



Internship Report

On

Recruitment and Selection Process of Square Toiletries Limited

Submitted To

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Letter of Transmittal

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Mr. N.M. Baki Billah

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Dear Sir,

I want to thank you for giving me the opportunity to serve as an Intern in the Human Resource Management department of “Square Toiletries Limited” which based on “Recruitment and Selection Process of Square Toiletries Limited”. I was appointed by Office of Career Services and Alumni Relations- OCSAR as a prerequisite course which helps to complete BBA course.

I put my maximum effort, knowledge and experience for the preparation of this report. If any flaws or short comes arrives it is because of my learning aspects. I will gratefully accept any suggestion and feedback regarding my report. Your support will highly appreciated by me for my work.

Sincerely Yours,

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Acknowledgement

I would like to express my upmost gratitude to Almighty Allah, whose grace helped me to make this report. Also I would like to express my deepest appreciation to all those who provided me their wonderful support in every step. A special thank I give to Ms. Monami Haque, who is the AGM of Square Toiletries Limited. She gave me her stimulating suggestions and encouragement which enhance me to uphold my experience in the write up and also gave me the opportunity to do the internship in STL and wrote the report.

Furthermore, I would also like to acknowledge Senior Executive Mr. Muhammad Shahnur Rajib who not only taught how to work but also implement it. A special thanks to all other employees and stuffs who help me to understand the recruitment and selection process of Square Toiletries Limited in a proper way. Last but not the least, many thanks go to Mr. N.M. Baki Billah whose has invested his full effort to guide me in writing the report.

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Executive Summary

This report is commissioned to examine the recruitment and selection process of “Square Toiletries Limited”. In this company I joined as an intern for three months to complete my “Bachelors of Business Administration” program as it was a part of it. In my working experience my AGM and supervisors guide me about the organizational culture, HR policies, working style and most important thing its recruitment and selection process. In my report, I tried to put all my experience, knowledge and observation of the recruitment and selection process of STL. My observation draws attention that STL is pretty serious about its recruitment and selection process. Its HR department is really choosy and non-discriminate about the quality of the employees. My further investigation reveal that they took a lot of time and gave their best to select one qualified candidate for a post and they do all the procedure manually. Moreover, along with the recruitment and selection process of STL the report also shows the company’s SWOT analysis and its glorious history and other matters. The report also evaluate the shortcomings of the process of recruitment and selection process which is the time consuming procedure and the preference of the internal resource for selecting new employees. It is then recommended that by following the digitalized strategies the time consuming problem can be minimized and also suggested that by following campus recruitment and digital marketing the company can be benefited with more talented new faces. Though the company follows the transparent procedure to hire new employees, it can be more efficient to follow some strategies and so on.

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History of Square Group:

“People with great passion can make the impossible happen” – it is a famous quote about passion. But who could imagine that with the capital of 80,000 tk. and four average middle class men could make a revolution? In 1958, Mr. Samson H. Chowdhury along with his three friends thought they can make it. Hence, they started “Square Pharmaceuticals” as a private firm at Pabna. Today Square has become a brand and an icon in business.

Today every Bangladeshi knows about their brands (Radhuni, Ruchi, Meril, Kool etc.) and every urban and rural people appreciate it but this success has a long story. In 1974 having a collaboration with Belgium’s Janssen Pharmaceutical, a subsidiary of Johnson and Johnson International create a new value of this company. This alliance helped Square to maintain a good manufacturing practice for its products. In 1985, it achieved the first position in the pharmaceutical industry and in 1987 it became the pioneer in pharmaceutical export from Bangladesh. Meantime, in 1988, Square Toiletries Limited started its journey along with its Pharmaceuticals as a separate division. After that Square never looked back. It is now consisted with pharmaceuticals, toiletries, garments, textile, information technology, health products, food products and hospital with an average turnover of 6,000 crore tk. and a workforce of around 33,000 people.

Company Background:

In 1988 “Square Toiletries Limited” (STL) started its journey with a single product as a separate division of Square Pharmaceuticals. The product was “Jui”, a natural coconut oil which is today considered as the finest coconut oil in Bangladesh. After 6 years in 1994 it showed up as a private limited company and one of the leading FMCG in Bangladesh with a turnover about 110 million. It has in total 20 brands with different segments. At present it has 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. It is also exporting its products to 13 different countries all

around the world like- UAE, UK, Australia, Malaysia etc. It has two world class standard factories in Pabna and Rupshi which is located at Narayanganj.

Though STL has about 3,000 employees it is one of the leading companies in Bangladesh which enjoys small turnover rate. This thing possible because of its stable, non-discriminate and healthy work environment. STL has strict employees' policy which ensure not only employees' security but also their motivation and satisfaction. Here physically disable people also get equal opportunity to prove their worth and capabilities. Besides its core business function STL involves in various CSR activities. Among them employment generation program for vulnerable community, financial aids to disadvantaged and natural disastrous people, tree plantation, health and hygiene program, supporting education etc. are eye catchy.

There are eight departments in STL which keeps the organization effective and efficient. All the department get equal importance because STL believe in unity. Every department work independently but in a collective way which means they do their individual work but the final project decision is taken by the heads. The management and shareholders are separate from each other which increase the productivity of the company.

Departments of STL:

Product Development	Production Planning & Inventory Control	Production	Quality Control
Commercial	Engineering	Technical Services	Marketing
Export	Sales & Distribution	Accounts & Finance	Human Resources

STL's Products:

Categories	Brand Name
Skin Care	Meril, Meril Splash, Revive
Hair Care	Jui, Select Plus, Revive
Oral Care	White Plus, Magic
Baby Care	Maril Baby Products
Fabric Care	Chaka, Chamak
Scourers	Saaf, Shakti
Male Grooming	Kool
Others	Spring, Senora, Xpel, Zerocal, Madina etc.

SWOT Analysis:

Strength:

- 1. High quality products:** STL always give highest priority to their customers' need. That's why they focus on their quality of the products. They use the high quality of raw materials, finest machineries and skilled manpower. They also follow the GMP (Gross Manufacturing Practice) of production which ensure the international standards. A group of well-trained people always monitor the process. Along with it STL has a strong R&D department which dedicatedly involve in develop the new products and improve the existing one. According to the Bangladesh Cosmetics and Toiletries Manufacturers Association (BCTMA), the local market is dominated by eight major local players and STL has 18% share alone. Not only has that STL exported over 13 different countries in the world. Along with the cosmetics STL also makes baby care products (dippers) which increase its credibility from the other companies. According to a "Daily Star" report, STL grabs the higher market for the quality of their dippers.
- 2. Strong management team:** STL's management team is independent and it has no connection with its shareholders and investors. They work by its own. They make a set of goals yearly and fulfil them by following their own strategies. There is a separate audit department which monitor the works of their employees. In this way the employees productivity goes up and the transparency maintained. Another thing is the

Communication Gap is zero at STL. Everyone knows everyone and they have a healthy communication culture. So, the scope of misunderstanding and confusion is really low.

- 3. Effective Strategies:** STL always focus on their strategies for better results. All the departments work together for a set of goals but they work independently. Again, STL organizes different events and cultural programs like- “Meril Prothom Alo Puroskar” which add extra value to them and it also work as their advertisement. They have a strong branding team which promotes their products in an effective way. Their thought provoking commercials not only brand their products but also make people think about it. Recently, on the occasion of women’s day Asutosh Sujon produced an advert that protest the torture and discrimination of women. Again, in 2014 Mostofa Sarwar Farooki made another TVC on Meril Splash Soap which indicated that beauty lies in freshness, not by the color. In these ways by having effective strategies STL grab its popularity.

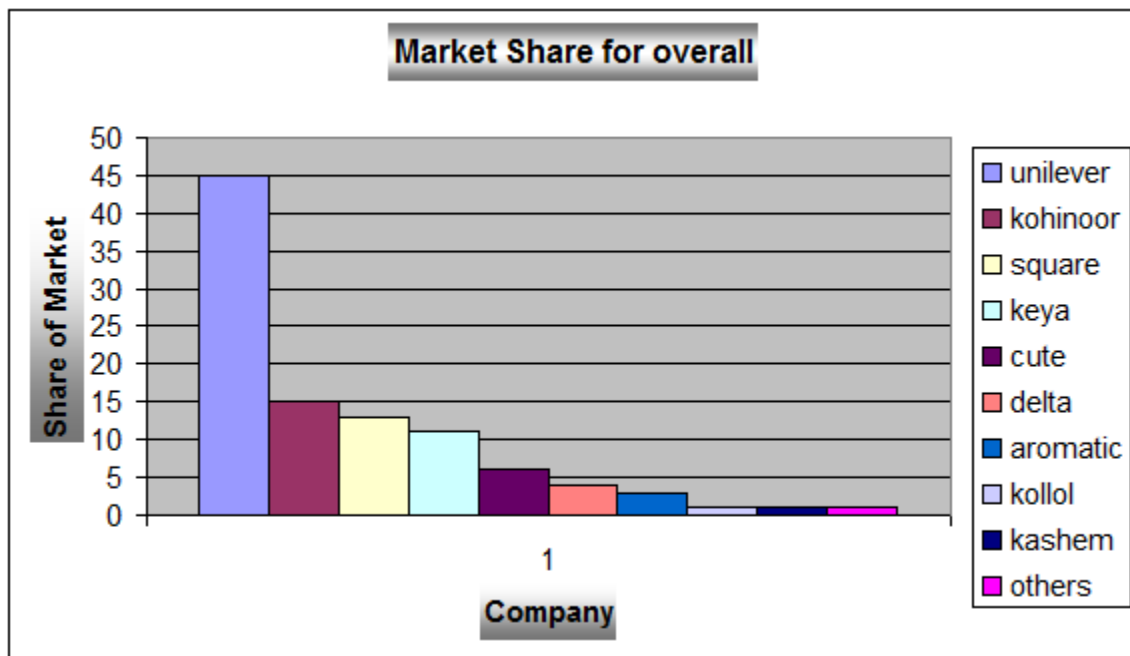
Weakness:

- 1. Limited variation of Products:** Limitation of the variation of the product is a great hinder for the growth of STL. Its other competitors like- Unilever has more than 400 brands worldwide but STL has only 20 brands on its side. Another thing is it has less variation than others. Local demands are increasing nowadays and so do the competition. In this situation if STL wants to remain in the leading position then it has to come with variations. Bangladesh is a potential market. People nowadays become more concern than before and their demands and standard of living goes up. So, by 2020 Bangladesh’s local and middle class market will be the biggest hunt for the cosmetics and toiletries companies.
- 2. Lacking of skilled manpower:** In my internship program I was actively involved in recruitment and selection process. What I observed as an employee of the company, we got hundreds of CVs but very less of them were able to meet our requirement. For example, once for our marketing department we needed a Brand Executive. We got many CVs who wanted to apply for the post but there were many few candidates who could meet our requirements. This story not ends here. It is the same story for every single position. We have to do struggle to hire our desire candidates.

3. **Dependency of the Foreign Products:** In Bangladesh most of the people have the mindset of using foreign products. They rely on the foreign toiletries and cosmetic products than the local one. That's why their market segment is only limited to lower and middle class customers, not the higher middle class and higher class. For this reason it is really challenging to STL in order to make a proper balance in the market.

Opportunities:

1. **Huge profit making scope:** Bangladesh has a huge scope for having a handsome profits in the toiletries and cosmetics industry. Today the local manufacturers hold 60% share in the domestic cosmetics and toiletries market which was 40% in the late nineties. According to the BCTMA, in 2014 local companies contribute about 90 billion taka from which 18% was contributed by STL. As dependency of foreign products are decreasing day by day and 35 million household is a huge opportunity, STL has the higher possibility to achieve its huge profit making goal.



Source: Bangladesh Bureau of Statistics 2010

2. **Product differentiation:** To stick remain in any competition product differentiate is really important. If the customers do not get any variation in their using product, they gradually loose interest on those ones. STL has a great opportunity in order to have this

differentiation. They have a strong and effective work force in every sector which can come up with different strategies which make the product differentiation more effective. If we take an example on beauty soap Unilever’s “Lux International Soap” has got the 43.33% market share only for the variation of it. On the other hand, for the less variation STL’s “Meril Beauty Soap” got only 6.66% share. So, we can see that for the verity of products the market share fluctuates a lot.

Company	Brand Name	BDT (Crore)	Yearly Market Share on Toilet Soap
Unilever (BD) Ltd.	Lux International Beauty Soap	312 crore	43.33%
STL	Meril Beauty Soap	48 crore	6.66%
Keya Cosmetics Ltd.	Keya Beauty Soap	72 crore	10%
Aromatic Cosmetics Ltd.	Aromatic Beauty Soap	48 crore	6.66%
Lily Cosmetics Ltd.	Lily Beauty Soap	72 crore	10%
Kohinoor Chemical Co.	Tibet Beauty Soap	72 crore	10%
Marks & Allys Ltd.	Camelia Beauty Soap	60 crore	8.35%
	Others	36 crore	5%
	Total Market	72 crore	100%

Market Share of Beauty Soap of Bangladesh

3. **Availability of resources:** Having the proper availability of resources is really important for any production company. According to the State Department Office of Investment Affairs’ 2015 Investment Climate Statement, Bangladesh has a labor force of 106.3 million people and among them 20.8% works in industrial sector. The good news is the average age of Bangladesh is 26 years old which indicates one of the largest and youngest labor force in the world. With these statement we can easily identify that STL

has the great opportunity to get the resourceful work force. Again the geographical location of Bangladesh is another great advantage. This tropical area has the fertility to grow the basic raw materials. Along with all these the availability of dealers are play a great role in order to have the proper balance of the company.

Threats:

1. **Political instability:** The unstable political condition is a regular phenomenon in our country. It is not only affected the peace of the nation but also affected the companies. 6% growth rate is unlocked due to the political condition of this country. Investors keep their money under the pillow for this situation. In this situation STL is also being affected. Their investing affected due to the political condition though today's market is a bit stable.
2. **Less product variations:** Like its other competitors STL has the less varieties of product than its competitors. For example, Unilever's Lux has the prompt innovation ideas to do the variation of its product. They make different flavors soaps with different complexities of it. People get more influenced by this and they rely on Lux more than STL's Meril. This is a great threat for STL. Its main competitor is capturing the more market share than it by having the variation of the product.
3. **People mindset about local products:** It is one of the mentionable threat for STL. The higher middle class and high class customers are still have the negative mind set about the local products. They are habituated with the export products rather than the local ones. STL is one of the leading local company. To be bigger it needs the support of the big fish. If it is only be centralized with its regular customers than the possibility of becoming more influential be threatened. Perhaps, it is hampering the reputation of STL also.

Why STL is unique than others?

The most important character of Square Toiletries is it cares about its customers and their needs. It always try its best to give the premier products to the customers and satisfy its expectations. It has the best manufacturing unit and a dedicated employees and shareholders which make the

company unique than others. Also its CSR activities always inspire others to do something better for the people of this country.

My Roles in the Organization:

I had completed my Internship at “Square Toiletries Limited” as an Intern in Human Resource Department. I joined there on 20th April, 2017 and ends on 20th July, 2017. The AGM, Ms. Monami Haque along with her other executives supervised me during these three months. I had to maintain full office hour which was 8:30 AM to 5:30 PM sharp from Sunday to Thursday. I had to maintain the office hour very strictly. I got my own desk and computer which was really fascinating for me and gave me feeling to be a part of STL. Personally it always motivated me to do my work. I was involved all the HR related activities partially. In these three all I did was learn and learn and gather experience. I was directly linked with one Senior Executive and one Junior Executive. They both use to give me tasks and trained me the way to do that. Mainly I was actively involved in the recruitment and selection process of STL among other works. In the recruitment process I sorted the CVs of the candidates according to the requirements. It was a tough job for me initially. The reason was STL always got huge pull of applicants and reading all the CVs and found the required one was very tough for me. But gradually I got the strategies and CV sorting had become just a piece of cake for me. After sorting the CV I had to give them SMS professionally and invited them for written test. Then I had to arrange the interview process for the selected candidates. I had to make the summary of their information and conduct the interview session. Moreover, I had to then handover the information of the selected candidate to my Senior Executive, Mr. Muhammad Shahnur Rajib after making the summary of the interview. After that the next procedures were done by him. In these whole process I had learned to be confident, being strategic and got the idea about time management. I had also learned how to work under pressure and got the idea about stress management practically.

Sometimes I got the opportunity to observe the interview session of sales officer which was conducted by the Junior Executive, Mr. Khandaker Nabil Abrar. After observing the interviews I had to plot my opinions with logics in front of my executives. I also arranged the schedule of the Sales Officers in-house training, gave guard in the exam hall and checked their exam scripts. In this way I had learned to deal with different kind of people and learned strategies to make them work for me.

Last but not the least, I also did some excel works along with making power points if they asked me to make. I also had to maintain all the OBs and retained a flexible and harmonious communication among all the office employees and abide the policies of the company which helped me to understand the culture of the company and increased my interpersonal and compulsive skills.

Selection & Recruitment Process of the Company: V

For the sustainable and high performance every company has to maintain four major steps in its HRM department. They are planning, organizing, leading and controlling. All these strategies are conducted depend on the goals of the organization.

HR Planning in STL:

Every organization wants to go further in order to achieve their goals. That's why they need a proper planning which execute and enhance them to gain their goals. Other area's success depend on the proper execution of planning. Like all other companies STL has its own planning strategies. Mainly its planning depend on its mission, vision, strategic goals, productivity target and so on. To identify personal needs STL depends on the managerial method. It depends on the change in productivity.

Recruitment and Selection Process of STL:

STL always eager to make the top caliber people in their hub. That's why they pay a close attention to every recruitment step. Anyone can apply in any position and if they have the qualification then he or she can be a part of STL without any discrimination. No background, culture or gender is matter without the required qualification. Along with the merit STL gives a great emphasize on the candidate's attitude. Because STL believe having a positive attitude towards work affects the productivity level. Again, they go by a written test to assessment the academic and thinking part of the employee. Next the candidates judged by the Functional Heads and HR Head in order to check their credibility. After all these the selected candidate has to go through antecedent verification and medical test.

For more specific the proper recruitment process is given below:

- Need Assessment

- Defining the position description
- Checking the recruitment options
- Advertisement
- Short listing applications
- Written test
- Selection interview
- Employment decision
- Medical check up
- Offer letter
- Orientation
- Placement
- Follow up

CV Sorting:

For any position CV sorting is a must. Here, CV sorting means find out the eligible candidates who are suitable to attain the entry examination or interview. In STL there are various ways to find a proper CV. After having the job requirements junior officer or interns sort the CVs. They saw the qualification of the candidates from their CVs and after that appropriate ones go for the primary selection which is a written exam or a direct interview. The selectors mainly focus on whether the applicants' basic qualifications are suitable for the position or not.

Internal source and job positioning program:

If in the existing manpower STL got its desired man for the new position then it gladly appreciates that. They shuffle that person because he knows the basics of STL and more reliable than anyone. It is called internal sourcing.

Another way to find the employee is job positioning program. Internally the vacancy notice gives to the employees in the company's board or newspaper. Then qualified employees are invited to apply for the new position. Mainly the lower level clerical, technical and the supervisory positions are required for the method.

External source:

Though internal source is reliable, STL does not avoid the external sources to recruit their employees. In its external resource STL maintain some strategies in order to have efficient result. Firstly, advertising in the media is a great way to have external recruitment. Both Bangla and English newspaper are preferable for the advertisement. Bdjobs is another resource for external source. Senior executives search for the candidates so that the best can never be missed. In the website they see the CVs that go along with the qualification and after that they invite the candidates by a formal phone call. If they agrees to give the written examination or interview then the forward procedure go on.

Employee referral and manual procedure:

Having an internal reference is always preferable for STL. Sometimes internal employees refer their kin and kith for the vacancy and with their reference STL interviews them and select them for its position. It's reliable because internal employee will refer the best candidates because by referring them their reputation also in count. Again, many candidates submit their CVs manually in the STL's office. They give application to the office CV center with their required position and when vacancy turned on and if they are qualified enough then they invited by STL as it believe that qualified employees can come from any source.

Selection Process:

After the recruitment process selection process is started. STL is very conscious of picking up the right individuals who is matched with its required qualifications of its position.

First, the executives and interns short listed the CVs in order to have the deserver in the exam field. After the dead line ended all CVs are individually judged on the basis on their qualifications and cover letter. In the cover letter they saw the style of language and candidates' attitude towards their work. It's really important because STL believes that if any one does not have the proper attitudes towards their work they cannot survive at STL. Another thing is judge is candidates' educational background and experience. If a candidate fails to stand up these two requirement at the same time then he is not suitable for STL. After the process the short listed candidates are invited for the written test.

Secondly, not all but maximum position are go through the written test procedure. In the written test candidates are judged by their knowledge and critical thinking stamina. STL believes in written examination because it is the scale to judge the candidates academic and thinking background. It is very important for the candidates because on the basis of the written examination candidates are invited for their preliminary interview.

By the elementary method the primary interview is done. Mainly there are 3 interviewer in the board and each candidate examine really closely and choose for the final interview. In the final interview the manager or AGM of the company choose the require candidate and do further procedure with him. For having a safe side they put 1 or maximum 2 candidates in the waiting list.

After having the total interview process STL rechecks the reference that the candidate had mentioned in his CV. The executives contact with the previous supervisor of the candidate personally and inquiry about him. If the supervisor is not comfortable enough then they contact with his another reference that mentioned in the CV. Another thing they do that they ask several questions in the interview session about his previous work experience so that they can judge the truth of the candidates.

STL believes that every person has the right to choose his own decision. For that reason, the manager himself give a detailed conversation with the selected one to inform all the terms and condition. After that it's up to the candidate whether he wants to join STL or not. The basic salary varies in STL but most of the benefits are same for all. STL offers five bonuses annually, 50% medical discount for the employees' in the Square Hospital, incentives which is depended on their performances, discount in Square products, free transport, and quality lunch services and so on. Some benefits are confidential and is prohibited to disclose publicly. Another thing is in some posts employees gets car or bike for them.

When the selected candidate gives his positive opinion about the position then he has to go though some basic medical checkup because health comes first for STL. When its approve that the candidate is physically fit for the job then he has to submit all his academic certificates and work experience documents in order to make his own file. After that HR of STL gives the offer letter to him and he can join as a new member of STL family. The written offer letter is hand over to the candidate after the oral acceptance of him. After two days of his oral acceptance STL

is bound to give the written offer letter to him. In this way he can enjoy the facilities of STL as being an official member of it.

Recommendation:

Though STL is a renowned local company of Bangladesh I have some little observations about the selection and recruitment process.

1. The entire process of recruitment and selection is really long and monotonous. In this telecommunication era where everything is digitalized, STL still follows the manual system. For this reason it kills time and resources. By having small trainings the employees can be updated and the hustle of non-digitalized process can be omitted.
2. Another thing is STL always considered internal reference more. In many cases if there is an internal recommendation in a candidate's CV then he gets preference which can be a threat for the company's reputation.
3. Moreover, the interview panel is not same always. Some panel are really hard for the candidates and other is really reliable for them. If there is not the minimum difference between the two judgments then the recruitment process can be questioned.
4. STL has to be more effective on campus recruitment and has to do digital marketing for their recruitment. For example, different companies do career fest in different university campus. STL can also do such kind of thing by which they can easily find out the desired candidates. They can do campus recruitments where different young faces can participate and show their capacity in front of STL.

Again they can do digital marketing. For instance, they can make a face book page where different job offers can be offered. It is less expensive and less time consuming and more effective. As new generation is actively involved in social media, its important STL also go with the flow of new era. Again, when it participate more on these events and new strategies then it can find more energetic and passionate people who can help to get its goals.

To be successful in any business HR department has to be strong and well defined. Because the selection and recruitment is in their hand. Not only that, along with the process they have to motivate the employees and keep an eye on the company's goodwill which is a huge responsibility. By last two decades toiletries and cosmetic industry in Bangladesh is having a

great impact on the GDP of the country. There is a huge possibility to grow and also expand the industry. STL is one of the top leading company in this industry and has the possibility to go further from any company. It has a strong value and noble cause to be in the market. So, with its all efficiency it has to go further and beyond that. Then the passion of the four middle man will get what they deserve.

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