

Internship Report on Recruitment and Selection Process of REDX Logistics Limited

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Letter of Transmittal

24th Aug, 2022

Ms. Nasrin Akter
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Subject: Submission of Internship Report

Dear Madam

The submission of my internship report is a part of my BBA program. It is a great honor to work under your supervision. This report is based on recruitment and selection process of REDX logistics limited. I have got the opportunity to work with the HR team of REDX under the supervision of Akif Raihan Rahman who is the HR business partner.

To prepare this report I have collected some relevant information to make this report more reliable.

If you find this report useful and informative it would be my great pleasure. Thank you for your time and concentration.

Sincerely yours,

Sumaiya Rahman

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Acknowledgment

At first, I will express my gratitude to the almighty ALLAH for giving me the strength to complete the report within the given time.

I am deeply grateful to my University advisor Ms. Nasrin Akter, Assistant Professor of United International University for her supervision during my organizational attachment period. I am also thankful to Akif Raihan Rahman as my organizational supervisor. It would be very difficult to prepare this report without their guidance. And also I would like to thank to Hridoy Shashi dam uthso, Sulagna hore, Sanjida afroze and Eric halder for helping me in furnishing this report. Moreover I am thankful to my REDX logistics limited fellows, colleagues and seniors who gave me suggestions and good advice. And I must admit their excellent working environment of this organisation where an employee will feel motivated to work.

Executive Summary

REDX is the fastest delivery company in Bangladesh. REDX ensures employee satisfaction rather than any other competitive advantage. REDX logistics limited has started its journey in 2020 which is a sister concern of Shop up. A renowned company.

In this report some things are highlighted like how this company is recruiting and selecting their employees. Different scholars thought of recruitment and selection process has been added here. The scope of the study is to understand the real scenario of this organization. Methodology of the study refers data collection by using primary and secondary sources. Limitations of the study refers due to time constraints lack of information must be there. The mission of this company is to transform Bangladeshi business with tech first logistics solutions and it ensures the employee and customer satisfaction. In this report recruitment refers the attraction of new employees and selection refers offering a job to the selected candidates. This company has five core values like as they are thinking 10x, merchant first, pace over perfection, own your number, disagree & commit. This company ensures employee engagement, priorities team work and also this company has an excellent reward culture. And for recruitment & selection procedure this company talk to investors when investors need employees for the organization then the company search for candidates to sit for an interview. Once the candidate selected the company send them offer letter for joining the job. In spite of having some advantages of this company, they have disadvantage too like while recruiting employees the company always look for perfect matching candidates which is really time consuming. So if this company take less time to recruit new employees they will not face any manpower shortage rather they can recruit more employees. The talent acquisition team tries to make the recruitment process easier. They are trying to recruit employees within 3 days which indicates an efficient and effective way. Recruitment has to be easier and effective sothat company can easily recruite new employees whenever they want.

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Chapter 1

Introduction

1.1 Introduction

In this business world everyone has to be very careful with the strategy of HRM. Every industries take different strategies to survive in this dynamic world. To make the business more effective and efficient most of the companies are using different HR strategies. Some companies want to get competitive advantage. And some companies are obsessed about their customers and employees not their competitors. And in every organization HR plays a vital role. HR is heart of every organization. Without HR organizational activities will not be in a systematic way. So HR practices must has to be in every organization.

1.2 Scope of the study

The scope of this report is to have practical experience about how the research is done. This report has the scope to cover different aspects of HRM like recruitment, selection and other HR practices. It was a part of my academic program to learn HR practices of REDX logistics limited to understand the real life scenario of an organization.

1.3 Objective of the study

Primary objective: The objective of the study is to provide the necessary information about recruitment and selection process which is followed by REDX.

Secondary objective: To relate the theoretical knowledge with the real life experiences and how the organization is following the practices of HRM.

1.4 Methodology of the study

The study is followed by a systematic procedure starting from the selection of the topic to the topic to final report preparation.

Sources of data: The data has been collected from both primary and secondary sources.

Primary sources:

- 1) Discussion with the talent acquisition expert and employee engagement specialist.
- 2) Observation of the Organization.

Secondary sources:

- 1) Different annual reports
- 2) Textbook.

1.5 Limitations of the study

This report has been prepared by depending on the feedback from the employees of human resources department. As the duration of my work was only three months so it was not enough to get a complete and clear study. As there were some limitations there will be some mistakes but I tried to give my best effort.

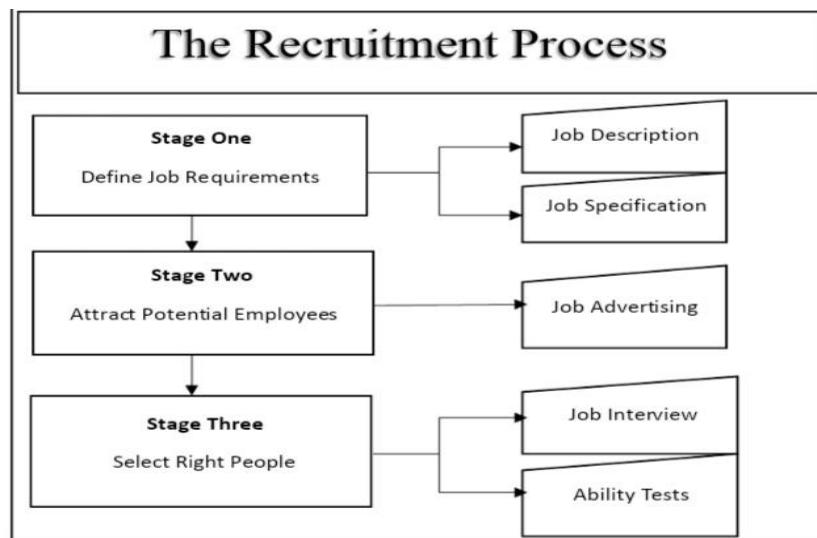
Chapter 2

Literature Review

Defining Recruitment:

Recruitment and selection terms as one process which is treated by a number of academic literatures. Though recruitment and selection show different but it has a complementary processes and procedures. Qualified candidates who are applying to an organization for possible engagement, where recruitment can broadly be defined as the process of creating a talent pool of those candidates. (Braxton and gold 2007; Gamage,2014; opatha 2010). For Bokar et al. (2009,pp.142-143)

The exploration and identification of many potential candidates are the recruitment. Selection will be the most qualified one when the HR experts managed to recruit the right people. Because selection refers who is fit for the organization can start the job.



The company with a talent pool of qualified job seekers which is provided by the recruitment process. And if there is any existing vacancies, selection process helps to fill those existing vacancies. (Armstrong (2006), Barber (1998), Costello (2006), Compton et Al. (2002) and Ofori and Aryeetey, (2011).

In some cases, recruitment could occur not just to replace retiring employees also to enforce existing workforce. (Ballantyne,2009)

The current or potential financial resources can be expended to attract and retain those talent and the talent can be within the organization or outside the organization.(Schuyler, 1987)

Internal recruitment is from within the organisation. 40% of employers find it difficult to identify and hire the most desired talents where a survey of over 33000 employers in 23 countries reveals it. (Manpower Inc. 2006).

The increasing cost of production also in the contribution of recruitment process.(Kilibarda and Fonda,1997)

Employee morale can boost up by the effective internal recruitment which allows the organisation to build a workforce and also can understand the company's operational values. (Robertson,et al. 1996)

External recruitment is when an organization attracts job seekers from outside the company. E-recruitment, employment agencies, labor office, advertisement these are some of the external recruitment. (Beardwell 2007; Cover and Brown 2006)

It tends to open up the company to the best brains which are available in the job market it shows the external environment which can prove it very expensive.

The contribution of recruitment and selection procedure is on the essential literature. Each and every company works as a watershed between success and failure which is known as the human capital aspects.(Brindusoiu, 2013; Ballantyne,2009).

The essential components of any organizations are the recruitment and selection procedure. It should be seen as essential components. (Cummins 2015; Rees and French 2010)

The literature reviews and the evidence shows the contribution of recruitment procedure and to the success of an organization. According to Syed, (2012) the extensiveness of recruiting shows the positive relationship in the Organization, As recruitment ensures employees satisfaction a good brand image.

Although Burton (2001) points out, human resource has already become essential with companies since like sometimes even though leaders had existed. Also, that is a threat over certain organizations, however it becomes especially specific research and practitioner issue of fewer than rising ones.

Recruitment process: Recruitment can be done from internal and external sources to find out the new potential recruits. It can be very effective in that way to look for new employees because it helps the company to save costs of advertising, time to get recommended people then can be assured about the applicants' level of quality. (Devaro,2005). Most of the company prefers online channels to recruit such as LinkedIn, alumni associations of business and employment

websites. The CIPD showed the increasing usage of e- recruitment from the beginning of the 21st century. (CIPD, 2006 and 2007 from foot, M. And Hook,C. 2011)

The selection process which is much more than just choosing the best candidates. It is the attempt to strike a happy balance between what the employees want to do and what the organization requires. (Neeraj kumari2012)

(Aisha yassin 2015) In the study, he stated the goals of the selection process are as follows :

1. Gathering relevant information
2. Accessing candidates to choose the best person for the job.
3. Organizing and evaluating the information.
4. Forecasting performance of a Candidate.

The literature review shows the contribution of recruitment and selection process to the success of the organization. The vastness of recruiting, selection and the use of formal selection process shows the positive relationship. (According to Syed 2012). The fundamental purpose of any recruitment and selection process is to ensure that the most qualified employee is hired for the available position (Foot and Hook, 1996)

The recruitment process does not cease with the application of selection of the appropriate candidates and it involves sustaining and retaining the employees that are selected. (Silver et Al. 2010)

Talent is something which can be acquired through development or something one can be born with. There is a core challenge in designing talent systems in organizations and among the senior management. And the only solution is attaining efficient talent management Which was by adopting executable recruitment techniques. (Silver et al. 2010) Demand rather than supply must be the main focus of the recruitment and selection process (Taber et Al. 2000)

Effective recruitment and selection : From the perspective of HRM, the first and most important and difficult human resources management strategy for achieving organisational goals is recruitment and selection strategies and the outcome of recruitment and selection process can be

productive if the organization select the right person. On the other hand if the wrong one is selected then it can lead failure of the organization.(Compton, 2009 &Canton 2004).

When a new candidate perceives fairness treatment from the organization which has long lasting effects after the candidates join the organization as employee it is the first interaction between an organization and applicant. (Crooanzana et Al. 2007)

When the organization has the capability to generate a large pool of potential applicants the effective selection of an employee is only possible at that time (Plychart, 2006)

Recruitment and selection are the interrelated and interdependent and also influence each other. It is argued by (Rynes & Barber 1990), that recruitment and selection are fully interconnected and interrelated.

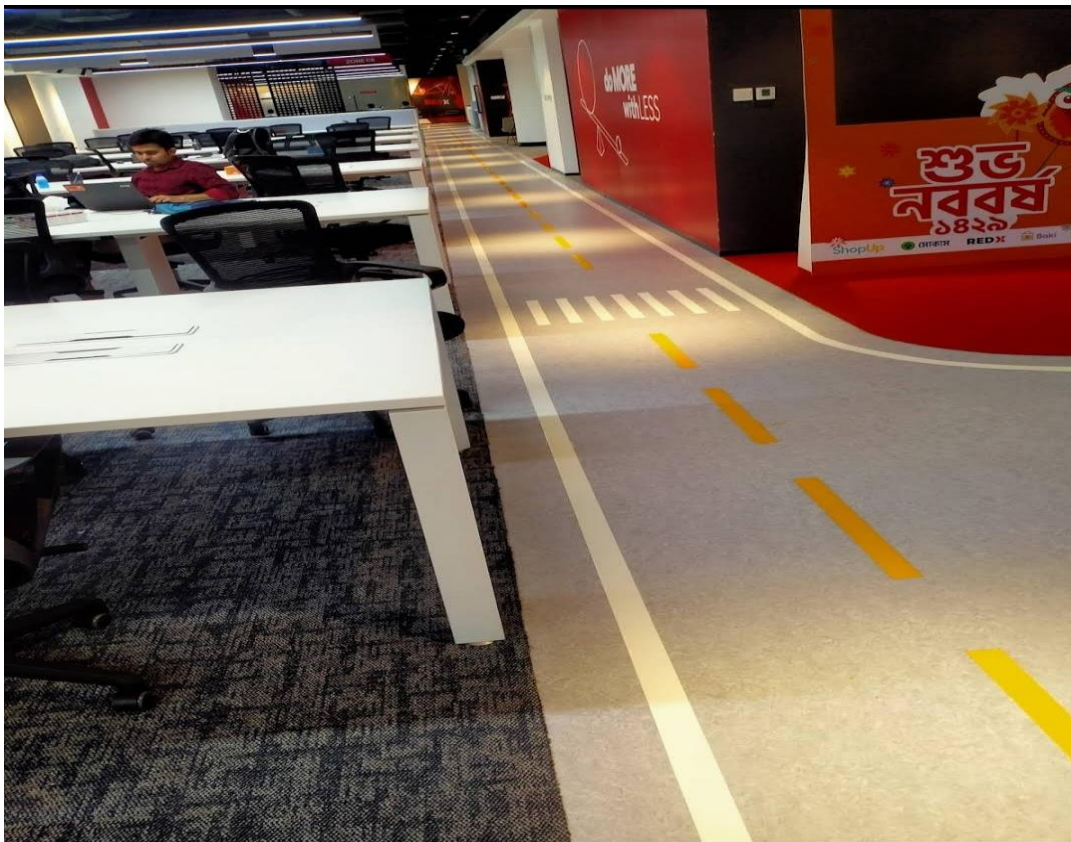
One of the most important aspect of the effective recruitment and selection procedure is fairness. Because it helps the organization to generate a larger pool of applicants. (Harris, 2000).

Chapter 3

Organizational Overview

3.1 Brief history of the company

REDX logistics limited is the fastest delivery company in Bangladesh. It has started its journey in 2020 with small entrepreneurs to the giant brands of Bangladesh. REDX logistics limited is a sister concern of shop up is one of the fastest growing logistics companies in Bangladesh. Inside the Dhaka city, for delivery purpose REDX uses its own delivery trucks and vans but for outside Dhaka it provides transportation on rent. There are some direct competitors of REDX. The direct competitors of REDX are pathao, paperfly, and Shundarban. REDX is the first company which launched a digital credit system in this industry. REDX picks up the products from doorstep and ensures delivery to the doorstep. As per Labour Law REDX is providing services to their customers, and employees. This company is following many other HR practices as well.



Organisational view

3.2 Mission

REDX aims to transform Bangladeshi business with tech first logistics solutions and it ensures the employee and customer satisfaction.

3.3 Vision

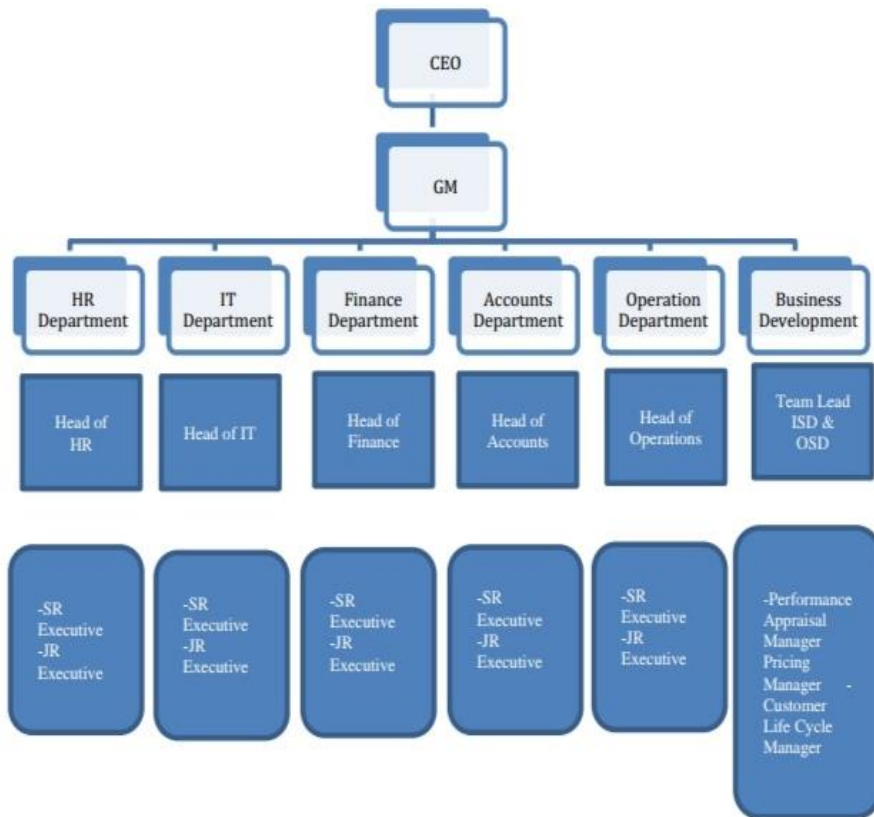
The vision of REDX is to help every business go the distance with nationwide coverage and industry leading technology.

3.4 Departments of REDX

There are recently five departments in REDX delivery service.

- 1) Finance department
- 2) Human resources department
- 3) IT department
- 4) Operations department
- 5) Business development

3.5 Management team of REDX



3.6 Core values of REDX

1. Think 10x: To become a one stop solution for the merchants the company thinks and work 10x
2. Merchant first: REDX put their merchant first over everything.
3. Pace over perfection.
4. Own your number.
5. Disagree and Commit.

3.7 Management manners of REDX

1. **Ensuring employee engagement:** Employees basically do not get the chance to engage in the decision-making process. REDX provides the chance to every employee to involve in every decision making. Top management also engages employees in every decision making. This is how they follow MBO process and by doing that employees feel motivated to work.

2. **Reward Culture:** When employees put extra efforts and become more productive, organization gives them reward for their good performance. REDX has excellent reward culture and also it recognizes employees every month as the employee of the month and provides many gifts.

3. **Prioritize team work:** Every company should work in a team because team work make the work easier and done the work in an effective way. REDX provides value to the team work rather than individual work. REDX believes team performance can achieve their targeted goal. That is why this company priorities the team work.

4. **Prioritize cultural activities:** REDX provides priority to the cultural activities as well. This company arranges some cultural programs and encourage all the employees to participate in it like the Bangla New year celebration, Falgun celebration etc.

The following picture is the celebration of Bangla New year at REDX.



3.8 SWOT analysis of REDX

Strengths: REDX ensures payments and employee facilities on time. Also this company provides the option of bank, bkaash, nagad for payment purpose. This company tries to recruit new employees within a very short span of time. This company provides compensation if there is any damage or missing issues arise .

Weaknesses: There is a shortage of manpower in REDX because they want perfect match for recruitment which is really time consuming. This company doesn't have special packaging for fragile products. This company sometimes take time to recruit new employees. A large number of employees give resign because of their lack of communication.

Opportunities: If the company or the top management communicate properly with the employees inside and outside of the organisation then the rate of resignation can be minimized easily. If this company increases the remote areas delivery system then it can be a competitive advantage for them. If this company recruits new employees within a very short time then this company will not face any shortage of manpower.

Threats: As it is a fastest growing company if they fail to meet the demand and satisfy employees it can be a threat for REDX. Paperfly and delivery tiger are known as deliver service company which are also started home delivery services so it can be a threat for REDX.

So based on my experience I have done this SWOT analysis on REDX logistics limited.

3.9 My job responsibilities at REDX

As I have got the opportunity to work in REDX for three months from 29th April to 29th June and it was a part of my academic program and my major was in Human resources management. I worked in human resources department as an intern with the HR team where I had learnt many Human resource practices of REDX. Like every month top management provides some rewards to the employees by evaluating their employees. They provide "best employee award". Every month they evaluate their employees. And every 6 months and 1 year later they provide

promotion to their employees. As I was working with the HR team I was assigned to the following jobs regularly. Those are-

- ❖ Collecting employee's data for their digital archiving project. It is mainly a project where the information of employees will be updated in their system and whenever I need any information about any employee I will entry the ID number of the employees and will get each and every information easily.
- ❖ Correcting employee's data for the project. When the company is working on this project there are many wrong information find by the experts and I need to correct that information by calling the employees or sending email.
- ❖ Screening employee's data. The Data or information of employees has to be screened. No wrong information will be there. Everything will be mentioned clearly.
- ❖ Calling riders for joining their company. As it is a delivery company the company needs more riders to deliver the products. I have called all those riders who are interested to join.
- ❖ Onboarding new employees. When the company selects employees I have done onboarding as soon as possible.
- ❖ Assisting the talent acquisition team to sort some CVs of the candidates. To recruit new employees, I need to sort many CV of the candidates where I have helped the talent acquisition team to sort many CV of the candidates.

Chapter 4

Analysis

4.1 Recruitment process

Recruitment is when an organization attracts capable applicants for a particular position. The recruitment process is given below.

- 1) Need assessment: The company often go for need assessment as they need more employees. Every 1 week later the company goes for recruitment. Also the company recruits employees every now and then when investors and HR business partner ask them to recruit more employees.
- 2) Defining the position description: In the job circular the company mention the position of the employees and all the descriptions are given to the circular. What the employees need to do for the mentioned position.
- 3) Advertisement: This company goes for advertisement process by using Facebook , twitter and LinkedIn profile. When the company wants to recruit employees they use those social media platforms to recruit new more employees.
- 4) Screening and shortlisting applicants: The company shortlists some employees by seeing the CV of the candidate. They take 3 days for CV sorting and then they shortlist some of the candidates if the requirements get perfectly matched with the candidates.
- 5) Interview session: One the company shortlists the employees then they make a call to those employees for sitting in an interview session. After the 3rd day they call to the candidates on 4th day and on the 5th day they arrange an interview session for the candidates.

4.2 Selection process

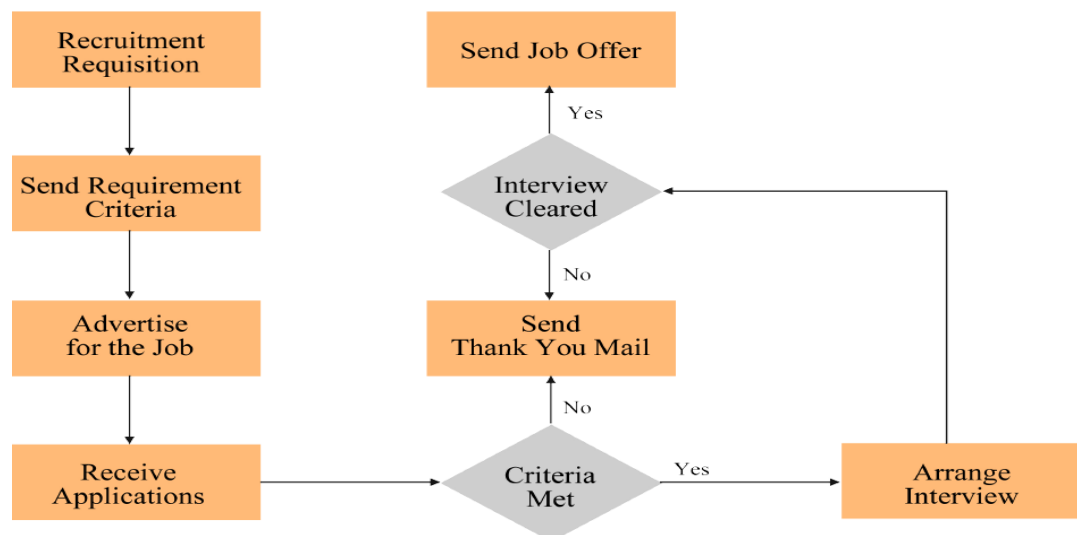
Selection is after recruitment when an appropriate or a suitable applicant has been chosen by the organisation for a job. Where an organisation offers job to that applicant who has been selected.

1) Send offer letter: The company sends offer letter after selecting the candidates on 6th day through email. In that offer letter they mention that candidates need to bring some relevant documents like certificates, E-tin number, NID card etc.

2) Orientation program: Once the company recruits and onboard new employees the company arranges orientation program for the selected employees. In this program mid level management congratulate the candidates with a stick of flower .

3) Placement: The top management monitors everything of an employee whether he or she is fit for the position or not they evaluate it and when they find it alright then they talk to the mid level management people. Then they onboard the employees and give them individual desk, laptop, Id card and other company assets.

Recruitment Process Flowchart



Recruitment metrics



This

recruitment metric shows the hiring overview of a company, total days to hire, and the percentage shows the application completion rate, qualified candidate rate, interview offer rate, offer acceptance rate and so on.

4.3 Recruitment procedure of REDX

In this company, at first the investors and top management of REDX inform the talent acquisition team that they need employees for different functional role. Then the talent acquisition team go for CV sorting or search for candidates. After that they make a call to the candidates and offer to sit for an interview.

4.4 Selection procedure of REDX

After the interview session the talent acquisition team select the best qualified candidates. After selecting the candidates, the team send an offer mail to the candidates to fill up the employee requisition form. After doing all those things the talent acquisition team onboard the candidate.

4.5 Recruitment Analysis

All the HR team members of REDX have worked in a team for making the recruitment easier. As it was getting time consuming process we need to make it fast. So the HR team of this company made a decision how to make the recruitment procedure faster. And the HR team arranged a meeting to discuss about it. Talent acquisition team always takes 1 week to recruit new employees. But the team members wanted it has to be done within 3 days. They used to take 1 or 2 days to sort a CV of candidates. But in this meeting the HR team members told to sort the CV of candidates within half an hour of first day as it has to be done within 3 days. Once they search for candidates in day 1 then they set an interview in day 2. Once the candidate get selected for the position then the candidate will receive an offer mail in day 2 for joining the company. And in day 3 the recruitment team will finish the onboarding of selected employees within 15 minutes and will join the work.



Chapter 5

Findings and Recommendations

5.1 Findings:

As REDX is the first and fastest delivery company in Bangladesh. This company provides many facilities. I have found many interesting things while doing my internship in REDX. Though the 3 months of my Internship period was good enough so my findings for this company is given below:

1. I have found that this company recruits employees on the basis of perfect match. This process slow down the recruitment procedure. Because hardly a company can find perfect candidate but most of the candidates will be found in short of some requirements.
2. This company also recruit less qualified employees. Because some employees need to perform field work. That is why the company thinks to recruit less qualified as well like some staff of this company and field workers as they will not perform any desk job.
3. Talent acquisition experts take 1 week time or sometimes 2 weeks' time to recruit employees as they wait for investors response. Talent acquisition experts wait for investors response which is really time consuming and make delay for the recruitment.
4. And large number of employees give resign after joining because of the lack of communication. Top management and mid-level management doesn't interact with the employees. They often don't even involve employees in decision making.
5. This company doesn't go for on campus recruitment. The management team thinks it may not be effective that is why the company doesn't even emphasis on it

5.2 Recommendations:

As per my findings I would like to recommend this company:

1. This company should not recruit less qualified employees whereas it creates unnecessary wasting of time for HR people. And it will be an extra burden for HR people to handle this kind

of employees. So, I recommend they should take employees who have passed their degree or at least passed H.S.C.

2. Talent acquisition experts should not take 1 week time for recruitment. They should complete the task within 3 days as they want to make it effective.

3. The company should communicate with employees properly and in a honest way. There should not be any communication gap. If employees find that the people of the company is keeping their words about their salary, compensation and any other benefits then the employees will stay in their company for a long time. If they don't find anything like that then they will give resign or leave the company. So I will highly recommend them that they should have to be true to their words to minimize the resignation rate.

4. This company should go for on campus recruitment. Where the company can find some potential employees easily.

Conclusion

REDX is one of the fastest growing company in Bangladesh. The management team of the company are skilled, experienced and executives who have been contributing in the continuous recruitment of their company.

As it is discussed about the HR policies of REDX and their recommended changes. This company can achieve the dream that they were hoping for. Recruitment policies in REDX are created unnecessary delay in the progress. Operations can run smoother than they are now at this moment if this company decrease the time required for recruitment. REDX always look for the right talent because it removes the personal bias and makes the recruitment process smoother. But every company should keep in mind that perfect candidate will not be there. So searching the perfect matching candidates, the company has to change this policy otherwise they will lose many talents. And REDX should go for the on-campus recruitment where they can get many potential candidates. This company has given me this opportunity to involve directly with all HR practices and HR team members as well. And I will never forget the time working with their various projects with the HR business partner and the lessons I have learned from them.

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Appendix A

- How Does the talent acquisition team of REDX complete the recruitment?
- How does the talent acquisition team understand that they need employees?
- Why do the company recruit new employees in every 1 week ?
- How does the company make the recruitment process easier?
- How does the employee engagement specialist engage the employees?
- Why does the talent acquisition experts search for perfect match candidates?
- How does the company make the recruitment efficient and effective?