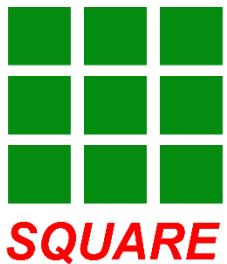


# INTERNSHIP REPORT



2019

*"HRM Practices of Square Toiletries Ltd."*





**UNITED  
INTERNATIONAL  
UNIVERSITY**

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**Subject: Submission of Internship Report on “Human Resources Practices of Square Toiletries Limited.”**

Dear Sir,

I am Farha Tahsin, student of School of Business and Economics, UIU. I have just finished my internship in Square Toiletries Limited. Under your supervision, I have prepared a report on “HRM practices of Square Toiletries Limited”. I have tried to include all my practical knowledge earned through this journey. I have also tried to create a link with all my theoretical knowledge.

Though this report is a requirement of my graduation program, I have done it enthusiastically. I am thankful for all the support you have given me throughout this journey. Hope it will meet the standard that you have expected from me.

Sincerely Yours,

Farha Tahsin

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School of Business and Economics

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## Acknowledgement

Firstly, I am grateful to the Almighty for bringing me in this stage. At the end of my BBA program, today, I am preparing this report. It's a blessing for me.

I am fortunate that I am ending this journey by another great experience. Square Toiletries Limited, one of the leading toiletries company gave me a chance to work with their HR team and to gain the practical knowledge I needed most at this stage. Special thanks to Ms. Monami Haque, DGM, Human Resources and Mr. Muhammad Shahnur Rajib, Sr. Executive, Human Resources for giving me this opportunity.

Lastly, without whom I couldn't have completed this report properly, my honorable supervisor Dr. Mohammad Badruddoza Mia. Sir supported me throughout my report. Starting from the topic to submission, he provided me all the guidelines that I needed for this report. His immense amount of support helped me to complete this report within time.

I am grateful to all my well-wishers, seniors, faculties and my parents who made me capable of what I am doing today.

## **Executive Summary**

This report is about the HR Practices of Square Toiletries Ltd. I have prepared it from my internship experience. It is separated in to seven chapters. In the first chapter I have given a brief description about the company and its profile. In second chapter I have mentioned the idea of STL's human resources planning. In third Chapter I have mentioned their recruitment process and in the next chapter I have briefly explained their training and development methods. In fifth chapter I have shortly included their compensation and benefits followed by their labor law practices. Lastly, I have mentioned my findings about STL and also mentioned some recommendations.

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# Chapter 1

# Introduction

## **1.1 History of Square Group**

Square group started their journey in 1958. Samson H. Chowdhury founded this group as a private firm with three of his friends. Though it started as Partnership Business but in 1991 it became a Public Limited Company.

Square started as a Pharmaceutical Company and now they are one of the leading pharmaceutical companies of Bangladesh. Today it is not only a pharmaceutical it is one of the largest conglomerates in Bangladesh. Now this group has Pharmaceuticals, Hospital, Textile, Toiletries, Consumer Goods, Herbal Medicine, Agro Vet Products, Information Technology, Television Channel and more.

## **1.2 Square Toiletries Ltd.**

In their diversified business Square Toiletries Ltd. is one of the leading companies. In 1988 with their brand “Jui” it started its journey. Now they have over 50 international quality products. In Bangladeshi toiletries market it has a huge market share, who is competing different multi national brands. A matter of pride is that, this Bangladeshi toiletries company is a market leader in winter toiletries market.

## **1.3 Vision**

STL attempts to understand the unique need of market and translate it into product to satisfy its customer in form of quality products with affordable price range.



## **1.4 Mission**

STL follows a set of mission to carry its business towards its goal. One of their Mission is understanding their customer and offering maximum satisfaction to them. They try to provide quality products with affordable price range.

They are not only focused on their customers but also on their employees. STL is focused on giving their employees a good and friendly work environment.

They also uphold their duties and responsibilities for the society they are working in. They are serving them with utmost ethical standard.

## 1.5 Values and Principals

STL believes that they have a huge responsibility towards its society. So, they focus on the welfare of its society. Profit is every business's concern but it is not their only concern. They are focused on their commitments.



## 1.6 Brands and Products of STL

STL's first product is "Jui Coconut Oil" which is still a well-known hair oil of this country. It is also one of the products which is being imported. Now this company is a large FMCG company of Bangladesh. They have over more than 20 different brands and over 50 products.

Their brands are segmented as health and hygiene, oral care, hair care, fabric care etc.



## Chapter 2

# Human Resources Planning of Square Toiletries Ltd

## 2.1 Linking HR Process to Strategy

As STL is a manufacturing company, it has its own strategy for production I, distribution, sales and marketing, financing and operation. In every aspect it requires different number of human resources. The HRD is always concern about linking its operation strategy with their plan and action. Depending on different departmental strategies it requires different number of human resources. They try to fulfill all the departments need by proper recruitment. Also, they always check the efficiency level, justification for any recruitment, cost of employees and other related stuff and regularly reports to the Operation Head.

## 2.2 Organogram of STL

STL follows a tall structure. Their top authority holds the most power. Power is distributed based on ranking. By this they try to balance a good working environment.

STL's hierarchy looks like below:



## 2.3 Demand and Supply of Manpower

STL's employees can be categorized by three categories; executive employees, non-executive employees and employees of distribution. One part of them are working in their head office which is in Mohakhali, Dhaka. The other parts are working in their factories which are in Rupshi and Pabna. The field force is working all over the markers of Bangladesh as Sales Officer, Territory Sales Officer, Area Sales Manager, Regional Sales Manager and Divisional Sales Manager.

For their field force, especially for Sales Officer they recruit frequently. In each recruitment they take 20-30 Sales Officer on and average in every 2-3 months but still they have huge demand. From my experience there I have seen around 400-500 candidates for that position in each recruitment. For TSO, ASM, RSM and DSM the vacancy is less but still their demand is high in market.

For executive level, they do both internal and external recruitment. Internal recruitment is done by promotion. For external recruitment they recruit by multiphase assessment. Mostly fresh graduates and also experienced candidates apply for these positions. I have seen thousands of CV there for a single executive post.

So overall the supply of candidates is more than their demand.

# Chapter 3

## Recruitment and Selection Process

STL is a big manufacturing company. They have huge number of employees of different levels. The recruitment process depends on the position they are hiring.

Primarily for better understanding, we can separate the recruitment process by three categories,

- Recruitment and Selection of Executives
- Recruitment and Selection of Non-executives

### **3.1 Recruitment and Selection for Executives**

Recruitment: This process is different than the non-executive's recruitment process. As the requirements are totally different. Starting from collecting pool to final selection every step follows different strategy. For executives they follow these steps:

#### **3.1.1 Creating Candidates Pool**

##### **3.1.1 (a) Online Portal**

When there is any vacant position, a post describing all the necessary information goes to online job portal. STL uses bdjobs.com. They get huge response from this site.

##### **3.1.1 (b) Career Fair**

For fresh graduates and employer branding there is no alternate than career fair. In our city there are so many private universities along with some public universities. They arrange career fair, job fair etc. STL attends these programs to attract these fresh graduates.

During my internship days they attend a Career fair in a top private university and got a great coverage in media which is great for their branding.

##### **3.1.1 (c) Social Media**

There are many career placements pages of different universities in social media. Also, there are some groups where many people are connected for employment opportunities. STL uses these platforms and posts their vacancy announcement. They also get good responses from these groups.

### **3.1.1 (d) Selection Process**

After getting responses from their announcements in different sources they start the selection process.

Firstly, there are thousands of resumes which needs to short listed. I have done this work for five to six vacant positions. There are some criteria, based on that the short listing is done. After that the short listed candidates get a text message from STL with the detail of written exam.

After written exam the short listed candidates get call for next assessment. For different position the assessment pattern can differ. From my experience, I have seen some day long assessment. In this assessment candidates face a Group Discussion after that they get a Case and they are asked to solve it by making a Power Point Slide to present it. One by one the candidates present the solved case and face an interview.

## **3.2 Recruitment and Selection for Non Executives (Field Force)**

### **3.2.1 Recruitment**

Field Force includes SO, TSO, ASM, RSM etc. For this recruitment the vacancy post goes on some famous Daily News Papers. The application or resumes are accepted only as hard copy for SO. For other posts both are accepted, hard or soft copy.

### **3.2.1 Selection**

First phase is selection of right candidates. After selecting the right resumes, shortlisted candidates get a text message with the detail of written test and interview. After written test and interview the selected Sales officers are asked to go for field training. In selection process of TSO they don't need to face any field training but they face another interview. In recruitment of RSM and DSM final candidates face a single day experience in field and prepare a presentation of their experience.

# Chapter 4

# Training and Development

Today's world is continuously changing. People's demand, taste, lifestyle, technology, working method, environment everything is changing their pattern. For this, every organization is trying to keep their employees up to date with knowledge, skill and wisdom. To improve employees KSA organization needs to train and develop them according to their need. STL is equally concern about their employee development like other organizations.

## **4.1 Types of Training in STL**

Square Toiletries Ltd provides regular training to their employees. For their field force they provide definite type of training.

- Field Training
- In House Training
- On the Job Training
- Classroom Training

### **4.1.1 Field Training**

It is organized for Sales Officers. After their selection process they are asked to attend a field training which is prerequisite for their appointment. This training is designed for 15 to 16 days maximum. The participants have to be in their proposed markets during this period. They are supervised under a TSO or ASM. During this training they learn how their work does practically. They learn all the sales techniques and adopt an attitude which is needed for this job.

Based on this training their supervisor evaluates them. Supervisor's evaluation is taken seriously and based on that participants sometimes don't get appointment.

### **4.1.2 In House Training:**

In House Training is designed for 5 days. Participants who complete their field training they have to attend in this training. It is held in their corporate office in Mohakhali, Dhaka. Different marketing executives conduct this training. Also HRD gives a brief idea about overall company policy, rules and regulations. Each day they give an exam on the syllabus they have covered the previous day. In the last day of training they give an exam on the whole syllabus followed by a viva.

### 4.1.3 On the Job Training

When someone gets appointment their first few months according to Bangladesh Labor Law is counted as Probation period. During this probation period the employee also learn by working with everyone. This is called OTJ, on the job training. Peers, supervisor everyone around that employee helps him in this kind of training.

### 4.1.4 Classroom Training

Sometimes based on needs executives get training by different experts. Different department arranges this kind of training for their team. This kind of training increases problem solving ability of those trainees.

# Chapter 5

## Compensations, Benefits & Labor Law Practices in STL

## **5.1 Compensation and Benefits**

Square Group's one of the good quality is they are always concern about their employees. Their work environment, security, policies and everything is employee focused. Among all the national level companies they have a very good compensation and benefit package.

### **5.1.1 Salary and Bonuses**

They maintain a good pay scale. Where most of the companies pay bonuses twice a year, they pay five bonuses in a year. Two festival bonus and other profit share bonus which are really motivating.

### **5.1.2 Transportation facility**

All the executives get daily up-down transportation facility. It is fully subsidized. For this purpose they have huge number of good quality buses. Also top level employees get car from office for their uses.

### **5.1.3 Work Environment**

They have a good work space with all good facilities. Apart from their field employees all the executives get well furnished office set up with all the necessary equipment.

### **5.1.4 Retirement Benefits**

Square gives their employees one of the most important benefit which is financial security. They have a good plan of provident fund. Every month a definite percentage of employee's salary is transferred to their provident fund account. Whenever the employee quit their job they get the amount after final settlement with the company.

### **5.1.5 Earn Leave**

We all know the benefits of earn leave. Square gives their employees this earn leave facility and they can do encashment of this leave if they don't use it.

### **5.1.6 Subsidized Lunch**

Employees get daily lunch in their office which is fully subsidized. It helps them from the daily hassle. Also it is a very good attempt as employees are getting good quality and hygienic food regularly. In month of Ramadan when employees don't have lunch they have options to have Iftar or to have cash amount allocated for Iftar.

There are many more facilities Square Toiletries Ltd is giving their employees. They believe a satisfied employee will give their best for company's future.

## **5.2 Labor Law Practices in STL**

One of the amazing things I have witnessed in STL is their strictly maintaining Labor Law. They are extremely respectful with Bangladeshi Labor Law Practices. Starting from their work hour to any big issues they follow the law.

It is not possible to mention all the labor laws here but some of the example of their practices is:

### **5.2.1 Work Hour**

For a good work life balance we have a law that employees are allowed to work for 8 hours per day and 1 hour will be lunch break. They maintain it strictly. They maintain the in time and out time so accurately. Almost 99% employees come within 8.30 am and if there is no emergency almost every one leaves within 5.30. It is not that common scenario in this era. So square group deserves appreciation for giving their employees a good balanced life.

### **5.2.2 Leave**

According to our law we have casual leave, sick leave and many more. It is also mentioned in our law for how many days this leave is attainable. Square maintains each rule regarding leave and give their employees the right to have it when necessary.

### **5.2.3 Maternity Benefits**

Our law gives some benefits to our female employees for their maternity period. STL also gives these benefits to their female employees. They get 4 months leave with full payment of salary. But according to our law each female will get this benefit for twice in her life so square also maintain this rule. If anyone needed it for third time, she may get the leave but it will not be a paid leave.

#### **5.2.4 Fixation of Wage/Salary period**

Under section 121, there should be a fixed wage period. No wage period can exceed a month. Salary and wages of a worker should be paid before the seventh working day following the last wage period. Square strictly follow this rule. They never keep pending their employees' salary and wages.

#### **5.2.5 Health and Hygiene and Safety**

Most of the organization is carefully maintaining all the facts regarding labor law but they overlook one of the simple but important act regarding health and hygiene. In STL they follow almost every act regarding health and hygiene. Their office is well structured not overcrowded. They have maintained the laws of cleanliness. They set up the spittoons, fire safety buckets and tools. They have also put the necessary indicators in walls where it is necessary

# Chapter 6

## Findings and Recommendations

## 6.1 My learning from the internship

I have done my internship in Square Toiletries Ltd for three months. At the very beginning I have made some phone calls to the candidates to were in field training that time. During this phone calls I have talked with different types of candidates all over the country. They had different queries. By answering their queries, I had learned so many things.

I have helped my team in conducting in-house training. I have checked their script. I have taken exams during those trainings. At the end of training they distribute appointment letter and take necessary documents. It is a daylong procedure. I have learned many things from this too.

During this interview I have sorted CV for different positions. Learned, about their job roles. For field force I was taught about the whole distribution process. Now I know a HR person needs to know about every department's activity.

I have helped my team in conducting interviews. I have prepared the interview boards. In conducting an interview, a HR team member have to balance both sides, it is like creating a link between both recruiter and candidates. Taking top levels time and managing it to make schedule is not an easy task. Sometimes candidates share their problems too, solving it instantly is also a big task for HR people.

I have prepared so many letters too. For example; appointment letters, transfer letters, letters regarding resignation etc. I have prepared candidate summery, proposal for hiring new employee, result sheet for written tests etc. By preparing these I have learned so many formal procedures.

Once I was asked to prepared a TA-DA for Sales Officer Training. For field training TA varies from area to area. I had to calculate it from a chart. It was quite easy task to do but a new thing for me. Theoretically we don't learn these things.

After this internship period I can say that the whole journey was precious for me. I have mentioned some of the major things I had repeatedly done there. But from the first step I have learned uncountable things. Technically I have never used a photocopy machine before my internship. Starting from these small things to many big issues I have learned so many things. It was indeed a must needed experience of my life.

## 6.2 Findings

During my Internship I have learned many things from them. After that I have also read many things about STL's HR practices from different papers. Some of my observation or findings about STL'S HR practices are:

- STL is a bureaucratic organization. They follow traditional systems. One the biggest reason for being traditional is there hierarchy. In this era when most of the organizations are following nonhierarchical structure they have a tall structure. As a result, their power distribution is centralized, their decision making process takes time. As they have tall structure and need necessary approvals.
- They have a general HRD. A team who are working all necessary HR activities. Thy are also handling it well. HRD concept is very recent for this country. As a result, most of the organization is doing same thing. But we should keep it in mind that our time is changing, today's HRD have lots of works to deal with. Employer branding, employee safety, conflict management and many newer things are there with traditional pay role and administrative work. It's quite difficult for a general HR team to do all these tasks, if they want to be more efficient in future.
- STL follows a traditional work style. Traditional 9 to 5 job, doing tasks in specific cubical, specific dress code and etc. They take rule more seriously than accepting changes.
- They take legal issues very seriously. Their concern for employee and society is appreciable.
- STL follows labor law very strictly and their safety concern for employees is actually appreciable.

## 6.3 Recommendation

STL is serving this nation for a long time. They are one of the best toiletries company of this country who is competing with other multinational toiletries companies. I am not capable enough to recommend them anything but from my learning and understanding I am trying to give some suggestions

- They should be open to change. Today people are being more flexible for everything. In this time, we need to be people oriented rather being mechanistic. STL's dress code, cubical work place is a sign that they are quite mechanic. Where today most of the organizations don't have any specific workplace. They just have a comfortable work place where everyone is working anywhere with their team in a comfortable way.
- Their HRD is not that big and specific. But we can see today's HRD have so many different and diversified tasks. Even most of the companies now have recruitment and employer branding as separate division. If they be more specific they will be more efficient.
- For their field force recruitment, they go for zonal recruitment but then they place them all over the country. Though they have transfer option but all these process requires extra hassles. They should hire qualified local people for particular market. It will increase the possibility to retain employee for a long time. Also no one will try to transfer from their own city. Other than that it is easier to increase sale in their own community.
- They participate in career fair but they can do campus recruitments. It is easier to take written tests in some specific top universities. It eases up some steps like creating pool, sorting CV's and all. With help of universities volunteers they can make their recruitment process easier. Already many companies are doing this.

# Chapter 7

## Conclusion

## 7.1 Conclusion

Square group took them to that level where almost every family has at least a single product of them in their home. Square Toiletries is not that old but still strong enough to compete with other international brands. They are already market leader of winter toiletries market. They are concern about their customer and always trying to satisfy them. They are also concern for their employees. They have good HR practices, employee benefits and good compensation packages, safety and security etc. Square Toiletries is a workplace where anyone would love to be a part of. They are going good and there is no doubt for that. As the time is changing rapidly for our own good we need to accept changes. If square accept changes for their future, I think no one can stop them from being the best for the rest.

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