Internship Report on

HR practices of

Styline Collection



United International University

Internship Report on HR practices of

Styline Collection

(Course Code: INT 4399)

**Submitted to:**

Yeasmin Islam

Assistant Professor

School of Business & Economics (SOBE)

**Submitted By:**

Syeda Humaira

ID: 111 143 119

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**Letter of Transmittal**

MArch 24, 2019

Yeasmin Islam

Assistant Professor

School of Business and Economics (SOBE);

United International University

Subject: Internship report on HR practices of Styline Collection Ltd.

Dear Mam,

With great pleasure I hereby submit my internship report on “HR practices of Styline Collection Ltd”. This report has been completed with the information I gathered from the major courses on Human Resource Management that I completed during my BBA as well as from my internship period in Styline.

I tried my best to follow your guideline to prepare this report. I used what I do believe to be most important information to make my report as specific and consistent as possible.

I hope this report will fulfill your requirements and my effort would satisfy you. It was a great experience for me to do this report and I would like to thank you for your guideline and for giving me this remarkable opportunity to work on this topic.

I, therefore, would like to request you to acknowledge my dedication and hard work and kindly accept my internship report for further assessment.

Sincerely Yours

\_\_\_\_\_\_\_\_\_\_\_\_

Syeda Humaira

ID: 111 143 119

**Acknowledgements**

First I would like to pay my gratitude to Almighty. I would also like to express my gratitude to people who gave me wholehearted cooperation with my internship.

I have many thanks to make. I would like to express my deepest appreciation to my respected reporting manager Mr. Khobaib Chowdhury (Founder and CEO of Styline Collection) for his patience, motivation, constant and spontaneous support, care, constructive recommendations and suggestions, knowledge and for providing me the opportunity to successfully complete my internship. I would also like to thank specially Mr. Kamrul Alam (Assistant Manager, in Operations) and Ms. Irin Shabnam (Executive, Sales and Marketing) for their unconditional help.

I am really grateful to Internship Supervisor, Yeasmin Islam, Assistant Professor, United International University (SOBE) for providing her support and guidance to prepare this report. I appreciate her cooperation and sacrifice of her valuable time.

**Executive Summary**

Human resources are the most essential resource of every company to gain a sustainable competitive advantage over competitors. To manage these human resource there are several activities that are used globally by different organizations to create a proficient workforce. These HR activities are a set of principles that is used as a potential contributor to find suitable personnel for and improve their commitment, productivity and loyalty toward the company. Styline is a lifestyle fashion ecommerce that targets to sell Hijabs, Islamic Dresses and Halal & Organic cosmetics at reasonable price. In 2015 April Styline was launched with only one product line – Hijab. Now they added new product lines – Modest Dress and Halal & Organic Cosmetics. This internship report is prepared in order to analyze the human resources practices of Styline Collection and also to get hands-on experience of human resource management and applying the knowledge learned in theory. Styline has no separate HR department as it is still at the beginning period. These 3 months of internship was all about creating the base of HR practices and policies in Styline.

The responsibilities during the internship were to help managers while conducting any recruitment for particular posts. Learning from this internship were - how to prepare employee files, Communicate with the candidates, Conduct the preliminary test, prepare the vacancy advertisement, how to post job, evaluate the CVs, calling for interview and print necessary documents. Also learning from the team and the organization made more inspired towards positive attitude. An employee satisfaction survey was conducted within the organization during the internship period which is enclosed in this report in the appendix part. This report is prepared with a mixture of learning gained throughout the BBA program and also with the practical knowledge gathered from this internship program. The main focus of this report is HR practices of Styline. This report is all about the observations related to HR practices of Styline in the body part. Later a SWOT analysis of Styline is given here and based on the SWOT analysis some recommendations on HR practices are given at the end.

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**Chapter 1 – Introduction**

* 1. Background of the report
  2. Rational of the report
  3. Scope of the report
  4. Objective of the report
  5. Methodology of the report
  6. Limitation of the report

## 

## 1.1 Background of the report

This report is prepared as a requirement of the course “Internship/Project” which is mandatory to complete all the credits in BBA program. This internship was done from Styline Collection. Human Resource Management is one of the organizational functions that deals with the issues related to people such as compensation, training, hiring, safety, wellness, benefits, performance management organizational development, employee motivation and communication.

As a part of an organization HRM has to be well equipped to deal with the effects of the changing world of work place as the pattern of works keep changing every time. Organizations need to understand the implications of globalization, technology changes, and workforce diversity. Also changing skill requirements, continuous improvement initiatives, contingent workforce, and employee improvement and decentralized work sites are the issues to be considered most importantly.

It is a big challenge for HR department to support the organization by providing the best personnel for suitable position in shortest possible time and retaining them for a longer period. Starting with recognizing the vacancies and planning for them is a great task. Moreover attracting the suitable candidates and selecting the best person in time is a big challenge. In this report we will get to know as a start up how Styline is practicing its HR activities in comparison with actual HR activities.

## 1.2 Rational of the report

The rational or purpose of the report is to enhance knowledge on HR practices that actually happens in real organizations. Also recollect the theoretical knowledge gained in BBA program. This report is about the overall discussion on HR practices that has been observed during the internship period. This report will enhance knowledge for further detail study on HR and will be helpful for practical corporate world.

## 1.3 Scope of the report

The scope of this report is confined with Human Resource practice in Styline Collection. It will cover how the company manages human resource management and what are the activities they actually follow. This report is all about HRM practice including HRP, recruitment and selection process, training & development process, compensation management, employee satisfaction and HR policies etc. in terms of theoretical point of view and the practical use. Moreover the study will help to differentiate between the practice and the theories that direct to realize how the organization can improve their HRM practice & process.

## 1.4 Objective of the report

* + 1. **General Objectives**

The main objective of this report is to learn about overall activities of Human Resource department of Styline Collection. In broader perspective the objective of the report is also learning some other activities of a Fashion E-Commerce Lifestyle company.

* + 1. **Specific Objectives**
* To understand the HR activities of a start up organization
* To meet academic requirements
* To understand the recruitment process
* To understand the compensation management and other employee benefits
* To understand motivational tools and programs used for employees

## 1.5 Methodology of the report

In order to complete the report I collected necessary information from two sources –

1. Primary Sources of Information **b.** Secondary Sources of Information

**1.5.1 Primary information**

* Observations from organization’s day to day activities
* Through assigned duties and responsibilities during the internship
* Communicating with all level of employees starting from the CEO to store associates
* Working with leadership team

**1.5.2 Secondary information**

* Different textbooks
* Internet for details information
* Company website and Facebook pages
* Analyzing other reports

## 1.6 Limitations of the report

* Styline don’t have any structured HR department.
* They don’t follow Human Resource Management properly.
* 3 month is not enough to collect in depth information or observe everything properly.
* Insufficient time of the HR personnel impeded the opportunity to learn about certain issues or practices deeply.

**Chapter 2 - Company Profile**

2.1 Brief summary of Styline

2.2 Goal

2.3 Mission

2.4 Vision

2.5 Values

**Styline Collection Ltd.**

## 2.1 Brief summary of Styline

Styline Collection is an online store in Bangladesh which deliveries decent fashion goods nationwide. Styline Collection Ltd., a company incorporated and registered under the laws of Bangladesh, having its present office address at: Flat - 3W, House - 57/A, Dhanmondi - 4/A, Dhaka – 1209.  
In 2015 April, Styline was launched with only one product line – **Hijab**. Since then, they are growing in different verticals –

* They added new product lines – **Modest Dress** and **Halal & Organic Cosmetics**,
* Currently they have 5 outlets in Dhaka, Chittagong and Sylhet – to integrate people’s online and offline shopping experience, and
* Soon they will expand outside Bangladesh to cater their existing niche market they are expert in! They believe – **win the village before you go to the city!**

## 2.2 Ten years goal is to be THE lifestyle platform of Bangladesh.

## 2.3 Mission

Utilize **Technology** to Offer **Customers Lifetime Shopping Experience.**  
  
This statement is based on 3 important facts -

**Technology** - With the help of tech, they want to make the **ONE big difference - to offer customers that lifetime experience**. They believe in strength, ability and future of tech and recommend we should always prioritize it to stand out. Right now, they want to utilize technology in three ways -

* Offer their customers easy, seamless, convenient shopping experience.
* Automate their process building and SOP to save hundreds of work hours.
* Data analytics - to understand customer behavior, make proper customer segmentation (customer persona), and automate commerce experience - understand how the trend is changing and how can them improve the experience, customer retention.

Within next few years, they will have enough data and expertise to work on data science, data analytic and big data.

**Customer** - Customers are always the first and to emphasize the significance and how strongly we want to put customer’s value at the top, we made this point as #1 in our values set.  
Most of the company says - customers are the first priority and then they fail to meet the commitment. To make it clear by what we mean, please take a look at all the details points and guideline we mentioned under **“Customer First”** value in Values Sections.

**Lifetime Shopping Experience** - We are talking about some shopping experience that we want to make sure to keep customers stop from churning - it is a combination of service, products and understanding the need of the customers. In Styline we let customers fall in love with our services so that they come again and again. **We just don’t sell products, we offer a LIFETIME SERVICE in Styline.**

Customers should come not only because there is discount ongoing, but we really can fulfill their need and how they need it (**differentiation vs pricing)**. This statement is clear that we want to differentiate the service - by playing with the lowest price in the market is not a strong USP).

## 2.4 Ten Year Business Vision

1. Seamless Shopping Experience for Modest Shoppers (2021).
2. Support 1M SMEs to build an e-commerce ecosystem (2024).
3. Become the search engine for lifestyle shopping in Bangladesh Market (2028).

Three vision statements targeting 3 different timeline define our journey and clear focus in next 10 years. It is not like after we reach the first one, we will start working on the second one. We started working on these from day 1 so that we can see the big picture and start believing, planning and working on all of these.

**Goal 2021 - Establish the Base**

The first one what we are working on currently reflects our value proposition discussion - we are continuing about modest marketplace. We have to analyze deeply our customers pain point from existing survey and also from other sources to understand clearly what our customers think about us, how to retain customers, how to grow sales.

For next 3 years we want to focus on modest products and how can we grow in both horizontal and vertical directions - reaching to the remotest area (in the vision line), understanding customers demand to bring new products continuously under the existing product lines.

**Goal 2024 - Develop the Process Concretely**

The 1M SMEs support will connect with women empowerment. I personally always wanted to do something that would help change the society in a better direction. This vision excites me super high for that purpose (I always thought of this but never understood how to explain until I visited Alibaba and learned from there) and this is an important metric how our leadership team could shape up - it should also excite all of them because we are here to do something for the society. (There is another positive side of such campaign - international recognition, touching people's soft side, emotion and become people's brand). In 2019, facilitating 100 fashion designers to bring their dress into market and make them active business persons is one of the first steps towards this goal.

The word **ecosystem** is very important, which also we learned from Alibaba - it's not about creating a sales platform, but creating a process to educate people, help them build their own selling system, let them find their strong selling point(s), facilitate their sale, deliver the products with other support system (that logistics system is also part of the ecosystem) and show them the big dream how they can improve continuously in life, not only in business. This helps push a society to change standard for betterment. Also this will help us achieve the third vision soon after.

**Goal 2028 - Be the Platform**

It might sound too ambitious, but if we take a close look at BD e-commerce market, none is doing great and the race to win the e-commerce battle is pretty open. Off-course we are one of the fish at the bottom, but by building a winning team, selecting challenging goals, taking the right steps at right time and working hard, this is not impossible.   
If we consider the lifestyle market, nobody even is trying to understand customers’ pain point (thus nobody is trying to win seriously) which gives us time to settle down. We need 5-6 people in the core team who can believe the vision of 10 years and then work hard each year to win the yearly battles. More and more battles we win, the chance will be higher we will be the lifestyle platform of 180 million people.

## 2.5 Values

**1. Customers First**

Customers are the source of money that pay our salary, operation expense and business cash-flow.

Customer first is always in the heart of all Styline activities and we train this to every team member from the very first day in Styline. We want to make sure this is not just written in the paper, but we truly and honestly commit to this value in every level in hierarchy. Here are a few pointers that help us understand the most important Styline value more clearly -

* Respect the customers and maintain Styline’s image and goodwill - anytime, anywhere.
* Customers are always right. In case we have strong reasoning(s) we are not the party to take responsibility, still we won’t change the side of the blame.
* Face complaints, rage and grievances with smile and positive attitude, and proactively solve customer’s problems.
* Wear the customer’s shoes and own the problem. Follow the guideline and values of Styline to offer a satisfactory solution to the customer and Styline.
* Always take responsibility of advance service and prevention of issues.

**2. Teamwork**Teamwork is the pillar of a sustainable and enjoyable work culture. The result of effective teamwork is many-fold and it helps solve problem, face disasters and empower people.

* Team leader/reporting manager should distribute works in his/her team once the team KPI is set and proactively follow up to get the job done. Most of our target/KPIs are team KPIs, the purpose is to achieve a target together.
* We always try to help each other within the team, even sometimes it’s outside of our responsibility.
* If some other team needs help, we try to fit in their request and co-ordinate. We believe that we may need help from other team some day and if today we don’t help, tomorrow asking for help would be uncomfortable.
* Team is the first stage where a team member will exercise leadership, so team should always be open to every individual to let them excel in what people are good at. Empowerment is the way to leadership and if we want to grow, empowerment is a MUST inside the teams.

**3. Passion**

* Is Styline’s vision is exciting enough for you today?
* Do you have a challenging enough one goal that you are driven for?
* What makes you work in Styline? Is it the journey you want to be part of?

**4. Integrity**

Integrity is doing the RIGHT thing even none is around! Integrity is the foundation on which coworkers build relationships, trust, and effective interpersonal relationships. Honesty and trust are central to integrity.

People who demonstrate integrity draw others to them because they are trustworthy and dependable.

They are principled and you can count on them to behave in honorable ways even when no one is watching or even knows about their performance.

* Honesty, not doing such deal that will harm the vision, we always say no to all type of dishonesty even that brings temporary result.
* Any partnership or deal - is this the best one for Styline?
* Believe the first value (customer first) and always decide in conflicting cases based on that.
* Work ethics - never should we tell a lie or give wrong information. Manage conflicts with other people reasonably and from right ethical point of view.

**5. Commitment/Honoring Our Work**

* Finishing work in time.
* Today’s top performance is tomorrow’s best requirement.
* Prioritizing work. Where is our work priority in life?
* Don’t keep other people wait.
* Prepare for work pressure at launching/festival time and clear backlog as much as possible, plan and execute for the event. We shouldn’t miss a goal/meeting or other commitment because there is an event ongoing (thus extra pressure).

**6. Integrate Technology**

This is in our mission statement - how important it is in Styline’s lifecycle as we believe technology can be the one of the most important factors that could help stand out - not only to automate, scale, integrate people’s online and offline experience but it will be the basic of data science and analytic - that is the lot of the future.

**7. Meaningful Partnerships**

Open to collaborate, grow together, always believe in a win-win situation, never think what other party is winning or how much winning, always see how we are winning when make a deal.

**8. Giveaway to Society**

A company can be big without giving back, but they cannot be great! We are privileged in certain ways and we want to give back to society. When we work, we always have to keep an eye how can we create an option to give back to the society? It can be a physical giveaway - like collect people’s old hijab and distribute to poor, or help people reach their Zakat to right people, offer plastic-free packaging solution someday; or emotional - how to create a passionate, patient and compassionate society; or digital - how to make people’s life easier, better and convenient!

**Chapter 3 – HR Activities**

3.1 Workforce planning and employment

3.2 Compensation Management

3.3 Training and Development

3.4 Employee rewards and motivation

3.5 HR Policies

3.

3.5 HR Policies

## 3.1 Workforce planning and Employment (recruitment and selection)

The process of seeking applicants and attracting potential employees is called recruitment; selection refers to the process by which an organization identifies those applicants with the knowledge, skills, abilities, and other characteristics that will help it achieve its goal. The overall aim of the recruitment and the selection process is to obtaining a number of quality employees to satisfy the human resource needs of the organization at a minimum cost.

**Recruitment & Selection process at Styline–**

These 3 months internship was directly involved and participative in all type of HR activities and recruitment process was one of them as well as the selecting activities. Styline conduct and follow some steps I this process. Below are few steps they follow –

**1. Recognizing vacancies & the need of employee -**

The process starts with the realization that they need more people in certain positions. When they find any vacancy, first they see if they can fill it with existing employees or not. Filling with existing employees means overtime, job rotation, dividing works, providing additional works etc. But most of the time it is not possible to fill up with existing employees, so they have to go for further steps.

**2. Preparing Job Description -**

JD contains all the responsibilities and requirements that the employee will perform if h/she will be selected. It includes working days and hours, salary, bonus, other facilities etc. In requirement part education, experience or work related requirements are given. The recruiter tries to make the JD as per the job requirements and to attract best suitable candidates. For some job post they attach Google Form with the JD.

**3. Job posting –**

In case of job posting they use different channels such as bikroy.com, linked in,facebook, bd jobs etc. Channels depend on type of job and previous response experience. During the internship period some recruitment were observed very closely, for example Store Associate, Store Manager and Customer relationship officer and content writer. For store associate and store manager they post the job only in bikroy.com. They didn’t use any Google Form for this post. For customer relationship officer and content writer they post the job in their website and facebook and for these two posts they attach Google Form with JD.

**4. Short listing candidates –**

After getting responses they shortlist candidates for interview. Most of the cases they short list candidates based on their experiences, extracurricular activities, their current location etc. They don’t put much emphasis on academic results. Almost every job requires filling up Google Form where they put some questions to find out best suitable person through the answers. After short listing the candidates they call them for written test or interviews.

**5. Written test/ Interview –**

For intern recruitment they take written test, otherwise they go for direct interviews. Sometimes they take 2 step interviews. They call 9/10 people for interviews for a certain post where there might be 1/2 vacancies available.

**6. Confirming job & Joining email –**

After the interview finally they select 1 or 2 within a week and confirm the job over phone. If the candidate also agrees to join then they send a joining email mentioning joining date and employment contract paper. Later after joining they provide the hardcopy of the contract paper.

## 3.2 Compensation Management

Compensation management is one of the obvious practices of each organization which involves giving monetary and non-monetary rewards to employees, in order to compensate their time and effort they provide to their job. It could be monthly salary, increments, bonuses, overtime pay, sales commission, profit sharing etc.

**Compensation management at Styline –**

Styline has multiple salary range for its different employees. There are two evaluations yearly, so salary growth curve is steep.

**Monthly Salary –** Each level employee has a fix amount of monthly salary and they get it within 1st week of the month.

**Overtime Bonus –** They provide bonus half or full day basis to their employees. For full day they get 1 day’s salary and for half day they get 1 day’s half salary.

**Sales Bonus –** When the employees reach or cross their sales target, they get sales bonus along with their monthly salary. Sales bonus is different for store people and office people. For store people when they exceed 20,000 taka per day they get bonus for further thousands. For office people when a single person get 50+ leads (online orders) they get a bonus.

**Referral Bonus –**Existing employees of Styline can refer their known persons for a job post. After completing all the procedures of recruitment and interview if the referred person selected finally, then the existing employee will get a referral bonus. The condition is they will get the bonus only if their referred employee can successfully complete their probation period which is usually 6 months. So at the 6th month of the referred employee, the existing employee will get a bonus which is equivalent of half salary of the new employee.

## 3.3 Training and Development

Training is a program that helps employees learn specific knowledge or skills through different types of activities and improve performance in their current roles.

Development is broader and focuses on employee growth and future performance, rather than an immediate job role.

**Training and Development at Styline–**

Still Styline is practicing only **On-the-job** training. They are planning to provide of-the-job training in near future. In most of the cases they train their employees at the first week of their joining.

First week in Styline is fun, at the same time very challenging. They train people on Styline’s mission, vision and 8 values; and how work culture and strategies evolve around these 8 values. They believe unless the new comer understand and believe the vision of the company, they never will be able to be part of the company. This is extremely important from Styline’s side to make sure the new employee is ready to be a part of it. The second part of the training is more domain specific, i.e. based on the role people are joining. They prepare training module for the newly recruited employees.

They always think about their employee’s development. Occasionally they bring guest speakers and arrange **workshops** to motivate, train and increase their sales and marketing activities. There’s a **library** in Styline for the employees, which is enriched with lot of good writer’s books and most of them is business related. These books help them better understand their current job and future steps.

## 3.4 Employee Rewards and Motivation

Rewards motivate employees to perform at their highest level in every organization. Employee reward systems refer to programs set up by organizations to reward performance and motivate employees on individual or group levels. They are separate from salary and the nature of rewards could be in monetary form or in other form. When organizations use proper reward system that motivates their employees, it helps them to achieve their goal and increase productivity.

**Rewards and Motivational tools at Styline–**

**Appreciation –**Styline believes appreciation is the best reward that they can give their employees. They try to show appreciation personally, such as with a handwritten thank-you note or stop by the employee’s desk and say thanks for a job well done. Showing that you appreciate the work the employee is performing for the company is a prime motivator for them to continue doing well.

**Employee of the Month –**Styline evaluates their employee’s monthly performance and take feedback from everyone’s reporting managers. Based on the performance evaluation and feedbacks they select 1 or 2 of their employees and award them as “Employee of the Month”. Usually this is announced on their monthly dinner and the selected employee gets a gift voucher equivalent to 3,500 taka.

**Monthly Gift –**Every employee of Styline get a hijab as gift which is equivalent to 500 or less every month. They can choose hijabs of their choice. They can also take a hijab free as New Year gift. These gifts are applicable for all employees store, office even for the interns.

**Monthly Dinner –**Styline arrange monthly dinner for their employees every month. They arrange it in different restaurants. All employees are always invited in monthly dinner. The purpose of these dinner events is to spend some time with the team in some different environment without any work. They believe it helps to build a strong team.

**Yearly Tour –** One of their most exciting motivational activities for their employees is yearly tour which is usually held outside Dhaka. The joining fee of such tours is only 1000 taka and company bear rest of the cost. Purpose of these tours is giving some refreshment to the employees and again spending some good time with the team which helps them to build strong relationship.

**Employee Satisfaction Survey at Styline**

Styline is always concerned about their employees. They always want to know the feedback from their employees about their work life in Styline. To know these very specific for the first time Styline conducted a survey within the organization to know about their feelings. Employees anonymously participated to the survey by answering some questions. The survey was done in the middle of the internship program. Some major points came out from the survey response. Such as –

* Most of them are not sure about their career growth and development within the company.
* Most of them are not sure whether they want to work with Styline in next one year or not.
* Almost everyone enjoy being a member of their team.
* Most of them feel there are so much work pressure in Styline and they go beyond their limits sometimes.
* Most of them feel that they need more training to perform their own job.
* Because of work pressure it’s hard for most of them to keep the right balance between work life and family life.
* Some of them have confusion whether they have fair or unbiased evaluation system or not.

## 3.5 HR Policies

HR Policies sets out obligations, standards of behavior, documents and disciplinary procedures of an organization. HR policies provide frameworks within which consistent decisions are made and promote equity in the way in which people are treated.

**HR Policies at Styline –**

**1. Joining**

**Document Submission** - When an employee joins Styline h/she has to submit specific documents (photocopied) and that has to be attested. They need to submit these documents within first 2 days of their joining. Here’s the list of documents an employee needs to submit -

- NID/Birth Certificate

- NID of parents (at least one of them)

- Last Academic Certificate.

- Reference Contact Number.

- Reference Letter from someone who knows you. We can prepare such letter which we can give them on the first day and they will bring the signature, name, and designation, address and phone number.

**Probation Period**

Usually the first 6 months of contract is probation period. In some cases, it can be prolonged or shortened announced by the company.

# 2. Termination

**First 30 Day Invalidation Case**

The CEO has the exclusive right to terminate any contract IMMEDIATELY or announce a day of ending the contract (which must fall in first 30 days) within the first 30 days of someone's joining which supersedes any related terms. However this must be practiced in some extraordinary case and the CEO must show at least valid, reasonable and meaningful reason which can be related to

- Discipline

- Performance

- Compliance

In case of such a termination, the employee will get the salary of the days he worked in the company. The calculation may be like this

- Number of working days/number of working days in the month \* monthly salary of that team member.

**Probation/Internship Period Termination**

Usually the first 6 months of contract is probation period. During this period, the company may let go of an employee with one (1) week notice. However, if the employee wants to quit the job during probation period, a minimum two (2) weeks written notice must be submitted to the company.

**Permanent/After Probation Period Termination**

The employee must give four (4) weeks’ notice or return 1 month salary if he/she plans to leave the job at Styline Collection Ltd. Similarly, Styline Collection Ltd. will be obliged to provide them with four (4) weeks’ notice or equivalent payment of a month’s salary if Styline wants to terminate their job without any notice.   
\*\*\* Someone who is in Styline for more than 6 months and wasn’t assigned into second time probation (after 6 months) will be treated as a permanent team member.

**Cases for Summarily Dismissal**

The Company reserves the right to summarily dismiss the Employee without incurring any liability to pay the Employee any sum whatsoever on account of such dismissal, whether as compensation or damages, upon the happening of any of the following events (referred as cases for summarily dismissed):

a. where the Employee commits any serious persistent breach of the provisions hereof;

b. where the Employee is guilty of any misconduct, insubordination or negligence in the discharge of his/her duties hereunder;

c. where the Employee is convicted of any criminal offence other than an offence which in the reasonable opinion of the representatives the Company does affect his/her position as Employee of the Company;

d. where the Employee has committed any acts of sexual harassment during the working hours of the Company either in the Company or while representing the Company elsewhere;

e. where the Employee possesses, distributes, uses etc. alcohol or prohibited substance while on company premises or on company business in a manner that brings the Company or its personnel or agents to disrepute;

f. Where inaccurate or false representations have been made by the Employee in obtaining employment with the Company; or

g. Such other reason as would in the opinion of the Company justify termination in terms of the law.

h. The company has the right to terminate the employee if the employee becomes absent from work for maximum of (10) days without informing prior authority. This ten (10) days absence will be counted as a notice period and leave without pay.

**Clearance process**

**For Permanent or Probationary Employees -** Resigning/terminated employees are required to return all company properties. Follow the sub-checklist below to ensure that nothing is taken with you -  
- Keys

- ID badges

- Computer (if company owned)

- Cell phone (if company owned)

- Close salary account (return related cards).

- Company files

- Books

- Designs and Credentials

- Customer Lists

- Company financial information

Terminated employee should email the list of all the company panel access (username) so that those could be revoked, change ownership of online docs to admin@stylinecollection.com and make a list of all docs that s/he has access so that we can revoke them.

We don’t offer clearance certificate and salary certificate if some employee exits in probation or someone is summarily dismissed (internship is an exception here, people who complete internship successfully gets designated certificate).

**Exit Interview**

The exit interview is the tool to obtain frank and honest feedback from the employee who is leaving from employment.  Exit interviews are confidential meetings with HR to find out the real scenario behind the termination.

\*\*\*Terminated employees are requested to review confidentiality and in[complete agreements](http://humanresources.about.com/od/glossaryn/qt/noncompete_agreement.htm) to understand what is expected from him/her upon termination. Styline expect the terminated employee will not disclose company-related confidential information or trade secrets outside. Any breach of this confidentiality will be addressed effectively.

**3.Leave policies at Styline**

There are 18 casual/sick leaves for a person who complete the full year and who have at-least 6 days work-week. For people who have 5 days work-week, 12 casual/sick leaves are applicable for a person who complete the full year.

Employees can enjoy leaves based on their joining date and how long they work in that year (for example, if they work 6 months in 2019, they will get 9 casual/sick leaves).

\*\*\*For people who are in probation, internship and individual contract, no casual leaves will be applicable for them (this policy supersedes all previous oral or written agreements between the employee and the company). For sick leaves, they can take leaves (by following leave policy), they can still apply to get approved but not paid sick leaves.

**Types of Leave Approval**

There are 3 type of casual/sick leaves - approved, approved but not paid, unapproved (and    unpaid).

* **Approved** is when employee’s application is approved by the admin and they received an “approved” response.
* **Approved but not paid** is the scenario, when an employee followed the process but he/she doesn’t have leave left in their quota.
* **Unapproved (and unpaid)** means the leave is rejected (and also it is not paid)

**What is the Penalty of Unapproved Leave?**

Unapproved leave means people won’t get paid for that day and they will lose one of their leave from their casual leave quota.

If their casual leaves are already finished and then they are penalized for an unapproved leave, It will be treated as 2 days unpaid leaves.   
  
**Cash back for Left leaves**

People, who have leaves at the end of the year that they couldn't take or didn't take, will get a cash back offer (for each day leave left, one day office hour salary). It will be added in January salary of the next year.

**Marriage Leave**

From 2019, there will be 3 days additional paid Marriage Leave if the employee is a permanent Styline team member and it is the first time s/he is taking the marriage leave.

**Overtime**

If someone works on his/her off-day it will be considered as their overtime. They have to send an email within the next day mentioning the overtime day, reason, and hours of work to admin@stylinecollecion.com keeping their RM in cc. If you work full day, 1 day’s salary will be added with your monthly salary and for half day of work, half day’s salary will be added.

**Leave Overruling**

The admin can overrule any leave decision (that is previously offered as approved) if the relevant person's task isn't finished or we face difficulties (that we can predict beforehand and/or we face in the runtime of the leave) for tasks where that person is accountable. In such case, that person should immediately join in office. Failure to start office in this case would be treated as unapproved (and unpaid) leave.

**Penalty for Late Attendance**

We are rescheduling the penalty for late attendance, it will go as follows (for managers and RMs, for others it will be same) -

* 3 days late attendance of 30 minutes is allowed in a month. So if entry time is 9am, cut off time is 9.10am, you can come within 9.40am 3 days a month. This 9.40am is called the **last allowed time**. From 4th day, for every single day, if someone comes within **last allowed time** or **last allowed time with email** (check next point), we will deduct a salary of 1/6 of a single working day.
* If someone come after \*last allowed time\* but within next 30 minutes, immediately send an email to the admin within next one hour, specifying why you are late. Delaying to send that email or sending no email would be treated as a disciplinary case and it may lead to be considered as no presence in office. These 30 minutes extra time is called the **last allowed time with email**, which is 10.10am if your entry time is 9am.
* if someone come after 10.10am, they have to send the same email within next one hour, and you will be treated as a late joiner for that day (half day unapproved leave).
* If someone is assigned for some tasks outside of office, they must send an email within that day mentioning when they left and when you entered office again. This email should be sent within that day.

**Forced Leave**

For some severe case (extreme performance fall, continuous discipline breach) the admin can send someone to forced leave for one/two week(s) which is unpaid. The purpose is to offer an option to an individual to self-assess and see the big picture. After the completion of their forced leave period they will join office regularly and admin expect them to perform in a better way than before.

Reasons for forced leave could be

* If someone repeatedly fails to keep their work related commitments.
* If someone repeatedly break or ignore company rules.

**Chapter 4 – Analysis and Findings**

4.1 SWOT Analysis

## 4.1. SWOT Analysis

Here is the SWOT analysis of Styline Collection which is focused on their HR practices. This SWOT analysis will cover strengths, weaknesses, opportunities and threats of Styline’s HR practices.

Chapter 5 – Recommendations & Conclusions

5.1 Recommendations

5.2 Conclusion

## 5.1 Recommendations

* Most of the employees of Styline think they are not properly appreciated for their performance. They need to appreciate their employees more in order to get best output
* They should spend more money for employee compensation and reward programs.
* Their employees are getting some basic on the job training. For better performance they need more various trainings based on their jobs.
* They need to find out the fact that why their employee retention is at risk and find proper solutions to prevent it.
* They don’t have any specific HR department. They need to establish a particular HR department to run the organization smoothly.
* They need to establish more employee development programs for existing and new employees.
* They should plan more creative and effective motivation programs to motivate their employees and decrease turnover rate.

## 5.2 Conclusion

There is no end to improvement in any sector of an organization. There is always a room for improvement. Every organization must take the benefit of this scope.Styline Collection is a rapidly growing company. Right now they don’t have any separate HR department but they are optimistic about the future expansion of this department as they already started working on it. But still management team trying their best to cope up the absence of separate HR department. Copies/ Google docs of the HR policies are already available to all employees to ensure widespread dissemination and application of the policies. Leadership team of Styline should ensure that the recruitment and selection process is, and seen to be fair. There should be measures that will ensure that all recruitment and selection practices supports to the standards and policies of the company since effective recruitment and selection practices will ensure positive financial returns for the company, either through ensuring effectiveness on the part of employees, or minimization of costs associated with training and retraining of employees.

In simple words, human Resource management is all about managing the people of an organization in such a way that a bridge could be maintained between top level-mid level and lower levels of an organization. Every organization should always be ready for any unexpected threats. It is always the Human Resource Inventory that provides the idea about the organization’s present capability for a proper response of any unexpected threats.

# References

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  3. Styline. (2019). *Styline Leave Policy* (pp. 1-5, Working paper). Dhaka: Styline.
  4. Styline. (2019). *Joining and Termination Policy* (pp. 1-4, Working paper). Dhaka: Styline.
  5. Khobaib Chowdhuri (Founder and CEO)

Styline Collection

## Appendix

## \*\*\* Employee Satisfaction Survey questions -

1.Is it clear to you what your role demands from you in meeting the company objectives?

* Yes
* No
* Not Sure

2.Do you believe that there is an opportunity for individual career growth and development within the company?

* Yes
* No
* Not Sure

3.Will you be working for Styline in next 1 year?

* Yes
* No
* Not sure

4.Do you enjoy being a member of your team?

* Yes
* No
* Neutral

5.Do you think you go beyond your limits to fulfill a task?

* Yes
* No

6. Do you feel you are rewarded for your dedication and commitment towards the work?

* Yes
* No
* Neutral

7. Do you feel that your opinions are heard and valued by your reporting manager?

* Always
* Never
* Sometimes

8. Do you think you have had enough training to solve your job duties?

* Yes
* No

9. Do you think the environment at work helps you strike the right balance between your work life and personal life?

* Yes
* No
* Neutral

10. Do you receive constructive feedback from your manager/reporting manager?

* Yes
* No

11. Does your job cause stress to you?

* Yes, huge stress that I am unable to handle.
* Yes, some stress, that I can handle but still I want to overcome it.
* No
* Not sure

12. Do you think Styline has fair & unbiased policies for evaluation for all employees?

* Yes
* No

**\*\*\* Self Evaluation Questions -** Another questioner was prepared for their evaluation. This evaluation took place at the time of their yearly increment. The questioner was about “Self-evaluation”. Employees answer these questions to clarify why they deserve increment and the management team decides what type of increment they deserve by evaluating their answer. Here are the questions –

1. Write your job description in short and to the point (according to your understanding).
2. What is/are your most significant accomplishment(s) and contribution(s) since your last performance evaluation?
3. What is the one single task you think is very important but couldn’t do/get done since your last performance evaluation?
4. What other works are you performing that are not in your job description?
5. Write one factor that will make you at-least 20% productive in next 6 month?
6. Are you happy with your current position at Styline? If not, can you elaborate what is your expectation in this case?
7. What type of increment/promotion/designation do you think you deserve from this evaluation - monetary, non-monetary or both?
8. What do you think - where Styline will be after 5 years?