

INTERNSHIP REPORT ON
“Operation Activities at Sales and Marketing Department of
Munshi Enterprise Ltd.”

Talha Bin Sharif

This report is submitted to the United International University School of Business and Economics as partial fulfillment of the Bachelor of Business Administration degree requirements.

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“Operation Activities at Sales and Marketing Department of
Munshi Enterprise Ltd.”



School of Business and Economics
United International University

Course Code: INT 4399
Course Name: Internship

Submitted To:

DR. Saad Hasan
Associate Professor
School of Business & Economics
Department of Supply Chain Management

Submitted By:

Talha Bin Sharif
111192045
Supply Chain Management (SCM)

Date of Submission:



Letter of Transmittal

Date:

Dr. Saad Hasan
Associate Professor
School of Business & Economics
United International University

Subject: **Submission of Internship Report on “Operation Activities at Sales and Marketing Department of Munshi Enterprise Ltd.”**

Respected Sir,

With all due respect, I, Talha Bin Sharif from United International University writing to inform you that I have effectively completed my internship requirements by submitting the required report. I am extremely appreciative of your assistance, and I would like to acknowledge the grace of Allah Almighty for this accomplishment.

I would also like to thank you for providing me with the invaluable opportunity to become familiar with the Sales & Marketing Operations at Munshi Enterprise Limited as well as formal business report writing. Throughout the process, I have effectively applied the knowledge I've gained from the courses I've taken as part of my BBA program at United International University. To the best of my ability, I have completed this report. Thank you once more for providing me with this chance.

I am thankful to you for your direction and courteous cooperation at every stage of my work on this report. I shall stay truly grateful if you please take some pen to look over the report and judge my performance.

Sincerely yours
Talha Bin Sharif
ID: 111192045
School of Business and Economics
United International University

Declaration by the Student

I, Talha Bin Sharif, solemnly attest that the internship report titled "Operation Activities at the Sales and Marketing Department of Munshi Enterprise Ltd" has been meticulously crafted based on the knowledge and experiences I gained during my internship at Munshi Enterprise Ltd, a renowned Bangladeshi Overseas Recruiting agency. It is essential to note that this report was created solely to fulfill my academic obligations and is not intended for any other purpose or use.

In addition, I certify that this report is the result of my own efforts and original thoughts, and that it has not been plagiarized or copied from another source. This entire report reflects my own analysis, comprehension, and interpretation of the subject.

Talha Bin Sharif
111192045

Supervisor's Certification

This is to certify that the internship report titled "Operation Activities at Sales and Marketing Department of Munshi Enterprise Ltd." has been prepared by Talha Bin Sharif, bearing ID No: 111192045, in partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) degree from the School of Business & Economics at United International University. The report meets the standards and guidelines prescribed by the university authority in terms of its quality and format, and as such, it is deemed acceptable for evaluation.

Dr. Saad Hasan
Associate Professor
School of Business and Economics
United International University

Acknowledgement

First and foremost, we express our gratitude to Allah for providing us assistance in the preparation of this report on "Operation Activities at the Sales and Marketing Department of Munshi Enterprise Ltd." I would like to extend my sincere appreciation and heartfelt acknowledgment to my esteemed course instructor, Dr. Saad Hasan from United International University. Additionally, I am immensely grateful to my line managers, Zakir Hossain Babul, Manager of Sales and Marketing at MEL, and Nausheen Navera Shahrukh, Head of Sales and Marketing at MEL. Without their invaluable advice, support, and guidance, this term paper would not have come to fruition.

It is important to emphasize that this report not only serves the purpose of concluding my internship but also holds relevance within the scope of Munshi Enterprise Ltd. (MEL). I am confident that its findings will contribute to further accolades within the organization. I extend my heartfelt thanks to all the individuals who have supported me throughout this journey—my coworkers, colleagues, friends, instructors, and my team. I am especially grateful to my line manager and advisor, whose unwavering support has enabled me to deliver an exceptional and insightful internship assignment. During my job duties, I had the opportunity to gather relevant material and observed the procurement procedures and policies from various sources, which are duly referenced in the appropriate section.

Executive Summary

As part of my BBA degree requirements, I chose this topic because I was required to complete a report on Sales and Marketing for my internship. The majority of this report is based on my work experience at Munshi Enterprise Limited, particularly in the areas of monthly mobilization reports, customer management, candidate counseling, and invoice calculation.

For example, it is my responsibility to create work entries in the ERP software for improved communication with sourcing team when we receive requests from overseas client regarding recruitment of personnel. I brief the candidates on their responsibilities, duties, etc. when they are congregated for the interview. After the interview, the processing team begins processing the Visas of the successful candidates. It is my responsibility to revise the monthly mobilization report following their departure to other countries. As a student of supply chain management, my allotted task helped me comprehend how the manpower industries in Bangladesh respond to the international demand for both skilled and unskilled labor. This report utilizes both primary and secondary sources of information. I have gathered information from my coworkers and superiors by posing specific inquiries and collecting reports. In addition, I have accumulated some additional information from online periodicals. The report concludes with recommendations for the organization, which I believe will aid them in future endeavors.

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CHAPTER 1: INTRODUCTION



1. Introduction

Graduation candidates are required to complete an internship in their penultimate semester. Here, each student can learn successfully and practically from the market through the organization, and they can also apply the theoretical knowledge and examples acquired during their bachelor's degree program. It gives students the opportunity to test their skills in real-world situations and acquire insight into a company or career. I am grateful for the opportunity to complete an internship at Munshi Enterprise Limited, the largest market leader in the Bangladeshi overseas recruitment industry.

Before I graduated, it had been a superb and thrilling journey for me. This opportunity enabled me to accumulate numerous and diverse data regarding corporate culture, structure, etc. This program assisted me in determining my career path. Teaching leadership, teamwork, and pressure management comprised the bulk of the curriculum. All of the experiences and advice I received from senior-level executives will serve as a catalyst for me to sustain and achieve success in my upcoming corporate career.

1.1. Objectives

The primary purpose of this report is to provide an overview of the international recruitment industry in Bangladesh as represented by Munshi Enterprise Limited.

Based on my activities, analysis, and observations as an intern at Munshi Enterprise Limited between January 1, 2023 and March 30, 2023, this study was compiled. During this 12-week period, access was gained to a number of clients, agents, industry experts, and publicly available online data, which form the basis for this report. The report's scope was limited to the Dhaka market, specifically its marketing and sales development activities and the necessary initiatives.

The overall objectives of this report are:

- Demonstrate the status of Munshi Enterprise Limited and the efficacy of the sales and marketing department in achieving their goals.
- Description of the duties and responsibilities of the sales and marketing department.
- Analysis of the marketing tools used to develop strategies to attract or retain clients.
- Compare and contrast Munshi Enterprise Limited's sales and marketing strategies with those of its competitors in the international recruitment industry.
- Examine the relationship between the sales and marketing department and other departments within Munshi Enterprise Limited, including the recruitment and human resources departments.
- Identify potential areas for expansion or development and obtain a competitive advantage over other firms in the industry

1.2. Methodology

Primary Source: Since I had access to confidential information, I was able to compile data. In addition, I conducted interviews with clients, candidates, my colleagues, and other stakeholders. This information was invaluable in preparing this report.

From the primary sources I have found out the below information:

- Annual Report
- User Guide
- Procurement Method
- Sales Strategy

Secondary Source: For secondary data, I reviewed numerous online journals, newspapers, news reports, and articles, among others. In addition, I conducted literature reviews on relevant topics. My colleagues at Munshi Enterprise suggested several websites from which I obtained information.

1.3. Limitations of the Report

A number of factors constrained the investigation. Several restrictions are listed below:

- Limited data sources; only a handful of websites and interviews with Munshi officials.
- It was challenging to understand the true nature of the departmental operations.
- Lack of departmental coordination makes it difficult to obtain the desired information.
- I was unable to continue the accumulation after a certain benchmark due to a lack of time.

CHAPTER 2: COMPANY ANALYSIS



2. Introduction of Munshi Enterprise Limited (MEL)

In 2007, Ayurvedia Pharmacy (AP) established Munshi Enterprise Limited as a subsidiary. They began their Ayurveda journey at Ayurvedia Pharmacy. Then, in 2007, they unveil Munshi Enterprise Limited, an overseas recruitment agency. They envisioned establishing a brand in human resources that would serve as an international benchmark. They are continually striving to maintain it, and as a result, they are able to provide their clients with cost-effective, expedient services, which contributes to their clients' satisfaction. Munshi Enterprise Limited is constantly mindful of the fact that they are not merely an agency; rather, they assist candidates in achieving their goals and guarantee that they will find the ideal job overseas. They also offer appropriate training. Because of this, candidates are extremely pleased with Munshi. Therefore, Munshi Bangladesh Limited strives to provide clients with the highest quality services at all times by utilizing the most qualified personnel.

Munshi HR Solutions identifies manpower-related requirements in each and every industry, recruits the right talent, and develops appropriately qualified manpower. They view individuals as strategic collaborators, not as customers.

2.1. History of the Company

Munshi Enterprise Limited is a platform for supplying skilled or non-skilled workers to local and international markets spanning all major industries. Overseas Human Resource Recruitment, Manpower Outsourcing, and Non-Profit Organizations are a few of the industries in which they provide the workforce solutions required by clients.

The Managing Director of Munshi has a grand vision for the company's growth and for assisting society in every way imaginable. They believe that their success is contingent on that of their companion. They have a comprehensive comprehension of their partner's business in order to provide competent personnel.

Chapter 2: Company Analysis

With the ever-changing nature of the world, the work pattern and requirements for human resources have also evolved over time. With a good year of experience, an organization gains an in-depth understanding of the potential of individuals as well as the market's structure and the correct human resource requirements, which helps propel the company forward. In addition, they always place a premium on their clients and strive to develop skilled workforce personnel as well as innovative workforce solutions and services that assist their clients in achieving their objectives.



Company Name:	Munshi Enterprise Limited
Year of Establishment:	2007
Corporate Office:	57-57/A, Uday Tower (6 th Floor), Gulshan Avenue, Gulshan – 1, Dhaka – 1212, Bangladesh
Operations Office:	413, Nayanagar, Coca Cola Road Vatara, Gulshan, Dhaka – 1212, Bangladesh
Company Website:	https://munshicorp.com/munshi-enterprise-limited/
Founder:	A.F.M. Fakhru Islam Munshi
Managing Director:	Raquib Mohammad Fakhru (Rocky)
Parent Organization:	https://munshicorp.com/

2.2. Vision & Mission

Vision: Munshi Enterprise Limited has a vision of becoming a global destination for sourcing human capital for any type of growth in a particular field of work and for implementing a transformation by utilizing skilled labor, which will aid them in retaining their workforce and making a significant contribution to sustainability.

Mission: To provide exceptional human resource solutions such that partners will view them as an extension of their business and recommend them to others; suppliers will strive to develop long-term relationships; and employees will feel engaged and empowered.

2.3. Business units and other concerns

Apart from Munshi Enterprise Limited, there are seven other concerns in the Munshi Group.

- i. MBM: Munshi Bangladesh Limited, which provides a complete solution in facility management.
- ii. Ayurvedia Pharmacy (AP) has a wide range of Ayurvedic or herbal medicines.
- iii. Munshi HR Solutions Ltd., which is an HR firm.
- iv. Nur Majid Ayurvedic College
- v. Haji Ahmad Brothers Securities Ltd.
- vi. Nina Munshi Foundation, a voluntary, non-profit organization
- vii. Munshi IT services

2.4. Services and Valued Clients of Munshi Enterprise Limited

Munshi Enterprise Limited (MEL) is a premier manpower recruitment agency in Bangladesh committed to providing manpower requirement solutions globally. It is a government-approved recruitment agency (RL # 986) that has been operating for the past 16 years.

MEL assures that they have the capability of mobilizing the best possible candidates from different parts of Bangladesh, as well as a large, ready database of experienced professionals.

Our fields of expertise include:

- Civil Construction
- Engineering
- Electro-mechanical
- Oil & Gas
- Transport
- Catering
- Healthcare
- Administration and management.

Some of their valued clients are below:

- ARAMCO
- G4S
- Hyundai
- Anel Group
- Dulsco
- Neom
- Samsung
- Hertz

2.5. Organizational Structure

Munshi Enterprise Ltd. Organizational Structure



2.6. SWOT

MUNSHI ENTERPRISE LTD SWOT ANALYSIS



STRENGTHS

- Renowned in the industry
- Experienced Employees
- Office possibly in best location
- Country wide network



WEAKNESSES

- Not emphasized in using Business intelligence tool.
- Lack of data driven decisions are made.
- Very few employees to handle large amount of work



OPPORTUNITIES

- Easy access to country wide locations because of their fame.
- Big companies are eager to do business.
- Large number labors available



THREATS

- Rivals have better facilities to provide satisfaction to clients.
- Employees leaving because of poor performance and lack of rewards.

Chapter 3: Theoretical Aspects



3. Theoretical Implications & Literature Review

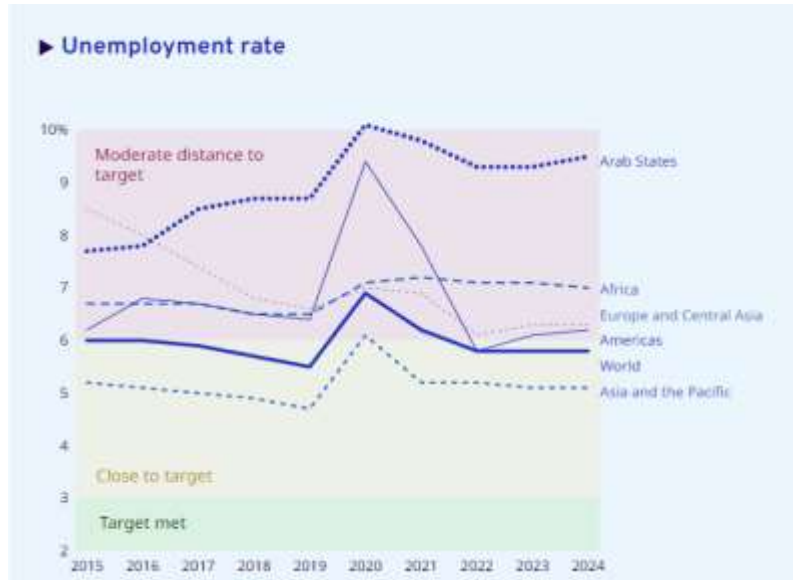
This chapter delivers important details about elements like global overseas recruitment industry, industries in Bangladesh and the Munshi Enterprise Limited. These specific areas of knowledge are presented here because it is related to my internship.

3.1. Global Manpower Recruitment Industry

The global economy is still recuperating from the COVID-19 pandemic's effects. Globally, the majority of nations have lifted COVID-19 restrictions, but supply chain disruptions, labor shortages, and rising inflation are impeding the global economy. As a result, production is below par and global trade is not being conducted as usual. Consequently, the rise in commodity prices as well as unemployment rate.

There has been a considerable improvement in global economies following the COVID-19 pandemic, resulting in a notable decline in the global unemployment rate. The rate fell from its apex of 6.9% in 2020 to 5.9% in 2022. Despite uncertainties in the global economy, it is anticipated that the unemployment rate will increase only modestly in 2023. This is attributable to the fact that the impact will be partially mitigated by falling real earnings in an inflationary environment.

The global unemployment rate is expected to remain unchanged at 5.8% in both 2023 and 2024, with the number of unemployed slightly increasing to 211 million. Despite this slight increase, the rate is anticipated to remain stable, reflecting the ongoing recovery of global labor markets from the effects of the pandemic.(Marie-Claire Sodergren, 2023)



Source: [ILO Modelled Estimates database, ILO](#)

Following a significant decline in 2020 due to the COVID-19 pandemic, labor productivity increased significantly by 2.4% in 2021. In contrast, the rate of productivity growth slowed substantially in 2022, increasing by only 0.5%. Even before the onset of the pandemic, a global trend of diminishing productivity growth had already emerged. Current projections indicate that this downward trend will continue, with an average annual growth rate of 1.4% between 2015 and 2022, compared to 1.8% between 2000 and 2014.

This persistent decline in productivity growth is cause for grave concern, as it plays a crucial role in addressing numerous challenges associated with purchasing power, quality of life, and ecological sustainability. Enhancing productivity is essential for addressing the multiple crises confronting the world today, and the declining growth rates observed over time highlight the urgency of addressing this issue effectively..(Marie-Claire Sodergren, 2023)



Source: [ILO Modelled Estimates database, ILO](#)

Globalization is a process that increases the degree of interdependence between nations and is characterized by dependence in all fields.(Akanbi & Itiola, 2013) The development of sophisticated methods for the organized dispatch of labor for its targeted use in regions with a shortage of labor resources is one of the true strategies of civilization for labor migration.(L.P, 2014)

3.2. Bangladesh Manpower Industry

Human resources are becoming one of Bangladesh's most valuable assets. Bangladesh is home to a large population. If appropriately utilized, population is comparable to an asset. This vast army consists of approximately 35 million individuals. In order to fulfill the requirements of the contemporary world, Bangladesh is gradually transforming its workforce into a valuable asset through appropriate training and the development of skilled labor. There are also a number of foreign nations that are perpetually in search of suitable manpower due to a deficiency. Thus, they are in need of manpower, whereas we have a considerable number. If they can all be transformed into highly-skilled labor, they will all be an invaluable asset to our nation.

Munshi Enterprise Limited was founded in 2007 in order to meet the requirements of the manpower sectors and convert specialized labor into employment. The company's primary

objective is to ensure the well-being of its employees and expand their employment opportunities abroad. They specialize in providing qualified, unskilled, and semi-skilled employees and have successfully catered to a number of international organizations since their founding. Currently, their organization has a global network that includes the United Arab Emirates, Malaysia, Qatar, China, Singapore, Bahrain, Iraq, Lebanon, Oman, and Saudi Arabia.(Hameem, 2022)

According to the Bureau of Manpower Employment and Training (BMET), skilled migrant migration from Bangladesh decreased by 3.57 percent from 2021 to 2022. In 2021, 21.33 percent of migrant laborers were competent, but by 2022, that proportion had decreased to 17.76 percent. According to BMET data, after the COVID restrictions were lifted, migration increased significantly, as the proportion of unskilled employees increased.(Ahamad, 2023)

In addition, a large number of unskilled laborers are available in Bangladesh as a result of COVID restrictions. The economic recession and Russia-Ukraine conflict exacerbated the situation. Therefore, when a foreign company comes to Bangladesh to hire employees, they create fake paperwork to meet the requirements, resulting in a high rejection rate and a reluctance on the part of companies to come here.

To work abroad, migrant laborers must register with the Bangladesh Bureau of Manpower, Employment and Training (BMET). However, registration cards are frequently issued without verification, and some officials have been accused of issuing cards without appropriate verification. BMET argues that a small workforce makes it challenging to verify so many appointment letters.(Mohiuddin, 2023)

3.3. Munshi Enterprise Limited

Employees at Munshi do their utmost to assist clients in locating the most qualified candidates. Consequently, they adhere to a certain pattern during the recruitment procedure. The recruitment process is depicted in a straightforward manner below:



Figure: Munshi Recruitment Process

Chapter 4: Intern Activities & Learning



4. Internship Experience

4.1. Activities

The Sales and Marketing Unit at Munshi Enterprise Limited (MEL) has assigned me a temporary position. As part of my major concentration in "Supply Chain Management" for my Bachelor of Business Administration at United International University (UIU), I was assigned with assisting customers in finding qualified candidates. I reported to Munshi Enterprise Limited's Head of Sales and Marketing, Ms. Nausheen Navera Shahrukh. The focus of my initial training at MEL was on client relations and the hiring procedure.

4.2. Learning

As part of my job, I've studied various methods of recruitment, as our clients come from various countries and each has its own immigration and recruitment policies. Qatar, Saudi Arabia are two of the largest patrons of Munshi. Their recruitment procedure is as follows:

4.2.1. Recruiting Process of Qatar

- a. First candidate needs to go for medical, after he medically fit then we will send his fit card/PP copy & CV to client
- b. Then below formalities needs to do for doing appointment of biometric enrollment, medical check test and sign work contract in Bangladesh through Qatar Visa Center (QVC), Dhaka.

SL no.	Step (process)	Who will do	Remarks
1	Application to ministry of interior for employment visa.	Sponsor	

Chapter 4: Intern Activities & Learning

2	After getting visa number, payment of medical & biometric fee USD 131.	Sponsor	
3	Prepare of work contract (employment contract paper).	Sponsor	Please prepare work contract paper (employment contract paper) mentioning position & salary QR 1100+Food Free or allowance for skilled candidate & QR 800+Food Free or allowance for unskilled candidate. This is process purpose only.
4	Appointment for biometrics, medical tests and sign work contracts by using active e-mail id and contact number of employer through QVC website (https://www.qatarvisacenter.com).	Sponsor	We suggest for NORMAL category appointment
5	Send appointment date to sponsor e-mail id / SMS.	QVC	
6	Attestation of academic certificate by concerned board/university & ministry (it is need for staff category).	candidate	
7	Medical report will be sent to MOI, Employer / employee provided e-mail id/SMS within 10-15days.	Sponsor	

For more details you may contact directly to Qatar Visa Centre through help line: +880 9666 777 101.

Qatar Visa Centre

Working Hours: 08:30 HRS - 17:00 HRS

Working Days: Sunday – Thursday

a. After successful of appointment, sponsor/client should provide us following documents to send candidates to QVC for biometric enrollment, medical test & sign contract. Sponsor/Client will provide us following documents at least 3/4 days ahead/earlier of appointment date.

- 1) Appointment confirmation letter.
- 2) Booking Confirmation (Visa Reference Number).
- 3) Appointment letter.
- 4) Visa number information (Under outside testing process).
- 5) Work Contract (Employment Contract).

b. If candidate is medically fit then client will make payment for his visa & visa will generate

c. After issued visa, candidates will travel within **3 weeks**. Processing Breakdown is given below:

Step	Process	Day(s)
1	After issued visa, candidates have to participate 3 days mandatory training.	7-10 working days to receive training certificate (TC). TC need to do immigration clearance.
2	Immigration clearance of candidates	3 working days
3	Mobilization	Max. 7 working days once Immigration clearance done and ticket provided.

4.2.2. Recruitment Process of Saudi Arabia

Sl No	Process	Time Frame	Details of the time frame
1	Medical	10 Working days	<p>1st day inform to the candidate</p> <p>2nd day candidate goes for medical</p> <p>After 3 working days report generate</p> <p>If candidate medically fit then make MOFA payment</p> <p>Fit card receives within 4 working days</p>
2	Visa Stamping	4 Working days (Only from Monday/Wednesday)	
3	Training	12 to 15 working days	<p>Only Saturday & Tuesday candidate can start training but it depends upon the schedule which will be provided by training center. And training period is 3 working days. So, all of the procedure will complete within 12 to 15 working days</p>
4	Labour Clearance	If visa below 25 then it will take 7 working days. If visa 25 or above then it will take 3 weeks	<p>Ministry permission takes 10 to 13 working days.</p> <p>Labor dept. in BMET permission takes 3 to 4 working days</p>

Chapter 4: Intern Activities & Learning

			Manpower clearance takes 3 to 4 working days
5	Deployment Time after above is completed	2 to 3 working days	After get smart card we inform to the candidate 1 day. Make flight schedule 1 day. Candidate deploy next day.

4.2.3. Service Design



Figure: Service Design for clients and customer at MEL

Here in this service design, we can simply see at first customer emails us giving us their requirement. We consult with our sourcing to see if can meet their expectation or not. If

yes, then we the sales and marketing team give green signal to both client and sourcing team. Sourcing team starts gathering candidates for interview. After the interview selected candidates are sent for processing for their Visa. After their Visa, the plane ticket is bought and they board the flight.

4.2.4. Swim Lane Diagram

If the service design process can be brought under automation, it will mitigate the delay of simple processes.

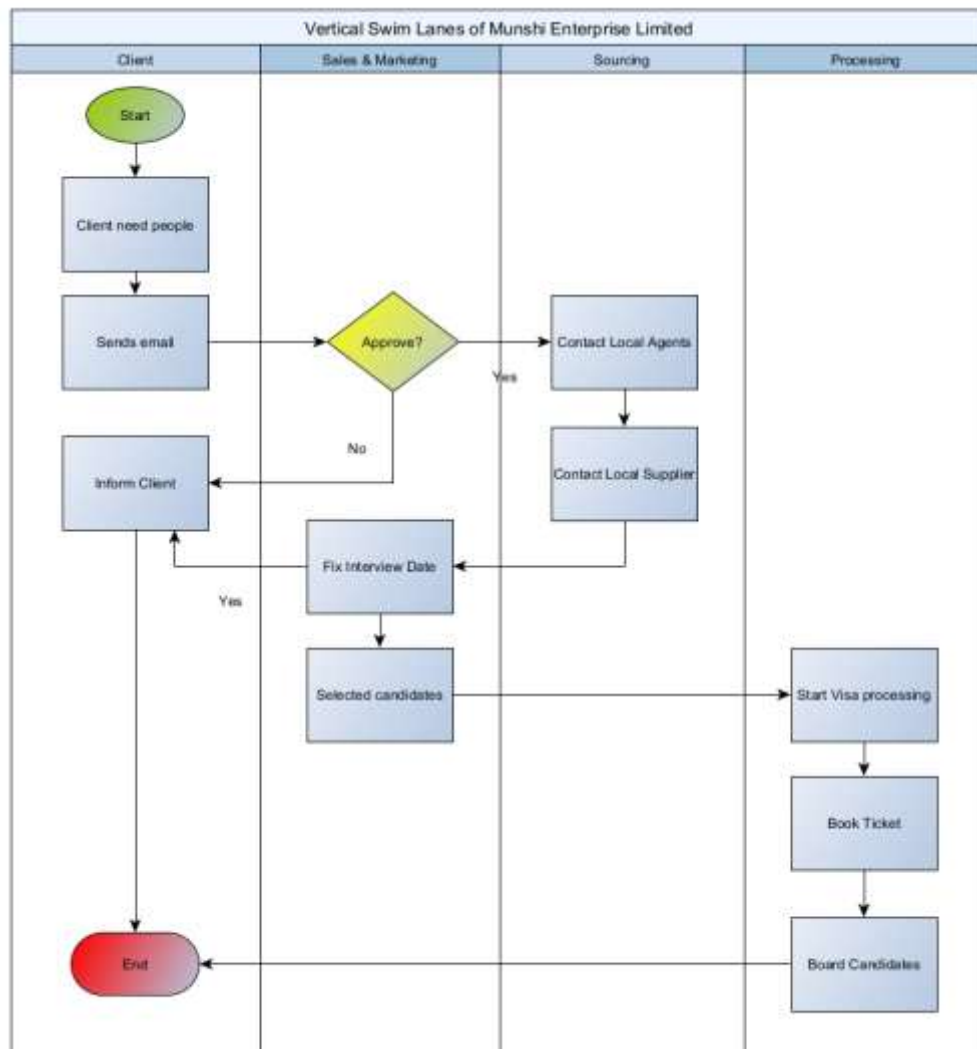


Fig: Munshi's Improved Process Flow

4.3. Failure Modes and Effects Analysis (FMEA)

Through my observations of the organization, I tried to point out some areas where failure may occur. If it is mitigated before any disaster, then it should be implemented. Moreover, this will also increase the efficacy of the processes.

FAILURE MODE AND EFFECTS ANALYSIS															
Responsibility: <u>S&M Sourcing</u>										Page : <u>1 of 1</u>					
Prepared by: <u>Talha Bin Sharif</u>										FMEA Date: <u>31/03/2023</u>					
Process Function	Potential Failure Mode	Potential Effect(s) of Failure	Severity	Potential Cause(s)/ Mechanism (s) of Failure	Occurrence	Current Process Controls	Detectability	RPN	Recommended Action(s)	Responsibility	Action Results				
											Actions Taken	Severity	Occurrence	Detectability	RPN
Getting New Clients	Not enough clients compared to other competitors	Cannot generate enough money and name in the industry	3	Not have enough employee	4	Sending Emails	3	36	Always up to date of the current news of Foreign countries taking labor. contact their agencies more professionally	S&M Team	Not have enough employee to do tasks outside basic needs	3	4	3	36
Finding legit Foreign agencies/companies who provide legit work to candidates	Candidates and Munshi both waste money and time	Candidates dissatisfaction, not getting work and eventually return to Bangladesh	5	Not having proper informer or information about the agencies	4	Contacting agencies over phone, sometimes face to face	3	60	Check backgrounds records of their employability of workers in other countries	S&M Team	Not have enough employee to do tasks outside basic needs	5	4	3	60
Sourcing team to find candidates	Not getting required numbers or qualified candidates	Dissatisfied clients	5	Not having core agents/sources where can be qualified candidates can be found	5	Relies on same old agents/sources	4	100	Find the proper agents/sources where competitors are getting candidates and provide better benefits to them	Sourcing Team	Implementation of new method is costly and time consuming, not considered at this point	5	5	4	100

Figure: FMEA

Here I have identified some potential failure modes, and for those, I have also recommended some actions that will solve the problem. Since those were not implemented, the RPN score is still the same as before. If it is implemented, the RPN score will come down, indicating which failure modes have been mitigated.

1) Understanding Client Desire: Through this work, I've gained a better understanding of how consumers in this service industry sector think and what their expectations are. In any service industry, the customer must remain the top priority. Customers are unpredictable and extremely difficult to comprehend due to the fact that everyone has their own unique way of reasoning. Therefore, a customer's requirements must be thoroughly comprehended.

2) Commitment of service providers the service industry depends on service quality and the manner in which it is provided. Customers prefer receiving services that exceed their expectations. Service providers must uphold standards and guarantee the highest level of customer service possible.

3) Application in the real world: I learned more about the service industry through my investigation. The service's marketing strategy taught me more about the service industry.

Service is intangible. As there are numerous competitors, it is very challenging to maintain the same level of service. To remain in this service industry for an extended period of time, however, the providers' market analysis must be accurate, and they must provide consistent services.

5) Comprehending that the service industry is now expanding incrementally and has become a lucrative source of income. The report assisted me in understanding the exporting workforce industry.

Chapter 5: Conclusion & Recommendation



5. Conclusion

In my internship period at Munshi Enterprise Limited I have come to learn how sales and Marketing departments run its operations and strategies being one of the market leaders in manpower recruiting agency. I have gained huge knowledge through observation and interviews how this organization is structured, each department's responsibility and specially how the sales and marketing team follows strategies to retain existing customers.

Overall, my internship experience at Munshi Enterprise Limited helped me gain valuable insights of corporate world. I was delighted to worked alongside experienced professionals where I have learned sales & marketing department's operations and strategies. I am grateful for the opportunity to contribute to the success of the company.

5.1. Recommendations

I have learned a ton of things while working as an intern at Munshi Enterprise Limited. With my very limited knowledge, certain problems caught my attention. Those are listed below:

- Munshi Enterprise Limited can expand their business market countrywide, which will help them with more customer base. More customer means more revenue.
- MEL officials should be familiar with the latest business intelligence tools. Sales and marketing should be more emphasized in global market analysis. Data-driven decisions will give them success.
- Customer satisfaction should be the always focal point. If the satisfaction criteria are met, there is guarantee more of them will come and have Munshi's service.
- The sales and marketing department has to collaborate more closely with the sourcing and processing teams. especially the sourcing team. This way, together as a whole, they will be able to take effective decisions for the organizations, for themselves and for their customers.

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