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“A Working Report Presented for Partial Fulfillment as the Requirements of the Degree - “Bachelor in Business Administration

Rahman, Md. Ferdaus

Independent University, Bangladesh

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-Internship Report-

**A Working Report On The Human Resource (Capital) Management
Activities Of Adi Apparels Limited.**



INDEPENDENT UNIVERSITY OF BANGLADESH

Information

“Internship Report - Summer 2011”

“A Working Report Presented for Partial Fulfillment as the Requirements of the Degree
- “Bachelor in Business Administration”-.

Contents

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Prepared For

Ms. Momtaj Khanam

-Senior Lecturers-

School of Business Studies

Independent University of Bangladesh [IUB].

Prepared By

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13th Semester; 12th Batch.

(Major in Human Resource Management)

(Minor in Media & communication)

Department - Business Administration.

Independent University of Bangladesh [IUB].

Date of Submission

Sunday, 11th of September, 2011



INDEPENDENT UNIVERSITY OF BANGLADESH

Letter of Transmittal

Sunday, 11th of September, 2011

To,
Ms. Momtaj Khanam
Senior Lecturers
School of Business Studies
Independent University of Bangladesh [IUB]
Bashundhara, Dhaka - 1229

Subject: - Submission of Internship Project Report of the Semester Summer 2011.

Dear Sir,

With due respect, I would like to inform you that, it is a great pleasure for me to submit the Internship Report on "*The Human Resource (Capital) Management Activities Of Adi Apparels Limited.*",

The entire report is based on my practical experience. While conducting the working report, I have gathered extensive knowledge about HR department of 'Adi Apparels Ltd'. Without your help it would have been difficult to me to complete this report successfully. With deep gratefulness, I also acknowledge the cooperation provided by "Mr. Md. Atikur Rahman", HR Manager for his supreme supervising during my internship.

It would be a great honor for me if you would add your opinions and suggestions regarding this report or for the future. Thank you once again for supervising me during this difficult transitional time of my career.

Furthermore, please feel free to contact me if any assistance is required to interpret any part of the report.

Sincerely yours

(Md. Ferdaus Rahman)
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Acknowledgement

At the very beginning, I would like to express my gratefulness to Almighty Allah for giving me the opportunity to successfully complete my internship report.

Firstly, I must express my deep gratitude from the Core of my heart to my most Honorable & Adequate University supervisor **“Ms. Momtaj Khanam”** [-Senior Lecturer-] School of Business in Independent University, Bangladesh, for her most efficient professional guidance and instructions in conducting the internship program have become successfully.

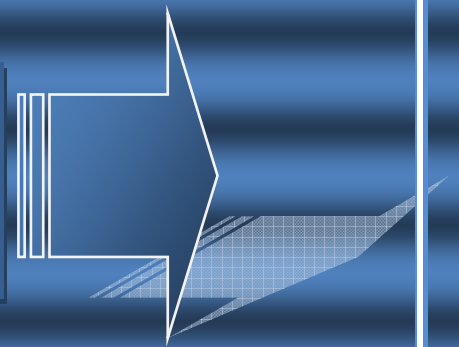
I would also like to thank my host organizational chairman **“Sir – Mr. Md. Nurul Islam”** & Managing Director **“Sir – Mr. Md. Shamim Islam”**, for providing me an opportunity to work in their reputed Organization as an internship employee. I also like to extend my gratitude to Merchandiser of HR **“Sir - Mr. Md. Atikur Rahman”** My Organizational Supervisor, who helped me to learn many new things during my internship program.

During the preparation of the project work I have come to the very supportive touch of different individuals (respondents & seniors of AAL BD) and friends, who lend their ideas, time and caring guidance to amplify the report’s contents. To be true to myself I must say that without their help it would be very hard for me to prepare such report. I am thankful to them with all of my feelings.

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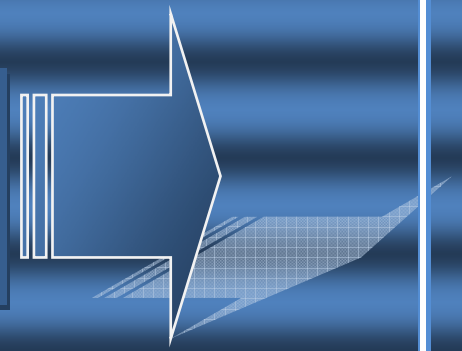
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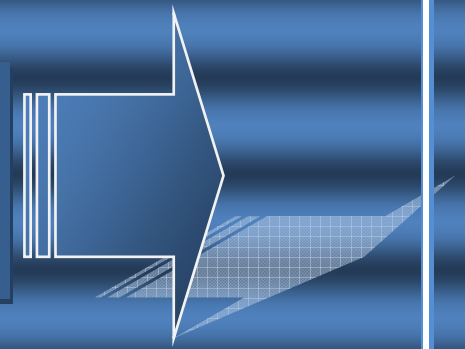


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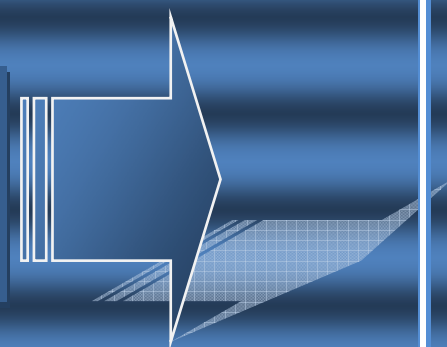
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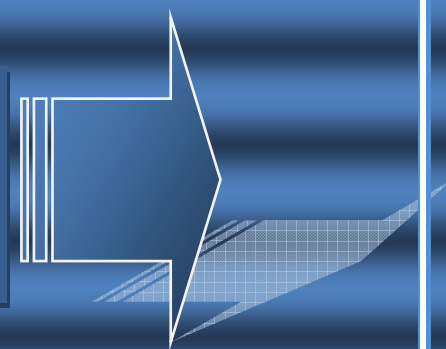
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EXECUTIVE SUMMARY

The Readymade Garment (RMG) industry of Bangladesh tells an impressive story of country successful transition towards a major export- oriented economy. Starting its journey in the late 1970s with relatively small investment, the industry, the industry flourished in 1980 and 1990 and has become the largest industry in Bangladesh. The contributory factors of the RMG industry in Bangladesh are global trading agreement, cheap labor cost, government policy support and dynamic private entrepreneurship. All these things have helped Bangladesh to gain a handsome share in the global garment business. From early 1990 onwards the RMG industry has become the largest foreign exchange earning sector in the economy. In 2005-06, Bangladesh earned nearly \$ 8 billion by exporting garment products and RMG cover 75 percent of the total export of the country, having the lion's share of the country's exchange. Contribution of RMG is very positive in Bangladesh economy, sharing 13 percent of the total national GDP. Moreover the industry has become a vehicle for further industrialization of the country.

The focal point of Adi Apparels Ltd was been formed in 1st of January 2002 and since then accelerated to its journey with the commitment to the society to build prosperous Industrial backbone for socio-economic development of the country. After almost ten economic years, it has established a number of diversified and potential buyers throughout the world for manufacturing and marketing of a wide variety of consumers and export oriented products.

Presently, Adi Apparels Ltd is one of the leading Garments Buyer Agency Companies in Bangladesh, which has been contributing buyer agency activities in a large extent of the country by providing quality branded-generic Garments. The organization believes in 'Quality never ends' and refuses to settle for anything until it exceeds the existing standard. The company has been awarded with the ISO-9001: 2000 Certificate in January 2003 for serving its valued customers with products of excellent quality.

As the principal aims and objectives of Adi Apparels Ltd Bangladesh, are to improve professionalism in the contemporary garments ware business arena as well as to realize the authentic demands of garment goods throughout the 3rd world countries. Thus AAL Bangladesh organizes seminars, discussion forums, workshops, professional training courses, continuing education programs, cultural events and publishes newsletters etc. as parts of its professional activities. All this activities has been done to observe out the actual current SWOT analysis circumstances of the organization. By which the executive board gets some feasible idea of future strategic moves of the organization.

However, AAL BD always believes that a creative Human Recourse can build a modern country. Because, fairly a well established human resource management can built a constructive organization likewise some constructive organizations can build a modern country. However, nowadays HR Department is considerate as the Mutual Bridge of making evenly understandable decisions between all the departments among an organization. How and why is that? The answer is – “Since each department is Human Oriented and HRM deals with every individual human being or employee working in an organization, this statement is true as well as valid one. So HRM decrease the distances and conflicts between the employees of all the departments as well as enhance the work efficiency of the workforce which eventually results a certain amount of profit maximization for the companionship. Finally a profitable company must contribute to the economy of the country’s development.

1. 0. INTRODUCTION

I, Md. Ferdaus Rahman, am a student in Bachelor of Business Administration under the School of Business Studies at the Independent University of Bangladesh (IUB) as well as holding an ID No # 0510044.

As part of the 12th semester (Internship Program), I was assigned to work as an internee for a period of 90 working days, at Adi Apparels Limited Bangladesh. Working as an internee at such a renowned garment buyer agency kind organization, was really a unique professional experience for me. Upon completion of the internship program, I was asked to prepare and submit a project report and the title of the project I chose to work on was - “A Working Report on the Human Resource (Capital) Management Activities Of Adi Apparels Limited”.

In order to prepare an effective Internship Project Report in the assigned topic, I had to develop and approve a questionnaire through the solitary collecting of first-hand primary data (attached in appendix). I also had to gather some internal as well as second-hand data to complete this project report successfully.

1.1. OBJECTIVES

The objective is to find the various HR management capabilities of Head office. Like, what are the measures they take to maintain HR activities under total management system, moreover the duties, the employee perform to minimize risk and to maintain a proper management system. The objectives are as follows:

- To examine the five HR management system (Recruitment & Selection Policy, Job Evaluation Policy, Performance Appraisals, Salary & Employee Benefit Policy, Reprisal Policy - Downsizing & Lay-off Policy, Leave Policy).
- To examine the overall employee performance of Adi Apparels Ltd Bangladesh.
- To get a brief idea about the various departments of Adi Apparels Ltd Bangladesh.

1.2. METHODOLOGY

Primary Data:

Primary data were collected through interviewing concerned people at department of Adi Apparels Ltd Bangladesh's Management, Foreign Exchange department.

Secondary Data:

Different types of secondary data are included in this research. Sources of secondary information can be defined as follows:

- Archive Database Reports of Adi Apparels Ltd Bangladesh,
- Earlier Research Reports,
- HR Department's Database Records,
- Internship Office Supervisor Instruction Manual & Business Instruction Manual

Data collection Instrument / Parameter:

In-depth interview: In-depth interviews were conducted with Senior Vice President, Assistant vice presidents and officers of the department of AAL BD Managements, Foreign Exchange Departments etc.

There are a number of tasks that I had to perform under the HR and Admin department of **Adi Apparels Ltd Bangladesh**. When a particular duty was assigned to me, I found myself in a hesitated situation like; Am I able to do this duty perfectly or not? But finally found it easier in real life operation. I was not that much complicated as I thought. However, my office supervisor makes those complicated task easier for me. So I had an encountered some sort of adjustment problem in the initial stage of my internship in handling tasks or jobs.

1.3. The limitations of the Research:

Examining & studying the extensive assortment of HR activities of an organization is not a simple task. However, due to some obvious reasons of security and confidentiality, the official personnel did not provide all the statistical information about their organization. Time is another major limitation as the duration of the program was of three months only and without being a member of the organization, it was not possible on my part to convey some of the sensitive issues and related aspects.

However the limitations of this research are as follows: -

- ❖ Primary data used in the research has been collected by inexperienced manpower. As a result, there is a possibility of existence of a significant margin of errors.
- ❖ Because of time and cost constraints, it was not possible to interview international customer and corporate customer who are very high-profiled personnel.
- ❖ During the interview session, there was some amount of non co-operation from a section of the respondents, which were unavoidable. Hesitation and refusal of the respondents caused one of the major limitations.
- ❖ The lack of experience of the researcher in the field may become another limiting factor.
- ❖ Lack of time and resource constraint has also limited the scope to conduct the survey smoothly and so as to prepare the report.
- ❖ The data has been analyzed by inexperienced workforce. As a result of which, some miscalculations might be present

1.4. GERMENT & BUYER AGENCY INDUSTRY OF BANGLADESH

The Garment & Buyer Agency Industry of Bangladesh commencement date has an apparent history from back to the 1980s in that South-Asian proportion of the world, when a few multinationals and local entrepreneurs started with manufacturing quality fashion goods. This had ultimately made a result of getting some gigantic international orders with some potential international customers. By 1982 many top ranking multinationals established their manufacturing amenities in this South-Asian part of the planet. Prominent among them were - Fakir Apparels, Harvest Bangladesh Ltd, ARP International, ZXY Garments, Tom Tailor BD Ltd and so one.

Nowadays, Bangladesh is fundamentally recognized as generic mother manufacturing country of garment goods throughout the Globe. The industry's major competency lies in formulation new era of garments market all over the world. Presently, however, in total more than 120 companies have been operating their business operation in Bangladesh. Out of this about 95 companies have their own manufacturing facilities of which 5 are multinationals & they are also active in AGI (Active Garment Ingredients).

1.5. APPARELS & COMPANY OVERVIEW

The focal point of Adi Apparels Ltd was been formed in 1st of January 2002 and since then accelerated to its journey with the commitment to the society to build prosperous Industrial backbone for socio-economic development of the country. After almost ten economic years, it has established a number of diversified and potential buyers throughout the world for manufacturing and marketing of a wide variety of consumers and export oriented products.

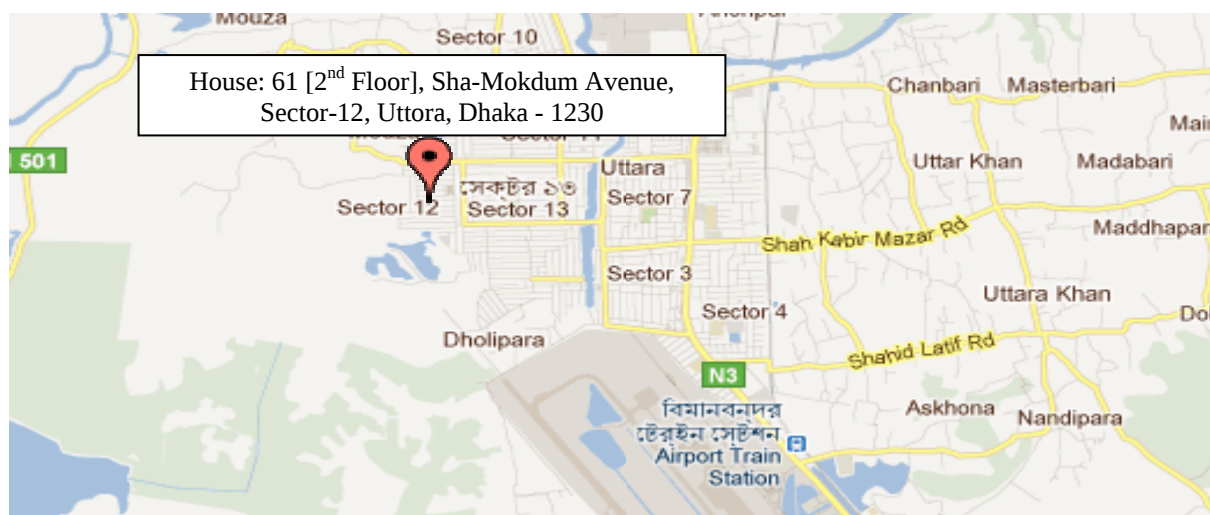
Adi Apparels Ltd's truthful response to the challenge of economic development in hospitable atmosphere, however, provides major stimulus for phenomenal growth of the organization. AAL has brought the best expertise to Bangladesh through a number of associations and joint ventures with world renowned and leading corporations and still is trying to implement the latest inauguration professional stuffs through numerous collaboration and joint ventures with the world renowned and leading companies for the quality products.

Presently, Adi Apparels Ltd is one of the leading Garments Buyer Agency Companies in Bangladesh, which has been contributing buyer agency activities in a large extent of the country by providing quality branded-generic Garments. The organization believes in 'Quality never ends' and refuses to settle for anything until it exceeds the existing standard. It has been superseding the market growth consistently by wide margin in last few years. The company has been awarded with the ISO-9001: 2000 Certificate in January 2003 for serving its valued customers with products of excellent quality.

Company Information

Business Type	Manufacturer & Buying Agency House
Year Established	1 st of January 2002
No. of Total Staff	20 - 23 People
Products/Services	KNIT GARMENTS & BUYING HOUSE.
Main Markets	South America, Eastern Europe, Mid East Africa, Western Europe.
Company Address	House: 61 [2 nd Floor], Sha-Mokdum Avenue, Sector-12, Uttara, Dhaka
Postal Code	1230
Company Phone	+88 01673 338 638
Company Fax	+00880-2-9353685
Contact Person	Mr. Md. Atikur Rahman
Contact Person	+88 01743 124 444

Geographical Location



1.6. BUSINESS PHILOSOPHY, PORTFOLIOS & ETHICS

Continuous improvement of existing enterprise's operations as well as constant pursuit for new industrial with contemporary business opportunities at home plus abroad as well as Organizational growth through diversification and quality management has become the core of business philosophy of Adi Apparels Ltd. The Firm has a large and diversified number of business portfolios which contribute a high degree of commitment to the development process of the notation to take forward to tomorrow. AAL has Emphasizes on business ethics for full customer's satisfaction through world-class garments, exportable quality goods and service. Basically, Adi Apparels is an overseas buyer agent which sells every kind of overseas garment products to meet the global needs as well as very imperative to attain the highest standards of yield. Quality is the trademarks of everything it does. Its efficient human resources are trying to maintain the quality, standard and customer's satisfaction through Research and Development. They always work together with customers to understand their changing needs and requirements with innovative products that are affordable to the supreme number of the people.

1.7. CORPORATE OBJECTIVES & VALUES

Vision:- To be regarded as a world-class Garments Agency Company in the field of generic finished products as well as making access to information easy for the common people and help them to use this tool to become citizens with an effective voice.

Mission:- To provide up-to-date, comprehensive and accurate quality finished garment fashion ware to domestic market era and to abroad in an objective and impartial mission manner of Adi Apparels Ltd. Some other corporate body mission activities are shown below:-

- Introducing the latest & excellence garment products as overseas buyer expectations.
- Continuous development of employee's work efficiency to meet the contemporary demand of customers successfully.
- Assuring quality products from advanced manufacturing facilities
- Exceeding customer satisfaction and gaining trust through quality services.
- Expanding the export market.

Values: In order to achieve the desire vision & mission AAL subscribes the following values:-

- Quality in everything,
- Live up to commitments,
- Transparent and fair in all the dealings,
- Take initiative to exceed standards,
- Trust and respect for each other,
- Work as a team,
- Share social responsibility.

1.8. EXPORT PERFORMANCE

The improvement of garments sector in Bangladesh is unbelievable. There are several companies in Bangladesh who are produced world-class garment products by maintaining the rules, regulation and qualities of the product to compete with the world garments market. As prize of the improvement in this sector there are several companies who export their product in the South Asia, Middle East, and recently they also entered in the European market with their world-class product. In the export arena the companies are now increasing their export by fulfilling the internal needs day by day.

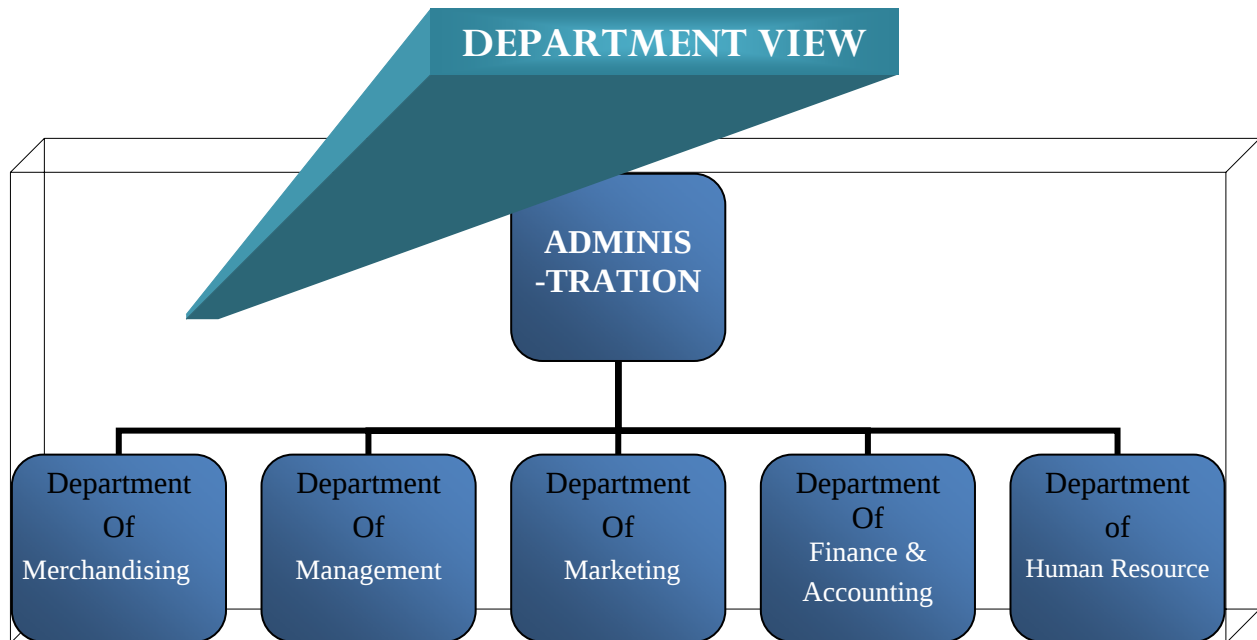
1.9.SWOT ANALYSIS OF ADI APPARELS LTD

As the principal aims and objectives of Adi Apparels Ltd Bangladesh, are to improve professionalism in the contemporary garments ware business arena as well as to realize the authentic demands of garment goods throughout the 3rd world countries. Thus AAL Bangladesh organizes seminars, discussion forums, workshops, professional training courses, continuing education programs, cultural events and publishes newsletters etc. as parts of its professional activities. All this activities has been done to observe out the actual current SWOT analysis circumstances of the organization. By which the executive board gets some feasible idea of future strategic moves of the organization.

STRENGTH	WEAKNESS
■ Certification of ISO-9001: 2000 due to implementation of quality management system in its operation. ■ One of the fastest growing Garment Companies. ■ Good concern and brand image. ■ High percentage of growth for last five years. ■ Good financial position. ■ Strong management team. ■ Congenial relationship with overseas potential customers.	■ No forewords or backward incorporation. ■ Company depends on other countries for the majority of raw materials, accessories and equipment. ■ Insufficient number of skilled employee. ■ Less marketing orientation ■ Proper attention may not give to all products due to huge product line.
OPPORTUNITY	THREAT
■ The growth of Garment Industry is highly increasing. ■ Global presence through international marketing ■ It still has the scope of expansion opportunity of factory.	■ The regulatory authority of the government dictates the pricing policy. ■ Expansion of the product line by small and medium size Garment companies. ■ Increase of the number of same generic products in the market due to introduction of these products by other companies.

1.10. Special Considerations To Related Placement Of Employment

Special consideration is not at all allowed in case of the place of employment. Though top management recommends and that person doesn't have the quality, Adi Apparels Ltd doesn't recruit him or her.



- A. *The Department of Merchandising* involves with overseas wholesale Invoice / order collection as well as takes every necessary step of production & supply. It also collects the secondary raw materials (Garment Accessories) for the producer factory.
- B. *The department of management*, however, deals with the core strategic moves of the organization as well as concentrates in the central information system, documentations, current affairs and accomplishes all the necessary administration place of duty.
- C. *The Department of Marketing* deals with regular marketing activities like advertisement generation, collection and various types of marketing activities.
- D. *The Department of Finance* looks after of all the financial matters of the organization and *The Department of Accounting* maintain all the necessary financial documentation with valid testimony.
- E. *The Department of Human Resource* deals with all the human capital activities of the organization, like; employee's crisis and solution, recruitment & selection, employee retention & loyalty, motivation factors & mutuality of the departments.

2.1. Recruitment & Selection Policy:-

- **Purpose & Importance Of Recruitment**
- **Recruitment and Selection Process**
 - Advertisements to Mass Medium
 - Collecting the job Application of eligible candidates
 - Arrange Examination
 - Consultation the Board
 - Appointment or Selection Letter

2.2. Job Evaluation Policy:-

- Weekly Consultation Process with existence employee
- Prepare Employee Evaluation Sheet
- Update Evaluation Sheet
- Control the Daily Attendance
- ID card Prepares

2.3. Performance Appraisals, Salary & Employee Benefit Policy –

- Make control of employee incentive process as whole
- Maintain the employee salary, loyalty & future retention.

2.4. Leave Policy-

- **Implement the leave Policy-**
 - Register Update (Leave)
 - Sustain Resign & Absent Case
 - Uphold Show Cause (Absent Case)
 - Final Bill Prepare (Resign Case)
- **TA/DA Policy-**
 - Maintain the Daily TA/DA of employee
- Hotel Tariff & Food (Out Station)
- Conveyance
- Other Expenses Bill Prepare for Overtime, Dinner & Conveyance Bills Prepare

2.5. Reprisal Policy - Downsizing & Lay-off Policy –

- Downsizing
- Lay-Off
- Leave without pay:

2.1. Recruitment & Selection Policy:

Human resources constitute the most important component of modern organizations. The accomplishment of organizational missions and objectives depends, to a large extent, on having right persons in right positions as well as the commitment and contributions of those involved. As a matter of fact, a sound and effective human resource management is seen as the most significant variable that determines the performance of an enterprise. Both recruitment and selection are the two phases of the employment process. The differences between the two are in-below:

Recruitment	Selection
Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization	Selection involves the series of steps by which the candidates are screened for choosing the most suitable persons for vacant posts.
The basic purpose of recruitments is to create a talent pool of candidates to enable the selection of best candidates for the organization, by attracting more and more employees to apply in the organization	The basic purpose of selection process is to choose the right candidate to fill the various positions in the organization.
Recruitment is a positive process i.e. encouraging more and more employees to apply	Selection is a negative process as it involves rejection of the unsuitable candidates.
Recruitment is concerned with tapping the sources of human resources	Selection is concerned with selecting the most suitable candidate through various interviews and tests.
There is no contract of recruitment established in recruitment	Selection results in a contract of service between the employer and the selected employee.

2.1.1. Firm Follows Three Types Of Recruitment

1. **Planned**

The needs arising from changes in organization and retirement policy.

2. **Anticipated**

Anticipated needs are those movements in personnel, which an organization can predict by studying trends in internal and external environment.

3. **Unexpected**

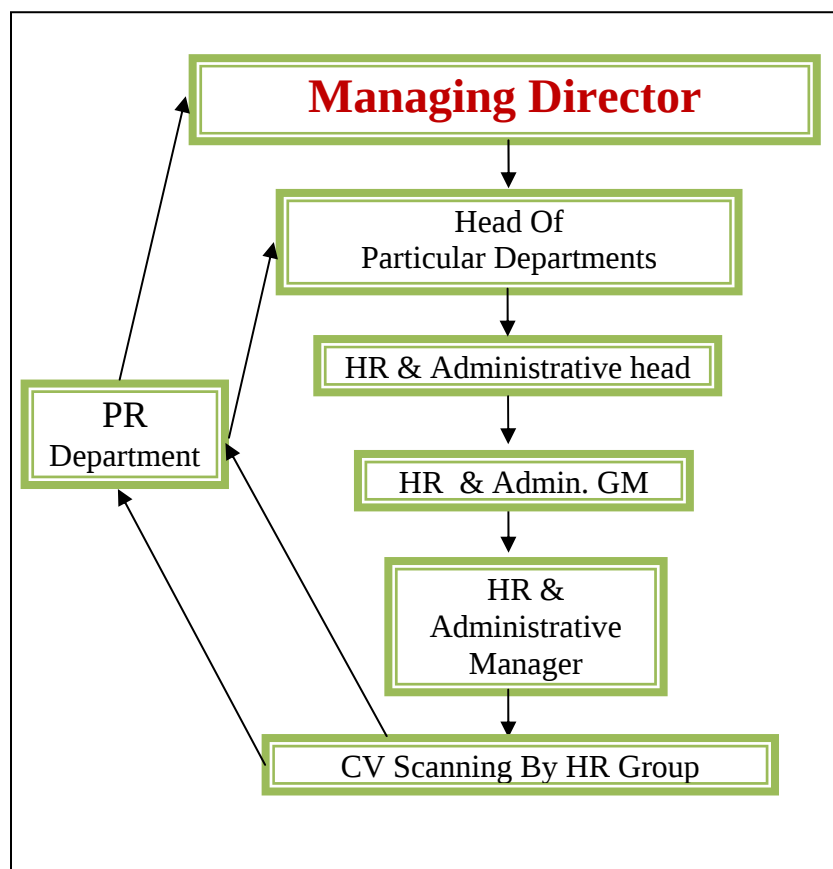
Resignation, deaths, accidents, illness give rise to unexpected needs.

2.1.2. Purpose & Importance Of Recruitment

1. Attract and encourage more and more qualified candidates to apply in the organization.
2. Create a talent pool of candidates to enable the selection of best candidates for the organization.
3. Determine present and future requirements of the organization in conjunction with its personnel planning and job analysis activities.
4. Increase the pool of job candidates at minimum cost.
5. Meet the organizations legal and social obligations regarding the composition of its workforce.
6. Increase organization and individual effectiveness of various recruiting techniques and sources for all types of job applicants.

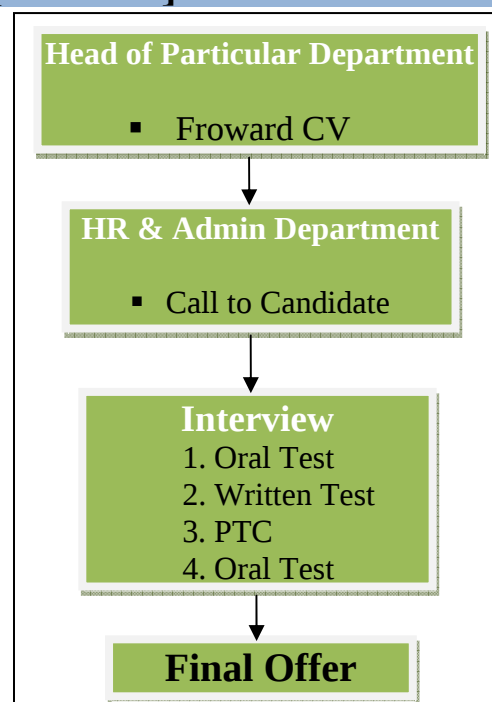
2.1.3. Recruitment and Selection Process

The recruitment and selection is the major function of the human resource department and recruitment process is the first step towards creating the competitive strength and the strategic advantage for the organizations. Recruitment process involves a systematic procedure from sourcing the candidates to arranging and conducting the interviews and requires many resources and time. A general recruitment process is as follows:-



2.1.4. Recruitment Process & Selection [Part One]

- HR moves requires of hiring new stuff-
- Advertisements to Mass Medium [News Paper]-
- Form an Interview Committee as Management Necessity-
- Collecting the job Application of eligible candidates-
- Arrange Examination & Oral Tests-
- Consultation the Board-
- Appointment or Selection Letter.



2.1.5. Recruitment & Selection Process [Part Two]

The recruitment & Selection process begins with receiving requisitions for recruitment from any department of the company by the human resource department. Through following this procedure, the departmental Head/Chef of any particular department informs to its Superior authority or Management for Approval to hire [It might be a managing director]. He will inform to the head of the HR department or deputy general manager of HR to starts the recruitment procedure and fulfill the demand of stuffs. Then AGM or DGM of HR will Preparing the job description and person specification of locating and developing the sources of required number and type of employees or they will assign to manager or asst. manager to do this. Then manager or his superior any one will inform to PR for the recruitment Advertising. HR executives are Short-listing or screening the CV and identifying the prospective employee with required characteristics.

After screening the short listed CV will forward to the head of the particular department who has been asking for hiring. After screening CVs by head of the particular department, the CVs will be forwarded to the head of the HR department again with feedback. HR department will call the candidates through phone or via e-mail. They will arrange the interviews with the preferred candidates. Then Conducting the interview by many and at least three to four times (like by oral test, written test, PTC and final oral test). At the end of this procedure, decision making and final offer. The recruitment process is immediately followed by the selection process i.e. the final interviews and the decision making, conveying the decision and the appointment formalities.

2.1.6. Sources Of Recruitment

Every organization has the option of choosing the candidates for its recruitment processes from two kinds of sources: internal and external sources.

1. Internal Sources of Recruitment

The sources within the organization itself (like transfer of employees from one department to other, promotions) to fill a position are known as the internal sources of recruitment.

A. Transfers:

The employees are transferred from one department to another according to their efficiency and experience.

B. Promotions:

The employees are promoted from one department to another with more benefits and greater responsibility based on efficiency and experience.

C. Retired and Retrenched employees:

In that case, recruitment may also be once again in case of shortage of qualified personnel or increase in load of work. Recruitment such people save time and costs of the organizations as the people are already aware of the organizational culture and the policies and procedures.

2. External Sources of Recruitment

Recruitment candidates from all the other sources (like outsourcing agencies etc.) are known as the external sources of recruitment. The Firm follows these sub-sources below-

A. Press Advertisements:

Advertisements of the vacancy in newspapers and journals are a widely used source of recruitment. The main advantage of this method is that it has a wide reach.

B. Educational Institutes:

Various institutes, engineering colleges, medical Colleges are a good source of recruiting well qualified executives, engineers, medical staffs. They provide facilities for campus interviews and placements. This source is also known as Campus Recruitment.

C. Employment Exchanges:

Government establishes public employment exchanges throughout the country. These exchanges provide job information to job seekers and help employers in identifying suitable candidates.

D. Employee Referrals / Recommendations:

Many organizations have structured system where the current employees of the organization can refer their friends and relatives for some position in their organization. In some organizations these are formal agreements to give priority in recruitment to the candidates recommended by the employee.

E. E-Recruitment:

Many big organizations use Internet as a source of recruitment. E- Recruitment is the use of technology to assist the recruitment process. They advertise job vacancies through worldwide web.

A). Job Portals :- i.e. posting the position with the job description and the job specification on the job portal and also searching for the suitable resumes posted on the site.

B). Resume Scanners:- Resume scanner is one major benefit provided by the job portals to the organizations. It enables the employees to screen and filter the resumes through pre-defined criteria's and requirements (skills, qualifications, experience, payroll etc.) of the job.

2.2. Employee Evaluation Policy

However, most of the contemporary HRM operations of Bangladesh are shaped by the culture. In addition, the cultural effects are the key factors in HRM today. Because, developing HR policy as well as implementing or practicing of those policies are interrelated with the norms and value system of the people which is also known as cultural aspects. Human resource management practices are now considered as one of the key contributing factors to the success of an organization. The organizations are putting increased emphasis on the policies and practices of HRM to gain competitive advantage. So the HR policy maker should reanalysis not only about the modern HRM factorials like; compensation policies and performance appraisal but also the cultural aspects which are affecting the modern HRM features.

That is why the Employee evaluation process is the most effective parameter to find out the suitable HR moves future retention period. A slandered & faultless compensation policies and performance appraisals decisions mostly depends upon in a perfect & successful Job Evaluation Report. Some Job Evaluation Criteria Forms of Adi Apparels Ltd shown below:-

Performance Evaluation Short Form

Employee's name _____ Date _____

Date of last evaluation _____

Project Title _____

I. Employee's performing rating

Task	Priority	Far exceeds requirements	Consistently exceeds requirements	Exceeds requirements at times	Meets requirements	Meets minimum requirements	Unsatisfactory
1.							
2.							
3.							
4.							
5.							
6.							
Total (performance level)							

Employee's rating: X Manager's rating: O Customer's rating: *

II. Employee's major accomplishments since the last review: _____

III. Roadblocks to performance: _____

IV. Improvement suggestions: _____

V. Management improvement suggestions: _____

VI. Corrective action plan: _____

VII. Employee's major short-term goals: _____

VIII. Date of next evaluation: _____

Prepared by: _____

I agree _____ do not agree _____ with this evaluation.

Employee's signature _____

	Below Average	Average	Satisfactory	Excellent
Overall job performance				
Knowledge of job				
Sense of responsibility				
Work methodology				
Commitment level				
Team work spirit				
Improvements made during appraisal period				
Potential growth areas				
Recommendations.				

Several supplementary real life Employee Job Evaluation activities, maintained by the department of HR of AAL BD are shown below:-

- Weekly Consultation Process with existence employee,
- Prepare Employee Evaluation Sheet,
- Update Evaluation Sheet,
- Control the Daily Attendance,
- ID card Prepares.

2.3. Performance Appraisals, Salary & Employee Benefit Policy –

The performance appraisals, performance evaluation and assessment of job skills, personality and behavior - and tips for '360 degree feedback', '360° appraisals', 'skill-set' assessment and training needs analysis tips and tools are the most significant parameter in the present world's commerce.

However, People have less and less face to face time together these days. Performance appraisals offer a way to protect and manage these valuable face-to-face opportunities. Performance appraisals with some sort of (apparently) more efficient and cost effective methods are very sure that you can safely cover all the aspects of performance and attitudinal development that a well run performance appraisals system is naturally designed to achieve.

Performance appraisals should be positive experiences. The appraisals process provides the platform for development and motivation, so organizations should foster a feeling that performance appraisals are positive opportunities, in order to get the best out of the people and the process. In certain organizations, performance appraisals are widely regarded as something rather less welcoming (bollocking sessions is not an unusual description), which provides a basis only on which to develop fear and resentment, so never, never, never use a staff performance appraisal to handle matters of discipline or admonishment, which should instead be handle via separately arranged meetings.

Performance Appraisals Covers The Meaning-

- Performance appraisals generally review each individual's performance against objectives and standards for the trading year; agree at the previous appraisal meeting.
- Performance appraisals are also essential for career and succession planning-for individuals, crucial jobs, and for the organization as a whole.
- Performance appraisals are important for staff motivation, attitude and behavior development, communicating and aligning individual and organizational aims, and fostering positive relationships between management and staff.
- Performance appraisals provide a formal, recorded, regular review of an individual's performance, and a plan for future development.
- Job performance appraisals- in whatever form they take- are therefore vital for managing the performance of people and organizations.
- Meaningful regular discussion about work, career, aims, progress, envelopment, hopes and dreams, life, the universe, common interests, etc, whatever, makes appraisals so much easier.

However, because of the reasons above Adi Apparels Ltd is very much concerned about performance appraisals of the employee. To successfully implement a strong PA method & to achieve domino effect, they follow the properly managed process below:-

- Performance measurement-transparent, short, medium and long term
- Clarifying, defining, redefining priorities and objectives
- Motivation through agreeing helpful aims and targets
- Motivation through achievement and feedback
- Training needs and learning desires-assessment and agreement
- Identification of personal strengths and direction-including unused hidden strengths
- Career and succession planning- personal and organizational
- Team roles clarification and team building
- Organizational training needs assessment and analysis
- Appraise and manager mutual awareness, understanding and relationship
- Resolving confusions and misunderstandings
- Reinforcing and cascading organizational philosophies, values, aims, strategies, priorities, etc.
- Delegation, additional responsibilities, employee growth and development
- Counseling and feedback
- Manager development-all good managers should be able to conduct appraisals well-it's a fundamental process.

However, Some of the Performance Appraisals Forms [Adi Apparels Ltd uses] shown in next page:

-Performance Appraisals Measurement Form -

EMPLOYEE INFORMATION					
Name:	Employee ID:				
Department:	Employee Job Title:				
Supervisor:	Supervisor Job:				
RATINGS					
	Poor	Fair	Satisfactory	Good	Excellent
Job Knowledge —Understands duties, responsibilities, has ability to use materials needed, and has the level of proficiency required to accomplish the work. <i>Comments</i>	☐	☐	☐	☐	☐
Work Quality —Accuracy, thoroughness, dependability of results. <i>Comments</i>	☐	☐	☐	☐	☐
Attendance —Reports to work as scheduled. Follows established procedures for breaks. Notifies supervisor in advance of scheduling changes. <i>Comments</i>	☐	☐	☐	☐	☐
Initiative —Ability to be self-directed, efficient, creative, and resourceful. Assumes extra work on own initiative, adapts quickly to new responsibilities. <i>Comments</i>	☐	☐	☐	☐	☐
Work Attitude and Cooperation —Extent to which employee demonstrates a positive attitude, and promotes cooperation with supervisors, peers and others. <i>Comments</i>	☐	☐	☐	☐	☐
Dependability —Extent to which employee can be counted on to carry out instructions and fulfill job responsibilities accurately and efficiently. <i>Comments</i>	☐	☐	☐	☐	☐
Overall Rating					

-Salary Format Form -

[illegible]

Employee Benefits or Incentives

The Sup-Rim Court offers an excellent benefits package with choice of medical and dental plans and the flexibility to choose a plan that is best suited for your needs. Major benefits for full-time employees and eligible part-time employees include required participation in the State Retirement System, a Deferred Compensation Plan, Flexible Spending Accounts, life-insurance, long-term and short-term disability insurance, choice of medical and dental plans, and a vision plan.

A generous leave policy allows employees 12-25 days vacation annually (based on length of service), 96 hours of sick leave annually for necessary medical care (accrues without limit), and 10 paid annual holidays; and bereavement, maternity, military and jury duty leave. Additional benefits include free covered parking, discounted bus fares, and an Employee Assistance Program. Click on the links below for specific benefits information. However, the other performance appraisal benefits are -

Flexible benefits-

HRM of AAL BD has introduced new perks to its flexible benefits scheme, including financial education with the Money Advice Service, annual health screening, Taste card membership, and employee discounts.

Schemes enable employers to allow staff to select the benefits that suit them - Known as cafeteria benefits. The schemes can include a wide range of options for staff to select from, including –

- Home Allowse
- Medial harge
- Bonuses
- Allowse
- At least two times incentives in a year

Tax-efficient benefits-

The childcare vouchers and mobile phones or salary sacrifice pensions contributions. The growth of technology means more providers and consultants in the market have reduced costs and bespoke flexible benefits plans have become increasingly popular as a means of offering more tailored employee choice.

2.4. Leave Policy

Leave is not a right, rather a privilege that employees have in their service period. In case of emergency or necessity, Management may decline leave of any kind and may request an employee to resume duty before end of the leave already given to him/her. After fulfillment of required conditions, an employee may have the following types of leave:

2.4.1. Implementation of leave Policy-

A. Casual Leave

- Casual leave shall be 10 (ten) days with full pay in a calendar year.
- Not more than 3 (three) days leave can be taken at a time.
- Any unutilized casual leave during a calendar year will not carry forward to the next following year.

B. Sick Leave

- An employee shall get 14 (fourteen) days sick leave in a calendar year with full pay.
- To claim sick leave one has to submit Doctor's prescription/certificate.

C. Maternity Leave

- A female employee who has completed a minimum of **6 (six)** months service shall be entitled, on application, to maternity leave with basic pay for 4 (four) months.
- Maternity leave for the second time shall be admissible only after a period of 3 (three) years from the date of availing of first such leave.

D. Leave without Pay

- This leave can only be granted to an employee when no other leave is available to him.
- No pay, allowance and other benefit shall be admissible during the period of this leave.

E. Other Relevant Clauses

- An employee shall be deemed to have completed a year's service notwithstanding any interruption in service during the year on account of authorized absence.
- Leave entitlement shall be calculated on the basis of English Calendar Year.
- Weekly day off or holiday falling in between the first and the last day of any leave period shall be counted as part of the leave.

2.4.2. TA/DA Policy

- A. Focus Multimedia Company Limited (hereinafter referred as CSB).
- B. HOD means Head of Department.
- C. Department means Input, Output, Program, Technical, Sales & Marketing, Distribution, Admin & Operations, Finance & Accounts, Human Resources.
- D. Base station will mean 30 km distance from CSB office where the employee is engaged, out of base station other area will be known as outstation.
- E. Grade will mean:
- - HOD, AGM to GM
 - Asst. Manager to Sr. Manager, Producer to Senior Producer, Sr. Reporter, Sr. Cameraman
 - Executive to Sr. Executive, Assistant Producer, Cameraman, Reporter
 - Officer, Jr. Reporter. Jr. Producer, Trainee
 - Driver, Office Assistant etc.
- F. Same day return/back means if an employee goes outside his base-station for his official work but does not stay at night.

2.4.3. Hotel Tariff & Food [Out Station]

- A. This bill is applicable only for the out station travel not for base station. To claim Hotel bill one has to submit actual hotel bills. No bill required for food and miscellaneous expenditure but it cannot exceed the limit per day as stated below.
- B. If a person goes out of station on an official work and return same day, 50% of Food and Miscellaneous shall be the limit of expenditure for which no bill is required. Provided for same day back no hotel bill is admissible.
- C. For fractions of any outstation halt 1.2 of this clause shall be applicable.

CLASS	DHAKA, CTG & SYLHET		KHULNA, BARISAL & RAJSHAHI	
	Hotel Limit (Hotel bill at actual)	Food + Miscellaneous	Hotel Limit (Hotel bill at actual)	Food + Miscellaneous
A	1200	700	1000	600
B	800	350+200	700	300+200
C	600	300+150	500	250+150
D	400	250+100	300	200+100

2.4.4. Conveyance

- A. Conveyance bill will be at actual for A, B & C category only.
- B. D category employee will get conveyance bill at the rate Tk.200/- per day, E category employee will get Tk.150/- per day for Dhaka, Chittagong & Sylhet. For other town D category employee will get Tk.150/- per day, E category employee shall get Tk.100/- taka per day.
- C. Any special official work respective HOD will decide on case-to-case basis.
- D. Rent a car or taxicab will not be allowed in normal case. For any special case prior approval of respective HOD will be required.
- E. For female employee taxicab is allowed for late-hour (evening) working subject to HOD's approval on case to case basis.

Means of Transport-

Class	Means of Transport	Actual Fare
A	1 st Class AC train, AC Bus, Launch AC Cabin or office cars.	Actual Transport Fare. Subject to submitting ticket With tour bill.
B	1 st Class AC train, AC Bus, Launch AC Cabin.	
C	1 st Class train (chair), AC Bus, Launch Single Cabin AC,	
D	Train-Economy Class, Non AC Bus, Launch Non AC Single Cabin.	

Note: In all cases actual transport fare will be given. Employee will submit tickets with tour bill.

2.4.5. Other Expenses

- A. D category employee may use Taxi Cab with permission from HOD on emergency.
- B. E category employee will get Tk.450/- for Dhaka, Chittagong & Sylhet, Tk.400/- for Khulna, Barisal & Rajshai, fixed bill including food, hotel accommodation, and local conveyance per day for out station night halt, no bill required. Traveling ticket is required with bill, provided all mode of transportation will be in non-AC and economic class.

2.5 Reprisal Policy - Downsizing & Lay-off Policy –

Most of the companies that chose to Reprisal Policy to their employee base, increased in the early 21st century. This strategy was adopted by almost all major industries such as banking, automobiles, chemical, information technology, fabrics, FMCG, air transportation and petroleum. In mid-2002, some of the major companies that announced Reprisal plans in Bangladesh because of getting some contemporary advantages such as :

- Cost cutting.
- Increase productivity and efficiency of the existing employees.
- Optimize resources and survive competition.
- Eliminate duplication of work.
- Enhancing the long-term shareholder value of the organization.
- Enhance existing employees' skills and performance.
- Improve the image of the firm among the stockholders or investors.

2.5.1. Downsizing:

Downsizing is the conscious use of permanent personnel reductions in an attempt to improve efficiency. Since the 1980s, downsizing has gained strategic authority. Board of AAL suggests that downsizing is being regarded by management as one of the preferred routes to turning around declining organizations, cutting cost and improving organizational performance and most often it used as a cost-cutting measure.

2.5.2. Lay off:

Layoff is the temporary suspension or permanent termination of employment of an employee or (more commonly) a group of employees for business reasons, such as the decision that certain positions are no longer necessary or a business slow-down or interruption in work. Originally the term "layoff" referred exclusively to a temporary interruption in work, as when factory work cyclically falls off. However, in recent times the term can also refer to the permanent elimination of a position.

2.5.3. Leave without pay:

Leave without Pay is a temporary non-pay status and absence from duty that, in most cases, is granted upon an employee's request. Leave without pay shall not be granted for the purpose of private employment. Leave without pay may be granted for illness, education purposes, vacation, or for any other reasons deemed justified by the agency head and the State Personnel Director. Special provisions for leave without pay for military, family and medical, and workers' compensation are covered in these respective policies in this Section of the Personnel Manual. Parental leave without pay for employees are not eligible.

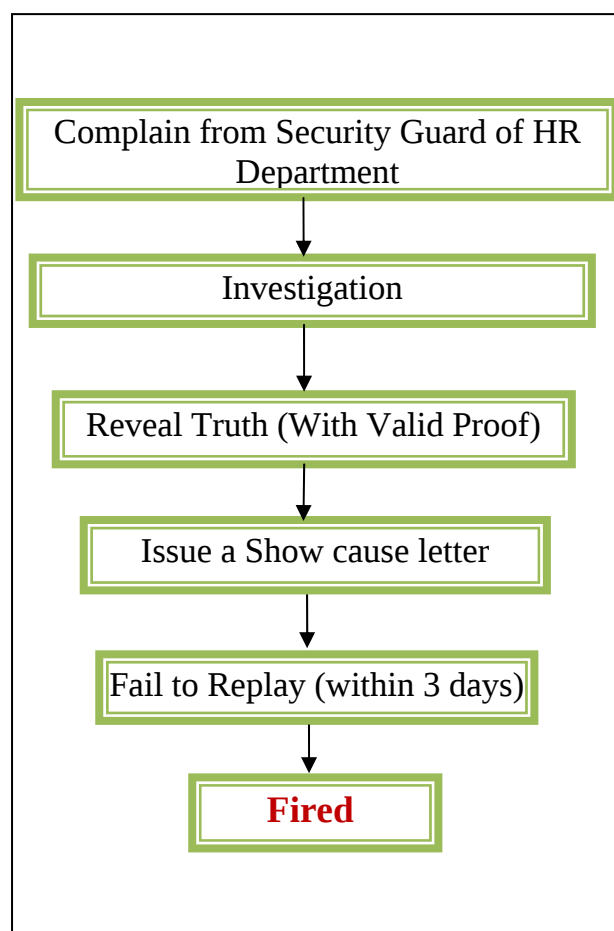
3.0. MY DUTIES & RESPONSIBILITIES

Firstly, as an intern, they assigned me in Adi Apparels Ltd Future park .a survey was conducted by a group of group including me for 15days on the future success or future prospect of Adi Apparels Ltd Future Park. But it was not my track; they shifted me to Adi Apparels Ltd. Human Resource and Administration Department for rest two and half months. My working activities were involving in day to day activities of Human Resource and Administration department. After passing few days they assigned me with the recruitment process. My duty was proctoring in the recruitment examination.sometimes minutes was prepared by me on the behalf of my superior. When my superior was issuing or preparing appointment or refusal letter, my duty was to assist him. My opinion was considered worth fully when ID card's format was on process. If HR file need to be updated, then my duty was to inform the supervisor, collect the necessary paper or report and update the file.

One of the mandatory duties was taking attendance and leave entry. As leave entry is done by the HRMS (Human Resource Management System) so my duty was to entry those leaves record and informs my supervisor. Then my supervisor crosschecks those entries. Though leaves entry was online, TV's HR department maintains a register for backup and those leaves are recorded manually by me.

3.1. Case Study

My participation was counted in some of the show cause. As example , one of the drivers of ADI APPARELS LTD caught by the duty Security guard in sleeping in the office transport by turning on the air-condition that strictly prohibited .security guard complained to the HR department like the driver is wasting office's oil or recourse's we should take action against him. as a result, we started doing investigate the matter with the help of valid proof and witnessed .we call another driver and ask to measure or check the use of the oil that can proved that hw long transport consume oil while it was in driving and how long the air condition purpose it consumes oil then easily we can find the truth of that driver. As the driver refused to accept the truth of his offence .even he was stubborn about his attitude where as each proof was against him. But driver was refusing the crime that he did rather than saying sorry for his mistakes. So finally HR department took decision to fire him out. That was a practical experience of mine that gained by involving in the firing process.



3.2. Relationship with Immediate Supervisor

Relationship with immediate supervisor was very comfortable and responsive. Being a responsible HR and Administration officer, he tried to train me by providing updated information to ensure better performance. He used to take care all of the official works regularly. Whenever I was engaged in completing a complicated job or task; he used to make my job easier. One of the mandatory duties was taking attendance and leave entry. As leave entry is done by the HRMS (Human Resource Management System) my duty was to entry those leaves record and informs my supervisor. Then my supervisor crosschecks those entries. Though leaves entry was online, ADI APPARELS LTD HR department maintains a register for backup and those leaves are recorded manually by me. If any mistake was found, then he helped to catch up the mistake and made it right. The good manners and cooperative attitudes helped me to continue my work efficiently with pleasure.

3.3. Evaluate The Performance Of The Assigned Tasks

Normally there is no company that assigns an intern –worker to involve in such kind of responsible duties that was performed by me. I may use the show cause case as an example for this and same as the recruitment process involvement. So I am very delighted to express my feelings to work here with such an experienced, skilled and co-operative supervisor and the other superiors and staffs who provide their helping hand while working in real life arrangement.

3.4. Competencies & Skills Acquired Handling the Job

The Competencies & Skills Acquired Handling the Job which I gather through this internship project are-

- For the 1st time I am being introduced with a corporate world or environment.
- The confidence level has grown up.
- The tolerance level of work-load has increased.
- The implementation of the theories which I have learnt from the book in practical life.
- The incident observation and decision making upon those different incident had added smartness my capabilities.

4.0. Findings of the Report & Recommendation

4.1. Findings of the Report

1. The organizational hierarchy is tall complicated therefore decision making Processes is very slow.
2. The recruitment and selection process is mostly fair but too much time consuming and lengthy. It takes two to three months for recruitment and selection process.
3. There is no policy to ensure better relationship and coordination among employs. More over one way communication don't allow particular level of employees to share their opinion and feedbacks with the top management
4. There is lacking in policies like in TADA policy, if we compare it with a standard of TADA policy then its insufficient.
5. There is insufficient manpower in HR and Administration department.
6. They operate the tv station with a better technology which is equivalent to the BBC and CNN.these technology doesn't exist in whole south Asia region.
7. Most skilled and experienced workforce is hired by ADI APPARELS LTD.
8. Adi Apparels Ltdis the most expensive TV channel so far ever made in Bangladesh.

It's really very tough to findout something or information through observation within a limited time or short period of time.

4.2. Recommendations

1. The organization has the provision of internship but is no organizational program to train interns. The management can come up with such programs to help an intern in gathering valuable experiences.
2. Job description should be clarified and proper training facilities should be insured to improve the performance of the bottom line management.
3. The management can follow flat organizational hierarchy in stead of tall and complicated one. This would enhance decision making process.
4. In TADA policy, the amount of money or allowance should be increased.
5. Organization should hire more human resource in HR and Admin.dept. Because there is insufficient manpower.
6. The software and network system for HR department should be updated. Because still some work has been done by manually.
7. I have collected all the information from personal database of ADI APPARELS LTD HR department due to insufficient information in web portal or websites.

5.0. CONCLUSION

The billion dollar labor-intensive garment industry has been relocated from rich to poor countries. Developing countries like Bangladesh, however, welcome the relocation process as they have abundant supply of unskilled labor and have opened up their economies and took policy measures to gain much more from this global shifting. Besides the cheap manufacturing and global trading systems, such as; the Multi Fiber Agreement, Generalized System of Preferences, paced the reformation of garment business around the world. My thesis has addressed the consequences of the RMG industry in the national economy of Bangladesh. Furthermore, the appearance of RMG with a savior of the economy and established Bangladesh as one of the major suppliers of garment products in the global apparel markets is core concern of my thesis.

Throughout that process, Adi Apparels Ltd had been established as an associate company as well as launched an exclusive round-the-clock buyer agency services to provide most up-to-date middle hand services to its overseas customers. But here the most important thing is; within the last 20 years period many new Garment and buyer agency companies has successfully entered and had already attained the dependability from the industry. So, it is very essential for AAL to achieve a vast brand image as quickly as possible.

Finally, it is a great pleasure to me to have an opportunity to work in such a pioneer buyer agency like Adi Apparels Ltd in the department of HR and feeling glad to reporting on the human resource (capital) management activities over there as an intern. It will help me a lot to be a successful professional employee in near future. A buyer agency with exclusive quality of services can contribute in the development of any country. So Adi Apparels Ltd can play the most significant role in socio-economical and economical development civilization. At the end I am really glad in wishing the very best for Adi Apparels Ltd.

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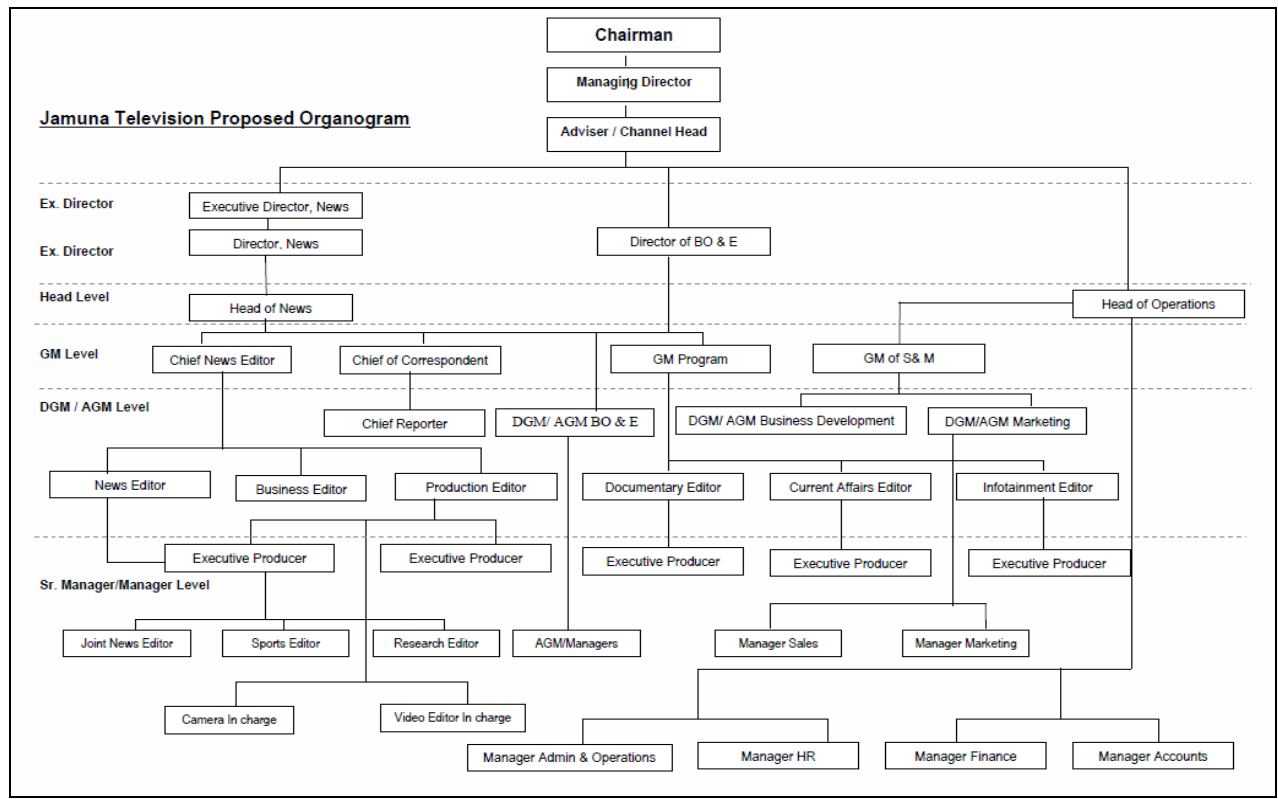
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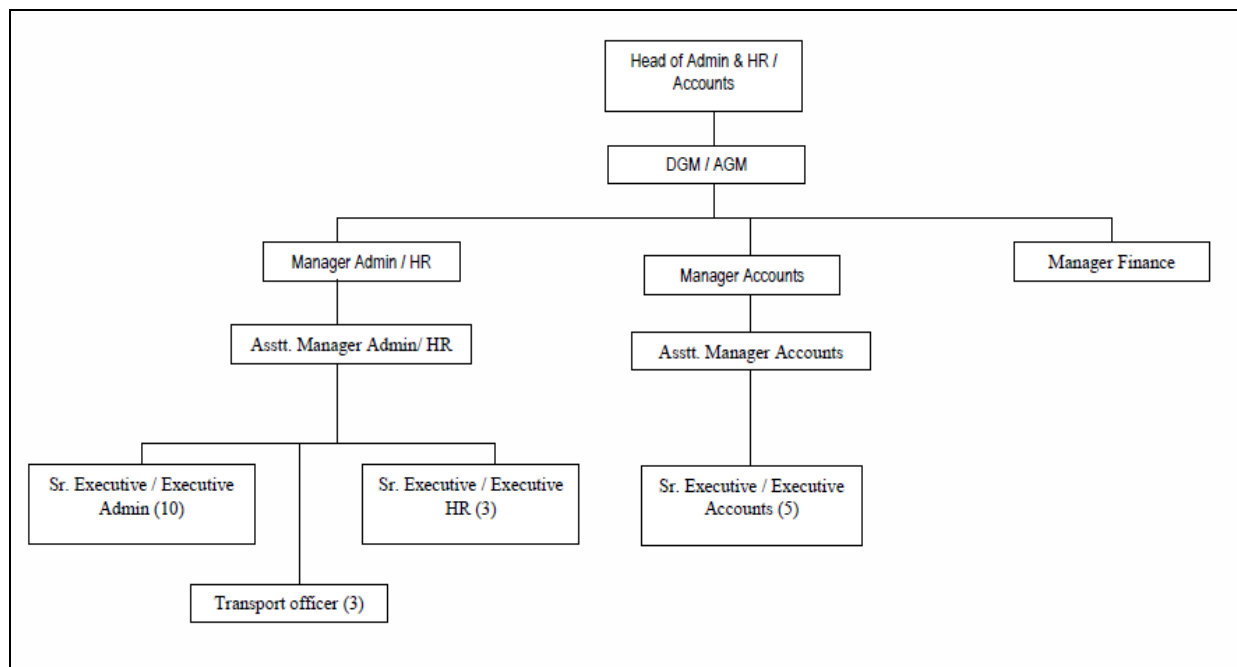
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APPENDIX

Adi Apparels Ltd - Proposed Oregano-gram



Structure or Organo-gram of HR Department



Interview Evaluation Form

Human Resource Management (Grey Dessler, 10th edition)

Name of Candidates:

Date in Interviewed:

Position:

Completed by

Date:

Instruction: Circle one number for each criterion, and then add them together for a total.

Knowledge of specific job and job related topics

0. No knowledge evident.
1. Less than we would Prefer
2. Meets Requirements for hiring
3. Exceeds our expectations of average candidates.

Experiences

0. None for this job; no related experience either.
1. Would prefer more for this job, adequate for more job applied for.
2. More than sufficient for job.
3. Totally experienced in job.
4. Strong Experience in all related areas

Communication

0. Could not communicate, will be severally impaired in most jobs.
1. Some difficulties. Will detract from job performance.
2. Sufficient for adequate job performance.
3. More than sufficient for job.
4. Outstanding ability to communicate.

Interest in Position and Organization

0. Showed no interest
1. Some lack of interest in advancement.
2. Appeared genuinely interested
3. Very interested. Seems to prefer type of work applied for.
4. Totally absorbed with job content. Conveys feeling only this job will do.

Overall motivation to succeed

0. None Exhibited
1. Showed little interest in advancement.
2. Average interest in advancement.
3. Highly motivated. Strong desire to advance.
4. Extremely motivated. Very Strong desire to succeed and advance.

Poise and confidence

0. Extremely distracted and confused. Displayed uneven temper.
1. Sufficient display of confusion or less of temper to interfere with job performance.
2. Sufficient poise and confidence to perform job
3. No loss of poise during interview. Confidence in ability to handle pressure.
4. Displayed impressive poise under stress. Appears unusually confident and secure.

Comprehension

0. Did not understand many points and concept
1. Missed some ideas or concepts.
2. Understand most new ideas and skilled discussed
3. Grasped all new points and concepts quickly.
4. Extremely sharp. Understood subtle points and underlying motives

----- Total Points

Additional Remarks:

INTERVIEW EVALUATION FORM OF ADI APPARELS LTD

Date: _____

Candidate Name: _____

Position Applied for: _____

Observations:				
	Rating (Please Circle)		Comments (if any)	
	Low	High		
Appearance:	Score Achieve		Marks : 10	
Dress up / presentation				
Observable Traits:			Marks: 10	
Attitude/ Behavior				
Communication fluency & Convincing power				
Skills:			Marks: 10	
Computer Proficiency & Technological Skills				
Competencies:			Marks: 20	
Business Knowledge / knowledge of Sector				
Job Knowledge/ Position Knowledge				
Education			Marks: 20	
Exam Title	Concentration / Major	Result	Assessment Score	
S.S.C				
H.S.C				
A, BSS, B.Com, BSC (Hon's) / BBA				
BA, BSS, B.C0m, BSC (Pass)				
M.A, M.Com				
MBA				
Experience			Marks: 20	
Position Hold	Business Sector	Years	Assessment Score	
Interview Board Members Judgment			Marks: 10	
Over All Observations				
Overall Rating				
Poor []	Satisfactory []	Good []	Very Good []	Excellent []
00 - 60	61 - 70	71 - 80	81 – 90	91 - 100

Salary and Benefits:

Last Drawn / Current : _____

Expected: _____

Expected Joining Date: _____

Recommendations:

Appointment []

Fall Back Candidate []

Final Interview []

Not Suitable for Hiring []

Additional Comments:

Recommended Salary & Grade

Designation: _____

Basic/ Gross Salary: _____

Grade: _____

Probation Period: _____

Increase in Salary on Confirmation (% of Basic Salary) _____

Final Action:

Signature & Date_____
Signature & Date_____
Signature & Date_____
Signature & Date

CANDIDATE EVALUATION SCORING GUIDELINE OF ADI APPARELS LTD BD-

(Total Marks: 100)

Education		Marks: 20				
S.S.C	3 rd Division GPA: 0 to 2.9	0	2 nd Division GPA: 3 to 4	3	1 st Division GPA: 4+	5
H.S.C	3 rd Division GPA: 0 to 2.9	0	2 nd Division GPA: 3 to 4	2	1 st Division GPA: 4+	4
BA, BSS, B.Com, BSC (Hon's) / BBA	3 rd Class CGPA: 0 to 2.9	0	2 nd Class CGPA: 2.6. to 3.25	4	1 st Class CGPA: 4+	6
BA, BSS, B.Com, BSC (Pass)	3 rd Class	0	2 nd Class	3	1 st Class	5
M.A, M.Com	3 rd Class	0	2 nd Class	3	1 st Class	5
MBA	CGPA: 0 to 2.5	0	CCGPA: 2.6. to 3.25	3	CGPA: 3.25 to 4	5

Experience		Marks: 20				
Similar Position in Similar Sector	0 - 2 Years	10	3 - 5 Years	15	6 – Above	20
Similar Position in Any Sector	0 - 2 Years	6	3 - 5 Years	11	6 – Above	16
Different position in Similar Sector	0 - 2 Years	6	3 - 5 Years	11	6 – Above	16

NB. Subject to carry on minimum 18 months of employment record within the same organization

Assessment Criteria		Marks: 50				
Appearance:						
Dress up / presentation	1	2	3	4	5	
Observable Traits:						
Attitude/ Behavior	1	2	3	4	5	
Communication fluency & Convincing power	1	2	3	4	5	
Skills:						
Computer Proficiency & Technological Skills	1	2	3	4	5	
Competencies:						
Business Knowledge / knowledge of Sector	1	2	3	4	5	
Job Knowledge/ position knowledge	1	2	3	4	5	

Interview Board Members Judgment		Marks: 10				
Over all observations						

1. The Questionnaire

This survey will be used for the basis of an academic dissertation. Please feel free to share your opinion, as it is attempt see how to establish or increase the brand value of 'Adi Apparels Ltd Bangladesh'. The results of this research will be kept confidential and will not be passed on.

Please tick (✓) the appropriate choices

- | | |
|--|--|
| ☐ Specialist | ☐ General Practitioners |
| ☐ Others (Interns, HMO) | |

To what extent do you agree with the following statements? Please rank -

1. Which indication do you consider most while prescribing AAL supplementation?

- | | |
|--|---|
| ☐ Diarrhea | ☐ Common cold |
| ☐ Immunity impairment | ☐ Loss of appetite |
| ☐ Male infertility | ☐ Fatigability |

2. To which age group do you order AAL supplementation the most?

- | | |
|---|---------------------------------------|
| ☐ Children (0 to 2 yrs) | ☐ Adult Male |
| ☐ Children (2 to 12 yrs) | ☐ Adult Female |

3. Which of the following feature do you prefer?

- | | |
|---------------------------------------|---------------------------------|
| ☐ Viscosity | ☐ Color |
| ☐ Palatability | ☐ Flavor |

4. During promotion of AAL brand, which promotional item is the most effective according to you?

- | | |
|---|-----------------------------------|
| ☐ Printed material | ☐ Gifts |
| ☐ Sample | Gift ☐ and |

5. While choosing AAL brand, which attribute persuades you the most?

- | | |
|--|-------------------------------------|
| ☐ Brand name | ☐ Brand logo |
| ☐ Visual in PPM | ☐ Slogan |
| ☐ Packaging | ☐ Design |

6. While choosing AAL brand, which attribute persuades you the most?

- | | |
|--|------------------------------------|
| ☐ Past experience | ☐ Price |
| ☐ Quality | ☐ Promotion |

7. During the treatment of childhood diarrhea, which aspects do you consider?

- | | |
|--------------------------------------|--|
| ☐ With ORS | ☐ AAL combination |
| ☐ Without ORS | ☐ Only ORS |

8. Which feature helps you to recall the AAL brand?

- | | |
|---------------------------------------|--|
| ☐ Brand name | ☐ Visual |
| ☐ Company name | ☐ Medical representatives |
| ☐ Packaging | ☐ Gift |

9. To attract family customers to take AAL supplementation, do you think any value addition can be made?

- | | | |
|------------------------------|-----------------------------|-------------------------------------|
| ☐ Yes | ☐ No | ☐ No opinion |
|------------------------------|-----------------------------|-------------------------------------|

[If the answer is yes, then please give your valuable opinion to the following questions]

10. Value addition to the product may be done by providing the following items.

- | | |
|--|---|
| ☐ Useful insert for parents | ☐ Playing items for kids |
| ☐ Learning items for kids | ☐ others |

11. To make valuable medication easier, which of the following do you think can be considered?

- | | |
|--|--|
| ☐ Extra dollop/Measuring trophy | ☐ one spoon and one measuring |
| beaker ☐ | ☐ |
| Oral pack | others |

12. If your answer to question 09 is no, then would you please share your opinion?

.....
.....
...
.....
.....
...

13. According to your opinion, which type of communication is best to establish the brand?

☐ Mass media advertising

☐ Personal selling

☐ Direct mail

☐ Telemarketing

☐ D2P

☐ AAL bulletin

14. Event marketing and sponsorship is an important aspect to establish a product as a brand, which of the following event is useful for AAL brand?

☐ Entertainment

☐ Sports

☐ Children's contest

☐ Fairs and festivals

☐ Donation to the poor

☐ Others

-Thank You-