

**MEASURING TRAINING EFFECTIVENESS OF  
VALUE WORKSHOP OF H&M BD**



**BUS 400**

Submitted by-  
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Submission Date-13<sup>th</sup> August, 2017

Submitted to-  
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## LETTER OF TRANSMITTAL

12<sup>th</sup> August, 2017

Md.Tamzidul Islam

Assistant Professor

BRAC Business School

BRAC University

**Subject: Submission of the Internship Report.**

Dear Sir,

It is an immense pleasure for me to submit the internship report on “**Measuring Training Effectiveness of Value Workshop of H&M BD**” after successful completion of two and half months internship at H&M Bangladesh, House No-8/A, Road No-50, Gulshan 2, Dhaka. I was supposed to prepare this report as a partial requirement of BBA program. The report contains details information about the values and workshop of H&M Bangladesh.

I have completed this report with my full contribution and dedication to show my practical learning from HR department of H&M Bangladesh under the supervision of Ms. Tanaka Islam (HR Business Partner, Woven) I have collected data and information from internal department, through interview of my supervisor, research report, research result and H&M website.

Lastly, I would request you to evaluate my research paper and provide me with your precious feedback to enrich the quality of this report.

Sincerely yours,

Umme Kulsum

.....

ID: 13304154

**BRAC Business School**

**BRAC University**





## **ACKNOWLEDGEMENT**

Firstly,

I would like to thank the Almighty Allah for blessing me with the strength, skill and patience for successfully completing my internship and report.

In addition, I would like to thank MD. Tamzidul Islam for his immense support and wise guidance in this period of internship program. Without his kind supervision this in depth report could merely have been completed.

My utmost gratitude goes for Ms. Tanaka Islam (HR Business Partner, H&M BD) for the amazing project that she has allowed me to work on as well as her kind direction and supervision. I am really honored to work under her guidance as she helped me a lot in my internship period from every side and directed me as a great mentor.

## **EXECUTIVE SUMMARY**

This report represents two parts of Value workshop. First part represents the values of H&M and the workshop process. The second part represents the measurement of the effectiveness of the workshop by data analysis.

The seven values are very important for H&M and its employees. The workshop was about the reminder or practice of the value with some playful activities. The first phase of the workshop was one a few months ago. It was the second phase of the workshop and also the practical part.

The second part of the report is about the analysis of the workshop effectiveness with some survey and data analysis. Here I tried to do some analysis of the data and have some findings and recommendation of the workshop.



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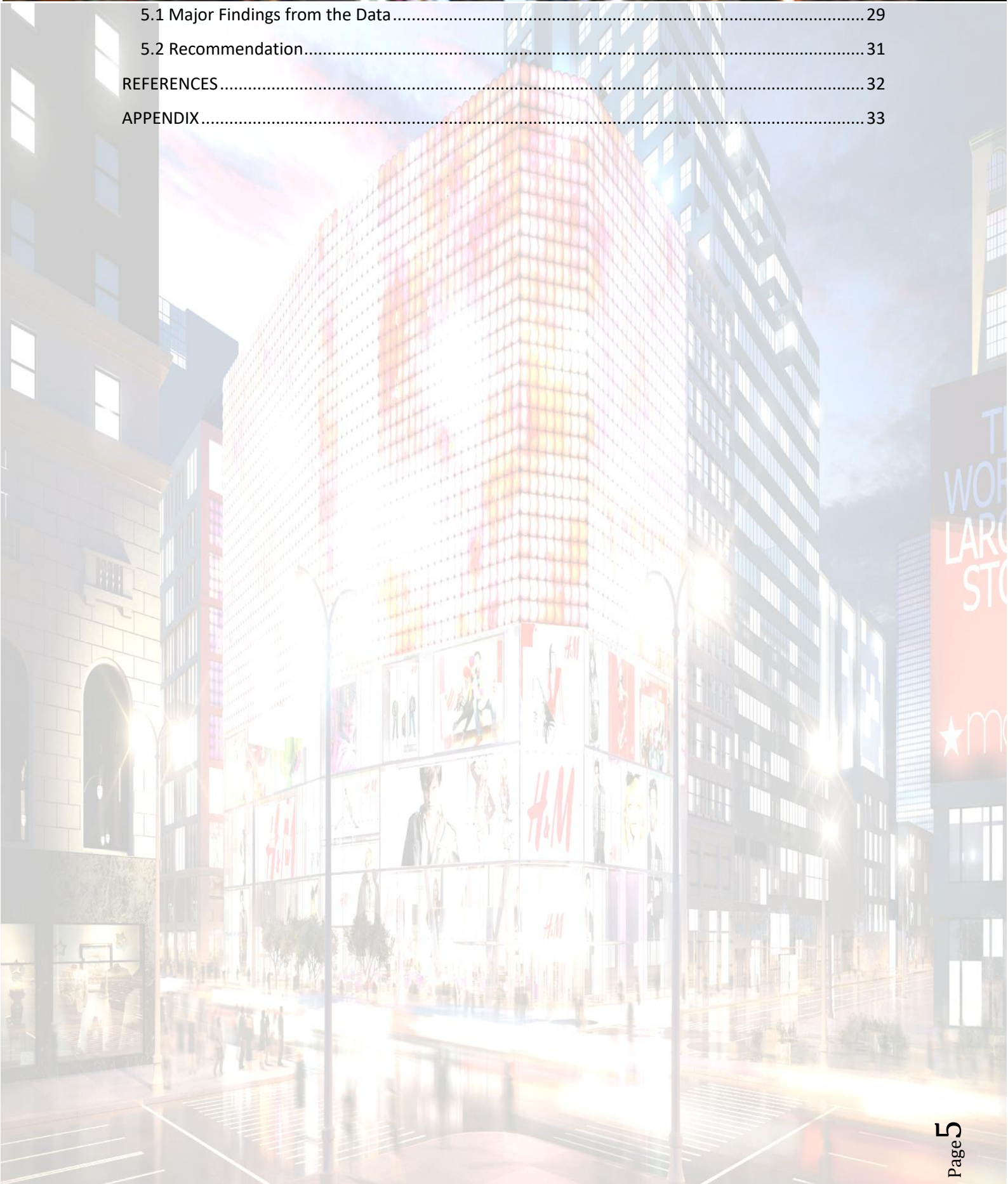


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# Chapter #1

# INTRODUCTION

H&M H&M





It was a great learning opportunity and privilege for me to complete my internship training at H&M Bangladesh, which carries a legacy of being one of the world's most admired companies for years and counting. My Internship program began from 29<sup>th</sup> May, 2017 and lasted for 4 months. I was assigned to work in the HR Team, Supply Chain Management, Woven with the HR Business Partner and all the activities of these four months have been taken into account to prepare report on a weekly basis.

### 1.1 Objectives

The objectives of my report are as follows,

- The key objective of the internship course was to model real- life work setting and use them as practical opportunity to apply knowledge gained and to develop all desirable skills such as interpersonal, technical and analytical including additional potential qualities, which are transferable to other jobs.
- It is also aimed to build a floor to prove my worth and to start on building professional networks.
- One most important objective of this report is to fulfill the requirement of BRAC Business School to complete my undergraduate program.

### 1.2 Methodology

This report was prepared through a series of processes starting from selection of topics to the completion of the report. I explained my experience as an Intern in H&M Bangladesh of these two and half months in this report. Along with it I used the following methodology:

**Selection of the Topic:** My supervisor helped me to select this topic for my report so that I can come up with an informative and well organized output.

**Source of Data:** Different sources are being used to collect the data. Both primary and secondary sources are used in this report. These sources of data are as follows:

**Primary sources information:** To get the primary data I gave questionnaire to 34 respondents. Firstly, the seniors and managers were 17 respondents in the first session and another 17 respondents were on the other session.

**Secondary sources information:** For secondary data I have discussed with Ms. Tanaka





Islam, HR Business Partner of H&M. She provided me with some of the information to complete my project. I have also researched online to get secondary data.

**Research type:** This research is of descriptive type. It has been done on 34 respondents. The question structures were both structured and unstructured. There were 10 questions. Among them 3 were likert, 1 was demographic, 4 were open ended, 2 were dichotomous.

### 1.3 Time of Conducting the Survey

To prepare the report in an organized manner I have set a timetable and I was committed to myself to follow the timetable strictly,

Timetable

Time to make the questionnaire	1 <sup>st</sup> August, 2017
Complete survey by	6 <sup>th</sup> August, 2017
Complete analysis by	9 <sup>th</sup> August, 2017
Complete final report by	12 <sup>th</sup> August, 2017

### 1.4 Purpose & Scope

An internship is a planned, structured and supervised field based job experience, which is directly related to student's personal interest and career inspiration. The following report is prepared under the supervision of Mrs. Tanaka Islam, HR business Partner of Supply Chain, Woven. Additionally, the report would give a clear picture to my assessor about the practical knowledge that I have gained through this internship program and the grooming up of my dormant potentialities required for future job employment.

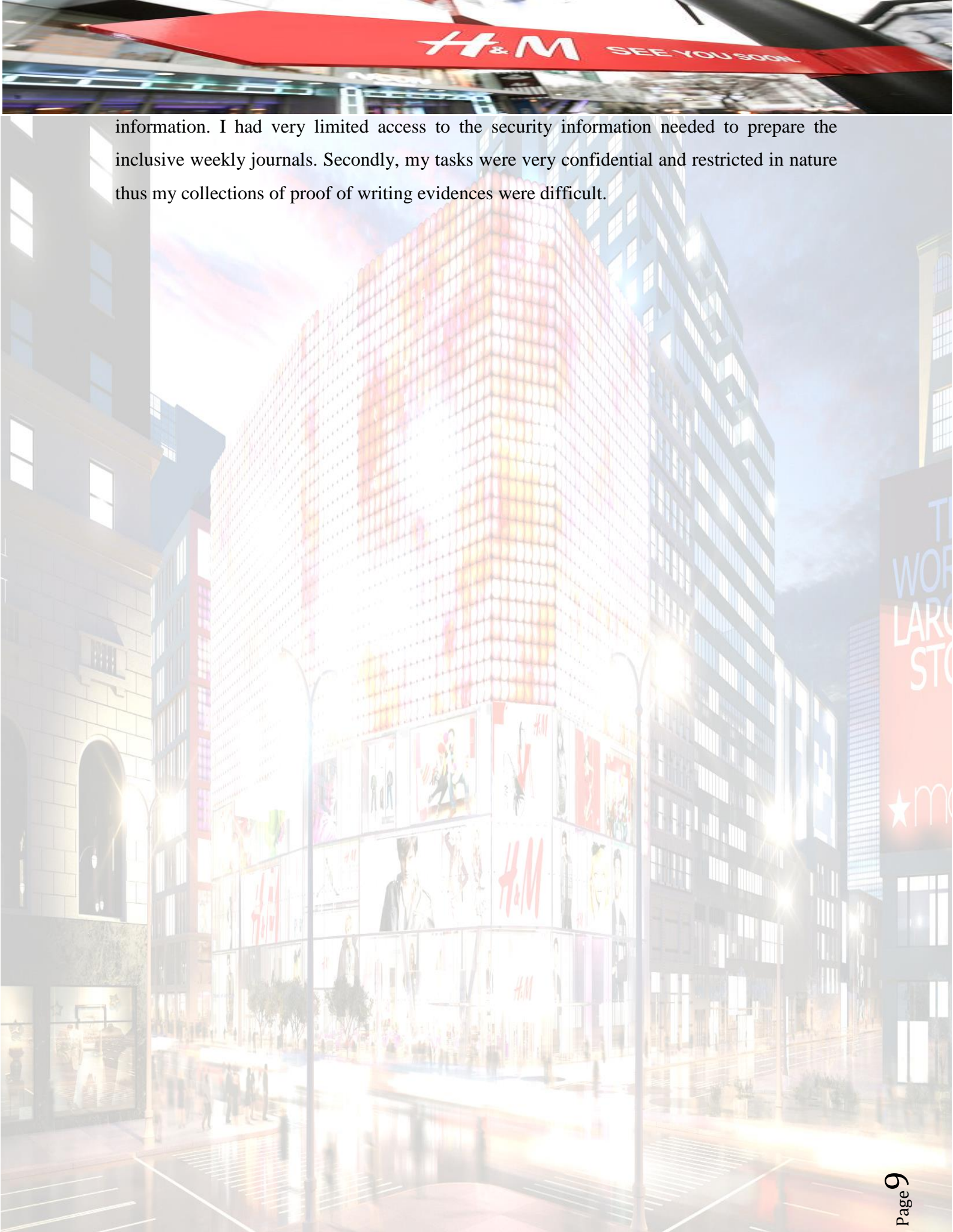
### 1.5 Limitations

The preparation of this report writing posed few impediments. Firstly, H&M has strict policies regarding confidentiality and maintains an ideal standard of security discipline. Secondly, the IT department constantly monitors and supervises to make sure security of





information. I had very limited access to the security information needed to prepare the inclusive weekly journals. Secondly, my tasks were very confidential and restricted in nature thus my collections of proof of writing evidences were difficult.





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# Chapter#2

## OVERVIEW

## COMPANY



Hennes & Mauritz (H&M) is a 100 billion SEK company, engaged in designing and retailing of fashion apparel and accessories. The company offers a range of apparel, cosmetics, footwear and accessories for men, women, children and teenagers. H&M primarily operates in Europe, North America, Africa and Asia, and has a presence in over 33 countries. H&M exists in 61 markets with over 4,500 stores and as of 2017 employed around 161,000 people.

As one of the world's largest fashion retailers, H&M offers endless career opportunities. A fast-paced, buzzing environment with great diversity – a place where the customer is always the center of attention.

But what truly make H&M stand out are our remarkable employees. From stylish Sales Advisors and Visual Merchandisers to computer whizzes and business aware planners – all wits employees share a great ambition and an anything-is-possible attitude. Not to mention an excellent eye for fashion. It's thanks to them that H&M has grown – with over 4,500 stores more than 41 online markets in 66 markets worldwide. And they are continuing to grow.

### ***2.1 The H&M spirit...A value driven way of working***

H&M is a complete value-driven company. Its values reflect the heart and soul of H&M. They define what it takes to work here and how we do things. When they interact with colleagues and customers around the world, their values help them to develop and grow. Individually these values may seem obvious, but together they form a culture that is unique and different from many other companies.

*We believe in people.*

*We are one team*

*Constant improvement*

*Entrepreneurial spirit*

*Straight forward and open minded*

*Keep it simple*

*Cost conscious*





## 2.2 Background and history of H&M Values

H&M values are not just words. They origin from when Erling Persson founded the company in 1947. From the very start he combined an entrepreneurial business mind with a value driven way of working. Since then the core of the values has remained same, while employees all over the world have put them into making them the successful fashion company they are today.



*"I truly believe that our open, dynamic and down-to-earth company culture makes people want to join and develop with us."*

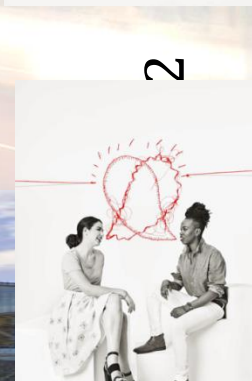
Karl-Johan Persson, CEO

H&M is an ethical company. It has several values as I mentioned earlier in this report and it gives more emphasis on its values. Let's have a brief idea about its values,

- **We believe in people:** Every one of us can make a difference. With belief and trust in the people around you, anything is possible. That's why we build our workplace on trust, respect, inclusiveness and integrity. We challenge you with great responsibility from the start, because when you develop, the company develops too. Every one of us can make a difference. So have fun, be yourself and respect others for who they are. Together we can do great things.
- **We are one team:** We're on this great shared adventure together. Our great colleagues make the difference. It's when we share our skills, knowledge and experience we become one team. Diversity makes us strong. We encourage and help each other to achieve our goals, while always having our customers' and company's best interest in mind. We win as a team, we lose as a team. We have fun as a team. We're on this great shared adventure together.
- **Constant improvement:** If there's a better way forward, we will discover it. We're extremely proud of what we've accomplished, but we're still far from perfect. We never stop, we never settle, we redefine our limits and stretch our expectations as we do business and interact with the world around us. It's the small every day improvements that make the big difference. Great ideas can come from anywhere and we act on the best ones. If there's a better way forward, we will discover it.
- **Entrepreneurial spirit:** We're never too big to try something new. The day we stop acting like entrepreneurs, we'll be just another fashion company. Our success is built on creativity, innovation and the excitement of making immediate impact. So whatever our role, we look for opportunity and take initiatives that set our business in motion. Although we're big, breaking new ground is just as important today as it was when we started. We're still competing for every single customer's heart, and we work hard to continue to be their first choice. Every day, Everywhere.
- **Straight forward and open minded:** Be open and honest, yet humble and respectful. We value diversity in people and ideas, as much as in personal style.



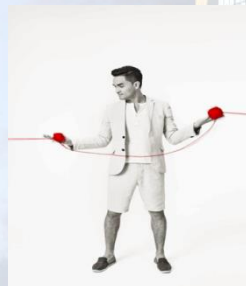
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Having an open mind about people and the world around you brings positive energy, and creates an inclusive and welcoming workplace. Conversations lead to great things. That's why we encourage everyone to give and accept feedback, and always speak to each other directly and not behind people's backs. Every conversation is a two-way conversation. So be open and honest, yet humble and respectful. Dare to stand up for your ideas and inspire others to do the same.

- **Keep it simple:** It's as simple as that. The smartest solution to any challenge is often a simple one. So use your common sense. Trust your colleagues' good judgment. Don't over-analyse, or complicate things with bureaucracy or hierarchy. It will slow down our speed. Try things out. And let the values be your guide. It's as simple as that.
- **Cost conscious:** Let's use our resources responsibly. Being cost-conscious is about keeping an eye on expenses and making smart, sustainable choices even in the small, everyday things. So we look for the ideas and solutions that bring value to our business, while avoiding careless spending. The best way to invest in the future is to take good care of our people, our products, our customers and our planet. Let's use our resources responsibly.



... In all they do, sustainability is a natural part

People are H&M's success, and are committed to being a good employer. By providing a fun, creative and dynamic workplace, they all grow together.

H&M's approach is shaped by a strong respect for each individual. This applies to every aspect of the employment – from fair wages, working hours and freedom of association, to equal opportunities for growth and development within the company. Being a good employer is particularly important in countries where laws and regulations fall short of our own standards and requirements.

It has a strong ethical approach. This means that the company takes a clear stand against discrimination and harassment wherever it operates. Their workforce possesses great diversity in terms of age, gender and ethnicity, all of which are great assets for our company. Equality is very important to us. An example of this is that 50% of our board members are women.





At H&M, they endorse the “open door principle”, which gives every employee the right to discuss work-related issues directly with management. Their employees also have the right to collective bargaining. It constantly strives for good relations with employees as well as employee associations and trade unions.



## 2.3 Production

In the Production organization H&M transform design ideas into actual products; always with the ambition to offer all products at lowest cost and shortest lead-time whilst improving customer-perceived quality for the brands and concepts. It secures that it produces safe products and remain in the forefront of sustainability.

Production is spread out on 4 continents with offices in sourcing markets across Europe, Asia, North America and Africa. H&M works in a matrix organization where the Head Office for Production is located in Hong Kong.

## 2.4 Country Organization

The main purpose of the Country Organization is to legally represent the Company in the country and to ensure a sustainable platform which enables H&M’s business development in the region, both short and long term. The Country Organization guarantees stability and secures that we are in the forefront in every country we purchase. Different support functions belong to the Country Organization; Office Operations, IT, Human Resources, Sustainability, Accounts, Shipping etc.

## 2.5 Bangladesh Region

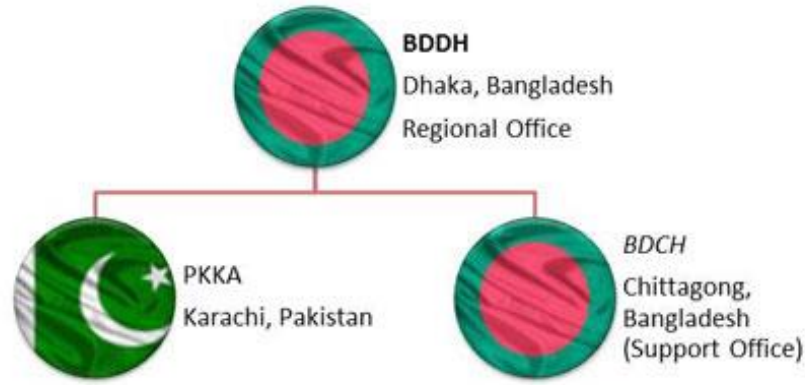
Bangladesh Country Organization consist of three offices; BDDH, BDCH and PKKA.

The production offices in Bangladesh region reports to the regional office located in Dhaka, Bangladesh.

Chittagong is a support office which means they only do quality control and CoC. No merchandising.







H&M Bangladesh PO's Talent and HR Services offers three distinctive and integrated offerings, all underpinned by our market-leading capabilities and tools:

- **Talent Services:** Provides innovative solutions across the end-to-end employee life cycle by aligning talent requirements with business objectives, and by increasing productivity and overall workforce performance. We have distinctive assets in this space, including workforce planning, talent acquisition, mobile learning and Accenture Academy. This offering also draws upon our assets in Talent and HR Analytics.
- **HR Services:** Provides end-to-end solutions for HR organizations, from HR strategy through HR operations, powered by IT and Cloud solutions. We leverage our strong alliance relationships with leading SaaS providers, and we invest in next-generation HR operating models and integrated process models.
- **Talent and HR Analytics:** Powers our other offerings to help clients address their workforce issues, identifying and measuring key performance indicators from Big Data HR sources, helping to drive greater engagement and retention of critical talent, and better overall workforce performance.

## 2.6 Human Resources Department

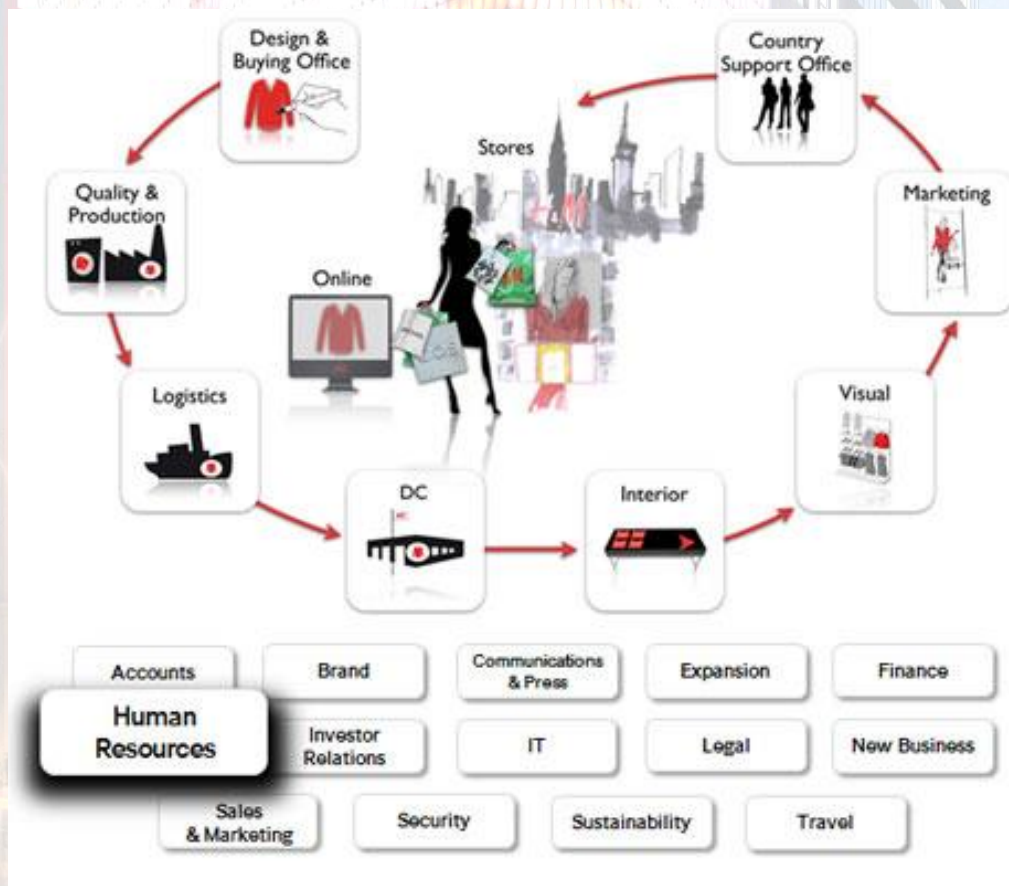
At H&M, HR activities are guided by a fundamental respect for the individual (AR1 2008). This applies to every aspect from fair wages, working hours and freedom of association to the opportunity for growth and development within the company. This also indicates that the company has specific policies for areas such as Equal opportunity, Managing diversity, and employee development, Health and Safety, among others. The company's success is closely linked to the continued development of everyone working in the company.



## 2.7 What does the HR department do?

Staff management is an important task for our HR departments. The HR organization is a *Great Place to Work* supporting part connected to all departments within the H&M group. There is at least one contact person for you and your department.

- The HR department of H&M Bangladesh Production Office secures very important roles starting from Recruiting potential candidates, working on staff policies, managing expatriates, compensation & rewards for employees etc.
- The goal of the HR department is to aligning every HR activities with the Global Guidelines of H&M that is maintained by all the Production Offices of H&M and together working to achieve the title of globally.





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# Chapter#3

## MY LEARNING REFLECTION

H&M H&M




### 3.1 My Learning Experiences

The internship I have undertaken at H&M Bangladesh has proven to be a very helpful learning experience for me and is certainly a great stepping stone when I am about to complete my graduation from BRAC University. The company has a vibrant multinational working environment in its finest way. I have found great friends and colleagues who were always helpful and co-operative. Moreover, it enabled me to understand and experience the daily functioning of a finest corporate culture.

For me, this has meant dealing with the management, administrative and security issues, while working at the area where exchanging views with senior management officers became a daily routine. I am now a more self-assured employee and be able to give my opinions confidently. I found it very refreshing because I was treated as an equal and I was able to perform work on all facets of the company. I have become more professional, interested to excel my career. With the much academic knowledge that I have in BRAC University, none ever truly gave me the freedom or responsibility to contribute to actual hands-on work. The assigned tasks as explained above and the examples narrated at my weekly report certainly would reveal that my personal, technical, analytical and many other skills devolved to a great level. My learning experience includes -

- Creating my own ID and communicating through it: umme.kulsum@hm.com [LSEP]
- Using Microsoft Outlook regularly. [LSEP]
- Booking calendars and meetings through Outlook. [LSEP]
- Learnt about the different functions & Roles of the HR Team. [LSEP]
- Fluent communication with the expats and colleagues
- Keeping track of the leave system, joining of new candidates
- Arranging meeting, interviews and different types of workshops
- Learnt the organizational Hierarchy and culture of H&M Bangladesh [LSEP]
- Learnt about our major stakeholders. [LSEP]
- Effective internal and external communication. [LSEP]
- Behave professionally with my colleagues within the organization and also with the external candidates. [LSEP]
- Ability to work under pressure and completing tasks in due time. [LSEP]
- I've developed my skills to work in teams; helped me to become a good team player
- Taking responsibilities and fulfilling them appropriately. [LSEP]



- 
- Maintaining a number of excel sheets properly. [SEP]
  - Lastly, an experience of an amazing and dynamic corporate culture.
  - Elaborated training on using Microsoft Excel. It was one of my best learning from my role.

### 3.2 Working Experience with My Colleagues

In the entire task I described above, I always needed collaboration from people of HR department as well as other departments like IT and Supply Chain, woven since the tasks itself were collaborative and I found great support from my colleagues. In H&M team work is very much appreciated and their Culture is completely team work based. The word ‘Team’ has a very broad meaning in H&M. It doesn’t only mean my immediate team HR. There’s a value of H&M which says, “WE ARE ONE TEAM” which states the whole office is a team.

Apart from the work, I was extremely happy and satisfied about the friendly colleagues and amazing corporate culture of H&M. During my internship, these 2.5 months were one of the most productive months of my entire life. I have learnt lots of things from my seniors, I have met so many new people and most importantly, I have had the opportunity to work in such dynamic and excellent environment with such good people. I was satisfied with my work and so was my line manager. Her appreciation towards my work motivated me to work even harder in the future! My supervisor had been my mentor throughout my internship. She has had the immense patience to teach me every single task and also appreciate me more than I deserved. Apart from friendly coworkers, I have also made few good friends in H&M.

There are significant differences between working in teams in BRACU and working in teams in H&M. In the office of course everyone is much more responsible than it used to be in BRACU. In BRACU the group members often lacked professionalism and failed to submit papers on time. But in office, everyone was very careful regarding the due timelines, so I didn’t have to struggle reminding everyone their responsibilities and timelines.





### 3.3 Challenges & Difficulties

Initially, my main challenge in H&M was opening up with everyone in the office for a better internal communication. During the first 2 weeks, it was extremely difficult for me to communicate properly; however, my friendly colleagues had made it easier for me to communicate with them for effectively. The second challenge was for external effective communication. While communicating with external stakeholders/candidates, I had to make sure all my points are communicated very clearly.

Sometimes, it was difficult for me communicate with certain people, sometimes they would not understand my points clearly and so on since the candidates I had to communicate with might had different talking styles or accents and some of them were a bit difficult to deal with. However, as days passed by, I felt my communication skills became much better and effective.

Thirdly, though the entire Business Partnering was with the employees of Woven Department, communicating with them and maintaining the excel sheets to coordinating the processes, are not that complicated, but performing the same tasks regularly seemed a bit monotonous. And sometimes some of the tasks, seemed a bit tedious. Luckily, I have had the support and encouragement of my line manager and my team; I have had overcome all the challenges successfully and perfected all the tasks set by my team for me to perform.

There was no such incidence where I ethical standards were challenged since H&M has zero tolerance against Code of Ethics. But the challenges that I faced initially definitely helped to become stronger and made me learn from my mistakes.





### 3.4 My Career Plans

One thing that my internship has influenced me is the fact that, I am now more confident and more focused on my setting my future career goals. With a combination of Finance and Human Resource Management, and learning about the organizational culture of H&M Bangladesh has made me realize and come up with my ideal job description and the kind of area I would like to pursue my career in. However, as we are all aware of the constant struggle the fresh graduates are currently facing in job market, I used to worry sometimes of whether or not I will be able to get the job of my likings or not. Nonetheless, I am willing to work hard and be patient. Having “Finance” as my major as well, I have an interest to pursue my career in this sector but I also have major interests in making a career in HR.

### 3.5 Perception of the Organization

I genuinely had no idea about H&M Bangladesh Production Office. I got introduced to their internship offer through our official Facebook page. I just gave it a try and got selected. The more I came to know about the office, the more I got interested. I consulted with few of my faculties and they all suggested me to join this company as this company will help me to grow faster in my career.

I am clearly very satisfied and absolutely loved working in this company.

### 3.6 Conclusion

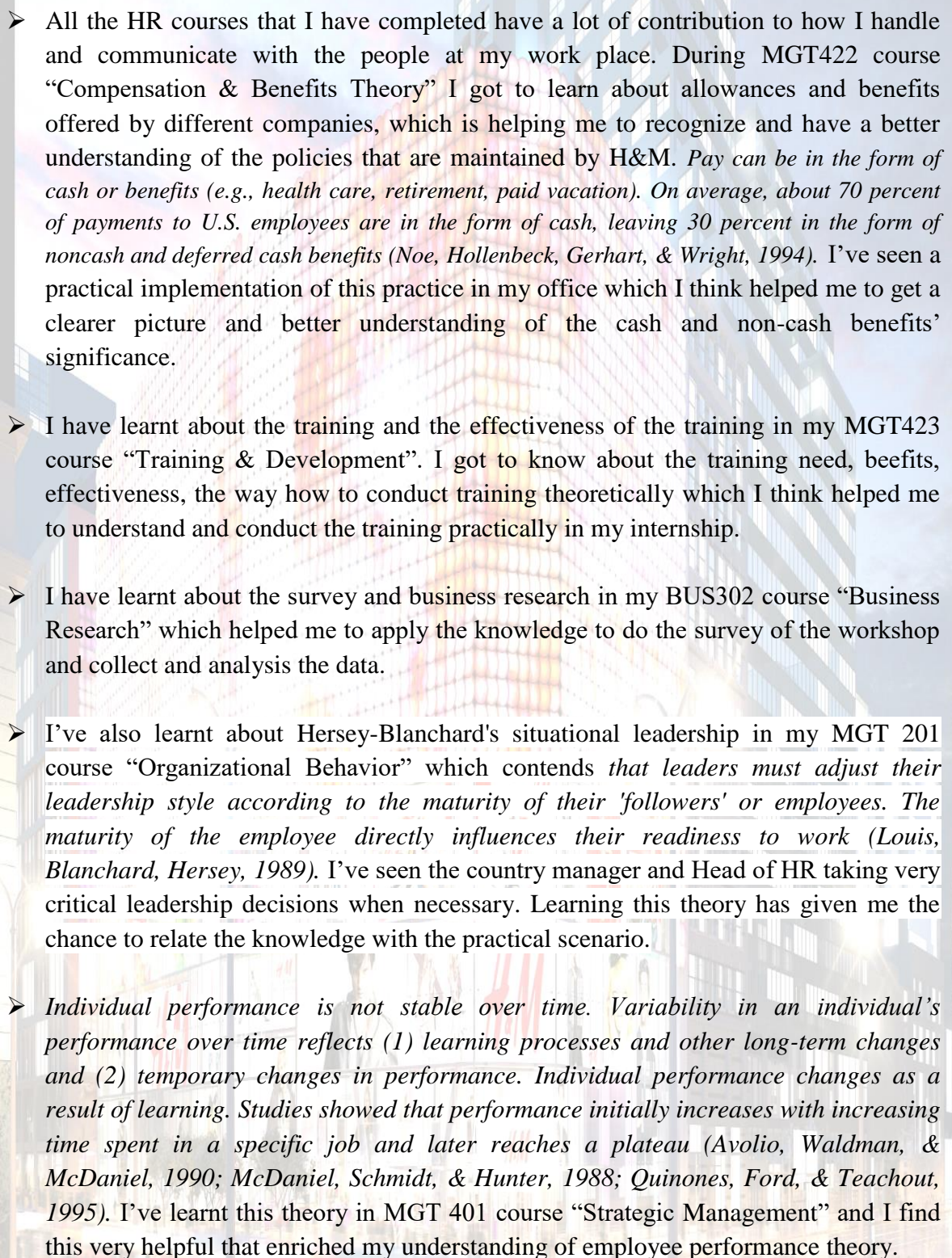
If I were given a chance to redo my internship in H&M Bangladesh, I would definitely do it all over again any day. It was a great learning experience for me and I am grateful to my supervisor and more importantly, my team as a whole, for their constant help, support. In conclusion, I would like to mention that I have had the opportunity to work under some very talented people and an amazing supervisor. I have learnt many things in H&M, and have tried my level best to contribute my part efficiently to this organization. .

### 3.7 Theoretical Application

- During my internship, I had to work on Microsoft Excel and Outlook mostly which I think I got to learn from CSE101 and MSC142.





- 
- All the HR courses that I have completed have a lot of contribution to how I handle and communicate with the people at my work place. During MGT422 course “Compensation & Benefits Theory” I got to learn about allowances and benefits offered by different companies, which is helping me to recognize and have a better understanding of the policies that are maintained by H&M. *Pay can be in the form of cash or benefits (e.g., health care, retirement, paid vacation). On average, about 70 percent of payments to U.S. employees are in the form of cash, leaving 30 percent in the form of noncash and deferred cash benefits (Noe, Hollenbeck, Gerhart, & Wright, 1994).* I’ve seen a practical implementation of this practice in my office which I think helped me to get a clearer picture and better understanding of the cash and non-cash benefits’ significance.
  - I have learnt about the training and the effectiveness of the training in my MGT423 course “Training & Development”. I got to know about the training need, benefits, effectiveness, the way how to conduct training theoretically which I think helped me to understand and conduct the training practically in my internship.
  - I have learnt about the survey and business research in my BUS302 course “Business Research” which helped me to apply the knowledge to do the survey of the workshop and collect and analysis the data.
  - I’ve also learnt about Hersey-Blanchard's situational leadership in my MGT 201 course “Organizational Behavior” which contends *that leaders must adjust their leadership style according to the maturity of their 'followers' or employees. The maturity of the employee directly influences their readiness to work (Louis, Blanchard, Hersey, 1989).* I’ve seen the country manager and Head of HR taking very critical leadership decisions when necessary. Learning this theory has given me the chance to relate the knowledge with the practical scenario.
  - *Individual performance is not stable over time. Variability in an individual's performance over time reflects (1) learning processes and other long-term changes and (2) temporary changes in performance. Individual performance changes as a result of learning. Studies showed that performance initially increases with increasing time spent in a specific job and later reaches a plateau (Avolio, Waldman, & McDaniel, 1990; McDaniel, Schmidt, & Hunter, 1988; Quinones, Ford, & Teachout, 1995).* I’ve learnt this theory in MGT 401 course “Strategic Management” and I find this very helpful that enriched my understanding of employee performance theory.



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# Chapter#4

## MY DUTIES AND RESPONSIBILITIES



In these two and half months I have had different types of duties and responsibilities at H&M. They are,

- Preparing salary certificate
- Calling candidate for interview
- Inviting interviewer to conduct interview
- Assisting interviewer to conduct interview as a HR employee
- Taking interview notes
- Making orientation schedule, doing staff change and staff changing announcement, applying for user Id and password of new joiners and onboarding and sitting arrangement of new joiners
- Handling intranet for new joiners
- Updating concur and leave system
- Arranging meetings and taking part
- Arranging workshop and conducting workshop

Among them the duty that I have conducted a workshop called “Value Workshop” which was about H&M values by my own responsibility. I am going to highlight the workshop and its effectiveness. Let’s have a look what was the workshop about,

#### 4.1 Purpose or Goal of the Workshop

As I have mentioned several times earlier in this report H&M gives very much emphasis on its values not only by saying but also by the application. H&M has organized a day long value workshop a few months back for its employees in the first phase. The workshop I have conducted was the second phase of the value workshop and the practical part of the workshop that has been organized a few months ago. The main purpose of the workshop is to give a gentle reminder to its employees and let them realize about the practice of the values. Not only learn about the values but also ally them in their regular work.

#### 4.2 Process of the Workshop

The workshop that I have conducted had four steps. The steps and the procedures of the workshop has been explained below,

- **Untangle the rope:** In this activity we needed a long red rope. Steps of doing the activity,
  - First the trainees were divided as two team.
  - Between the two team one team had tangled the rope as much as they could within 1 minute and left it on the floor.



- The second group untangled the rope by using only one hand of each of the members and they were not allowed to leave the rope. Every members of the team had to hold the rope and untangled it.

**Learning:** Together we can do great things. Just try things out. Every one of us can make difference

➤ **Diversity makes us strong**

- At first the trainees were given with two sticky notes
- They were asked to write an unique quality of them that makes them different from others and in another note to write about one thing that inspires them
- They were given with few minutes to think and write
- After that they slicked the notes on the wall and read out loudly

**Leanings:** They have diverse skills, knowledge and experience and they are inspires by different things. Diversity makes a team or organization strong. Together they can make great things.

➤ **Feedback Boost:**

- The trainees were requested to stand as a circle and they all were given with a sticky note
- Then they wrote one feedback about the person who was standing right side of the person and the feedback must be a positive one
- They wrote and stick it backside of the person standing right side
- Lastly they took their one feedback and read them loud and shared their feelings

**Leanings:** H&M encourage everyone to give and accept feedback. It is the small every day improvements that make big difference. It is as simple as that.

➤ **The We Shirt Challenge:** We used , two thread, two chairs and two we shirt (We Shirt is the shirt of double excel sized which two people can were at a time as the twin babies)

- First two pair wore the two we shirts
- They were given with two chairs and two little long red thread for each of the pairs
- Then they were asked two make a bow or tie the thread as show lace to the chair and counted the time by using two hands of the pair ( one hand was of one person and another one was of other person)
- Lastly they were asked to share their leanings

**Leanings:** Sometimes things might feel easier to do by ourselves, but every day we face situations where we need to solve things and be creative together. Conversation leads to great things.



H&M SEE YOU SOON

# Chapter#5

# DATA ANALYSIS

H&M H&M



From the respondents of the participants of this survey I have got the following data which will also be analyzed, along with percentage of responses of each question. I have individually collated and organized the responses but there are some inter-linked questions which have a succeeding answer to, which will also be analyzed.

### Data Summary- Fixed Alternative Questions

1. Please mention your designation.						
Manager	Senior Merchandiser	Senior Technician	Senior Material Merchandiser	Senior Quality Controller	Senior Quality Assurance	Technician
14.7%(5)	17.6%(6)	5.9%(2)	2.9%(1)	2.9%(1)	2.9%(1)	50%(17)

2. Do you think this workshop is effective for you?		3. If you are requested to rate the effectiveness of this workshop in 10 marks, what will be your rating?					
Yes	No	10	8	6	4	2	0
100%(34)	0%(0)	20.6%(7)	55.9%(19)	14.7%(5)	8.8%(3)	0%	0%

4. How many times do you think H&M should arrange these types of workshop?				
Once in a month	Once in every three months	Once in every six months	Once in a year	Never
14.7%(5)	29.4%(10)	38.2%(13)	17.6%(6)	0%

5. Do you think this workshop has enhanced your value		7. Which part of the workshop you have found more effective and enjoyable?				
Yes	No	Untangle the rope	Unique Quality	Feedback Boost	We Shirt	All of the above
94.1%(32)	5.9%(2)	32.4%(11)	2.9%(1)	44.1%(15)	11.8%(4)	8.8%(3)

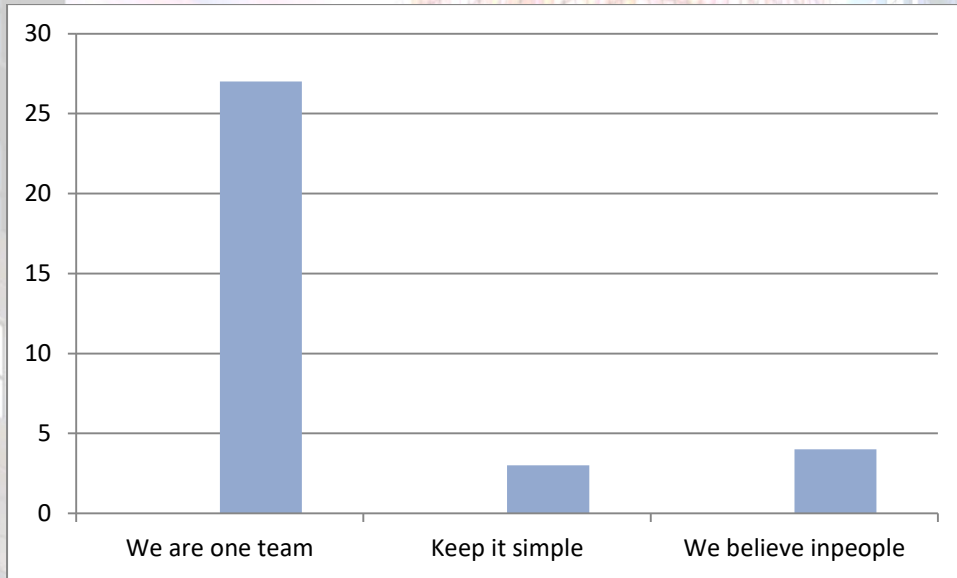
9. How do you feel when someone gives you positive feedback?				
Motivates me to work hard	Very Happy	Nothing	Demotivates me	I feel myself superior
58.8%(20)	35.3%(12)	0%	0%	5.9%(2)



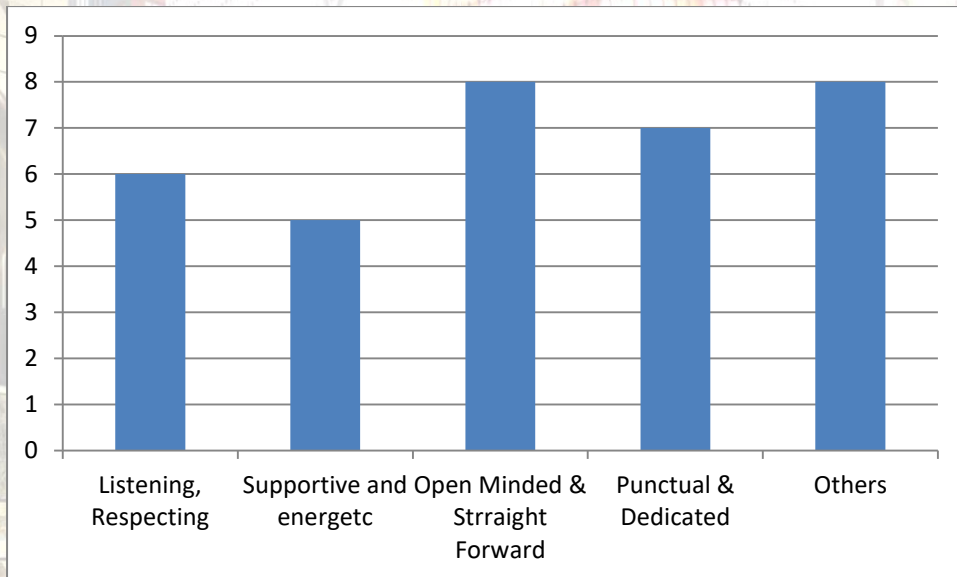


Open ended questions;

6. Which value do you think has enhanced? Write in few words.

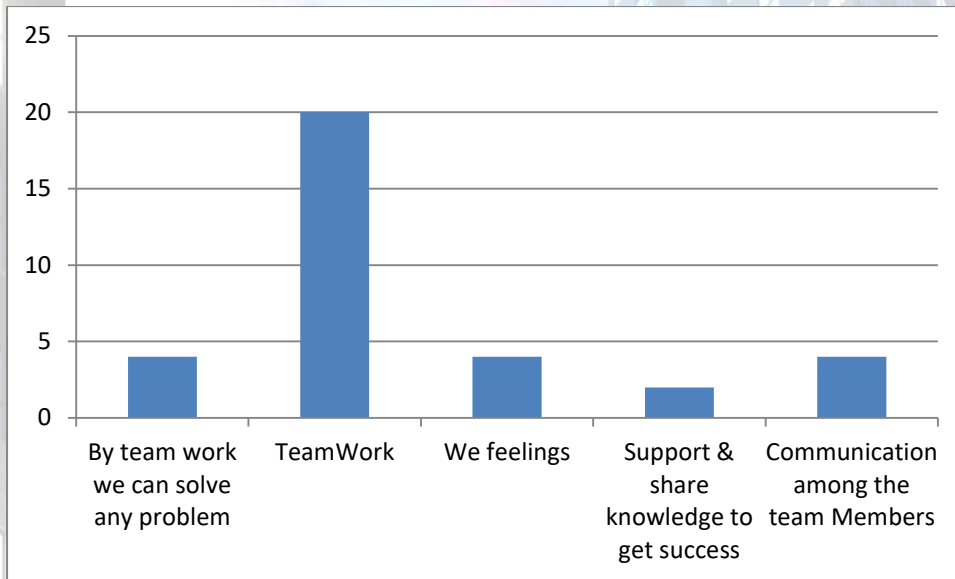


8. Write one quality among the quality you have shared.





10. By "We Shirt" activity what do you learn?



### 5.1 Major Findings from the Data

By going through the responses and after analysis of the mined data, I can see that a majority of the responses were positive, however, there were also a very few negative responses. The data outcome section is divided into two parts, in the first part I shall be discussing the yes/no question's responses and their explanation, in the second part, I will discuss the responses of the open-ended questions. Before discussing the questions, it is important to mention that questions 1 and 2 are logically linked, so 5 is linked with 6. The data outcomes are discussed as follows:

1. The first question was about designation. There were eight different profession's respondents. Among 34 respondents there were 5 manager of different department, 6 were senior merchandiser, 2 senior technician, 1 senior quality controller, 1 senior quality assurance, 1 senior material merchandiser and 17 technicians. So, there were diversified designations' respondents, but 50% were technicians.
2. In the second question of the effectiveness of the workshop 100% respondents said "yes". Nobody said the workshop was not effective. So, we can easily understand from this response the workshop was effective.
3. When the respondents were asked to rate the effectiveness of the workshop in 10, 7 of the 34 respondents rated with full marks (10) and the majority of the respondents (19 of them) were rated with 8. Only 5 gave 6 and very few (3 of them) rated with 4. Nobody rated as 2 or 0. As maximum rated well we can also understand from this the workshop was effective for the respondents.
4. About the expected arrangement of this types of workshop 13(38.2%) respondents said this type of workshop should be arranged in every six months, 10 expected to arrange in



every three months . Nobody said H&M should not arrange this type of workshop. From this response we also can understand the respondents were found the workshop effective enough.

5. When the question was about enhancing the any of the seven values that H&M has 32 of the 34 respondents said “yes”. Only two respondents said “no”. So for sure we can say their value has enhanced by this workshop.

6. Number six question was related to the number five question that which value they think has enhanced. Maximum of them said about “We are one team” value has been enhanced. Some of them said “We believe in people” and some said “Keep it simple value” has been enhanced.

7. In this question they were asked among the four activity which one they found effective and enjoyable. 15 of the respondents said the “positive feedback”, 11 said “untangling the rope”. From the response it is understood that maximum persons like positive feedback and the second largest number of people like team work as untangling the rope was about the team work.

8. This question was about the unique quality of each of them. Different respondents said different things. Some said open minded, some said punctual, time management, some said team player, some said adaptability etc. So, there were diversified people and their unique quality and interest were also diversified, but they are one team and everybody’s different and unique qualities make them stronger.

9. In this question of feelings of positive feedback 20 respondents said they get motivated to work hard when someone gives them positive feedback, 12 respondents said they feel very happy. Only 2 respondents said they think themselves superior when someone gives them positive feedback. In the maximum response we see positive feedback motivate people to work more effectively. About the second one when people are very happy their performance will be automatically become well. There is also exception about 2 respondents, the effect of positive feedback on them were not so positive because when somebody think him or her superior then in maximum cases it does not bring positive results.

10. In the last question of “We shirt” learning maximum said about team work again. Their answer was in different ways but ultimate meaning was about the team work. Some said about we feelings mean always thinking about we, us, and ourselves. Not to think I, me and myself.

My survey was about to measure the effectiveness of the value workshop of H&M Bangladesh. My finding is the workshop was effective as maximum of the responses were positive. From the answers of the respondents and from the workshop it is proved that their “We are one team” value has been enhanced by this workshop and in some extend “Keep it simple” value according to the response of the respondents.





## 5.2 Recommendation

My recommendations to H&M are as follows,

- H&M should arrange more this type of workshop. So that, the values of the H&M will be enhanced more and the employee could get more touched with the values and they can learn more as well as enjoy more and can be more productive.
- This workshop activity did not cover all the seven values practice. It was mainly focused on “We are one team” Value. In some extend “We believe in people” and “Keep it simple”. So, there should be more activities on the basis of other values.
- The time allocation of the activities was very less. They should allocate more time for the activity.



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**APPENDIX**

**Feedback on Value Workshop**

1. Please mention your Designation.

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2. Do you think this workshop is effective for you?

# Yes

# No

3. If you are requested to rate the effectiveness of the training in 10 marks, what will be your rating?

# 10

#8

#6

#4

#2

#0

4. How many times do you think H&M should arrange this type of workshop for you?

# Once in a month

# Once in every three months

# Once in every six months

# Once in a year # Never

5. Do you think this workshop has enhanced your value?

#Yes

# No

6. Which value do you think has enhanced? Please write in few words.

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7. Which part of the workshop you found more effective and enjoyable?

# Tangling the Rope

# Unique Quality

# Positive Feedback

# We Shirt

8. Write one Unique Quality among the quality you have shared.

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9. How do you feel when someone gives you positive feedback?

# Motivate me to work hard

# Very Happy

# Nothing

# Demotivates me

# I feel myself Superior

10. By “We Shirt” activities what did you learn?

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