

Report on
An Analysis on Recruitment and Hiring Practices of Chillox

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

BRAC Business School
BRAC University
May 2023

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Declaration

It is hereby declared that

1. I wrote the internship report on my own and submitted it when I finished my degree at BRAC University.
2. The report does not include anything that has already been published or written by a third party, unless it is properly cited in the form of complete and correct referencing.
3. Nothing in the report has been approved or submitted for any other degree or diploma at a university or other institution.
4. I have credited my primary sources of assistance.

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Letter of Transmittal

Mr. Feihan Ahsan
Lecturer, BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on An Analysis of Recruitment and Hiring Practices of Chillox

Dear Sir,

This is my pleasure to display my entry level position details regarding Recruitment & Hiring Practices of Chillox, which I was appointed by your direction

I have attempted my best to finish the report with the essential data recommended proposition in a significant compact and comprehensive manner as possible.

I trust that report will meet the desires.

Sincerely yours,

Nafisa Anjum Raza

Student ID: 18304048

BRAC Business School

BRAC University

Date: May 27th, 2023

Non-Disclosure Agreement

This agreement is formed and entered into it by and between Chillox and Nafisa Anjum Rafa a student at BRAC University, in order to guarantee that the student won't disclose any private information about the firm without authorization.

Acknowledgement

I would want to express my gratitude to my supervisor, co-supervisor, and the field supervisors at my place of employment. They have given me their unwavering support so that I may appropriately finish this report on an analysis on Recruitment and Hiring practice of Chillox. My co-supervisor and supervisor have supported me whenever I have needed support with any questions in order to submit this report accurately. The supervisors at the company were quite helpful and successfully informed me about the importance of Recruitment and hiring and other similar things, which significantly helped me in writing the report. I thus wish to give these individuals my sincere gratitude. I'd like to start by saying that I'm grateful for the opportunity to do an internship at Chillox, one of the top burger chains in Bangladesh. Along with that, during my internship, I had the kindest guidance, collaboration, and supervision from my academic supervisor, Mr. Feihan Ahsan, and my co-supervisor, Mr. Zaheed Husein Mohammad Al-Din, from BRAC Business School, BRAC University. Second, I want to thank Fuad (HR and Support Service Manager) of Chillox. They gave up their valuable time to be my supervisors, and I am really grateful of it. Finally, I want to sincerely thank all of my Chillox intern colleagues for helping me during this internship period.

Executive Summary

One of the top burger restaurants in the country is Chillox, and every year they expand by adding new locations throughout the cities. By establishing stores abroad, they want to achieve their goal of going global. The study was intended to better understand Chillox's general hiring and recruitment procedures. The human resources & recruitment department is a crucial and significant one that is responsible for this company's performance. In this study, I discussed Bangladeshi consumers' top restaurants, and Chillox now holds the third-place spot among burger chains with 19% of the market. Additionally, they are meeting the requirements, wants, and demands of their customers. Recruitment and selection for Chillox is a continuous process. They establish a planned recruitment process for minimizing turnover ratio by relying on HR recruitment log, attendance, and active staff list. Moreover, as Chillox have both blue-collar and white-collar employees, they follow separate hiring criteria for both type of candidate. For white-collar they follow Job posting, screening, selection, interview phase 1&2 and onboarding. Whereas for blue-collar Chillox often focuses on a variety of factors, closely adhering to their qualifications, body language, eye contact, communication abilities, etc. throughout the interview. Then, we provide a clear explanation of our employment structure, working conditions, duty hours, leave policy, break schedule, promotion, pay, and increment systems, among other things. Following the screening interview, the background investigation and joining process will be finished. To wrap up, the major goal of this study is to comprehend the general hiring and recruitment practices upheld by Chillox as well as how the HR department operates successfully and efficiently to attain organizational objectives.

Keywords:

Recruitment; Blue-Collar; Restaurant; Selection; Job; Hiring;

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List of Acronyms

HR- Human Resource

CSR- Customer Support Representative

JD- Job Description

NDA- Non-Disclosure Agreement

Glossary

QSR – It stands for Quick Service Restaurants, refers to fast-food restaurants that emphasize speedy and efficient service to its customers. This type of restaurants typically offers limited menu, self-service options and quick turnaround time to enable fast ordering and dining experience

Chapter-01: Overview of Internship

1.1. Student Information

My name is Nafisa Anjum Rafa, and I am a Bachelor of Business Administration (BBA) student at BRAC Business School (BBS), BRAC University, with the Student ID: 18304048. I started my under-graduation studies in Summer 2018, and I hope to complete my under-graduation this year. I will be graduating in 2023 with double major in Human Resource Management (HRM) and Marketing (MKT).

1.2. Internship Information

1.2.1. Period, Company Name, Department/Division, Address

I have been given the opportunity to work as an intern at Chillox for three months, beginning on July 5th, 2022 and ending on October 30th, 2022. I work in Recruitment and Hiring, in the Human Resource department. The Head Office of Chillox is located at House-9, Road-1/B, Block-L, Banani, Dhaka 1212, Bangladesh.

1.2.2. Organization's Supervisor's Information

As a Human Resource intern at Chillox, I worked under the direct supervision of and reported to Fuad, who is currently working as a HR and Support Service Manager in Chillox. In addition, I also worked with Safayet Jamil, Senior Accounts Executive at Chillox in terms of employee payroll. I assisted Meherab Islam Brishty, Admin and Customer Support Executive at Chillox in new projects like Female Team member hiring.

1.2.3. Job Scope

I usually worked 8-9 hours a day, from Saturday to Thursday at Chillox. In the starting period of my internship, I have gained essential knowledge and briefing on the overall sourcing and hiring practices of Chillox's outlet staffs. Then I attended their interview session on new staff hiring and observed the overall process. Through my line manager I learned the entire process from lead collection to Joining in the outlets. I have also got to know about their calling and interview scheduling pattern. I have acknowledged the importance of interview to choose the perfect candidate and the importance of background check of a blue-collar worker. I have also gone through full HR rules like their talent management, goal setting and HR planning of Chillox.

1.2.4. Routine Responsibilities as an Intern

I would like to point out one thing before addressing my responsibilities that Chillox treats every intern with the same respect and priority as their regular employees.

Primary Responsibilities

- ✓ Calling & Scheduling Interviews from the leads.
- ✓ Updating Daily Attendance of the ongoing staffs.
- ✓ Maintaining documents of the interviewees (like CV, NID/ Birth Certificate)
- ✓ Updating data of the new joiners as per company procedures.
- ✓ Providing Joining Letter to the new Joiners after they have passed the interview sessions.

Secondary Responsibilities

- ✓ Recalling old joiners for turnover and retention reports
- ✓ Assisting my line manager to prepare the salary sheet of outlet staff's.

1.3. Internship Outcome

1.3.1. Student's Contribution to the company

Throughout my internship at Chillox, majority of my routine responsibilities were to contribute in a large number of ongoing recruitment process. It starts from communicating with the candidates to coordinating candidates to facilitate whole recruitment process and actively join in the selected outlets. I have supported the company in hiring a significant number of permanent workers for their different outlets. Additionally, I have assisted in planning and carrying out the logistics of numerous hiring procedures and worked as a key point of contact for potential candidates and the organization.

I was given the chance to help with a number of events and projects in addition to being charged with ensuring the recruitment process is effective. Like I have contributed in the new project of hiring female staff for the outlets. I organized interviews sessions for female separately along with making separate policy for female staff regarding working hour, dress code etc.

Moreover, I have also helped the organization maintain its database of newly joined staffs who are currently employed throughout all of its outlets. I've done this by handling all of the staffs' HR-related questions and facilitating the distribution of instructions to new staffs.

1.3.2. Benefits to the Student

Being an intern at one of the most popular Burger chains in Bangladesh was the best exposure of mine into the corporate world. After completing my internship, I learned how to properly appreciate the abilities and qualities I developed at work. I acquired the required skill sets through on-the-job observation and an understanding of the office setting and working conditions. Because of this, I was able to deal with actual work-related concerns.

Under the guidance of my line manager Fuad, I have gained knowledge on how to prepare reports and approach candidates to be a part of Chillox. I was able to develop my communication skills through frequent phone calls, texts, in-person meetings, and talent seeking projects.

Lastly, and perhaps most significantly, by trying to balance my academic work and my deliverables during this internship, I learnt the value of multitasking, which I think will improve my performance in my future pursuits.

1.3.3. Problems/Difficulties faced during the internship Period

Initially I found the organizational terms very unfamiliar to work with. It was difficult for me to keep track of all the tasks. I used to feel overburdened because I had several tasks to perform at once. I had to squeeze in time for my report on top of my professional responsibilities, which at times felt fairly difficult.

Other difficulties I faced were maintaining daily attendance track of every outlet staff. Which was very tiring for me initially as I had to do this every day and any kind of mistake on the attendance sheet could make huge mismanagement of the staff's payroll. During the whole time my line manager was a great support in terms of my mental health as well as my work difficulties.

In addition, every new location necessitates initial adaption. That is why, like every other individual, I endured and eventually overcame the same difficulties.

1.3.4. Recommendation to the company on future Internship

To begin with, an internship is a learning opportunity for recent graduates or aspiring graduate students who wished to gain experience in the world of employment. In order for the interns to gain experience in all departments and work in each one, it is necessary to assign work from departments other than the one in which they are working.

Another this Chillox's managers can do is arrange some seminar or motivational sessions for all the interns of all departments to give them a friendly environment. They can also make the work environment organized by not putting or showing work pressure or assigning all the tasks all together to interns rather assigning work load to them in a systematic manner.

Chapter-02: Organization Part

2.1. Overview of the Company

2.1.1. History

Chillox is one of the most popular Quick Service Restaurants (QSR) in Bangladesh. In fact, everything celebrates the bustling energy of youth, including the decor, the pricing, and every item on the menu. Its journey's start was not all that magnificent. It all began with the modestly selling burgers from a little cart outside BRAC University in Mohakhali. the food cart that began its journey in February 2016 Maruf Hasan Nirzhor, one of the three partners of Chillox, claims that Pranto Bhowmick and he were classmates when they met Ahmed Faiz, another partner, during their undergraduate years at IBA, Dhaka University. Pranto Bhowmick and Maruf Hasan Nirzhor are the founding partners. They didn't have any big plans in the starting, they just wanted to make people happy and do something for themselves beyond 9-5 job. They did their initial marketing by sharing burgers with their friends for free and later they use to come to buy burgers for their family and office gatherings. That's how their cart became famous across the school, university and offices of Mohakhali. However, issues developed when the government launched a big push in December of that year to remove all fast-food restaurants from residential areas. Chillox was required to temporarily shut down. This time, they wanted to leave the cart and find a more permanent position. Chillox launched its first permanent store in Mohakhali on April 14, 2017, 14 months after the company's founding. This location is fairly close to where their original cart was located. Business remained booming, and Chillox was wanting to rapidly grow since they were confident in their product. They opened their following store, Jigatola, in Dhanmondi on June 17 of that year. After learning from their failures, they improved their supply chain and acquired a consistent supply of raw materials before opening their next location in Banani. Their largest prior investment was this one. Business was swift, though, and Chillox was eager to seize a larger share of the market for them. As soon as 2019 arrived, Chillox took two big moves that elevated it to the highest tier of burger joints not just in Dhaka but also Chattogram and Mymensingh (MAIMUNA, 2022). With this immense popularity and fanbase Chillox currently has 12 outlets in Dhaka, two in Chattogram and one in Mymensingh.

2.1.2. Mission

Chillox's mission is to top all other burger restaurants in the nation by 2025. It aims to be perceived by customers as more than just a fast-food restaurant and as a source of outstanding experiential value for both its offerings and its outlet environment.

2.1.3. Vision

One of Chillox's two visions is to establish 30 outlets across the nation by the year 2030 and another vision is to expand this brand's reach by inaugurating outlets in abroad.



Figure 1: Chillox Food Cart

2.2. Industry Analysis for Chillox

2.2.1. Porter's Five Forces

- **Threat of new Entrants:** For Chillox threat of new entrants is high. As their menu is pretty simple for any other new business to make. New businesses can easily think of entering the market with the same ideas.
- **Threat of Substitute:** Threat of substitute is moderate for Chillox. Though items like Sub-Sandwich, Sub-burgers can be substituting items. But burger lovers will always go for burgers.
- **Bargaining Power of Buyers:** It has low bargaining power to its customers because people see the menu before ordering with its pay first policy.
- **Bargaining Power of Suppliers:** Chillox has high bargaining power of suppliers. Chicken, Beef, fish price can rise any time and vendors can demand any price rate they want. Other suppliers can also do the same.
- **Degree of Rivalry:** It has high degree of rivalry in the industry as well. Existing rivals are Takeout, Madchef. Others can also copy them easily.

2.2.2. SWOT Analysis

- **Strength:** Chillox has loyal customers. It is a well-known brand across the country along with its competent, devoted workers. In addition to putting a strong emphasis on customer happiness, they also offered high-quality meals at reasonable prices. By collaborating with numerous distribution channels like Pathao and Foodpanda, they offer a superb delivery service. Another strength is they offer unique services that set them apart from their competitors.
- **Weakness:** Having a common menu with many rivals in the market is a weakness for them. They are coming up with new menu but it can also be copied by other competitors.
- **Opportunities:** Chillox's product offerings are always different than its competitors. Their fishtots is one of the most popular to the customers. Chillox is also popular for

its variety of sauces and bun they offer. Their word of mouth creates better opportunity for them in the market.

- Threat: Fast food is one of the unhealthy habits. It causes obesity and many more health issues. Now a days people are becoming health conscious which is a threat for Chillox. For staying updated in the industry, they need to constantly spend on their marketing plans. Also getting good quality raw materials in a low cost is also a threat to them.



Figure 2: Chillox Burgers

2.3. Product Offerings of Chillox

Chillox is offering various types of food menu to its customers. Keeping burger as their main food, they are adding new items to its menu as well. Like they have added fish burger, fish tots, chicken fingers as their new food menu. Along with that, they are keeping variety for their fanbase. For instance, they have added dessert items named as ‘love in a cup’. Their ‘Pankha Wings’ is also adding spices to their regular menu. To give their customer’s choice highest priority they have added bun, sauce level, spice level options which making their customers feel valued. Last but not the least their popular item Naga Drums is still adding fun to every hangout with family, friends and colleagues.

No:	Product:	Price:
1	French Fries	95
2	Binge Chicken/Beef Burger	750

3	Giganto/Beef Chicken Burger	520
4	Chicken/Beef Signature Burger	450
5	Chicken/Beef Cheese Blast Burger	365
6	Double Decker Chicken/Beef Burger	360
7	Chicken/Beef with Sausage Burger	290
8	Chicken/Beef with Bacon Burger	275
9	Smoky BBQ Cheese Chicken/Beef Burger	260
10	Giganto Chicken/Beef Burger	470
11	Chicken/Beef Cheese Burger	235
12	Chicken/ Beef Burger	210
13	Gourmet Teriyaki Burger	420
14	Gourmet Peperonic Burger	330
15	Gourmet Cheese Reloaded Burger	290
16	Naga Drums	110
17	Chicken Finger	175
18	Fish Tots	195
19	Fish n'Krisp	320
20	Pankha Wings	240
21	Tiramisu	200
22	Oreo & Cheese	200
23	Red Velvet	210
24	Choco Fudge	210
25	Blueberry Cheese Dip	190

Table 1: Chillox Price Table

With all of these delicious food items Chillox shows a eye-catching menu card to its customers. Its menu also offers bun, sauce and spice level to make them feel valued as per their preferences. Its updated menu card is added below.



Figure 3: Chillox Food Menu

2.4. Management Practices of Chillox

2.4.1. Department & Their Management Process

Chillox operates its daily function properly with the help of its 5 departments.

- Operation
- Planning
- Finance
- Accounts
- Marketing
- Human Resource & Recruitment

2.4.2. Operation

It is one of the significant departments of Chillox. Without operation team Chillox will not be able to operate smoothly on a daily basis. Chillox operation team has area managers for different location and they handle their selected outlets on a daily basis and stay connected with the head office to share and collect information. Those who work in this department are directly responsible for managing every day's operational duty. A variety of unpredictable situations frequently arise in every outlet, and operations are responsible for handling these types of occurrences properly. They are free to visit any of the outlets without asking for permission. If there was any error, they have the superior authority to punish the staff if needed.

2.4.3. Planning

Chillox's Planning department is typically developed to create various organizational plans. The organizational executive committee is directly involved in this department. The planning department then completes all of the planning with assistance from the executive committee after first monitoring and reviewing the execution of plan schemes. This section is in charge of new outlets planning. They establish mission, vision, organizational goals, and annual budgets. They also conduct research into opening new businesses, such as the best locations. This division typically assists the executive committee in making decisions regarding the company. Chillox's customer support team is also part of this department along with its IT team. So clearly most important tasks of Chillox are being handled by this department. They provide 24/7 customer support by its professional support team consists of 5 CSRs to take care of every inconvenience faced by a customer. Along with that, this department always stay connected to the head office and outlets for any kind of IT support and IT planning for the betterment of the company. Chillox connects with its customers through their Facebook page. They are highly responsive on Facebook. They frequently respond fast to customer inquiries. They provide information regarding their ongoing product offer.

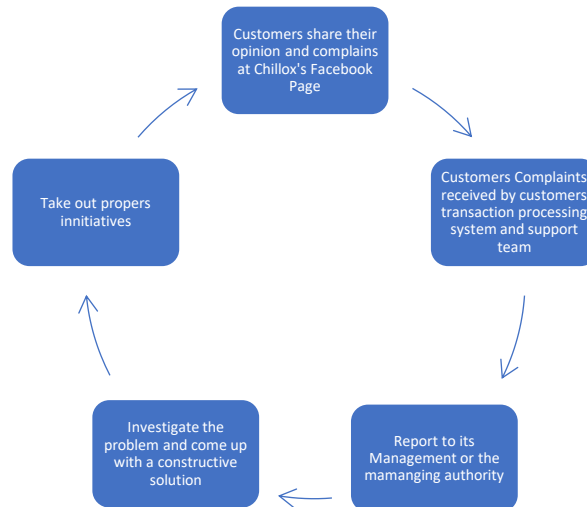


Figure 4: Customer Support Process

2.4.4. Finance

This department of Chillox is consists of its MIS and Finance team. They handle all of the financial data of daily sales and others. A sales report, also known as a sales analysis report, provides a summary of the state of the company's sales activity. It not only illustrates the various patterns in sales volume over time, but also examines the various stages of the sales process. Daily, weekly, and monthly sales reports are all options. Chillox prefers that daily sales reports from all of the outlets be created in Microsoft Excel and mailed to management every night. A management information system (MIS) is a system built on a database that aims to give information to the organization's employees. MIS is essentially an organized system of personnel, equipment, communication networks, and data sources that gathers, modifies, and provides data within a company. The primary goal of MIS is to give management the necessary data so they can make wise decisions and increase productivity. The MIS in Chillox supports in the management and tracking of important data, decreases duplication of data entry, and boosts productivity. Chillox uses MIS to collect and store information. Chillox's primary component of software is called 3S, and it is used for all of their transactions, including placing orders and creating bills. Aside from that, Microsoft Excel is mostly used for inventory management and the daily sales report. In reality, every day from all channels, a daily report in Microsoft Excel is emailed to management overnight. Whole department works together to make this process run smoothly.

2.4.5. Accounts

The accounts department of Chillox is in charge of every employee's salary, from head office to outlet staff, vendor payments that are past due, cash deposits from outlets, accounts receivable, bill payments, and accounts payable. They are also in charge of preparing the company's financial statements, providing financial reporting to the executive committee, and upholding Chillox's internal financial controls. It manages every monetary matter from new outlet budgeting to petty cash. Vendors directly contacts to this team and it operates the whole payments with the vendors.

2.4.6. Marketing

Chillox's marketing team works independently to give itself a boost in the market with updated trends. They also take third party support for doing its marketing. For a restaurant marketing is the most important thing to stay focused and connected in the market. Chillox also do the same by doing every social media promotion for its customers along with some contest, games for their regular customers. The main goal of this department is to promoting Chillox, attracting customers and increasing sales. They do market research to understand the target market, consumer preferences and understand the ongoing market trend. They also work on positioning the brand and maintaining the brand image. They mainly focus on online marketing like, running online ads, engaging with customers on social media platforms etc. Along with that, they also collaborates with other teams such as planning and operation to develop new menu items as per customer demand and competitor moves. This department is responsible for advertising, influencer partnerships and developing promotional offers for Chillox. Over all this department plays a vital role for creating brand awareness, engaging customers and increasing sales. They have wide range of responsibilities with different departments.

2.4.7. Human Resource & Recruitment

Chillox has both human resource and recruitment departments for running its operation smoothly. Human resource team works for managing staff for both blue collar and white-collar employees like, keeping track of their regular attendance, solving issues, handling payroll with accounts department, conducting interviews, hiring, termination, leave count, joining etc. Whereas its recruitment team mainly focuses on ongoing hiring of outlet staffs. Blue collar hiring is a crucial

and regular task of Chillox. Recruitment team is responsible for keeping enough staffs in every outlet as per need. The HR team makes effort to increase the number of outlet employees. Additionally, this team is also in charge of other departmental vacancies. If any department contacts HR, it releases job announcements, gathers leads, creates short lists, and schedules interviews for open positions. They also keep track of the payroll for both staff and employees at the headquarters. The HR team also planned training sessions for the workers at the outlets. Both HR and Recruitment team works on keeping the man power supply stable at Chillox.

2.5. Leadership Style of Chillox

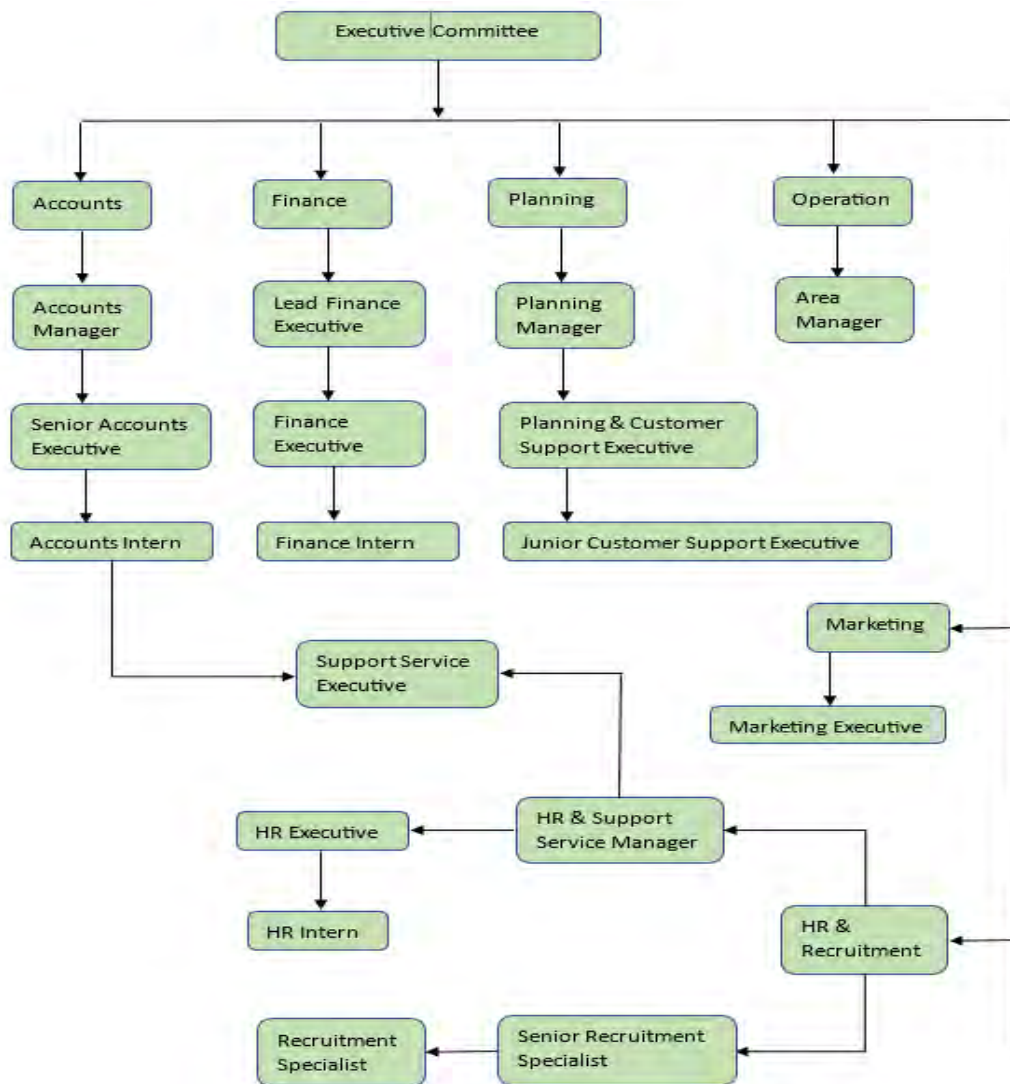


Figure 5: Leader Style of Chillox

2.6. Marketing Practices of Chillox

2.6.1. Segmentation

Chillox need to do segmentation based on various characteristic, preferences and behaviors of customers. By understanding and targeting specific segments it can tailor its marketing strategies, menu offerings and overall approach to meet the needs of its target customers.

- Demographic Segmentation: Chillox divided age range 18-25 years old for their regular customer. Those who seeks value for money and level of consistency in the taste of food, has tendency to be frugal. They mainly focused on urban youth and student as their target customer.
- Geographic Segmentation: For geographic segmentation Chillox go for niche market, they select proper area or zone from where they can serve their target customers.
- Psychographic Segmentation: for this segment Chillox goes for customer demand. They look for customers who prefer quick meal, fast food enthusiasts and seeking casual dining experience with families.
- Behavioral Segmentation: It is one of the important segmentations to sustain longer in the market. For this Chillox have customization options for their burgers. In this they consider different factors like order size, preferred menu items and loyalty.

2.6.2. Target Customer

Target customer of a burger chain depends on which market segment it wants to serve. First of all, Chillox's target customer is youth and families and college students and professionals. They help them to socialize with convenient and friendly environment. It also targeted value seekers by providing affordable menu. Millennials and GenZ are their main customers because they prefer customization, social media worth experience and offer trendy menu. Chillox is offering all at the same time and giving its target customers an interactive dining experience. Another target is fast

food enthusiasts as they go for familiar taste of burgers. This type of customers appreciates fast delivery. So, Chillox has combination of different customer segments.

2.6.3. Positioning

Chillox positioned them as a burger brand which provides both quality and price worthiness. They serve a cost-efficient price for their menu. It reflects that they take care of their target market's pockets. In terms of quality, their food quality is worth every penny. Customers compare their quality with other high-end food chains and choose them. So they positioned themselves as an affordable and value-oriented burger chain in BD. They mostly offer competitive pricing and value meals to attract customers. Along with that, Chillox also preferred customization which involves them in offering gourmet burgers for those who want to pay high for a unique burger experience. Moreover, Chillox selects its positioning strategy that fits its target market and gives it a competitive edge. It is important for Chillox as a brand to have a solid reputation and to draw in and keep devoted customers, consistency in delivering on the positioning that has been promised.



Figure 6: Market Positioning

2.6.4. Digital Marketing

2.6.4.1. Advertising Channels

Chillox utilize various digital advertising channels to effectively market itself and reach out to its target customers. These digital marketing channel keeping Chillox updated with the market trend.

- **Social Media Advertising:** Chillox is actively using popular social media platforms like Facebook, Instagram for their target audience. They offer targeted advertising options to reach specific demographics and interests. Also, they create visually appealing content, runs sponsored posts and engage with their customers. Thus, they ensure brand visibility.

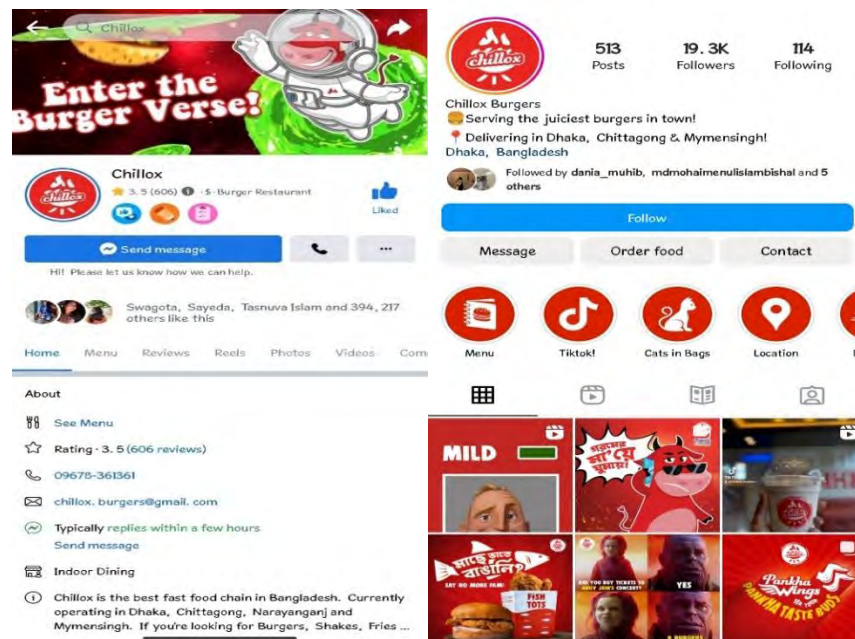


Figure 7: Social Media Accounts

- **Influencer Marketing:** Chillox is collaborating with influencers who have significant following on social media platforms. Here influencers create engaging content featuring the Chillox's offerings which can reach wide audience and generate buzz around Chillox.



Figure 8: Social Media Campaign

2.6.4.2. Promotional Strategies

It is important for Chillox to execute promotional strategies based on its target market, brand positioning and marketing objectives. It helps them to ensure success. They are using various promotional strategies like:

- Word of mouth: As Chillox is popular in the industry for their sauces and best burger, Word of mouth works for them really well. Loyal customers of Chillox are always on their side. They arrange contests on their social media platforms and give rewards to the winners which help them to gain good word of mouth.



Figure 9: Social Media Contest

- Open in Holidays: Chillox is always open in special occasion, Government holidays etc. They take these days as their business days and make a gather of a lot of customers.



Figure 10: Event Promotion

- Geographical Factor: For promoting Chillox give important to its outlet locations. They open outlets which are perfect fit for their target market and do promotions according to their selected areas. Before opening a new outlet, they prefer location-based promotions.



Figure 11: Geographical Promotion

- Partnership Coupons: Chillox do partnership with third party delivery and share coupons there to get customer attention and benefit for the both parties.



Figure 12: Partnership Coupons

- **Combo Deals:** Providing combo deals is a popular promotional strategy. It is affordable and convenient option for customers. It encourages customers to choose burger meals more often as it includes burger, fries, drink at a discounted price.



Figure 13: Combo Deals

2.6.4.3. New Product Development

Chillox follows some steps for launching a new product in the market as new product development is important for staying competitive and meeting the evolving preferences of customers.

- **Concept Development:** for launching a new menu first thing Chillox do is look after what can be launched which goes as per the similar taste bud of existing customers. Then they define the target market, product features and unique selling proposition. Here they also consider how the new product will align with the brand.

- **Feasibility Assessment:** Then on the selected concept Chillox do its feasibility test. Which is they go through technical, operational and financial aspects. They conduct an analysis of required resources, potential costs of raw materials and market demand.
- **Production & Operation Planning:** After finalizing the product they determine the sources of ingredients, production methods, staffing requirement and ensure proper supply of raw materials and necessary equipment.
- **Marketing & Launch Planning:** Lastly, they make a marketing plan for the target customer. Create marketing channels like online content, social media campaigns and generate consumer awareness prior to the launch. For instance, when Chillox introduced 'Fish n'Krisp' means fish burger & 'Fish Tots' in the market they made promotions on 'mache bhate bangali' which targeted emotions of Bengali people.



Figure 14: New Product Promotion

2.6.4.4. Competitor Analysis

Chilox, Takeout, Madchef, and other burger joints are strongly favored by three respondents each, with Takeout receiving the most votes in Bangladesh (24%), followed by Madchef and other burger joints. Madchef is in second place with 20% of responses, followed by Chilox in third with 19%. The remainder is split among American Burger, Burger King, Mr. Manik, Khana's, and a number of other local burger joints. This demonstrates that the top three rivals in Bangladesh successfully satisfy the demands of the people they serve.

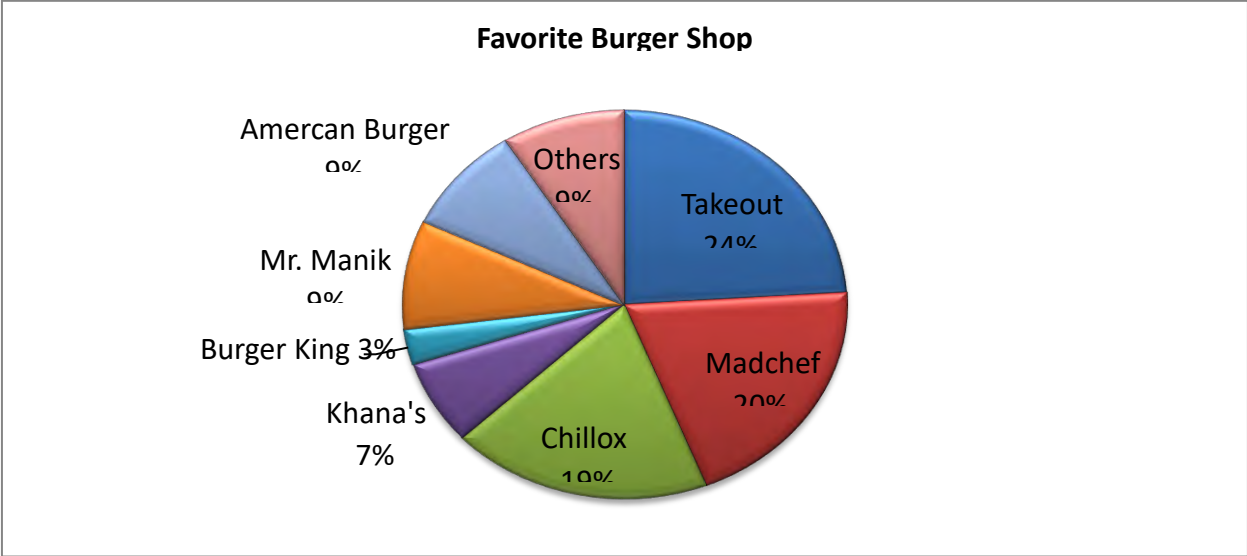


Figure 15: Competitor Analysis -1

So, it is can be mentioned Chillox’s main competitors are Takeout, Madchef and Burger King. Whereas their secondary competitors can be Mr. Manik, Herfy, Baba rafi and others.



Figure 16: Competitor Analysis – 2

Chapter-03: Project Part

3.1. Introduction

Recruitment describes all of the steps that a company uses to timely attract a sufficient number of talented people and grab them to apply for positions inside the company. Every recruiter's attention is typically drawn to the actions that the company must take in order to implement recruitment methods. When creating recruitment strategy, the company must take into account a variety of factors, including:

- Should the company prioritize bringing in candidates from outside the company or should it recruit internally?
- Should the organization look at alternative methods of hiring? part-time workers, outsourcing, flexible staffing, and hiring full-time employees?
- How much importance should the company place on identifying candidates with the exact appropriate technical qualifications as opposed to those who best fit the organization's culture and take advantage of training to sharpen their technical skills?

Moreover, the organization's human resources plan serves as the framework for the hiring process. A human resources plan contains specific information such as the strategies being used by the organization, the kinds of people needed to achieve organizational goals, a method for recruiting and hiring new employees, and a statement that clearly explains how the practices used in human resources will support the organization's goals (Bruce J. Fried, 2002). To elaborate, Recruitment may be a very expensive process, therefore knowing the price is crucial. Organizations may suffer a number of replacement expenses when acquiring a new employee. These expenses consist of:

- Source expenses include agency fees, advertising charges, and referral bonuses
- Processing costs, such as security checks, data input, employment tests, medical exams, drug screening, orientation, and employment record verification, include security checks, medical exams, drug screening, and staff time for those participating in the recruitment and selection process.
- Travel and moving expenses

In Chillox, the recruitment procedure is typically utilized to draw possible candidates for open positions. According to the title or job that they wish to fill, Chillox mostly uses two sorts of sources for the recruitment process: internal and external. This recruitment procedure is being used to identify talented and qualified employees. Chillox's human resources department is primarily responsible for completing this process. Furthermore, the hiring process is ongoing. The Chilox human resources department is in charge of this hiring. One of the well-known fast-food establishments in Bangladesh is called Chillox, and as is well known, they have an excessively high turnover rate. And based on a recruiting record, an attendance list, and a list of active employees, Chillox HR has planned the hiring procedure. On the other hand, fast food businesses are provided with software that aids them in finding candidates when they need to hire. However, Chillox doesn't employ any software in their hiring procedure. Because their hiring process is ongoing and they have sufficient resources to gather leads, sufficient expertise to know when they need to hire, and reliable sources, they are able to accomplish considerable hiring.

3.1.1. Objective

3.1.1.1. Broad Objective

The main purpose of this report is to gain more knowledge of the general operations of Chillox's Human Resource department and overall recruitment policy of Chillox.

3.1.1.2. Specific Objective

- ✓ Understanding how Chillox operates its outlet staffs
- ✓ Overall understanding on staff sourcing to staff retention
- ✓ Knowing overall White-collar hiring practices of Chillox

3.1.2. Significance of the topic

This study set out to discover whether Chillox has a recruitment mechanism in place. The identification of any connections between the recruitment process and the organization's final goal

is another goal. Numerous studies pertaining to the hiring practices have been conducted. The goal is to gain more knowledge of the general operations of Chillox's Human Resource Department, and more specifically, the HR procedures used by the company. The results of this study will have a big impact since they will show us how HR benefits the company as a whole. In addition, this report gave me the chance to research, understand, and completely appreciate the significance of recruitment and hiring procedures, how they provide value to a QSR like Chillox, and how they make the lives of the employees of Chillox easier. Additionally, it was during my investigation that I learned about the trouble and difficulty the staff are having.

3.1.3. Limitations the Study

Individuals might come across various limitations in any program or activity. The following restrictions that I encountered while writing the report are also described below:

- Because the majority of the data was secret and confidential, gathering it was the study's main obstacle. Chillox cannot reveal all material linked to the report in order to protect corporate privacy. Because of this, I found it challenging to gather the original data for my report.
- Additionally, the recruitment procedure was not well understood by employees of various departments, which complicated the process of gathering information.
- Time constraints were another major issue when writing the report because, in addition to writing it as an intern, I also had to work as an employee.
- Lastly, during the interview and while visiting the outlet, they denied me access to take any photos. Additionally, no one was allowed to enter the kitchen.

3.2. Methodology

3.2.1. Sources of Data

Based on the observations and data from the Chillox burger chain, this study was undertaken. It was a qualitative investigation. Three months was used to complete this investigation. As a result, this research might have certain flaws due to time constraints. Above all, the qualitative technique

used in this study guarantees that the results are the most useful to the readers. I gathered information from primary and secondary sources in equal measure in order to make the report visually appealing and informative.

3.2.1.1. Primary Sources of Data

The information I gathered from face-to-face conversations with the workers at Chillox as well as the primary data I directly observed while working there.

- Conversation with Chillox officials.
- I spoke face-to-face with the co-founder of Chillox and the appropriate manager.
- I called my HR Manager and other sources of leads to get information.
- I spoke face-to-face with other departmental managers

3.2.2.2. Secondary Sources of Data

The following techniques were used to gather secondary data:

- Information obtained from within the organization, such as journal publications, earlier studies, and other sources.
- Information acquired through organization receipts and paperwork.
- Online resources.

3.3. Findings & Analysis

To fulfill this study, I conducted a survey on most of the out staffs. As my main worked was on blue-collar recruitment so I collected information from Chillox's current blue-collar staffs about their job role, job expectation and job satisfaction which helped me understand Chillox's overall recruitment plan and procedures. Findings and their analysis are given below-

Your Gender?

33 responses

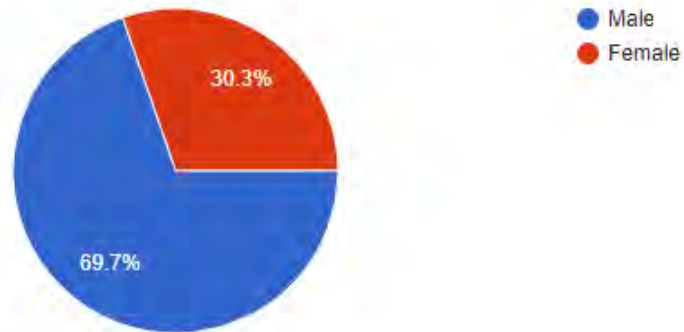


Figure 17: Findings-1

- Finding Analysis-01:

Here I asked them about their gender information. Chillox used to hire male staffs only. Recently they started hiring female staff to promote women empowerment and give everyone equal opportunity. That is why the number of female staff is lower in comparison to male staff.

Age

33 responses

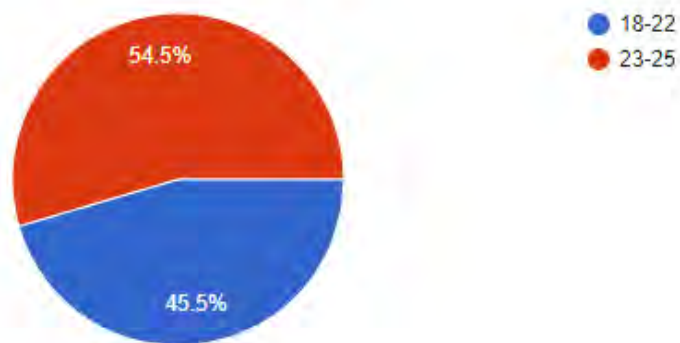


Figure 18: Finding-02

- Finding Analysis-02:

This chart shows the age range of every outlet staffs. Chillox mention in their job circular that age limit should be 18-25. This also showed in this chart that they comes under mentioned age limit.

Educational Qualification?

63 responses

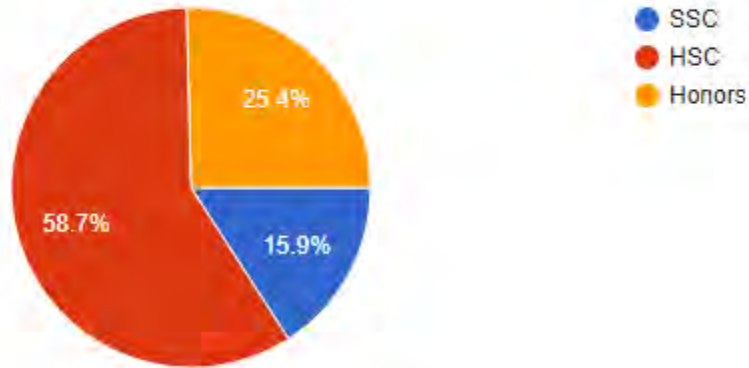


Figure 19: Finding-03

- Finding Analysis-03:

Here I asked Chillox's Current Staff about their educational qualification. In Chillox's job circular they mention that they need minimum education of class-5 as per educational qualification. Thus, this chart shows that most of them belongs to HSC level which is 58.7%. The main reason is that most of them has to stop their education because of family need. Also, some staffs they have who are doing Honors in national universities or colleges along with this job to support themselves along with their family. And they have very less amount employee who are only done with SSC level which is 15.9%.

Which Work Shift you prefer?

33 responses

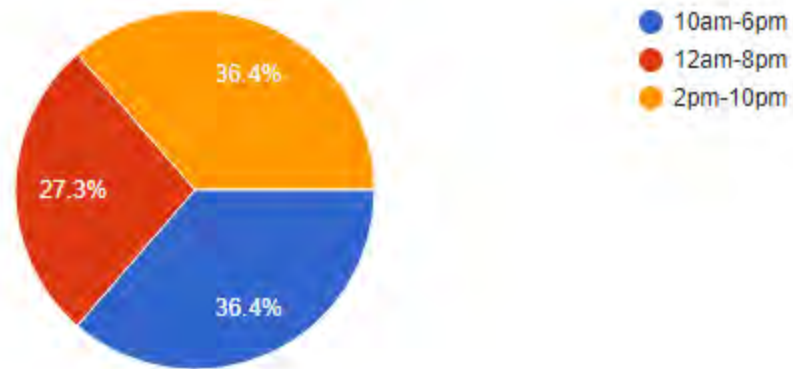


Figure 20: Finding-04

- **Finding Analysis-04:**

The above chart shows work shifts Chillox have for their outlet's staffs. Which are 10am-6pm, 12am-8pm and 2pm-10pm. Staff works on these shifts in a roster basis. Every shift staff needs to agree on as per they managers assigned them per week. That is why I asked them their most preferred shift and most of them agreed on 10am-6am shift as per their convenience. Less number of staff agreed on day shift which is 12pm-8pm and the percentage is 27 percent only.

Which work order you prefer?

33 responses

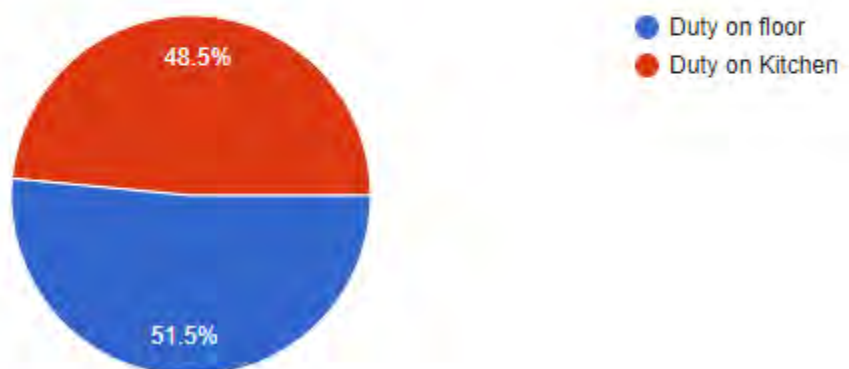


Figure 21: Finding 05

- Finding Analysis-05:

The above chart shows staff's preferred work order. Staffs of Chillox outlet needs to work on both Floor and Kitchen. Chillox have self-service. So, duty on floor basically means cleaning and serving customer if they ask for any help. Whereas in kitchen they work on food making, cleaning kitchen equipment, frying food items, sauce making etc. This chart shows a balanced percentage which is 51.5 & 48.5. Because Chillox train their staffs for both of the roles.

Are you satisfied with the benefits Chillox is offering to you?

33 responses

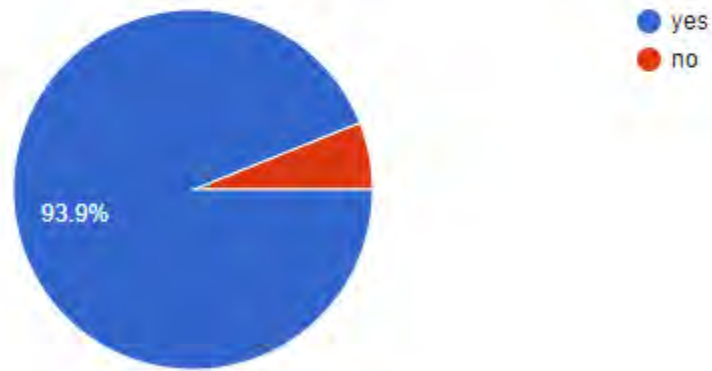


Figure 22: Finding-06

- Finding Analysis-06:

This graph describes the job satisfaction level of Chillox outlet staffs. Chillox offers various benefits to its staffs like food allowance, advance salary, emergency paid leave, free residence. Here percentage shows that 93.9% staff says that they are happy with the benefit offerings of Chillox and some of them denies, which is mostly because of their personal reasons.

Do you prefer working on government holidays like Eid, Victory day?
74 responses

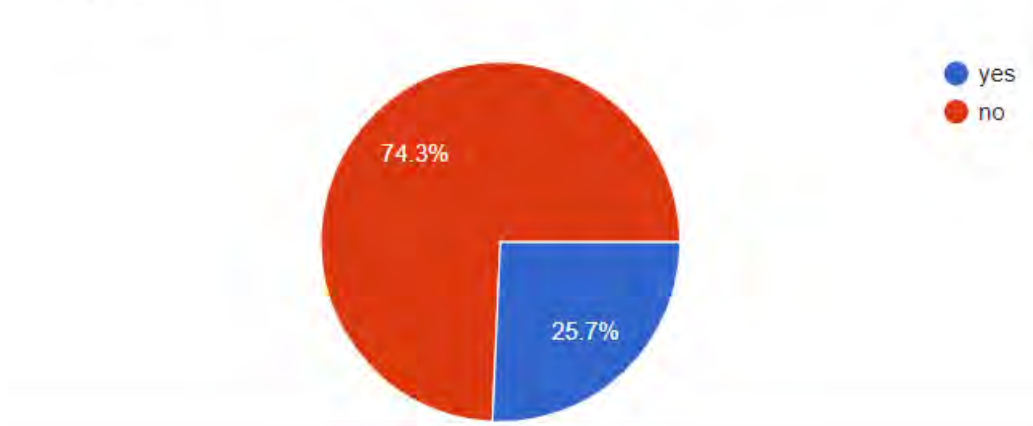


Figure 23: Finding-07

- Finding Analysis-07:

This above chart shows that 74.3% staff do not want to work on holidays like Eid, Victory Day. Eid is the only vacation people want to spend with their family. No matter what they do not want to work. Same goes for Chillox's staffs as well. But as we know restaurant are open on holidays. Even holidays are their business day as people comes with their friends and family. SO Chillox's can not give leave to their outlet staff.

Are you satisfied with Chillox's interview pattern?
44 responses

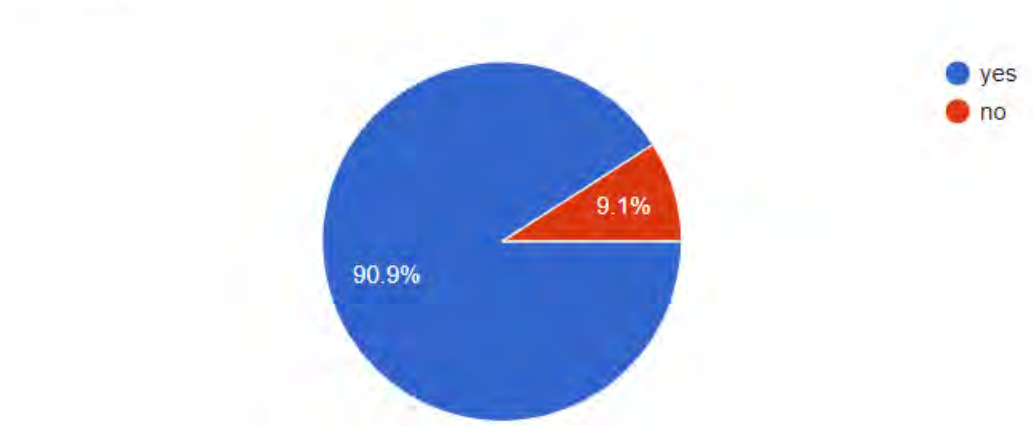


Figure 24: Finding-08

- Finding Analysis-08:

This chart shows that 90.9% people are satisfied with Chillox interview pattern. Because most of the time recruiters tries to understand candidates need as they are blue collar. Details about blue collar interview is given in the further parts.

Do you think Chillox value your worth and empathetic towards you?

43 responses

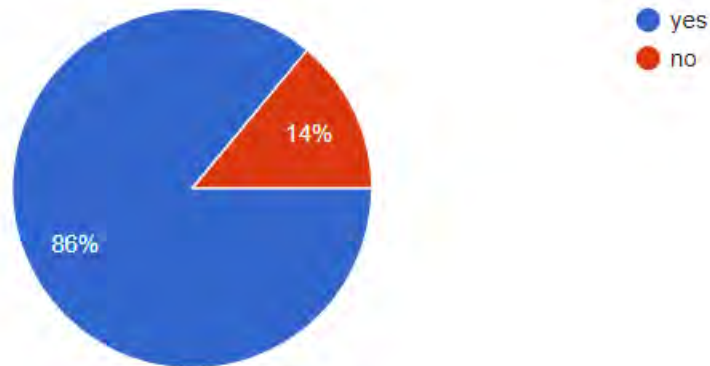


Figure 25: Finding-09

- Finding Analysis-09:

This chart show Chillox's support towards their staffs. Otherwise, staffs will not agree on the fact that Chillox is empathetic towards their employees. The percentage is 86%. Because recently Chillox offers free residence for their staffs near their outlets. It will also increase employment as people from outside Dhaka will prefer to join with Chillox. Then they provide lunch allowance to their staff on a daily basis which is a additional support for them despite salary.

Which employee benefit package you think Chillox should add?

64 responses

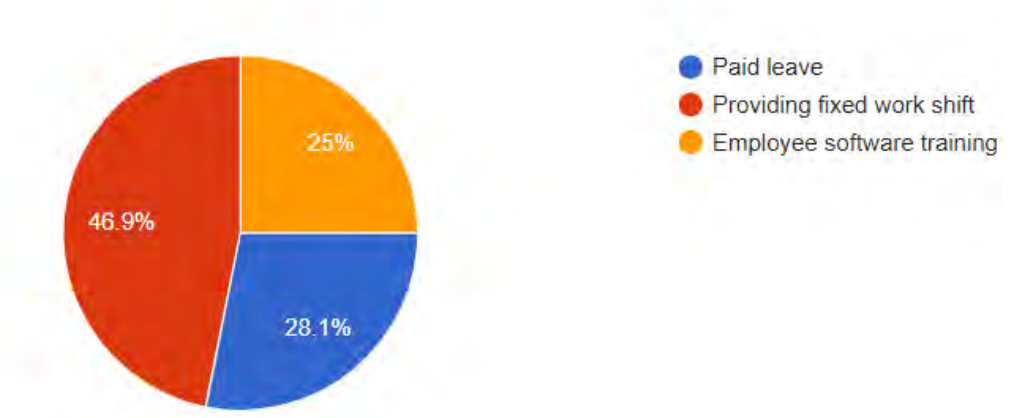


Figure 26: Finding-10

- Finding Analysis-10:

Despite ongoing benefits, I asked them about any other benefits they prefer. Because HR team handles employee benefits to analyze employee retention. This above chart shows that most of staffs prefer fixed work shift which is 46.9%. But it is now possible for Chillox authority. They have some limitations too to run their outlets smoothly. Other than that employees who wants their career growth here as cashier and other they prefer software training program which is 28.1%. Rest of the 25% employees wants paid leave. These two option Chillox can take initiative on to retain their staffs.

3.3.1. Overview

One of the top burger chains in Bangladesh's fast-food market is Chillox. Its hiring procedure is highly clear-cut, precise, and trustworthy. Each and every phase of the hiring process has its own justification and supporting evidence. To identify the best applicant from the pool of candidates to whom the job can be offered while maintaining the design of a competitive market standard, all the steps of this process are required. It would be preferable to present the recruitment team of Chillox when discussing the hiring process.

SL.	Name	Designation
1.	Fuad	HR & Support Service Manager
2.	Maruf Hassan Chowdhury	Senior Recruitment Specialist
3.	Maruf Reza	Recruitment Specialist
4.	Nafisa Anjum Rafa	HR Intern

Table 2: HR and Recruitment Team of Chillox

3.3.2. White-Collar hiring practice of Chillox

Chillox is consists of both blue collar and white-collar employees. White collar employee supports its head office departments. On the other hands bule collar employees supports its outlets and serve the customers. A detail about white collar hiring practice is given below-

3.3.2.1. Entry Level Positions

Entry level positions vary based on a company or industry and its organizational structure. Chillox have a few entry level positions that are-

- ✓ Intern: It is a temporary role Chillox designed for the students or recent graduates to gran practical experience in a specific field or department. They work under the guidance of experienced professionals and get to know about various aspects of the company's operations. Interns of Chillox have the chance to get permanent position as well after completing the internship period successfully.
- ✓ Customer Support Executive: Chillox hires customer support executive to interact directly with the customers for their inquiries, complains, taking orders. Chillox uses a IP system to process this. As they do not use third party service for this position, they hire directly from sources.

3.3.2.2. Managerial Level Positions

Hiring for mid-level positions differs from company to company. Chillox usually do not hire mid-level positions directly if its not an emergency. They have some reasons behind that like,

- Knowledge of Company Culture- Manager place a crucial in setting up a company culture with its team. Chillox believes that hiring managerial positions externally may bring individuals who are unfamiliar with company values and norms and working environment. They may cause problem within the company or may face problem while working himself. That is why they promote internal candidates who can help to ensure better integration.
- Trust & Credibility: Trust is the most needed thing for a company from its candidate. A company gets trust when they promote an internal employee for a higher-level position. Because they are familiar with candidate's capabilities and track record. They know that the employee has leadership potential to go forward and ability to collaborate with others. That is why Chillox prefer promoting internally.

3.3.2.3. Immediate Hiring

Chillox do immediate hiring for their specialist's positions. For instance, recruitment specialists. Because to run every outlet smoothly they need enough man power. Hiring specialists can fulfil the need of specific functions. Another hiring they do is Support Service Executive. These position supports for their regular banking works and outlets to head office duties. When emergency arises, they hire for these positions immediately. They conduct immediate hiring in-house.

3.3.2.4. New Positions

A company opens new positions for expansion and to support increased demand of services. Chillox hire for new positions when it opens for new operational area. For example, Chillox is going to offer free residence for its outlet's staffs. So, they are hiring managers for maintaining the flats, in terms of security, availability and so on. They also opened new positions for executive in accounts department as per the need of current team.



Chillox Is Hiring for Jr. Executive, Accounts

Number of Vacancies: 2

Responsibilities:

- ❖ Coordinating all aspects of deposit collection.
- ❖ Preparing monthly outlet level salary sheet.
- ❖ Following up card payment record & analysis.
- ❖ Maintaining & ensuring VAT Payments.
- ❖ Following up & ensure vendor payback period.
- ❖ Following up clawee machine related data & payments.
- ❖ Following up & maintain all internal payments.
- ❖ Following up cheque requisition & collection.
- ❖ Additional task given by the superior.

Requirements:

- ❖ Bachelors from any reputed university preferably major in accounting, finance or any relevant subject.
- ❖ 0-1 year of relevant work experience or freshers are highly encouraged to apply.
- ❖ Skilled in using, Email, Google DOC, Sheets and other online tools.
- ❖ Proficiency in MS Office specially in Microsoft Excel.
- ❖ Excellent multitasking and time management.
- ❖ Ability to work independently and as a part of a team.

We Offer:

- ❖ Salary 15k-18k
- ❖ Mobile allowances.
- ❖ Two festival bonuses.
- ❖ Friendly learning environment.
- ❖ Long term career growth opportunity.

Mail Your CV With Subject Line" Applying for The
Position of Jr. Executive, Accounts" at
Chillox.hrc@gmail.com
Maruf.chillox@gmail.com

Deadline: 29th May



Figure 27: New Position Circular

3.3.2.5. Hiring Sources

For hiring white collar employees Chillox uses online sources mostly. They also have other sources like,

- **In House Referrals:** Here its employees recommend individuals who can be a good fit for Chillox. Chillox prefer in house referrals most because of their company culture. It is a valuable source of candidates as they already get the man power with the necessary skill set they are in need.



PAID INTERNSHIP OPPORTUNITY

**Chillox Is Hiring for
Intern, Accounts**

Number of Vacancies: 2

Responsibilities:

- ❖ Analyzing & checking third party delivery data.
- ❖ Analyzing & recording card payment data.
- ❖ Following up & analyzing vendor payment & data.
- ❖ Analyzing cost of good sold & closely work with finance planning team.
- ❖ Additional task given by the superior.

Requirements:

- ❖ Final semester students major Accounting, Finance is preferable.
- ❖ Skilled in using Email, Google DOC, Sheets & other online tools.
- ❖ Proficiency in MS Office specially in Microsoft Excel.
- ❖ Excellent multitasking and time management skill.
- ❖ Ability to work independently and as a part of a team.

We Offer:

- ❖ Stipend 7k
- ❖ Mobile allowance
- ❖ 3 months internship (Full time job opportunity depending on performance).

Mail your CV with subject line "Applying for
The Position of Intern, Accounts" at
Chillox.hrc@gmail.com
Maruf.chillox@gmail.com

Deadline: 29th May



Figure 28: Online Job Circular

- Job Posting: They post for their new circulars in different online platforms. Like social media job posting group, career opportunity platforms etc. From that they receive applications from interested individuals.

3.3.2.6. Candidate Collection & Shortlisting

After Getting responses from different sources, they collect all the candidates CV. The entire responses or applicants that submitted an application for the specific vacancy are typically shortlisted and screened. Their resumes and cover letters are evaluated first. Like in the covering letter, what the applicant is, what is actually mentioned about him, letter style, language used, and whether or not attention is placed on the areas requested in the adverts are all evaluated. Following

the written test and computer skills test, the chosen candidates are contacted for interviews, which differ from department to department.

3.3.2.7. Interview Phase-1

During Interview phase-1 interviewer of Chillox take the ability test of the candidates. Ability tests—also called aptitude tests or skills tests—are frequently used in the interview process to evaluate a candidate's proficiency and appropriateness for a particular position. These assessments offer unbiased information on a person's skills, knowledge, and abilities in relation to the job's criteria. By taking ability test of the candidates Chillox analyzes their software skill, language proficiency and personality. It also helps the hiring authority to get to know about candidate's time management.

After that. They sit with the candidate. Briefly know about themselves. Their interests, career objectives, corporate views and current market trend. Here they also give chance to the employee to ask if he/she wants to know something.

Finally, the candidate sits for in-person interview with the executive committee. This helps the committee to determine suitability of the candidate for the position. They evaluate candidates based on their responses, experience and seek elaboration.

3.3.2.8. Interview Phase-2

Chillox hiring authority conduct this phase after selecting the suitable candidates from the interviewed ones. Here they offer the role to the interviewee and conduct salary negotiation with the candidate. They tell them about the remuneration, benefit packages that they will be provided. Then they try to know candidate's point of view if they are happy or not. Ask the candidate if they verbally accept the position or not. If the candidate agrees, authority confirms him that he/she will be getting written offer letter soon.

3.3.2.9. Onboarding with Chillox

Employee onboarding is a crucial process in welcoming new employees into organization. It includes a series of initiatives to make new hires comfortable with their role, the company culture and policies. Employee onboarding of Chillox goes through some steps like,

- **Arrival Preparation:** Before the employees first day, Chillox HR ensure all necessary paper works, contracts and documentation. Before that, they ask the employee to bring papers needed for joining named as Joining Checklist. They also make the employee read and sign the whole NDA form to keep the company integrity intact. Attaching a demo of NDA below.

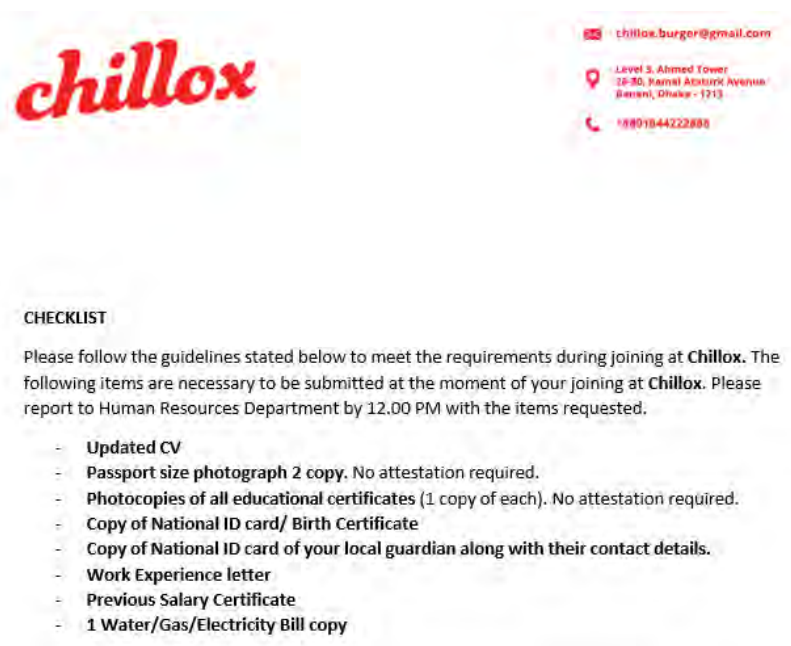


Figure 29: Joining Check List

NON-DISCLOSURE AGREEMENT

This Nondisclosure Agreement is effective from **15-03-2022** and is entered into by and between Chillox located at House: 119, Block- F, Banani Chairman Bari, Dhaka-1213 (hereinafter referred to as the "Disclosing Party") and "Arifa Anney", "NID-1459074751", (hereinafter referred to as the "Receiving Party") for the purpose of preventing the unauthorized disclosure of Confidential Information as defined below. The Disclosing Party desires to transmit to the Receiving Party and the Receiving Party desires to receive from Disclosing Party certain proprietary and confidential information. The Parties agree to enter into a confidential relationship adhering to the terms of this Non-Disclosure Agreement.

- 1. Definition of Confidential Information:** For purposes of this Agreement, "Confidential Information" shall include all information or material that has or could have commercial value or other utility in the business in which the Disclosing Party is engaged. Confidential information includes, without limitation, any information related to the Disclosing party's financial records, business plans, investments, business models, business policies and practices, recipes, supplier and sourcing

Figure 30: NDA

- Introduction: On employees first day at Chillox, one person from HR team introduces the new employee to their colleagues and team members. They provide opportunity to the new hire to interact with the other employees. They provide necessary tools to the employee that are needed to perform the job. For example, sim card, phone for calling the candidates, pc for software works. Then the employee sits with his line manager and take work orders, learn new things.

3.3.3 Blue-Collar Hiring Practice of Chillox

3.3.3.1. Recruitment Planning

Recruitment planning is the core thing for Chillox because they need large number of staffs to run the outlets across Dhaka city and others. Their recruitment team works hard and soul to hire candidates on a regular basis. They usually follow some steps to attain possible success in recruitment process like,

- Identifying Job requirements: To run their outlets they need staffs with basic educational need, hardworking capability, employees who can take pressure and willing to work in restaurants. Chillox do not made experience mandatory for this position. They train their employees by their own.

- Job Advertisement: After selecting requirements and responsibilities they job advertisement on various platforms like different third-party agencies, in house sources, staff refers etc.
- Lead Collection to Selection: After collecting candidates from various sources, they call for interview and brief them about the job. Then do their background check and offer them joining.

3.3.3.2. Sources of Lead Management

Chillox uses various sources to Collect leads as they need to do bulk hiring of blue-collar staffs for their outlets. They have different sources of leads such as,

- In-House: This source is from recruitment specialists. They have huge collection of sources from various platforms which they manage every month to conduct bulk hiring. Their sources are from different locations of Dhaka city as well as from different cities of Bangladesh. They manage their source to join by conducting calling and interview session in outlets and head office which candidates found convenient. They plan weekly, monthly plans for sorting, managing and utilizing leads properly so that they do not miss any candidate.
- Referrals & Employee Incentives: Chillox encourage employee referrals by offering incentives to current employees like their support service executives. They have given a monthly target and if they fulfill the target number they get the incentives. Moreover, their outlet staffs have connections within their communities who could be a good fit for the positions. Their incentives include cash rewards.
- Collaborate with Third-Party: Chillox do partnerships with third party agencies like ‘Kormo’, ‘Shomvob’ as these are specialized at blue-collar sourcing. These agencies have access to a pool of qualified candidates which can help the recruitment process of Chillox. These third parties do initial screening of the applicants.



Kormo Jobs



Figure 31: Third Party Sources

- Local Networks: Chillox recruitment team visits every outlet and build connections with the local people of nearby outlets. These people help them to get more man power. Thus, they are able to get bulk supply from local people. Like they connect with garment workers. Also, they arrange job fair in different cities like Netrokona which is on-site and they gather applicants from there by briefing them about the job role and its benefits.



Figure 32: Outdoor Job Fair

- Utilize Online Job Platform: Chillox uses different online job platforms to post about their job circular for blue collar employees. Different facebook groups like Restaurant Job BD, Area based job groups like,

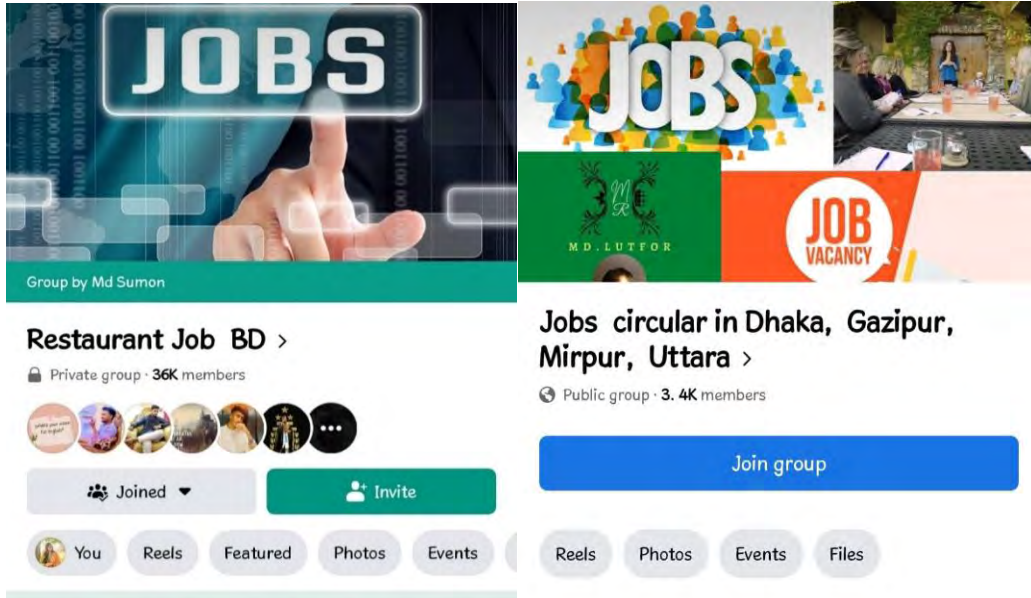


Figure 33: Online Job Portals

3.3.3.3. Job Circular with JD

Chillox Post their Job circular with JD in every media they use. They get many responses from online flatforms like facebook. They know that blue collar workers are in need of jobs also they prefer clarity. That is why Chillox provides every detail in their job circular.

Chillox Restaurant- এর সকল আউটলেটে নিয়োগ চলছে
(ধানমন্ডি, মিরপুর, উত্তরা, খিলগাঁও, ওয়ারি, বসুন্ধরা, মোহাম্মাদপুর, বনানী, লালবাগ)
শুধুমাত্র মেয়েরা আবেদন করতে পারবেন

পজিশন- "টিম মেম্বার"

চাকরির দায়িত্বসমূহ

- রেস্টুরেন্টে আগত কাস্টমারদের ভালোভাবে স্বাগত জানানো
 - টেবিল চেয়ার পরিষ্কার করা
 - ফ্লেয়ার পরিষ্কার করা
 - নির্ভুল কাষ্টমার সার্ভিস প্রদান করা
 - কোম্পানি প্রদত্ত যেকোন কাজ করতে আগ্রহী হওয়া
- বেতনঃ ১০০০০ টাকা (মাসিক)
 - দৈনিক ১৪০ টাকা খাবার খরচ
 - ২ টা বাৎসরিক হ্রদ বোনাস
 - ১ দিন সাপ্তাহিক ছুটি
 - বছরের শুরুতে বেতন বাড়ার সুযোগ



সিডি পাঠানোর জন্য মেইল করুন- chillox.hrc@gmail.com
অথবা বিস্তারিত জানতে যোগাযোগ করুন- **01896107730**

Figure 34: Job Circular

3.3.3.4. CV Screening

Following the collection of applications, the team makes short lists for each category of candidates. The title of this post is "Team Member," and they get a lot of resumes for it. When screening CVs, Chillox pays particular attention to a few factors, such as the prospects' location, age, educational background, and gender. For instance, because teenagers are not permitted to work in restaurants under labor laws, individuals who are 18 or older are chosen while screening CVs.

3.3.3.5. Pathway to Interview Session

Chillox recruiters call every applicant to invite them to an interview after screening their CVs. When phoning, they make an effort to ensure that at least everyone will be able to attend the interview and input the information into the many software categories that are used to keep track of recruitment. After making sure we SMS them the information regarding our interview and the workplace address. I have to contact for interviews every day on average about 80-100 candidates.

HR Recruitment Log .XLSX ☆ 📄 ☰

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SL NO:

SL NO:	CV Source	Candidate Name	Candidate Number	Remarks & Calling date	Address	Selected Status	Interview Date	Joining Date	Assigned Branch
1	Walk-in-interview	Al Amin	01318548343	switched off- 16.10.2022	Karail	Selected	01.09.2022	02.09.2022	Mohakhali
2	Bikroy	Mohammad Golam Kibria	1831827732	switched off- 16.10.2022	Jamalpur	Selected	01.09.2022	05.09.2022	Mohakhali
3	Bikroy	Ryfatul Romim	1639199604		Mirpur	Selected	03.09.2022	15.09.2022	Mirpur 2
4	Facebook	Emran Hasan	1568811576	sys, interested for dining not comfort	Shohidullah hall	Selected	04.09.2022	05.09.2022	Dhanmondi
5	Garments Lead	MD Shahin Mia	1892173734	for 1 day, not interested to work in	Mirpur	Selected	03.09.2022	10.09.2022	Mirpur 2
6	Walk-in-interview	Bijoy Sarker	1789195931		Bhashantek	Waiting	04.09.2022	N/A	N/A
7	Facebook	Muslimam Shamim	1614168597		Mymensingh	Rejected	03.09.2022	N/A	N/A
8	Garments Lead	MD. Eamin Hasan	1960363210		Mohammadpur	Selected	03.09.2022	05.09.2022	Mohammadpur
9	Facebook	Amrita Chandra Biswash	1608639186		Arjot Para	Selected	03.09.2022	05.09.2022	Mirpur 2
10	Shomvob	MD. Rakib Mia	1707544356	switched off-16.10.2022	Badda	Selected	03.09.2022	05.09.2022	Aftabnagar
11	Shomvob	Monower Hosen	1997852851	didn't receive	East Badda	Selected	03.09.2022	05.09.2022	Aftabnagar
12	Shomvob	MD Towhid	1739491721	moved to villaige	East Badda	Selected	03.09.2022	05.09.2022	Aftabnagar
13	Garments Lead	MD Mosharrarf Hosen	1768832838		Mirpur	Selected	03.09.2022	05.09.2022	Mirpur 2
14	Garments Lead	MD Rabiul Majhi	1746584274	switched off	Mirpur	Selected	03.09.2022	05.09.2022	Mirpur 2
15	Shomvob	MD Sabbir	1616322972		Khilgaon	Selected	03.09.2022	05.09.2022	Khilgaon
16	Staff refer	MD. Khairul Islam Shuvo	1814721002	ing er sthe milche na tai basai allow	Narinda	Selected	04.09.2022	06.09.2022	Wari
17	Shomvob	MD Rahim Khan	1534913654	xam reason, left job on october 202	Basabo	Selected	03.09.2022	05.09.2022	Khilgaon
18	Garments Lead	MD Mainuddin	1735909399	Didn't receive	Mirpur	Selected	03.09.2022	05.09.2022	Mirpur 2
19	Shomvob	MD Habibur Rahman Siam	1923494841	late night issue	East Jurain	Selected	03.09.2022	05.09.2022	Wari
20	Walk-in-interview	Aaoup Ahmed Roza	1903978907		Mohammadpur	Selected	03.09.2022	04.09.2022	Mohammadpur
21	Walk-in-interview	MD Saiful Islam	1725549605	Switched off	Banani	Selected	03.09.2022	04.09.2022	Mohakhali
22	Staff refer	Sabbir Hossain	1763899621	Didn't join, will contact later	Banani	Selected	04.09.2022	05.09.2022	Mohakhali
23	Walk-in-interview	Sudipto Nokrek	1752307227	didn't join as Got another job	Mirpur	Selected	04.09.2022	05.09.2022	Mirpur 2

Figure 35: HR Recruitment Log

Interview at ""Chillox"" will be taken on 28-07-23 at 11am- 5pm

Bring your CV, NID photocopy, Gurdian NID photocopy and passport size photo.

Address: house--, Subroad--, Road--, block- -, Banani chairmanbari, 1st floor

Google Map: -

<https://maps.app.goo.gl/yLnKE874UmsdM19k9>

Contact number: 01896107730

Figure 36: Sample SMS

3.3.3.6. Interview & Background Check

Chillox uses a variety of methods for the recruitment and selection processes. They speak in Bengali the entire time the interview is taking place. Since Chillox's interview process is ongoing. They typically employ blue-collar workers as well. Additionally, they lack the necessary educational background and credentials; for this reason, we use Bengali throughout the interview to facilitate a thorough comprehension. Sometimes they exert pressure and cause confusion in job applicants' minds to determine whether they truly need the position or whether they are prepared to work hard.

১. আপনার নিজের সম্পর্কে কিছু বলুন?
২. আপনি আমাদের এই সার্কুলার টি কোথায় দেখেছেন?
৩. আপনার পরিবারে কে কে আছেন এবং কে কি করেন?
৪. বর্তমানে আপনি কোথায় থাকেন?
৫. পড়াশোনা কতটুকু করেছেন?
৬. আপনি এই চাকরিটি কেন করতে চাচ্ছেন?
৭. আপনি কি জব ডেসক্রিপশন টি পড়ে এসেছেন, আপনি কি মনে করেন এই চাকরিটি আপনি করতে পারবেন?
৮. তারপর আমরা আমাদের কোম্পানি সম্পর্কে ওভারঅল একটা আইডিয়া দেয়, সেটি হচ্ছে, আপনারা যেই পজিশনের জন্য এপ্লাই করেছেন সেটি হচ্ছে কিচেন ট্রেনি এন্ড ফ্লোর এঞ্জিকিউটিভ পজিশন অর্থাৎ আপনাদেরকে দুইটি ক্যাটাগরিতে কাজ করতে হবে যখন যেদিন যেখানে দিব সেখানে কাজ করতে হবে।

Figure 37: Sample Interview Question

3.3.3.7. Joining Process

Finally, the HR department sends a joining letter to the chosen candidates. An acceptable and well-organized joining letter needs to be sent to the chosen candidate once they have verbally accepted the post. As Chillox has 17 locations across the nation, there are numerous options for the recruiter to choose from when deciding where to post the candidate. However, recruiters always attempt to

offer outlets close to the prospects' homes. I often visit my HR administrator from my site for final approval; she questioned me regarding the details of the chosen candidates and final confirmation. I then add a joining letter and have the manager sign the letter, and I then give it to the joiner. Moreover, they sign an agreement before joining which states the rules and regulations during work hour and overall employee needs to follow and agree which stays between both parties. Sharing a demo of it below.

চুক্তিপত্র

চুক্তিপত্র সম্পাদনের তারিখ ইং

প্রথম পক্ষ

চিলক্স একটি বার্গার চেইন রেস্টুরেন্ট কোম্পানি, হেড অফিস ঠিকানা, রোড- ১/বি, বাসা- ৯, বনানী, ঢাকা। (এই চুক্তিপত্রে "প্রথম পক্ষ বা চিলক্স" নামে উল্লেখিত হবে)

দ্বিতীয় পক্ষ

নাম	
পিতার নাম	
জাতীয় পরিচয় পত্র/ জন্ম নিবন্ধন নং	
ঠিকানা	
মোবাইল নং	

(এই চুক্তিপত্রে "দ্বিতীয় পক্ষ বা যোগদানকারী" নামে উল্লেখিত হবে, যার অর্থ যদি না এই চুক্তিপত্রের সাথে অসামঞ্জস্যপূর্ণ বা ভিন্নরূপ হয়ে থাকে, তবে দ্বিতীয় পক্ষের বাবা-মা, উত্তরাধিকারী, আইনগত প্রতিনিধি, আমমোক্তার গ্রহীতাগণকেও বোঝাবে)

চিলক্স কর্তৃপক্ষ আপনাকে নিম্নলিখিত শর্ত সাপেক্ষে **টিম মেম্বার** পদে, কার্ড নং _____ নিয়োগ দেওয়ার সিদ্ধান্ত গ্রহণ করা হয়েছে।

Figure 38: Agreement form

Joining Info		
Name:		
Number:		
Interview Date:		
<u>Documents</u>	Follow Outlet Rules and Instructions.	
1. CV 1 copy.	Arrive 10 minutes early for duty.	
2. 2 copy passport size photos	Joining Date:	
3. NID/Birth Certificate photocopy	Joining Time:	
4. Guardian NID copy with phone no	Joining Outlet:	
5. All academic certificate photocopy	Outlet Address:	
6. Vaccine Card		
	Signature	
	<div style="border: 1px solid black; padding: 2px;"> Phone No: 01990186973 </div>	

Figure 39: Joining Letter

3.3.3.8. Promotion Pattern & Benefits

Blue-Collar employees Join Chillox as Team Member. They also Have Cashier, Second Cashier and Area Manager position to run a outlet. For these positions Chillox do not have open hiring policy. They promote team members as cashier when have serve Chillox for more than 2 years and more. Same goes for Area Manager position, who serves Chillox for more than 3 year and gain trust, earn the chance to get promotion. They provide employee free residence near by their outlets.

Along with salary they also get lunch allowance 140/- on a daily basis. Residence form demo is attached below-

স্টাফ হোস্টেলে সিট এর জন্য আবেদন ফরম

আইডি নং- আউটলেটের নাম:-

আবেদনকারী নিজ হাতে পূরন করবে।

১ম অংশ

১। আবেদনকারীর নাম:

২। পিতার নাম:

৩। মাতার নাম:

৪। বর্তমান ঠিকানা: (বাড়ির নাম/নাম্বার, রোড নং, গ্রাম/মহল্লা, থানা/উপজেলা, জেলা).....

Figure 40: Staff Hostel Form

3.3.3.9. Payroll Policy for Blue-Collar employees

They get their monthly salary on 12th of the month. In case of emergency, they can take advance of half of the salary. If they leave without any notice before one month of leaving the job, authority deduct their salary by 12 days. They have unpaid leave policy.

Chapter-04

4.1. Conclusion

The Chillox Human Resource Department is one of the most crucial divisions in this company. This report provides information about Chillox's recruitment and selection procedures, including the different kinds of procedures they use. This report offers recommendations on how to improve the department's operations, including the recruitment and selection process. It is obvious that because the Chillox Human Resource Department is so young, they are having issues. If they can resolve those issues, they can increase the effectiveness of this department. Because without their

recruitment team Chillox will suffer as they supply blue-collar workers which runs their outlets all over the country which is their main business to serve good food to customers smoothly. Other than that, Chillox has a great work culture with a fun & talented bunch of employees. Its employees are really helpful and cooperative to work with.

4.2. Recommendations

- They need to focus on staff software training to make them an expert cashier with the capability of using 3S. It will also motivate their blue-collar staff to remain longer with Chillox.
- To decrease the turnover ratio the HR & recruitment department of Chillox should employ a software program that enables them to easily determine which outlets they should recruit in and when. This will enable them to learn about the current workforce.
- They should implement an automated attendance system as soon as possible. It will reduce the mismatch that happens while giving salary as without automation doing leave count, present count becomes difficult to keep track both for HR as well as for outlet staffs.
- As soon as possible, all members of the HR team should visit an outlet. This will allow them to learn about the real world of the outlets while still in an Intern position.
- Create an active admin panel to ensure overall employee benefits, leave count, retention, team bonding activities for operating Head Office employees in a systematic manner.
- Should invest in attracting and recruiting top talent and use data driven approaches for candidate screening and selection.
- Implement employee feedback, conduct regular surveys, reward employee performance and most importantly promote work-life balance for each employee.

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- MAIMUNA, F. (2022). From roadside cart to burger brand. *The Financial Express*.