

A Case Study  
on  
Recruitment & Retention Process of Simura Group

Submitted By

Imtiaz Ahmed Niloy  
ID# 19364042

An internship report submitted to the Graduate School of Management in partial  
fulfillment of the requirements for the degree of  
MBA

Graduate School of Management

Brac University  
2021

© 2021, Brac University  
All rights reserved.

## **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/We have acknowledged all main sources of help.

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



---

**Imtiaz Ahmed Niloy**  
ID# 19364042

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

---

**Dr. Ekramul Islam**  
Graduate School of Management  
Brac University  
2021

## Letter of Transmittal

**Dr. Ekramul Islam**

Graduate School of Management

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of “A Case Study on Recruitment & Retention Process of Simura Group”

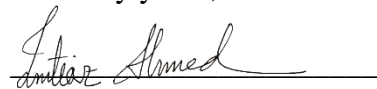
Honorable Professor,

To fulfill a requirement for the BUS 699 course, I wrote my final internship report on "A Case Study on Simura Group's Recruitment and Retention Process." I found the research to be very fascinating, useful, and informative. I did my hardest to write an effective and credible report.

The report includes a thorough analysis of the recruitment and retention process, as well as an analysis of how it is carried out in the real world. I got information from a variety of sources, including websites and real data. Despite several restrictions, I did my best to address the important and in-depth concerns in order to make this report truthful and credible. If you have any further questions about any further information, I would be happy to answer them.

I trust that the report will fulfill your expectations.

Sincerely yours,



Imtiaz Ahmed Niloy

ID#19364042

Graduate School of Management

BRAC University

Date: 06-12-2021

## **Acknowledgement**

First and foremost, I want to express my gratitude to Allah for providing me with the strength and ability to properly submit my internship report on time. Finally, I'd like to express my gratitude to **Dr. Ekramul Islam**, my university's supervisor, for his invaluable support, guidance, and supervision in completing my report on "A Case Study on Simura Group's Recruitment and Retention Process."

I am also grateful to all of the officers and staff members of the Simura Group for their time and guidance in learning about the organization's operations and preparing this report. Throughout the project's preparation, I've encountered a number of people (respondents and seniors) who have contributed their thoughts, time, and kind guidance to enhance the report's content. To be honest with myself, I would have a difficult time preparing such a paper without their assistance. With all of my heartfelt gratitude, I express my gratitude to them.

Last but not least, I'd like to thank the authors, researchers, and article writers whose books and articles I studied, as well as friends who assisted me at every stage of the report by providing helpful information and suggestions.

## **Table of Contents**

<b>Declaration.....</b>	<b>ii</b>
<b>Letter of Transmittal .....</b>	<b>iii</b>
<b>Acknowledgement.....</b>	<b>iv</b>
<b>Table of Contents.....</b>	<b>v</b>
<b>Chapter 1 Report Preview.....</b>	<b>1</b>
<b>1.1 Introduction.....</b>	<b>1</b>
1.2 Background of the study .....	2
1.3 Significance of the Study .....	3
1.4 Objectives of the Study .....	6
1.5 Methodology .....	7
<b>Chapter 2 Company Overview .....</b>	<b>8</b>
<b>Chapter 3 My Job Responsibilities At Simura Group .....</b>	<b>11</b>
<b>Chapter 4 Recruitment &amp; Retention Process of Simura Group.....</b>	<b>13</b>
4.1 Recruitment Process.....	13
4.2 Retention Process.....	15
<b>References.....</b>	<b>17</b>

# **Chapter 1**

## **Report Preview**

### **1.1 Introduction**

This internship report is prepared in order to fulfill the MBA requirement of BRAC University. This report was designed to integrate the theoretical knowledge gained from the course works studied in the University with the practical work that takes place in real life business. I am working as Executive, HR & Operations in Simura Group. My internship period started in this fall 2021 semester. This report is based on the ‘Recruitment and Retention Process’ of the company and the knowledge and real life experience I gained from working in the HR department of the organization.

## **1.2 Background of the study**

There is no denying that the workplace is fast evolving. HRM must be prepared to cope with the impacts of the changing workplace as part of a company. For them, this entails comprehending the effects of globalization, technological advancements, and worker diversity. The challenge to address includes changing skill needs, continuous improvement programs, contingent workforce, dispersed work sites, and employee participation.

HRM now has a significant problem in assisting the business by offering the finest individuals for the appropriate role in the shortest amount of time. It's a big job to start with spotting the openings and making plans for them. Furthermore, gathering appropriate individuals and picking the finest person in a timely manner is difficult.

The expense of recruiting is significant. As a result, adequate planning and formulation of those plans is a process that needs more attention and refinement. Equal opportunity is also important, as is sourcing. We tried to find the differences and similarities between theoretical elements and the company's operational activities after recognizing this necessity. We attempted to show the function in order to develop it further.

### **1.3 Significance of the Study**

Recruitment and Retention process of an organization is an important function for any organization. The primary reason for preparing this report is to understand the importance of this function in any organization and to integrate theoretical concepts with practical work experience. Having the best employees in the organization can boost the performance of any organization. That is why recruitment and retention process of an organization is very important to ensure that the best employees work in the organization.

According to Australian Human Resource Institute, “Recruitment can be defined as searching for and obtaining a pool of potential candidates with the desired knowledge, skills and experience to allow an organization to select the most appropriate people to fill job vacancies against defined position descriptions and specifications. The purpose of the recruitment process is to find the widest pool of applicants to provide the greatest opportunity to select the best people for the required roles in an organization. Acquiring the best applicants for a role can be a competitive advantage for an organization whereas ineffective recruitment and selection can result in enormous disruption, reduced productivity, interpersonal difficulties and interruptions to operations, customer service and long term costs” (Australian Human Resource Institute, n.d.).

According to the Chartered Institute of Internal Auditors, “Recruitment and selection generally forms part of the organization’ strategic management of human resources, which has a number of interrelated elements designed to deliver long term sustainable success” (Chartered Institute of Internal Auditors, 2015)

According to Business Case Studies, “Recruiting staff is a very costly exercise. It is also an essential part of any business and it pays to do it properly. When organizations choose the right



people for the right job and treat them appropriately, these people not only produce good results but also tend to stay with the organization longer. In such circumstances, the organization's initial and ongoing investment in them is well rewarded" (Business Case Studies, n.d.).

According to Saez, "Recruiters play an important role in the success of an organization. They essentially act as a filter and when they executed their job properly, only the best candidates are selected as a result. In a constantly changing business world, companies need to hire people who are adaptable, loyal, knowledgeable, dependable and confident, thereby creating a foundation for success" (Saez, n.d.).

According to Human Resource Institute of New Zealand, "If the recruitment is not done effectively then this will have wide reaching implications for the organization in the long term. Often employers can get this recruitment and selection process wrong, either through neglect or ignorance, even though everyone is aware how important and more importantly how expensive it is to recruit employees in the current market. Therefore, it is important that the HR is involved in the entire recruitment and selection process" (Human Resource Institute of New Zealand, n.d.).

Employee retention refers to the ability of an organization to retain its employees. Employee retention can be represented by a simple statistic (for example, a retention rate of 80% usually indicates that an organization kept 80% of its employees in a given period). However, many consider employee retention as relating to the efforts by which employers attempt to retain employees in their workforce. In this sense, retention becomes the strategies rather than the outcome.

A distinction should be drawn between low performing employees and top performers, and efforts to retain employees should be targeted at valuable, contributing employees. Employee turnover is a symptom of a deeper issue that has not been resolved. These deeper issues may

include low employee morale, absence of a clear career path, lack of recognition, poor employee-manager relationships or many other issues. A lack of satisfaction and commitment to the organization can also cause an employee to withdraw and begin looking for other opportunities. Pay does not always play as large a role in inducing turnover as is typically believed.

In a business setting, the goal of employers is usually to decrease employee turnover, thereby decreasing training costs, recruitment costs and loss of talent and organizational knowledge. By implementing lessons learned from key organizational behavior concepts employers can improve retention rates and decrease the associated costs of high turnover. However, this isn't always the case. Employers can seek "positive turnover" whereby they aim to maintain only those employees who they consider to be high performers.

## **1.4 Objectives of the Study**

Based on two objectives I have prepared this report:

### **Primary Objective:**

The main objective of this report is to provide necessary information about the procedures of Recruitment and Retention Process followed by Simura Group through the HR Department and recommendation.

### **Secondary Objective:**

- a) To have a clear view about what is actually happening in the field of HRM of the selected business organization.
- b) To collect information and insight about the Recruitment & Retention function of the organization.
- c) To experience different Recruitment & Retention system those are being followed by Simura Group.
- d) To relate the theoretical knowledge with the real life experience of the Recruitment & Retention process of Simura Group.

## **1.5 Methodology**

The study is conducted in a systematic procedure starting from selection of the topic to final report preparation. The integral part was to identify and collect data; they were classified, analyzed, interpreted and presented in a systematic manner to find the vital points. The overall process of the methodology followed in the study is explained further.

### **Sources of Data:**

Data are collected from both primary and secondary sources

- Primary Sources
  - ✓ Observation of the organization.
  - ✓ Discussion with officials and concerned experts.
- Secondary Sources
  - ✓ Company website
  - ✓ Newspapers
  - ✓ Internet
  - ✓ Textbook

### **Collection of Data:**

Primary data I collected from observation method, face to face communication with the officials. Secondary data was collected from Simura Group websites and other related websites and documents.



## Chapter 2

### Company Overview

Simura Group, whose primary expertise is fibre, made a bold endeavor in 2000 to promote jute as a technically, environmentally, and commercially viable raw material among a variety of non-woven sectors. It is now a source of great pleasure for Simura Group's mother company, The Golden Fibre Trade Centre Limited, that globally renowned automobile makers such as Mecedez use car components produced of Simura Group's mother company's product. Jute is presently used to make paper, insulation, composite board, furniture, high-end stylish fabrics, ornamental packaging, and bags, among other things.

"The Golden Fibre Trade Center" (GFTCL), a subsidiary of the "SIMURA Group," is a government-registered business that trades and exports jute and jute-related goods. With the help of Mr. Mushtaq Hussain (Managing Director of GFTCL), this firm was founded in 1988. . GFTCL has been devoted to creating, marketing, and exporting various types of jute, jute commodities, and jute diversified products since that time. We have been exporting Jute/Kenaf fibers to traditional Jute and textile mills, building industries, automotive sector, paper-pulp industries, and non-woven sectors throughout the world for the past thirty eight years.

Head office is situated in Banani, Dhaka and factory is in Sarishabari in the district of Jamalpur which is well known as a hub of good quality jute fiber production area. Just outside the factory gate there is a huge jute market where raw jute of Jat and Northern areas are traded by the farmers and local intermediaries. GFTCL have the largest press house of the north-east side of Bangladesh. They buy the raw jute from the intermediaries and press it into pucca bales in their own factory and then they export it to the foreign countries. GFTCL has experience in all phases of the supply chain, including farmer level, manufacturing level, and international

markets. GFTCL is more competitive in their own field as a result of these factors. GFTCL's core strengths include strict quality management, keeping regular shipment schedules, capacity to provide clients in bulk, strong dedication, and outstanding relationships with stakeholders.

Currently, have buyers in Europe, North America, China, Japan and South Korea. Strict quality control systems and in-house fiber processing facilities enable us to supply high quality fiber at the best possible price.

Simura Non-Woven Ltd. has been delivering the most cost-effective solution to its customers since 2012 by selling a wide selection of state-of-the-art finely designed bags made of non-woven fabric of Jute and other machine-made fibres. It has managed to be hailed as one of the top bag producers and exporters in a very short period of time, effectively crossing the border. It has all the capabilities to provide to customers' delight.

Simura Mercantile and Industrial Co Ltd. is clearly attempting to explore industrial prospects where our country would want to gain a competitive edge in tapping worldwide markets and using the tremendous potentiality that the local market would undoubtedly provide in the days ahead. The corporation plans to pursue commodity trading and the export and import of specific high-potential items completely.

Reinvention and creativities are the values that Simura Group upholds and nurtures in every operational spheres. It is on a constant search for finding new and new possibilities where Group may consider to redirect her future.

In 2003, the group diversified in real estate and property development business. Simura Construction Co Ltd (SCCL) stepped into real estate world with its aesthetically elegant project “SIMURA GOLD” targeting the high-end market.

Hospitality and hotel is the world that Simura Group intends to penetrate into as the next onslaught and to respond to the call of burgeoning economy, Simura Hotel and Resort Ltd. is about to launch its first project

Since 2016 Simura Fashions is working to export fashions items all over the world especially in European market.

Recently we introduced a new subsidiary company of Simura Group, Talent Pro that specializes in software development for global clients.

### **Mission**

In commensurate with our core corporate philosophy upheld over the last 33 years, we intend to pioneer in every possible prospective area that economy offers where we think Bangladesh have got unparalleled competitive edge.

### **Vision**

To promote indigenously grown raw material based products and continuously search for areas where our country's enormous growth opportunity awaits.

## Chapter 3

### My Job Responsibilities At Simura Group

I have the opportunity to work in Simura Group September 2021 to present day; My major in BBA were in Human Resource Management, I joined as an intern and after that based on my performance the company offered me a full time job. Now I am working as Executive, HR & Operations. I have done my MBA under Graduate School o Management, Brac University Major in HRM and Marketing. I have done major in HRM because of my job related area and I choose Marketing as major because in HR sector we have to interview marketing people most and because of that I need a vast marketing knowledge. So I have done major in Marketing as well.

#### Description of the job:

As Executive, HR & Operations, I have come across with different tasks that are conduct by the HR department. I am assigned to the following jobs regularly. Those were-

##### ➤ In Recruitment section

- ✓ Create job Circular for job Post
- ✓ Publish JD in BdJobs and other source like LinkedIn, social media, etc.
- ✓ Collecting CV from BdJobs and other sources
- ✓ Screening CV
- ✓ Setting Interview
- ✓ Calling For Interview
- ✓ Making summary & proposals of the candidates
- ✓ Create necessary documents like appointment letter and contract paper for the candidates



➤ **Other Activities**

- ✓ Setting training date
- ✓ Assisting Training Program
- ✓ Maintain Employee attendance and leave Record
- ✓ Monitor CCTV Cameras
- ✓ Create Notice and circulate those to every department
- ✓ Policy making for new company ( I made the HR policy of Talent Pro) and upgrade HR policy (Upgraded Simura group HR policy)
- ✓ Overall HR maintenance
- ✓ CSR related documentations and work

## **Chapter 4**

### **Recruitment & Retention Process of Simura Group**

#### **4.1 Recruitment Process**

In Simura Group, the recruitment process is divided into two segments

- Full time job Interview

When there is a vacancy in any of our sister concern company, that department informs the HR department regarding the vacancy. Then it is my job to create the job circular according to the vacancy need and post the circular through BDjobs and LinkedIn.

Then we start collecting CV's and after shortlisting the CV's we call the candidates for interview.

The interview is based on 5 steps.

- ✓ Online Interview
- ✓ Written interview
- ✓ Viva interview
- ✓ Final viva interview with HR
- ✓ Selection

First we call the shortlisted candidates for an online interview. It can be an IQ test or Subject related MCQ exam through google form or our website portal. Based on the online interview we shortlist candidates and call them for written test. Candidates who obtain a good mark in the written we call them for the viva interview. If the candidate successfully completes the viva

then we conduct a viva from HR department and if everything is according to the need the offer the best candidate for a full time job.

➤ Internship Interview

We take interns in every 6 months so the interview process is an ongoing process. First of all we create job circular for the internship and post it in social media and university web portal. Then we collect CV's and shortlist some candidates for the interview.

Internship interview is based on 6 step

- ✓ Over the phone Interview
- ✓ Written interview
- ✓ Computer skills & Typing test
- ✓ Viva interview
- ✓ Final viva interview with HR
- ✓ Selection

First of all we call the shortlisted candidates and take an interview over the phone. We shortlist them according to their basic knowledge regarding their subject. After that we call them for interview and in the same day we take written test, computer Skill and typing test and a short Viva. Based on these tests we finalize some candidates and call them for HR interview. If candidates pass through the HR interview we offer them 6 months internship and based on their work performance they may be offered a full time job after successful duration of their internship.

## 4.2 Retention Process

The procedure by which a corporation guarantees that its workers do not leave their positions is known as retention. Every firm and sector has a different retention rate, which is the proportion of employees that stayed with the company for a specific amount of time.

### ✓ Retention Strategy

A retention strategy is a plan developed and implemented by a company to decrease employee turnover, avoid attrition, promote retention, and foster employee engagement. While some turnover is unavoidable, developing a retention plan to minimize voluntary turnover may save a company a lot of time and money. After all, it's more easier and less expensive to teach and develop current personnel than it is to acquire new individuals on a regular basis.

It's critical to identify the aspects of the employee experience that you can truly impact when building an employee retention plan so you know where to focus your efforts. These areas may include:

**Environment:** As part of an employee retention strategy, an organization's work environment might be improved by providing more quiet locations where employees can focus, opening up office space to promote collaboration, or even introducing flexible work hours and work-from-home possibilities.

**Culture:** Firm should cultivate a culture that encourages employees to stay, especially considering that almost half of all job seekers name company culture as the primary reason for leaving their previous position.

**Benefits:** Employee retention can also be improved by providing competitive perks. One of the most essential perks that a business can give is healthcare. Furthermore, selecting benefits that line with your employees' priorities can boost employee happiness.

**Professional Development:** Many employees, particularly millennials, place a high value on professional growth. Employee retention may be boosted by demonstrating to them that they have opportunity to learn and grow at your company.

**Rewards and Recognition:** Nobody likes to be undervalued. Employees are more likely to depart if they believe their hard work and excellent outcomes are not being appreciated at your company.

### **Benefits of an Effective Retention Strategy**

- Lower turnover
- Lower hiring costs
- Increased employee productivity
- Higher employee satisfaction
- Stronger work relationships
- Less work-related stress
- Less burnout

#### **✓ Simura Group strategies for employee retention**

- Recruit the right employees.
- Encourage your employees to give feedback about company
- Build employee engagement by focusing on More Positive Feedback
- Foster Respect In The Workplace and Earn The Trust Of Your Employees
- Build a culture employees want to be a part of and Challenge Your Employees In A Balanced Way
- Offer winning incentives and rewards

## References

1. Australian Human Resource Institute (n.d.). Recruitment and Selection. Retrieved November 21, 2015 from <https://www.ahri.com.au/assist/recruitment-and-selection>
2. Johnston, K (n.d.). Importance of Effective Recruitment and Selection. Retrieved November 21, 2015 from <http://smallbusiness.chron.com/definition-recruitmentselection-process-2526.html>
3. Chartered Institute of Internal Auditors (2015). Recruitment and Selection. Retrieved November 21, 2015 from <https://www.iaa.org.uk/resources/auditing-businessfunctions/human-resources/recruitment-and-selection/>
4. Business Case Studies (n.d.). Cummins: Using Effective Recruitment to Retain Competitive Advantage. Importance of Recruitment and Selection. Retrieved November 21, 2015 from <http://businesscasestudies.co.uk/cummins/using-effective-recruitment-toretain-competitive-advantage/the-importance-of-recruitmentandselection.html#axzz3tTZM2d59>
5. Saez, A (n.d.). Your Business: Importance of Effective Recruitment and Selection. Retrieved November 21, 2015 from <http://yourbusiness.azcentral.com/importanceeffective-recruitment-selection-4797.html>
6. Human Resource Institute of New Zealand (n.d.). Recruitment and Selection. Retrieved November 21, 2015 from [http://www.hrinz.org.nz/Site/Resources/Knowledge Base/QZ/Recruitment and Selection.aspx](http://www.hrinz.org.nz/Site/Resources/Knowledge%20Base/QZ/Recruitment%20and%20Selection.aspx)
7. Empxtrack (n.d.) Recruitment and Selection: The Most Important HR Function. Retrieved November 21, 2015 from <http://empxtrack.com/recruitment-and-selection-the-most-important-hr-function/>