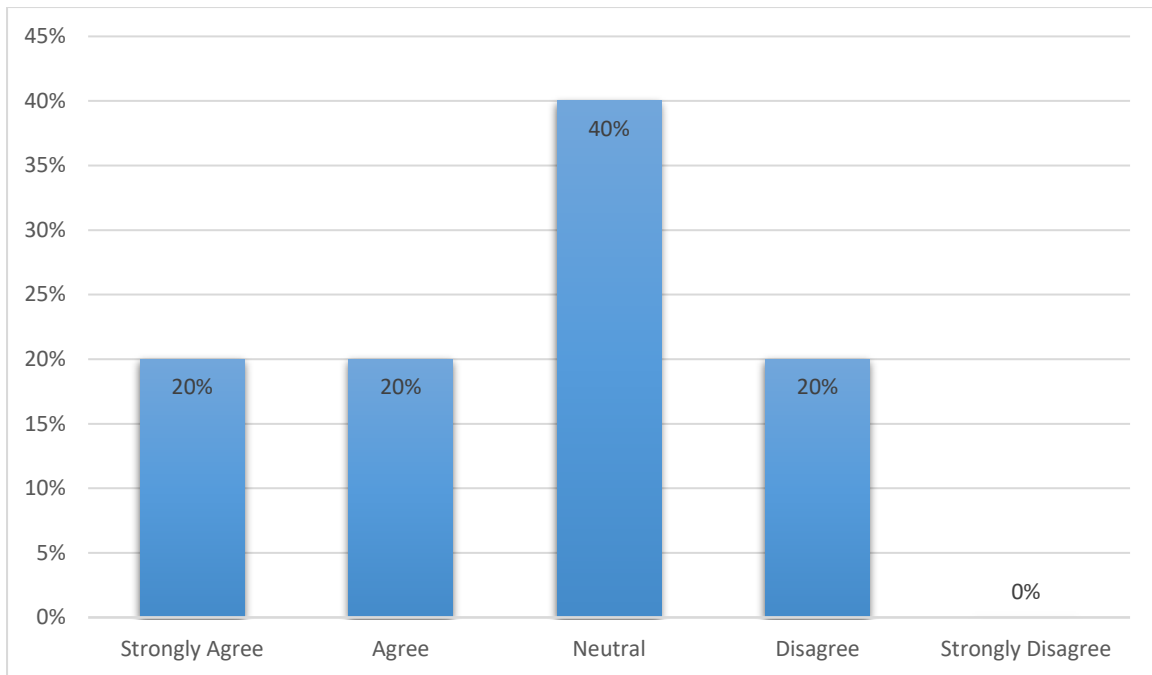


Figure 4.13: the recruitment and selection process is completely free from biasness

The chart represents that the percentage of employees thinks that the recruitment and selection process is completely free from biasness. So, we can see that 40% of employees give neutral opinion about biasness. Moreover, both 20% and 20% employees agree and strongly agree that the recruitment and selection process is free from biasness. On the other hand, 20% of employees think that there is some biasness to select an employee for the organization.

14. The recruitment and selection process is the mixture of internal and external process-

Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Respondent	5	9	5	1	0	20
Response in %	25%	45%	25%	5%	0%	100%

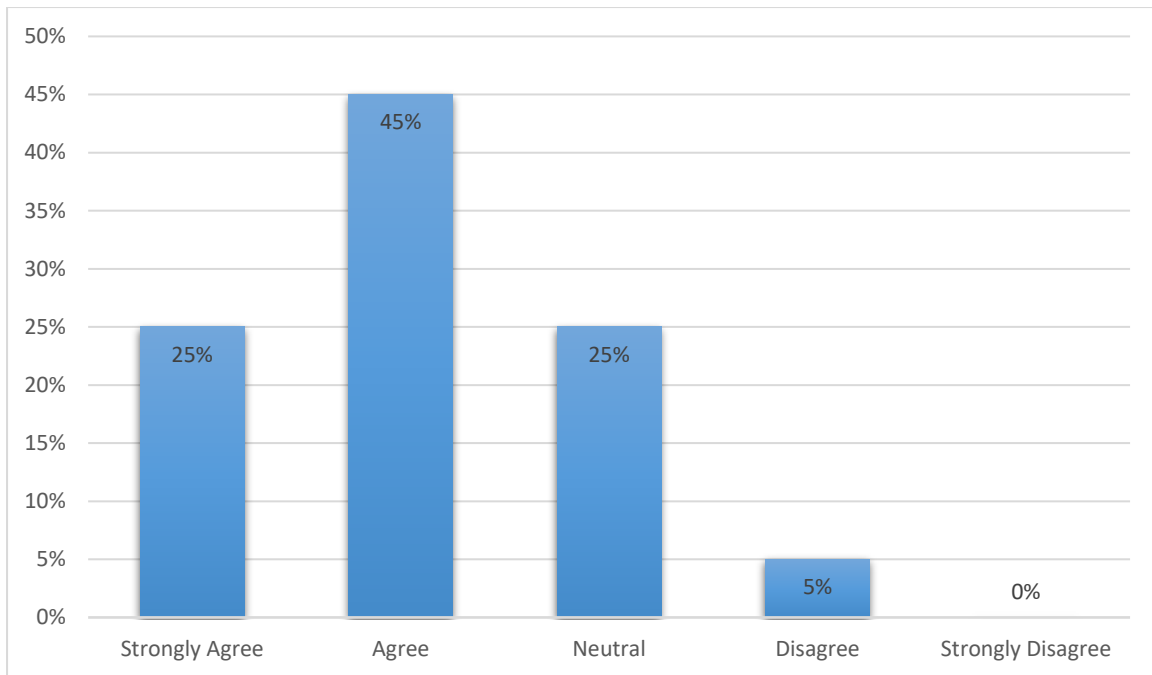


Figure 4.14: R & S process is the mixture of internal and external process

The chart represents that the percentage of employees thinks that the recruitment and selection process is the mixture of internal and external process. So, we can see that 45% of employees agree with that statement. Moreover, both 25% and 25% employees give neutral and strongly agree opinion regarding recruitment follow the mixture of internal and external process. On the other hand, 5% of employees think that ABL always follow manual process.

15. Do you think tools that use for recruitment and selection process is connected?

Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Respondent	1	12	5	1	1	20
Response in %	5%	60%	25%	5%	5%	100%

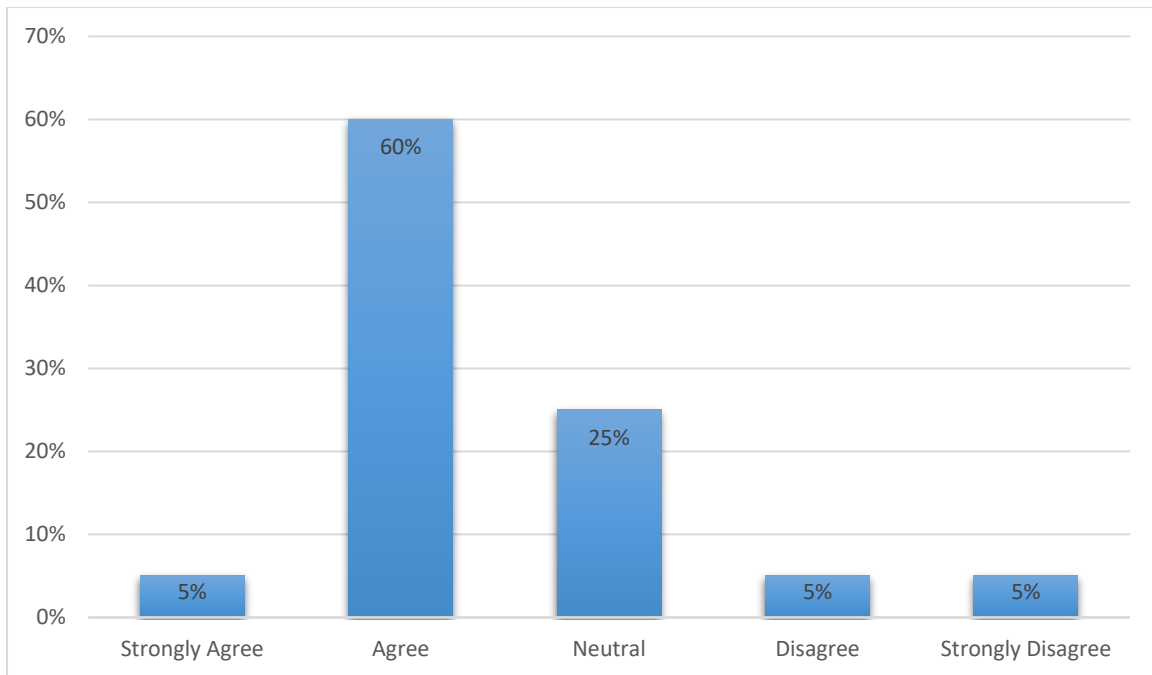


Figure 4.15: tools that use for recruitment and selection process is connected

The chart demonstrates the department of the respondent who has reviewed for this study. Among 20 respondents, 60% of employees think tools that use for recruitment and selection process is connected. Besides, 5% give strongly agree opinion and 25% employees give neutral opinion regarding tools that use for recruitment and selection process is connected. On the other hand, 5% of employees think that ABL use the tools for recruitment and selection process is not connected.

16. Do you think innovative techniques are adopted for recruitment and selection process?

Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Respondent	3	9	6	2	0	20
Response in %	15%	45%	30%	10%	0%	100%

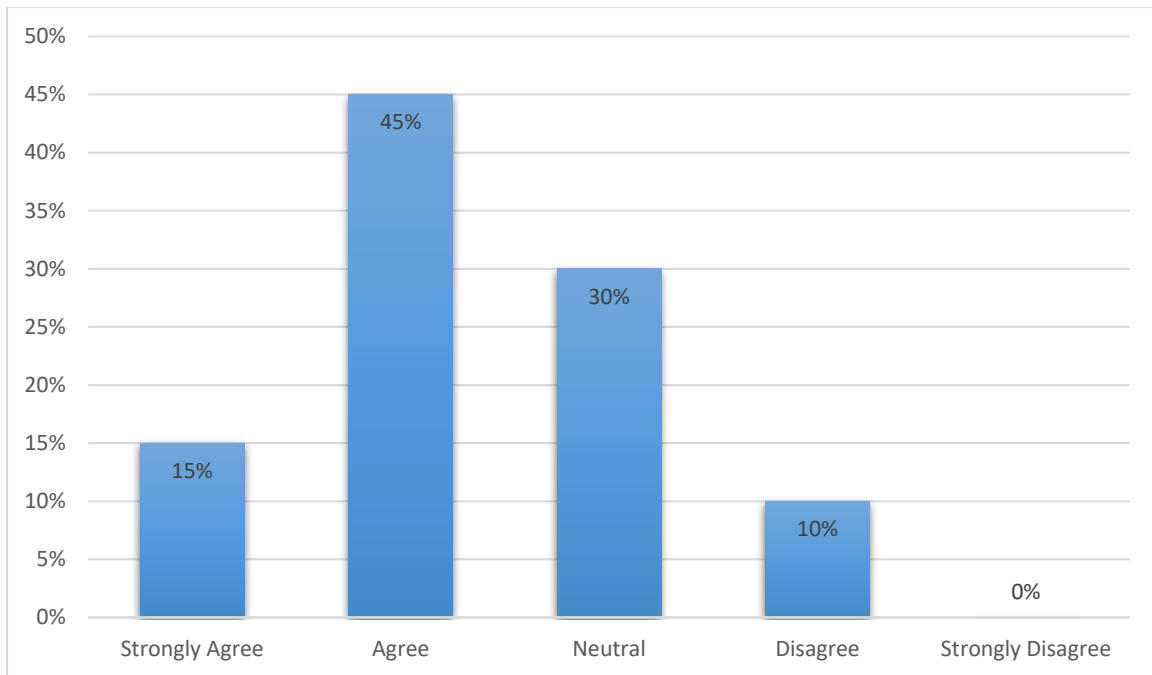


Figure 4.16: innovative techniques are adopted for recruitment and selection process

The chart demonstrates the department of the respondent who has reviewed for this study. Among 20 respondents, 45% of employees think ABL are adopted innovative techniques for recruitment and selection process. Besides, 30% give neutral opinion. On the other hand, 10% of employees think that ABL never adopt innovative techniques, they always follow old techniques.

17. There was the proper measure of data accessible around what it's truly similar to work for My Company-

Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Respondent	0	11	8	1	0	20
Response in %	0%	55%	40%	5%	0%	100%

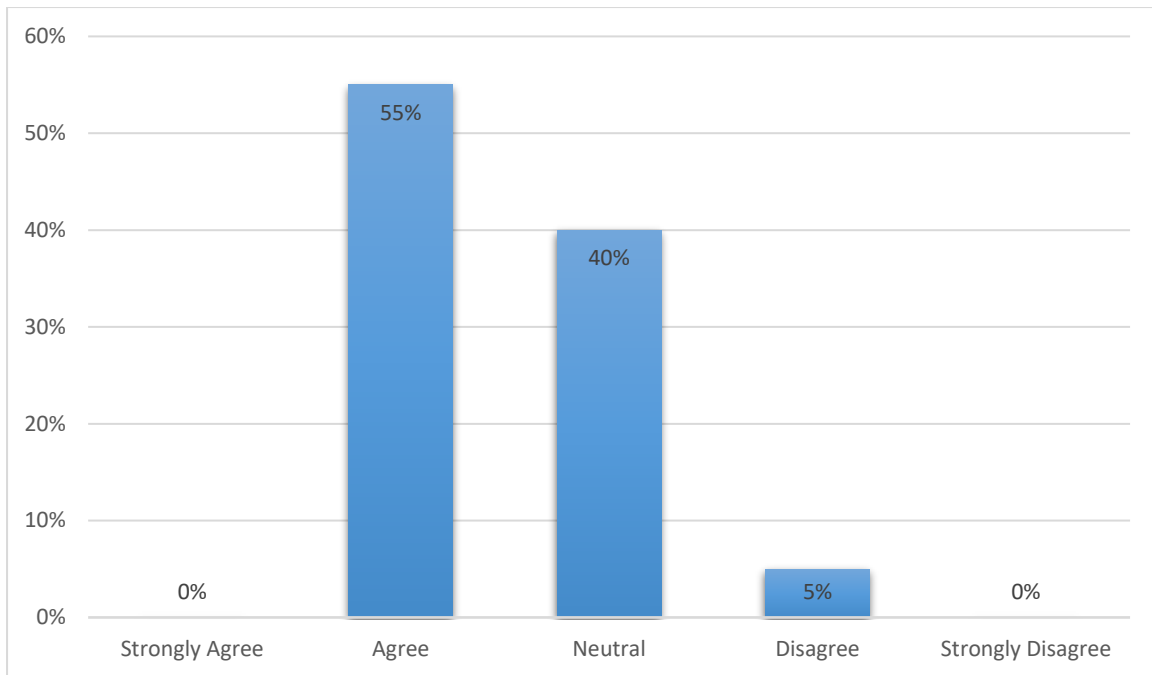


Figure 4.17: the proper measure of data was accessible

The chart demonstrates the department of the respondent who has reviewed for this study. Among 20 respondents, 55% of employees think proper measure of data accessible for ABL. Besides, 40% give neutral opinion. On the other hand, 5% of employees think that there is lack of data accessibility.

#### **Analysis:**

- Most of the time ABL recruits employee from external sources.
- The company give promotion according to employee's performance.
- They focuses on internal and external sources.
- They always try to recruit those individuals who are proactive, potential and smart enough.
- They follow organized and standard determination process.
- They always encourage their employee to do the work as a team and complete the task on time.



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*Chapter 4*

*Recommendation & Conclusion*

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**4.0. Recommendation:** It is hard to give any recommendation with small working experience because I am joining ABL as an intern. However, I have made an honest effort to give best suggestions to improve the Recruitment and Selection cycle of ABL. I might want to include a few proposals and suggestions dependent on the appropriate responses of the open-finished inquiries posed to the representatives of the banks. They are given underneath:

- HR division ought to attempt a foundation examination of candidates who seem to offer potential employees. They ought to check an individual lawful status to past work.
- These associations must go through open enrolling endeavors to the outside network like employment fairs through outer hunt. They can take part on different fairs such as job fair, open houses etc.
- ABL should publish vacancies on media regularly. They should publish job ads through different media so that they can attract their candidates more immensely.

### **Conclusion:**

Enlistment is a significant issue for any association. Enrollment and determination permit an association to survey the opening and pick the best employee who will lead the association later on. So the association should give more accentuation on choosing an individual. An individual who can convey forward the association as far as advancement, qualities, and morals. For the most part the valuable asset for any association is their insight based productive specialists. Associations should more careful about this issue to guarantee quality and morals. From the above conversation, we can without much of a stretch comprehend that ABL is one of the top well known advertising agency in Bangladesh. It covers not only Bangladesh but also other foreign country by its works. There are numerous item and administrations of ABL is accessible in the Market. Right now the organization is in a developing position. Be that as it may, the methodologies of the organization make the organization "First Ever Digital Agency" in Bangladesh. So we can undoubtedly discover the HR exercise, enrollment and determination measure, representative fulfillment and relations at ABL is an extremely evolved and viable one. As a worldwide organization for making the cycle more successful ABL ought to examine the recruitment and selection process of other global organizations of home and

abroad. That can make ABL immaculate in enrolling individuals and the organization will get proficient experts, which will build efficiency just as income.

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## **Appendix A.**

### Research question

1. What is your gender?
  - Male
  - Female
2. What is your age?
  - Below 25
  - 25-30
  - 31-35
  - Above 35
3. Select your department-
  - Finance
  - Human resource management
  - Marketing
  - Technical
  - others
4. Select your job title-
  - Executive
  - Team lead
  - General manager
  - Director

- Junior executive

5. Your service period in Analyzen Bangladesh Ltd.?

- Less than 6 months
- 6 months to 1 year
- 1year to 3 years
- 3years to 5 years
- More than 5 years

6. All the information is clear to you about the job responsibility and job specification?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

7. Do you face any kind of problem regarding online recruitment and selection process in this pandemic situation?

- Internet stability issue
- Don't get the feeling of giving an interview at home
- Interview time issue
- Lack of physical appearance

8. The individuals I managed during the interview were particular of my time –

- Strongly agree
- Agree

- Neutral
- Disagree
- Strongly disagree

9. The recruiter was expert and knowledgeable-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

10. The recruiter disclosed to you the jobs and duties plainly –

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11. Do you think the current recruitment and selection process is satisfactory?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

12. Do you think the current recruitment and selection process is effective?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

13. Do you think the recruitment and selection process is completely free from biasness?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14. The recruitment and selection process is the mixture of internal and external process-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

15. Do you think tools that use for recruitment and selection process is connected?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

16. Do you think innovative techniques are adopted for recruitment and selection process?



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

17. There was the proper measure of data accessible around what it's truly similar to work for My Company-

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

18. Do you want to give any suggestion or recommendation regarding recruitment and selection process?