

Report on
Human Resource practices at GAO Tek Inc

Submitted by
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An internship report submitted to the **BRAC Business School** in partial fulfillment
of the requirements for the degree of **Bachelor of Business Administration**
(BBA)

BRAC Business School
BRAC University
1/10/2021

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Declaration

It is hereby declare that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Sadika

Sadika Tamanna

ID: 17104231

Supervisor's Full Name & Signature:

Nur Alam

HR Assistant Manager

GAO Tek Inc

Letter of Transmittal

Feihan Ahsan

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: **Internship report on the “Human Resource practices at GAO Tek Inc.”**

Dear Sir,

With due respect and immense gratification, I am submitting my internship report on the **“Human Resource practices at GAO Tek Inc”** that you have confirmed as a requirement to fulfill my degree. It was a great opportunity for me to gather all the information while working in the organization made my study more insightful.

I have worked my level best to make this report resourceful. This report will provide all the Human Resource function occurs in GAO Tek Inc. I welcome your feedbacks, query and criticism on this report as this will help me to enrich my knowledge. I hope you will consider my mistakes that might happen in this report and give me opportunity to learn more.

Sincerely yours,

_____ Sadika Tamanna _____

Student ID: 17104231

BRAC Business School

BRAC University

Date: 1/10/2021

Non-Disclosure Agreement

This agreement is made and entered into by and between GAO Tek Inc and the undersigned student at BRAC University named Sadika Tamanna, ID: 17104231. I hereby declare that all of the information of marketing, management and fiancé shared with me, I will not disclose those outside.

Acknowledgement

I would like to show my heartfelt gratitude to those whose blessing and cooperation was there to bring this report on light. I would like to thank:

Feihan Ahsan

Lecturer, BBS

BRAC University

Nur Alam

HR Assistant Manager

GAO Tek Inc

Anika Bushra

HR Assistant

GAO Tek Inc

Executive summary

GAO Tek Inc is one of the member of GAO Group consisting of three sister concerns which are GAO RFID Inc, GAO Research Inc and GAO Tek Inc. The main concern of GAO Tek Inc is to supply high quality engineering products in the global market. They supply engineering products like telecommunication testers, measurement instruments, video surveillance, alarm and other electronic products. This has now become world's one of the most leading suppliers. About GAO Tek, they are one of the biggest technology provider in the world. It has started its journey with the mother company in 2001. The company was at first named as GAO Engineering. In 2006, it had changed its name to GAO Tek Inc. They are at present serving more than in 50 countries with having 20 years of experiences.

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Chapter 1

Overview of Internship

1.1 Student's Information:

Name: Sadika Tamanna

ID: 17104231

Program: BRAC Business School

Majors: Human Resource Management and Marketing

1.2 Internship Information:

1.2.1 Period, Company Name, Department, and Address:

Period: October 15, 2020 – January 15, 2021

Company Name: GAO Tek Inc

Department: Human Resource (Virtual Intern)

Address: 244 Fifth Avenue, Suite A31

New York, N.Y., 10001, USA

1.2.2 Internship Company Supervisor's Information:

Name: Nur Alam

Position: HR Assistant Manager

1.2.3 Job Description:

A job description is one of the most internal documents of any company that states the requirements of any job, work responsibilities and also skills that are required to perform the task that is given by the company. I joined in GAO TEK Inc as a virtual Human Resource intern on 15th of October, 2020. My responsibilities were to assist my supervisor in various activities like posting job advertisements in various websites, social sites like Facebook, LinkedIn, screening the applicants CV or resume, selecting them based on some specific criteria, scheduling interviews, update and removing job advertisements, collecting and updating database of the candidates who are being selected by the interview panel, gathering payroll database, working hours, leaves, preparing reports those are related to HR, reviewing and distributing company policies among other departments and so on. Also at the very edge of my internship, I had to supervise some other interns at their primary level. I had to show them what I had been doing in the company for these three months. These are task my supervisor used to do every day and I had to assist him accordingly.

1.3 Outcome of the Internship Program:

1.3.1 Intern's contribution to the company

Recruitment of candidates

Recruitment is finding the potential human resource to fill up the vacant position of the department. It simplifies candidates having abilities to perform their assigned job, positive attitude towards their tasks which are needed to achieve the objective of the company. In short, recruitment process is identifying the job vacancy, analyzing and developing job requirements, screening resume, interview them and selecting the right candidate. HR team always follows five steps to increase the proficiency of hiring. They are: recruitment planning, strategy development, searching, screening and evaluation of the candidate before selecting. Recruitment process is where the job vacancy is identified, job nature is analyzed, required experiences, qualifications and skills are ascertained. For hiring a potential candidate among the pool, a perfect planned recruitment process is mandatory.

This process generally follows three steps: posting job advertisements of various sites, interviews and finally choosing the right candidate for the position. I had been supervised to shortlist the candidates based on some specific criteria which is called job specification. After shortlisting the candidates, their resume and questionnaire is collected and submitted to the interview panel. When the interview is completed, I had to collect the database of the selected candidate and submit it to the department. Sometimes my task was to coordinate in the interview.

Gathering payroll database, working hours and leaves

Payroll process is the payment of an employee based on their job type, status, designation, years of experiences. This is an important business function that gives meaning to the business. This includes arriving of the net pay after necessary deductions. My responsibilities in this sector was to gather payroll database of every employees, recording their working hours and leaves.

Distributing company policies:

Every company follows certain policies for achieving the objective. This includes informing the employees that the company has updated some policies for specific departments, asking for feedback, introducing the final product, providing training where required etc. My responsibilities were to inform every department head about the updates that were made in recruiting, monitoring, salary, working hours, number of candidates should be hired, training methods etc.

Supervising other interns

The main task of an internship supervisor is to effectively train the interns working under him, providing them with all the necessary resources they need, developing goals for them, assigning task properly, monitoring them if they are completing the task perfectly and also giving them feedback about their progress. This helps an intern to plan ahead and prepare himself. My duties were to train those interns about the tasks I was trained, monitoring their works, reporting them to my supervisor, regular checking of their progress and giving them feedbacks.

1.3.2 Benefits to the student

The internship program is the first step for a student to build up both networking and grooming up himself for corporation. Here he mixes up with so many supervisors and subordinates, receives guidelines to complete his tasks which help him to know the corporate job properly. Also, there are so many other benefits as well like:

1. Gaining work experiences.
2. Experimenting career paths.
3. Exploring job market and monitoring how it works.
4. Developing multiple professional skills.
5. Creating a good connections with the other professionals in the work place.
6. Availing self-confidence.
7. Switching into job sector.

Companies generally uses their interns to complete their works and in exchange the interns gain these benefits. Tracing a job in the pool of thousands of candidates is challenge but an internship is an essential step to gain experience and get the job beforehand. As an intern to the company, I have been privileged with all of these benefits to make myself best fitted in the corporate world. Again, this opportunity helped me to reshape myself for the demands of today's workforce.

1.3.3 Challenges

As this was a virtual internship during the pandemic, I could not have the opportunity to learn everything as an intern learns physically. For learning everything in depth, a HR intern has to look very closely to the organization, communicate with the supervisors and visit workplace. I could not have this opportunity. Also, this was quite difficult for my supervisor to oversee me through internet. Moreover, interns in the workplace mix with professionals who can be influential to his career but I also could not have this opportunity. Lastly, for being a virtual internship, this was an unpaid program. So, these are the challenges that I have faced during the internship program.

1.3.4 Recommendations

Communication is the fundamental way to do well in a virtual internship. From my perspective, the supervisors of GAO Tek Inc should be more communicative and cooperative. Also, they should introduce some compensation for the interns as they are working hard to meet the objective of the company. Besides, they should not focus on quantity of the candidate rather quality of the candidates. Lastly, they should provide everyday feedback to the candidates so that they can improve their work.

Chapter 2

Organization part: Overview, Operations and Strategic Audit

The GAO Tek Inc

2.1 Introduction:

An internship is required after completing all the courses of our business program. This internship program helps a student to get the real life job experience before joining into a job. Also, this enhances the comprehensive knowledge of a student which helps them in the long run.

As being the part of the program, GAO Tek provided me the opportunity to explore the corporate world and gain experiences. The company was founded in June 2, 1992. Soon it has become a global conglomerate serving an enormous customer base. The company is consist of three sister concern. They are: GAO Tek Inc, GAO RFID Inc and GAO Research. I have been working with GAO Tek Inc and it's mainly based on supplier of test and measurement equipment for fiber optic, telecommunications, network, PSTN, CATV, chemical and bio-medical test instruments and so on.

2.1.1 Objectives

While I been working in GAO Tek, I have learned details about Human Resource department, how they work and conduct their business. The main objective of GAO Tek is to attract the customers by providing best quality services or products. Their other objectives are given below:

1. To produce promising and different products.
2. To devote their Human Resource and technology in operating customers demand.
3. To make superior products which can make GAO Tek a leading company within the industry.
4. To cope with globalization and providing innovative products.
5. To serve the customers with environment friendly products.
6. To increase brand value and gain customer satisfaction for remaining in the market for longer time.

2.1.2 Methodology

There are two types of data that have been collected while conducting the report. They are: primary data and secondary data.

Primary data:

Primary data has been collected through communication from my respected supervisor. Some information were gathered from my respected colleagues and other interns.

Secondary data:

Secondary data has been collected through journals, website of GAO Tek Inc, GAO RFID and GAO Research, report of North America supplier.

2.1.3 Scope

Although the work scope in GAO Tek Inc is huge but as an intern, my work scope and responsibilities has some limitations. I was not directly working with the managing group of the department, but my work scope was to assist my supervisor in managing them.

2.1.4 Limitations

This report was prepared under so many limitations like most of the data were found in secondary source as it was a virtual internship. Also, three months is very less to know the ins and outs of a company's HR department. So, time limitation was there as well. Again employees were not comfortable with sharing all the information. So, I had to do a lot of research still could not find all of it. These are the obstacle I had to face while working on this report.

2.2 Overview of the company:

The GAO Tek Inc

GAO Tek Inc is one of the member of GAO Group consisting of three sister concerns which are GAO RFID Inc, GAO Research Inc and GAO Tek Inc. The main concern of GAO Tek Inc is to supply high quality engineering products in the global market. They supply engineering products like telecommunication testers, measurement instruments, video surveillance, alarm and other electronic products. This has now become world's one of the most leading suppliers. The first member of the company, GAO Research Inc was founded in June 2, 1992. Soon it has established its reputation as a research and development agglomerate all over the world. The company is headquartered in Manhattan, New York, USA.

About GAO Tek, they are one of the biggest technology provider in the world. It has started its journey with the mother company in 2001. The company was at first named as GAO Engineering. In 2006, it had changed its name to GAO Tek Inc. They are at present serving more than in 50 countries with having 20 years of experiences. Besides, they believe in providing reliable system, quality hardware and customized software, faster than their competitors. Some of their main products are cable instruments and equipment, fiber optic instrument, PSTN testers, wireless testers and instrument, electrical testers, environment testing instrument and so on. In 2019, they have been selected as top manufacturer in Latest Global Light Power Meters Market Report, Global Gigabit Ethernet Test Equipment Industry Research Report 2019 - 2025. Also, they have been showcased as a leading vendor in Global Oscilloscope Market Research Report 2019, forecast to 2024, Global Bromide Ion Meters Market Insights forecast to 2025. Lastly, they been recognized as Universal Fiber Optic Power Meters Market in 2019. They are eager to offer precision and reliable test instrument in affordable cost all over the world.

2.1.1 Mission, Vision and Core Values

Mission – Their mission is to serve all over the world by providing quality equipment, measurement and engineering products, becoming client friendly and best technology provider. To satisfy the customers by providing best quality product in lowest price.

Vision – Their vision is to become world’s largest technology provider with reliable system, quality hardware, and customized software quicker than the competitors.

Core values

- Service first
- Providing quality products
- Lowest price possible
- Customer satisfaction
- Good corporate governance
- Affordable cable instrument and equipment

2.2.2 BRAND

Logo

GAO Tek has a very simple logo which they have been using for more than 20 years. They have not changed the logo of the sister concern as this is connected to GAO Research Inc.



2.2.3 Products and services

Cable instruments and equipment – They have been providing high quality cable instrument and equipment in three categories: CATV meters and instrument, CCTV and video equipment, Ethernet equipment.

Fiber optic instrument – They are the supplier of six categories fiber optic instrument: OTDR (Optical Time-Domain Reflectometer), locators, splicers, meters, sources and attenuators, switches and convertors.

PSTN testers – Their PSTN testers include xDSL testers, E1 testers, line testers and analyzers mainly used in production, troubleshooting, maintenance of xDSL.

Wireless testers and instrument – They support different network protocol such as WCDMA, HSDPA3.6, GSM, GPRS/EDGE and TDSD-MA.

Environmental testing instrument – Their environmental testing instrument include a selection of conductivity meters, durable gas detection instrument, advanced handheld ultrasonic meters, Ion meters, multi parameter water quality meter, long lasting gas detection instrument.

2.3 Management Practices:

At GAO Tek Inc, they consider their customers are the main resource through which they can survive the market. Their management practices include managing the customers, controlling and monitoring the management team and controlling operation team as well. They spend more time to know what kind of products customer wants. They speak directly with the customers about the product review. Also, they send newsletter to the customers. A customers gets to know in depth about the product after sending the newsletter. Also, as the customers are getting high quality products at lowest price, so they are loyal to the company.

The company recruits and selects high quality candidate from all over the world who can give the best effort to the company. These employees are highly monitored by the top level of management and trained to serve the customers all way possible. GAO Tek sets goal for every employees after recruiting them. All the employees work accordingly to achieve the objective of the company. They use a platform named Bitrix.24 and through this they communicate with every employees and interns. An open conversation helps the employees to develop his skills and creates a mutual trust. Again, they not only communicate with the employees through this platform but also they use it as Employee Management Software. They also offer very extraordinary vacations to the employees and interns.

Employee benefits at GAO Tek

Employee benefits are the non-paid facilities that every employees get as a part of their job. At GAO Tek, employees get health insurance, life insurance, paid vacations, flexible work schedules and so on. Here is a list of benefits offered by GAO Tek:

Insurance and health

- Health insurance
- Dental insurance
- Vision insurance
- Life insurance
- Disability insurance
- Accidental death insurance
- Mental health care
- Health care On-Site
- Retire health and medical

Family and parenting

- Maternity and paternity leave
- Work from home facility (COVID-19 situation)
- Childcare
- Flexible hours (Any committed hours with 24 hours)
- Family medical leave
- Unpaid extended leave

Financial and retirement

- Pension plan
- Retirement benefits
- Performance plan

Other than all of these benefits, GAO Tek offers some other benefits like mobile bill, lunch and snacks, certain range of discount at buying company products, mandatory vacations as well.

2.4 Marketing Practices:

Marketing practices are a very essential part of any organization. They help business to learn about the target market and perfect featured product for them. The marketing team at GAO Tek follows some step for a successful campaign. They are:

Setting goals – they spend a lot of time to set goals for the company. At first they analyze the product market then determine what position to achieve. Without goals, No business can sustain in the market for long shot. It benefits them to know their position, to know their competitors, to analyze product more closely etc.

Defining target market – target market are the people to whom the product is being sold. GAO Tek targets all the industries who are seeking high technology. Their world class customers are leading electronics, communications, and semiconductor companies. Also, they target household as well. Generally they go for mass marketing as their product is universal.

Establishing brand identity – a brand identity is established through a right name, logo, colors and imagery. The company communicates with the customers with the type of product they have to create brand identity. They collect customer’s perspective and does brand campaigning to establish a brand identity.

Digital marketing of GAO Tek

Digital marketing is the best solution to promote a product and reach broader number of target customer nowadays. People of today’s generation are more active on social media platform for buying a product than going to the market. GAO Tek uses this opportunity to reach most number of customers. They have a website where all of their updated product is launched with pictures and features. People can easily buy their product after evaluating reviews of other customers. Also, they promote their business through Facebook, LinkedIn and other social media platform. All of their sites are open for customer reviews. This helps them to create a positive and strong connection with the customers. As they are the manufacturer of technological products, customers will be eager to find out all the features before buying. So the company use this opportunity to establish a positive brand image and identity.

4p's on GAO Tek



4p's of marketing stands product, price, promotion and place. They are the key factors of marketing. It summarizes the basic pillars of marketing.

Product – though the company started their journey in 2001 but they grew rapidly for providing outstanding product comparing with their competitors. Their products like drone, V.92 modem, Ohmmeters, clamp meters, LCR meter, logic analyzer etc. has got unique features comparing with other companies.

Price - Price plays the financial role of the company. In today's world the mass customers want high quality product with the lowest price. Here comes GAO Tek. They provide exactly what customers need to be satisfied. To attract the customers, this company provides packages of electrical items and a certain amount of discount.

Place – for marketing of any product or company, place plays a very important role. The company is headquartered in NY, USA. Most of their customers are from USA. Also, they sell products through Amazon. Location of the company has made them look more premium and valuable too.

Promotion – for promotional activity, GAO Tek uses social media marketing as their main platform. Also, word of mouth works more than advertisement.

2.5 Financial performance and account practices:

2.5.1 Areas of financial performance and account practices

Financial performance are related to profit performance, liquidity performance, working capital performance, fixed assets performance, finance stream performance and social performance. To understand and evaluate the financial performance of any organization, their financial ratio is observed. To analyze GAO Tek’s financial performance, 2 (2019 – 2020) years of ratios have been discussed here:

2.5.2 Total asset

Total asset of GAO Tek Inc has been increasing from 2018 to 2019. In 2018 it was 292.178,800 USD but in 2019 it has increased and became 302,511,023 USD by the end of the year. They turned to be world’s leading manufacturing company by 2019.

	Notes	December 31, 2019 KRW	December 31, 2018 KRW	December 31, 2019 USD	December 31, 2018 USD
Assets					
Current assets					
Cash and cash equivalents	4, 6, 30	26,885,999	30,340,505	23,069,002	26,033,073
Short-term financial instruments	5, 6, 30	76,252,052	65,893,797	65,426,571	56,538,875
Short-term financial assets at amortized cost	6, 30	3,914,216	2,703,693	3,358,516	2,319,851
Short-term financial assets at fair value through profit or loss	6, 8, 30	1,727,436	2,001,948	1,482,192	1,717,732
Trade receivables	6, 7, 9, 30	35,131,343	33,867,733	30,143,757	29,059,541
Non-trade receivables	6, 9	4,179,120	3,080,733	3,585,812	2,643,362
Advance payments		1,426,833	1,361,807	1,224,266	1,168,472
Prepaid expenses		2,406,220	4,136,167	2,064,610	3,548,957
Inventories	10	26,766,464	28,984,704	22,966,437	24,869,754
Other current assets	6	2,695,577	2,326,337	2,312,887	1,996,067
Total current assets		181,385,260	174,697,424	155,634,050	149,895,684
Non-current assets					
Financial assets at amortized cost	6, 30	-	238,309	-	204,476
Financial assets at fair value through other comprehensive income	6, 8, 30	8,920,712	7,301,351	7,654,241	6,264,780
Financial assets at fair value through profit or loss	6, 8, 30	1,049,004	775,427	900,077	665,340
Investment in associates and joint ventures	11	7,591,612	7,313,206	6,513,833	6,274,952
Property, plant and equipment	12	119,825,474	115,416,724	102,813,888	99,031,047
Intangible assets	13	20,703,504	14,891,598	17,764,234	12,777,442
Net defined benefit assets	16	589,832	562,356	506,094	482,518
Deferred income tax assets	27	4,505,049	5,468,002	3,865,469	4,691,711
Other non-current assets	5, 6	7,994,050	12,692,847	6,859,137	10,890,850
Total assets		352,564,497	339,357,244	302,511,023	291,178,800

2.5.3 Income statement

Income statement measures the revenues and it is one of the major factors of financial calculation. It also shows the expenditure of the company. By evaluating income statement of any company, it can be decided that whether it is in loss or profit. From the income statement of GAO Tek, it can be seen that the company was in loss in 2019. In 2018, their profit by the end of the year was 38,038,727 USD but in 2019, it was 21,240,591 USD.

	Notes	For the year ended December 31,			
		2019 KRW	2018 KRW	2019 USD	2018 USD
Profit for the year		21,738,865	44,344,857	18,652,605	38,049,231
Other comprehensive income (loss)					
Items that will not be reclassified to profit or loss subsequently:					
Gain (loss) on valuation of financial assets at fair value through other comprehensive income, net of tax	8, 22	1,146,599	(235,865)	983,817	(202,380)
Share of other comprehensive loss of associates and joint ventures, net of tax	11,22	(16,896)	(10,631)	(14,497)	(9,122)
Remeasurement of net defined benefit liabilities (assets), net of tax	16, 22	(1,180,468)	(410,151)	(1,012,877)	(351,922)
Items that may be reclassified to profit or loss subsequently:					
Share of other comprehensive income of associates and joint ventures, net of tax	11, 22	48,649	6,688	41,742	5,739
Foreign currency translation, net of tax	22	3,016,499	590,638	2,588,248	506,786
Gain on valuation of cash flow hedge derivatives	22	1,811	47,079	1,553	40,395
Other comprehensive income (loss) for the year, net of tax		3,016,194	(12,242)	2,587,986	(10,504)
Total comprehensive income for the year		24,755,059	44,332,615	21,240,591	38,038,727
Comprehensive income attributable to:					
Owners of the parent company		24,466,985	43,882,473	20,993,415	37,652,492
Non-controlling interests		288,074	450,142	247,176	386,235

2.5.4 Cash flow

Cash flow statement is the financial data chart that shows cash inflows and outflows of the company. It gives a comprehensive idea of pays for the business activities and investments. From cash flow chart of GAO Tek, it can be seen that there was not much difference in 2018 and 2019.

	Notes	For the year ended December 31,			
		2019	2018	2019	2018
		KRW	KRW	USD	USD
Cash flows from financing activities					
Net increase (decrease) in short-term borrowings	29	865,792	(2,046,470)	742,876	(1,755,933)
Acquisition of treasury shares		-	(875,111)	-	(750,872)
Proceeds from long-term borrowings	29	-	3,580	-	3,072
Repayment of debentures and long-term borrowings	29	(709,400)	(1,986,597)	(608,687)	(1,704,560)
Dividends paid		(9,639,202)	(10,193,695)	(8,270,727)	(8,746,499)
Net increase (decrease) in non-controlling interests		(1,700)	8,071	(1,459)	6,924
Net cash outflow from financing activities		(9,484,510)	(15,090,222)	(8,137,997)	(12,947,868)
Effect of exchange rate changes on cash and cash equivalents		595,260	94,187	510,751	80,816
Net decrease in cash and cash equivalents		(3,454,506)	(204,625)	(2,964,071)	(175,574)
Cash and cash equivalents					
Beginning of the year		30,340,505	30,545,130	26,033,073	26,208,647
End of the year		26,885,999	30,340,505	23,069,002	26,033,073

Financial practices also includes compensation of the employees, accounts receivable, reporting, budgeting and other practices related with monetary transactions. In order to begin a business, a fixed capital is required. Also, for running the business's day to day operation, investments is required. From these all of the chart above, we can see that GAO Tek has been in a good shape in terms of investments, generating revenue, cash outflows etc.

2.6 Operation management and information system practices:

2.6.1 Operation management practices in GAO Tek

The company's main target for operation is to keep the company's stability for longer period of time in the market and reliability of the customers. Therefore, they try to achieve this goal over other objectives as once this goal is attained, others will be very easier to. This helps the company to increase its sales and profits.

As being a leading company in the market, GAO Tek wants to gain competitive edge over rivals by focusing on providing best product to the consumers on a reasonable prices. GAO Tek's operation management has been focusing on providing quality products within reasonable prices. Their supply chain management makes sure that people get quality product with low prices and for that many of their rivals have to redesign their SCM to compete with them in 2017. Again, comparing with one of their rivals, Samsung electronics, they monitors new entrants in the market

and purchases those companies who has the potentiality of becoming rivals in the market. Whereas, GAO Tek redesign their SCM to be better and include new features so that none take over them. For this reason, they have been leading the market for so long. In this era of intense competitive market, GAO Tek wants to make their customers loyal as they tend to serve every type of products. So, depending on the customer satisfaction, they improve their products every year. Today's customer focuses more than after sell services and product quality more than anything. GAO Tek takes this opportunity to attract the pool of customers. Product pricing management is another vital part of operation which enables the firm to meet the objective faster in the market. GAO Tek intentionally sells their product at lower prices so that other rival companies cannot rise their pricing. As they already have been selling best quality products, so customers ultimately has to go to them to buy the product. With this creative performance and effective practices, they have become the lead company in global market.

2.6.2 Information system practices at GAO Tek

As they are already a technological company in the market so they have the best database system, network, software (as they sell software as well) and hardware application etc. GAO Tek has been providing the following accommodations and services to the customers:

- Online purchasing
- Amazon purchasing
- Credit and debit card management system
- 24/7 call center
- Mobile app (bitrix24)

Also, they use one online platform connect all the employees which is bitrix24. Here anyone of the employees can contact with each other. When a customer orders some product through online, their request is received through bitrix24. Customer can also database is also collected and preserved through this app. Their information system has been fascinating over the years.

2.7 Industry and competitive analysis:

SWOT Analysis

There are numerous numbers of industry and competitive analysis practices but among them SWOT analysis is commonly used. SOWT analysis stands for Strength, Opportunity, Weakness and Threats analysis. This is done based on other rivals' position and operation in the market. Companies do SWOT analysis so that they get to know the inner and outside condition of the market. Here is the SWOT analysis of GAO Tek:

Strengths	Weakness
<ol style="list-style-type: none">1. World class recognition.2. Customer's choice based products.3. Friendly working environment.4. Innovative research development center as their Mother Company.5. Ecologically friendly products.6. Stronghold in the European market.	<ol style="list-style-type: none">1. Most of the products are online purchasing based and customers might not be happy with the physical product.2. A little advertising activities.3. Heavily dependent on American market.4. Training methods are not up to the mark.5. Weak management system.
Opportunities	Threats
<ol style="list-style-type: none">1. Growing demand of products in the market.2. Developing IT system.3. Introducing innovative products.4. Global and diversified company.5. Technological advancement.	<ol style="list-style-type: none">1. Growing number of rival companies like Samsung electronics.2. Economic uncertainty.3. Political instability of America.4. Low customers because of the pandemic.5. Strict government laws.

2.8 Summary:

Through all the analysis done over GAO Tek, it is clear that the company is a global leader. It has always gained sufficient revenues from the market, met customer's satisfaction, introduced new product in the market, and introduced high performance environment friendly products. They also have some applications like hydroponics, aquaculture which can detect gas leaks within the industry. Innovations like this has made their company unique in the technological Market. Over the 20 years of experiences and customers having more than in 50 countries, they have been recognized as top manufacturer, leading vendor and key player.

2.9 Recommendation:

There are few number of problems in technological sectors as the sector is growing day by day so it's improving. Hence, GAO Tek should be more focused on servicing customers door to door. Their after sell service is not that up to mark, so it should be improved. Also, they are more focused online selling ad sometimes customers are not happy with the physical product. So, they should focus on this part. Again, their management system is poor and when a company's management system is poor, it goes down. So, they should be more focused on improving this system. Lastly, they should be more engaged with the customers so that they get to know about the customer's choice fully to renovate their products.

Chapter 3

Human Resource Practice at GAO Tek Inc

3.1 Introduction:

3.1.1 Background of the report

Human resource sector is the rising sector of the world. Companies are run by the Human Resource department of any organization, not the machineries. Most of the companies in today's world are now focusing on Human Resource department because if the employees are not happy, they will not be motivated to work for achieving the objectives of the company. So it is important to maintain the department in order to stay longer period of time in the market. This report will identify the HR practices of GAO Tek Inc.

GAO Tek has been focusing on their HR department very closely lately. To understand globalization, technological changes, growing product demand, workforce diversities, GAO Tek has been focusing on their HR. Human Resource sector identifies changing skill requirement, needed improvement initiatives, operational management, right candidates for the right positions etc. Companies do not give long time for the recruitment process. Now it has become a great challenge for the HR to identify the vacancies, analyzing required skills, selecting the candidates and train them for their position within this short period of time. Though HR software helps a lot still panning and implanting have been a great task for HR personnel.

3.1.2 Objectives of the report

While I been working in GAO Tek, I have learned details about Human Resource department, how they work and conduct their business. The main objective of this report was to identify how the Human Resource department runs their operations. This report will disclose how GAO Tek focuses on recruitment and selection, their training and development process, compensation and other activities related to HR.

Broad objective:

- To analyze the type of HR practices done by GAO Tek Inc.
- To enhance my experiences.

Specific objective:

7. To give an overview of the HR operations in GAO Tek.
8. To analyze the internal system of management.
9. To suggest necessary steps for their lacking and upcoming problems.

3.1.3 Significance

This report will represent adequate information on the HR practices of GAO Tek, their recruitment selection process, training methods, employee development methods, their employee management operations, compensation system, bonuses and leaves, benefits including fringe etc.

3.2 Methodology:

There are two types of data that have been collected while conducting the report. They are: primary data and secondary data.

Primary data:

Primary data has been collected through communication from my respected supervisor. Some information were gathered from my respected colleagues and other interns.

Secondary data:

Secondary data has been collected through journals, website of GAO Tek Inc, GAO RFID and GAO Research, report of North America supplier.

3.3 Findings and analysis:

3.3.1 Organizational Development

Succession plan - GAO Tek's management process targets to provide perfect leadership and they want to avoid costly vacancies in key positions like managerial or marketing. They have a succession plan which is designed to identify and train a candidate so that he can be a perfect fit

for high level managerial positions as the vacant happens due to retirement, resignation, death of employees or other causes.

HR software application – they hire lots of candidates and interns every year and managing them have become a great challenge. For this reason, the company uses automation HR software application which can manage the team. This also reduce the time of work of a HR head.

HR operating application – the company uses Microsoft excel database, payroll software, HR module to reduce their workloads and also for their technological advancement.

3.3.2 Employee service

Bitrix24 – this is an application that every employee of GAO Tek uses to give their attendance, submit their work, communicating with each other, leave an application for leave etc. All of the employees are highly monitored through this app. Employees can get their self-services by this application.

Online service manual – employees have a website through which they can check their work efficacy, percentage of improvement, promised hour per week, their profile etc. They can change their profile as well.

3.3.3 Value creation for employees

Working environment - GAO Tek has been trying to provide best work environment to the employees so that they can be motivated. When the employees get a healthy environment, they will be happy to work there. This will increase the efficiency of the organization and employee as well.

Diverse workplace - this company has been hiring employees from more than 50 countries which shows a great diversified culture. A diverse culture helps an employee to understand each other very closely. This also helps the organization to run business in other countries by analyzing the employee as customer.

Say NO to discrimination - they have been strict regarding gender discrimination for so long. The company never accepts any kind of discrimination within the workplace. If something happens regarding this issue, that guilty employee will be highly penalized.

Training programs – They try to provide training to the employees under highly experienced HR personnel so that they get to know every ins outs of the operating system of the company.

Internship program – GAO Tek offers internship in marketing, HR, supply chain, digital marketing and so on. They provide experienced HR supervisor to monitor them and supervise them in every HR related work.

Lastly, the company has been trying so hard to get to the peak of the mountain by providing the best service possible to the employees and customers as well.

3.3.4 Employee relation and healthy workplace

GAO Tek's goal is to foster healthy workplace to employees and move forward with happy employees. When the company offers a healthy working environment, an individual feels motivated to work there. Most importantly, all the employees including interns have flexible working hour so that they can ensure a good balance between working hour and personal interest. As the company is based on technology so if any type of accident occurs, there is a compensation committee to review and take care of the injured family members. Moreover, to maintain positive energy within the organization GAO Tek ensures that the employees of every gender work equally. There is no gender discrimination, age, race, nation etc. Ensuring safety of the employees have been their key priority. The workplace is free from color, ethnicity, nationality and all kind of discriminations. For these reason, employee relation with the top management have been exemplary within the organization.

3.3.5 Compensation and benefits

The company has a HR management team to ensures equal opportunity for the employees in terms of -

- Compensation based on experience, merit, skills, qualifications
- Fair and suitable recruitment process
- Biasedness less interviews
- Training and development programs
- Performance appraisal
- Promotions based on experience and working performance

Other policies and benefits

- Home loan, transport services
- Life insurance and hospital services
- Retirement privilege
- Welfare fund
- Mobile phone and allowances

Leave privileges

Annual leave – 25 days including 15 calendar days off

Casual leave – 8 working days

Mandatory leave – 96 days including working and holidays

Sick leave – 30 days with payment (days can be extended based on health condition)

Maternity and paternity leave – 6 months and 4 months

Gratuity

Completed years of services	Payment of gratuity for each year
Less than 5 years	No gratuity
5 years and above	1 month basic
10 years and above up to 15	1..5 times basic

3.4 Summary:

GAO Tek Inc has been the best technological products provider over more than 20 years. They have been the lead manufacturer in the market for so long. They offer innovative products within reasonable prices that no other companies provide such less price. Customers and employees satisfaction has been their top priority. Also, they are focused on making environment friendly products. All these reasons have made them one of the best vendor within the global market. Their competitors like Samsung electronics or Apple even do not offer this much variety of products in the market. From their financial analysis, it can be seen that the customers are also happy with the product and they are purchasing more. They have already ensured stability in the market.

3.5 Recommendations:

Even after being a leading company in the global market, GAO Tek needs to improve in some of their operations. For example, most of the interns are not fully well known about the leave policy, how to check their working efficacy etc. They need to train them well. Also, the intern supervisors are not always there for the candidates to teach them fully so they struggle in the beginning. Hence they need to focus on this part as well. Lastly, upgraded attendance software is highly recommended for them as all of the employees and interns give attendance on the same site. They need to upgrade this as early as possible. Lastly, the employees who worked and hired online during the pandemic, they did not have any ID card. This can be legally very harmful for the business. They need to change this policy as well. So these are the suggestions that GAO Tek Inc can follow to overcome their lacking.

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