
Internship Report on
The Impact of Effective Recruitment and Selection Process on the Overall
Performance of SAK Consumer Products Limited
By
Sakib Ahmed



This Report Is Submitted to United International University's School of Business and Economics as Part of the Bachelor of Business Administration Degree Requirements



United International University
Internship Report
on
**The Impact of Effective Recruitment and Selection Process on the Overall
Performance of SAK Consumer Products Limited**

Submitted To-
Jakowan
Assistant Professor, SOBE

Submitted By-
Name: Sakib Ahmed
ID: 1111-930-65
Department: B.B.A
Major: HRM

Submission Date: 25th February, 2025

Letter Of Transmittal

25-02-2025

Jakowan

Assistant Professor

School Of Business and Economics

United International University

Dhaka- 1212

Subject: Submission of internship report The Impact of Effective Recruitment and Selection Process in The Overall Performance of SAK Consumer Products Limited.

This is to submit my internship report on the title "The Influence of an Effective Recruitment and Selection Process on the Overall Performance of SAK Consumer Products Limited" as a requirement for the successful completion of my internship program. This report examines SAK Consumer Products Limited's recruitment and selection processes and their relation to the company's performance.

The information and conclusions in this report are the result of my research and observations throughout the internship. The analysis and recommendations could be valuable to the organization in terms of human resource strategies.

Thanks also to you and everyone in the HR team at SAK Consumer Products Limited for the guidance and support. If you have any questions or need anything clarified in this report, please feel free to reach out to me.

I appreciate your time and consideration.

Yours sincerely,

Sakib Ahmed

ID: 111 930 65



Index of Similarity Certification

Title of The Report: The Impact of Effective Recruitment and Selection Process in The Overall Performance of SAK Consumer Products Limited.

Student name: Sakib Ahmed

ID: 1111-930-65

Supervisor: Jakowan

Department: BBA

I confirm that my internship report is a unique study project with no plagiarized material, and I did not use any unethical means to create it.



Sakib Ahmed

Declaration of the report

My name is Sakib Ahmed, and I am from United International University. My department is Bachelor of Business Administration (BBA) and Major in Human Resource Management.

I do hereby declare that,

- The internship report on the ‘Impact of Effective Recruitment and Selection Process in The Overall Performance of SAK Consumer Products Limited’ is a reflection of my own work.
- My internship report is a creative work that I drafted from my on-the-job experience & comprehensiveness.
- This research was provided by Assistant Professor of Business and Economics, Jakowan., United International
- This report was created for educational purposes to complete the “Bachelor of Business Administration (BBA) degree requirements.”



Sakib Ahmed
1111-930-65
Program: BBA (Major In HRM)
School of Business and Economics
United International University

Acknowledgment

Thank the Almighty for giving me strength, good health, and determination to complete this internship and report.

My sincere gratitude goes to SAK Consumer Products Limited for giving me a chance to intern at their organization. This has been an incredible learning experience both academically and in the professional workplace and field. Most of all, I wish to thank the HR department for their patience and willingness to share some of their data with me to facilitate the completion of this report.

Heartfelt thanks must go to my academic supervisor, Jakowan Sir, whose guidance, support, and feedback have been invaluable throughout this internship. Their guidance and feedback were critical to developing this report and how to approach it as an academic effort.

Ahsan Habib, Sir, Thank you for your guidance and support during my on-site internship. They were patient and were more than happy to share their undeniable expertise with me and educate me on the practical side of HR Considerations that I might one day come across in the recruitment selection process. I will take the lessons from their experience and leadership into the professional workforce. I would also like to thank the employees of SAK Consumer Products Limited, especially during the interviews in the HR and other departments who assisted this research endeavor by giving time and sharing information and opinions. Their expertise and collaboration were instrumental in bringing this study to fruition.

This especially goes out to my family and friends, whose love and encouragement over the years have been my greatest support throughout my academic journey. In addition, the faith they had in my skills has always inspired and motivated me.

I trust that this report will be a useful document that contributes to understanding the application of effective recruitment and selection processes and the influence they have on organizational improvement. All errors are my own, but I welcome constructive criticism, suggestions, and updated methodologies.

Executive Summary

This report is on the internship I completed to obtain my Bachelor of Business Administration (BBA). It is primarily derived from my practical work experience as an intern in the Human Resources department of SAK Consumer Products Limited. The effect of an effective recruitment and selection process on the overall performance of the company is explored.

The first introduction chapter gives an overview of the internship.

The second chapter provides a profile of SAK Consumer Products Limited in greater detail, such as vision, mission, objectives, technological framework, organizational structure, and human resource department organogram. The chapter also highlights the company's product lines, market share, business operations, business strategy in the FMCG industry, and its practices regarding corporate social responsibility.

In the third chapter, I explain the study's theoretical grounding and aims, accompanied by a further explanation of the research methodology used. This section also describes the Human Resources Department and how it operates.

The fourth chapter deals with the recruitment and selection process of the company; this is the main part of the report. It elaborates on the pre-recruitment processes, manpower planning, job evaluation, sourcing of candidates, and screening processes. It further elaborates on the recruitment and selection tools and techniques used and the onboarding and post-placement process followed to give a complete idea of how recruitment influences organizational performance.

Chapter five analyzes the success of the recruitment step as well as the overall performance of SAK Consumer Products Limited directly depending on it. This segment emphasizes the importance of aligning recruitment strategies with organizational goals and provides a performance impact breakdown of how effective talent acquisition practices influence outputs across various functions.

Chapter six reflects on my internship experience, including what I did, my responsibilities, and the various new skills I learned.

In last chapter seven is about findings and recommendations including how organizations can improve HR practices, the explicit conclusion of the study, and more.

By presenting real-world context, this report seeks to connect the dots between academic and practical application, providing knowledge on the importance of recruitment and selection functions in achieving organizational effectiveness. Finally, it wraps up with effective recommendations to improve and enforce the efficacy of HR practices at SAK Consumer Products Limited.

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Chapter 1

Overview of Internship

Information of the Intern:

Name	Sakib Ahmed
Student ID	1111 930 65
Program	BBA
Major	Human Resources Management
Supervisor Name	Jakwan

1.1 Internship Information:

Duration	3 months (27 th November – 27 th February)
Company Name	SAK Consumers Limited
Department	Human Resource Management
Address	Bijoy Rakeen City, Commercial Complex, Level 11, Plot 1/2, Block D, Section 15, Mirpur, Dhaka 1216.

1.2 Internship Company Supervisor's Information Name and Position:

Name	Sayeed Md. Wasiul Hasan
Designation	Head of HR, HR & Admin

Chapter 2

2.1 Introduction:

The report is designed to fulfill a part of the internship program requirement of my Bachelor's Degree in Business Administration under the authorization of UIU Business School, United International University. A three-month-long internship program is aimed at providing students with practical knowledge, giving them a chance to implement academic theories, preparing a report at the end, and submitting it to the appropriate department. I worked in the HR department as an Intern for SAK Consumers Limited Group; contracted for three months. I joined on 27th November 2024 and worked in the company as an intern till 27th February 2024. After the conversation with my mentor, the subject selected to write the internship report is "The Effect of an Effective Recruitment and Selection Process on the Overall Performance of SAK Consumer products Limited". My supervisor Jakowan Sir is very cooperative in guiding and supervising the preparation and completion of the report.

This introduction outlines the focus, scope, and objectives of the report. We will discuss the research methodology used in this study along with the company background in the next sections, before analyzing its recruitment and selection practices and their impact on the organization's performance. So, in the process of this study, the report intends to make a difference in appreciating and augmenting the setup and standing of the recruitment and selection of SAK Consumer Products Limited.

2.2 Theoretical Background:

The recruitment and selection process which is one of the key Functions of Human Resource Management is vital for the success of a business. The recruitment and selection process refers to finding the capabilities and potential candidates and choosing the candidates who fit best on available positions or jobs that are newly created, finding and attracting competitive candidates through the best tools, sources, or headhunting environments. Lifestyle changes have made an impact on HR functions too as it is adapted to the new age techniques due to urbanization and rapid industrialization. Companies are using social networks and new technologies on the lookout for new employees and this trend is projected to continue. According to a recent study, while online recruitment and selection processes, as well as other related services, have the potential to save time and money, information overload. It means that employers have to deal with a lack of credibility. For many organizations, social media platforms are still regarded as an adjunct modality of information, rather than replacement modalities of traditional hiring and candidate selection methods.

2.3 Objectives of the Study

- **Evaluation of Current Practices:** To comprehensively assess the recruitment and selection processes at SAK Consumer Products Limited, identifying strengths, weaknesses, and areas for improvement.
- **Impact Analysis:** To determine the direct and indirect impacts of recruitment and selection practices on the overall performance, productivity, and employee satisfaction within the organization.

- **Identification of Challenges:** To explore challenges and constraints faced by the HR department during recruitment and selection, including time-to-hire, skill gaps, and market competition.
- **Comparative Benchmarking:** To compare the organization's practices with industry standards and best practices in recruitment and selection.

2.4 Methodology:

The report has been prepared and completed using both types of data, primary and secondary. The primary sources include a personal experience of the internship at SAK Consumer Products Limited and necessary information obtained by having discussions with the HR Director & Assistant Manager. Alternative sources of information comprise the company's website and annual report, newspaper articles, and journal articles.

2.5 Overview of the Human Resource Department of the Company:

The HR Department of SAK Consumer Products Limited drives several functions around training and development, talent management, compensation and benefits, legal compliance, and workplace safety; all of which contribute to the growth of the organization. Every SAK Consumer Products Limited processing unit has its own HR department, controlled by the Group HR department in the head office located in Dhaka. Group HR has three verticals, Operations, Organizational Development, and Compensation and Benefits; these functions handle recruiting candidates, selecting employees, disciplinary action, processing payroll, analyzing employee benefits, maintaining the HRIS, and updating records. HR plays a vital role in the career welfare of employees by conducting training and development courses and filling positions following the ethical and legal code of conduct.

Chapter 3

3.1 Company Profile:

SAK Consumer Products Limited (SAK CPL) recently initiated its journey with a brand-new name and determination, formerly known as RAK Consumer Products Limited. SAK Consumer Products Limited (SAK CPL), entered the industry back in 2009 and started its operation in 2012, which was known as RAK Mostly. SAK CPL is comparatively a new venture, manufacturing high-quality health & home care products and aiming to lead the industry as one of the most innovative FMCG companies in Bangladesh. The factory was established at Madhabpur in the Habiganj district. They have acquired a wide area of land of 239 decimal (9,662 square meters) for factory, office, and utility buildings. Their corporate office is at Bijoy Rakeen City Commercial Complex, Plot # 1/2, Level # 11, Block # D, Section # 15, Dhaka- 1216. Here is the employment prospect for about 200 (two hundred) persons at various positions along with many indirect employment opportunities for Bangladeshi nationals. Their current products are Mosquito Coil, Toilet Cleaner, Floor Cleaner, Hand Wash, Dish Wash Bar, Dish Wash Liquid, Tiles & Bathroom Cleaner, and Bleaching Powder



Figure: Company Logo

3.2 Vision:

Motivated by the trust of people, SAK Consumer Products is now running with one purpose and that is to offer “A cleaner and healthier life” for people all over the country.

3.3 Mission:

SAK Consumer Products Limited (SAK CPL)’s mission is to:

- Apply cutting-edge production technologies and environmentally friendly machines to create high-quality, consumer-focused brands.
- Dedicated to providing products that fulfill people’s different requirements and interests.
- Committed to efficient capital structure, innovative technology, operational excellence, and providing exceptional brand experiences and value to consumers.
- SAK Consumer Products values the community's trust.
- Our goal is to improve lives across the country by providing cleaner and healthier options.
- Demonstrate continuous passion and creativity.
- Continuous research and improvement are essential for producing excellent products.

3.4 Objective:

Elevate themselves as an expert in the creation of high-quality health and home care goods, setting new benchmarks for quality and dependability.

They strive to meet their customers' everyday demands while maintaining the highest quality standards.

Their specific objective:

Lead the FMCG sector with efficient capital structure, cutting-edge technology, operational discipline, and a broad distribution network.

Their focus remains unwavering as an Innovative offering to enhance consumer experiences and positively impact customers' lives.

3.5 Technology:

To represent a standard of excellence in the FMCG industry, SAK Consumer Products Ltd. has incorporated world-class technologies from manufacturing to packaging since its inception. Most of our state-of-the-art machinery has been sourced from the best manufacturers in the world to ensure an environment-friendly and efficient production process.

Using automated manufacturing and packaging processes, we can assure extra quality control and monitor sustainability by minimizing packaging materials without any manufacturing errors. By combining human skills with automation, we are successfully establishing optimum and global standards for manufacturing success.

3.6 Organogram of SAK Consumer Products Ltd:

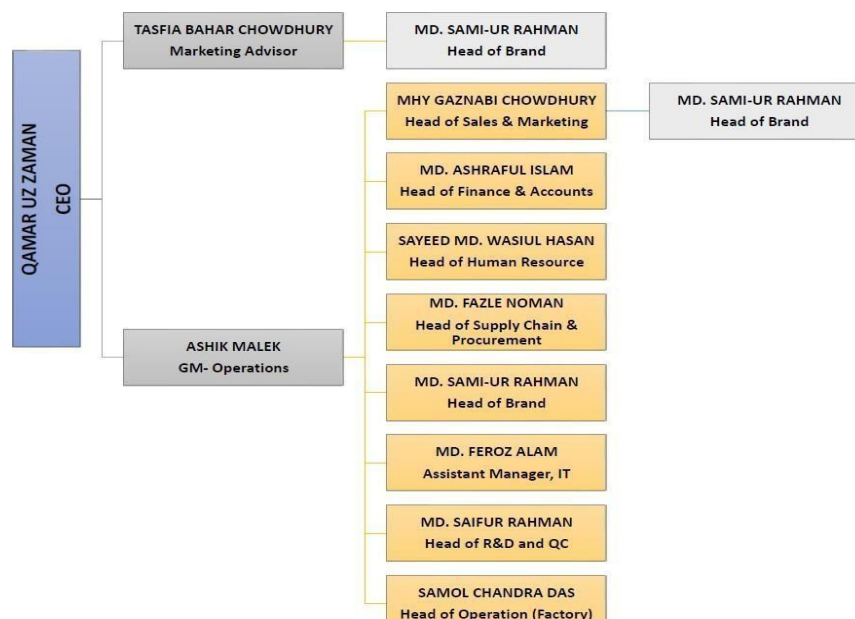


Figure: Organogram of SAK Consumer Products Ltd.

3.7 Organogram of Human Resource Department:



11-Oct-22



Figure: Organogram of Human Resource Department

3.8 Product line or service details, market share:



Our present products are Mosquito Coil, Toilet Cleaner, Floor Cleaner, Hand Wash, Dish Wash Bar, Dish Wash Liquid, Tiles and bathroom Cleaner, and Bleaching Powder.

SAK CPL: SAK Consumer Product Limited (SAK CPL) is engaged in the manufacturing of a wide range of Household Cleaning and Personal Care products: Asha Exim Pvt. Product lines offered today include:

- **Mosquito Coil:** A mosquito and insect repellent that protects homes.
- **Toilet cleaner:** Designed for cleaning and sanitizing toilets, and removing stains and germs for hygienic bathroom.
- **Floor Cleaner:** Products designed to clean and care for various types of flooring surfaces while leaving them smelling fresh.

- **Hand Wash:** Formulated specifically for hand cleansing, these products help remove dirt, bacteria, and impurities whilst ensuring soft and smooth hands.
- **Dish Wash Bar:** Brilliant solid bars designed for use to clean utensils, cutting through grease and grime on utensils.
- **Dish Wash Liquid:** Used for washing dishes because of cleaning quality.
- **Tiles & Bathroom Cleaner:** An excellent cleaner specifically formulated to clean and maintain tiles and bathroom surfaces.
- **Bleaching powder:** For disinfection, whitening, and stain removal on all surfaces, acting as a cleaning agent.

3.9 Operations Details:

Below is the operational data for SAK Consumer Products Limited (SAK CPL) according to its existing product range:

- **Manufacturing Process:** SAK CPL - the health and home care products manufacturing facility SAK CPL operates the most modern manufacturing facility with state-of-the-art technology. Every product starts with conscientious manufacturing, followed by stringent quality control.
- **Quality Assurance and Control:** SAK CPL has a comprehensive quality assurance program incorporated at each step of production. Each product is produced under rigorous quality control checks for soundness, effectiveness, and health. The raw materials shearing follows strict quality norms to maintain the product quality.
- **Research and development:** SAK CPL focuses on continuous research and development for improving and innovating existing products.

Highly motivated teams work with product improvement of existing formulations, developing new product lines, and keeping offerings relevant and competitive in the marketplace.

Through these operational details, SAK CPL reflects its commitment to delivering high-quality manufactured products, rigorous quality control, healthy distribution management practices, and continuous innovation and enhancement of its health and home care sector.

3.10 Corporate Social Responsibility:

SAK CPL has sustainability as one of our core values. We owe it to ourselves and all the people living in this country to provide the healthiest quality products available for a healthier lifestyle for both people and the planet. We extract raw materials from land surrounded by government environmental laws and regulations. Main duties involve creating guidelines that meet government laws and requirements. Good Manufacturing Practice (GMP) on our side works inclusively to make sure that whatsoever is manufactured is well monitored and managed under the Law of Government. From the conception of our brand, we've been thinking about the social, environmental, and ecology issues from manufacture to delivery. We run diverse models to interpret dust creation thus reducing negative externalities to promote ecological outcomes. In addition, we constantly oversee, manage, and mitigate dangerous chemicals in our production for the safety of the masses and the environment. You must wear the specific Personal Protective Environment to enter our factory premise

The slogan of our CSR mission is “LIVING SAFELY, SAVING LIVES”. Therefore, we strive for excellence in everything we do, and we are committed to meeting or exceeding the highest possible standards in safety, health, and environment, as well as cost performance.

SAK Consumer Product Limited has recently renovated three Bathrooms at Surma tea State, Madhobpur Sylhet association with STAR CERAMICS and JAAGO Foundation.



Figure: Star and SAK with JAAGO Foundation Collaborations

3.11 SAK Consumer Products Limited Strategic Analysis in the FMCG Sector:

SAK Consumer Products Limited (SAK CPL) is a fast-moving consumer goods (FMCG) company based in Bangladesh, specializing in producing premium health and home care items. To analyze the industry and market SAK CPL operates in, we can look at some important aspects such as:

- **Competitive Landscape:** The FMCG sector in Bangladesh is highly competitive with several habits including local and international players offering similar products. Firms in this industry tend to compete based on product quality, reputation, price structure, and distribution channels.
- **Consumer Behavior and Preferences:** Learning about consumer preferences is the key. In Bangladesh quality, price, and efficacy of home care and health-related products are of considerable importance to consumers. Moreover, the demand for organic and natural products is growing, providing scope for companies to develop and offer such products to meet these demands.
- **Technological Advances:** The rich world of modern manufacturing technology and sustainable machines as discussed by SAK CPL, is a crucial aspect. Companies can use tech to improve efficiency, keep a product's quality and ultimately save on production processes, a huge asset in a competitive market.
- **Distribution Network:** A strong and wide-reaching distribution network is crucial for an FMCG company to reach consumers efficiently. Critical success factors for this market include access to remote areas, logistics capability, and a well-managed supply chain.

- **Regulatory Environment:** It's crucial to comply with industry regulations and standards. Compliance to Safety, Quality, and Environmental Standards As the law of the land
- **F&M Potentiality:** Population growth, urbanization, and increasing disposable income in Bangladesh have made this FMCG sector promising. A rising middle-class population looking for consumer goods that save them time and money gives businesses such as SAK CPL plenty of room to capture market share.
- **R&D:** The need to innovate and stay competitive drives R&D. Brands typically innovate around product formulations, packaging, and sustainability among other things.

To conclude, SAK CPL functions in an ever-evolving and competitive environment, which requires it to be aware of the needs of consumers, to adjust timely to new technologies, to ensure adequate quality levels, as well as to rely on a functioning distribution system. The company needs to adapt to changing consumer preferences and market trends.

3.12 Competitor FMCG of SAK-CPL:

SAK Consumer Products Limited (SAK CPL) is a company under the umbrella of Bangladeshi FMCG (Fast-Moving Consumer Goods) and it is a cut that operates in a competitive landscape, with numerous other companies competing for market share and consumer interest. To analyze peer groups and principal competitors of this sector SAK CPL would have to be compared to companies of similar home and healthcare product manufacturers with a similar market position and consumer profile. Major competitors in the Bangladeshi FMCG market could be:

Reckitt Benckiser Bangladesh Ltd. (RB Bangladesh)



RB Bangladesh is a significant player in the FMCG sector, known for its diverse range of health and hygiene products, including household cleaners, disinfectants, and personal care items. RB Bangladesh is known for its extensive range of health and hygiene products. They have a strong brand reputation and a diverse product portfolio, including household cleaners and personal care items. RB Bangladesh's focus on innovation and brand recognition poses a challenge for SAK CPL to differentiate itself and gain market share.

Unilever Bangladesh Limited



Unilever offers a wide array of consumer goods, including home care products such as cleaners, dishwashing liquids, and personal care items. Their established presence and brand recognition make them a key competitor in the market. Unilever is a global FMCG giant with a wide variety of consumer goods, including home care products and personal care items. Their established brand presence, robust distribution network, and focus on sustainability could make it challenging for SAK CPL to compete head-to-head. However, Unilever's broad portfolio might present niches or gaps that SAK CPL could exploit through focused product offerings or targeted marketing.

ACI Limited



ACI Limited

ACI Limited is another major competitor known for its diverse product portfolio, including home care and hygiene products. They have a significant footprint in the FMCG sector and compete with offerings similar to those of SAK CPL. ACI Limited is a significant player in the Bangladeshi FMCG sector with a diverse product range, including home care and hygiene products. They have an established market presence and a well-developed distribution network. SAK CPL might face competition in terms of product innovation and market penetration, requiring unique strategies to gain a competitive edge.

Square Toiletries Limited:



Square Toiletries manufactures various home care and personal hygiene products, presenting competition in the same product categories as SAK CPL. Square Toiletries competes directly with SAK CPL in manufacturing home care and personal hygiene products. They might pose a challenge in terms of product similarity and pricing strategies. SAK CPL needs to emphasize product differentiation and branding to stand out in this segment.

KEYA Cosmetics Limited



Cosmetics.

Known for its range of household and personal care products, Keya Cosmetics competes in similar market segments with SAK CPL. Keya Cosmetics offers a range of household and personal care products, similar to SAK CPL. Competition might arise in product quality, pricing, and branding strategies. SAK CPL could focus on unique selling propositions and targeted marketing to distinguish itself from Keya

3.13 To successfully compete with these market players, SAK CPL must take into consideration the following aspects:

- **Create New Blends or Unique Products:** Constantly innovate by bringing in new blends or unique products that fulfill particular consumer needs or fill gaps in the market.
- **Quality Assurance:** Ensure quality measures are met to keep trust and loyalty amongst consumers across their products.
- **Marketing and Branding:** Develop effective marketing strategies to improve brand visibility, define brand values, and craft a powerful brand image.
- **Distribution strategy:** Fortify and broaden distribution channels to guarantee increased availability and accessibility of products to consumers.

These rivals challenge the business in the areas of market share, brand recognition, product developability, and distribution network strength. To thrive, SAK CPL will have to focus on innovation, quality, creative marketing tactics, efficient distribution avenues.

Chapter 4

4.0 Analysis of Recruitment and Selection Process of the Company

Pre-Recruitment Procedures:

4.1 Manpower Planning:

Manpower Planning is the process by which an organization ensures that it has the right number and kind of people capable of effectively and efficiently completing those tasks that directly support the company's mission and strategic goals. The HR department is responsible for identifying the manpower shortage in each department and preparing yearly Manpower Planning Budgeting to have a base outline on the number of staff employed and the revenue amount to be invested in every department.

4.2 Manpower requisition from the concerned department:

The concerned department fills up the Manpower Requisition form through HRIS software mentioning justification for the recruitment, job description, job specifications, and required experience for that specific role in a proper manner and submitting it for further approval. After having approval from Management an assigned recruiter will start his/her job accordingly. The software-based Manpower requisition form is as follows

4.3 Identifying and Analyzing Manpower Requirement:

Based on the Manpower Requisition, the Recruitment team will verify the authentication of manpower requirement and analyze it as follows:

4.3.1 For Replacement positions:

The HR team is responsible for identifying the importance of the position by analyzing the attached role profile with the requisition and if it seems authentic then the recruitment procedures can be started against that position. In such case, HR will consider the salary as company budget and other requirements as per existing employee who is going to be replaced. The overall hiring process has to be accomplished before the notice period of separation given by the employee/company.

4.3.2 For Additional positions:

In case of additional positions, the HR team lead will analyze the effectiveness of hiring someone new, future forecast, development scope, etc. through that additional position.

4.4 Job Evaluation and Role Profile:

Through Manpower Requisition, HR will be able to determine the duties, responsibilities, skills, and abilities, of a specific as per the attached role profile for that specific position. Job evaluation evaluates the weightage of the position which includes designation grading and classifications. On the other hand, a role profile is a complete descriptive version of the analyzed Job that a person needs to perform.

4.5 Recruitment/ Manpower Sourcing:

Recruitment is the process of searching for prospective employees through positive employer branding and stimulating prospective candidates to apply for jobs in the organization. It stands for finding the source from where potential employees will be selected. While preparing a recruitment strategy, the HR team considers the following points:-

4.5.1 Hire employees:

HR team decides the sourcing plan with the prior consent of the concerned department if the sourcing can be done through-

4.5.2 Internal Source:

Internal sources of recruitment refer to hiring employees within the organization through Promotions, Transfers, Former Employees, Internal Advertisements (Job Postings), Employee Referrals, and Previous Applicants.

4.5.3 External Source:

External sources of recruitment refer to hiring employees outside the organization through Employment Agencies, Advertisements in different job portals, Professional Associations, social media, and networking.

4.6 : Candidate Sourcing:

Through the below sources, candidates can be

- **BD Jobs**
- **LinkedIn**
- **Job Circular through Social Media**

Bdjobs: SAK Consumer Products Limited has an official contract with Bdjobs to access its' CV bank which is required to be renewed yearly. In the case of hiring from outside, Bdjobs CV bank is one of the sources from where the SAK Consumer Products Limited recruitment team screens CVs against the vacancies. Most of the time CVs are screening for the position of management employees only.

LinkedIn: LinkedIn is also a vital source for the CV screening. Star Ceramics has an official LinkedIn page where all the job circulars are given with application instructions and also through the LinkedIn ID employer can search for their desired candidates as per requirement.

Job Circular Through Social Media: Circulars are also given on the: SAK Consumer Products Limited Facebook page. This is also an important site for archiving CVs.

Networking: The recruitment team can enrich their CV pool through their network. This can also be an effective way to collect CVs from the same/similar industries.

Applicants should forward an updated copy of their resume, together with covering letter addressing the Head of HR and mentioning the desired or applied position as the subject of the email or on the top of the envelop and send through email at carrer@sakcpl.com or the address of the corporate office.

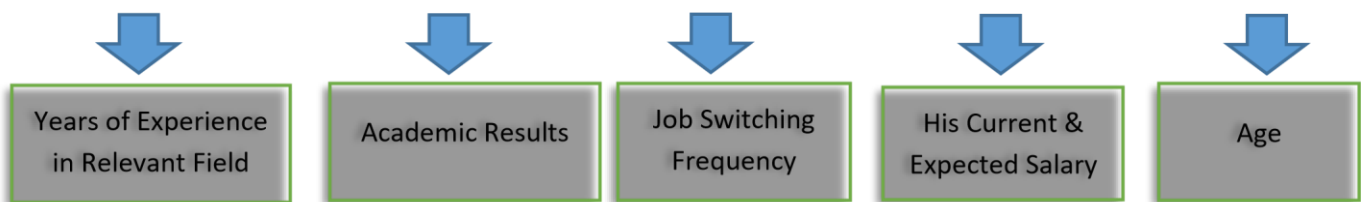
4.7 Screening Applicants:

An assigned person of the Recruitment team will be responsible for screening the resumes of the applicants initially. Resumes must be screened against the position description so that assessments can be made of their suitability for the specific role. A teleassessment should be made during the screening process. The teleassessment form is as follows:

In the screening process, the HR team initially evaluates candidature profiles based on a few criteria. Including the candidate's educational qualification, professional experiences, industry similarities.

4.8 Shortlist Applicants:

Applicants who possess the required skills, qualifications, and work-related experience, age, as specified in the circular, can be finally shortlisted for assessment. Initially screened applicants' resumes are placed in front of the head of HR. Based on the following criteria an applicant's resume can be shortlisted for the initial assessment.

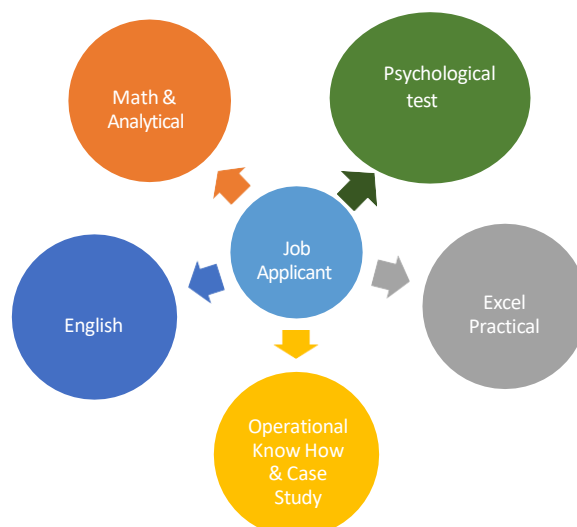


After screening, the shortlisted applicants are called for an assessment process. The entire process of pre-recruitment procedures has to be accomplished by 18 to 23 days after receiving the Manpower Requisition from the concerned department.

4.9 Selection Tools

4.9.1 Written/Psychological Assessment:

Shortlisted candidates are invited for primary assessment. Assessments are taken on the following topics:



- **Advanced/ Basic Math & Analytical:** It's a mandatory exam to attend for each candidate. Candidates for every position have to go through some mathematics and analytical questions throughout his/her initial assessment. Whether the question would be basic or advanced will depend on the position requirements. A candidate must have a strong command of mathematics.
- **Advance/Basic English:** It's another compulsory set of questions that will appear before each candidate. A candidate must have strong skills in English. Through the exam, it will be easy to identify his/her command of English.
- **Operational Know How:** Operational knowledge is subject-related questions set that would be provided by the concerned department head. How specialized a candidate is in his/her required field that would come up through this Operational Know-how test.
- **Advance Excel:** Multiple sets of Excel questions will be given randomly to each candidate who appears for the exam. Some specific positions require expertise in Excel. The highest score in this particular field steps ahead of the candidate toward the final selection.
- **Personality Test:** It's a must-attempt test that every candidate has to attend. It helps the organization to know the person internally in the following ways:

A candidate has to go through the mentioned link for his psychometric test:

<https://www.16personalities.com/free-personality-test>



4.9.2 Primary Interview:

Usually, the primary interview is taken by the respective team lead or head of the department in the presence of an HR representative. After getting an interview rating and achieving a score in the written assessment those who do not meet the minimum score to be eligible for the job requirement, are eliminated from the next steps of the interview process or final interview and those who meet organization standards through their score are proceeded for the next step or final interview.

4.9.3 Preparation of Competency Chart:

Competency Chart has to be prepared based on the shortlisted candidates from the initial written assessment and interview rating score. The competency chart is the summarization of the candidate's primary information from teleassessment, written test marks, interview rating marks with the name of the person who rated the candidate, and psychometric test results.

All candidates' necessary documents are placed in front of Management before the final interview along with assessment copies, rating sheets, and the competency on the top. Based on the candidates' competency chart Management will decide whom they want to sit with or call for the final interview.

4.9.4 Final Interview:

Candidate who meets the organizational standard in the primary assessment are called for the final interview with: the SAK Consumer Products Limited Managing Director. Some position the topmost position or team lead position requires a presentation on the topic given by the HOD. In most cases, presentations are based on the responsibility or activities he needs to perform. Through this presentation, Management will get the actual vision of the candidates' perspectives, thoughts, and way of working. The final interview or presentation is the last step of candidate selection.

4.10 Offer for an Employment:

Employees who are selected in the final interview are offered the desired position. The recruitment team is responsible for ensuring the candidates join within the company budget and timeline. After completing all the negotiations with the candidate and based on the candidate's agreement, HR will proceed to finalize the candidate with management approval. To confirm the candidate and candidate will be sent an offer letter on the company's authorized letterhead with the Head of HR signatory and in return they will have to submit their resignation acceptance letter from his/her present company.

Once the candidate accepts the offer letter, the HR team officially closes the vacancy and proceeds with the placement process.

4.11 Pre-Placement Process:

At this segment HR team-

Inform the concerned department regarding employee joining.

Identifying the prerequisites to make the placement process smoother.

Informing the concerned person from operation offices beforehand to ensure the proper seating arrangement.

- **Creating employee ID & Appointment Letter.**
- **Arranging necessary corporate belongings in connection with other departments.**

4.12 Employee Onboarding:

The HR recruitment team has to ensure successful employee onboarding. To ensure that they have to follow up and maintain certain procedures for proper employee onboarding as per organizational standards.

4.12.1 Necessary Documents Submission:

The candidate is asked to submit their necessary document on the date of/her joining including:

- **Passport size photograph 4 copies**
- **Photocopy of all Academic Certificates**
- **Photocopy of all Experience Certificates**
- **Photocopy of NID/ Birth Certificates**
- **Salary Statement in previous organization**
- **Nominee's NID photocopy with photograph**

4.12.2 Provide an Appointment Letter & Issuing ID Card:

On the date of the employee joining HR personnel who was looking up the entire recruitment process of that particular position, should provide an appointment letter with the signatory of management and ID Card on that day after receiving all the necessary documents from his/her. HR personnel also have to verify the document's validation and authentication before giving an appointment letter and employee ID Card.

4.12.3 Induction:

In this segment, the new employee will receive a warm welcome from an HR representative. However, they will be provided a briefing regarding the company's inception, and history, introducing the Board of Directors, and Head of Departments through a presentation.

4.12.4 Meet, Greet & Brief Session:

Once all the paper formalities are done, the HR team makes an induction to the Head Office of all departments with the newly joined employee. Here:

The new employee is being introduced to his/her new colleagues at head office.

Employees from the sales department who are not from the same industry are sent to the factory after all the head office formalities have been done.

Once an employee's orientation is completed HR personnel have to create an employee database against that new joiner's Employee ID. And he/she will be sent to the IT department for his finger punch.

4.12.5 Required Paper/ placing requisitions:

After finishing all the training sessions, employees proceed with the Employee Information Form (EIF) to be filled up and submitted to the HR & Admin Department, and also a bank account opening form which has to be submitted to the Accounts & Finance Department.

The IT department will give access to the new joiner of the required module. For another department, can access only the HRIS and Requisition modules. Sales personnel will receive access to HRIS, Pro link, and the Requisition module. Through the requisition module employee can give requisition for his/her required items as follows:

- **Stationary Requisition**
- **ID Card & Visiting Card**
- **Official Email address**

4.12.6 Tagging the Employee with Concern HOD:

After completing induction as well as handover formalities, the HR team will tag the employee with his concerned HOD. HOD will provide his JD, and discuss his roles, responsibilities, strategic aspects, and other intra-departmental factors to new employees.

4.12.7 Handover the desk and other necessary corporate belongings:

After completing all the formalities, the HR team handed over the desk, set up PC, Corporate Calendar, Diary, and other necessary corporate belongings to the new employee as per his requisition.

4.12.8 Entitlement to Performance Management System (PMS):

Every new joiner will be cited with the PMS team for being acknowledged regarding the detailed knowledge of KRA, KPI, and associated weightage of an individual's task for his/her position. They also get to know how their job will be tracked through KPI.

This session will take a maximum of 1 hour 30 mins before he/she has handover to the concerned department.

4.13 Post Placement Process:

The HR team wraps the placement process after tagging the employee with concern HOD and proceeds with the necessary documentation that includes-

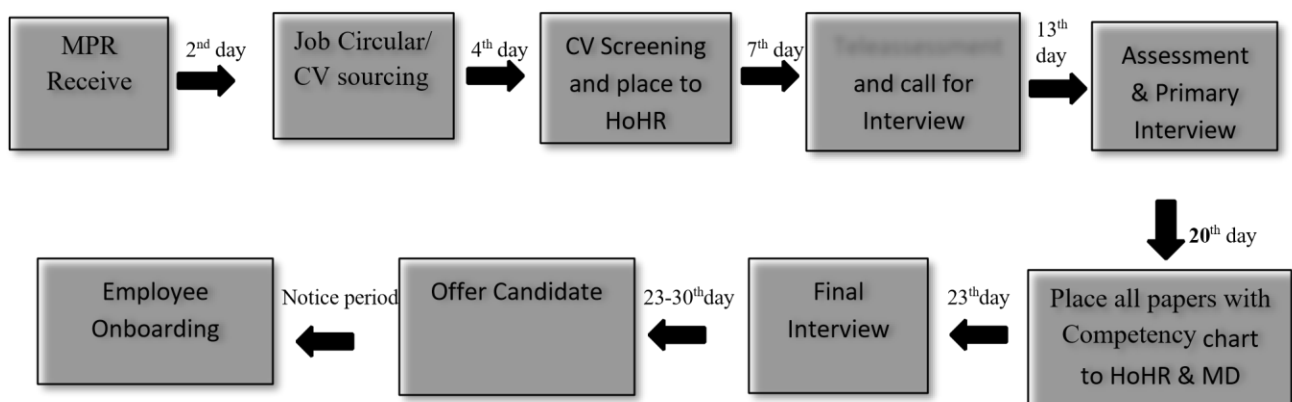
4.13.1 Manual Master Data & Software Enrollment:

The HR team enrolls new employees' details in master data that is being maintained by the HR department through MS Excel as well as ERP software. This data contains all the information that HR and other departments might need for different purposes. After enrolling necessary data in the manual master database, the HR team enrolls employee details into payroll software. In the software, it is a must to enroll a few pieces of information such as:

- **Employee ID**
- **Name**
- **Designation**
- **Location (Head Office/ Factory)**
- **Department**
- **Salary (Basic & Allowances)**
- **Joining Date**
- **Reporting person**

4.14 Recruitment Time Frame:

The entire recruitment, assessment, and selection process has to be accomplished within the time frame as follows:



Chapter 5

5.1 Recruitment Effectiveness:

The recruitment process at SAK Consumer Limited is more than just a hiring mechanism—it is a strategic driver of organizational performance. By ensuring a consistent influx of talented, motivated, and culturally aligned employees, the company strengthens its operational efficiency, innovation capacity, and market position. Investing in continuous improvement of recruitment practices will ensure that SAK Consumer Limited remains resilient and competitive in a dynamic industry landscape. The Recruitment process plays a crucial role in influencing performance management at SAK Consumer Limited as it helps the organization to achieve success in the following ways:

- **Increased Productivity of Employees:** Effective recruitment screens the candidate based on their ability to fulfill the job requirements and expectations of the organization. Such alignment reduces the time required for onboarding and training. SAK CPL Teams that are hired through structured processes show a 15% increase in productivity as compared to teams hired through unstructured processes, proving the link between recruitment quality and operational performance.
- **Improved Retention and Stability of the Workforce:** Recruiting for cultural fit and aligning roles with candidates' skills has resulted in greater employee satisfaction for SAK CPL. It creates loyalty and lowers turnover, as employees have a greater feeling of belonging to the organization. Over the last two years, the turnover rate has dropped from 18% to 12%, giving the organization a more stable workforce and minimizing disruption resulting from constant staff changes.
- **Sustained Problem-Solving and Innovative Framework:** Encouraging Outsider Talent Hiring people with different skills and backgrounds can bring new ways of thinking and creative ideas. Since onboarding new employees at SAK CPL, effective problem-solving of complex business challenges has increased by 20% for both internal and customer-facing processes. Such diversity-led innovation further bolsters the company's competitive advantage in the FMCG space.
- **Cost-Effective Operations:** SAK CPL avoids rehiring and retraining costs by ensuring the right fit when hiring. As a result of this proactive approach, the company has invested 25% less in recruitment-related expenses, giving space for strategic initiatives and operational improvements.
- **Positive Customer Outcomes:** Employing well-recruited staff ensures that high-quality service and products are being provided which has a direct impact on customer satisfaction. The highly dedicated and competent manpower of SAK CPL is responsible for a 10% increase in customer satisfaction indices over eight years, which has been recorded by SAK CPL.

SAK Consumer Limited's recruitment process is at the heart of its performance management approach. This strategic approach to talent acquisition has translated into tangible benefits across multiple dimensions, including productivity, retention, innovation, cost efficiency, and customer satisfaction. These results emphasize how recruitment is a key driver of sustainable growth and competitive advantage.

5.2 Recruitment Process and Overall Performance of SAK Consumer Limited:

The Recruitment & Selection process is vital to the growth of SAK Consumer Limited as it directly impacts SAK Consumer Limited's overall efficiency and productivity since the organization will get the right people for the right job rather than employees. This link between hiring and performance is evident in several key areas that fuel organizational success. Those are:

- **Building a Skilled Workforce:** The first step in the recruitment process is determining what skills and qualifications are required for each position. SAK Consumer Limited achieves this by going through different sourcing channels for the right people and thoroughly evaluating their capabilities. Experienced team members can hit the ground running, minimizing downtime and maximizing team productivity.
- **Bridging the Gap Between Talent and Organizational Objectives:** Having a structured approach in the recruiting process allows for new hires to be in line with the organization's vision, mission, and cultural values. This alignment facilitates improved collaboration, boosts motivation, and ensures that team members work together towards common organizational outcomes.
- **Increasing Employee Retention:** The algorithm of good recruitment doesn't just concern hiring the right candidate, it's about placements that fit the culture and the job itself. A sense of alignment whether it be with their role or company culture makes employees more likely to stick around. This has meant that SAK Consumer Limited has seen a reduced turnover and can rely on corporate memory to come up with innovative ideas in the long run.
- **Improving Efficiency and Creativity:** When a qualified employee is wrongfully terminated, it can have a negative ripple effect throughout the firm. Likelihood drives innovation, it enables teams to come together to solve complex issues. Besides that, putting the correct individuals in the proper position reduces bottlenecks and inefficiencies and results in a measurable boost in productivity.
- **Cost Optimization and Resource Utilization:** Making sure you hire the right candidates from the get-go means that you aren't messing around with re-hiring and re-training. Clarification: Improvement in SAK Consumer Limited's screening level is mentioned within the post. These savings could be reinvested into other strategic initiatives to provide additional leverage on overall performance.

- **Enhancing Customer Experience:** An efficient and engaged workforce has an immediate impact on customer-facing operations like product quality and services. Prized employees who deliver results create improved customer experiences which drives increased retention rates and brand loyalty.
- **Enhancing Competitive Advantage:** Having an efficient and highly innovative workforce is a substantial boon in the fast-paced environment of the FMCG sector. In doing so, SAK Consumer Limited also achieves a competitive edge over competitors by ensuring a consistent pipeline of top-tier talent through an effective recruitment process.

5.3 Performance Impact:

At SAK Consumer Limited, recruitment serves as an influence on performance management due to its direct impact on the quality, efficiency, and sustainability of the organization's workforce. Here's how recruitment relates to the company's performance management:

- **Aligning People with the Organizational Mission:** From a recruitment point of view, it is essential for candidates to have the technical skills required for their roles as well as the ability to contribute to SAK's cultural vision and long-term goals. This alignment makes it easier to incorporate those frameworks into the organization's performance management systems, including individual and team contributions toward facilitating organizational strategic priorities.
- **Being an Employee Enhancer:** This ensures that the right talent gets recruited, which in turn saves time on lots of training and helps the employee get back on track quicker. At SAK, the right hiring practices have translated into a visible 15% spike in team productivity, as the right-fit employees carry relevant expertise to drive operational excellence.
- **Reducing Employee Turnover:** A two-tiered recruitment process that evaluates both technical fit and cultural compatibility has been shown to result in higher levels of satisfaction and retention in a given role. By lowering the employee turnover rate from an already low 18% to 12%, SAK has improved the stability of the workforce and the continuity of the performance management process.
- **Encourage Innovation and Problem-Solving:** Recruiting in diverse ways is bringing in candidates with different experiences and perspectives. This diversity enhances teams' capacity to innovate and address complex business issues. At SAK, teams that included new hires showed a 20% increase in navigating challenges, which has a direct effect on the agility and growth of an organization.
- **Driving Cost Efficiency:** Employing the right people from the get-go saves the costs associated with rehiring, retraining, and missed targets following inappropriate hires. As a result of an improved recruitment process, SAK has seen the costs associated with recruiting talent reduce by 25% enabling the company to redirect funds towards performance management areas such as training and development.

- **Making Sure Customers Are Happy:** Thus, good recruitment is essential for employees to provide high-quality products and services. Engaged and skilled employees enable an organization to create superior experiences for customers, as demonstrated in SAK's 10% increase in customer satisfaction scores, a key performance indicator in the highly competitive FMCG sector.
- **Making Leadership Development Stronger:** Recruitment then finds these high-potential candidates with the potential to fill leadership roles in the future. SAK focuses on hiring people with leadership qualities which eventually forms a leadership pipeline that sustains organizational performance.

Recruitment is part of the performance management team of SAK Consumer Limited. By getting the right people on board and supporting their effective integration, recruitment touches on every dimension of organizational performance, from productivity and retention to innovation and customer satisfaction. Therefore, attentively enhancing recruitment processes will help SAK to uphold its competitive edge for sustainable success.

Chapter 6

6.1 Internship Experience:

I have been working for 3 months and started my internship in SAK Consumer Products Ltd on 27th November. In the course of these, I have been lucky enough to learn and observe how people do their work, manage their lives, and handle work challenges. I have seen a corporate culture from both sides; I have seen pros and have been on the other side too.

I have made mistakes throughout my internship, yet I have never gotten scolded or humiliated. My mentors have not made me feel “stupid,” but have instead patiently taught me the right way to do the work and guided me on how to correct and learn from my mistakes. I am a current intern at SAK Consumer Products Limited, and I am loving my internship experience.

6.2 Role and Responsibilities:

I'm an intern at SAK Consumer Products Limited. My Key Responsibilities include:

- By sorting for other positions from the CVs
- Drafting interviews needed
- Question papers prepared for candidates.
- How to make structured interview questions
- Tracking candidate data in LibreOffice Calc.
- Prescreening of candidates for interviews and hired employees
- Oversight of and data supervision over employee databases.
- This involves preparing and changing individual files.
- Checking references in the hiring process
- About to transfer private records to the payroll office.
- Calling candidates on the phone.
- Handling preboarding onboarding processes.

6.3 Evaluation:

Before I finish my internship, I will have to be evaluated by my supervisor. I also do not have any information regarding the grading scale or structure of the form used to grade interns. Even so, I feel good about what I added and the skills I developed while working at SAK Consumer Products Limited.

6.4 New Skills Acquired:

I have learned a lot of new skills at my internship:

- **Enhanced Writing and People Skills:** I have become better at writing and talking to cross-functional teams and senior people.
- **Corporate Communication:** I was able to draft job circulars, official emails, and related documents for preboarding and onboarding.
- **Preparation & Maintenance of Files:** Hands-on learning on preparing personal files and other HR-related documents.

With these skills acquired and mastered well, I now feel more confident and capable of adding value to the HR processes where I can.

Chapter 7

7.1 Findings:

Building on an 8-year-old Well-Structured Hiring Framework. The recruitment process is structured and documented, starting with a formal request from department heads and clarifying then moving on to preparing the job descriptions and specifications. This ensures the process is aligned with the organization's needs. A combination of internal and external sources such as employee referrals, job fairs, headhunting, and online sources such as LinkedIn and BDJobs ensure a rich variety of talent. SAK Consumer Products Limited until this day gets its best hands using its highly strategic and well-structured recruitment and selection process which contributes greatly towards the organization. Here are the full results:

- **Business Productivity Improvement:** Instead of relying on unstructured methods for receiving hires, teams have experienced a 15% increase in productivity when structured methods are applied. In essence, quality recruitment leads to operational efficiency.
- **Reduction in Turnover Rates:** Its emphasis on cultural fit and role alignment has reduced its turnover from 18% to 12% in the past two years. A smaller organization creates stability and prevents disruptions that come from succession chaos.
- **Recruitment efficiency:** SAK Consumer Limited has saved 25% on hiring by helping the right fit at the hiring level. This enables reinvesting the organization in the training and development ground, strategic initiatives, or any other mix that can assist the organization's growth and turn into a showcase aggressively.
- **New Paradigm Shift for Innovation & Problem-Solving:** For instance, diversity has already increased hiring capacity by 20% to help deal with big business problems. This makes for creative and innovative solutions.
- **Very Good & Boosted Customer Experience:** 10% of customer satisfaction indices improvement (baseline) over 8 Channel partners over 8 years because of a High-Performance, Highly Engaged Workforce. Such a good thing for the end customer which makes the respective organization stronger in the competitive FMCG segment.
- **Cultivating Future Leaders:** This has established both a robust internal pipeline for future leadership positions and essential continuity for developing and sustaining department objectives.
- **Screening and Evaluation Structured:** The shortlist for interview consists of CV screening, written tests, and Excel, so for junior roles, and then the interview for Senior roles, the careful filtering bank helps to weed out the unsuitable candidates. Final interviews for the role of Managing Director at the company Managing Director final interview.
- **Focus on Culture Fit:** The hiring process of the best and the finest organizations aligns rigorously with their cultural values, wherein the possibility of enhanced collaboration and progress of teamwork is highly prioritized.

7.2 Recommendations:

Recommendations for Improving the Recruitment and Selection Process at SAK Consumer Products Limited to Impact Organizational Performance SAK Group should do the following actions to make recruitment and selection more effective:

- **Utilize Newer Recruitment Technologies:** Use an AI-powered applicant tracking system (ATS) to shortlist candidates, expedite the hiring process, and improve efficiency. These tools can also help to identify trends in the hiring data for better decision-making.
- **Expand Sourcing Channels:** Look into sources of recruitment that you never did university partnerships, hackathons, industry forums, niche job boards, etc. Prepare HR teams on modern recruitment, diversity and inclusion, and behavioral assessment. This will enable us to stay on top of the war for talent.
- **Reconsider approach to judging culture fit:** Designing assessment tools and frameworks that can add to evaluating cultural fit during the recruitment process. This can include psychometric assessments and structured, cultural fit interviews.
- **Data Analytics Engaging Recruitment Insights:** Keep an eye on recruitment metrics such as time-to-hire, cost-per-hire, and quality-of-hire, to identify trends and find areas for improvement. Regularly evaluate the effectiveness of various sourcing channels.
- **Integrate Leadership Development into Talent Acquisition:** Create another leadership capabilities factor at mid- and senior levels. But that also creates an ongoing pipeline of leaders who can drive the company's strategic initiatives forward.
- **Encourage Diversity in Hiring:** You have clear targets and we set specific goals of diversity for hiring in terms of backgrounds, genders, and other professional experiences. Diversity begets innovation as well as better decision-making.
- **Improve Candidate Experience:** Make the hiring process seamless for candidates, with clear communication, timely updates, and a constructive interview process. A good candidate experience enhances your brand reputation in the market.

7.3 Conclusion:

In SAK Consumer Products Limited the recruitment and selection process is critically determinant to the strategic success and organizational performance of the company. The organization has made significant strides in terms of productivity, employee retention, cost optimization, and customer satisfaction with a holistic and structured approach. And it begets innovation, as well as a deep bench of qualified people to fill leadership positions, that will help the company flourish while remaining competitive with others. Innovations in technology, diversification of sourcing channels, and a focus on culture and diversity will continue to transform the recruitment process in the future. These investments will create a pipeline of top-tier talent while strengthening the organization's ability to adapt to a changing business environment.

This company known as SAK Consumer Products Limited has the right vision and guidance in FMCG & recruitment which is in line with a strategic perspective.

Chapter 8

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