

Internship Report On

*“Whether Aarong’s sales associate training is effective
for retail sector or not”*

Of Aarong HR and Training Department





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BUS-400

Internship Report On

“Whether Aarong’s sales associate training is effective for retail sector or not”

of Aarong HR and Training Department

Submitted To:

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Date of Submission:

5th September, 2016



Letter of transmittal:

5th September, 2016

Ms. Ummul Wara Adrita,
Lecturer, Marketing,
BRAC Business School, BRAC University.

Dear Miss,

As the final report of my internship program of my Bachelor of Business Administration degree I am submitting the research report entitled as “ Whether Aarong’s Sales Associate training is effective or not” . I tried my level best to analyze the efficiency and effectiveness of Aarong SA training which I was a part of as my professional internship program.

If the internship report fulfills all the criteria of your requirement please approve my report and I hope so this report will help you to understand the insight of Aarong training program.

Sincerely Yours,

Sk. Imamul Basher

ID- 12104084,

BBS, BRAC University

Acknowledgement:

In order to complete this academic internship report I got many helps and suggestion from many people. From my academic sector I am thanking my university advisor Ms. Ummul Wara Adrita for providing me a proper guideline to complete my report and Mr. Tamzidul Islam for sharing proper format for internship report.

From my professional sector I am really thankful to my professional supervisor Ms. Tahmina Hossain, Executive, HR department, Monjori Monica Drong, Senior Officer, Mr. SM. Zahidul Islam, Assistant Manager, Mr. Fakhrur Rahman, Head of HRM and All the outlet managers and sales associates of Aarong family.

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Executive Summary:

Aarong is one of the most successful retail chain shops in Bangladesh with one of the finest service team. The reputation is still unquestionable because of a strong Sales associate team working in 16 outlets over Bangladesh. This workforce and efficiency is a result of proper sales associate training from training and HR team of Aarong. In that case the efficiency and effectiveness of the training is measured from three perspectives and analyzed with details in this report.

1.1 Introduction:

Retail sectors are booming from last three decades in Bangladesh especially at RMG and fashion house sector. There are a notable amount of export and foreign transaction activity for economic development. The trend is changing on fashion. People are more conscious about the lifestyle and fashion related products. The first name on fashion house sectors pops out is AARONG.

Currently there are over 30 well known fashion houses competing with Aarong but still Aarong is one of the top market leaders in Bangladesh with a very good reputation and larger sales target scale. Aarong is an outcome of Ayesha Abed Foundation of BRAC which focuses on rural development and social business in order to improve the livelihood of rural women.

Success in retail sector not builds in one day. From many years the retail sector of Bangladesh was under the line of highlight but suddenly this fashion house retail sector got an fantastic improvement. No doubt Aarong is pioneer of the fashion retail sector of Bangladesh. Following their pathway this industry is now one of the enriched one after the RMG sector. The foreign reputation is building quite well along with local market improvement.

The key success of a fashion retail store is the product and product quality but another major factor added recently which is related with CRM activity is known as SERVICE.

Service is dependent on customer demand but it's a challenge to satisfy their requirements with proper service and hospitality. For providing proper service activity a strong force of sales team is required.

Aarong hires a notable amount of Sales Associates each year during many events. The process is quite hectic and tough because within a very short time over 1500 employees are recruited along with providing a training program.

Now the point is many asks questions about whether the training is needed or not but ultimately the objective of this report is to find out about the necessity and need of the training program for the newly recruited employees.

1.2 About Aarong:

“Aarong”, after watching the name first thing came in mind that a retail chain shop of Bangladesh. But the background history about Aarong is unknown to many one. Aarong is not only a chain retail store but also a complete organization. It is a social enterprise by BRAC established in 1978 by holding hand of Ayesha abed in order to eradicate poverty, enhance the quality of livelihood of rural women by ethically made village crafts, textiles and so on.

Today this organization took a huge shape over Bangladesh. There are 16 retail stores, over 6000 employees, over 100 fashion and lifestyle product lines; Aarong supports 65,000 artisans with fair terms of trade. Revolutionizing the retail industry with high standards for quality and artistry, this iconic brand blends the traditional with the contemporary in ways that never cease to win consumer appeal both at home and abroad (Aarong, 2016).

Aarong is mainly under the Ayeha abed foundation that is focused on rural development of women with handcrafts, textiles and so many product lines. Today the product demand in not only within Bangladesh but also across the country with strong brand name and reputation.

Aarong’s process is quite systematic about the retail and production process. First of all there are over 65000 registered artisans over Bangladesh. Products are ordered and brought from them. After that quality control and other official process occurred and later on the products are sent directly to the outlets. Aarong is a complete business process with the view of rural development.

Departments:

There are many departments of Aarong to run the total organization. All the descriptions are given below:

1. Retail: the main sales source of Aarong is retail sector with total 16 outlets over Bangladesh.
2. Export: there are significant amount of export activity of Aarong with a large number of product line along with foreign reputation.

3. Marketing: promotional activity and campaigns at outlets and other places are conducted by this department
4. Design: innovation of new product and designs are made from this department
5. Documentation: all the documents are preserved within a library system at this department.
6. SCPD: social compliance and development sector
7. Merchandising: merchandising all the products are monitored from this department
8. HR and Training: this department is responsible for taking care of all 7000 employees and providing proper training.

Values, mission, vision and Goals of Aarong:

Aarong's values are the same as those of BRAC – an organization that showed the world phenomenal progress with its holistic approach to development. With over 300,000 people across the country benefitting from our initiatives, our values remain a constant source of inspiration and pride for us.

Aarong values **innovation** that creates opportunities for the poor to lift themselves out of poverty. they strive to display global leadership in ground-breaking development initiatives.

They value **integrity**, because transparency and accountability are the most essential elements of their work ethic. With clear policies and procedures, they continue to display the utmost level of honesty in their financial dealings.

They are committed to **inclusiveness** to ensure that they engage, support and recognize the value of all members of society, regardless of race, religion, gender, nationality, ethnicity, age, physical or mental ability, socioeconomic status and geography.

They value **effectiveness** in all their work, which constantly challenge themselves to perform better and to improve and deepen the impact of their interventions.

(Aarong, Aarong official webpage, 2016)

1.3 SWOT analysis of Aarong:

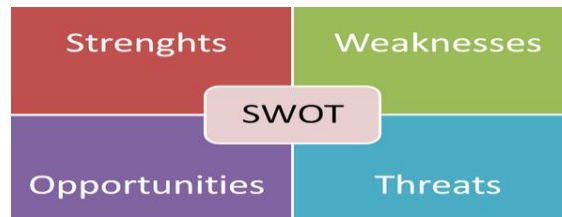


Figure: 1.1 (SWOT)

1. Strength (Internal):

- Strong organizational structure
- Strong brand name
- Enriched product line
- Big range of customers and potential customers
- Strong background of organization.

2. Weakness (Internal):

- Limited age ranged customer
- Lack of varieties of product range

3. Opportunities (External):

- Foreign market
- New generation customer attraction
- Perceptions of local made products are changing
- Wide range of rural artisans

4. Threats (External):

- New market entry
- Changing customer choices
- Globalization and Foreign products
- Lack of product reach at every class of society.

1.4 Porter's Five Forces Analysis:



Figure: 1.2 (Porters Five Forces)

1. Threat of new entrance:

- There are significant threats for new entry
- For example: yellow, Rong, other RMG products

2. Threat of substitutes:

- No substitutes are that much available
- Less product lineup for substitutes

3. Bargaining power of buyers:

- Bargaining power is minimized
- As there are less substitutes

4. Bargaining power of suppliers:

- Bargaining power is high of suppliers
- As there are other competitors as well.

5. Degree of Rivalry:

- Rivalry is high
- There are high amount of competition.

1.5 HR team of Aarong:

The HR team of Aarong is like a family where I worked as an intern with some excellent experience and valuable professional learning. The HR family is a combination of finest HR professionals with the leadership of Mr. Fakhrur Rahman. The different segments of HR team are given below:

1. Selection and recruitment: in this HR wing the key responsibilities are to select the right candidate through interview and recruiting them in the workforce. I worked at this sector and my key responsibility were:
 - Assisting and preparing interviews.
 - Maintaining databases
 - Staff joining process
 - Involvement of total selection and recruitment process
2. PMS: in this HR wing performance appraisal and other employee performance database is processed. Besides all the increments and promotions are recommended for individuals from this unit.
3. Database and Documentation: At this unit all the employee database management system and human resource information system database is preserved where all the employee profile is preserved.
4. Termination: At this HR wing all the employee termination and resignation records are preserved. Besides warning any employee regarding unacceptable behavior, complaint registration and case investigation is done in this unit.
5. Filing: at this part of HR all the hard copy files are preserved in order to get the hard copy information. Generally an office assistant is responsible for this unit to keep aligned all the files and hard copy documents.

1.6 Training Team Of Aarong:

Aarong has one of the finest training team in the whole retail industry in Bangladesh. Training team is a family of some HR training professionals with the leadership of Chowdhury Hafiz Ruhan. They are continuously providing the quality training for Sales associates and other Aarong staffs throughout the year. On this part the specific activity of training team for sales associates will be discussed.

There are several training program for initial post of outlet of sales associates. Besides other programs are also included for supervisors and managers as well.

The training held usually all the day and refreshment is provided with 2 short brakes. The time is from 8.30 am to 6.30 pm. After that an exam is held. Later on based on this exam result sales associates are selected for the final recruitment process.

The topics covered are, a. Basic knowledge and history about Aarong, b. process knowledge, c. product knowledge, d. customer CRM behavior and e. Job description knowledge.

For sales associates there are altogether three training programs. They are:

1. Pre confirmation training: this training program is held before the Ramadan and other bulk recruitment events in order to perform initial job for sales associates.
2. Post Confirmation training: after going through one month performance at outlets sales associates who re finally selected are provided post confirmation training for further improvements.
3. POS training: POS training is provided mainly to those SAs who are taking the responsibility of the cash department. Mainly it helps the SAs to learn about the counter management systems.

Moreover the training team is working all over Bangladesh with dedication and hard work in order to provide the most efficient training input against of the best effective outcome for a strong sales associate team at retail sector of Bangladesh.

2.1 Introduction of the project:

Aarong is one of the most well-known retail brands in Bangladesh. In our country the service retail sector is one of the fastest growing new doors for business. Aarong is still one of the business and market leaders of them. The organization is totally dependent on their retail sector although it is based upon the concept of social business.

Retail industries are mainly service and product oriented. And the heart of the service of Aarong is Sales Associate stuffs. Most of the sales revenue comes from hard work of those sales associates of each and every outlet of Aarong.

Per year a notable amount of sales associates are recruited regularly. The most of the recruitments are scheduled before Eid, pohela boishakh and at the starting of the year. And those responsibilities are taken by the Human Resource Department and training department of Aarong. Recruiting is not the end rather the starting because before recruitment each and every potential candidate must pass the training exam. For some professionals it is a lengthy process. Because after passing interview the selected candidates are requested to attend a training session. After training they have to seat for an exam and after passing the exam they are selected for 1 month of work at outlets. If the potential candidate is selected permanently they have to pass another 2 training process.

Now the question is whether those trainings are effective or not. As it is a lengthy and critical process some may have raised the question about the efficiency of Aarong's HR training. Because the retail industry is very competitive. Like Yellow, Deshi Dosh. Grameen check, Ecstasy and all other fashion retail brands are competing in existing markets.

Considering the existing competitive market the most notable question arises whether the training is efficient and necessary for sales associates or not. Competition is tough to survive but best service quality is equally important to survive the market. For that Training up those sales associates is unavoidable.

2.2 Problem Statement:

“Whether Aarong’s sales associate training is effective for retail sector or not”

Generally there are some factors which are correlated with each other at retail sector. For example, excellent service with higher customer satisfaction. The more trained professional sales associates the more increase of sales rate at retail sector. Proper and efficient training means efficient workforce, the more customer satisfaction the higher sales rate etc.

While working at Aarong HR a common question is always faced by me that why the training process is lengthy and whether there are needs for the training and so on. But after completing internship program there are some facts I figured out that

- Whether the training is needed or not
- is there efficient outcome against input of the process
- what if the training was not conducted for Sales associates
- what is the sole purpose for the training sessions
- whether it is effective and efficient for both training teams and the SA who are going through the training process

The factors drives to conduct me a research on training efficiency and sales associate’s service efficiency and the outcomes are discussed at nest parts of this analysis report.

2.3 Purpose of the project:

This project was done for academic purpose but still it could be highly useful for Aarong's Training team and HR Department as well. The specific purposes for the research analysis are given below:

- To measure the output of Sales associate training
- To measure the input and resources which are utilized or not for the training.
- To measure the customers perspective about training with sales associates service outcome
- Measuring the rate of the service from the customers.
- Finding about behavioral improvements of sales associates.
- Measuring SA's communication skills
- Detecting whether there are improvement on interpersonal skills of sales associates or not
- Measuring confidence level improvement
- Measuring team building skills development
- Time schedule ability improved or not
- Measuring the understanding customer psychology ability of sales associates
- Detecting whether it is useful for organizations basic knowledge for SA's
- Measuring CRM activity by sales associates
- To know about the managers perspective about the training
- To know whether the training helped to enhance the service quality of SA's or not
- Whether the training should be improved more or not
- To detect the significant relation with efficient training with efficient output.
- Finally to measure the overall efficiency on output by effective input of training program

2.4 SMART analysis of the research:

Specific: The statement is specific which is stated before

Measurable: All the criteria are at quantitative format so it is easily measurable

Attainable: The research is attainable with specific questions

Relevant: All the questions used in the research is relevant with each other

Time bound: a specific 2 weeks' time bound is used to complete the total research process

2.5 Time schedule and timeline of the report:

The research conducted during the time when sales associates were available and it took 2 weeks to go through the total process. Besides the research was done within the time and all the questions were analyzed properly within the time frame. Although there were some difficulties but the training efficiency survey was done properly by proper scheduling.

- Data collection time: 2 weeks
- Analyze timeframe: 2 days
- Report preparing time: 1 week

2.6 Limitation of the research study:

There are always some loopholes in a research study because it is quite impossible to touch at every sector of a topic in order to go through a complete research but still some of the aspects could be done properly. The research which is conducted has some limitations too which are discussed below:

- The sample size is within Dhaka zone but outside Dhaka zone samples are not included
- Some of the data are used from secondary data source which could have been collected from primary data collecting process
- The time was limited to complete all the questions for research purpose
- Instead of descriptive analysis causal analysis also could be used
- Calling sales associates and collecting data process have some loopholes.
- Customer's response is positive but their knowledge about sales associate training is not adequate.
- SPSS data analysis could have been used for finding correlation but excel analysis are more precise and descriptive tool
- For analysis many other criteria could have been used.
- In questionnaires descriptive contents are absent
- The sample size is 40 altogether but more could have been included.
- The more in depth analysis with correlation is absent because of some technical difficulty issue along with data availability in order to conduct the research.

2.7 The literature review of the project:

Before starting the research as a researcher I have to go through some books from my academic sector and papers from my professional sector. The detailed descriptions are given below:

From my academic sector I took the help for a book named Marketing research By Malhotra and Dash. This book assisted me to detect my problem statement format, my questionnaires, analysis guideline and research process guideline. Another book I used named as Strategic Human Resource Management by Mellow. This book assisted me in order to find a guideline about the relation with employee KSA development and training process. This book also helped me to find the importance of HR process and procedures along with recruitment. From my professional sector I used the book named HR policy and procedure book by BRAC. This policy book assisted me in order to know BRAC's HR guideline about recruitment, selection, training and employee motivation factors. I took the help of Performance Management System report. This report assisted me in order to get some secondary data which were all about the performance evaluation of sales associates by outlet managers which were really helpful to get the proper and accurate data. Finally I used Aarong's yearly journal 2015. This report assisted me in order to get the recent information about the organization and the sales activity of retail department, HR activity and other surrounding factors.

2.8 Methodology:

The report is based on some research methodology and guideline with specific segments. All of them are discussed below:

1. Questionnaires:

- There are three different kinds of questionnaires are used. One for sales associates, one for outlet managers and one for the direct customers.
- In most of the questions Likert scale is used. But some of them are dichotomous scale, ranking and standard rating of 1 to 10 scale question.
- For SA's there are 10 questions and for customers and managers there are 5 questions.

2. Data Collection:

- Secondary data are used
- Direct face to face interview and telephone interview process is used
- PMS report analysis is also used to process the data.

3. Research type:

- The research is most likely descriptive and analytical mixed outcome
- The data are used are quantitative but the insight is descriptive
- Purpose of the research is problem identification.

4. Analysis:

- Excel data analysis with visual outcome and result is used
- Charts and graphs are used in order to analyze the data
- Comparison and correlation analysis is also used.

5. Sample:

- Convenient Sampling method and snowballing method.
- Total sample size is 40.
- Gender is near about equal with varieties of age span.

3.1 Research Result and Analysis:

All the research result and Analysis is discussed below:

Sales associate question 1:

The training helped me to improve my communication skills with customers

Description:

This question was used in order to measure the improvement of attitude, behavior and language skills during performing the job and how efficient the interaction was with all of the customers.

Gender Ratio: 50% male and 50% female respondents

Sample population: Sales Associates of 10 outlets at Dhaka zone

Results:

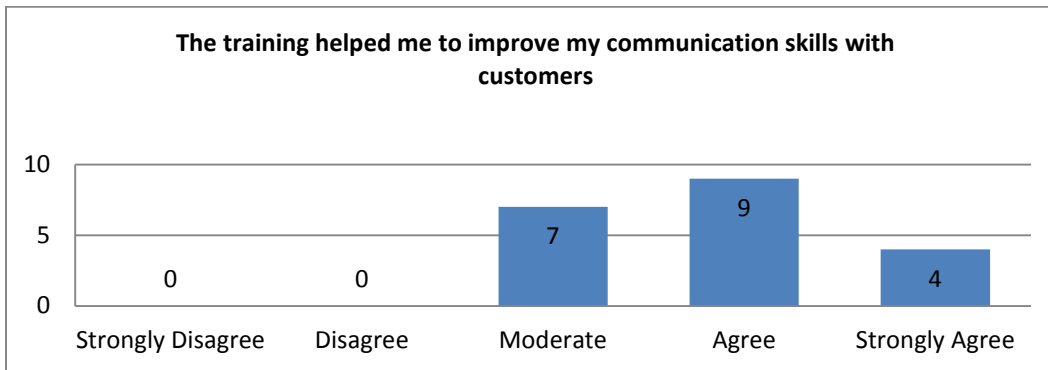


Figure: 2.1 (Communication Skills Measurement)

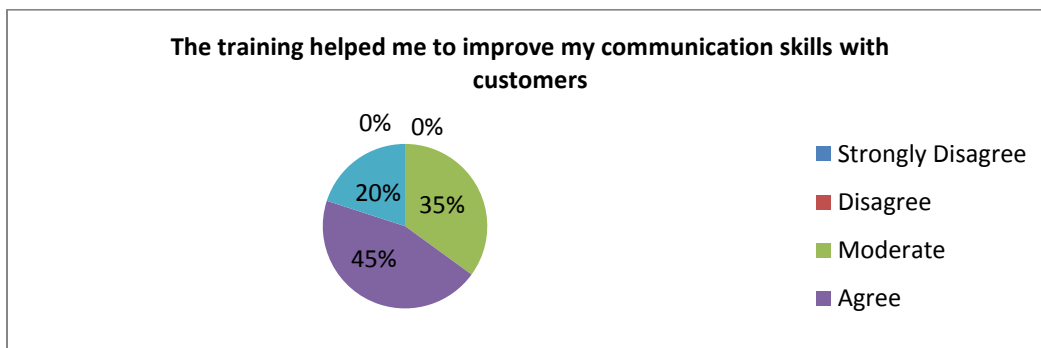


Figure: 2.2 (Communication Skills Measurement)

Analysis:

- Out of total 20 respondents 7 was neutral. 9 agreed and 4 strongly agreed of that statement
- No one disagreed and strongly disagreed at this point
- 20% respondent strongly agreed, 35% was moderate and 45% agreed so most of the respondents agreed with that statement
- 0% disagreed or Strongly disagreed
- It shows that the training was really helpful to improve communication skills
- The training improved language and attitude of sales associates altogether
- The training proves to be effective in order to develop the communication skills.

Sales associate question 2:

The training improved my interpersonal skills

Description: this question measures the interpersonal skills and ability development of a sales associate after attending Aarong training in order to perform job as sales associate. It mostly focuses on the interaction ability development, confidence building, focus on targets and many other features.

Gender ratio: 50% male and 50% female

Sample population: Sales Associates of 10 outlets at Dhaka zone

Results:

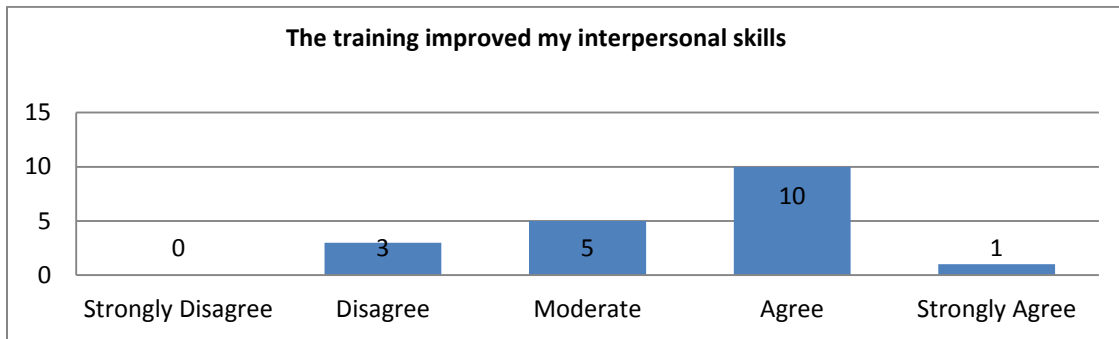


Figure: 3.1 (Interpersonal Skills measurement)

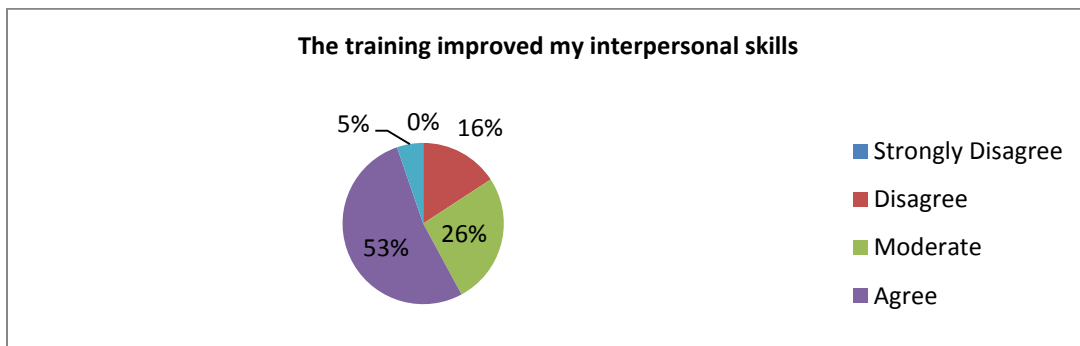


Figure: 3.2 (Interpersonal Skills measurement)

Analysis:

- Out of total 20 respondents 3 disagreed, 5 were moderate. 10 agreed and 1 strongly agreed
- No one strongly disagreed at this statement
- 16% disagreed, 26% was neutral, 53% agreed and 5% strongly agreed at this statement.
- 0% strongly disagreed
- It shows that the training was really helpful in order to develop interpersonal skills
- It developed interpersonal abilities
- The training proved to be effective in order to develop interpersonal skills of sales associates

Sales associate question 3:

My confidence level in order to perform my job responsibilities became higher

Description: this question indeed measures the confidence level increase of a sales associate after attending the training. It is a compilation of positive attitude and dedicated behavior with self-confidence and motivation.

Gender ratio: 50% male and 50% female

Sample population: Sales Associates of 10 outlets at Dhaka zone

Results:

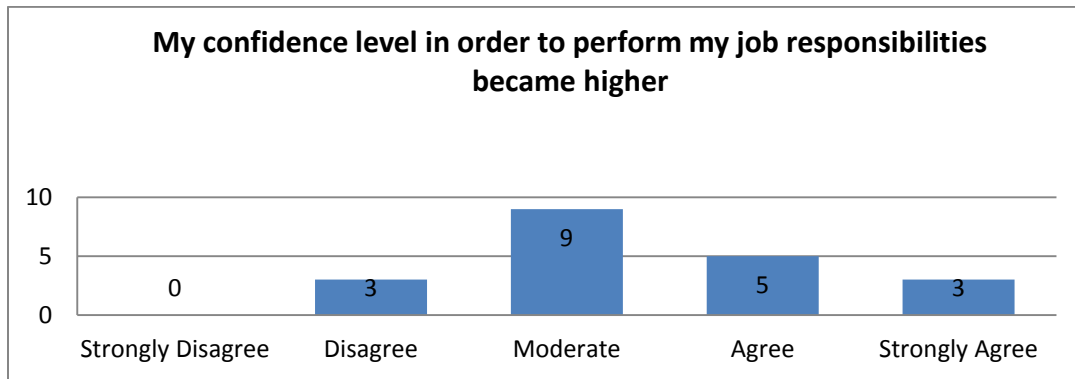


Figure: 4.1 (Confidence measurement)

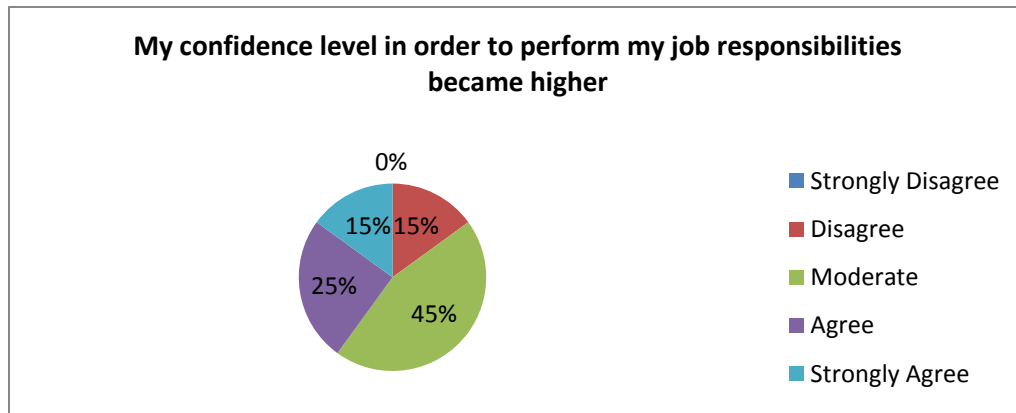


Figure: 4.2 (Confidence measurement)

Analysis:

- Out of total 20 respondents 3 agreed, 9 moderate, 5 agreed and 3 strongly agreed
- 0 respondent strongly disagreed
- 25% agreed, 45% moderate, 15% strongly agreed, 15% disagreed.
- 0% strongly disagreed
- It shows the training helped to develop confidence but not that effectively
- It moderately helped to improve confidence
- The training proved to be merely effective for confidence building.

Sales associate question 4:

I learnt to manage my time schedules during performing my duty

Description:

This question was used in order to measure the time management skills development ability of a sales associate. It includes time management skills, work management skills and scheduling of a sales associates more efficiently and appropriately in order to perform jobs.

Gender ratio: 50% male and 50% female

Sample population: Sales Associates of 10 outlets at Dhaka zone

Results:

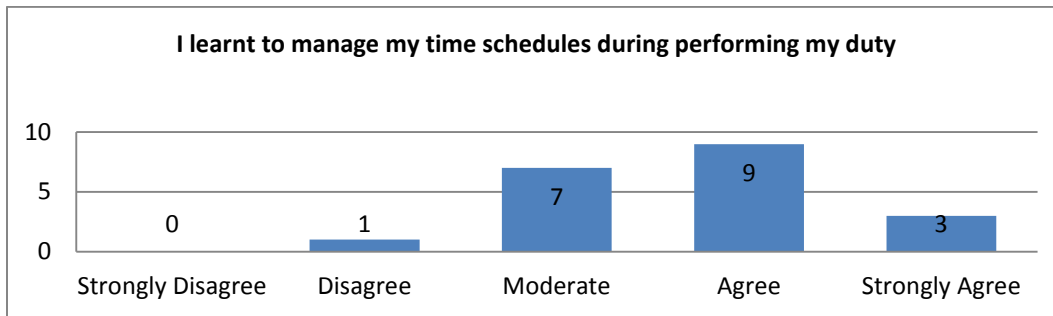


Figure: 5.1 (Time Schedule Management)

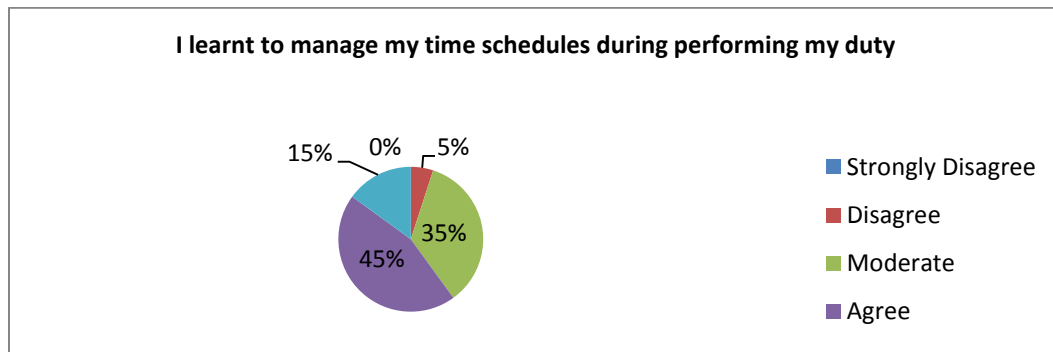


Figure: 5.2 (Time Schedule Management)

Analysis:

- Out of 20 respondents 1 disagreed, 1 moderate statement, 9 agreed and 3 strongly agreed
- No one strongly disagreed with that statement
- Out of 20 respondents strongly agreed 15%, 5% disagreed, 35% moderate and 45% agreed with that statement
- 0% respondent strongly disagreed
- Research showed that this training helped employees to manage their time management and schedules.
- There was strong relation of training and time management skills of sales associates which helped them to perform their job
- This proves that the training was very necessary to learn about time management skills

Sales associate question 5:

I improved my customer relationship management skills

Description:

CRM is very crucial part of retail industry. This question shows and direct towards how efficiently a sales associates manage his or her customer relation ability with all the customers and potential buyers from outlets. It includes relation with customer, sales attitude, patience and understanding the customer psychology more efficiently.

Gender ratio: 50% male and 50% female

Sample population: Sales Associates of 10 outlets at Dhaka zone

Result:

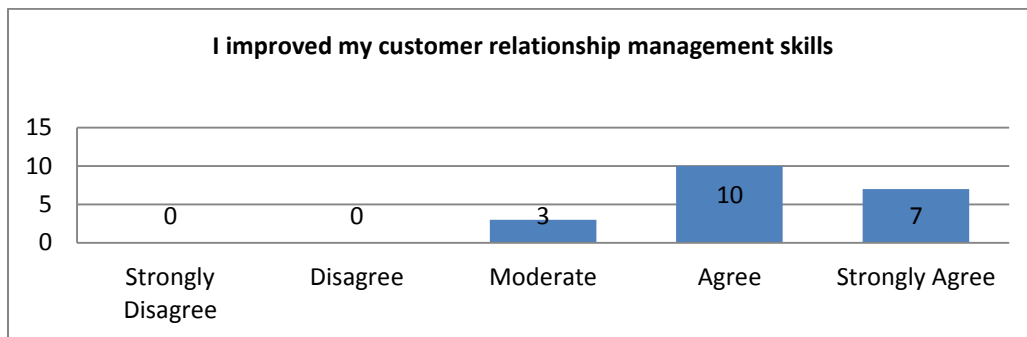


Figure: 6.1 (CRM)

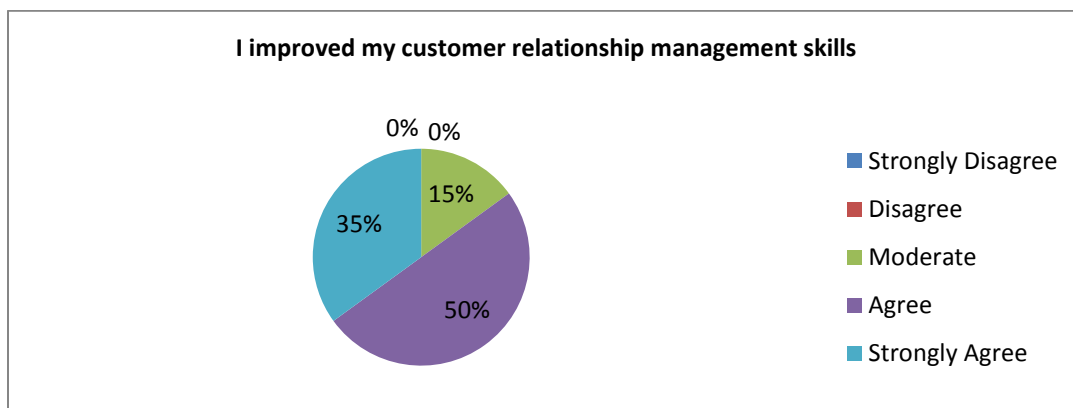


Figure: 6.2 (CRM)

Analysis:

- Out of 20 respondents 3 moderate, 10 agreed and 7 strongly agreed with the statement
- No one disagreed and strongly disagreed
- Out of 20 respondents 35% strongly agreed, 15% were moderate and 50% agreed with the statement
- 0% disagreed and 0% strongly disagreed
- The training helped to manage CRM ability of sales associates
- There shows a strong relation on training and improvement on CRM activity of sales associates
- The training proved very efficient in order to learn about the CRM ability of a sales associate

Sales associate question 6:

I learned how to work with teams better than before

Description:

Team building ability is very much important and focused factor at retail industry. Working with sales team is an important learning of the training at Aarong. Under team building ability it focuses on groups, team building achievement, team working, synergy and most importantly no blame game attitudes of sales associates of Aarong.

Gender ratio: 50% male and 50% female

Sample population: Sales Associates of 10 outlets at Dhaka zone

Result:

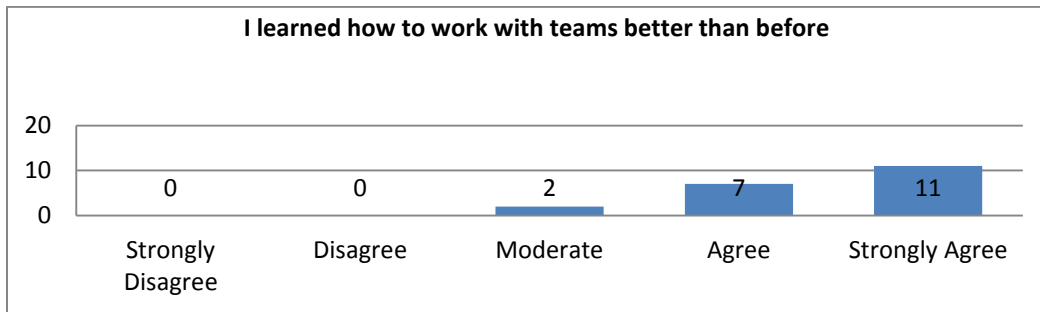


Figure 7.1(Work skills improvement)

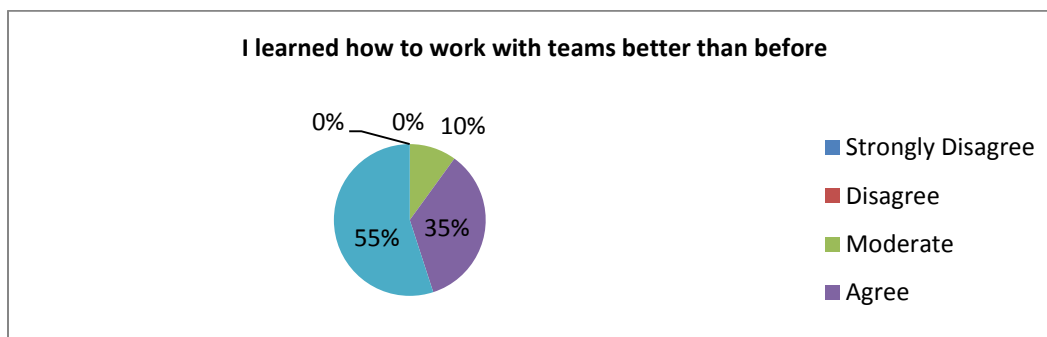


Figure 7.2 (Work skills improvement)

Analysis:

- Out of 20 respondents 2 moderate statements, 7 agreed and 11 strongly agreed
- No one disagreed and strongly disagreed with the statement
- Out of 20 respondents 10% moderate, 35% agreed and 55% strongly agreed with the statement
- 0% disagreed and 0% strongly disagreed
- The results are showing it improved team building skills of sales associates
- There are very strong relation between proper team building training and good performance at team
- It proves that the training is quite efficient to guide about the team building ability of sales associates.

Sales associate question 7:

I learned about how to deal with customers and understand their demands

Description:

Dealing with customer is never easy. To know the potential customer and understanding their needs and wants its tough to identify without proper pre guidance. Aarong training focuses on the how to deal with different types of customer and how to behave properly and gently with them under any wrong situations. This category includes different types of customers, different situation and how to deal with under any critical situations.

Gender ratio: 50% male and 50% female

Sample population: Sales Associates of 10 outlets at Dhaka zone

Result:

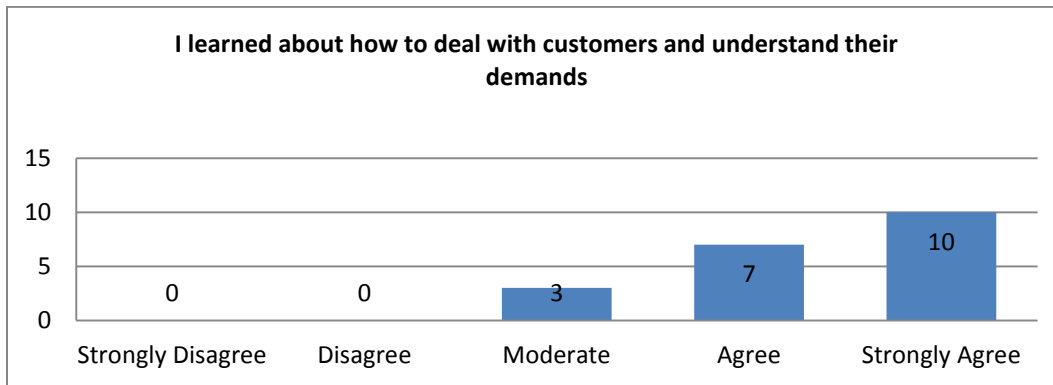


Figure: 8.1 (Understanding Customers)

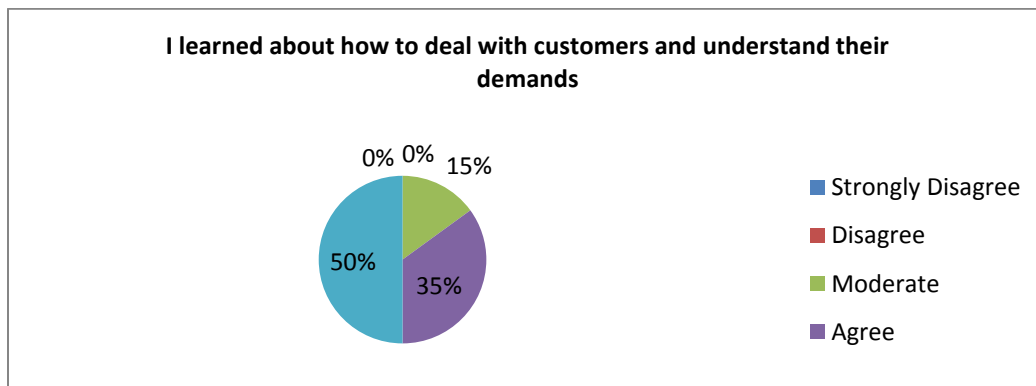


Figure: 8.2 (Understanding Customers)

Analysis:

- Out of 20 respondents 3 moderate statement, 7 agreed and 10 strongly agreed
- No one disagreed and strongly disagreed with the statement
- Out of 20 respondents 15% moderate, 35% agreed and 50% strongly agreed statement
- 0% disagreed and 0% strongly disagreed with the statement
- The training helped to learn about the different situation created by customers
- There is a strong relation of a good training guideline and situation handling ability of sales associates
- This results proves very effective impact of sales associate of Aarong sales training

Sales associate question 8:

I got a very clear idea about my job, sales process and product features

Description:

To conduct the job appropriately a clear idea about job is very necessary. This question includes about job responsibility, job description, job rotation and so on. Its necessary for all sales associates to have a very clear idea about that and the training team is working for it.

Gender ratio: 50% male and 50% female

Sample population: Sales Associates of 10 outlets at Dhaka zone

Result:

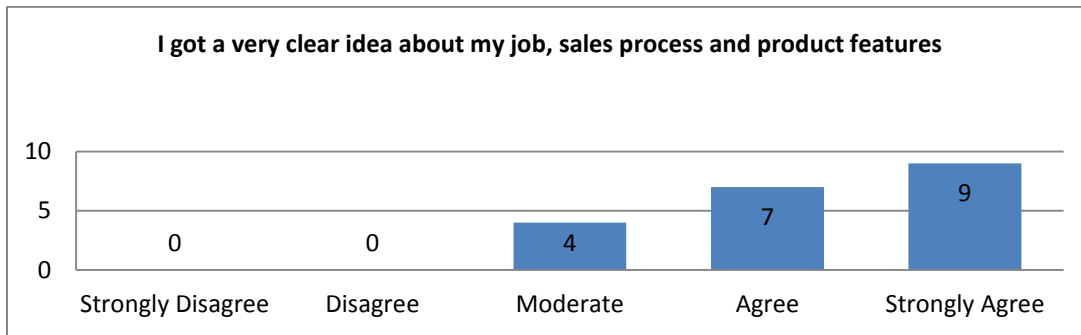


Figure: 9.1 (Job Ideas)

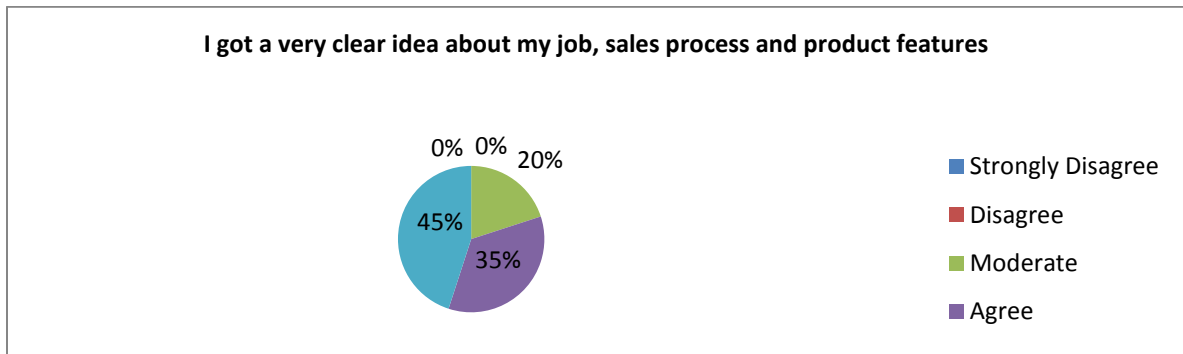


Figure: 9.2 (Job Ideas)

Analysis:

- Out of 20 respondents 4 moderate statements, 7 agreed and 9 strongly agreed with the statement
- No one disagreed with the statement
- Out of 20 respondents 20% moderate, 35% agreed and 45% strongly agreed statement
- 0% disagreed and 0% strongly disagreed
- The training provides a clear idea about SA jobs clearly
- There is a strong relation between a proper raining guide and idea about jobs of SA
- The result proves that the training is quite important to know about the job and job description.

Sales associate question 9:

The training helped me a lot to learn about Aarong's mission, vision and goals

Description: Knowing and learning of organizations mission, visions and goals is a crucial part of job. It is precondition to knowing a job. The training team is working to provide a clear idea about the organization for sales associates. It includes all the purpose of Aarong their mission statement, vision and short and long term goals both retail and organizational targets.

Gender ratio: 50% male and 50% female

Sample population: Sales Associates of 10 outlets at Dhaka zone

Result:

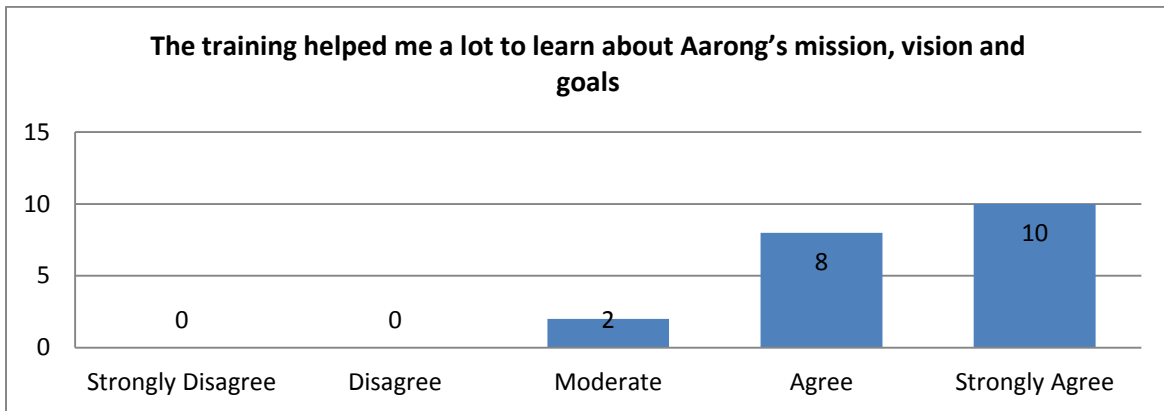


Figure: 10.1 (understanding organization)

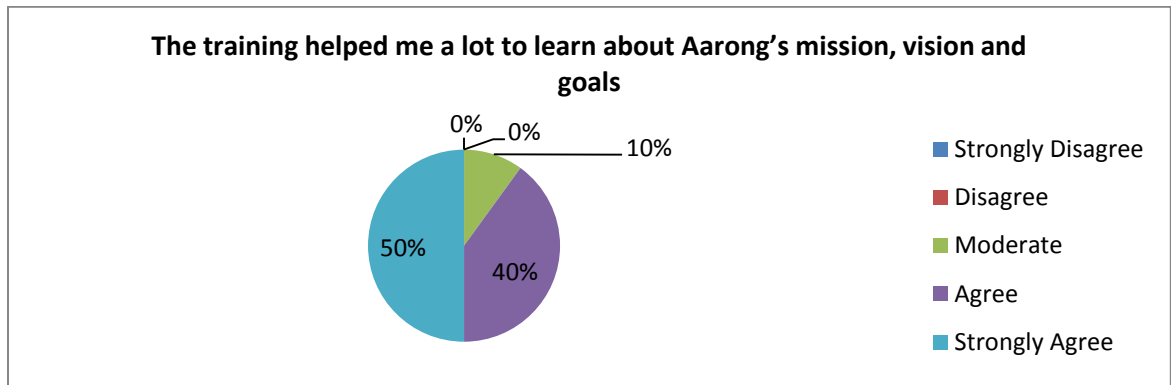


Figure: 10.2 (understanding organization)

Analysis:

- Out of 20 respondents 2 moderate statements, 8 agreed and 10 strongly agreed
- No one disagreed and strongly disagreed with the statements
- Out of 20 respondents 10% moderate, 40% agreed and 50% strongly agreed with the statement
- 0% disagreed and 0% strongly disagreed
- Learning about organization proves effective
- There is a strong relation of a clear idea about the organization and the job responsibility
- The training proves pretty effective about providing idea about the organization.

Sales associate question 10:

The training was really very important to perform my duty as sales associate

Description:

Without proper training it is not a right way to perform a job. Sales and retail jobs are trickier than other kinds of jobs. For maximum efficiency it requires a guideline and training . under this question category it includes about the overall efficiency of training according to sales associates and the necessity of training.

Gender ratio: 50% male and 50% female

Sample population: Sales Associates of 10 outlets at Dhaka zone

Result:

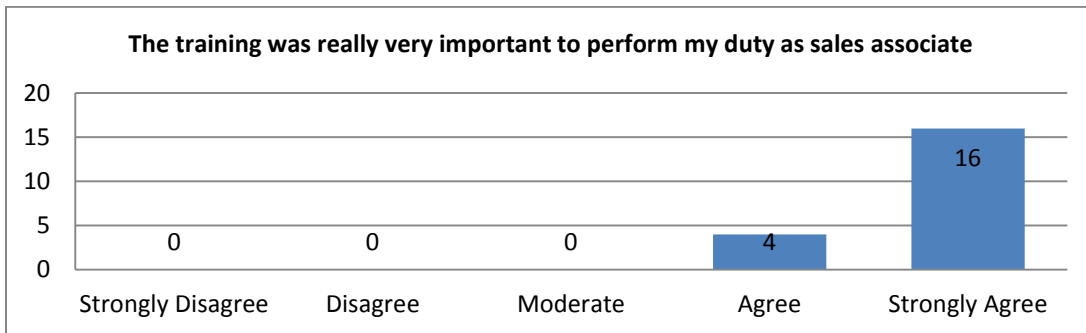


Figure: 11.1 (Importance of training)

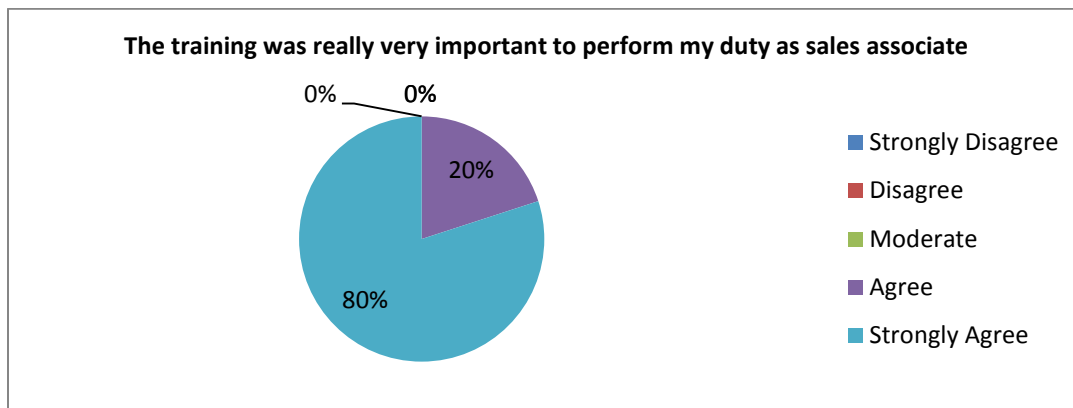


Figure: 11.2 (Importance of training)

Analysis:

- Out of 20 respondents 4 agreed and 16 strongly agreed with the statement
- No one provided moderate, disagreed and strongly disagreed statement about the question
- Out of 20 respondents 20% agreed and 80% strongly agreed with the statement
- 0% disagreed, strongly disagreed and moderate statement
- Sales associates provide the statement that the training was necessary
- The result proved that the training was effective and efficient.

Customer Question 1:

How often you visit at Aarong outlet?

Description:

There is a relation between good service and customer preference. Well-mannered and professional behavior from service provider leads towards higher sales and lower customer dissatisfaction. The training focuses on those specific criteria about customer relationship behavior which makes customers satisfy at service and higher visits to outlets frequently. This question measures the frequency of visit at Aarong Outlets.

Gender ratio: 50% male and 50% female

Sample population: Customers from 10 outlets at Dhaka zone

Result:

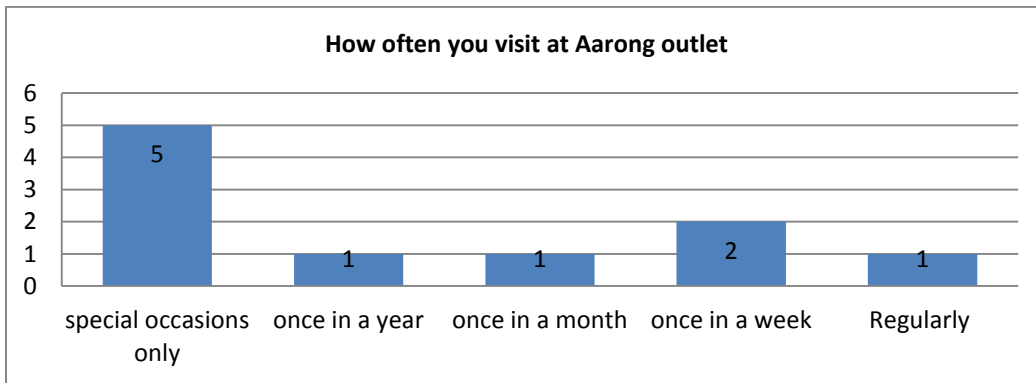


Figure: 12.1 (Outlet visit frequency)

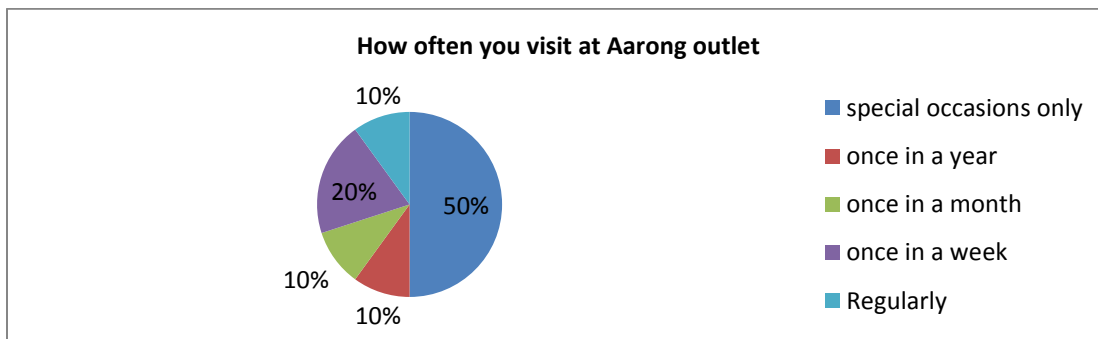


Figure: 12.2 (Outlet visit frequency)

Analysis:

- Most of the people (5) prefers Aarong only on special occasions like eids and Bengali new year
- The number of once in a month, week and year is lower (1)
- Some of the sample population prefers Aarong and they visits there weekly and regularly
- The percentage amount is 50% customer only on special occasions and others are not that much regular
- The research result shows that most of the people visits at Aarong because of improved service quality and comfortable shopping
- It proves that Aarong has a pretty good position at Retail Industry of Bangladesh.

Customer Question 2:

Rank those fashion brands according to your preference

- a. Aarong*
- b. Yellow*
- c. Ecstasy*
- d. Rong*
- e. Deshi Dosh*

Description:

In Bangladesh the retail industry is fast growing. There are very few established retail fashion house in Bangladesh. Aarong is still on leading position. This question measures the rank or position of Aarong against of other fashion houses.

Gender ratio: 50% male and 50% female

Sample population: Customers from 10 outlets at Dhaka zone

Result:

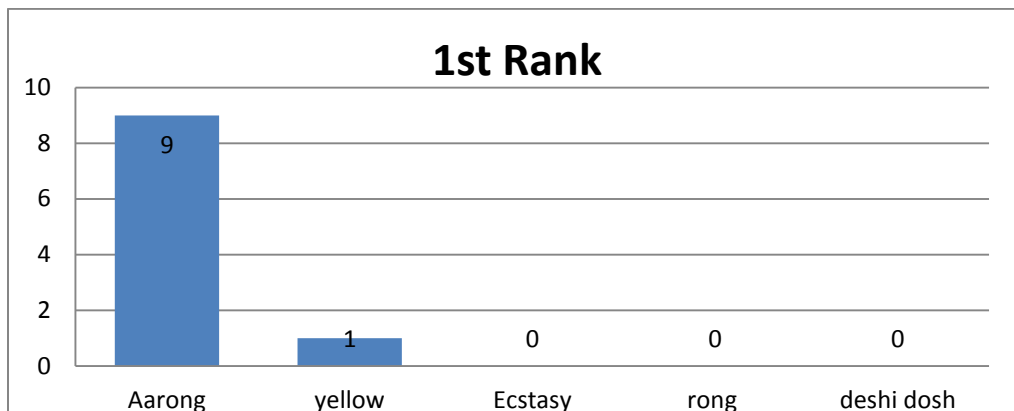


Figure: 13.1 (Ranking)

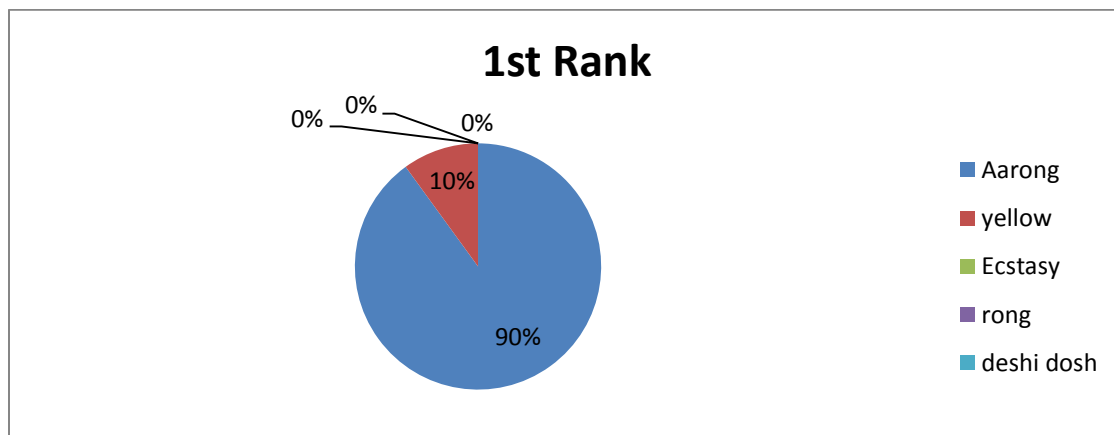


Figure: 13.2 (Ranking)

Analysis:

- 9 out of 10 customer recommended Aarong as best quality service
- 1 out of 10 recommended Yellow as the best Service
- 90% suggested Aarong as 1st Rank
- Only 10% Suggested Yellow as 1st Rank
- Ecstasy, Rong And Deshi Dosh got other points as 3rd to 5th rank
- This research shows that the best service quality drives the best rank and perception in customers mind

Customer Question 3:

Did you experience any misbehavior from sales associates of Aarong?

Description:

A negative word of mouth of customers is destructible for a retail sector. To avoid this unwanted situation good and gentle attitude towards customers are preferred. In this question it is measured whether they faced any misbehavior from Sales Associates or not.

Gender ratio: 50% male and 50% female

Sample population: Customers from 10 outlets at Dhaka zone

Result:

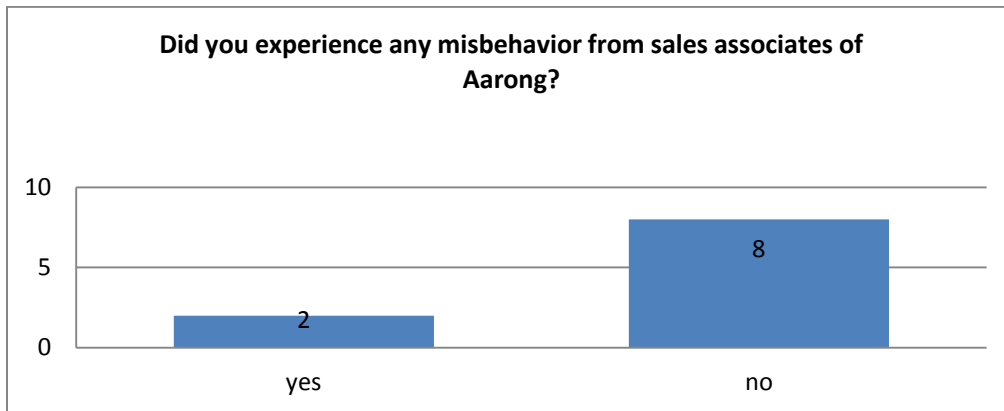


Figure: 14.1 (Behavior)

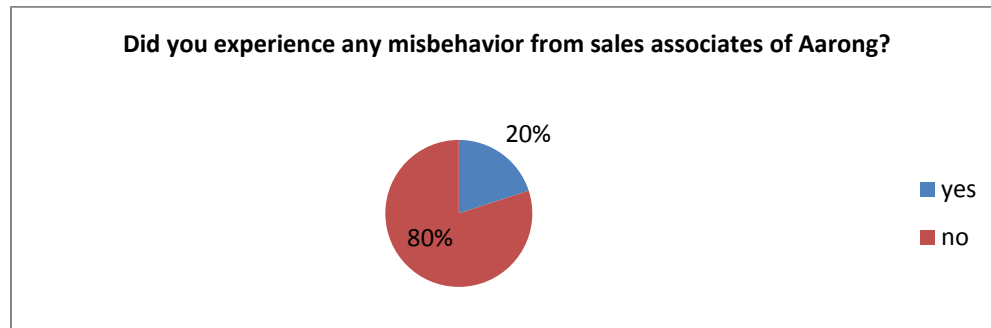


Figure: 14.2 (Behavior)

Analysis:

- Out of 10 respondents 8 of them did not face any misbehavior of sales associates and the customers are happy with Sales associates Behavior
- Out of 10 respondent 2 of them faced misbehavior from Sale associates and the customers are not satisfies with the attitude of Sales Associates
- 80% customers are satisfied with Sales Associate’s behavior
- 20% are not satisfied and they have complain against the sales Associates
- A Proper training can resolve this unwanted situation
- A training guideline and SA attitude are strongly related here and this is found from the research upon them.

Customer Question 4:

Rate the service of Aarong's Sales Associates:

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>
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Description:

Overall the main factor to measure the service quality after a training schedule is to collect the rate out of 10 directly from the customers. At this question a 10 point scale is used in order to measure the service quality. That information is later on averaged for better convenience to understand in a glance.

Gender ratio: 50% male and 50% female

Sample population: Customers from 10 outlets at Dhaka zone

Result:

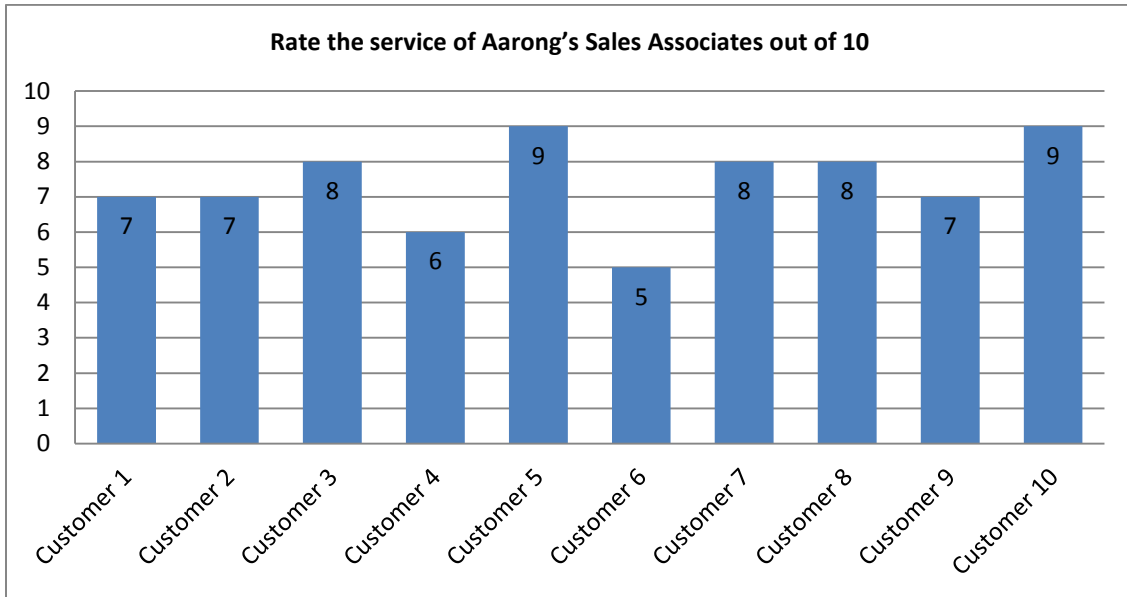


Figure: 15.1 (Rating)

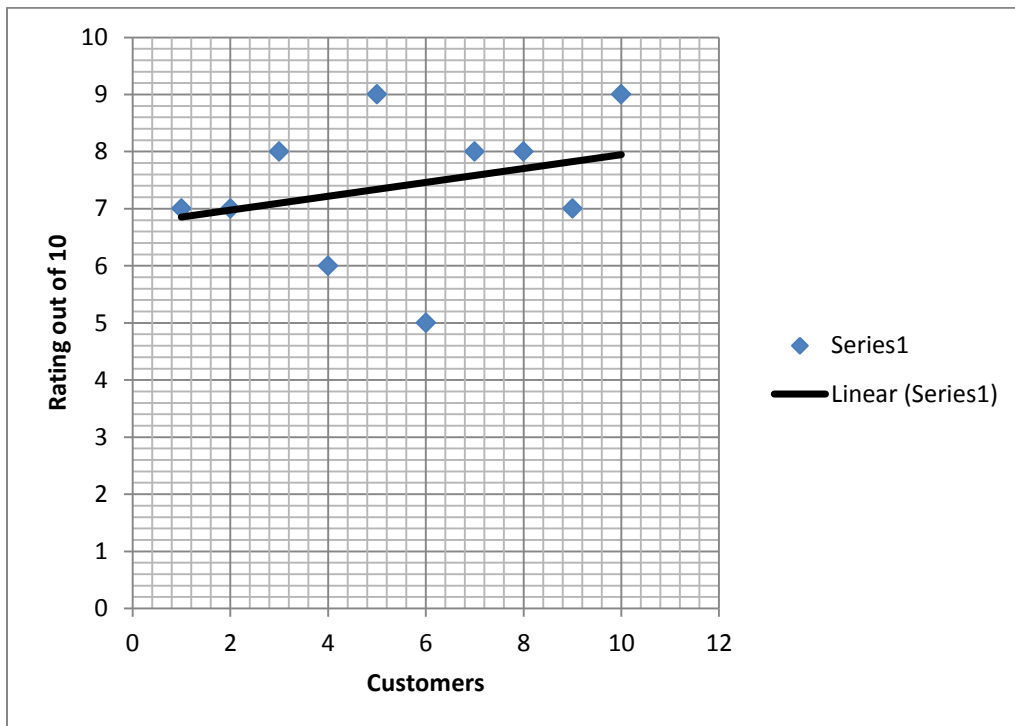


Figure: 15.2 (Rating)

Analysis:

- The average service rating is 7.4
- The highest rating is 9 out of 10
- The lowest rating is 5 out of 10
- Most of the scattered dots are concentrated between 7 to 8 scales at above scatter plot diagram
- Though the service rating is good but still there are always scopes for more improvement
- There are strong correlation between a proper training and best efficient outcome of sales associates.

Customer Question 5:

Do you think the service could be more improved through proper training?

Description:

Most of the customers of Aarong are not aware of the Sales Associate's training. But later on they are informed on that point. Good outcome is always dependent on the effort and input within a process. This question measures about customers thought and expectation about whether the training is necessary or not.

Gender ratio: 50% male and 50% female

Sample population: Customers from 10 outlets at Dhaka zone

Result:

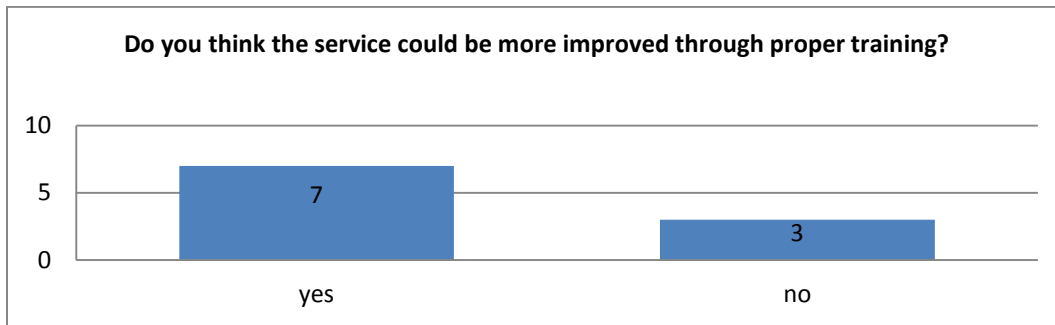


Figure: 16.1 (Service Improvement possibility)

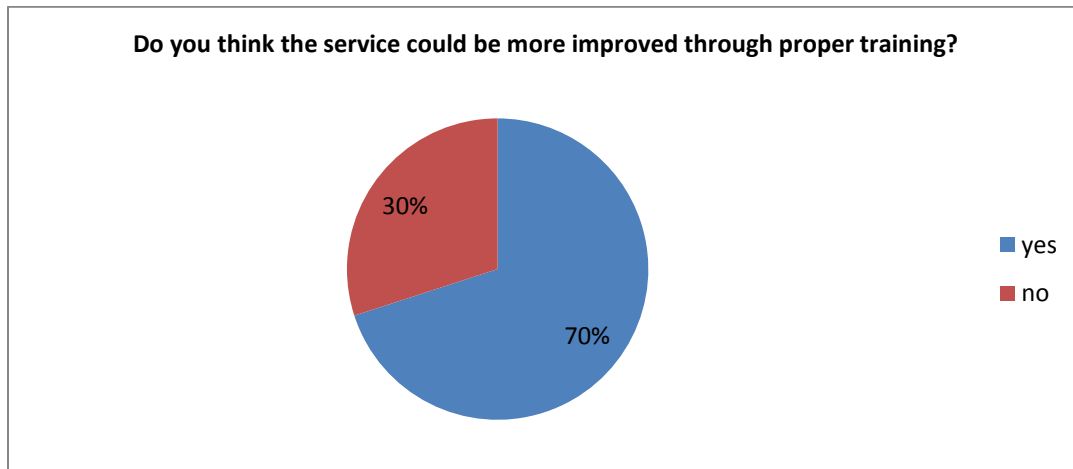


Figure: 16.2 (Service Improvement possibility)

Analysis:

- Out of 10 respondents 7 replied the training is necessary
- Out of 10 respondents 3 think training is not only element to improve service
- 70% think the training is necessary to improve the service quality
- 30% think only training is not necessary
- The results shows that there are strong relation of good service quality with proper training
- The more improved training the more improved service and quality.

Outlet Manager Question 1:

The training was necessary for improved service at retail sector

Description:

The main assets of retail sector are sales and sales team. Customers are delighted or dissatisfied by measuring the service which is provided by the sales associates at Aarong. This question measures about the perception of necessity of the training program of the outlet managers.

Gender ratio: 60% male and 40% female

Sample population: Outlet Managers from 10 outlets at Dhaka zone.

Result:

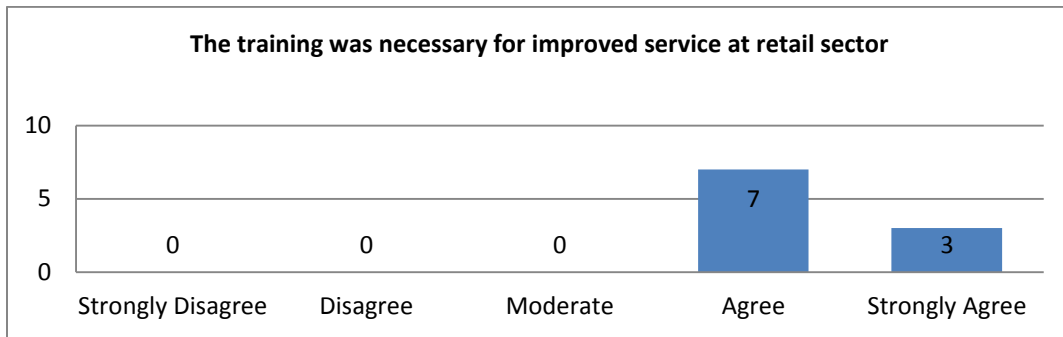


Figure: 17.1 (Necessity of training)

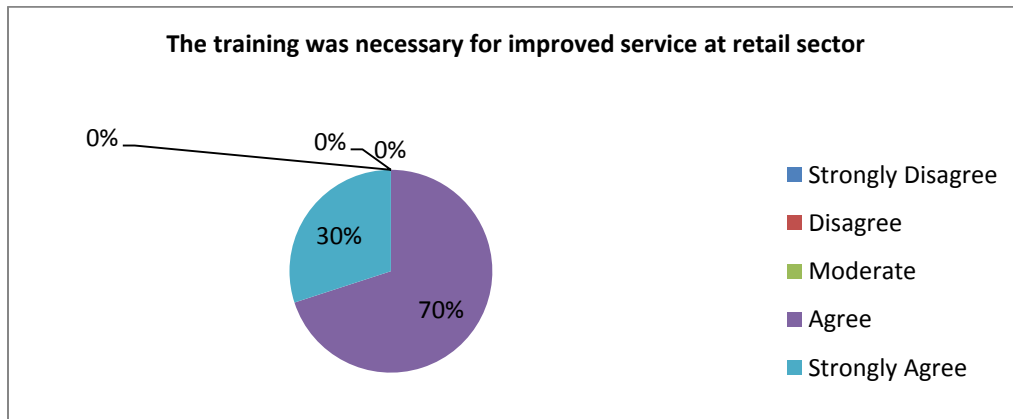


Figure: 17.2 (Necessity of training)

Analysis:

- Out of 10 respondents 7 agreed and 3 strongly agreed with the statements
- No one disagreed, strongly disagreed or provided moderate statements
- 70% agreed and 30% strongly agreed with the statement
- 0% disagreed, moderate or strongly disagreed with the statement
- The training shows that it has an importance for Managers
- In retail sector the training p[roves very effective at Aarong.

Outlet Manager Question 2:

The training enhance the quality of sales associates in terms of providing service

Description:

Retail sector of Aarong always pays attention of its service quality and it was closely related with SA service ability and qualities. This question measures about the quality improvement of all trained sales associates after attending the SA training.

Gender ratio: 60% male and 40% female

Sample population: Outlet Managers from 10 outlets at Dhaka zone.

Result:

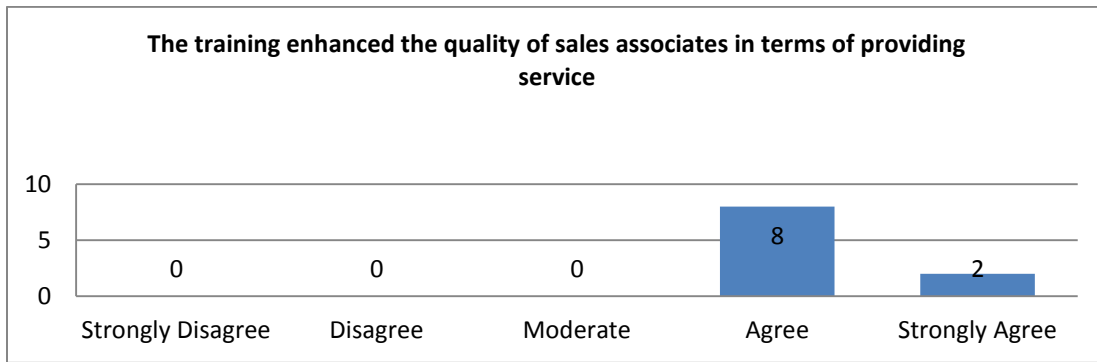


Figure: 18.1 (Quality Improvement)

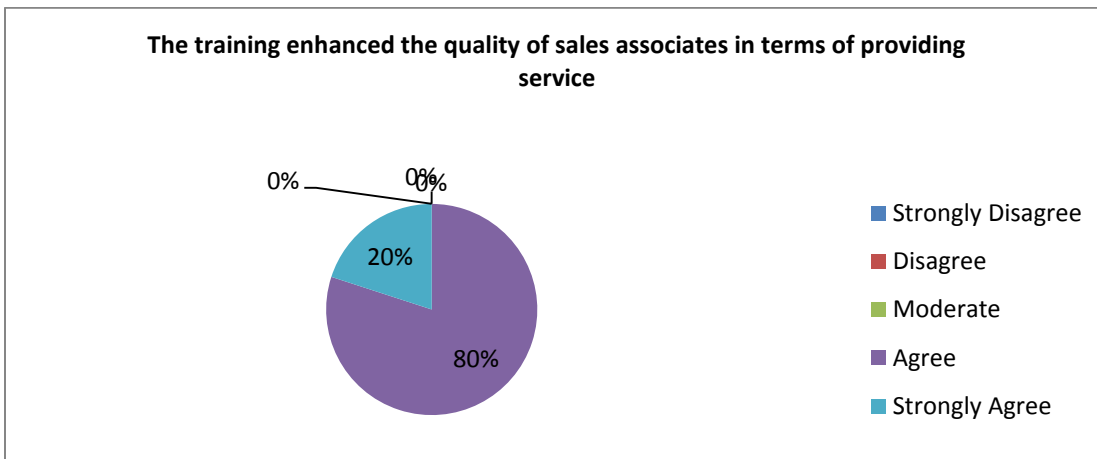


Figure: 18.2 (Quality Improvement)

Analysis:

- Out of 10 respondent 8 agreed and 2 strongly agreed
- No one provided moderate statement, disagreed or Strongly disagreed
- 80% agreed and 20% strongly agreed
- 0% moderate, disagreed or strongly disagreed
- The training plays an important role for enhancing service quality
- The analysis proved that the training has strong correlation with improved service quality of sales associates.

Outlet Manager Question 3:

Less customer complains about sales associates attitude and behavior

Description:

There are always customer complains for any retail chain store regarding quality of sales associates or their attitude and behavior. This question measures whether the customer complaints are less or increased after service training from a manager's perspective.

Gender ratio: 60% male and 40% female

Sample population: Outlet Managers from 10 outlets at Dhaka zone.

Result:

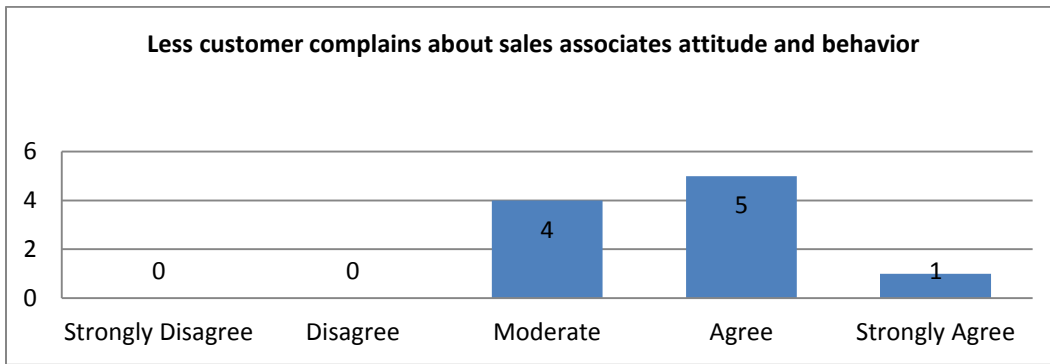


Figure 19.1 (Complaint)

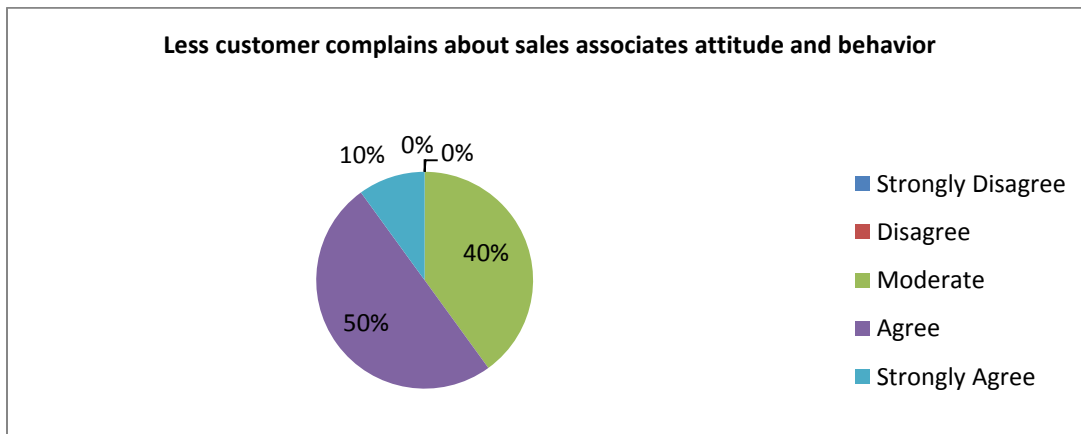


Figure 19.1 (Complaint)

Analysis:

- Out of 10 respondents 4 provided moderate statement, 5 agreed and 1 strongly agreed
- No one disagreed or strongly disagreed
- Out of 10 respondents 40% moderate, 50% agreed and 10% strongly agreed
- 0% disagreed and 0% strongly disagreed with the statement
- The customer complains could be reduced by training guidance through proper guideline and ethical and moral learning. Those topics are covered at Aarong training programs
- The result proves a strong positive impact of less customer complains relies on proper trainings.

Outlet Manager Question 4:

The training should be more improved than before

Description:

The existing training system is quite improved but still there is always a scope for improvement in order to provide better service and excellent sales associates. These questions measures whether the training should be more improved immediately or in upcoming futures.

Gender ratio: 60% male and 40% female

Sample population: Outlet Managers from 10 outlets at Dhaka zone.

Result:

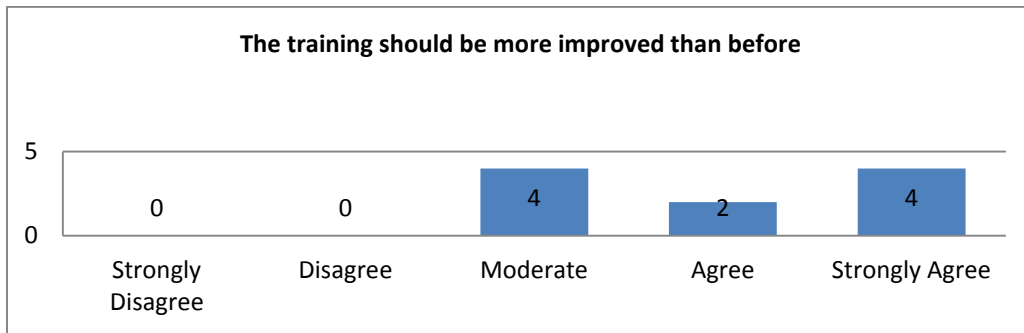


Figure 20.1 (Improvement)

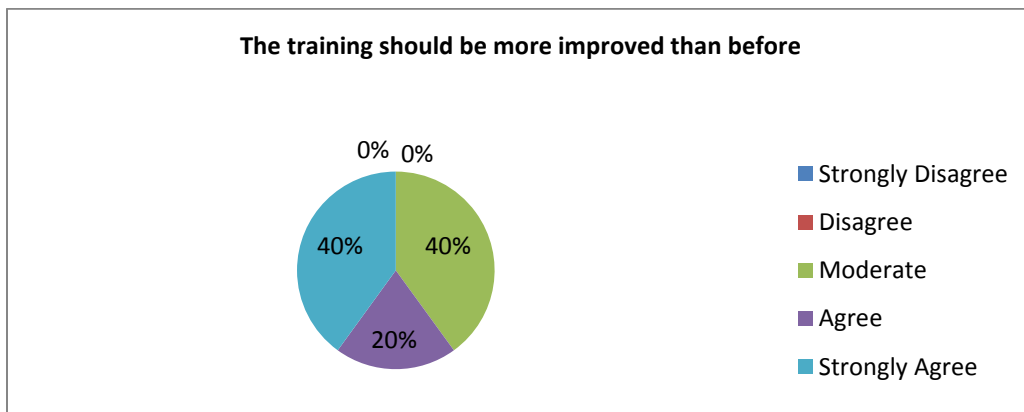


Figure 20.2 (Improvement)

Analysis:

- Out of 10 respondents 4 moderate statements, 2 agreed and 4 strongly agreed
- No one disagreed or strongly disagreed
- Out of 10 respondents 20% agreed, 40% strongly agreed and 40% provided moderate statement
- 0% disagreed or strongly disagreed
- The existing training is improved but more improvement is needed.
- The result shows that in upcoming future more improved training facility might be needed in order to cope up with changing retail sector.

Outlet Manager Question 5:

There is a significant relation between training and improved service quality of sales associate which is clearly visible at retail sector of Aarong.

Description:

This generalized question was directly asked to outlet manager to know about their perception whether the training was needed or not. Under this category there are some facts are included. Those are training efficiency, output, input, time consume rate of a training etc..

Gender ratio: 60% male and 40% female

Sample population: Outlet Managers from 10 outlets at Dhaka zone.

Result:

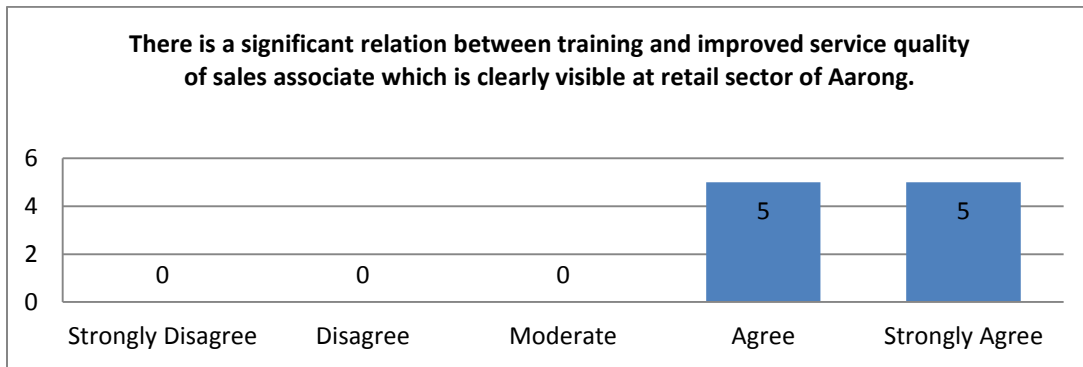


Figure: 21.1 (Correlation)

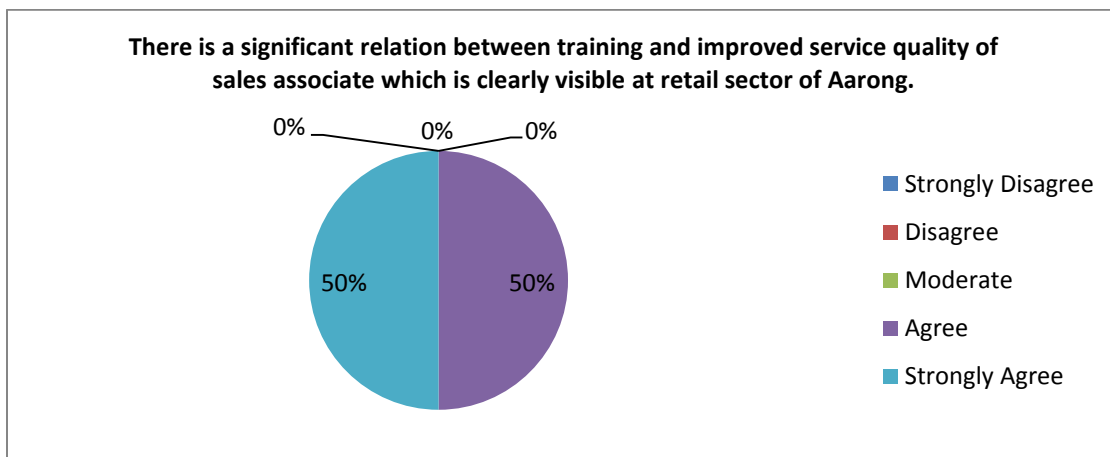


Figure: 21.2 (Correlation)

Analysis:

- Out of 10 respondent 5 agreed and 5 strongly agreed
- No one moderate, disagreed and strongly disagreed
- Out of 10 respondents 50% agreed and 50% strongly agreed with their statement
- 0% moderate, disagreed or strongly disagreed
- Training and improvement of service quality of sales associates are inter related
- The result showed the positive relation of training efficiency and improved service quality altogether according to Outlet Managers.

3.2 Summary of Analysis and key findings:

After going through all of the individual analysis of research data, a detailed summary could be stated on the topic of ***“Whether Aarong’s HR sales associate training is effective for retail sector or not”***. The rest of the stated summary is given below:

- **Sales associates survey findings:**

- ✓ The training proved as effective and efficient for sales associates
- ✓ The training improved the SA team’s ability and professionalism during performing the duty
- ✓ The training reduced the customer complain rate
- ✓ The training improved the sales rate because of efficient SA teams
- ✓ To build and prepare a good sales associate the training was the most important element.
- ✓ There is significant relation with training and good sales associate and good sales associate teams with improvement on retail sight.
- ✓ To understand the total process for a SA the training was highly effective.

- **Outlet manager survey findings:**

- ✓ Training is highly related with better CRM activity with customers
- ✓ Understanding customer is not easy but training makes that more structured to understand and deal with all sorts of customers
- ✓ To understand the mission, vision goals and targets the training proves to be the best way to learn
- ✓ Team working ability of all SA teams became improved for this training
- ✓ Interpersonal skills developed of all SA teams at Aarong.

- **Customer survey findings:**

- ✓ Customers are satisfied with the service quality of sales associates of Aarong.
- ✓ The average rate of service quality of Aarong by Customers is 7.4 out of 10
- ✓ Customer agreed on the fact that the better training, the better Sales team and the better sales team means better service.

3.3 Recommendation from the research findings:

After analyzing the final summary on previously stated topic there are some recommendations which might be helpful for training process of Aarong. The details are stated below:

- ✓ The topics and features could be more specific and shortened.
- ✓ There could be a few numbers of training but it's better to be divided into few segments, not within a whole day.
- ✓ The training and staff joining time disbursement could be minimized in order to get the maximum efficient outcome.
- ✓ There could be separated zonal training teams in order to minimize time consumption and maximize input output efficiency.
- ✓ Behavior of a person or potential sales associates is completely dependent of surrounding socio economic environment but it could be improved for an individual not erased or renovate completely.
- ✓ For better output a half yearly regular training could arrange by HR and Training team.
- ✓ Positive reinforcement could be provided during training in order to grab the attention of sales associates and keep that stable.
- ✓ A little positive reinforcement could motivate the sales associates more and more.
- ✓ Regular feedback about the performance could be analyzed by Training and HR team in order to detect the training output against of input.
- ✓ Moreover measuring the correlation with one variable to another is always a way to find out the proper direction especially for the training and HR team of Aarong.

3.4 Conclusion:

Customers are always right, a common proverb in the service industry. Another saying also used which is “you cannot satisfy all the customers all the time but you can satisfy some of them some of the time”. Both the proverbs are relevant with this final portion of the report.

Markets and customer perception is changing. Service industries are also spreading out. The main asset for any retail and service industry is their customers. It could be their permanent customers or it can be their potential customers. Now a day’s one negative word of mouth or one bad impression could destroy a sector completely and the examples are available over the world.

So the best thing a retail sector can do is to improve their service along with their product lineups. Because, there is no shortcut for holding i the customers attention and gaining their trust and loyalty permanently.

A little attention on the service staffs and a little investment is a great investment which has no other alternatives. Aarong is doing the same thing. There are very strong reputations and strong brand name of Aarong since their starting. Still now the reputation is the same and day by day it is getting improved.

Many ask how they are being so successful regarding this. And yes the answer is proper training and grooming. Aarong has a dedicated training team and HR team with the vision to create the finest sales associates in Bangladesh and undoubtedly they are the most successful one.

But there are also questions about whether the training process is lengthy or not but measuring the efficient outcome it could be seen that the process is compact and within a time frame but the outcome is the maximum efficient in order to provide the finest SA team in retail sector of Aarong

Finally the sales associates are the assets for retail sector and if proper grooming and training could be provided regularly the outcome will be always magnificent.



4.1 Appendix:

1. Survey papers with questionnaires of the research of “whether Aarong’s Sales associates Training is effective or not”

4.2 References:

Aarong. (2016, septmber). *Aarong Offcical Webpage*. Retrieved from www.aarong.com.

Aarong. (2016, september 6). *Aarong official webpage*. Retrieved september 6, 2016, from www.aarong.com: <http://www.aarong.com/about-aarong/>

Aarong. (2016, september 5). *Aarong official webpage*. Retrieved september 5, 2016, from www.aarong.com: <http://www.aarong.com/our-values/>