

**Internship Report on “The Impact of effective Recruitment and Selection on the Overall Organizational Performance – A Study on Bikroy.com Limited”**



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The Internship Report will be submitted to the school of Business and Economics, United International University as a part of my Bachelor of Business Administration Degree Requirement



**United International University**

**School of Business and Economics**

Internship Report on “The Impact of Effective Recruitment & Selection on the Overall Organizational Performance – A Study on Bikroy.com Limited”

**Submitted to:**

Jakowan

Assistant Professor

School of Business and Economics

United International University (UIU)

**Submitted by:**

Ananna Zahir Nijhum

ID: 111201009

**Date of Submission:**

**29.12.2024**

## LETTER OF TRANSMITAL

29 December, 2024

Jakowan

Assistant Professor

United International University

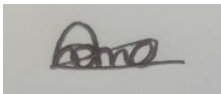
Subject: Submission of Internship Report

Dear Sir,

With all due respect, I completed my internship on Bikroy.com Limited and wrote an internship report on the subject of “The Impact of Overall Recruitment and Selection on the Overall Organizational Performance”. This report was the result of a thorough investigation into Bikroy.com Limited’s recruitment and selection practices. I would like to turn in my internship report now. To make my report special, I have used both the primary and secondary data. Additionally, I have included some of the organization’s findings and recommendations. I gathered secondary data from the company website, blog, Facebook page and reports and in addition to primary data through one to one conversations with the HR executives of Bikroy.

Eventually, I have successfully prepared my internship report with my greatest effort; I hope that you will be pleased to read my report. I, therefore hope that you will be generous enough to accept my internship report. Thank you very much for your immense co-operation.

Sincerely yours,



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Ananna Zahir Nijhum

ID: 111201009

## INDEX OF SIMILARITY CERTIFICATION

**Title of the report:** The Impact of Effective Recruitment and Selection on the overall Organizational performance – A Study on Bikroy.com Limited.

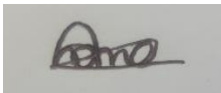
**Student name:** Ananna Zahir Nijhum

**Student id:** 111 201 009

**Supervisor:** Jakowan

**Department:** BBA

I am confirming that my report from the internship program is original and free of plagiarism and similar facts. I used no unethical methods to finish my report.



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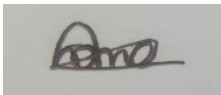
Ananna Zahir Nijhum

ID: 111201009

## DECLARATION OF STUDENT

I, Ananna Zahir Nijhum, hereby clarify that I have written this internship report on the subject of “A study on Bikroy.com Limited: The Impact of Effective Recruitment and Selection on the Overall Organizational Performance”. I treasure the time I spent as an Intern. I have thoroughly examined the hiring and selection process at Bikroy.com Limited. Through this internship, I was able to gain firsthand experience with Bikroy’s recruitment and selection process, and I learned a lot more while writing my report.

For the preparation of this report, I used both primary and secondary data. Thus, I am assuring that this internship report is one of the unique reports of BBA program.



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Ananna Zahir Nijhum

ID: 111201009

## ACKNOWLEDGEMENT

I would like to express my sincere gratitude my supervisor Mr. Jakowan, Assistant Teacher, Department of Human Resource Management, United International University for his assistance and guidance. I am grateful for all his council and guidance sessions, which inspired me and really aided in finishing my report. I would not have been able to finish this report accurately without his guidance and support.

I would also like to express my gratitude to the Bikroy.com HR team, including (Senior HR Executive) **Zarin Naznin** and (HR Executive) **Shafayat Jamil Khan** for their continuous support, valuable lessons and assistance during my internship.

Finally, I want to thank everyone who helped and supported me because I could not have completed my report without all of these.

## EXECUTIVE SUMMARY

Bikroy.com Limited is the most popular portal for entry level and part-time jobs and the simplest listing platform for people to buy and sell anything. It was founded in 2012. Bikroy.com Limited's CEO is Ishita Sharmin. Saltside Technologies, the company that operates ikman, Srilamkas leading listing platform is the parent company of Bikroy.com Kinnevik, Hillhouse Capital, and Brummer & Partners are their three investors. By providing everyone with quick and secure buying and selling options, they want to improve lives and provide long term value for the neighborhood.

This report consist the overview of Bikroy.com Limited, their mission, vision, objectives along with their products and services and the operations as well. It also consist findings and recommendations of Bikroy. The largest marketplace in Bangladesh, Bikroy.com Limited allows users to purchase and sell both new and used goods including furniture, cars, mobile phones, real estate and much more. Due to its extensive listings of goods and services, one can also locate a variety of jobs. With more than 200 workers dispersed over six locations in Bangladesh's major cities, they are constantly striving to advance innovation. Finance, Human Resource, Marketing, Business Development, Product Development, Member Relations, Corporate sales, and Product Development and Q/A are among Bikroy's departments.

The HR department is running the recruitment and selection process smoothly from the beginning. The HR head and executives take the recruitment process very seriously so that the turn over decreases and the organization gets great talents by carefully conducting all the activities related to recruitment & selection. With the proper utilization of this process many eligible candidates get to work in a corporate like Bikroy and Bikroy also get to increase their manpower strength. It also makes it easier and possible to obtain department target and organization goals.

Present-day Bikroy is the largest marketplace and behind this achievement recruitment and selection process played a significant role by bringing top talents.

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## Chapter 1: INTRODUCTION

### Background of the Report

This is an internship report which is based on “The effectiveness of recruitment process at Bikroy.” Recruitment process is an important part of Human resources management system of any company as employees of all types are main elements of any workplace, through a dedicated recruitment process an HR department succeeds to select a great number of human resources for the organization which in later times becomes strength for the organization. Human resources management is just as important as accounting and finance department in any organization. Because in today’s world employees are treated as assets and in order to bring them in the organization the recruitment process plays the most part. The HR department takes care of the recruitment & selection process in any organization. Thus, it depends on the credibility of the HR department that the recruitment & selection process is done correctly. With the help of technology and digitalization the process has become less time consuming than before.

### 1.1 Objectives of the Report

#### 1.1.1 Primary objective

The primary objective of this report is to complete the Bachelor of Business Administration (BBA) program and to obtain the certificate of BBA program from United International University (UIU).

#### 1.1.2 Secondary objective

The specific objectives of this report is mentioned below:

- Understanding the overview and background of Bikroy.com Limited.
- Understanding how Bikroy is serving its customers and fulfilling their needs.
- Representing Bikroy’s company profile, mission, vision, objectives, board of directors.
- Representing the products or services of Bikroy.
- Representing the Recruitment & selection process of Bikroy.

- Identifying the effectiveness of dedicated Recruitment & selection process
- Representing some recommendations for the improvement of the organization in future.

## 1.2 Scope & Limitations

### 1.2.1 Scope

This report consists both the quantitative data and qualitative data in order to distinctly represent all the data related to Bikroy.com. The roles of the HR department in recruitment and selection process is distinctly and elaborately discussed here. I conducted personal discussion with the HR executives of Bikroy.com. Facebook Pages, groups, LinkedIn profiles, blog are sources of secondary data.

### 1.2.2 Limitation

This report has some limitations as every organization they have their own rules & regulations which makes it hard to gather all the information and visual representation of data. During internship. Most of the data about their introduction were collected from their website and other data about recruitment & selection were from my experience though the internship. The political unrest was also not good which hampered my mental health and affected my ability of working. For these reasons it took more time to complete this report than expected

## 1.3 Methodology of the Report

### 1.3.1 Types of Data

The report includes two types of data which are primary data and secondary data. The primary data provided here by the researcher include different researches. The primary data came from different sources which include observation, practical task knowledge, questionnaire, interview. And the sources of secondary data include company website, books, social media page and groups.

### 1.3.2 Data Collection Process

In order to make this project both the primary and secondary were collected. The primary data were collected through personal interview with the HR & Admin Expert of Biroy.com limited. I asked different types of HR related questions in order to gain the proper knowledge about their recruitment process. The HR & Admin executive Shafayat Jamil gave proper detailed explanation which made it very easy to collect the primary data. The secondary data were taken from company websites and social site page.

### 1.3.3 Sample Size

In this research paper, 5 people of the HR department of Bikroy were taken as the sample. Among the sample 3 employees were from superior level of HR and 2 employees are from the subordinate level of HR.

### 1.3.4 Sample Technique

The random sampling method is used while preparing the research. 5 employees were randomly selected. Among these 5 employees 3 are from subordinate level.

### 1.3.5 Area and Time of Research

This research is prepared based on “The Impact of Effective Selection and Recruitment on the Overall Organizational Performance”. The roles & importance of recruitment & selection process in Bikroy specifically presented here. It has taken almost 1.5 months to prepare the internship by taking the primary data and secondar data from different sources.

## 1.4 Literature Review

### Article 1

“The Impact of Effective Recruitment and Selection Practice on Organizational Performance (A Case Study at University of Ghana)”

The paper emphasizes the growing recognition of human resources as a critical asset in organization. It says that people bring unique perspectives, values, attributes that can significantly enhance organizational life when managed effectively. The author argues that the development of employees and their competencies is central to successful human resource management.

Recruitment and selection are identified as essential processes for attracting qualified candidates in a timely manner. The authors highlighted that effective recruitment not only reduces hiring costs but also make sure that employee retention increase. The study also suggests that the employees who are involved with recruitment should possess right skill that aligns with the organizational value and culture.

The research revealed that The University of Ghana has established recruitment and selection process that suffer because of biasness which affect the recruitment process. This study also noted issues like sexual harassment faced by female applicants which indicates barriers for fair recruitment.

This article suggests a direct correlation between effective recruitment and selection practices and enhanced organizational performance. Organizations that tend to achieve higher productivity and improved financial outcome, as more likely to retain satisfied productive employees.

The authors conclude that there is a critical need for organizations particularly like the University of Ghana to refine their recruitment and selection strategies. They suggest the adoption of systematic unbiased approaches to hiring which will prioritize professional treatment of the candidates. This includes minimizing external influences and ensuring a transparent selection process. Because by improving recruitment practices organization can position them for today's competitive environment

## **Article 2**

### **“The Relationship of Staffing Practices to Organizational Level Measures of Performance”**

This article by David E. Terpstra and Elizabeth J. Rozell investigates the relationship between staffing and organizational performance, specifically focusing on profitability and sales growth. Despite the recognition of staffing as an important element in human resource management, researches are very limited of its direct contribution in organizational performance.

In order to gain a clear picture authors conducted surveys on 201 organizations. Their main goal was to determine whether organizations who employed greater number of employees by using all the steps of staffing has got greater outcomes compared to those organizations who doesn't do proper staffing. The findings reveal a significant correlation between the proper use of staffing practices and annual profit growth. Which suggests that organizations who implement five specific staffing strategies tend to perform better financially. However, it varies depending on the type of industry.

This article also highlights the fact that the adoption of staffing practices depends on several factors such as industry type, organization size. Overall, the researchers provide valuable insights about the positive potential impacts of effective staffing practices on organizational outcomes suggesting that organizations should consider investing in these practices to enhance their performance.

## Chapter: 2 Organization Overview

### 2.1 Company Profile

Bikroy established in 2012, Bikroy is the easiest listing platform where people can buy and sell anything, and the number one portal for entry level and part time jobs. The mission is to empower lives through fast and safe buying and selling facilities for everyone, creating sustainable value for the community.

Bikroy was officially introduced during a press conferencing in Dhaka, the capital city of Bangladesh, on October 18, 2012, Bikroy was hailed as the nation's premier bilingual classified website, supporting both Bengali and English languages.

With 200+ employees with 6 offices in major cities of Bangladesh, they work continuously to enhance trade, entrepreneurship, and innovation across the country. The highlights of their portfolio include Mobiles, Electronics, Vehicles, Property and Jobs.

Bikroy is the subsidiary of Saltside Technologies (salside.se) which also runs ikman, the top listing platform in Sri Lanka (ikman.lk). They have 3 investors – Kinnevik, Hillhouse Capital and Brummer & Partners.

At Bikroy they aspire to grow forward together with their talented team members. They are committed to offering career development opportunities and benefits within the framework of a diverse and inclusive work environment. They encourage creativity and strive to provide the surroundings to achieve great things at work. Bikroy actively ensures equal participation of all genders in the workplace. Bikroy want to work with smart, passionate and driven people who want to deliver great results.

The operation hour of Bikroy is 9:00 A.M to 6:00 PM from Sunday to Thursday. The office remains closed on Friday, Saturday and Government holidays. Also, the customer support is available for 24 hours.

In Addition, Bikroy launched in 2012 with the name “Bikroy.com” but they no longer need to promote their web domain. Now on they just named only “BIKROY.”

## 2.2 Vision, Mission and Objectives

### **Vision**

Bikroy's vision is improving lives, one deal at a time. In the near future Bikroy will expand its value-added services for its customer and business partners and allow them to buy and sell goods more easily. In this regard Bikroy has already launched "Bikroy Delivers" within Dhaka, which allows their sellers to deliver their goods directly to the buyer through them, and thus the level of security for both parties.

### **Mission**

Bikroy's mission is to build leading online marketplaces in underserved markets, creating sustainable value for the community. Building the best online marketplaces in Bangladesh while generating enduring value for the community in Bikroy's mission. In this case, Bikroy is an online classifieds website that has enabled users to access used items and created a transparent marketplace where prices are determined by supply and demand rather than by manipulating prices. Since its launching Bikroy.com has grown to become Bangladesh's biggest online marketplace.

### **Functions of Bikroy**

Bikroy is a website where anyone can buy and sell almost everything. The best deals are often done with people live in same city or same street. That's why on Bikroy, it's easy to buy and sell locally. Everyone who wants to buy and sell have to select region. It less than two minutes to post an ad on Bikroy. One can sign up for a free account and post ads easily every time. Bikroy has the widest selection of popular second-hand items all over Bangladesh, which makes it easy to find exactly what are looking for. So, if anyone looking for a car, mobile phone, house, computer or maybe a pet, he/she will find the best deal on Bikroy. Bikroy does not specialize in any specific category. Here one can buy and sell items in more than 50 different categories. It also carefully reviews all ads that are being published, to make sure the quality is up to the standards.

## 2.3 Corporate Division

Bikroy has 9 Departments, these are:

- **Operations:** Operations basically handles all the ad approving with a proper category and guidelines.
- **Marketing:** Bikroy has been doing well in their marketing strategies by which they are targeting the final consumers and reaching them as soon as possible. Integrated marketing planning is one of the most vital tools for Bikroy.
- **Business Development:** They have to onboard new members for selling their memberships for free ad posting with a minimum capacity.
- **Product & Development:** They just ensure the product whether it is good or bad. And check the quality of the advertisement.
- **Member Relation:** They try to keep good relations with their members who buy the membership card and doing business with them.
- **Finance & Reporting:** Financial implications will be transparent for doing good e-commerce business. For ease the selling, buying, and transactions e-commerce is created. However, e-commerce business is not as easy as it sees. This site says to meet the seller in person, check the item and make sure they are satisfied with it before making a payment. Buyers don't make any payments before receiving an item. Sellers don't send an item before receiving payment. This site is also requesting to avoid anything.
- **Corporate Sales:** The department have to ensure the banner advertisement on Bikroy website. They Have to approach various corporate business office and they get their ads in their website and it earns the revenue.
- **Tele Sales:** They just have to give calls to the customer and sell their products & benefit over the phone.
- **Human Resources Management:** Formal systems designed to manage people within a company are referred to as human resource management, or HRM for short. The human resource manager of Bikroy.com is responsible for a number of key areas, including hiring, performance management, organization development, safety, wellness, employee motivation, communication, administration and training. Other main areas of



responsibility include staffing, employee compensation and benefits, defining work and hiring.

## 2.4 Products & Services of Bikroy

The products of Bikroy are categorized according to the following items:

Electronics: Find great deals for used electronic in Bangladesh including mobile phones, computers, laptops, TVs, home theaters and much more. The below electronics items are sold in this site:

- Mobile Phones
- Camera & Camcorders
- Mobile Phone Accessories
- Audio & Mp3
- Video Games & Consoles
- Other Electronics

Personal Items: Buy & sell clothing garments, shoes and other personal items including handbags, perfumes, children's toys and handmade items in Bangladesh. These are:

- Clothes, Footwear & accessories
- Health & Beauty
- Other Personal Items
- Handcraft

Education: Buy & Sell books and magazines, find tuition, classes and other educational resources in Bangladesh.

- Books

- Other Education
- Books

Home appliances: Buy & Sell new used home appliances including furniture, kitchen garden products and other household items in Bangladesh

- Furniture
- White Goods & Kitchenware
- Home & Garden
- Other Home Appliances

Pets and animals: The items in this category are:

- Pets
- Accessories
- Farm animals
- Pets & Animal

Property: View listings for property in Bangladesh. Find the cheapest rates for apartments, commercial and residential properties, as well as for land and plots.

- Apartments & Flats
- Plots & Land
- Commercial Property
- Rooms
- House

Jobs & Services: Post and apply for jobs and career opportunities in Bangladesh. Search for job vacancies.

- Services

- Job openings

Food and Agriculture: Find food & edible products, including fresh fruits and vegetables, meats, fish, seafood, seeds, plants and other products in Bangladesh.

- Crops, seeds & plants
- Fish
- Vegetables
- Fruit
- Meat

Leisure, sport & Hobby: Buy and Sell used musical instruments, sports gear and accessories, art and collectibles, movie, music and more.

- Music Instruments
- Sports Equipment
- Art & collectibles
- Movies, music & literature
- Tickets
- Other Leisure, sports & hobby

New & Used care and vehicles: The car and vehicles items are:

- Motorbikes & scooters
- Cars
- Three wheelers & cycles

## 2.5 Operation Details

Bikroy is the most user-friendly user platform for offering items for sale, making. It is the best place to find entry-level and part time work. Their goal is to create long lasting value for the community by enabling everyone to acquire and sell facilities quickly and safely.

Bikroy made its formal debut at a news conference in Bangladesh's capital city Dhaka. Nonetheless its activities had already started in June of that year. The Daily Star acknowledged Bikroy's in and praised it as the country's best bilingual classified website, offering assistance for both Bengali and English.

With more than 200 workers spread across six offices in Bangladesh's main city, they are always working to improve commerce, entrepreneurship and innovation in the nation. Their portfolios' standout items are Jobs, Electronics, Vehicles, Property and Mobiles.

At Bikroy they want to advance with their skilled employees. They are dedicated to providing advantages and chances for professional advancements within the confines of an inclusive and diverse workplace. They support innovation and make an effort to create an environment where amazing things can happen at work. Bikroy works hard to guarantee that both genders participate equally in the workplace.

Bikroy.com started up as classified ads website in 2012 and brought a useful service to Bangladesh that was nearly nonexistent to the area. With use of the internet you can now purchase and sell practically anything on Bikroy including property, vehicles and electronics . You can even remember staff members or find employment. Currently Bikroy has over a million monthly app users and an average of 3.5 million monthly users. Furthermore, over one lac vendors who post around two lac advertising a month, from which over six lac interested buyers select their top offers.

## 2.6 Board of Directors

The list of board members of Bikroy.com Limited is given below:



Eshita Sharmin CEO/ Chairman



Sanjoy Biswas Assistant Director



Mashrur Rahim Sadat Assistant Director  
(Finance & Reporting)



Samiur Rahim Sadat Assistant  
Director (Business Development)

## Chapter 3: Recruitment & Selection process of Bikroy.com Limited

### 3.1 Human Resources Management

Human resources management is the practice of recruiting, hiring, deploying and managing an organizations employee. A company or organization's Human resources department is responsible for creating, putting into effect and overseeing policies governing workers and the relationship of the organization with its employee. HRM is all about employee management with an emphasis on employee as assets of the business. As with other business assets the goal is to make effective use of employees, reduce risk and maximizing return on investment.

A company is only as good as its employees, making HRM a crucial part of maintaining or improving the health of the business. Additionally, HR managers monitor the state of the job market to help organization stay competitive. This could include ensuring compensation and benefits are competitive, events are planned to keep employees from burning out and job roles are adapted based on the market. Therea are also other important roles that an a HRM department fulfills. Such as:

- Recruitment & Selection
- Training & Development
- Performance & Behavior management
- Employee relation
- Compensation & Benefit
- Performance evaluation
- Data management
- Succession planning
- Payroll
- Organizational Development
- HR analytics

HR departments vary in size, structure and nature of their individual positions. For small organizations, one HR generalist might perform a broad array of functions. Larger organizations have several HR professionals who handle specialized roles.

### 3.2 Recruitment & Selection Process of Bikroy.com Limited

The recruitment & selection process of Bikroy is systematically designed and carried on on regular basis. It plays a great role as through this process Bikroy brings top talents which later becomes Bikroy's competitive advantage. In Bikroy three employee from the HR department conducts the recruitment & Selection process the HR Manager, HR executive and the HR intern. The CEO and other department Managers and executives also play some roles.

#### 3.2.1 RRF Collection

A recruitment requisition form is a document used to create a record of the desired requisition for open job positions in an organization. In Bikroy the recruitment process starts from collecting RRF from different departments. When any department head things that they need more or new manpower for specific position or to fill vacant positions they fill RRF form mentioning the positions, number of employee for the positions and send it via e-mail to HR head and executive.

#### 3.2.2 Budget Allocation

The second step of recruitment process is allocating budget and getting approval from the CEO. Here the department that has filled RRF collaborates with HR and Finance department and make decision about the salary range of the vacancies and waits for the approval of the CEO. If the CEO things every is okay she gives her approval then the HR team starts the next step which is making JOB Ads and collecting CV .

#### 3.2.3 Making Job Ads

In order to attract top talents job advertisements plays a great role. While making an attractive job AD the HR team of Bikroy collaborates with marketing team. The things that are included in the job ads are such as:

- Attractive template
- Name of Job Position
- Benefit
- Job Description
- Job Requirements
- Additional requirements
- Some pictures of different events
- Application decline
- Contact information
- Office address

#### 3.2.4 Job Posting

After making the job posts the HR team posts it in to Facebook page of Bikroy Careers and other vacancy groups. Bikroy also has subscription in BDjobs where it posts job vacancies. After posting the Job Ad the HR teams waits till the deadline to collect all the applications.

#### 3.2.5 CV Sorting & Communicating

After collecting CVs from all sources including personal references of employees it is for HR Executive Shafayat Jamil to sort the CVs. While sorting the CVs the HR executive clearly notices all information given in the CV. He identifies few things while sorting.

- The professional experience that is some position like executive, senior executive, officer
- Educational background
- Other experiences that are relevant
- Skills



- Location
- Work experience that is relevant to the position

Based on this criteria HR executive sorts CVs for the interview. And then the HR intern communicates with the selected candidates giving information them about the interview position, time, date and location of the office via Call and Text. The HR team maintains proper Google sheet of the communication which is called “Interview Communication Tracker.” The time and date of interview is decided by the HR Head and other employees who will take the interview.

### 3.2.6 Interview

The interview process at Bikroy follows some steps which are mentioned

#### 1. Reminder of Interview & Attendance sheet

At the day of the scheduled interview at first the HR intern calls all those candidates who previously assured that they were interested and are coming. The call works like a reminder. After making sure the HR Intern makes an attendance sheet of the candidates and handovers it to office guard.

#### 2. Preparing Tests

Some executive position requires Excel test and other positions require logical test to understand the skills of the candidates. So the HR Intern make sures there is sufficient laptops, question papers and answer scripts available.

#### 3. Taking attendance and Test

Before 5 minutes of the Interview HR Intern takes attendance from the guard and reminds the interviewers. Then by pair he/she takes the tests of the candidates meanwhile the interviewers prepare themselves.

#### 4. Candidate Evaluation Form

After finishing the tests, the Intern marks the scripts mentions the mark on candidate evaluation form. The candidate evaluation form includes 3 parts. First the evaluation form then the CV of the candidate and lastly the answer script.

#### 5. Interview

HR Head and the Department Head together takes the interview of the candidates one by one. While taking the interview both Heads asks different questions to learn about the candidate whether he /she is familiar with the job responsibilities and whether he/she is capable of doing the job. After interviewing all the candidates both the interviewers mutually decide whom they are going to select for the position.

#### 3.2.7 Closing Call

After deciding the selected candidates, the HR Head tells the HR executive to make the closing call to the selected candidates and him know whether they have accepted the employment offer. So, the same or next day HR executive calls the selected candidates. First, he congratulates the candidate then he tells him about salary and benefit offer and asks the selected candidate whether he/she is okay with it. If the candidate says he/she has no problem then the next step is onboarding. But some senior positions require another interview with the CEO where the she interviews the candidate again.

### 3.2.8 Onboarding

The HR executive Shafayat Jamil take care of the onboarding process. He fulfills it with the help of HR Intern. On the day of joining the employee who has been selected and accepted is asked to come office with some important documents as the Bikroy policy which include

- 2 copies of NID
- 2 copy photo of the candidate and 2 copy photos of the nominee of his bank account
- Ssc, Hsc, Graduation and other certificates
- TIN certificate if has
- NID of Nominee

After receiving all the documents, the HR executive gives the joining letter to the new joiner and clearly explains all the clauses that are mandatory to follow according to the Labor Law 2006 and Bikroy rules and regulations. After understanding the new joiner signs the joining letters. From the two letter one is given to the joiner and one is kept in the employee personal file to keep the record.

And this is how the HR department in Bikroy completes its recruitment & selection process.

## Chapter 4: Internship Experience

My Journey in Bikroy started in April 24 as HR Intern in order to complete my internship program of 3 months period. I worked in the HR department of Bikroy, during my internship period. As the two HR executives Shafayat Jamil Khan and Zarin Naznin were very friendly and helpful I did not face any trouble while doing my internship. From the very beginning of my internship, I got clear detailed explanation of every aspect and work responsibilities from the HR executive Shafayat Jamil Khan which made it easy for me to complete any task without any error and he and HR compliance and benefit expert Zarin Naznin was always there to correct me whenever I made any mistake. I got learn lot of things about corporate life and culture, got to experience practical knowledge of an organization various activity. I became to know the overall background of Bikroy.com limited of every department in the head office. I was mainly in the recruitment and selection part and exited to do all the tasks assigned to me on daily basis as the team was really cooperative towards me. I worked on coordinating two tannings during the tenure of internships which was “Structured Sales Approach” and “Structured Sales Approach 2.0”

While doing my internship my excel skills came handy and I learnt multitasking which was fun and enjoyable. My corporate network started to grow as I talked to so many people and got to know about their views on corporate life which will help me a lot in my career. There were plenty of things that I got to learn which are:

- Maintaining recruitment tracker on Google Sheet
- Maintaining Interview communication tracker in Google Suit
- Coordinating Interview
- Making Bank Opening Form
- Making and maintaining employee personal file
- Taking part in employee branding activities like Birthday, Work anniversary
- Making NOC
- Updating leave approval
- Making EL

## Chapter 5: Findings & Recommendation

### 5.1 Findings

There are different problems and issues in Bikroy.com Limited which I have observed during the tenure of my internship period which are mentioned below:

- Bikroy follows on the job training method for their development. Due to insufficient resources, they cannot offer of the job training method for their employees. Which hampers their regular work activity as they have come to the training in mid of their duty and the employees are not happy with this system.
- The technological machineries like printer, scanner, laptop is limited which sometimes creates difficulty for the employees of both floors. And it also wastes a lot of valuable time and creates difficulties for the employees.
- Candidates sometimes have to wait too long for the interview which demotivates them. And creates a bad impression about the time management of Bikroy.
- Bikroy faces high turnover which makes it difficult for the departments to do their work task according to their plan and achieve their target. Because of high turnover employees feel demotivated as their valuable time and resources gets wasted.
- As there is no lunch facility and there are too many employees so at the time of lunch hour employees face difficulties since there is only one dining area and kitchen for the employees of both floors. Sometimes they have to do their lunch after the lunch time.
- There is lack of proper management in the organization. The rules & regulations are not maintained properly which creates chaos and dissatisfaction among the employees. Some of the employees tend to overuse office refreshment supplies.

- As there are only 3 employees in the HR & Admin department the work load is very high in comparison with the compensation & Benefit of the HR & admin executives. The HR Head tends to delay his responsibilities and commitments which cause hardship for the HR Executives.
- The number of staff is also less for which they are overburdened with work most of the times.

## 5.2 Recommendation

If Bikroy wants to develop themselves they should take some following steps for their future growth & improvement in the corporate world:

- They should increase the number of laptops, printer and scanner for better productivity.
- Bikroy should work seriously on maintaining time management effectively so that the candidates don't feel demotivated.
- The HR department should complete the admin tasks on time so that employees could avail all the facilities and do their regular tasks without any delay.
- The HR head should ensure that his executives achieve work satisfaction in Bikroy which will bring productivity and healthy work environment.
- The CEO & HR department in collaboration should ensure that every employee is getting fair treatment from their department and are satisfied with their compensation & benefit.
- Bikroy should think about providing transportation facilities as the new address is quit hard to reach for the employees who live areas like Mirpur, Dhanmondi & Uttara.
- HR & Admin department should arrange another dining area and kitchen. Also hire one more office stuff.
- They should arrange training more often and monitor the performance regularly and encourage their team in a positive way which will motivate them to work better.

## Chapter 6: Conclusion

Bikroy.com Limited is working hard to overcome their financial loss situation but it is not that much easy as they are facing hard competition from their biggest competitor Facebook marketplace. If they want to overcome the situation, they have to come up with new business strategies that will offer new services to the customers. Not only HR department but also other departments like Finance, Business development, operations, member relations also have work hard together in a positive work environment to gain productivity. Though they have limited resources but their strength is that they have skilled employees who love to take challenge and achieve their monthly target. If they get regular trainings like they have started to get they will be able to develop their skilled a lot more. The employees of Bikroy are confident enough that they can overcome the loss with the help of great leadership from their team leader.

The owner and The CEO should also have to make sure that they invest more in the business and have to come with new strategies and services so that they can give a hard competition to their competitors everyone is getting their fair treatment in the office . And have to purchase more resources so that the employees can achieve their target on time. The CEO and HR department together should make sure that office environment is friendly and every employee is being treated fairly. And lastly they should think about the customers' needs so that they can earn customer satisfaction for the potential growth of Bikroy.



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