



Internship Report

Effects of training and development on employee performance of Square Toiletries Limited

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Letter of Transmittal

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Subject: Submission of internship report on "Effects of training and development on employee performance of Square Toiletries Ltd."

Dear Sir,

With due respect I want to state that I am very grateful to have this opportunity to prepare and present a research paper on "Effects of training and development on employee performance of Square Toiletries Limited" to complete the BUS400 course which is a mandatory part in order to complete the Bachelors' of Business Administration degree. It has been a delightful experience for me to do the internship program in STL which has helped me to learn practical content and prepare a research paper with that practical knowledge.

I have tried to give my utmost effort to prepare this research paper. I would like to thank my internship advisor for the effective guideline, moral support and encouragement to do a quality work. All in all, I am glad to present you this research paper.

Sincerely Yours,

Abida Aman Mumu

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Acknowledgement

First of all, I would like to praise our gracious and beneficent Almighty because of providing me enough strength, patience, courage and ability to work on for this research paper. With the blessings of Almighty and dear ones I have successfully completed my three month long internship program in Square Toiletries Limited. Now to complete the BUS400 course I have prepared a research paper.

In addition, I would like to show my gratitude to my respected advisor Ahmed Abir Chowdhury Lecturer of BRAC Business School, BRAC University for his constant supervision throughout the entire process and guidance to sort out all the problems that I had to face during the preparation of this paper. I am thankful to him for the way he has guided me with his extreme consistency in every aspect to prepare the paper.

Moreover, I would like to show my gratitude to Ms. Monami Haque, AGM-HR, and STL under whose supervision I have done my internship program. I would also like to thank Mr. Muhammad Shahnur Rajib, Senior Executive, HR-STL and Mr. Khandker Nabil Abrar, Junior Executive, HR- STL for their kind support and for providing me the opportunity to learn different aspects of how a human resource department works in practical world. I would also like to thank all the other colleagues who have helped me to learn and supported me throughout the journey.

Abstract

Human beings are considered as a significant resource of the organization because they are the blood stream of the organization. The success or the destruction of the company depends on the employee of the organization because without their help and support the organization would not be able to fulfil their objective to reach their ultimate strategic goal. So human resource management should be considered as one of the core function of the management. The top level management should realize the value of their human asset and should give generous consideration about investing on training and development to improve the employee performance. The study was done to find out the effects of training and development on employee performance and also to find out the importance of training and development for the success of organization. Generally, training is given with an aim to improve particular type of skill and it is for short term purpose. Whereas development is a process with an aim to help employees so that they can have a better growth in their career. Training programs are important for any company because they can help organization to improve their employee performance so that the employees can cope up the fast changing business environment of this world. The study was done by the assistance of primary and secondary data. The study has shown that there is a correlation between training and development and employee performance as the first one have an affirmative impact on second one. The study also revealed that the Square Toiletries Ltd. should try to increase the frequency of training program in their organization.

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1. Profile of the organization:

Square Toiletries Limited is a key concern group of Square Group. It is considered as one of the largest and diversified conglomerate of Bangladesh. The name square not only represent accuracy, perfection and quality but it also symbolizes the friendship of four friends who have founded the company. Samson H Chowdhury founded Square Group with three of his other friends in 1958. Though it started its journey as a small company, now it is a publicly listed diversified group of companies which have more than 36,000 employee. Their current yearly group turnover is 800 million USD as of 2011. They have always tried to represent the uniqueness of our nationality by focusing on our individual affinity, enthusiasm, needs, dreams and hopes. Square represents a name - a state of mind. With fifty years of hard work, passion and commitment they have come to the position where they are today from the very inception in 1958, when Square Pharmaceuticals Ltd, the flagship company of Square Group, was established. Square Group has been named as one of the top-line esteemed conglomerates in Bangladesh now. With only a single product Square Toiletries Limited started their journey as a separate division of Square Pharmaceuticals in 1988. Square Toiletries Ltd. became a Private Ltd. Company in 1994. The list of some other concern company of Square Group are mentioned here (Unknown, 2016).

- 1. Square Pharmaceuticals Limited
- 2. Square Toiletries Limited
- 3. Square Hospitals Limited
- 4. Square Food and Beverage Limited
- 5. Square Textiles Limited
- 6. Square Herbal and Nutraceuticals Limited
- 7. Square Informatix Limited
- 8. Maasranga Communications Limited
- 9. Square Fashions Limited
- 10. Mediacom Limited
- 11. Maasranga Productions Limited
- 12. Sabazpur Team Company Limited
- 13. Aegis Securities Limited

1.1 Vision:

They endeavor to comprehend the exceptional needs of the customer and make an interpretation of that necessities into items which fulfills them as quality items, unique state of administration and moderate value extend particularly (Unknown, 2016).

1.2 Mission:

- ➤ To treasure purchaser understanding as one of our most esteemed resources and along these lines applying each push to comprehend buyers' dynamic prerequisites to empower them in offering greatest fulfillment.
- ➤ To offer consumer items at reasonable cost by entirely keeping up uncompromising position with quality. With ceaseless R&D and development they endeavor to make their items agreeing to global quality benchmarks.
- ➤ To keep up a friendly workplace to assemble and build up the center resource of STL its kin. And in addition to seek after for unique state of employee inspiration and fulfillment.
- ➤ To genuinely maintain the obligation towards the administration and society with most extreme moral gauges and also bend over backward for a social request without acts of neglect, hostile to ecological practices, deceptive and corruptive dealings (Unknown, 2016).

1.3 Product offerings:

STL believes that everyone deserve to stay healthy and safe. That is why they have this amazing product line under different brands to ensure the care that their consumer need. As they love to see us smile because they care for us. STL is known as one of the leading manufacturer company of international quality cosmetics and toiletries with 20 brands and more than 55 products covering a wide range of categories like skin care, hair care, oral care, baby care, fabric care, scourers, male grooming and OTC. STL's core business is driven by care. Square Toiletries Limited have two automated factories, one in Rupshi (Narayanganj) and another in Pabna where all these products are being manufactured. The name of the product that are produced by Square Toiletries are given in the below chart.

Jui	Supermom	Xpel	Revive
Senora	Meril Baby	Chaka	Freshgel
Select Plus	Meril Protective Care	Cool	White Plus
Madina	Meril Splash	Sapnil	Saaf
Chamak	Spring	Magic	Shakti



Square Toiletries Ltd. is one of the few Bangladeshi companies that is successfully exporting its products in foreign countries. Besides serving the people of Bangladesh, STL is exporting its products in total 13 countries now. They are India, Myanmar, Malaysia, Bhutan, UAE, Qatar, Singapore, Kuwait, United Kingdom, Germany, South Africa and Australia.

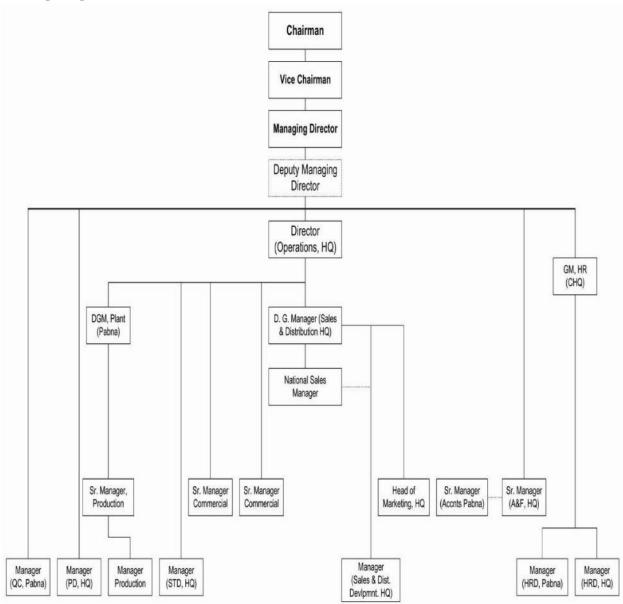
1.4 Department of STL

Square Toiletries Ltd. is consisted of twelve department in total. As an intern I was part of human resource department which plays a vital role in the organization because they connect all the department together.

- ➤ Product development
- Product planning and inventory control
- > Production
- Quality control
- > Commercial
- Engineering
- > Technical service
- ➤ Marketing
- > Exports

- > Sales and Distribution
- > Accounts and finance
- > Human resource

1.5 Organogram of STL



This is the operational organogram of Square Toiletries Limited. The organogram is updated once every year after consultation with the department heads.

1.6 My Job Responsibility in STL:

I got the opportunity to do a three months long internship program at Square Toiletries Limited. As my major was human resource management it was a perfect opportunity to be gain practical knowledge which I have learned theoretically. Moreover it was great experience for me as I was able to learn and work for one of the best and leading FMCG Company of Bangladesh.

In STL I was part of the human resource management and my core responsibility at STL was to assist the recruitment and selection team. The recruitment process is done by Senior Executive-Mr. Muhammad Shanur Rajib, Executive – Mr. Azaz Ahmed, Junior Executive-Mr. Khandkar Nabil Abrar and the team is leaded by the AGM-HR Ms. Monami Haque.

As an intern my job was to get involved in every steps of the recruitment process so that it becomes easier and effective. As my main responsibilities were

- > To collect CV
- > To sort CV
- > To maintain contact with the applicants via phone call
- > To make summary of candidate information
- To help in coordinating written tests and arranging interviews
- > To assist in the training programs
- > Employee file management
- To prepare job confirmation letters and proposals of new employees

Collecting CV: In STL they give job advertisement in the newspaper/online portal. So after the advertisement CV start to flood the CV bank of the company. They receive CV through email and mail (hard copies) because they keep both options open for the applicants. My job was to help in collecting them properly and keeping safely.

Sorting CV: Another responsibility was to sort CV for different positions. The CV are shortlisted following some certain criteria and this criteria depends on the position applied for. The criteria include education, job experience, relevant working field etc. Depending on the position these criteria are flexible as well. It was an excellent learning opportunity for me because I got to know what recruiters look for in a good CV. It will give me advantage in future to write my own CV.

Maintain contact with the candidates: In addition it was my responsibility to call the shortlisted candidates and to let them know about their test/interview schedule. It is quite challenging in a sense because it is not always easy to communicate with a person via phone call to let him/her know about their test schedule. Moreover, sometimes many CV come from the internal CV database of STL or through employee referrals. In this situation it is required to convince and motivate the applicant toward Square Toiletries Limited so that they gain the interest to take part in the written test/interview. As a whole the attendance percentage of the written test/interviews mostly depends on the result of the phone calls made by intern. All in all, it has helped me a lot to develop the communication in a different way.

Summarizing candidate information: Before the interview sessions all the candidates information are summarized in one MS excel file so that the interviewers can know the key information by looking at the summary at a glance. I used to collect information form the CV and organize them in a particular format. The accuracy and minimizing the minor mistakes is crucial here since this information directly goes to the top hierarchical level employees who conduct the interview. It was a great learning opportunity for me as I went through all the shortlisted candidates profile and learnt the skills the best candidates come up with.

Coordinating written tests and arranging interviews: I used to invigilate the written tests and ensure the proper management of the exam halls. Moreover, arranging all the documents for the interviews, looking after the candidates' attendance during the interviews. Coordinating writing test was highly challenging as handling a large number of candidates was something new for me also ensuring the ethical standard during exam was a prime responsibility of mine which I always maintained strongly.

Employee file management: Management of the existing employees' files is done by the intern of the HR department of STL. My job was to make sure that all the required documents are in the personal file of the employee and report to my supervisor if anything was missing which needed extra concentration.

Preparing job confirmation/ hiring proposals: Another responsibility of mine was to prepare the job confirmation letter for the new employees who have successfully complete their provision period is done. This was always done with extra care since it goes directly to the MD for approval. A given format is followed to make the hiring proposal.

2. Introduction to the study:

Training and development is a wide term covering different sorts of employee learning. Generally training is a program that enables representatives to learn particular information or abilities to enhance execution in their present job responsibilities. However development is more far reaching and concentrates on representative development and future execution, as opposed to a prompt occupation part. It also represents the formal ongoing efforts made by the organization to improve employee performance and self- fulfilment (Unknown). Generally trainings are given through variety of educational program or methods. In the age of globalization organizations have to go through immense level of competition (unknown, Training and Development, 2013). To be above of the competition organizations need competitive advantage which can help them in long run. Only having the suitable economic condition, advanced technology or political advantage alone cannot help to remain on top. In order to have the competitive advantage organization need to obtain the right employee and utilize them effectively. Humans are considered as an important asset of the organization (unknown). So it is the responsibility of the authority to groom up the asset for the short term and long-term benefit of the organization through training and development. Nowadays organization consider training as a strategic tool to retain employee because it helps to create a smarter workforce who can perform better and can handle the challenges at any time.

2.1 Statement of the problem:

We know that training is a systematic way to upgrade employee knowledge, skill and competency which can result in improved performance. Improved performance of employee leads to increase productivity which helps to achieve organizational goal more effectively and efficiently (Chand, 2016). However many organizations whether it is public or private do not recognize the importance and effectiveness of training and development. Due to the reason whenever there is a financial problem or decline in profit they tend to cut budget from training and development of employee. They may not realize that this can increase employee turnover rate which results in increase of cost due to hiring new employee. It is always said in management that it is better to retain your employee rather than attaining new employee. So to emphasize the effectiveness of right training and development on employee performance this study has been done.

2.2 Scope of research

The study was conducted in of the largest leading consumer goods (FMCG) company named Square Toiletries Ltd. The respondents in the research were the employees of different department of STL who have undergone through training programs. I have approached the employees with a survey questionnaire which has helped me to gather primary information for fulfilling the objective of my research.

2.3 Limitation of the study

- The study was conducted in the short span of time so it was little difficult to better understand the employees and their work environment.
- As the study was done during work time some respondent could not provide much time.
- Moreover it is an assumption that the feedback received from the survey which is done by the employee is their honest perception.

2.4 Research Objective:

The research is conducted in order to find out the answer to some quarries which are mention below:

- > To identify importance of training and development.
- > To understand the effects of training and development on employee performance.
- > To understand the employee perception how training and development has helped them to improve performance.
- > To identify the most preferable methods of training among employees.
- To identify how organization gets benefited from providing training and development.

3. Literature review:

Training is an essential idea in human resource development. It is focused on building up a specific expertise to a coveted standard by guideline and practice. Training is a profoundly helpful device that can bring a representative into a position where they can carry out their activity accurately, successfully, and reliably. Training is the demonstration of expanding the information and expertise of a representative for making a specific showing with regards to (Smriti Chand). According to Dale S. Beach training is a well-structured process which helps people to acquire knowledge or skill to complete a particular type of job responsibilities and employee will use that knowledge, skill, ability and attitudes to accomplish their current responsibilities. The need of training and development arise from deficiency in employee performance. For Instance training need = Standard performance- actual performance (unknown, 2012).

Any organization or business whose desired objectives are to survive and thrive in this present day against various and relapsed economy has thought that it was basic to put resources into ongoing training and advancement programs to enhance proficiency and in addition to secure the best return in contribution of human capital (Knoke & Kalleberg, 1994). Because of quick pace worldwide and mechanical advancement the organizations are presently confronting new changes and difficulties. Mechanical progressions have shaped the need of capacities and skills required to play out a specific undertakings. In this way, to adapt to these difficulties, more enhanced and viable training programs are required by all corporates (Unkonwn). Powerful training programs helps in building a more favorable learning condition for the workforce and prepare them to adapt to the up and coming difficulties all the more effectively and in time. (Wei- Tai, 2006). Among various function of human resource administration, one of the significant function is to employee advancement through legitimate training and improvement programs. Employee advancement alludes to the limit what's more, ability expanding on a employee and consequently starting at entire association, to meet the standard execution level (Elena P. 2000).

In spite of the legitimate proof of the significance of the training and development programs for the better employee performance, there are still some organization who are not providing attention to this aspect. This study is done to draw the attention of those organization so that they understand the relationship among training and development program and employee performance.

4. Research Methodology

I have used both primary and secondary data in the study. To collect primary data I have used printed survey questionnaire as a research instrument and also asked some face to face questions to the respondent. I have used different type of question such as

- Simple Attitude scale
- Likert scale
- Numerical scale

I have collected the secondary data from different website, article, journal and research paper.

4.1 Respondent and sampling procedure

The research was conducted by a random selection of employees who have attended one or more than one training arranged by the Square Toiletries Ltd. All the respondents gave required information. I had taken 20 random sample size of respondent to evaluate the effect of training on their performance.

4.2 Statistical treatment of data

SPSS is Software which is widely used as a Statistical Analytic Tool in the Field of Social Science, Such as Market research, Surveys, Competitor Analysis, and others (Shethna, 2016). I have used the SPSS statistical tool for analysis the respondent data I got from the survey.

Results and discussions:

Statistics

What is your age?

		-	
Male	N	Valid	12
		Missg	0
Female	N	Valid	8
		Missing	0

What is your age?

Wilat is y	u.g					
What is y	our gend	er?				Cumulative
			Frequency	Percent	Valid Percent	Percent
Male	Valid	20-25	5	41.7	41.7	41.7
		26-30	4	33.3	33.3	75.0
		31-35	3	25.0	25.0	100.0
		Total	12	100.0	100.0	
Female	Valid	20-25	3	37.5	37.5	37.5
		26-30	1	12.5	12.5	50.0
		31-35	4	50.0	50.0	100.0
		Total	8	100.0	100.0	

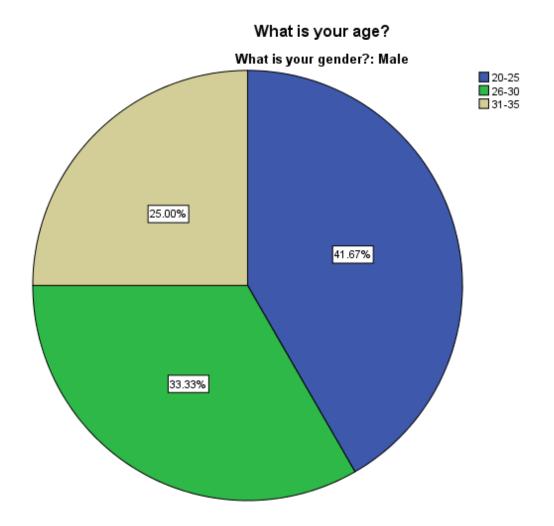


Figure: 1

In the first figure we can see that there were 60% male respondent who have participated in training programs and among them 41.7% belong to 20-25 age group, 33.3% belong to 26-30 age group, 25% of them belong to 31-35 age group.

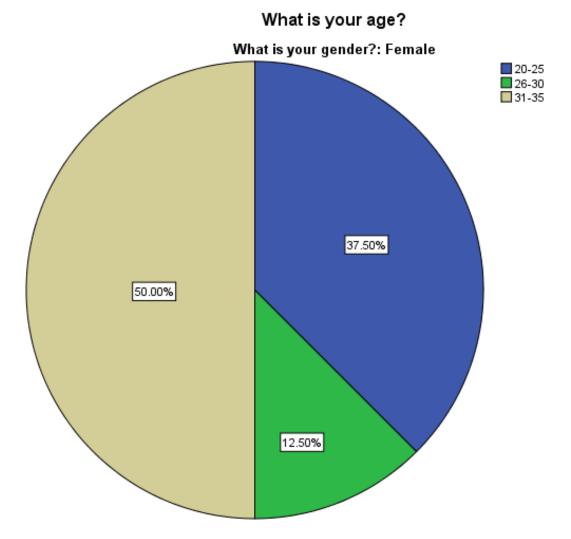


Figure: 2

In the second chart we can see that they were 40% female respondent who have been through training and among them 37.5% belong to 20-25 age group, 12.5% belong to 26-30 age group and rest 50% belong to 31-35% age group.

Figure 3

Statistics

What is your job position?

	, ,		
HR	N	Valid	6
		Missing	0
MIS	N	Valid	1
		Missing	0
MKT	N	Valid	5
		Missing	0
Sales	N	Valid	5
		Missing	0
PD	N	Valid	3
		Missing	0

What is your job position?

In which	n departm	nent you work?				Cumulative
			Frequency	Percent	Valid Percent	Percent
HR	Valid	Junior Executive	2	33.3	33.3	33.3
		Executive	2	33.3	33.3	66.7
		Senior Executive	2	33.3	33.3	100.0
		Total	6	100.0	100.0	
MIS	Valid	Senior Executive	1	100.0	100.0	100.0
MKT	Valid	Junior Executive	1	20.0	20.0	20.0
		Executive	1	20.0	20.0	40.0
		Senior Executive	3	60.0	60.0	100.0
		Total	5	100.0	100.0	
Sales	Valid	Junior Executive	2	40.0	40.0	40.0
		Executive	1	20.0	20.0	60.0
		Senior Executive	2	40.0	40.0	100.0
		Total	5	100.0	100.0	
PD	Valid	Executive	3	100.0	100.0	100.0

In the third statistics we can find the percentage of employee from different department who have attended any sort of training arranged by the organization. From the figure 3 we can see that

30% employee from HR department, 5% from MIS department, 25% from Marketing department, 25% from sales department and 15% from Product development went through training programs.

Figure 4

How you were selected for the training?

	•			9	
					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Supervisors recommendation	14	70.0	70.0	70.0
	Don't know the reason	6	30.0	30.0	100.0
	Total	20	100.0	100.0	

Here we have learnt that 70% of the employee has attended to training program through supervisor recommendation and 30% of the employee actually do not know the reason behind getting selected for training programs.

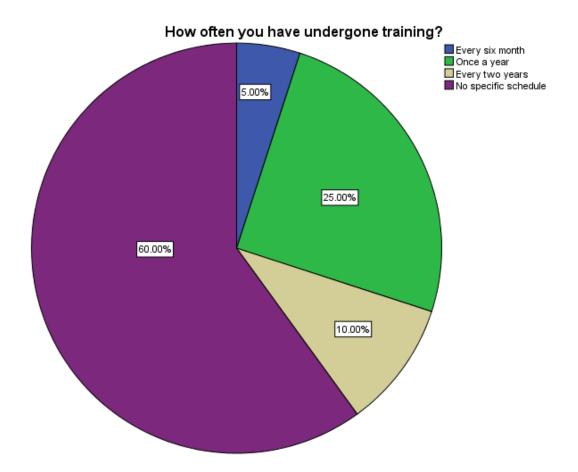


Figure 5
From the above chart we can see that only 5% of the employee have undergone through in every six month. 25% have attended training in once a year and 10 % in every two years afterwards. However, majority of people which 60% did not have attended training program on any specific schedule

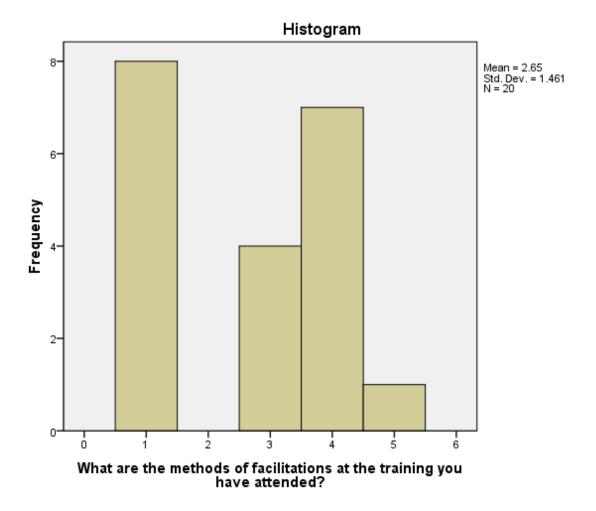


Figure 6

In this test we have found out that the most used method of trainings were lecture based training. However the least used method of training in that organization is seminar based training. Do the methods used during training have any impact on your skill?

			-		
					Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Yes	14	70.0	70.0	70.0
	No	6	30.0	30.0	100.0
	Total	20	100.0	100.0	

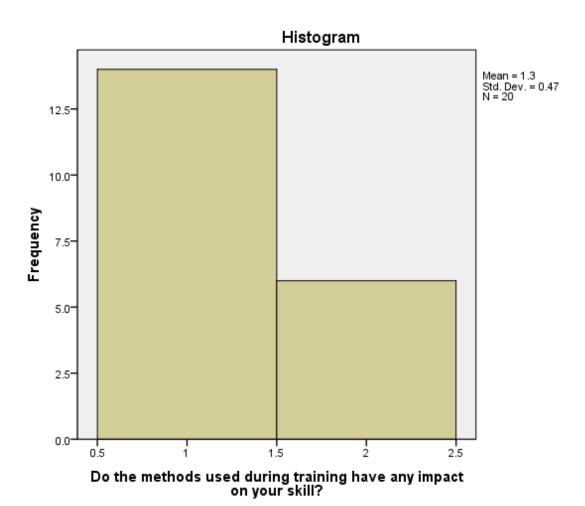


Figure 7

From the above asked question we have found out that the 70% of the employee believe that the method that have been used during the training programs have impacted their skill. However the other 30% of the employee believe that the methods were not that much impressive enough.

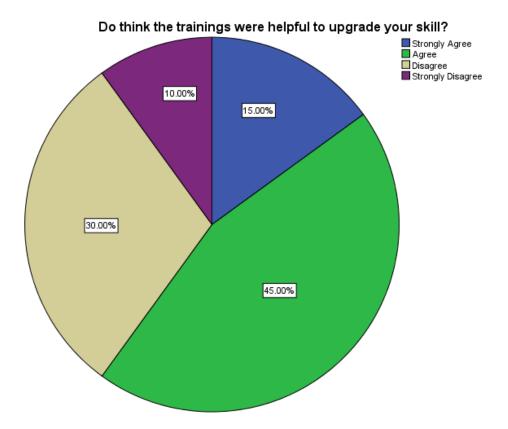


Figure: 8

From the above figure we have found out that 15% strongly agree and 45% people agree that the trainings have helped them to upgrade their skill. So we can understand that the majority of employee truly believe that trainings can upgrade their skill.

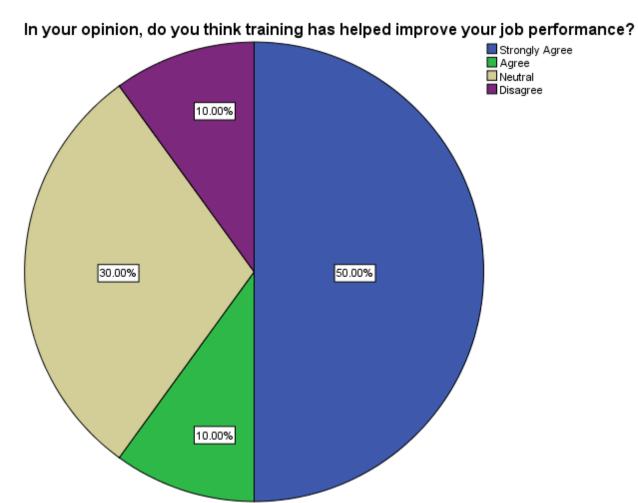


Figure: 9
From the above test we can confidently state that majority of the employee strongly believe that

training programs has helped them to improve their performance for better as 50% employee strongly and 10% employee agreed upon that opinion.

5 Summary of findings:

The research has been done to find out the effects training and development on employee performance of Square Toiletries Ltd.

- ➤ The study helps to understand the importance of training and development for the betterment of the employee and how it can help organization to achieve their strategic goals more efficient and effectively.
- ➤ A majority number of respondent such as 60% of the employee mentioned that the training that is provided by their organization have impacted their work performance excellently.
- From the study we have learnt that the training STL provides is relevant to their employee work.
- About 60% of the employee stated the training they received helped them to upgrade some of the skill that was need to fulfil their current job role.
- ➤ However, the study also revealed that STL do not have specified schedule for training and development.
- Moreover, majority of the employee have been selected through their supervisor recommendation to join the training program.

6. Recommendation:

Apart from the questionnaire survey I have also asked some respondent about their view on the training they get from their organization and they have shared some of their view with me. From all the analysis and the interpretation of employee view, there are some aspects on which I would like to draw attention to the higher authority.

➤ Ms. Ramya emphasis on Quality of Work & Positive Attitudes in "THE EFFECT OF TRAINING ON EMPLOYEE PERFORMANCE". In that research they mention The Industry should provide scientific training facilities to the fresher's and the industry should take certain steps to improve the performance of the employees. Base on this research I want to recommend that since there is no compulsory training program for the freshly joined employees, STL can arrange some sort of the compulsory training program

for the newly joined employees who are fresh graduated students. If they do so it will help the newly joined employees to better understand their organization culture, work practice and regulations etc. It will make the new employees feel welcome and feel part of team. If they are trained beforehand they can be held accountable for not fulfilling their responsibilities according to their job description.

- Mr. Anis Mahomed Karodia discuss in his study "THE IMPACT OF TRAINING AND DEVELOPMENT ON EMPLOYEE PERFORMANCE: A CASE STUDY OF ESCON CONSULTING" mentioned that the working conditions and a lack of resources affect the training and development of employee. He has advised that the certain areas can be improve through management support, the provision of feedback to employees and the by conducting of employee training on a continuous basis. The findings show that this would improve employee performance in the organization. Basis on these research I would like suggest that STL can also try to build up a more structured training schedule for each level of executives and they can also try to have a small team of people who will analysis the training and development need of each employee and form the analysis the team will set goals and challenges for the employee so that they feel motivated and can be become more productive.
- According to research paper of Assefa Gidey on "The Effect of Training and Development on Employees Performance: the case of Commercial Bank of Ethiopia" mention that the employer must be kept the back ground data of an employee's performance experience for giving them actual training they need for that job. So, the training they took helps them accomplish their organizational tasks quickly and easily. Though STL provides training to their employees when there is a training need, I want to propose a suggestion that they should keep track of their employee previous performance and prepare a proper development plan for their employee. It will help them to develop their employee for the long term.
- Moreover, they can also design a succession plan so that they can groom up the promising employees so that the potential ones can hold up the company in moment of crisis. To become a better competition in the worldwide market, STL should make and execute corporate procedures to advance itself as a desirable employer by putting resources into dynamic HR approaches and programs with the objective of building a

high-performing association of connected with individuals, and encouraging and making a workplace where individuals want to work, not where they need to work.

7. Conclusion:

We are living in a global village now so the competition in the business world is getting intense day by day. Every organization is looking to have competitive advantage let it be human resource, technological advancement or economic benefit. The significance of training and development in the corporate world has been mentioned earlier. So, it has become important to look at any issues identified with training and improvement in any business segment. The motivation behind this examination is to inspect the impacts of training on the representative of the organization. The discoveries announced in this study recommend that training and advancement programs definitely have impact on the performance of the representatives with respect to their employments. This study was done with a specific end goal to acquire particular information about how and when the organization give training to their employee and whether the result is affirmative on employee performance. Finally it is found that the result of training and development can be impressive on employee performance as it makes them motivated, increase their productivity and decrease the turnover rate.

Appendix

Questionnaire for effects of training and Development on the employee performance:

Background	l of the	empl	ovee:

- 1. Gender
- a) Male
- b) Female
- 2. Age
- a) 20 25
- b) 26–30
- c) 31 35
- d) 36 40
- e) 40 Above
- 3. Department:
- 4. Position:
- 5. Did you have any form of training since joining the organization?
- a) Yes b) No

If 'yes' to the question above, please continue with the question below:

- 6. How you were selected for the training?
- a) Compulsory for all the employees
- b) Supervisors recommendation
- c) Upon employee request
- d) Don't know the reason
- 7. How often you have undergone training?
- a) Quarterly
- b) Every six months
- c) Once a year
- d) Every two years
- e) No Specific schedule

8. What are the methods of facilitations at the training you have attended?
a) Lecture b) Demonstrations c) Discussions d) Presentation e) Seminar
9. Do the methods used during training have any impact on your skill?
a) Yes () b) No ()
10. How will you rate the quality of the training programme/s for which you have participated?
a) Very poor b) Poor c) Average d) Very Good f) Excellent
11. How relevant were the trainings you received to your work?
a) Not relevant at allb) Not relevantc) Not sure
d) Effective e) Very effective
d) Effective
d) Effective e) Very effective
d) Effectivee) Very effective12. In your opinion, do you think training has helped improve your job performance?

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