



**Internship Report on
Human Resource Functions
of
Pizza Inn Bangladesh**

**Internship Report on Human Resource Functions of
Pizza Inn Bangladesh**



Submitted to

Feihan Ahsan

Lecturer,

BRAC Business School

BRAC University

Submitted by

Shafayatul Islam

Id- 12204019

Letter of transmittal

3rd December, 2017

Feihan Ahsan

Lecturer,

BRAC Business School

BRAC University

Subject: Internship Report

Dear Sir,

It is my great pleasure to present to you my internship report on which I have diligently worked on during my internship attachment period with Marketing and Training Department at Pizza Inn Bangladesh – Mohammed Foods and Allied.

I have learned the most interesting things and had an amazing experience while working for this report. I have worked as an Executive under the supervision of Mr. Tariqur Rahman Shuvo, Assistant Manager, Marketing & Training. My learning in marketing and human resource department has not only been fruitful but it also has given me a new insight about a very competitive market as well as about different type of people. I feel most privileged for working as an executive in such a reputed international pizza chain shop. As per your requirement I basically made this report on my daily day to day activities. I am hoping that the report will meet the standards which you want. I am always available for further query and clarification.

Thank you so much.

Yours Sincerely,

Shafayatul Islam

Student ID #12204019

Acknowledgement

While preparing my internship activities report on Pizza Inn Bangladesh firstly I express my cordial gratitude to my academic supervisor Mr. Feihan Ahsan. Without his kind direction and guidance it would not have been possible to make this report.

I also want to thank my line manager Mr. Tariqur Rahman Shuvo, Assistant Manager, Marketing & Training and HR executive Mr. Asif Hossain as both of them helped me a lot with the necessary information I required for this report as well as for all the help they provided me with during my internship period

I also would like to thank the MFA (Mohammed Food and Allied) family. Without their kind support it would have been really hard to work there and make this report. I also would like to thank my University friends for their encouragement and support for making this report.

Executive Summary

Pizza Inn Bangladesh is one of the most popular American Pizza Chain Shops. It was brought to Bangladesh by Mohammed Foods and Allied Pvt. Ltd. From 2009 they have been serving in Bangladesh. They always try to maintain the world class standards of the authentic pizza. My report about Pizza Inn Bangladesh contains the following factors:

- At the beginning of this report I have given an overview of Pizza Inn – The American Chain shop. I have discussed about the historical journey of Pizza Inn around the world. Then I have described how they entered the Bangladeshi market and are running their operation. I have also written about the background history and the mission and vision of Pizza Inn Bangladesh.
- Then I have written about the department that I have been working in. I have divided all the activities of my department into different categories and have compared those categories with Human Resource Activities. I have also discussed about the work of my department and what they basically do to contribute to the company.
- In the next part I have discussed about my major findings from working in this company. What I have discovered in the whole period in which I have worked here. What are the remarkable things about this company and what are the flaws that this company has. I have also given a brief discussion about my perspective from working here.
- In the last part I have given some suggestions that I feel would be useful for the company. I believe these are the sectors where the company needs some improvement. Lastly, I have given some references that I have used. After that I have concluded my report by thanking them with the reference.

Table of Contents

INTRODUCTION	7
ORIGIN OF THE REPORT	8
OBJECTIVES OF THE REPORT:	9
SCOPE	9
METHODOLOGY	9
LIMITATIONS:	11
ORGANIZATIONAL OVERVIEW	12
FOOD INDUSTRY IN BANGLADESH	13
COMPETITIVE SCENARIO OF PIZZA INDUSTRY IN BANGLADESH:	14
HISTORY OF PIZZA INN	14
OVERVIEW OF MOHAMMED FOODS & ALLIEDS	15
MISSION OF PIZZA INN BANGLADESH	15
VISION OF PIZZA INN BANGLADESH	15
HUMAN RESOURCE ACTIVITIES OF PIZZA INN BANGLADESH	16
RECRUITMENT:	18
TRAINING:	20
COMPENSATION FACTORS:	22
PERFORMANCE EVALUATION:	24
PROMOTION & TRANSFER:	26
DISCIPLINARY ISSUES:	27
MAJOR FINDINGS:	28
RECOMMENDATIONS	29
CONCLUSION:	31
BIBLIOGRAPHY	32

Introduction

In the last 25 years fast food industries of Bangladesh has grown dramatically. We all know that there are not many things that people might do in their free time in Dhaka. So people started to pass their time by eating fast food and hanging out at various places. Fast food usually refers to pizza, burger, sandwich, roll, fried chicken and some other similar food. Pizza is one of the most popular fast food among all the people. Pizza is basically a combination of Bread and other toppings with multiple layers of cheese. People love to go out and eat pizza with their friends and family. In late 18th Century Pizza became more popular among the people. In the United States of America the first pizza shop was opened in 1905. People of all ages like to eat pizza. In fact it has recently become a favorite food choice for everyone.

Origin of the Report

The main objective of internship is to gain more practical knowledge in the real world and this report has been prepared to meet the requirements of the internship program of BRAC University.

I have completed three months of Internship in Mohammed Foods and Allied. I have worked in the Marketing and Training Department. In my internship period, I got to know a lot of things about training, marketing as well as human resource management. Besides marketing, training and human resource, I have had a wonderful experience of seeing the overall operation of an international food chain .I have worked under the supervision of Mr. Tariqur Rahman Shuvoand Mr. Asif Hossain. In my university my supervisor was Mr. Feihan Ahsan.

Objectives of the Report:

The main objectives of this report are –

1. To gain practical knowledge and experience
2. To be present in the overall employment practices of Mohammed Foods and Allieds
3. To learn more about business operations in Food Chains in Bangladesh
4. To learn how to work with different people and business environment
5. To relate the academic learning with the real world business application

Scope

It has been an amazing experience working at Pizza Inn Bangladesh. I have learned so many things about the food industry. I directly worked with the marketing and training department. I have seen how the marketing and human resource department plays a vital role in the industry. They always have to think ahead of the time. I personally am a huge pizza lover. So, I have taken a pizza preparing training in the kitchen as well. Because of that I have had a chance to monitor the overall operations closely. I now understand that if anyone wants to do well in this sector, then all the departments need to give their best effort. I have met different kinds of people coming to the store with different expectations. I worked personally in Pizza Inn Bangladesh. I am sure if I had not worked here I would never have learned so many things about this industry.

Methodology

Primary Data: I took interview of Mr. Tariqur Rahman Shuvowho is working as a Marketing and Training Assistant Manager and Mr. Asif Hossain who is working as an HR Executive for my primary data. In my report I have mostly written about the overall employment experience.

Secondary Data: I have searched a lot of websites and have gone through the financial reports. I have seen some other internship reports for my secondary data.

Limitations:

I did not face a lot of problems while I was working there. Everybody was very co-operative with me. The only limitation that I had faced in the company was the confidentiality of Pizza Inn Bangladesh. I cannot write all the things that I have learned in this paper because there was a matter of confidentiality. If I could write everything, then my paper would have been a lot more valuable.

Organizational Overview

Food Industry in Bangladesh

There are not many international food chains in Bangladesh. In case of Pizza chains the number is even lower.

The main international food chains in Bangladesh are:

1. KFC
2. Pizza Hut
3. Pizza Inn
4. Nandos
5. Sbarro
6. Fish & Co
7. Manhattan Fish Market
8. Gloria Jeans Coffee

The Main International Pizza Chains in Bangladesh

1. Pizza Inn
2. Pizza Hut
3. Sbarro

Competitive Scenario of Pizza Industry in Bangladesh:

Competition between pizza shops are very noticeable in the Bangladeshi market mostly in Dhaka City. People can find so many offers and discounts that they get confused about where to eat. Nowadays most of the pizza shops are also offering home delivery services in order to keep running in the competition. Regularly they are launching new types of Pizza to grab the attention of the customers. But chains like Pizza Inn, Pizza Hut, Sbarro always get the advantage. They are the main chains who are actually running the show. Between these three Pizza Hut have the maximum number of outlets in Bangladesh.(Pizza Hut, 2017)

History of Pizza Inn

Pizza Inn is an American Chain which was brought to Bangladesh by Mohammed Foods and Allied in 2009. Mohammed Foods & Allied is a sister concern of SM Group. The American Pizza Chain was founded in 1958 at Dallas by Texas Brothers. In 1994 they become the No. 1 pizza chain in USA. Throughout the 57 years of history they were always focused on innovations and creativity. They launched Taco Pizza in 1979 which was a massive hit among the people. After that in 1986 they came up with Pizzert. Now Pizza Inn is a part of Rave Restaurant Group. Their main headquarters is at Dallas and is operating with 250 outlets and franchises all over the world from there. Pizza Inn is especially very popular in Middle East.(Pizza Inn, 2017)

Overview of Mohammed Foods & Allieds

Mohammed Foods and Alliedsfirst started their operations in 2008. They brought Pizza Inn in Bangladesh in 2009. Now they have 7 outlets of Pizza Inn all over Dhaka city.(Pizza Inn, 2017) Beside that they have launched Spice Chicken, another local fried chicken based brand in 2013. Now Spice chicken has 3 outlets. The Chairman of the company is Mr. Syed AkAnwaruzzaman CIP. The company's CEO SyedaSaeeda Zaman joined in May 2015 and took charge of the company. Mohammed Foods and Allieds always looks for new innovations so that they can be at the top of the news. Their avg. Sale 2.5 cr. per month.(Pizza Inn Bangladesh, 2017)

Mission of Pizza Inn Bangladesh

Pizza Inn Bangladesh is very much realistic and optimistic about their future in Bangladesh. As they have a very good reputation in USA and Middle East. They want to continue their success story in Bangladesh as well. Their mission is very clear to them. "To achieve the leadership in the Pizza Chain Industry in Bangladesh." They are very optimistic about their mission. To make their mission into reality they are working on Productivity, Service, Variations and Pricing. (Pizza Inn Bangladesh, 2017)

Vision of Pizza Inn Bangladesh

We can define the vision of Pizza Inn Bangladesh in two different ways. One is qualitatively another one is quantitatively. Qualitatively they want to serve the best pizza 24 hours a day 365 days a year. They want to give the best service to their customer all the time. Quantitatively they want to increase the number of their outlets in big cities of Bangladesh. They want to establish their outlets in every 7 kilometers. (Pizza Inn Bangladesh, 2017)

Human Resource Activities of Pizza Inn Bangladesh

Pizza Inn Bangladesh works with a very specific set of Human Resource activities. The set involves the regular elements as well as some different elements that are based on the company's rules and regulations. If we categorize Pizza Inn Bangladesh's Human Resource activities, then the categories would be similar to the following structure:

- Recruitment
- Training
- Compensation
- Performance Evaluation
- Promotion and Transfer
- Disciplinary Issues



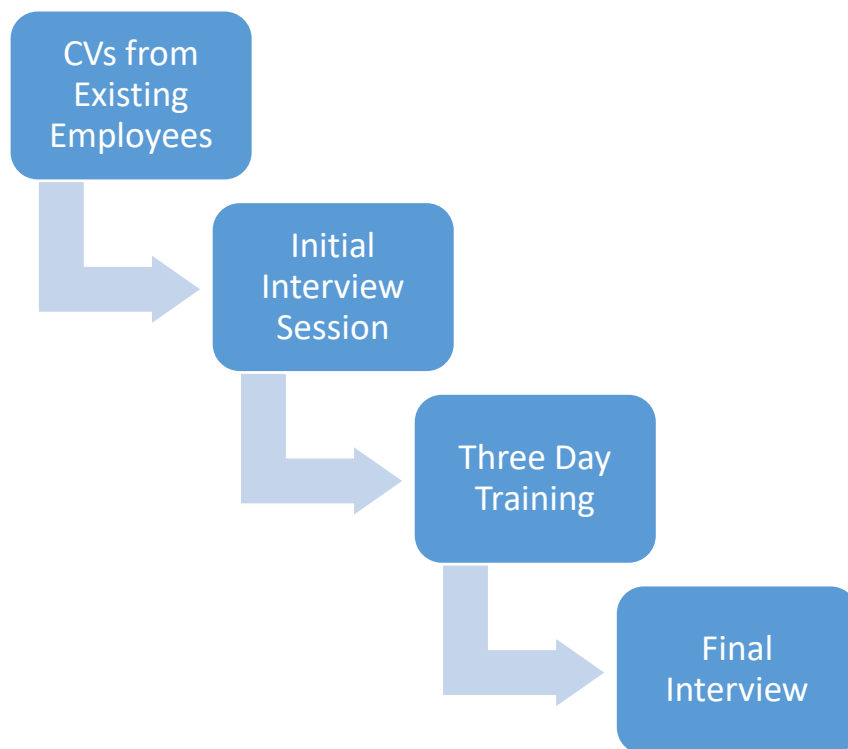
These activities are explained below:

Recruitment:

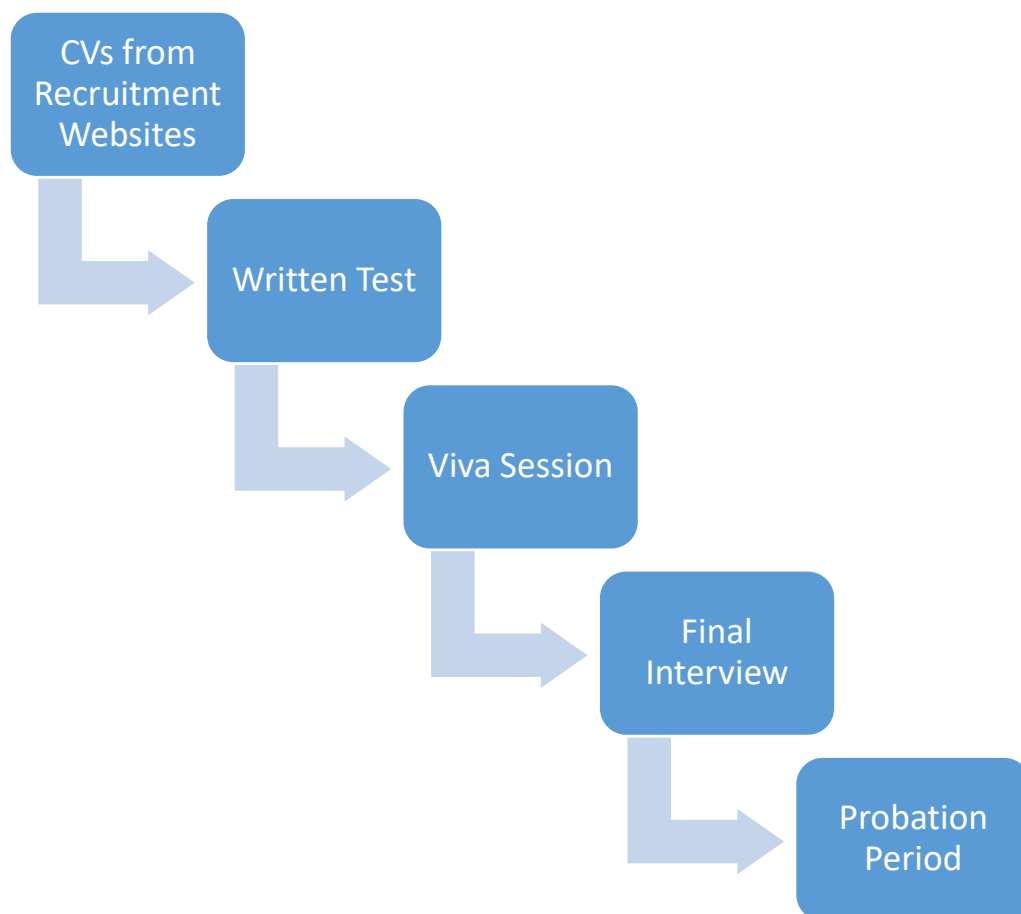
In the terms of business, recruitment is the process of finding and hiring the best qualified candidates (either from within or outside of an organization) for a job opening, in a timely and cost-effective manner.(Business Dictionary, 2017)

Pizza Inn Bangladesh follows two different processes for recruiting employees for the outlets and the head office. The different processes are explained below:

Outlets: For the outlets the recruitment process is mostly internal. At first, CVs (Curriculum Vitae) are collected from the existing employees. Then the candidates are called in for an interview session with a representative of the HR team. After that the shortlisted candidates are sent for a three day on the job training program in the different outlets where they are taught how to work in their specific assigned sectors. Finally, the candidates are again called for a final interview at the head office with the HR team where they are either selected or rejected.



Head Office: The recruitment process for the head office is completely different from the outlets recruitment process. In this case, the CVs (Curriculum Vitae) are collected from different recruitment websites after which all the candidates are called in to seat for a written test. The selected candidates from the written test are asked to seat for a viva session. Then the shortlisted candidates are asked to attend a final interview with the top management board for the final agreement where all the details such as the salary and the other benefits are decided. After that the selected candidate joins the company and has to go through a six month probation period before they are considered as permanent employees of the company.



Training:

Pizza Inn Bangladesh only offers training facilities for the outlet employees. The employees working at the head office do not receive any training from the company. The training facilities offered to the outlet employees are basically of two types.

- The first type is the initial three day training that each employee receives when he or she gets employed by the company as mentioned in the previous segment.
- The second type of training is the monthly training sessions conducted by the Marketing and Training department on the specific sectors.

The two types of training are explained below:

Initial three day training: This training session is conducted by the supervisors or the outlet managers. This is considered to be the most important training session for the employees, because in this training session the employees are taught exactly how to do their job with more efficiency as well as made aware of the rules and regulations of the company. This training session is different for different departments of the outlet. For example, the service employees are taught how to behave around the customers as well as how to work with difficult situations where as the kitchen employees are taught the proper recipe for making the different kinds of food in the menu and how to make it and how to prepare for it with utmost efficiency.

Monthly training sessions: The monthly training sessions are conducted by the Marketing and Training department from the head office. This training is basically to improve the specific factors that would make the outlet employees more efficient at their work. These training sessions are conducted in different forms. For example, there are training materials, briefing sessions, role playing sessions etc. For the service employees the training is mostly done for factors like customer satisfaction, behavior, dressing up, manners, hygiene etc. On the other hand for the kitchen employees the training is about food preparation, recipe following, innovation, cleanliness, hygiene etc. These training sessions are the ones that keeps the customers satisfied.

Service Procedure
F & B Retail Service Procedure

Five Steps for Order Taking

1. Greeting the Customer:

- Greet the customer with Good Morning/Afternoon/Evening Sir/Madam
- Welcome to our Pizza Inn

2. Assisting Customer:

- Our promotion (New Product)
- Would you like to take Pizza, Sandwich, Starter?
- Would you like to take hot or cold drinks?

3. Taking the Order:

- Taking order from customer and try suggestive selling.

4. Repeat the Order:

- You have ordered altogether

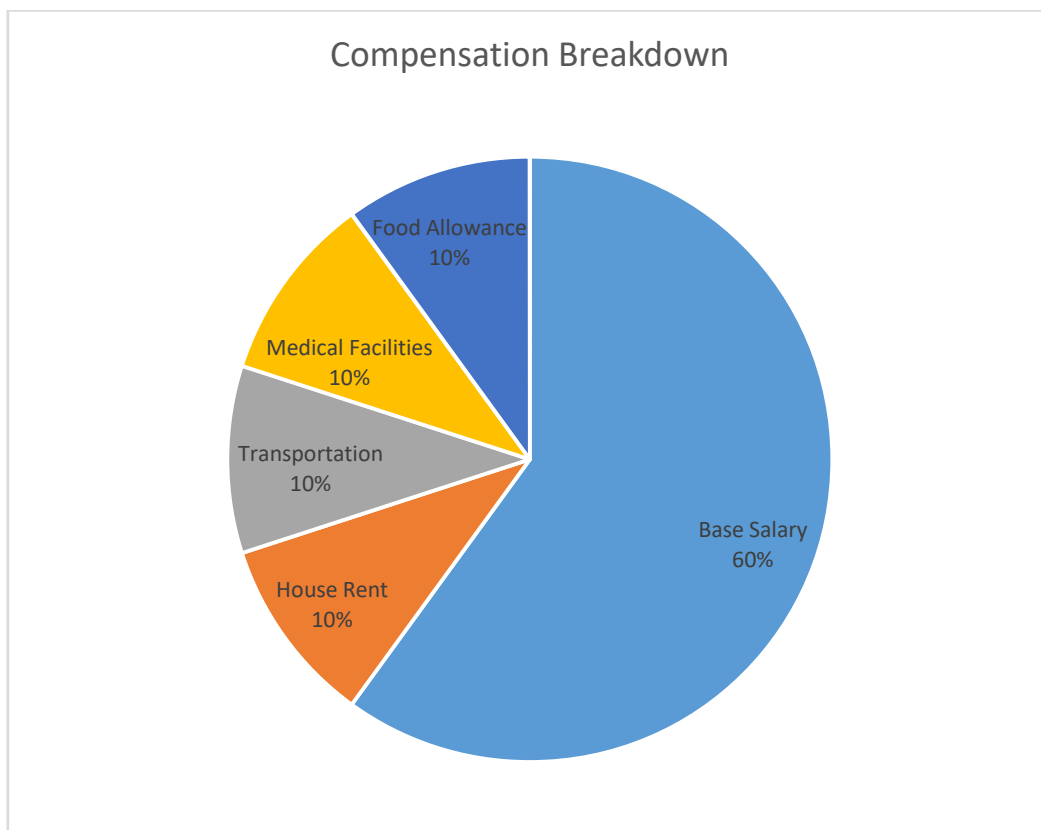
5. Collect Cash, Give Change and Bills:

- Receive the cash
- Change the cash with bill
- Greet the customer again saying "Thank you very much. Please come again"

This is a sample of a part of the training materials used in the monthly training sessions. It was made for the service team members. This material basically explains how to take orders politely from the customers. The steps are properly explained here. There are other materials about how to deliver the ordered food and how to check if the customers need anything etc.

Compensation Factors:

Compensation breakdown: The ratio for the compensation packages for both the outlet employees as well as the head office employees are the same. The breakdown is 60% basic salary and 10% each on house rent, transportation, medical facilities and food allowance. Apart from that all the employees get two bonuses per year as well as monthly sales target completion incentives when they fulfill the given targets. The outlet's targets are given by the marketing department with the approval of the top management. When an outlet fulfills the given sales target, all the employees are given a certain percentage of the amount. As for the head office employees, when five out of the seven outlets fulfill their targets, all the employees of the head office receive a certain amount of incentive that is fixed by the top management.





Determination of Compensation Packages: The compensation package determination process is also different for the outlet employees and the head office employees. In case of the outlet employees the compensation package is fixed for fresh employees or in other words, employees with no prior experience in the same industry, where as new employees with previous experience get a compensation package on the basis of their experience. For example, a new employee with prior experience in the same industry will directly get the same package as an existing employee who has the same amount of experience. In case of the head office employees, their compensation package is determined by the top management along with the HR officials before the final agreement with the potential employees.

Increment: Once a year all the permanent employees of both the head office and the outlet employees get an increment on their salary. The increment is based on the performance evaluation done just before the increment. The amount of the increment is determined by the HR team with the suggestions of the managers and the approval of the top management.

Performance Evaluation:

Pizza Inn Bangladesh conducts performance evaluation of all the employees working both at the outlets and the head office once a year just before the increment. For the outlet employees the evaluation is done first by the outlet managers and later by the HR team based on the suggestions of the managers. Specific materials are used in this process. A sample of the performance evaluation form is given below:


Mohammed Food and Allied Pvt. Ltd.


Performance Evaluation Form

Name :			Designation :		
Reporting Supervisor :			Department :		
Service Type: Service Staff <input type="checkbox"/>		Kitchen Staff <input type="checkbox"/>		Duty Location :	
Last Promotion / Increment (Tk.) with date (DD / MM / YY)		Tk. _____	%	Date of Joining :	
		w.a.f. / /		Present Salary: Tk.	

The above mentioned employee is due to be confirmed in service on the date indicated above. You are, therefore, requested to carefully evaluate his/her job performance on the basis of the following criteria and return this form to the Human Resources Department positively within one week from the date of its receipt.

Evaluation Score							
Sl. #	Performance Rating Areas	Outstanding (5)	Very Good (4)	Good (3)	Average (2)	Below Average (1)	Total Score
1	Job Knowledge						
2	Quality of Work						
3	Integrity						
4	Initiative / Drive						
5	Communication Skills						
6	Ability to Learn						
7	Acceptance of Responsibility						
8	Attitude & Behavior						
9	Relations with Others						
10	Attendance / Punctuality						
Grand Total Score							

Significant Achievement (s) of the Employee (if any):

Recommendation and Comments of Reporting Supervisor :

 Signature

Recommendation / Comments of Department Head :

 Signature

Recommendation / Comments of		Approval
DGM (HR & Admin)	Director (Sales & Mkt.)	CEO Madam

Department of Human Resource Management & Development

The process is that the manager has to mark each employee on different factors such as attendance, team play, time management, integration, honesty, obedience and politeness. And then the materials are sent to the head office HR team who sit with the top management in order to determine the increment amount. For the head office employees, the top management sit with the HR team as well as the supervisors from each department in order to evaluate the employees and based on the evaluation the increment of each employee is determined. Usually the increment is done at the middle of every year. So, the performance evaluation is conducted just before the increment which is around April and May

Promotion & Transfer:

Promotions in Pizza Inn Bangladesh is usually based on the performance evaluation and the recommendations from the managers and supervisors taken once every year. For the promotions given to the outlet employees, the HR team sits with the head office employees in order to determine which employees should actually get promoted. The employees working in the head office do not get promoted often. Usually an employee gets promoted when his or her immediate senior post gets vacant. Transfer in Pizza Inn Bangladesh is usually a part of disciplinary activity or penalty given to the outlet employees for poor performance. When an employee performs poorly, he or she might get transferred to a different outlet for a specific time period.

Disciplinary Issues:

Pizza Inn Bangladesh has a set of disciplinary rules for wrongdoers and poor performers. The disciplinary issues apply to employees when they commit one of the following:

- Theft
- Continuous Absence
- Negligence of Duty
- Lack of Obedience

How the disciplinary rules apply to each of these activities are explained below:

Theft: Pizza Inn Bangladesh follows a strict zero tolerance policy for theft. If an employee gets blamed of theft, then the disciplinary team launches an investigation for that issue. After the investigation is done and if the blame gets proven, then the blamed employee immediately gets terminated.

Continuous Absence: The penalty system for continuous is a long term process. It is done on a monthly basis. After every month the attendance of each employee is counted and sent to the HR team. If any employee is seen to be continuously absent then the HR team sends him or her a warning letter for it. After that the HR team keeps a record and if after the next month that employee still keeps being absent then they get a show cause letter. If the employee fails to show any valid reason for his or her absence, then they get transferred to a different outlet as penalty. After that if the employee still keeps being absent then that employee gets terminated.

Negligence of Duty: Negligence of duty is treated similarly to absence. First the employee gets a warning letter, followed by a show cause letter. Only in the case of outlet employees the training team organize a training session for the employees. And if the employee still does not improve then that employee gets terminated.

Lack of Obedience: Lack of obedience is treated a little bit strictly than the previous two activities. In this case if an employee is blamed for lack of obedience then they are

immediately on probation and are sent a show cause letter. If they do not improve, then they get terminated.

Major Findings:

In the last 12 months, I have been actively working in Pizza Inn Bangladesh. While I was working there I have come across a lot of interesting facts about Pizza Inn Bangladesh. Some facts, that are remarkable and some facts that the company should change in order to do better. My major findings from this company are explained below:

- Firstly, Pizza Inn Bangladesh is always focused on cost cutting. They don't like to spend much. And because of that they keep themselves from going towards improvement. Moreover they don't like to experiment that much and they are not very keen on taking risks. They like to remain in the safe zone which as a result is keeping them from good and big innovations.
- Secondly, the top management team of Pizza Inn Bangladesh do not think ahead of the time. They always invest in short term plans which are safe and will give returns in short time and amount. Most of the times they do not like to go for long term plans which may not be very attractive in terms of returns initially, but eventually may actually take the company to a whole new level of the industry.
- Another issue that Pizza Inn Bangladesh is dealing with is understaffing. Although this problem is actually related to the first issue. The management team of Pizza Inn Bangladesh has not appointed as much employees as they actually need in some of the departments. As a result, the existing employees are dealing with too much work pressure and sometimes are not being able to complete their given tasks in time. And that is leading into those employees getting demotivated.
- Moreover, the management team of Pizza Inn Bangladesh is not very keen on hiring interns as well. There are so many scopes and places for interns but they have not focused on this area yet. Even though hiring interns could solve their understaffing problem as the interns could help with the excessive workload of the understaffed departments.
- Also, Pizza Inn Bangladesh does not provide very useful training facilities. There are no training facilities for the employees working in the head office. And the outlet employees do not get enough training that may help them with their job in the first

place. In 90% of the times, they do on the job training. Usually the team members don't receive enough training before starting the actual job.

- Finally, Pizza Inn Bangladesh has a hierarchy problem. The hierarchy is not properly maintained. And usually it gets really confusing to work there as different superiors command the same subordinates especially when the subordinates receive different commands regarding the same issues from different superiors.

Recommendations

Based on my experience I would like to make some suggestions or recommendations that might help Pizza Inn Bangladesh management team in order to get to a better level. My recommendations are explained below:

- Firstly, they should really think about hiring more interns in the company. I was the only intern working in the marketing and training department. So, I had to take a lot of pressure as a result of which, sometimes I was not able to follow up on tasks given to me. Moreover, hiring new short term interns can help them solve their understaffing problem as well, as the interns would be able to share some of the work load.
- Secondly, as an intern I did not get any orientation session that would let me get used to the work environment. Even the employees do not get any orientation session to help them do their job properly. I believe that, there should be a well-designed orientation session for the new employees and interns. A proper orientation session can let the employees and interns know a lot of information and people which would help them to do their job with more efficiency.
- Thirdly, they should work on improving and designing new training programs. Their team members or outlet employees need more specified training sessions before they start their job in order to actually learn how to work in their jobs. And the employees working in the head office need training sessions in order to improve their skills so that they can add more value to the company.
- Moreover, their hierarchy is not well informed. It is tough when there are so many opinions and suggestions as well as decisions coming from different positions. This

gets confusing for the employees. If they get different commands from different superiors, then they might actually be in a confusing situation which is why a proper hierarchy for Pizza Inn Bangladesh should be established.

- My final recommendation would be that they should work on motivating the employees. While I was working there, I have come across some really demotivated employees, especially at the head office. If they were motivated to work then they could have done something great for the company. And the only thing keeping them from doing something of great value is lack of motivation. That is why I think that they should work on motivating the employees which may prove to work really well for the company.

Conclusion:

It has been an amazing experience working with Pizza Inn Bangladesh. Working with an international food chain has taught me a lot. Pizza Inn Bangladesh is one of the most reputed pizza chain shops in Bangladesh and I feel honored to have worked there. They have a really nice and friendly environment and I felt like they work as a family. They value both their employees and customers and during the time while I worked there, everyone has given me their full support. The Marketing and Training department has to do a really tough and challenging job as they have to maintain their position in the market and new businesses are always emerging. The department has to work on a lot of things at the same time and I believe they do not have enough people for all the work. Still they are doing an impressive job. They taught me a lot of things while I was working there. I learned how to work under pressure, I learned how to work smoothly with a team and I learned how to work with people with different perspectives and from different backgrounds. I got to work directly with the department managers and sometimes, even with the CEO of the company. They appreciated me for my contributions. It really was a wonderful experience and I feel lucky to have gotten an opportunity to work there.

Even though Pizza Inn Bangladesh has some problems regarding their man power and structure, they still are able to maintain their position in the market. They are doing a very good business, and have kept an amazing brand image in the market. I believe that, with some minor alterations, they can eventually become the market leader and expand their business even more.

Bibliography

(2017). Retrieved from Business Dictionary:

<http://www.businessdictionary.com/definition/recruitment.html>

Pizza Hut. (2017). Retrieved from Pizza Hut SWebsite: <https://pizzahutbd.com/our-restaurants/>

Pizza Inn. (2017). Retrieved from Pizza Inn Website: <http://www.pizzainn.com/about/our-history/>

Pizza Inn Bangladesh. (2017). *Annual Report 2016-2017*. Dhaka: Mohammed Food and Allieds Pvt. Ltd. Retrieved from Pizza Inn Bangladesh Website:

http://server.pizzainn.com.bd/index.php?route=information/information&information_id=10