

A STUDY ON

The Impact of Soft Skills Training on the
Behavior and Work Performance of Employees

Internship report
on
The Impact of Soft Skills Training on the Behavior and Work
Performance of Employees in Walton Plaza



SUBMITTED TO

Ms. Piana Monsur Mindia
Assistant Professor
School of Business and Economics

SUBMITTED BY

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111 151 461
Major in HRM

DATE OF SUBMISSION

26th December, 2024

UNITED INTERNATIONAL UNIVERSITY

Letter of Transmittal

To

Ms. Piana Monsur Mindia

Assistant Professor

School of Business and Economics

United International University

Subject: Submission of internship report on “The Impact of Soft Skills Training on Employee Behavior and Work Performance at Walton Plaza.”

Dear Mam,

I have completed my internship report on Walton Plaza, Bangladesh, an important platform for company development. I have chosen the title for my internship report as "The Impact of Soft Skills Training on Employee Behavior and Work Performance at Walton Plaza." This report helps me assess the skills and techniques I have gained during my four-month internship. Since I do not have enough relevant job experience, I understand that my report might have some mistakes and needs to be perfect. Some ideas I thought about while working on this report might seem unnecessary now. However, I am looking forward to applying what I learn from this internship program.

This report glances into Walton Plaza, conducted in partnership with the marketing team at their headquarters. Your encouragement and support mean a lot to me and have motivated me to put in much effort. I am willing to answer any questions about the report.

Your obedient student,

Nahida Sultana Akand Chandana

ID: 111 151 461

School of Business and Economics

United International University

Date of submission: 26th December, 2024

Declaration of Student

I, Nahida Sultana Akand Chandan, confirm the availability of the internship report titled "The Impact of Soft Skills Training on Employee Behavior and Work Performance at Walton Plaza." This unique report has not been stored or made public. It was created as a component of my academic program to partially fulfill the requirements for my B.B.A. degree.

Signature: _____

Nahida Sultana Akand Chandana

Student ID: 111 151 461

School of Business and Economics

United International University

Certification of Similarity Index

My supervisor was helpful. I am delighted to present this report to you. The paper investigates the influence of soft skills training on the conduct and job performance of workers at Walton Plaza. I was unaware of this difficulty before beginning my paper. I really hope my boss will excuse me and give me the chance to investigate this matter further.

- Ensure the project has significance.
- Ensure the study is intelligible.
- Continue to support the project.
- Consistently participate in the study project.
- Express appreciation for deeds of service.
- Submitting a unique piece of work.
- Timelines for email replies.
- The supervisor's anticipations.

My internship supervisor, Ms. Piana Monsur Mindia, began the process favorably. She helped me choose the topic for my internship report and assisted me with the report. I need to know the standards and protocols to begin an internship.

Acknowledgement

I am grateful to Almighty Allah and my parents for providing me with the fortitude, stamina, and courage to pursue a BBA degree from United International University and for enabling me to complete it.

I want to express my sincere gratitude to everyone who participated in gathering data for this report. My internship supervisor, Ms. Piana Monsur Mindia, Assistant Professor at the School of Business and Economics at United International University, deserves special recognition for her assistance and encouragement in preparing this report.

I want to thank Sadman Sakib, the Additional Director of Walton, for his invaluable assistance. Everyone at Walton Plaza deserves an immense amount of gratitude. They provided a comprehensive explanation of all the information I requested. They were never agitated over time. Additionally, I express my gratitude to the human resources department of Walton Plaza for allowing me to participate in my internship at this organization.

Finally, I would like to extend my gratitude to all of my peers and colleagues who assisted me when I was unable to progress in any conceptual theory. Mutual support and cooperation make the completion of all duties feasible.

I am genuinely grateful to the United International University authority for coordinating this student initiative program. It enables students to implement their theoretical knowledge on a practical platform before entering the business world.

Executive Summary

This report will address the impact of soft skills training on the behavior and performance optimizations of employees at Walton Plaza. As an intern at Walton Plaza, I have had the opportunity to join the Human Resources Department at Bangladesh's largest electronics and home goods manufacturer and have been a part of the research that has been titled 'The Training and Development Programs to Enhance Employee's Soft Skills.' The study seeks to address the research questions, such as how developing soft skills that include effective communication, efficient teamwork, effective problem solving, and attention to detail will help optimize job performance. Approximately 60% of the participants reported self-reported improvement in their professionalism, self-assurance, work-life balance, and stress-handling management after the training attended. However, some areas of concern remain for professionalism at Walton Plaza.

The problems included the long hierarchical organizational structure limiting most employees' participation in the decision-making process; there were also six workdays which were so long that many employees were burned out. Lastly, refine recruiting to ensure the company hires the best soft skills, which is in line with the company culture and values.

In summary, this internship experience underpins that every employee training should incorporate the skills that are to be helpful. The positive results achieved by the trainees illustrate how such initiatives can result in better performance on jobs, stronger interpersonal relationships at work, and great satisfaction overall. All these combined into a general strategy improve all employees' performance, contributing toward Walton Plaza's long-term viability-terms appropriate marketplace.

Key points:

- ✓ **Soft Skill**
- ✓ **Employee Engagement**
- ✓ **Long Term Viability**
- ✓ **Work-life Balance**
- ✓ **Enhance Professionalism**
- ✓ **Efficient Team Work**

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Lists of Abbreviation

Name	Abbreviation
UIU	United International University
BBA	Bachelor of Business Administration
B2B	Business to Business
B2C	Business to Consumer
HRM	Human Resource Management

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Chapter I: Introduction

1.1 Background of the Report

In considering the training program in the workplace, soft skill training often emerges as crucial, despite hard skills such as programming and complex data visualization tools, which significantly enhance a company's operational processes. The individual responsible for technical core tasks needs enough soft skills training to foster a harmonious working environment. Introducing soft skills training programs to employees improves organizational performance and achievement. Interpersonal relations with colleagues and a healthy working environment are critical in all occupations. One way the organization can boost optimally is by training employees on soft skills like attention to detail, problem-solving and decision-making, which helps employees deal with intricate situations and do their work through extensive analysis of various patterns.

An internship is a duration during which a student acquires practical experience in the business sector. Throughout our four-year BBA curriculum, we get instruction on business operations and strategies applicable to many scenarios. During our internship program, we get practical experience using the knowledge we have gained over the last four years. Internships facilitate the integration of academic knowledge with practical business experience for students. Students must complete an internship course that is pertinent to their academic objectives at UIU. The fundamental objective of an internship is to provide students with practical experience in a professional role relevant to their major or minor specialization. Students are required to engage with any firm throughout the internship. It resembles a full-time occupation. Students can acquire knowledge in a particular domain while contributing to the business by doing essential tasks.

Walton has a powerful HR team focused on stress-free working environments and keeping employees happy. At Walton, people look for employment and are recruited through modern recruitment. Walton's HR division organizes various training and development programs to assist the employees in developing further.

Business courses are more pragmatic, and participating in the Walton Internship Program has allowed me to understand this practical aspect personally. My internship started on January 2, 2024, and concluded on March 2, 2024. The internship was conducted on a full-time basis. I was required to labor from 9 a.m. to 6 p.m. at the Walton Corporate Office, Bashundhara R/A, Dhaka. This report offers a comprehensive account of my internship time at Walton.

1.2 Rationale of study

Walton Plaza has become one of the fastest-growing companies in Bangladesh in both the high-tech manufacturing sector and the overall technology sector at the forefront. The company said that Walton is a leader in electronics and home appliances and has invested in improving its human resources to stay ahead. This research identifies and emphasizes the significance of the research topic on the impact of soft skills training on employee behavior and job performance Walton Plaza. Moreover, what I did during my internship in Walton was in the Human Resource Department, so I witnessed how they create soft skills training projects for productivity and utilization in workplace relationships. This research paper examines how training programs improve the recruiting and selection process, internal communication, and employee engagement overall. Understanding soft skills training in a corporate environment like Walton helps me grow my career while learning how managerial work may contribute to realizing that such skills can be integrated more efficiently into organizations to enhance functionality.

1.3 Objective of the study

This study will determine how soft capabilities schooling alters employees' behavior and overall work performance at Walton Plaza. Specifically, this study intends to do the following:

- ✓ Evaluating the effectiveness of soft capabilities training in improving employee conversation, teamwork, and versatility.
- ✓ Analyzing the impact of higher soft skills on the efficiency of operational processes at Walton, especially those involved in recruitment and selection.
- ✓ Seeking how soft skills training programs can be improved per Walton's strategy.

1.4 Methodology

The research utilizes a qualitative approach to gather data that includes using the following methods:

- ✓ **Field Observations:** Regularly observe the day-to-day activities and training programs conducted by the Human Resource Department to better understand how soft skills are applied within the working environment.

- ✓ **Interviews:** Selective HR managers, training coordinators, and employees who have attended soft skills training are interviewed to assess the impact and barriers presented by such programs.
- ✓ **Document Analysis:** It involves gauging the training's outcome through the evaluation of in-house documents, training content, employee reviews, and performance appraisal documents.

1.5 Scope of the Study

The effects of Walton Plaza's soft skills training programs on workers' capacity to communicate, work together, solve problems, and adapt are the subject of this research. Increased productivity, better customer interactions, and a happier work environment are all part of the program's purview, which complements the company's strategic goals. The research can only draw conclusions based on information gathered from Walton's HR department at their main office.

1.6 Sources of Data

The analysis incorporates both primary and secondary data in the following manner:

- **Primary Data:** This information was gathered from interviews with HR personnel, trained employees, and other trainers who conducted the training.
- **Secondary Data:** Internal corporate documents, training manuals, publications about the services, and even articles and reports on the importance of soft skills training programs in the high-tech sector.

1.7 Limitations of the Study

The study ran into several problems that might restrict how applicable the results are to other situations. Some of these factors include:

- The study only looked at one department of Walton Plaza. Thus, the findings may not apply to the rest of the company.
- The study could not examine the training programs' long-term effects because of time restrictions during the internship.
- Access to confidential internal papers could have been improved, limiting the thoroughness of the data analysis.

Chapter II: Company and Industry

Preview

2.1 Company Analysis

Walton Plaza is the largest manufacturer of multi-staged refrigerators, freezers, air conditioners, televisions, home and electronic appliances, and motorcycle technology in Bangladesh and South Asia. It is recognized as one of the most sophisticated manufacturing facilities in the region. Walton Group (Parent Company) has maintained an exceptional reputation since 1977, making it one of the most prominent business groups in the nation. Walton is a village trademark in Bangladesh. It has become a favored brand nationwide due to its extensive presence in rural and remote areas.

It generates merchandise that is of international caliber. It competes with international brands such as Sony and My One. Despite this, Walton maintains a substantial market share in Bangladesh due to its proximity to doorstep service centers. In 2009, the sale reached its peak. It was diminished in subsequent years due to the global financial crisis. However, asset turnover experienced substantial fluctuations throughout the years following the penny days in 2011 and after that.

Walton is delighted to observe the increasing rise in ROE. The Walton Group's national sales in 2023 totaled 29,285,220,035 BDT. The manufacturer's policy on human resources prioritizes job satisfaction, growth opportunities, and rewards for outstanding work. In order to facilitate the orientation and improvement of employees' banking expertise, the Walton Training Department conducts internal and external training.

2.2 Brand

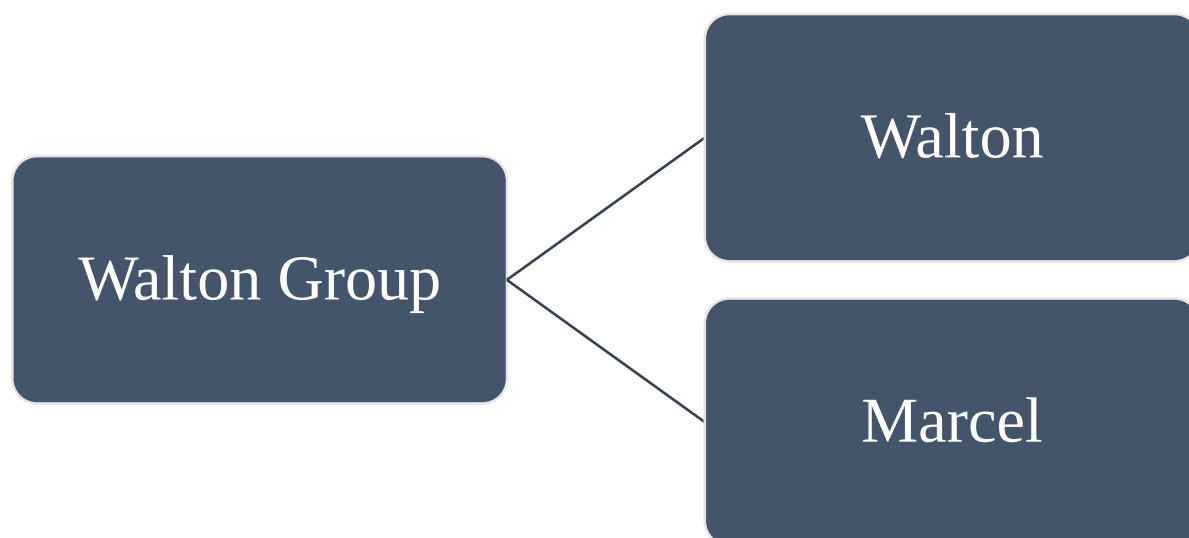


Figure 1: The separate Brand of Walton Group

2.3 Sister Concerns

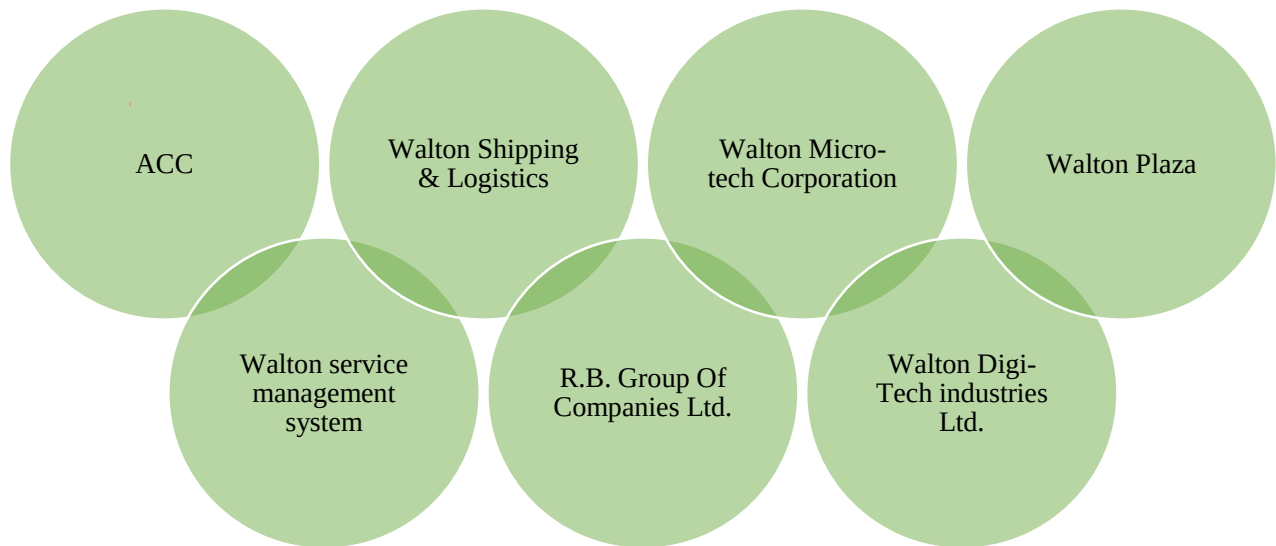


Figure 2: Sister concerns of Walton Group

2.4 Walton's Corporate History

S.M. Nazrul Islam, a brilliant businessman and exceptional entrepreneur, is mainly responsible for Walton's current reputation, prominence, and prosperity. Mr. Islam was born into a wealthy, aristocratic family in Tangail, Bangladesh, in 1926. He passed away in 2017. He was also the founder and chairman of Walton Group and Walton. He learned the ropes of business from his father, S.M. Atahar Ali Talukder (1901–1982), a prosperous merchant. Mr. Islam's lengthy and adventurous life has brought many advances and diversifications to his firm. He established Rezvi and Brothers, Walton's parent business, 1977 and pushed it ahead under his energetic, visionary, and forceful leadership. S.M. Nazrul Islam is exceptional in that he can make snap judgments under pressure. Rezvi and Brothers eventually became a part of the newly created R.B. organization. S.M. Nurul Alam Rezvi became chairman of R.B. Group, while S.M. Shamsul Alam became managing director. His two sons also joined the company at this time. In addition, S.M. Ashraful Alam, S.M. Mahbubul Alam, and S.M. Rezaul Alam—the other three sons of S.M. Nazrul Islam—became directors of the R.B. Group. In July 2012, S.M. Monjurul Alam Ovee became a director at Walton Group. He is the oldest son of S.M. Nurul Alam Rezvi.

Ever since that time, Walton has progressed. Walton has grown into one of Bangladesh's most prominent manufacturers of automobiles, household appliances, and electronics. It is proud of its position as one of Bangladesh's most prominent and sought-after employers.

2.5 Organizational Structure

R.B. Group considers the board of directors its principal management and policy-making authority. Now, a Chairman and five other directors compose the board. The directors are drawn from persons with adequate experience and proven skills in diverse fields, including HRM, finance, marketing, sourcing engineering, IT, electrical, electronic, and automobile, for instance, Walton Plaza. The chief operations officer executes all the tasks on the board's decision. The officer and other line and staff members are employed by the human resources division's recruitment committee of Walton Group.

2.5.1 Employee of Walton Group

The Walton Group has many employee requirements. Various categories of staff operate in distinct locations within the Walton Group. The categories of workers include:

- **Regular Employee:** Permanent staff members are referred to as regular employees. Regular workers are permitted to receive bonuses, incentives, and other allowances in addition to their base wages. These personnel additionally benefit from additional amenities provided by the organization.
- **HR Staff:** The HR contract applies to categories whose job descriptions need supervision by Walton Group's authority, with performance oversight conducted by Walton Group Management.
- **Intern:** To promote and facilitate human resource development, providing internship programs to people or educational institutions may be prudent. The MD and CEO will engage based on the Department Head's advice.
- **Brand Ambassador:** The Walton Group encompasses two brands: Walton and Marcel. Actor Ilias Kanchan has been appointed as the brand ambassador for Walton, and Actor Amin Khan has been appointed as the brand spokesperson for Marcel. As part of their brand ambassador duties, Ilias Kanchan and Amin Khan will endeavor to enhance social awareness among the general populace.

2.6 Highlights of Walton

Walton	
Industry Type	Partnership Firm
Industry	Electronics, Electrical, Home Appliances, Mobile Phone and Automobiles.
Founding Year	2017
Founded	Walton Plaza established a production facility in Chandra, Kaliakoir, Gazipur, approximately 40 kilometers (25 miles) north of Dhaka's capital in 2006.
Corporate Office	Bashundhara R/A, Post Office :Khilkhet, PS: Vatara, Dhaka1229
Founder Chairmen	S. M. Nazrul Islam
Key people	S. M. Mahbubul Alam, Mohammad Rayhan, S.M. Nurul Alam Rezvi, S.M. Shamsul Alam, S.M. Ashraful Alam, S.M. Rezaul Alam, Sonia Akhter, Zakia Sultana, Yasin A., Md. Khalid Hasan, Md. Fahim Mahabub, Md. Tanvir Anjum, Foysal Wahid, Galib bin Mohammad, Mohammad Firoj Alam, Kamrul Hasan Chowdhury.
Products	Refrigerator, freezer, air-conditioner, television, motorcycle, mobile phone, microwave oven, washing machine, generator, iron etc.
Areas Served	Bangladesh
Number of Plaza	701
Number of Employees	6,150 (directly employed) and 7,000 (indirectly employed)
Slogan	‘Walton at Every Home’ and ‘আমাদের পণ্য’
Manufacturing Capacity	1.4 million Refrigerators and Freezers, 300,000 Motorcycles, 300,000 Air conditioners.
Commitment	Customer satisfaction is our first goal, and we provide top-notch electrical, electronics, and automotive items with cutting-edge designs, eye-catching models, and exceptional quality.
Objective	To build Bangladesh as an industrialized country and become a global brand for electrical and electronics by promoting "Made in Bangladesh" goods globally.
Website	www.waltonbd.com

Table1: Highlight of Walton Plaza

2.7 Global Operations

Walton stands as the largest exporting firm in Bangladesh, with a footprint in more than 40 countries, and has established a benchmark in the electronics industry. Walton has succeeded significantly in India, Nepal, Bhutan, Myanmar, the Maldives, the UAE, Qatar, Nigeria, and West Africa. In the upcoming days, it aims to enter the markets of Australia, Europe, the United States, Singapore, Romania, Saudi Arabia, and Sri Lanka. Walton has been mandated to uphold complete compliance to secure a robust and sustainable global standing. As a result, it has achieved ISO 14001:2004 for the Refrigerators & Air Conditioner Division, ISO 9001:2008 for the Refrigerators & Air Conditioner Division, and OHSAS 18001:2007 Certificates for effectively implementing robust occupational health and safety management systems. Walton is now able to export its diverse array of products globally. Numerous international representative offices are situated in Qatar, China, Thailand, Nepal, India, and the United States to guarantee export quality on a global scale.

2.8 Mission

Walton is determined to design and manufacture products of outstanding quality. They are dedicated to preserving the ecosystem. Walton is among the first to venture into the business of vehicles and electronics. They are the most significant industry player in Bangladesh's economy. They work to retain their position and ensure they consistently procure a significant market share worldwide. Some of their key missions include:

- Making sure that Walton's products can be found in all households.
- Building the most preferred brands around Bangladesh.
- Focus on improving all the time and working towards perfection.
- Bring in and retain high-caliber people in the workforce.
- Approach to consistent future expansion.
- Improved customer satisfaction. Serving the nation.

2.9 Vision

Walton has a robust and promising plan for achieving its objectives. The objective is to "set a standard as the leading Bangladeshi exporter in the electronics sector, achieving a global presence by 2025." Walton aims to establish itself as a premier global entity in the electronics, automotive,

and telecommunications sectors. The notion that 'Made in Bangladesh' indicates utter confidence has been internationally adopted: Walton needs to enhance its customer satisfaction in line to achieve their goal of becoming global. Therefore, they have to be adaptable to new developments while being responsive to the transformation in technology. Their primary objectives are:

- To command the mark of being the most respected company in Bangladesh.
- To provide straightforward information that is easily comprehensible to the customer.
- To attain market leadership in pertinent sectors.
- Achieve international acclaim.
- Establish an atmosphere that facilitates contributions from all individuals.

2.10 Objectives of Walton

Walton began with the motive of providing high-quality products and high-quality customer service at a meager pricing cost. Walton operates on two fronts:

- Walton is focusing on making a profit from their investments.
- The company is pledging to help Bangladesh further its economic development, where technology could play an important role.

The objective is to distribute its goods in every hamlet to enhance the economic welfare of the impoverished substantially.

2.11 Organogram

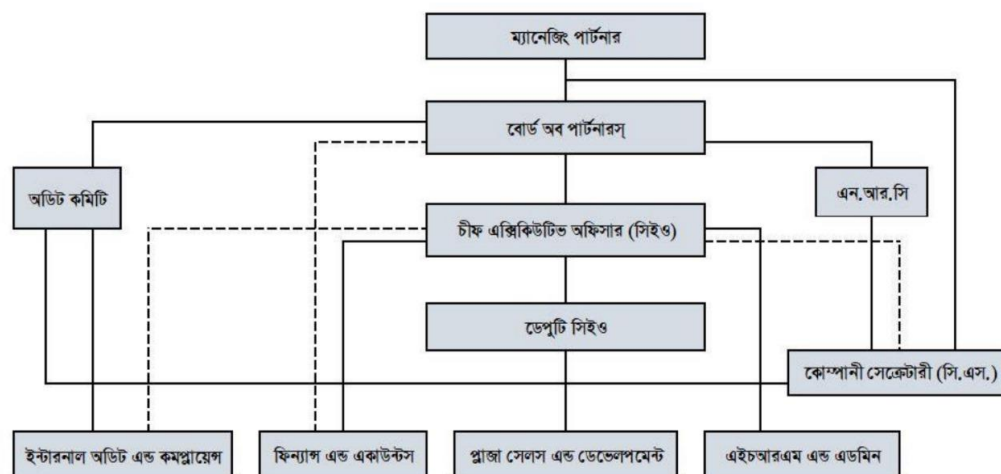


Figure 3: Organogram of Walton Group

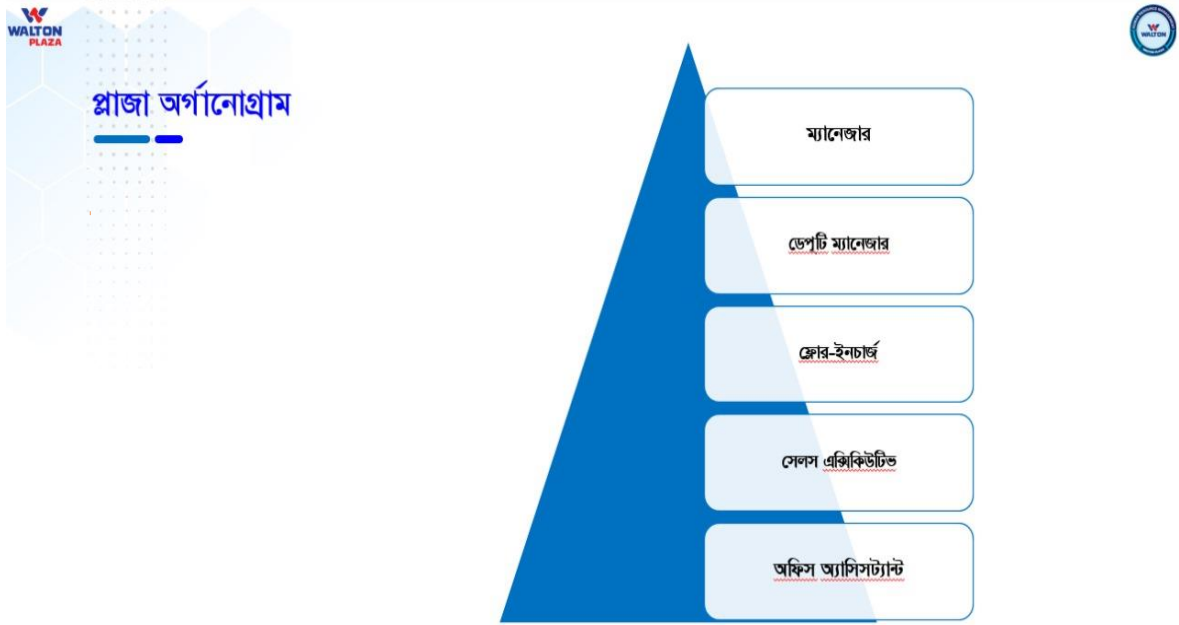


Figure 4: HR Organogram of Walton Plaza

Chapter III: HR Functions

3.1 Recruitment

Walton, similar to other institutions, chooses employees from both the internal and external applicant pool.

Internal Candidate (In House)

Preferred even today by Walton is a selection from external applicants, but sometimes even in-house applications are considered. If a vacancy is created in any department and an employee of that department wishes to apply for the said position in which interest is shown, then in that case, Walton does grant permission with a condition to face some test, even viva, because the attitude of the department is like we intern or not the candidate. If the department believes the candidate is quite suitable for the vacant position, he is to be placed in the same position. Problem for internal candidates: Local companies like Walton do not prefer their employees because they assume that it creates a double burden; for example, if an employee wants to change the department, then it is mandatory to prepare the new candidate for that position, which is time-wasting as well as it wastes the money also.

Recruitment & Selection Process



Figure 5: Recruitment & Selection Process

External Candidate

Walton mostly prefers external candidates. When a vacancy is created, the company invites a candidate from outside.

3.2 Succession Planning

The board of directors at Walton is composed of eleven family members, and they are the ones who elect the members of the board of Executive Directors, who further have the power of selecting each department. The respective Executive Director of that department appoints the employees of all departments. Walton Company practically does not practice succession planning. They try to fill up the top-level management positions with their family members. However, sometimes, if any of the executives from the upper management cadre retires, the senior-most employee is chosen for that position.

3.3 Steps in the Recruitment Process

1. Recognize the Need: New recruitment in Walton is generally done when they begin any new project. If any department ever identifies that it cannot go through the project with the current employees, they send a requisition to the HR department to hire new employees. The HR department will then conduct a preliminary assessment to ascertain the need for new employees in that department. The HR department, having been satisfied by the preliminary assessment's outcome that they need to hire new employees, will call for the department to forward the format of a requisition form.

2. Job Posting Circular: Generally, after the requisition form has been approved, it is circulated by the HR department on BD. Jobs and their websites. Generally, they do not publish their job circular in the newspapers. Sometimes, it gets published in Bangladesh Protidin and The Daily Sun. They do not go for any circular posting when they have to take very few employees, like 2 or 3. They collect the CV from BD. Jobs, as per their requirement, and then shortlist a few candidates, contact them by phone or email and invite them to the selection process.



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সেলস প্রমোটার (কম্পিউটার ও আইটি পণ্য): পদ সংখ্যা-৬৪

যোগ্যতা:

১. ন্যূনতম এসএসসি/সমমান।
২. কম্পিউটার এবং আইটি পণ্য বিক্রয় কাজের অভিজ্ঞতা থাকতে হবে।
৩. কম্পিউটার হার্ডওয়্যার ও সফটওয়্যারের বেসিক ধারণা এবং ট্রাবলশ্যুটিং-এ দক্ষ হতে হবে।
৪. কাস্টমার ও ডিলারদের সাথে কাজ করার অভিজ্ঞতা থাকতে হবে।

অভিজ্ঞতা: আবেদনকারীদের সংশ্লিষ্ট কাজে কমপক্ষে ০৩ (তিন) বছরের বাস্তব অভিজ্ঞতা থাকতে হবে। অধিক অভিজ্ঞতাসম্পন্ন প্রার্থীদের ক্ষেত্রে শিক্ষাগত যোগ্যতা শিথিলযোগ্য।

বয়সসীমা: অনূর্ধ্ব ২৮ বছর।

কর্মস্থল: বাংলাদেশের যেকোনো জেলায় কাজ করার মানসিকতা থাকতে হবে।

বেতন: আলোচনা সাপেক্ষে।

অন্যান্য সুবিধা: প্রতিষ্ঠানের নীতি (পলিসি) অনুযায়ী।

উপরিউক্ত পদের জন্য অগ্রহী ও যোগ্যতাসম্পন্ন প্রার্থীদের জীবনবৃত্তান্ত, সদ্য তোলা ০১ (এক) কপি রসিন পাসপোর্ট সাইজ ছবি, প্রাতিষ্ঠানিক শিক্ষার সনদপত্র এবং জাতীয় পরিচয়পত্রের ফটোকপি সত্যায়িত কপিসহ নিম্নোক্ত ঠিকানায় বিজ্ঞাপন প্রকাশের ১৫ (পনের) দিনের মধ্যে আবেদন করার জন্য অনুরোধ করা যাচ্ছে। জীবনবৃত্তান্তে অবশ্যই প্রার্থীর মোবাইল নম্বর ও ই-মেইল আইডি উল্লেখ থাকতে হবে।

আবেদনপত্র এবং খামের উপর অবশ্যই পদের নাম উল্লেখ করতে হবে।

আবেদনপত্র পাঠানোর ঠিকানা: এইচআরএম এন্ড অ্যাডমিন, কম্পিউটার সেলস এন্ড ডেভেলপমেন্ট বিভাগ, ওয়াল্টন কর্পোরেট অফিস, প্লট-১০৮৮, ব্লক-আই, বসুন্ধরা, ভাটারা, ঢাকা-১২২৯, অথবা email-jobs.digitech@waltonbd.com
Cell: 01686690402, 01686692571, 01686694271

WALTON
laptop



JAVA Developer

Whom we are looking for

The incumbent will be responsible for internal software development related task using Java. Should have knowledge on spring boot and grails framework. Need to work experience on Oracle database.

What you have to do

- User requirement extraction, design and develop module and features.
- Report Creation.
- Database Query optimization, tuning, procedure, function check & Update.
- Managing and Developing, Implementing Policies.
- R&D related work to fix critical issues and system bugs.
- Support all kind of user training & user support.
- System monitoring, bug fixing.

Benefits

- Mobile bill, Profit share, Provident fund, Insurance
- Lunch Facilities: Partially Subsidize
- Salary Review: Yearly
- Festival Bonus: 2 (Yearly)
- Others benefit as per company policy.

Who we are

Walton is the latest multinational electrical, electronics, automobiles and other appliances brand with one of the largest well-equipped R & I facilities in the world carried out its production through different subsidiaries under the banner of Walton Group headquarters in Bangladesh. Today, Walton has a workforce of more than 30000+ in total 22 production bases under 700+ acres of factory area. The capacity of yearly production is 10 million units based on the market demands. Walton is the giant professional manufacturer in the relevant industry and has gained high reputation in terms of its unbeatable capability for producing Electrical and Electronics goods in the most competitive way in aspect of quality, cost, design and innovation.

What you need to have

- B.Sc in Computer Science & Engineering from any reputed university-
- Age 25 to 35 years
- Should have 03-05 years of experience.
- Good Knowledge on Algorithm, Data Structure, Design patterns.
- Strong background in Object Oriented Programming (OOP) concepts.
- Solid knowledge and experience of Java development, java 8 and/or J2EE frameworks.
- Must have practical knowledge on Grails Framework.
- Hands-on experience with frameworks - Spring, Hibernate, JPA, Jasper Reports and/or JSP.
- Expert in designing responsive Html with CSS & Bootstrap.
- Familiarity with web development technologies - Angular 5+, JavaScript, jQuery.

Send your CV to
jobs@waltonbd.com
hrm-recruitment34@waltonplc.com
 (Please mention the name of applied position at the subject line of your email)

Application Deadline
 20 November 2023

WALTON HI-TECH INDUSTRIES PLC.

● Chandra, Kaliakoir, Gazipur.

www.waltonplc.com

3.4 Selection Process

Walton has a more extended process selection than Blue or White. Every candidate writes the IT exam and three vivas. They need to face the first viva with the department manager. If any candidate passes this, he is eligible for the second viva, which two directors of Walton conduct. If the candidate passes the second viva, he will face the last viva conducted by the BOD (Board of Directors). They want to see whether the candidate is perfect for the place.

Background Check: After the written and viva voice exam, Walton will do a background check if any candidate becomes successful. Walton has many plazas all over Bangladesh. Walton contacts the particular plaza for any candidates' background checks. They ask for information about the candidates to be collected. Sometimes, Walton contacts the previous employers of their employees for background checks.

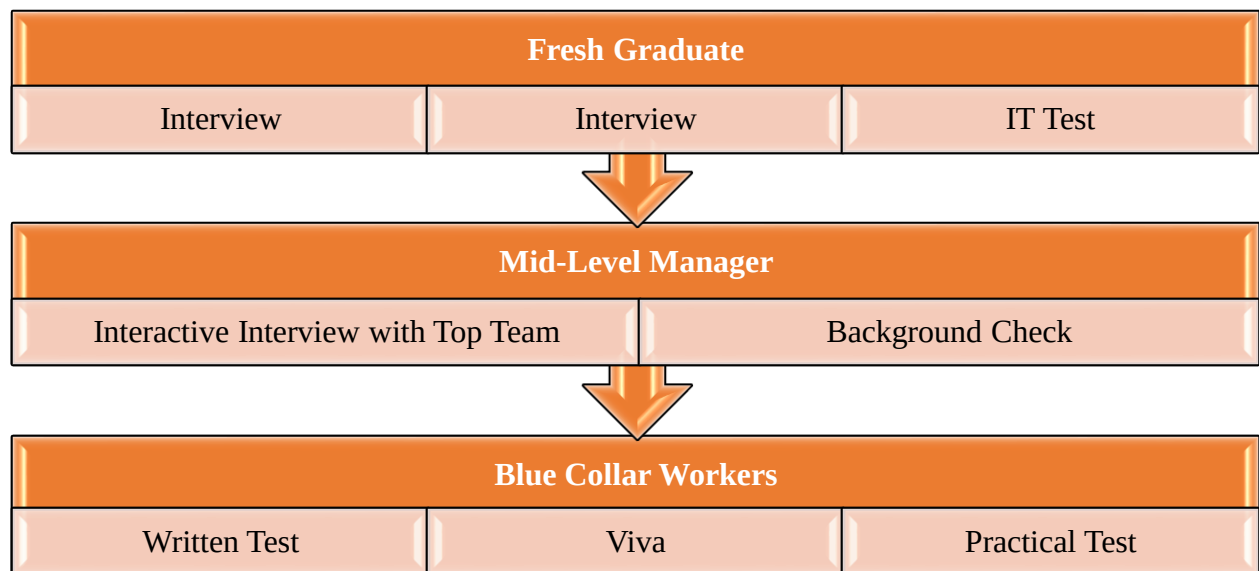


Figure 6: Selection Process

Salary: The salary depends on responsibilities. Usually, the job circular does not mention the salary. Sometimes, they have to provide different salaries for the same job. If the employees are very senior and more experienced, they expect a better salary, so Walton has to provide higher salaries to senior employees than junior employees even if the job is the same. However, HR sets its salary range for the department, job, and responsibilities.

3.5 Training and Development

Training is done in two ways. First, the department identifies the employees who are weak in some areas. Second, the training and development usually design their training, like motivational and Excel training. Another common thing is when an organization is launching a new product; the employees need to be trained about the product so that they come to know what the product is. Most of them are sales-related. Since the employees at Walton's Plaza are in touch with the customers regularly, Walton also provides them with 'Product knowledge training.'

Training process: Walton has software to monitor the training; they update the software regularly. The software will have a list of trained and untrained employees. Based on this, they follow up with the department by arranging the training. Typically, whenever trainee numbers are few, Walton mainly uses their experienced employees to monitor the trainees. However, Walton prefers outside trainers whenever the number of trainees is very high.

Post-Training Activities: A viva is conducted, especially to analyze the effectiveness of the training conducted for them. If an employee scores well in this test and the viva, it gets added to their data as passed. Those who do not clear the test are again called for training when other training is organized. Sometimes, they reduce some of the employees depending on this training. For example, an employee of Walton Plaza should have 'product knowledge.' The information is passed on to upper management if the trainee never acquires the lesson. Thereafter, management decides whether or not the employee will be kept.

Training of fresh employees: Since only one or two candidates are selected, the Company cannot give them separate training. For this, Walton has a policy that if an employee wants to resign, he has to send his resignation letter at least two months before his resignation. Moreover, this employee will train the new employee, which will take place after two months. Sometimes, for a new project, Walton has to hire many employees. In this case, the HR arranges two to three days of training for them to provide job-related knowledge.

Orientation Process: Walton conducts an orientation for new employees. The orientation is purely an icebreaker, wherein the new employee gives a brief self-introduction. What actually is done is the regular history of Walton. There, the new employees are given insight into Walton's history, the board of directors, and their responsibilities towards the Company. On the other hand, product knowledge or job-related knowledge is never imparted during this session.

3.6 Benefits Offered

Walton follows some increment policies for the existing employees every year. Apart from the basic income, Walton provides many other benefits to its employees.

- i. **Transportation:** Walton only provides transportation facilities to its existing employees within a minimal perimeter. At first, it provided according to the hierarchy. Not all were eligible for this benefit.
- ii. **Recreational Tour allowance:** Walton also provided recreational tour allowances to the employees, primarily based on their performance. They also paid recreational tours for the employees based on their profit.
- iii. **Insurance:** Walton has an insurance system where every employee is counted. In case of any accident or death, Walton provides insurance. However, now Walton is working on an Insurance policy from which the employee's family will benefit.
- iv. **Trusty fund:** Walton is a directly linked company with the government, so it has a trusty fund. The employees can get benefits from that trusty fund when they require them.
- v. **Benefit Benchmark:** Walton does not set any benefit benchmark; incentive benefits sometimes vary from one department to another. Incentives are mostly provided based on Walton's performance. For instance, most of the benefits will go to the sales department for attaining their sales target, which is not the same case for any other department.
- vi. **New recruitment offers:** When a new worker enters Walton, the offer that is supposed to be executed has already been decided. Sometimes, Walton sets up a team to make one of its responsibilities, collecting information on the salaries and benefits for the same position from different companies. So, after making a draft of the benefit structure, the responsible team sends it to the top management for approval. This team is the one to decide upon what benefit the new employee is to get. To set the benefit structure, they do not always have to go through all these procedures because Walton is one of the oldest organizations in Bangladesh, and most of their benefit structures are already fixed.

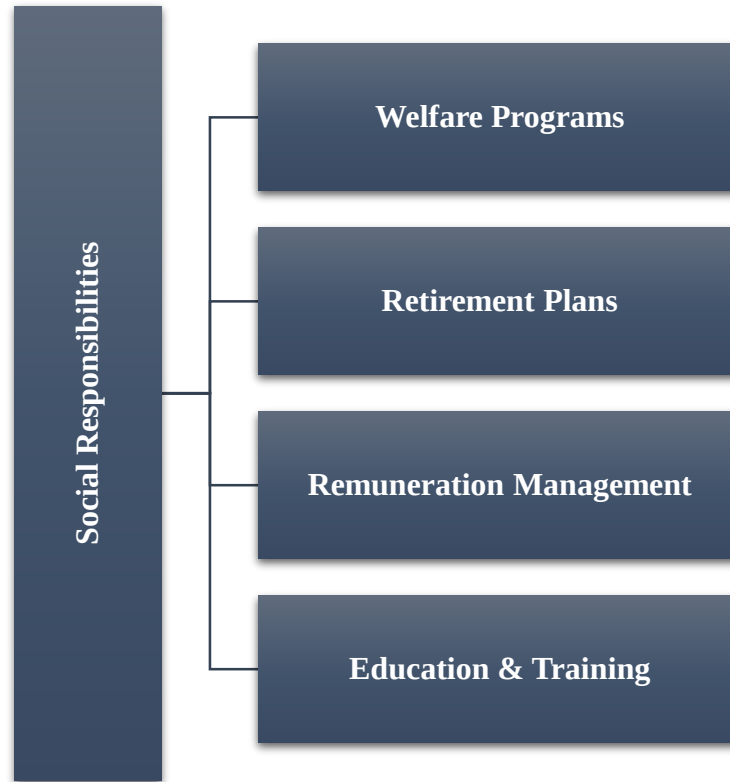


Figure 7: Benefits offered by Walton

3.7 Implication of Strategic Human Resource Management

Organizational development and organizational growth depend on strategic human resource management. Walton practices the most efficient training program by implementing organizational behavior practices within the firm to secure a suitable work setting. Walton firmly initiates the dignity of the initial worker with a cooperative and supportive attitude for their uplift. Walton firmly supports workers' rights to safety and independence in the workplace. Careful and extensive recruitment selection and training (RST) procedures.

- Informal approach to sharing information with employees.
- Unclear job design; participation processes of a medium level; no attitude monitoring.
- Performance appraisals (only a self-appraisal system should be followed for all executive positions, in my view).
- Improperly functioning grievance procedures (neither procedural nor technical justice).
- Promotion and compensation schemes that do not consider recognition and rewarding high-performing employees.

Chapter IV: Internship Experience

4.1 Position, Duties, and Responsibilities

Position

HR Intern at Walton Plaza. Specially I have appointed in efficiency improvement center.

Duties

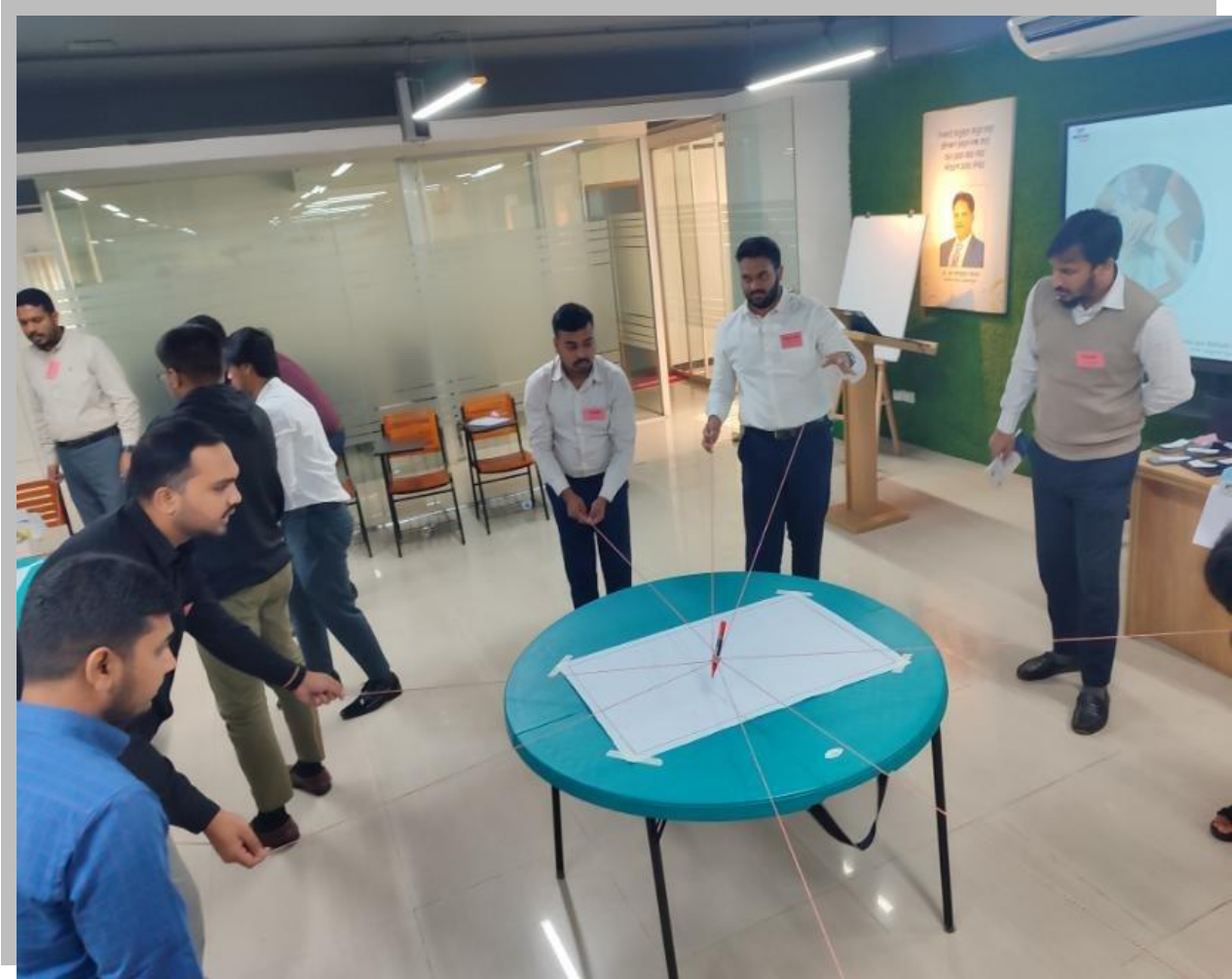
- Helping deliver communication, teamwork, or problem-solving sessions for employees across different departments as part of conducting soft skills training.
- Uniting with HR managers to evaluate the training program's effectiveness and suggest improvement areas.
- Collecting feedback from participants on their experiences during training sessions to gauge the impact on work performance.
- Supporting the coordination of employee engagement initiatives to promote a positive workplace culture.
- Conducting surveys and interviews with employees to understand their behavior changes after soft skills training.

Responsibilities

- Preparing detailed reports on the outcomes of soft skills training and presenting them to the HR department.
- Analyzing data on employee performance metrics before and after training to identify trends.
- Developing proposals for new training initiatives based on employee needs and industry best practices.
- Maintaining communication between trainers and employees to ensure seamless delivery of training programs.
- Assisting in implementing follow-up activities to reinforce the skills learned during training.

4.2 Training

Working as an intern at Walton Plaza. allowed me to observe employee training and performance management through different training programs. Induction training attempted to familiarize me with the organization's great strategies and plans to improve its employee's soft skills. Then, I began to understand better how such skills improve an individual's ability to communicate, collaborate, and lead at Walton.



I enjoyed great learning opportunities from practical workshops like admissions consulting internships, where I learned how to structure training programs, involve participants, and utilize follow-up activities. I was trained in using software programs like Microsoft Excel and SPSS to analyze data to measure how training affected staff behavior and performance. Practical training in report writing and presentation skills guaranteed that I could deliver my results the best way I

could to HR and management. Additionally, attending the negotiation and customer interaction workshops helped me understand the connection between soft skills and business performance.

4.3 Contribution to Departmental Functions

As a Human Resources Intern at Walton Plaza, I fully supported multiple functions of the HR Department. I worked closely with the HR relations team to create and embed soft skill training resources for the employees. Furthermore, I prepared performance evaluation questionnaires and gathered employee performance data to determine the enhancement training requirements.

Working with the firm's HR tandem, I assisted in optimizing training programs Dedicated to communication, problem-solving, and teamwork. I also aided in event organization targeted at increasing employee engagement levels in the company. In addition, I assisted in KPI monitoring to estimate how effective the training initiatives were so that Walton could plan rationally for developing further programs.



4.4 Evaluation

Regarding my evaluation, my Walton Plaza. supervisors appreciate my performance since I advocate for training sessions within their organization and can analyze data properly. I also made a few contributions in the HR department that the managers recognized regarding soft skills training. In addition, I was featured favorably since my reports improved my understanding of how training affected employees as they were presented comprehensively to the HR team. My positive feedback has motivated me to develop my HR management skills further.

4.5 Skills Applied

As an intern, I practiced teamwork and data analysis, which helped shape me into a professional. I achieved some impressive results using Excel to analyze employee performance metrics and triangulate those with the data collected from the soft skills program that my firm conducted. Preparing presentations and reports every week improved my presentation skills, seeking where I was aiming to merge team HR findings with appropriate recommendations. Communication skills were required for the efficient interaction of trainers between the candidates. One of the other requirements was problem-solving since I worked with training sessions resolving issues if there were any. Before the training sessions, I worked with potential concerns and raised them during the discussions.

4.6 New Skills Developed

During my tenure at Walton, I have grown my professional skills in multiple ways. I gained knowledge of the concepts involved in designing and managing training programs (planning and evaluating the training conducted). I developed my understanding of data analysis, which enabled me to analyze feedback and performance data to improve training. I also obtained valuable skills in customer relationship management by contacting employees and seeking their views and proposals regarding training programs. These abilities have prepared me to make an impact in HR activities shortly.

4.7 Application of Academic Knowledge

The internship enabled the utilization of my theoretical background in a real-life scenario. The classes I took in business management, organizational behavior, and business communication were a great help. With an understanding of such concepts as team dynamics, leadership, and

motivation, I assisted in developing training programs at Walton. I was able to delve more into the HR aspect of the company and, in a short time, synthesize and make applicable information that was helpful in their management. The classes I took in strategic management helped me further grasp how soft skills training can be merged into Walter's overall picture.

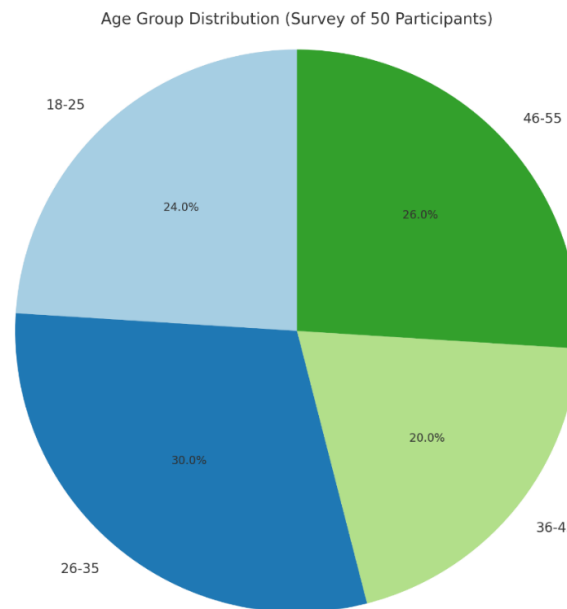
Chapter V: Analysis and Finding

5.1 Survey Questionnaires

Basic Demographics

Age

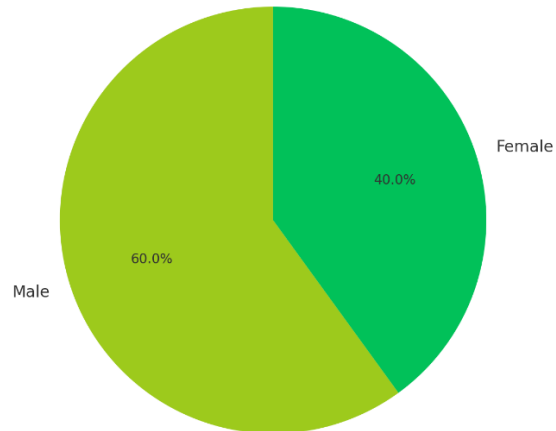
The pie chart below shows the age disaggregation of the 50 respondents of a survey. The first group of participants aged 26-35 constituted the largest group of the sample at 30%, followed by the 46-55 age group at 26%. The 18 to 25 and 36 to 45-year-old participants are 24% and 20%, respectively. This chart also illustrates the age demographics of the participants, whereby 64% of the respondents are aged between 26-35, while the rest of the age brackets have almost equal representation. The color coding scheme is intuitive, clearly showing the different age groups.



Gender

The gender distribution of 50 survey respondents is presented in the pie chart. The Male category is the largest, with 60 percent of the participants identifying as male. The Female category comprises the rest of the survey population, 40%. This suggests a higher male participation in the survey, possibly due to the certain demographic or sampling conducted in the survey.

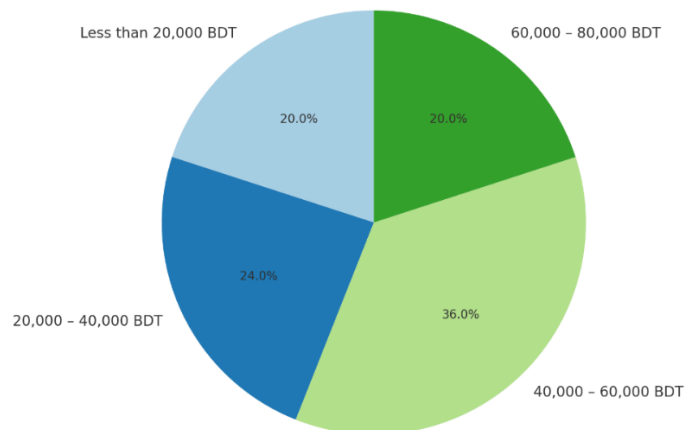
Gender Distribution



Income

The pie chart illustrates the 50 survey respondents' income divided into four income groups. Based on the data, the highest percentage (36%) of respondents have an income of between 40,000–60,000 BDT, and 24% have an income of less than 20,000 BDT. Another 24% of the respondents earn between 20,000 and 40,000 BDT, while 16% are in the income bracket of 60,000–80,000 BDT. This distribution is relatively balanced between the lower and middle-income consumers, and most respondents fall within the 40,000–60,000 BDT range.

Income Distribution



Technological Aspects

Question1: I participated in a training program on soft skills. Now, I am efficient with contemporary devices.

Forty percent of the people taking the survey strongly agreed, which reflects a high understanding and competency in modern technology. This means that the training has improved the participants' skills in using current technologies. A minority of 20% disagreed or were neutral, so some did not feel as confident as the 20 percent who did.

Question 2: After receiving the training, I am more capable enough to perform my duties and enhance performance.

40% of people highly agreed, and 28% agreed. This means most thought the training helped them do their jobs better. Only 18% were neutral, and 14 % said they disagreed in some way, which suggests that the training might have a more significant effect in some areas.

Question 3: When I completed the soft skills training at that stage, I gained a passion for digital tools.

Technological innovation motivation took a hit since 52% remained steadfast, and 36% agreed with the assertion. As a direct consequence of this transformation, the perspective on increasingly computer-oriented instruments shifted. A sizable minority of respondents (14%) voiced their disagreement or neutrality on this viewpoint. Interest in cutting-edge tech was another outcome of the training.

Question 4: Soft skills training has a technologically positive impact on my day-to-day performance.

32% agreed, and 46% strongly agreed, suggesting that the soft skills training significantly improved participants' day-to-day work lives. Overall, the findings demonstrate high satisfaction and an awareness that soft skills directly improve daily work, even if 24% were ambivalent or disagreed.



Market Factors

Question 1: Soft skills training has been shown to be an area of strength for Walton Plaza in the competition.

Approximately 50% of the respondents strongly agreed, whereas 30% remained supportive of the statement, implying that a reasonably good competitive environment exists within the soft skills training markets. Therefore, only 18% were indecisive or negative, meaning that the soft skills training provided by the company was accepted by a larger audience.

Question 2: It has improved the company's reputation because those who have undergone training from Walton Plaza employees with hard skills have been able to improve their soft skills.

56% of interviewees asserted their unwavering confidence in the claim, while 32% confirmed this assertion, indicating that the blank areas on the reputation level of Walton Hi-Tech Industries' soft skills training have been filled. The rest, 14%, had an indecisive or a negative opinion about the

company's reputation, indicating opportunities for further perceptive improvement regarding its image.

Question 3: As to the service quality offered, the client or customer preferred the soft skills training area in our company, Walton Plaza.

52% of the surveyed agreed that customers would purchase the company's soft skills training subsidiaries instead. In comparison, only 10% disagreed with the intention, and 20% remained neutral, which points to the conclusion that even though the respondents hold the company's offerings in high regard, there still exists potential for improvement in customer service.

Question 4: Enhancing the employees' soft skills is essential for Walton Plaza to remain competitive in the global business environment.

Most participants support the progression of soft skills as vital for the company's competitiveness; 66% strongly agreed, while 36% agreed. On the other hand, a mild 14% kept neutral or disagreed with the statement that supported the company's policies on employee development.



Financial and Economic Factors

Question 1: I've learned to train with soft skills in order to better adhere to spending plans and get work done on time.

Soft skills training has reportedly been successful in helping participants stick to plans and enhance time management, as seen by the firm 60% of respondents who agreed or strongly agreed. The 20% who were undecided or indifferent point out that some people may still find it challenging to put these abilities into practice.

Question 2: Training in soft skills has actually helped Walton Plaza become more profitable.

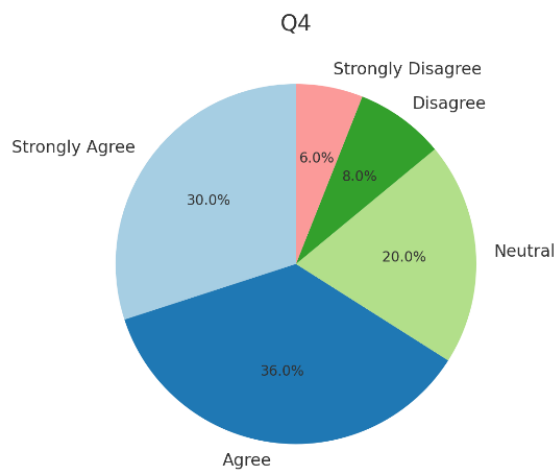
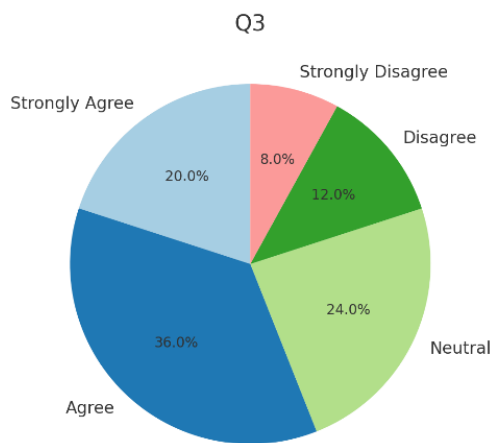
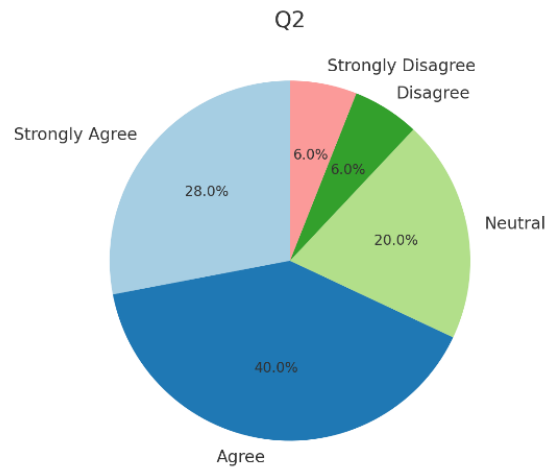
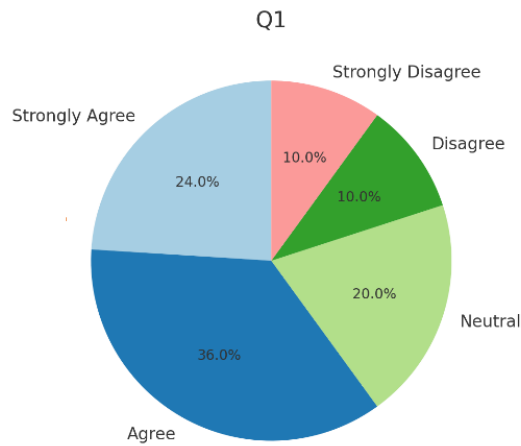
Only 28% strongly agreed, but 68% of those who answered think that training in soft skills directly helped the company make money. Many people (12%) agreed or were unsure, which shows they had a good view of how training at Walton Hi-Tech Industries would affect their finances.

Question 3: As I improved my soft skills, my own financial status has also improved.

The improvement of soft skills influenced 56% of respondents' financial situation, which is outrageous. Such training aids an individual's entrepreneurship. The 20% who were indifferent or disagreed showed a discrepancy in the perceived personal financial gains.

Question 4: Soft skills training has helped improve cost management at Walton Plaza.

A Soft skills training has improved the cost management approach so that, according to 66% of respondents who answered in unison, a positive influence is also observed. Only a small percentage, 14%, disagreed or were neutral, meaning that cost management is an area within the organization that has been significantly affected by soft skills training.



Work-Life Balance

Question 1: The development of soft skills has allowed me to manage stress at work in a more effective way.

Sixty-eight percent of those surveyed agreed or strongly agreed that training in soft skills had helped them better handle stress at work. This demonstrates how important soft skills are to stress management. Just 12% of respondents were indifferent or disagreed, suggesting that most participants thought the training helped them manage their stress.

Question 2: Soft skills training made me more equipped to solve the problems of work-life balance.

Sixty-six percent of those surveyed agreed or strongly agreed that self-management training helped them resolve problems in their personal and professional lives. As was previously indicated, just

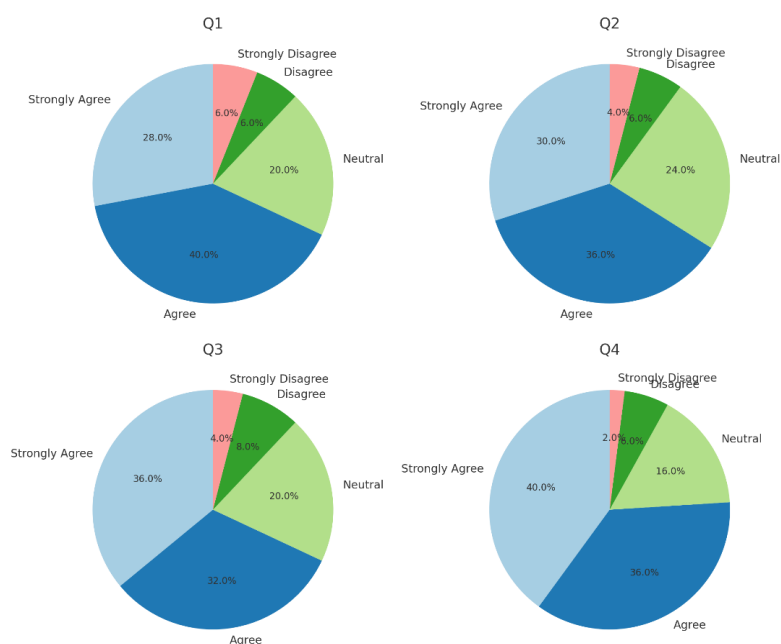
10% disagreed or were ambivalent, indicating that almost everyone (90%) felt that such training would assist in solving work-life balance difficulties.

Question 3: The soft skills training has enabled me to become more effective in performing my work and my personal life.

Sixty-eight percent agreed or strongly agreed that training in soft skills increased their overall success in their personal and professional lives. There was broad satisfaction with how the training enhanced performance in both categories, as shown by the fact that just 12% were indifferent or disagreed, suggesting a considerable beneficial influence on both.

Question 4: The balance between my professional work and personal life has improved due to soft skills training.

The training focusing on soft skills affected their ability to balance work and personal life. This is reflected by 76% of the cases in which the respondents assert or strongly assert that they got that balance when given the chance to respond. Therefore, it is deduced, at least by the majority of the employees, that this form of productivity training is valuable. The statistics quite contrastingly show that most employees noticed that softly structured interactive activities added value to the facilitated training programs, as only 8% remained indifferent or disagreed with the approach.



Psychological Factors

Question 1: I need to possess soft skills in order to engage effectively with colleagues on a daily basis.

Most participants acknowledge the value of soft skills in everyday encounters, as seen by the majority (20) who agree with the statement and 15 who strongly agree. Even though there is broad agreement about the significance of soft skills, a minority may not see them as necessary for their workplace, as shown by the indifferent replies (5) and the few who disagreed (10 total).

Question 2: Soft skills education has been a very important factor in my success, and I have been able to remain a positive person.

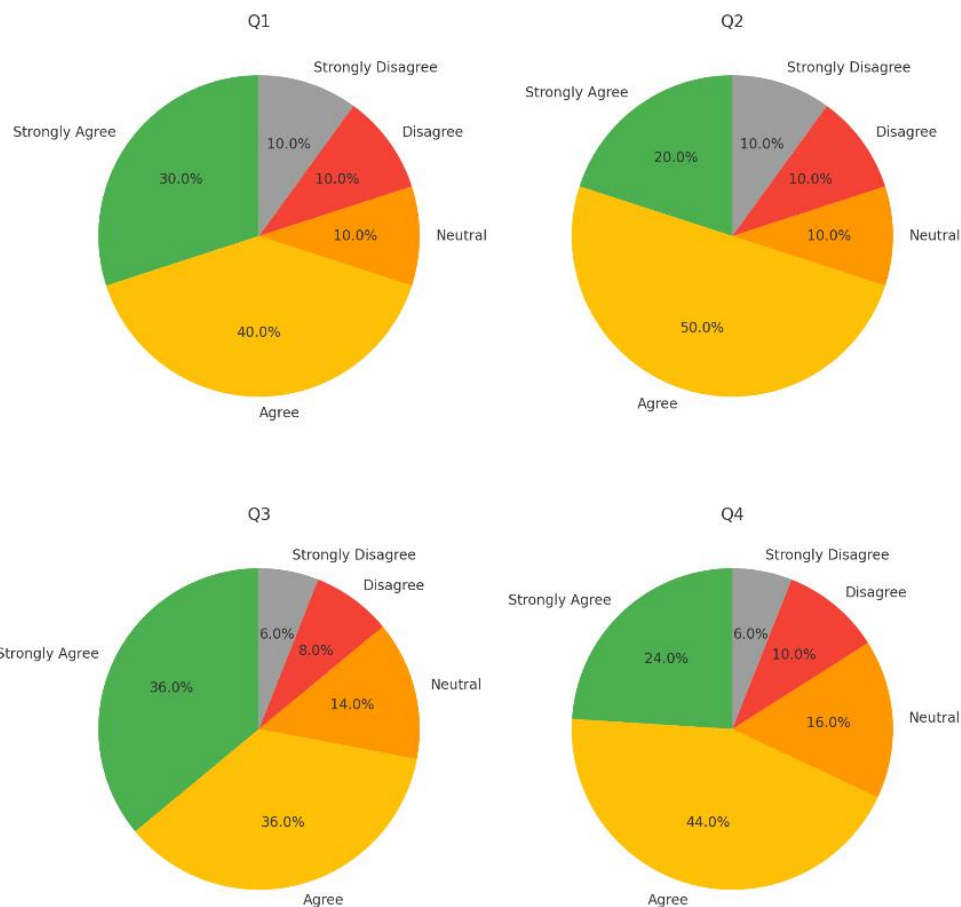
According to the findings, ten people stated that they had benefited from soft skills, while twenty-five participants strongly believed that they had benefited from the same and considered success and happiness highly. This shows that soft skills are important in getting to the top and being happy. However, there is the possibility of different perceptions of influence. Out of the participants, five did not indicate any perception, while ten out of the participants either strongly disagreed or disagreed with the stated perception. The findings revealed that five participants were positive, while ten were negative in agreeing that soft skills have greatly influenced success and happiness, which they viewed as important. This proves that soft skills are important to succeed professionally and be happy. However, one can still have the issue of perceptual bias when it comes to the influence since, out of the five who were neutral, ten others either strongly disagreed or disagreed with the statement.

Question 3: The soft skills training programs I participated in have made me more confident.

With 18 respondents strongly agreeing and 18 agreeing, the replies are reasonably balanced and indicate that soft skills training has significantly impacted participants' confidence. A lesser percentage (7 neutrals and seven disagreeing) suggests that some people may not have felt as empowered after training or may not have thought the training had as much effect. Despite this, many people find that boosting confidence is a noteworthy subject.

Question 4: Soft skills training has enhanced my sense of job fulfillment and the quality of my professional relationships.

According to most respondents, soft skills training has improved job happiness and relationships with coworkers (12 agree and 22 strongly agree). Eight disagree somewhat, while just five are neutral. While most individuals find that soft skills training greatly enhances their job experience, a tiny percentage still need to experience the intended outcome.



5.2 Competitive analysis

With \$30.22 billion in sales in 2023, Walton proved once again its dominance in the industry and the breadth of its product offering. Miyako reported \$0.271 billion, targeting specialized markets, while Singer followed with \$17 billion, capitalizing on its brand recognition. Walton takes the lead, but Singer and Miyako shine despite overcoming their sonar development obstacles. Companies

usually keep the income data from the prior year under wraps. Miyako and Singer's annual revenue estimates were provided to me.



Figure 8: Competitor Analysis based on revenue

The study report states that Butterfly has a 3.14 percent market share in refrigerators, while Singer has a 6.28 percent share among international companies. Jamuna has a 2.99 percent market share among domestic brands. Walton has a commanding 66 percent share at the top of the list.

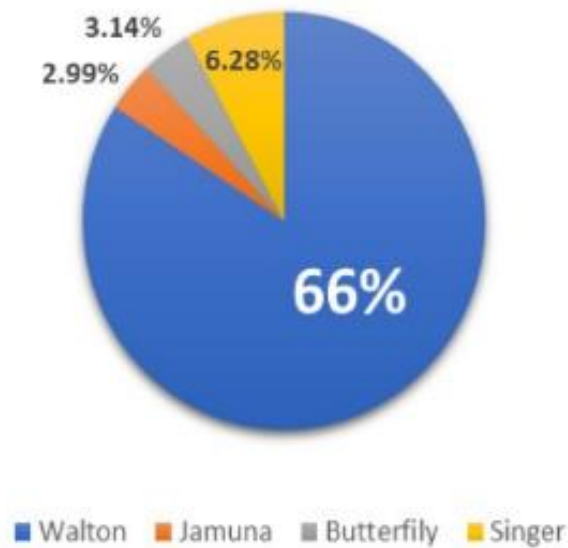


Figure 9: Competitor share analysis based on revenue

5.3 Main Findings

I have worked at Walton Bangladesh, and since I was assigned to the project on HR metrics, I have had to observe the organization's culture and dynamics. I noticed the high turnover rate, while the other key metrics were acceptable. According to the research, the optimal turnover rate is 10%, translating into 90% of employee retention. In addition, I was able to obtain last year's turnover rate. During my time at Walton, I made an effort to figure out the reasons for the high turnover rate, and during my research and practical experience, I came up with a straightforward solution. This solution explains the broad range of concerns that employees within the organization have been experiencing for years:

High Power Distance and Top-Down Management

Upper management contributing to the top-down policy for decision-making alongside the prevalent culture of high power distance is a key factor that leads to a strength turnover at Walton Bangladesh. There is minimal power sharing, which leads to employees in decision-making processes, further resulting in a noticeable gap between management and employees. Employees feel voiceless and undervalued as their views and opinions should be included in the decisions made by the organization. Regarding personal motivation, joining the company seems to be only beneficial, while it is the other way around. There are no opportunities or any motivation to grow

within the structure. This disinterest leads to discontentment in the work environment, which leads to the loss of talented employees who aim for workplaces that complement their views. The cultural value, however, also encourages people to remain politically restrained, which enables them to stay quiet about new ideas unless they are thoroughly prepared to be criticized for them. High power distance discourages employees from speaking up about company issues, further increasing their burdens.

Disparity in Work Week Relative to Industry Norms

As per the employee's complaint, it was found that Walton Bangladesh employs its employees six days a week as opposed to five days, which is the industry standard followed by MNCs. Because Walton still offers, if not less, a comparable salary than most MNCs, employees are unlikely to be happy since they feel overworked with no added incentive. Such lengthy work periods are emotionally and physically draining; simultaneously, it is frustrating when there seems to be no difference in the benefits or pay provided to employees working at organizations with a shorter workweek. The mismatch between work and life compels talented employees to search for jobs elsewhere.

Lack of Employee Involvement and Communication

To conclude, my analysis also emphasizes the need for synergistic collaboration across all employees in the organization. Once again, though, Walton Bangladesh needs to constitute mechanisms through which employees are solicited for input in decision-making processes and adequately translate communications. Employees without communication lines and avenues for discussing a wide range of issues may become disillusioned and unmotivated to continue in the organization. This sense of disconnection can negatively impact the employees' morale and eventually result in a high turnover rate as employees actively seek phenomena where they are appreciated and their efforts recognized.

5.4 Functions of the Department

The Walton Corporation training and Development team is committed to helping workers grow professionally by expanding their understanding of the company's products and services. Skilled experts from throughout the business work together to develop, implement, and assess training programs for employees at all levels and in all departments.

At the moment, there are around 701 plazas in Walton Plaza. These plazas are sectioned apart according to different areas. One department is selected daily to receive calls for online or offline instruction. Training sessions are scheduled for regular times throughout the month. Employees may choose between online and offline training, with the former being more common. The following are some of the trainings offered by the training and development team:

Orientation Program

At the plaza, Walton holds a socialization of sorts for the new people who have been hired. This program is quite good as it helps to place the company's scope and the cultures practiced therein and helps to place new workers in line with the company's policies. Through this approach, workers comprehend the best way to execute the tasks they must take up in an efficiently given area. The employees must attend this training before starting with their regular tasks. It confirms that they have the knowledge and capability to perform their assigned work.

Product knowledge Training

Walton provides product knowledge training for all the plaza employees: the plaza managers, assistant managers, sales officers and sales executives. Walton has many products with multiple models. As such, possessing sufficient knowledge of the products is crucial and requires extensive product training. The objective of the product training conducted by Walton is to provide its employees with adequate product knowledge to communicate information efficiently and accurately to the customers. Some product knowledge trainings include more specific topics such as Refrigerator training, KAP (Kitchen Appliance Product Training), HAP (Home Appliance Product Training), DPI, Mobile, etc.

Behavioral Training

Walton understands that satisfied customers want good quality products, good service, and politeness. In contemporary times, where competition is ever-present, more than satisfying customers with good articles is needed. One has to ensure respect and regard bestowed on the clientele. Walton, therefore, insists that all center managers and personnel undergo training on lessons related to decorum. In essence, you will best appreciate how the concern ensures that interpersonal skills, offering care, and courteously handling people are adequately taught and grasped.

Anger Management Training

Walton also understands that some customers get enraged very quickly; therefore, they also take anger management skills classes and training for all their employees. The classes teach employees how to behave professionally and suitably with nasty customers. Employees are trained to handle such customers to ensure their satisfaction regardless of whether the customers are always happy.

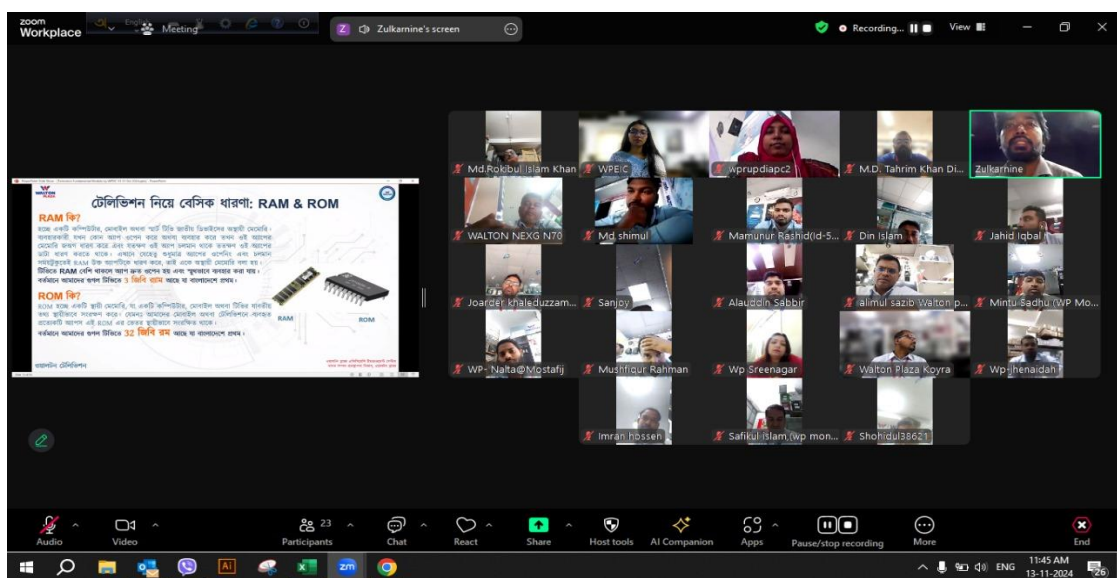
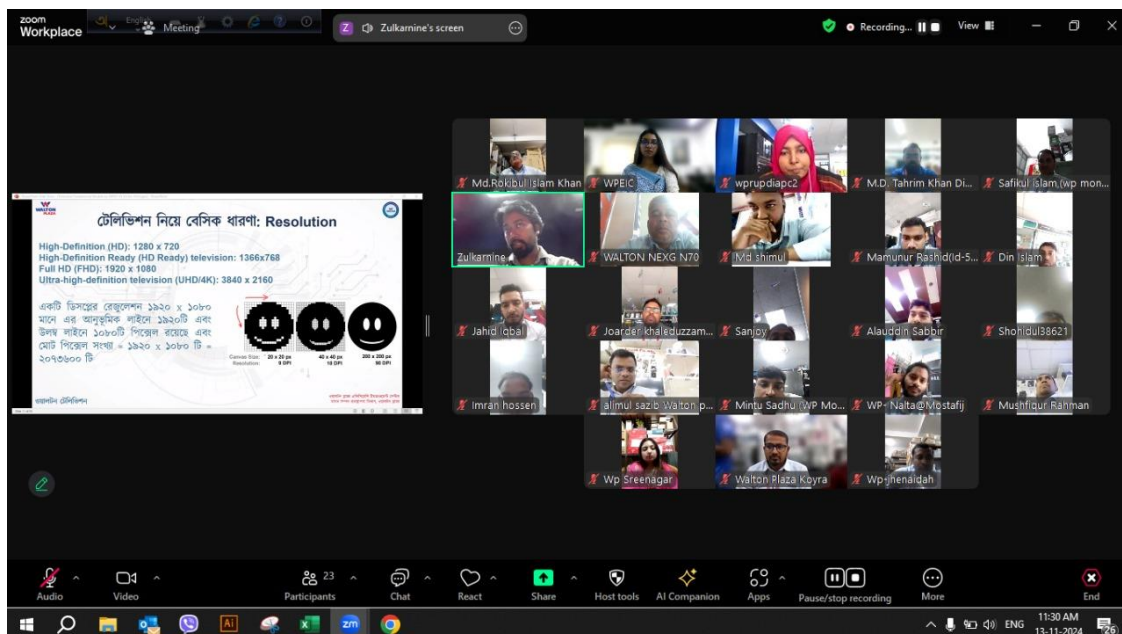


Soft Skill Training

Walton highlights the importance of developing soft skills, such as attributes like personal characteristics, social and professional skills, and communication skills. Walton conducts soft skills training focusing on effective customer relationship management, professional attire, and creating a friendly environment at the plaza. This training equips staff with imperative skills to enable them to interact with customers in an exemplary way to maximize the client satisfaction

level. This firm hires two Behavioral Counsellors who teach such soft skills. The specific aspects of the psychologist's soft skill training include:

- Customer relationship management
- Sales skills
- Sales management
- Forming teams.



Chapter VI: Recommendations and Conclusion

6.1 Recommendations for Improving Departmental Operations

Improve ways of communicating and getting feedback

- a. Hold regular feedback meetings for workers and management to ensure open conversation and quick problem resolution.
- b. Set up digital or physical suggestion boxes where workers can leave comments and share ideas without worrying about punishment.

Improve programs that get employees involved

- a. Plan classes and events for team-building to help employees feel like they fit and work together.
- b. Recognize and thank employees for their hard work with prizes, badges, or financials to boost happiness.

Improve training programs

- a. To make soft skills training more beneficial, more advanced courses on emotional intelligence, conflict resolution, and leadership growth should be added.
- b. Ensure the training is always relevant and helpful by regularly updating it based on employee comments and industry changes.
- c. Start mentoring programs so that more experienced workers can help younger workers improve their skills and advance in their careers.

Balance work and life better

- a. Change from a six-day workweek to a five-day workweek to align with industry norms and keep workers from getting burned out.
- b. Allow workers to set their hours or work from home when possible. This will help you meet their personal needs.

Encourage a Collaborative Workplace Culture

- a. Eliminate hurdles caused by levels of authority by having an open workplace culture where everyone feels respected and heard.
- b. Encourage projects that involve people from different departments to strengthen their ties and improve the whole system.

Use technology to save time and money

- a. Buy up-to-date HR management tools to make tracking attendance, performance reviews, and training plans easier.

- b. Use data analytics tools to monitor staff success numbers and identify areas for improvement.

Deal with high turnover rates

- a. Perform exit interviews with workers leaving the company to find out why they are leaving and then create and implement plans to fix the problems within the company.
- b. To keep your best employees, offer competitive pay deals that include perks like health insurance, retirement plans, and bonuses.

Create chances to move up in your career

- a. Make it clear to workers how to advance in their careers and what skills and experiences are needed for each step.
- b. Fund or support higher education programs or professional certifications that align with the organization's goals.

Strengthen Support for Stress Management

- a. Offer stress management classes or counseling services to help workers better deal with work-related problems.
- b. Make areas for rest in the office so workers can unwind during breaks.

6.2 Conclusion

While working as an intern at Walton Plaza, I realized how important soft skills training is for employee behavior and performance. Providing employees with soft skills training is key since it boosts their effective communication, teamwork, flexibility, etc. These skills will help them achieve adequate outcomes irrespective of the echelon and ultimately aid their business in thriving with a better workforce.

Furthermore, employee skill training and alteration of client relations have further benefited the organization by achieving high turnover rates and a complete dedication to maintaining the relations of the employees, which brought the organization up to date till October 2023. Thus, employees who engaged in the sessions reported job satisfaction improvement, improved stress management, and a more satisfying work-life mix as new patterns of the employees of these organizations. On the other hand, knowing multi-departmentalization made me realize how several company problems could be looked at with the chance to expand in funder equality then, turnover, differences, high-speed working culture, and soulless communication. These aspects and

employees' passive approach to decision-making inhibit increasing employees' interest in the company level and achieving talent retention. More email channels could be opened to discuss cross-supporting ideas that a few employees find most valuable to discuss. In addition, supplementing with communication and efficient training material focused on establishing an internal culture, feedback systems that correlate to the employer, ingenuity, and invention will facilitate the implementation of internal changes and improve the workplace. Switching to a 5-day workweek may enable Walton to achieve a better work-life balance while still being an industry-compliant firm. Additionally, technology can be used to perform human resources functions to drive efficiency in operations and provide data-driven metrics to assess employee performance. Mentoring programs and career advancement opportunities will ensure that the organization cares about the professional growth of its employees.

Walton Plaza has made significant strides in placing soft skills training at the forefront of its human resource strategy. If the company acts on the above-mentioned issues, it should fortify its position as the employer of choice and ensure sustainable growth in a highly competitive global world. In my internship, I experienced the need for continuous improvement in systems, the right systems to develop great work for employees and companies.

Appendix-A

Basic Demographics

Age

1. 18-25
2. 26-35
3. 36-45
4. 46-55

Gender

1. Male
2. Female

Income

1. Less than 20,000 BDT
2. 20,00 – 40,000 BDT
3. 40,00 – 60,000 BDT
4. 60,00 – 80,000 BDT

Technological Aspects

1. I participated in a training program on soft skills. Now, I am efficient with contemporary devices.

2. After receiving the training, I am more capable enough to perform my duties and enhance performance.

3. When I completed the soft skills training at that stage, I gained a passion for digital tools.

4. Soft skills training has a technologically positive impact on my day-to-day performance.

Market Factors

1. Soft skills training has been shown to be an area of strength for Walton Plaza in the competition.

2. It has improved the company's reputation because those who have undergone training from Walton Plaza employees with hard skills have been able to improve their soft skills.

3. As to the service quality offered, the client or customer preferred the soft skills training area in our company, Walton Plaza.

4. Enhancing the employees' soft skills is essential for Walton Plaza to remain competitive in the global business environment.

Financial and Economic Factors

1. I've learned to train with soft skills in order to better adhere to spending plans and get work done on time.

2. Training in soft skills has actually helped Walton Plaza become more profitable.

3. As I improved my soft skills, my own financial status has also improved.

4. Soft skills training has helped improve cost management at Walton Plaza.

Work-Life Balance

1. The development of soft skills has allowed me to manage stress at work in a more effective way.

2. Soft skills training made me more equipped to solve the problems of work-life balance.

3. The soft skills training has enabled me to become more effective in performing my work and my personal life.

4. The balance between my professional work and personal life has improved due to soft skills training.

Psychological Factors

1. I need to possess soft skills in order to engage effectively with colleagues on a daily basis.

2. Soft skills education has been a very important factor in my success, and I have been able to remain a positive person.

3. The soft skills training programs I participated in have made me more confident.

4. Soft skills training has enhanced my sense of job fulfillment and the quality of my professional relationships.

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