Internship Report

ON

Recruitment and Selection Process: A Case Study on Matador Toothbrush Industries Ltd.

Submitted by:

Jesmin Akter

ID -2101022009

Program: EMBA-2101022009

Major: Human Resource Management

Semester: Spring -2022

Submitted To:

Department of Business Administration

Sonargaon University (SU)

Submitted For the partial Fulfillment of the degree of Executive Masters Of Business Administration



Sonargaon University (SU)

Dhaka-1215

Date of Submission: May 12, 2022

Internship Report
ON
Recruitment and Selection Process: A Case Study on Matador Toothbrush Industries Ltd.

Submitted by:

Jesmin Akter

ID -2101022009

Program: EMBA-2101022009

Major: Human Resource Management

Semester: Spring -2022

Submitted To:

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Submitted For the partial Fulfillment of the degree of Executive Masters Of Business Administration



Sonargaon University (SU)

Dhaka-1215

Date of Submission: May 12, 2022

Letter of Transmittal

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Thesis Paper.

Dear Sir,
I am very pleased to submit you of my Thesis on report contains "**Recruitment and Selection process: A Case Study on Matador Tooth Brush Bangladesh Ltd".** I consider myself very fortunate that I have had the opportunity to preparing the report under your guidance. Here is my overview of'' **Matador Tooth Brush Industries Limited" w**as assigned and approved by you during my three months of Thesis on period.

The Thesis paper has been prepared in accordance with the knowledge that I have gather during my study of the program. I have tried to make this report in a detailed information from and in precise. I hope that you will find out this report worth of my labor.

It will be my pleasure to clarify any matter regarding this report and thank, you for allowing me the opportunity to undertake the task and for your cooperation.

Sincerely,

……
Jesmin Akter
ID No. 2101022009
Semester: Spring 2022
Program: EMBA (Major in (HRM)
Department of Business Administration
Sonargaon University (SU)

Student's Declaration

I am Jesmin Akter, a student of Executive Master of Business Administration, ID No. 2101022009 from Sonargaon University (SU) would like to solemnly declare here that this Thesis paper on "**Recruitment and Selection process: A Case Study on Matador Tooth Brush Bangladesh Ltd"** has been authentically prepared by me. While preparing this Thesis Paper, I didn't breach any copyright act internationally. I am further declaring that, I didn't submit this Thesis Paper anywhere for awarding any degree, diploma or certificate.

Sincerely,

……

Jesmin Akter
ID No. 2101022009
Semester: Spring 2022
Program: EMBA (HRM)
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

Certified that this Thesis paper titled "**Recruitment and Selection process: A Case Study on Matador Tooth Brush Bangladesh Ltd"** is the Bona fide work of Jesmin Akter who carried out the research under my supervision. Certified further that in the best of my knowledge the work reported herein dose not from part of any other Thesis Paper or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

……

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

First of all, I would like to categorical my gratitude to the Almighty Allah. This is my pleasure that I could successfully complete my internship report by the grace of almighty Allah. I want to convey my heartfelt respect and cordial thanks, Sharmila Sikder Lecturer

Department of Business Administration, Sonargaon University, Encouragement, Guidance, advices and valuable supervision. I am very lucky for getting the opportunity to prepare this report under her supervision and guidance. Without her instruction it was impossible for me to complete this report successfully.

I am also really responsible to my honorable teacher Md. Masud Sir Assistant Professor and Dean of Department of Business Administration, Sonargaon University for this countless support and guidance. It is not my own credit in this effort. I would like to extend my-sincere regards and gratitude to my honorable teachers whose kind's guidance and assistance enable me to complete my (EMBA) program and to develop my career through their invaluable teaching.

Finally, I want to thanks Md. Rasel Howelader Lecturer HRM Department of ''**Matador Tooth Brush Industries Limited"** for his regular support, coaching and supervision for getting ready. Along with I receive active co-operation from the ED, DGM, AGM, Manager, Account's controllers, senior officers and staff of '**Matador Tooth Brush Industries Limited'**. The concern team made the environment congenial and favorable for me to recognize the tasks. Without their help and cooperation, this record would possibly no put together remaining report. I hope that it will help me in my future expert work. In preparing the report I am grateful to the Liberian of this company who helped me by supplying many kinds of necessary information. This report suffers from many shortcomings although I have exerted my best effort while preparing this report. I seek excuse for the errors that might have occurred in spite of the best of my efforts.

Moreover, I like to thanks all people who used to be helped me for preparing this report.

Abstract

Matador Tooth Brush Limited is one of largest multinational business firm in the world. Over the last decades, Matador Tooth Brush Bangladesh has been constantly bringing new and world-class products for the Bangladeshi people to remove the daily drudgery of life. Over 90% of the country's households use one or more of my products. It provides sixteen verities brands and try to mitigate all types of human demand by introducing with new innovative products.

Matador Tooth Brush Operations in Bangladesh provide employment to over 10,000 people directly and through its dedicated suppliers, distributors and service providers. 99.5% of MATADOR employees are locals and they have equal number of Bangladeshis working abroad in other Matador Tooth Brush companies as expatriates. Matador Tooth Brush wants to attract the best graduates to join in their leadership actions. This report enlightens what type of recruitment opportunities offered by Matador Tooth Brush Bangladesh Limited for university students and how the students can access that opportunity.

Matador Tooth Brush look for passionate people who want to do real business and have the potential to be highly motivated by brands, and are enthusiastic, creative and rigorous. They want people who are hungry for success and can work confidently in teams.

Matador Tooth Brush create an environment where people with energy, creativity and commitment work together to fulfill ambitious goals. In addition, they all work to the highest standards of professional excellence and integrity

Most career areas are open to graduates of any discipline, although there are some exceptions. If you know which area interests you, great – but it's good to keep an open mind and find out about all the opportunities they offer.

Matador Tooth Brush accomplish their recruitment and selection process basically into three criteria. One is committed in distribution department where employs is selected on

their physical skilled and recruitment and selection process is committed by competency-based interview, case study interview, based on case study materials, group discussion, again based on case study materials. It is arranged for entry-level applicants. And in higher level job performer is hired in “special people” job recruitment process. Special people who are already perform within the organization or other relative organization and promoted as a company’s core decision maker.

Matador Tooth Brush Bangladesh have a certain connection with the consumers. Matador Tooth Brush believe in all these insights as Ill. They believe the people who work with us are confident of their capabilities, believe in nothing less than star performances and of course are not afraid to work hard at achieving goals.

Table of contents

Letter of Transmittal i
Student's Declaration ii
Letter of Authorization iii
Acknowledgement iv
Abstract v

CHAPTER 1

INTRODUCTION

1.1 Background of the Study 1
1.2 Rational of the study 1
1.3 Objective of the Study 1
1.4 Scope of the Study 3
1.5 Limitations of the Study 3
1.6 Methods 4
1.7 Report Preview 4

CHAPTER 2

LITERATURE REVIEW

2.1 Definition of recruitment 6
2.2 Factors Influencing Recruiting Effort 6
2.3 Possible Constraints on Recruiting Process 8
2.4 Recruiting Smyces 8
2.4.1 Internal smyces 8
2.4.2 External smyces 8
2.5 Selection 10
2.6 Testing guideline 11
2.7 Definition of Interview 11
2.8 Types of Interview 11
2.9 Literature Review 11

CHAPTER 3

ORGANIZATIONAL PART

3.1 The corporate objectives of Matador Tooth Brush Limited 16
3.1.1 Top ten facts.....16
3.1.2 Code of business principles Standard of conduct 16
3.2 The corporate objectives of Matador Tooth Brush Bangladesh Limited.....19
3.3 Beliefs and values of Matador Tooth Brush Bangladesh Limited.....19
3.3.1 Matador Tooth Brush's beliefs 19
3.3.2 Matador Tooth Brush's values.....20
3.4 Major operational Department of Matador Tooth Brush Bangladesh Limited.....21
3.4.1 Career in Brands & Development.....22
3.4.2 Careers in Supply Chain management.....23
3.4.3 Career in Human Rescues.....25
3.4.4 Career in Finance 25
3.4.5 Career in Information Technology.....26
3.4.6 Career in Customer Management 27
3.5 Matador Tooth Brush Bangladesh Limited at a glance 28
3.5.1 Type of business 28
3.5.2 Operations.....28
3.5.3 Constitution.....28
3.5.4 Product categories.....28
3.5.5 Matador Tooth Brush brands 29
3.5.6 Manufacturing facilities.....29
3.5.6 Employees.....29

CHAPTER 4

RECRUITMENT IN MATADOR TOOTH BRUSH BANGLADESH LIMITED

4.1 Recruiters qualification.....31
4.1.1 Personnel planning and vacancy announcement.....32
4.1.2 Recruiters' qualification.....32
4.2 Methods of recruitment.....31
4.2.1 Recruitment channel 32
4.2.2 Internal recruitment channel 35
4.3 Nature of Application form.....35

4.4 Recruitment: constraints and challenges.....36

CHAPTER 5

SELECTION PROCESS IN MATADOR TOOTH BRUSH BANGLADESH LIMITED

5.1 Reception of application 38

5.2 Evaluating reference and biographical data.....38

5.3 Employment test 38

5.4 Assessing candidate through interview.....38

5.5 Cognitive ability test.....39

5.6 Physical ability test 39

5.7 Work samples.....39

5.8 Hiring decision.....39

CHAPTER 6

FINDINGS AND ANALYSIS

6.1 The types of recruitment in Matador Tooth Brush Bangladesh Limited 41

6.2 The types of selection in Matador Tooth Brush Bangladesh Limited 41

6.3 The frequency of recruitment by Matador Tooth Brush Bangladesh Limited.....41

6.4 Responses from the students (Institution) regarding MNC 41

CHAPTER 7

RECOMMENDATION AND CONCLUSION

7.1 Recommendation 43

7.2 Conclusion 44

BIBLIOGRAPHY.....46

Reference 46

Appendix.....47

Appendix-A: Tables

Appendix-B: Application Form

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Successful human resource department makes it possible for the organization to acquire the number and types of people necessary to ensure the continued operation of the organization by the recruitment and selection process. So it acts an important role in HR department. As a part of MBA program, my course teacher Sharmila Sikder assigned us to prepare a report on recruitment and selection process in a multinational organization as related topic on Human resource Management course. I have selected my report topic as "Recruitment and Selection process in Matador Tooth Brush Bangladesh Ltd.". I have made a survey for required information in Matador Tooth Brush Bangladesh Dhaka regional office and contact with Matador Tooth Brush Bangladesh Ltd. head office.

1.2 Rational of the study

Going to prepare recruitment and selection process in Matador Tooth Brush Bangladesh as a Human Resource Management cmyse, i acquire required knowledge about Matador Tooth Brush Bangladesh's recruiting and selection process that help us to perceive a common picture about recruiting and selection process in all multination company in Bangladesh.

1.3 Objective of the Study

I have prepared this report based on two purposes. Those are-

1.3.1 Primary Objective:

The report aims to provide information on the procedures of Recruitment and selection techniques followed by the Matador through HR department.

1.3.2 Secondary Objective:

a) Matador Tooth Brush is one of the world greatest consumer goods companies. The report is strongly informed with how this multi-local multi-national company conducts the aptitude and psychometric for a candidate and how it helps them to get objective, reliable and relevant information on candidates.
b) Matador Tooth Brush always try to add variety in life. At Matador Tooth Brush they have created an environment where people with energy, creativity and commitment work together to fulfill ambitious goals. This report helps us to know how the selection process of a candidate leads him to become leader.

c) Selection is the last step for hiring a right employee. In Matador Tooth Brush Bangladesh Limited, the selection board lasts for an entire day and covers a wide range of activities for fulfilling this post. By studying the report, I will know what type of activities they arrange for the entire day to get the final candidate.
d) Matador Tooth Brush wants to attract the best graduates to join in their leadership actions. This report enlightens what type of recruitment opportunities offered by Matador Tooth Brush Bangladesh Limited for university students and how the students can access that opportunity.

1.4 Scope of the Study

There is a certain boundary to cover this report. My particular report only covers recruitment and selection process in Matador Tooth Brush Bangladesh Ltd. I mainly focus on entry-level recruitment and selection process in Matador Tooth Brush Bangladesh. And i also cover executive and higher-level employs' recruitment and selection process. i surveyed only Dhaka regional office of Matador Tooth Brush Bangladesh Ltd. Though there is no HR department in Dhaka regional office, here I talked with some of expert and experienced officials and collect information about recruitment and selection process in Matador Tooth Brush Bangladesh through sharing their experience. I communicate with Matador Tooth Brush Bangladesh Ltd. HR department in Dhaka and able to collect some valuable information as Ill as I gathered information through internet Matador Tooth Brush Bangladesh Ltd. Moreover, I got some confidential information which is not possible to disclose Matador, so those data and information had to be ignored for this report.

1.5 Limitations of the Study

I lucky enough to get a chance to prepare a report on "Recruitment and Selection process in Matador Tooth Brush Bangladesh Ltd." I tried heart & soul to prepare an Ill-informed report. But unfortunately I faced some difficulties when preparing this report. I tried to overcome the difficulties. In spite of trying my level best, some difficulties that hamper my schedule report work:

1.5.1 Shortage of time:

Within a short time, I need to prepare some other cmyses' reports for in this session. For this reason, i could not get a fluent time schedule for the report.

1.5.2 Limitation of related with the organization:

The employees of Matador Tooth Brush Bangladesh Limited Ire too busy of their work. For this, they did not sufficient time to fulfill my queries and some of them neglected us to support.

1.5.3 Difficulty in collecting data:

Many employers of the organization are not Ill known about all information that I asked them. Many of them also hesitated to answer the questions. These things hampered the information collection.

1.5.4 Confidential data:

I got some confidential data which is not possible to disclose Matador, so those data and information had to be ignored for this report.

1.6 Methods

For making any report most of the data should be taken that reflect actual situation. For i report I have collected various types of primary and secondary data. In a disciplined way I can say that the report input was collected from two smyces-

i. Matador Tooth Brush Bangladesh Ltd. official web-site
ii. Annual Reports
iii. Prospectus
iv. Brochures

1.6.1 Primary smyces:

Face to face conversation with the employees in Dhaka regional office and share their own experience in getting job.

1.7 Report Preview

In the following pages, the report is prepared for the practical knowledge about recruitment and selection process. First I draw an overall picture of Matador Tooth Brush Bangladesh Limited. Then, i try to point out recruiters' qualification, recruitment method and recruitment constrains and challenges of Matador Tooth Brush Bangladesh Ltd. After that I describe selection process in Matador Tooth Brush Bangladesh Ltd. Finally, I accumulate the findings, analysis them and draw a conclusion and give some recommendations for future steps.

CHAPTER 2

LITERATURE REVIEW

2.1 Definition of recruitment

Recruiting is the process of finding & attracting capable applicants for employment. The process begins when new recruits are sought & ends when their applications are submitted. The result is a pool of applicants from which new employees are selected.

According to Robins, "The ideal recruitment effort will attract a large no of qualified applicants who will take the job if it is offered. A good recruiting program should attract the qualified & not attract the unqualified. This dual objective will minimize the cost of processing unqualified candidates".

So recruiting is a process of discovering potential candidates for the actual or anticipated organizational vacancies. Or from another perspective, it is a linking activity-bringing together those with jobs to fill and those seeking jobs.

2.2 Factors Influencing Recruiting Effort

Although every organization engages in recruiting activity some do so to a much larger extent than others.

a. Size:

Large organization with huge manpower will recruit much more than smaller organization.

b. Employment condition:

In the community where the organization is located will influence how much recruiting takes place.

c. The effectiveness of past recruiting effort:

It shows itself in the organization's historical ability to locate and keep people who perform Ill. If it is effective number of recruitment process will be few.

d. Working condition, salary & benefit package:

These influence need for turnover, therefore the future recruiting of the organizations.

e. Growth of the organization:

Organizations that are not growing, or those that are actually decline, may find little need to recruit. On the other hand, organizations that are growing rapidly will have more need of recruiting.

2.3 Possible Constraints on Recruiting Process

The pool of qualified applicants may not have included the 'best' candidate or the 'best' candidate may not want to be employed by the organization. There are five possible constraints which limit the manager's freedom to recruit.

a. The image of the organization:

If the image perceived to be low, then the likelihood of attracting a large number of applicants is reduced. Then the image of the organization, there for, should be considered a potential constraint.

b. Attractiveness of job:

If the job is unattractive, recruiting a large & qualified pool of applicants will be difficult for e.g. position for p.s. since these jobs traditionally appealed to females & woman have a wider selection of job opportunities. It has resulted in a severe shortage of secretarial jobs.

c. Internal organizational policies:

Internal organizational policies, such as "Promote from within wherever possible" will give priority to individuals inside the organization. Such a policy will ensure that all positions except entry level positions will be filled from within the ranks. Although this is promising once one is hired, it may reduce the number of applicants.

d. Union requirements:

Union requirements also restrict recruiting smyces. Union determines who can apply & who has the priority in selection. It restricts management's freedom to select the best employees.

e. Government's Influence:

The Governments influence in the recruiting process should not be overlooked. An employer can no longer seek out preferred individuals based on non-job-related factors such as physical appearance, sex or religion background. Government may impose restrictions on these matters.

f. Recruiting Cost:

Recruiting by an organization is expensive sometimes containing a search for long period of time is not possible because of budget restrictions. So recruiting cost can be one of the important constrain of recruiting efforts.

2.4 Recruiting Smyces

Recruiting is more likely to achieve its objectives if recruiting smyces reflect the type of the position to be filled. Certain recruiting smyces are more effective than others for filling certain types of jobs. Mainly the smyces can be divided into two ways. They are discussed below:

2.4.1 Internal smyces

Many large organizations will attempt to develop their own employees for positions beyond the loIst level. Now some internal smyces are discussed below:

a. Job posting:

Posting notice of job openings on company bulletins boards is an effective internal recruiting method. It informs employees about openings & required qualifications & invites qualified employees to apply. The notices usually posted on company bulletin boards or electronic bulletin boards or are placed in the company newspaper. Qualifications & other facts are drawn from the job analysis information. The types of candidates may apply here in either of two ways-through (I) Self nomination and (II) Recommendation of a supervisor, employees who are interested in the posted opening report to the HR Department & apply.

b. Departing employees:

Departing employees are those who leave the organization because they can no longer work the traditional forty-my worked, child care needs, education or others are the common reasons. If this situation is occurring, then the employer use Buyback. Buyback means when an employee resigns to take another jobs & the original employer outbids the new job offer.

2.4.2 External smyces

In addition to looking internally for candidates, it is customary for organizations to open up recruiting efforts to the external community. These efforts are discussed below:

a. Advertisement:

When an organization wishes to communicate to the pMatadoric that it has a vacancy advertisement in one of the popular method used. Want ad describes the job, the benefits and tells those who are interested how to apply. It is the most popular method. It can be placed in the factory gate or widely dispersed. Normally blue color jobs are ad. outside

the plant gate. The higher the position, the more specified the skills, or the shorter supply of rescues in the labor force, the more widely dispersed the advertisement is likely to be. The job analysis information is a major issue of information to place in the advertisement.

b. **Employee referrals/recommendations:**

Recommendation from a current employee. An employee will have recommended if he believe the individual can perform adequately. Employee referrals also may have acquired more accurate information about their potential jobs. The recommender often gives the applicant more realistic information about the job than could be conveyed through employment agencies or newspaper advertisement.

c. **Employment agencies:**

I will describe three forms of employment agencies: The major difference between these smyces is the type of clientele served.

(i) ***Matador agencies:***

It is designed both to help job seekers to find suitable employment and to help employers to find suitable worker without any fee. The individuals who are registered with the Matador agencies will get the unemployment benefits. So it tends to attract & list individuals who are unskilled or have had minimum training.

(ii) ***Private agencies:***

Private agencies are believed to offer position & applications of a higher caliber. The major difference between these two is there image**.** Private agencies may also provide a more complete line of services. They may advertise the position, initial screening, provide a guarantee. The private employment agency's fee can be totally absorbed by either the employer or the employee, or it can be split. It depends on the demand-supply situation in the community involved.

(iii) ***Head hunter's/ Management consultant:***

It is special types of private employment agencies. They specialize in mid-level, rare & important top level executive placement of the reputed organizations. Fees are paid by the employer. It is considered as unethical because they engage 'stealing'. So it is called head hunters.

d. **Temporary helps Service:**

These types of different organization can be a issue of employees when individuals are needed on a temporary basis. Temporary employees are particularly valuable in meeting short-term fluctuations in HRM needs. It does not provide recruits. They are a issue of supplemental workers. The temporary workers actually work for the agency. During vacation and peak season-these agencies can be a better alternative.

e. **Schools colleges & universities:**

Whatever the educational level required for the job involves a high-school diploma, specific vocational training, or a collage background with a bachelor's, master's, or doctoral degree, educational institutions are an excellent of potential employees**.**

f. **Professional organizations:**

It includes labor unions; operate placement services for the benefit of their members. The Professional organizations include such varied occupations as industrial engineering, psychology, accounting, legal, & academics. These organizations Matador rosters of job vacancies & distribute these lists to members **.**

g. **Employee leasing:**

Whereas temporary come into an organization for a short-term project, leased employees typically remain with an organization for long periods of time. Under a leasing agreement, individuals work for the leasing firm. When an organization has a need for specific employee skills, it contracts with the leasing firm to provide a certain number of trained employees.

2.5 Selection

Selection is the process of select the best candidates for the job by using various tools and techniques. According to R.M. Hodgetts, "Selection is the process in which an enterprise chooses the applicants who best meet the criteria for the available position." So I can conclude that, it is the process in which candidates for employment are divided into two classes; those who are to be offered employment and those who are not.

2.6 Testing guideline

Some basic testing guidelines are followed in selection process which are:

a) Use tests as supplements

b) Validate the tests for appropriate jobs

c) Analyze all current hiring and promotion standards

d) Beware of certain tests

e) Use a certified psychologist

f) Maintain good test conditions

2.7 Definition of Interview

Interviewing candidate is a potential screening tool that gives an opportunity to make judgment on the candidates' enthusiasm & intelligence & to access subjective aspects of the candidates' facial expression, appearance, nervousness & so forth & to predict future job performance on the basis of the obtained information. Interview gives you a chance to size up the candidate personally and to pursue questioning in a way that test cannot.

2.8 Types of Interview

Interviews can be classified according to structured interview and unstructured interview.

a) Structured interview:

It is known as directive interview. It is an interview following a set of question & response are specified in advance.

b) Unstructured interview:

It is known as non-directive interview. It is an unstructured conversational- style interview. Question is asked as they come to mind. It allows the interview to ask follow-up questions, based on the candidate's last statement.

2.9 Literature Review

According to Korsten (2003) and Jones et al. (2006), Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that recruitment process may be internal or external or may also be conducted online. Typically, this process is based on the levels of recruitment policies,

job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training (Korsten 2003).

Jones et al. (2006) suggested that examples of recruitment policies in the healthcare, business or industrial sector may offer insights into the processes involved in establishing recruitment policies and defining managerial objectives.

Successful recruitment techniques involve an incisive analysis of the job, the labour market scenario/ conditions and interviews, and psychometric tests in order to find out the potentialities of job seekers. Furthermore, small and medium sized enterprises lay their hands on interviews and assessment with main concern related to job analysis, emotional intelligence in inexperienced job seekers, and corporate social responsibility. Other approaches to selection outlined by Jones et al. (2006) include several types of interviews, role play, group discussions and group tasks, and so on.

Any management process revolves around recruitment and failure in recruitment may lead to difficulties and unwanted barriers for any company, including untoward effects on its profitability and inappropriate degrees of staffing or employee skills (Jones et al. 2006). In additional, insufficient recruitment may result into lack of labour or hindrances in management decision making, and the overall recruitment process can itself be advanced and amended by complying with management theories. According to these theories, the recruitment process can be largely enhanced by means of Rodgers seven point plan, Munro-Frasers five-fold grading system, personal interviews, as well as psychological tests (Jones et al. 2006).

Price (2007), in his work Human Resource Management in a Business Context, formally defines recruitment and selection as the process of retrieving and attracting able applications for the purpose of employment. He states that the process of recruitment is not a simple selection process, while it needs management decision making and broad planning in order to appoint the most appropriate manpower. There existing competition among business enterprises for recruiting the most potential workers in on the pathway towards creating innovations, with management decision making and employers attempting to hire only the best applicants who would be the best fit for the corporate

culture and ethics specific to the company (Price 2007). This would reflect the fact that the management would particularly shortlist able candidates who are well equipped with the requirements of the position they are applying for, including team work. Since possessing qualities of being a team player would be essential in any management position (Price 2007)

Hiltrop (1996) was successful in demonstrating the relationship between the HRM practices, HRM-organizational strategies as well as organizational performance. He conducted his research on HR manager and company officials of 319 companies in Europe regarding HR practices and policies of their respective companies and discovered that employment security, training and development programs, recruitment and selection, teamwork, employee participation, and lastly, personnel planning are the most essential practices (Hiltrop 1999). As a matter of fact, the primary role of HR is to develop, control, manage, incite, and achieve the commitment of the employees. The findings of Hiltrop's (1996) work also showed that selectively hiring has a positive impact on organizational performance, and in turn provides a substantial practical insight for executives and officials involved. Furthermore, staffing and selection remains to be an area of substantial interest. With recruitment and selection techniques for efficient hiring decisions, high performing companies are most likely to spend more time in giving training particularly on communication and team-work skills (Hiltrop 1999). Moreover the finding that there is a positive connection existing between firm performances and training is coherent with the human capital standpoint. Hence, Hiltrop (1996) suggests the managers need to develop HR practices that are more focused on training in order to achieve competitive benefits

As discussed by Jackson et al. (2009), Human resource management approaches in any business organization are developed to meet corporate objectives and materialization of strategic plans via training and development of personnel to attain the ultimate goal of improving organizational performance as well as profits. The nature of recruitment and selection for a company that is pursuing HRM approach is influenced by the state of the labour market and their strength within it. Furthermore, it is necessary for such companies to monitor how the state of labour market connects with potential recruits via the projection of an image which will have an effect on and reinforce applicant expectations.

Work of Bratton & Gold (1999) suggest that organizations are now developing models of the kind of employees they desire to recruit, and to recognize how far applicants correspond to their models by means of reliable and valid techniques of selection. Nonetheless, the researchers have also seen that such models, largely derived from competency frameworks, foster strength in companies by generating the appropriate knowledge against which the job seekers can be assessed. However, recruitment and selection are also the initial stages of a dialogue among applications and the company that shapes the employment relationship (Bratton & Gold 1999). This relationship being the essence of a company's manpower development, failure to acknowledge the importance of determining expectation during recruitment and selection can lead to the loss of high quality job seekers and take the initial stage of the employment relationship so down as to make the accomplishment of desirable HRM outcomes extremely difficult. In the opinion of Bratton and Gold (1999), recruitment and selection practices are essential characteristics of a dialogue driven by the idea of "front-end" loading processes to develop the social relationship among applicants and an organization. In this relationship, both parties make decisions throughout the recruitment and selection and it would be crucial for a company to realize that high-quality job seekers, pulled by their view of the organization, might be lost at any level unless applications are provided for realistic organization as well as work description.

In view of Jackson et al. (2009) and Bratton & Gold (1999) applicants have a specific view of expectations about how the company is going to treat them; recruitment and selection acts as an opportunity to clarify this view. Furthermore, one technique of developing the view, suggested by Bratton and Gold (1999), are realistic job previews or RJPs that may take the form of case studies of employees and their overall work and experiences, the opportunity to "cover" someone at work, job samples and videos. The main objective of RJPs is to allow for the expectations of job seekers to become more realistic and practical. RJPs tend to lower initial expectations regarding work and a company, thereby causing some applications to select themselves; however RJPs also increase the degree of organization commitment, job satisfaction, employee performance, appraisal and job survival among job seekers who can continue into employment (Bratton & Gold 1999) Jackson et al. (2009).

CHAPTER 3

ORGANIZATIONAL PART

3.1 The corporate objectives of Matador Tooth Brush Limited

Matador Tooth Brush's mission is to add vitality to life. They meet every day needs for nutrition, hygiene, and personal care with brands that help people feel good, look good, and get more out of life.

3.1.1 Top ten facts

- Their worldwide turnover in 2021 was Tk 30 Crore.
- Matador Tooth Brush employ 234,000 people in around 100 countries worldwide.
- Every day, 150 million people choose their brands to feed their families and to clean themselves and their homes.
- Over half of their sales are generated by their Foods brands, which include Knorr, Flora/Becel, Hellmann's, Lipton, Iglo / BirdsEye / Findus, Rama / BlueBand, Slim·Fast, Bertolli and the ice cream 'heart' brand.
- In many parts of the world they lead the home care market with brands such as Omo, Surf, Skip, Cif and Comfort.
- Their leading personal care brands include Hi-School, All-time, Clip Board, Non-Woven Bag, Mask, Pencil, Pencil Box, Scale, Pipe, Tissue Holder, Soap Case Holder.
- In 2021 they spent €1,065 million on research and development - 2.5% of their turnover.
- They spent over €66 million on a wide range of community projects in 2021, equivalent to 1.5% of pre-tax profits.
- At the end of 2021, they Ire buying more than half their fish from sustainable smyces.
- They have 114 manufacturing sites certified to the international environmental management standard, ISO 14001.

3.1.2 Code of business principles Standard of conduct

Matador Tooth Brush conduct its operations with honesty, integrity and openness, and with respect for the human rights and interests of their employees. They shall similarly respect the legitimate interests of those with whom they have relationships.

Obeying the law

Matador Tooth Brush companies and their employees are required to comply with the laws and regulations of the countries in which they operate.

Employees

Matador Tooth Brush is committed to diversity in a working environment where there is mutual trust and respect and where everyone feels responsible for the performance and reputation of their company. Matador Tooth Brush will recruit, employ and promote employees on the sole basis of the qualifications and abilities needed for the work to be performed. They are committed to working with employees to develop and enhance each individual's skills and capabilities. They respect the dignity of the individual and the right of employees to freedom of association. They will maintain good communications with employees through company based information and consultation procedures.

Consumers

Matador Tooth Brush is committed to providing branded products and services which consistently offer value in terms of price and quality, and which are safe for their intended use. Products and services will be accurately and properly labeled, advertised and communicated.

Shareholders

Matador Tooth Brush will conduct its operations in accordance with internationally accepted principles of good corporate governance. They will provide timely, regular and reliable information on their activities, structure, financial situation and performance to all shareholders.

Business partners

Matador Tooth Brush is committed to establishing mutually beneficial relations with their suppliers, customers and business partners. In their business dealings They expect their partners to adhere to business principles consistent with their own.

Community involvement

Matador Tooth Brush strives to be a trusted corporate citizen and, as an integral part of society, to fulfill their responsibilities to the societies and communities in which they operate.

Matador activities

Matador Tooth Brush companies are encaged to promote and defend their legitimate business interests. Matador Tooth Brush will co-operate with governments and other organizations, both directly and through bodies such as trade associations, in the development of proposed legislation and other regulations which may affect legitimate

business interests. Matador Tooth Brush neither supports political parties nor contributes to the funds of groups whose activities are calculated to promote party interests.

The environment

Matador Tooth Brush is committed to making continuous improvements in the management of their environmental impact and to the longer-term goal of developing a sustainable business. Matador Tooth Brush will work in partnership with others to promote environmental care, increase understanding of environmental issues and disseminate good practice.

Innovation

In its scientific innovation to meet consumer needs they will respect the concerns of their consumers and of society. They will work on the basis of sound science, applying rigorous standards of product safety.

Competition

Matador Tooth Brush believes in vigorous yet fair competition and supports the development of appropriate competition laws. Matador Tooth Brush companies and employees will conduct their operations in accordance with the principles of fair competition and all applicable regulations.

Business integrity

Matador Tooth Brush does not give or receive, whether directly or indirectly, bribes or other improper advantages for business or financial gain. No employee may offer, give or receive any gift or payment which is, or may be construed as being, a bribe. Any demand for, or offer of, a bribe must be rejected immediately and reported to management. Matador Tooth Brush accounting records and supporting documents must accurately describe and reflect the nature of the underlying transactions. No undisclosed or unrecorded account, fund or asset will be established or maintained.

Conflicts of interests

All Matador Tooth Brush employees are expected to avoid personal activities and financial interests which could conflict with their responsibilities to the company. Matador Tooth Brush employees must not seek gain for themselves or others through misuse of their positions.

Compliance - monitoring - reporting

Compliance with these principles is an essential element in their business success. The Matador Tooth Brush Board is responsible for ensuring these principles are

communicated to, and understood and observed by, all employees. Day-to-day responsibility is delegated to all senior management of the categories, regions, functions and operating companies. They are responsible for implementing these principles, if necessary through more detailed guidance tailored to local needs. Assurance of compliance is given and monitored each year. Compliance with the Code is subject to review by the Board supported by the Audit Committee of the Board and the Matador Tooth Brush Executive Committee.

3.2 The corporate objectives of Matador Tooth Brush Bangladesh Limited

At the heart of the corporate purpose, which guides Matador Tooth Brush Bangladesh in its approach to doing business, is the drive to serve consumers in a unique and effective way. This purpose has been communicated to all employees worldwide.

Matador Tooth Brush Bangladesh deep roots in local cultures and markets around the world give them its strong relationship with consumers and are the foundation for their future growth. It will bring its Ialth of knowledge and international expertise to the service of local consumers – a truly multi-local multinational.

Matador Tooth Brush Bangladesh long-term success requires a total commitment to exceptional standards of performance and productivity, to working together effectively, and to a willingness to embrace new ideas and learn continuously.

To succeed also requires, they believe, the highest standards of corporate behavior towards everyone they work with, the communities they touch, and the environment on which they have an impact.

This is their road to sustainable, profitable growth, creating long-term value for their shareholders, their people, and their business partners.

3.3 Beliefs and values of Matador Tooth Brush Bangladesh Limited

3.3.1 Matador Tooth Brush’s beliefs

Matador Tooth Brush believe "Dirt is Good." Not surprisingly they are looking for people who aren't afraid to get their hands dirty.

All their brands at Matador Tooth Brush Bangladesh have a certain connection with the consumers. Among others, Close-up inspires confidence, Lux believes in star poIr and Surf Excel encages all to learn through new discovery and exploration. They believe in all these insights as Ill. They believe the people who work with us are confident of their capabilities, believe in nothing less than star performances and of cmyse are not afraid to work hard at achieving goals.

3.3.2 Matador Tooth Brush's values

Their diversity as a business helps them understand their richly diverse consumers. But as a team, they have common values and a shared set of management capabilities. Here's what they are:

Passion to win

Because you have the energy and drive to improve business results, you overcome obstacles and are prepared to take risks. You look for new opportunities and are never satisfied with the status quo.

Business focus

You never lose sight of the needs of consumers and customers. You understand how they are affected by trends and use this knowledge to create value.

Intellectual skills

You see the 'big picture' and can make an objective analysis of what needs to be done before taking action to get there. You're creative; you explore new approaches and are alert to new trends and patterns.

People skills

My leadership style inspires others to raise their standards and achieve ambitious goals. You're adept at influencing and gaining support from colleagues. You're keen to understand others and are an effective team player, with a commitment to team objectives rather than my own interests.

Integrity

You have integrity. You're prepared to stand up for my own convictions and values, and take difficult decisions that challenge the norm. You're able to learn from my mistakes and successes.

Working with Matador Tooth Brush

At Matador Tooth Brush people with energy, creativity and commitment work together to fulfill ambitious goals. The passion of their people is their greatest strength. At Matador Tooth Brush, they work together to the highest standards of professional excellence and integrity to make a difference to people's everyday lives.

People first

As a business, they consistently rank among the world's most admired employers and have a reputation for putting people first. That's because they provide opportunities for all their people to pursue their careers goals, develop professionally and maintain a healthy balance between their professional and personal lives. They're committed to their people because they recognize that their strength comes from their energy and passion. And they believe that diversity makes us stronger, through individuals working together to deliver outstanding results.

Multi-local multinational

Their business activities reach right around the world, with their local companies focusing on their local markets and communities. Their commitment to developing strong local businesses makes Matador Tooth Brush unique – and it's why they call themselves the 'multi-local multinational'.

3.4 Major operational Department of Matador Tooth Brush Bangladesh Limited

There are many operational departments where many people can make their careers within and in this section you can find out more about them.

1. Career in Brands & Development
2. Careers in Supply Chain management
3. Career in Human Rescues
4. Career in Finance

5. Career in Information Technology
6. Careers in Customer Management

3.4.1 Career in Brands & Development

Create, develop and present the brand so memorably that it stands out against fierce competition in the marketplace.

Career in Brands

Brand Building careers are for marketing professionals who would like to take innovative leads and gain their share of the consumers' wallet in the local marketplace.

Building the brand

Brand Management is an exciting profession where one is responsible for the growth and profitability of the brand. The job lies in building and presenting a brand so memorably that it stands out against fierce competition in the marketplace. Gathering deep consumer insight, Brand Managers identify and define brand personality. On the one hand they look after the brands on a daily basis: planning and organizing activities that boost their image and increase their exposure. The job becomes all the more challenging in maintaining leadership positions in a competitive market, as at Matador Tooth Brush Bangladesh most of their brands are market leaders.

Understand consumer trends

Matador Tooth Brush identifies consumer trends regionally and Brand Managers have to work with those insights and build the brand for the local markets.

An exciting interaction with consumers

Presenting the exciting Matador Tooth Brush Brands to the local market, the Brand managers work with regional development teams to bring more exciting brands to the market, covering a range of innovation activities across the entire portfolio.

Matador Tooth Brush Development team explores new ideas by gaining consumer insight, leading research and idea generation and working on product design (processing and packaging). They are responsible for developing cost effective formulations and packaging for the products and developing and improving the processes involved in their

manufacture. Brand Managers through activation, communication and promotional activities help to fulfill consumer needs through the brands.

For Brands and Development functions, one needs to have:

- A real interest in consumers as Ill as intuitive understanding of them behave, and what works (and doesn't!) in specific markets.
- Very strong interpersonal skills and the ability to lead cross functional team.
- Strong analytical ability.
- For those interested in Development, technical skills in areas of work (packaging development and process development).
- Creativity inspired by a passion for growth.

3.4.2 Careers in Supply Chain management

As one of the world's largest consumer goods companies, their supply chain management is one of the most advanced, efficient and challenging systems; from finding the raw materials to delivering their end product.

The key strategic driver

Supply chain is a key strategic driver in a company like theirs which produces over one hundred Stock Keeping Units (SKUs) to meet the everyday needs of people everywhere. Proper planning, improvising Procurement Processes, First Time Right Manufacturing and timely Distribution are crucial strategies that significantly affect the profitability of the company Supply Chain is responsible for all the stages from our raw materials to delivering the end product to the end consumer - a process often referred to as Planning, Procurement, Manufacturing and Distribution.

Efficiency and outstanding service

In supply chain, using advanced technology and systems, you'll be responsible for ensuring that factories run efficiently and customers receive outstanding service. In other words, you would contribute significantly in optimizing the supply chain, expediting innovation and meeting efficiently customer needs. You will be at the heart of the process of bringing new products to the market, dealing with buying, manufacturing, development and marketing/customer management organizations.

New technologies

The raw materials, packaging and non-production items greatly reduces their business costs. In this vital and challenging role you will be responsible for every interface between suppliers and the business. With my colleagues in supply chain and development, you will play a major role in the innovation of new technologies, often in partnership with a supplier. You will also need to focus energy to develop intimate knowledge of supply markets on a global scale and drive through new ways of working between suppliers and the business.

Cost effective quality products

Their factory is considered to be the best in the country, earning us the recognition of producing international quality brands at affordable prices. My challenge is twofold; making quality products from raw materials and packaging materials efficiently and cost-effectively, and helping in increasing the factory's flexibility so that they become more responsive to the ever-changing market scenario. On a day-to-day level you will be responsible for teams of people running production lines, and for quality, output and costs. In engineering functions, you will be responsible for maintaining their production facilities in the best possible condition.

Constantly challenging & exciting

Distribution plays an essential role in delivering sales and promotions activities planned for their customers. In an effort to outpace the competitors at the market place, evolving relationships with retailers make Distribution constantly challenging and exciting.

For Supply Chain you need the following skills:

- A high level of numeric proficiency and strong analytical ability
- Strong Negotiation skills
- Relationship and alliance management skills
- An entrepreneurial approach to the innovation and cost saving opportunities in supply markets
- The ability to work with other business cultures, and to organize effective links between them and their business

3.4.3 Career in Human Rescues

Matador Tooth Brush’s people are their most important asset. In Human Rescues (HR), you’ll support and develop those people, enabling them to deliver outstanding business performance.

Strategic business partners

People involved in human rescues are strategic business partners to all functions facilitating, guiding, and helping in implementing the people's process for growth. They play both a tactical and a strategic role within every aspect of business partners, talent management, recruiting, management development, training, remuneration, communications, employee relations. They also act as architects, of the organizations and facilitate and expedite the development of individual potential.

Fostering leadership & growth

In Human Rescues, one is the anchor for building organizational capability, values and beliefs. You will be responsible for fostering leadership and growth in the organization.

To do this you need:

- A real interest in how people drive the business.
- Strong interpersonal and leadership skills.
- The strength and integrity to take tough decisions when necessary
- Strong understanding of the overall business.
- An interest in coaching and developing people.

3.4.4 Career in Finance

Finance in Matador Tooth Brush Bangladesh Ltd. is about being "Partners in Value Creation": it's about seizing opportunities to create value and working with their business teams to set and deliver aggressive targets.

Improving overall company performance

Over time you will acquire tremendous breadth and depth in finance skills and business experience. You'll gain a thorough grounding in their company, becoming familiar with its processes, operations and risks and helping improve overall performance. From there the opportunities are diverse, ranging from positions in Controlling and Internal Audit to Treasury and Management or Financial Accounting.

Overview of business processes

A finance manager in Matador Tooth Brush Bangladesh is uniquely positioned to take a broad overview of business processes, knitting together activities across brands and professions. With a deep understanding of all the strategic drivers of growth and profitability, you'll work on how they can change and develop their business to become world class in all that they do.

For Financial management you need:

- Sound business awareness; the drive to ensure they get value for money, hit their financial targets and increase their profitability; a talent for seeing both detail and the bigger picture.
- A pro-active approach to improving the business and the communication skills to win support for my ideas.
- The personal commitment to obtain a professional accounting qualification, if required, alongside my initial development program.

3.4.5 Career in Information Technology

A career in IT gives at MATADOR you the opportunity to improve the way they do business.

Innovative technology

As Ill as looking at innovative ways of using and managing information, you'll explore new ways of taking us to market, improve business processes and use technology to find new ways of working.

If you're interested in working on a huge range of projects, a career in IT at MATADOR could be for you. You could be part of a team developing new ways for us to work with other organizations, exploring new marketplaces, enhancing their connectivity with their distributors across the country and creating electronic exchanges. You could be on a project team in partnership with a major retailer, developing a Ib-enabled tool for promotions planning. You could even be part of the teams managing their own technology infrastructure.

Whatever my role is, they will ask more from you than just technical know-how. You'll need the communication skills to help my colleagues make the most of my team's innovations. And, of cmyse, they'll continue to train and develop my technical and business, and competency skill sets.

For information technology you need

- The tenacity to use technology to create business change.
- Excellent communication, interpersonal and influencing skills.
- A highly logical approach to problem solving.
- The ability to understand technology and discuss IT with non-technical colleagues.

3.4.6 Career in Customer Management

The Customer Management team is responsible for the overall sales and distribution of their brands across the country. They are the bridge between the Brand Management team and the Consumers.

Brands that meet people's needs

The Customer Management team makes sure that they, as a company, meet the everyday needs of people everywhere through ensuring that their brands are always within the reach of their customers and consumers. To do so, pioneering new channels of distribution, ensuring visibility of their brands through attractive merchandising, and developing their distributors to enhance their penetration and coverage are crucial responsibilities entrusted upon their Customer Management team.

Relationship marketing

Increasing competition and the advent of modern trade has compelled customer management to shift from "Traditional Sales" to "Trade Marketing". With more trade sophistication, the role of Customer Management is evolving into Relationship Marketing where Channel Development, Merchandising, and Distributor Development play a crucial part in keeping the company ahead of competition and in outpacing market change.

For customer management one needs:

- Great passion to achieve targets.

- Very strong people management skills, good analytical ability.
- Strong customer orientation and the ability to develop action plans that can meet both the needs of their customers and the business.
- Real enthusiasm and the pace for competitiveness at retail.
- Practical creativity that focuses on results.
- Real drive to lead a team.
- Willingness to work anywhere in Bangladesh.

3.5 Matador Tooth Brush Bangladesh Limited at a glance

Over the last my decades, Matador Tooth Brush Bangladesh has been constantly bringing new and world-class products for the Bangladeshi people to remove the daily drudgery of life. Over 90% of the country's households use one or more of my products.

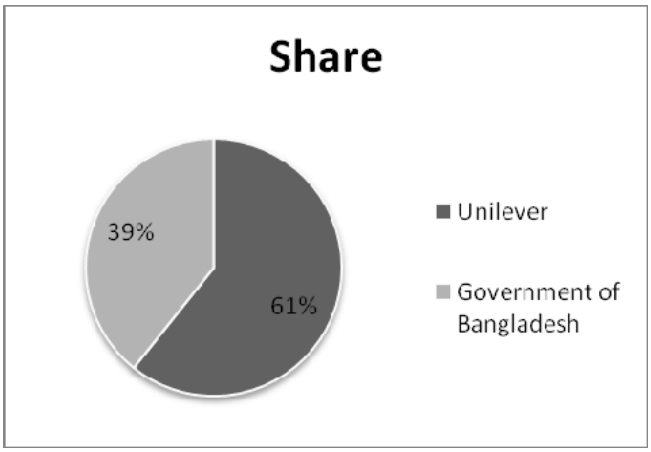
3.5.1 Type of business

Fast Moving Consumer Goods Company with local manufacturing facilities, reporting to regional business groups for innovation and business results.

3.5.2 Operations

Home and Personal Care, Foods

3.5.3 Constitution



3.5.4 Product categories

School Stationery Pen Holder Diary & Notepad Kitchen Cleaning Cutting Kids Items Sharpener, Eraser & Correction Fluid Highlighters & Markers Accessories Brush, Mopper, Mug, Balti, Dust Cleaner Official Bag Pen Pencil Stapler & Punch Machine

3.5.5 Matador Tooth Brush brands

- Gickgic Tooth Brush
- Junior Tooth Brush
- Oracle Tooth Brush
- Diamond Tooth Brush
- Penguin Tooth Brush

Clinging Product Items

- GP 1 Brush
- GP 2 Brush
- GP 3 Brush
- Toilet Brush
- Wafer Brush
- Lundy Brush
- Duster

3.5.6 Manufacturing facilities

The company has a Soap Manufacturing factory and a Personal Products Factory located in Chittagong. Besides these, there is a tea packaging operation in Chittagong and three manufacturing units in Dhaka, which are owned and run by third parties exclusively dedicated to Matador Tooth Brush Bangladesh.

3.5.6 Employees

Matador Tooth Brush Operations in Bangladesh provide employment to over 10,000 people directly and through its dedicated suppliers, distributors and service providers. 99.5% of MATADOR employees are locals and I have equal number of Bangladeshis working abroad in other Matador Tooth Brush companies as expatriates.

Matador Tooth Brush wants to attract the best graduates to join in their leadership actions. This report enlightens what type of recruitment opportunities offered by Matador Tooth Brush Bangladesh Limited for university students and how the students can access that opportunity.

CHAPTER 4

RECRUITMENT IN MATADOR TOOTH BRUSH BANGLADESH LIMITED

4.1 Recruiters qualification

Recruiting is the process of finding & attracting capable applicants for employment. The process begins when new recruits are required & ends when their applications are submitted. The result is a pool of applicants from which new employees are selected.

Manager becomes involves in this process. Matador in large organization, like the Matador Tooth Brush Bangladesh specialists are often used to find & attract capable analyst they are called recruiters.

First, Matador Tooth Brush is such a big organization that requires huge man power every year for its always boosting operations in various level and arena. Matador for common business operations they need

Three type of manpower

1. Fresh graduates as knowledge worker,
2. Specialist experienced people for special purpose
3. People for Skilled and labor based events

So in my discussion I will focus on all the three types.

Fresh graduates as knowledge worker

Commonly I discuss and learn major about this level recruitment and selection. The fresh graduates' recruitment is in fact the main and major recruitment event for Matador Tooth Brush.

From across the country they get people for their recruitment. The universities in the country provide the people to be knowledge worker in big organizations like Matador Tooth Brush and such. For this they highly suit the business graduates Passed from reputed business school or institutes both from country and from abroad. The discussion is now designed as to the following fmy terms:

1. Personnel planning and vacancy announcement
2. Nature of Application form
3. Recruiters qualification
4. Channels of recruitment
5. Recruitment- Constraints and challenges

4.1.1 Personnel planning and vacancy announcement

Human Recourse department headed by The HRM, receives data about need of personnel, the vacancy information is then analyzed by HRM in collaboration with the finance department with financial feasibility of the recruitment. After judging the feasibility, the approved number of vacancies is informed to the job market through strong mass media. As means of media they use

- The internet,
- Online based job portals
- English and Bangla news paper
- On campus recruitment
- From Intern inventory.

4.1.2 Recruiters' qualification

Recruitment qualification for entry-level employees:

- You must be graduated within less than three years, or will graduate within the next 12 months form a reputable university.
- You must be within 28 years of age.

Recruitment qualification for labor based task:

- You must physically fit and skilled in the particular task.

4.2 Methods of recruitment

4.2.1 Recruitment channel

1. External recruitment channel
2. Internal recruitment channel

Normally I know about two types of recruitment channel those are

1. External recruitment channel

When job openings cannot be filled internally, the HR department must look outside the organization and basically for MATADOR, recruitment of fresh graduates is done through this means.

There are some ways for external recruitment in the Matador Group, which occurs in direct or indirectly for various level of recruitment. Those are-

1. Walks- ins and write- ins
2. Employee referrals
3. Advertising
4. Private placement agencies & Professional search firms
5. Educational institutions & Professional associates
6. International recruitment

1. Walks- ins and write- ins

Walks in are job seekers who arrive at the HR department in search of a job; write ins are those who send a written inquiry. Both groups normally are asked to complete an application blank to determine their interests and abilities. Usable applications are kept in an active file until a suitable opening occurs at the MATADOR. These occurs mainly for skill based labor worker and for part time project jobs or contract basis program implementing or running job

2. Employee referrals

For lower level workers, Matador Tooth Brush follow the employee referrals procedures. This is the procedures when existing employees refer one new and the new is considered to be further judgment. For various daily operations like travelling the product carry and collecting small market revenue. MATADOR needs trustworthy root level worker. They, so follow here the reference of other employee in the organization so that guarantee' performs securely.

3. Advertising

MATADOR next to employee referrals in fact for fresh graduates majorly follow the advertisement procedure for recruiting purposes. They advertise in the reputed English and Bengali National papers. They also use the internet for online application.

For the online recruitment the applicants get Tracking Number that is a unique number automatically generated by the Online System at the time of CV submission. The applicant provides the password at the time of filling the CV Form. Both the Tracking

Number and Password will be needed if one wants to edit/update one's CV Online. To updating the CV is enough, entering the tracking number and password after clicking at the "Update CV" link at the Matador Tooth Brush Bangladesh Career Page.

4. Private placement agencies & Professional search firms:

Matador Tooth Brush use several privet placement and human resume management assisting firm for their recruitment those are

1. The Consumer that works in the Dhaka
2. The intellectual property right organization Bangladesh
3. Jobscncl.com Dhaka

5. Educational institutions & Professional associates

More over the organization takes its manpower from the universities and educational institutions across the country. The nationwide universities and its important institutes provide the potential graduates as the employee of the organization. Matador Tooth Brush does the same job with the business schools of the country, other discipline fresh graduates and especial IT and engineering graduates passed from reputed engineering universities of the country.

From discussion with HRM it was known that their preferred institutions range from IBA, BUET, DU, KU, Brac, NSU, AIUB, JU, to Chittagong University and such. Again this university campus is often headed by often a panel of associates. The Professor of these institutes who work for ULB refers or primarily places the recruited to central HRM.

6. International recruitment

Sometimes, especially in importance of cases international recruitment occurs in Matador. Matador Group such rare events happen if the candidate stays in abroad or are working in international company on foreign land. Another within the organization recruitment in most senior post occurs with international recruitment process. The process is done through E- recruitment. Such case occurs in inter sub continental recruitment of MATADOR TOOTH BRUSH World.

4.2.2 Internal recruitment channel

Current employees are a major issue of recruits for all but entry- level positions of Matador Tooth Brush Bangladesh ltd. Whether for promotions or for lateral job transfers, internal candidates already – know the already informal organization and have detail information about its formal policies. In fact, for Matador Tooth Brush this short of recruitment is occurred only with especial purpose experienced employee recruitment. It is frequently occurred in the Brand Management department. For senior posts in Brand Management, employee's recruitment take channel through the internal human rescue inventory

Job posting programs happens in the way that the Regional Sales Manager RSM in Dhaka is newly appointed on Dhaka as the sales chief.

4.3 Nature of Application form

After getting information, huge applicants apply for Matador Tooth Brush's entry level posts. The posts are designed with different title for different branch of operation like earlier stated 6 departments for operation –

Brands & Development**,** Supply Chain management**,** Human Rescues**,** Finance**,** Information Technology**,** Customer Management**.**

The application forms are produced over internet on online as Ill printed copies to campus of different institute. For all the levels the form are alike. Interested candidate for different branch will mention the interested field.

In the online there are 2 different forms one for entry levels another for experienced people. A dummy of application form collected from the internet will be produced at the end of the report.

They take some help from consumer mark ltd. A human resource management and marketing assisting organization of Bangladesh for their customized needs of recruitment and selection.

4.4 Recruitment: constraints and challenges

The application forms are produced over internet on online as Ill printed copies to campus of different institute. For all the levels the form are alike. Interested candidate for different branch will mention the interested field.

In the online there are 2 different forms one for entry levels another for experienced people. A dummy of application form collected from the internet will be produced at the end of the report.

They take some help from consumer mark ltd. A human resource management and marketing assisting organization of Bangladesh for their customized needs of recruitment and selection.

Recruiters face such common constraints which are:

a. Biasness:

Most of the time, the organization's employers try to appointment their relatives, familiar person.

b. Recruiter habit

A recruiter's past success can lead to certain habits. Admittedly habits can eliminate time-consuming decisions that yield the same analysis, but habit may also continue past mistakes or avoid more effective alternatives.

c. Competition of talent

There is a lack of vast talent people in Bangladesh for the special task. The potential job applicants most of the time can't meet up Matador Tooth Brush requirement. Few talent guys who has already appointed with other multinational company. And Matador Tooth Brush need to compete with other multinational organization to hire skilled manpower.

d. Job requirement

People with greater experience usually require a higher level of job. In my country, there are vast population but they are not so skilled in working with hard labor. They feel comfort flexible job like government job. So Matador Tooth Brush Bangladesh can't fulfill their requirement in all time.

CHAPTER 5

SELECTION PROCESS IN MATADOR TOOTH BRUSH BANGLADESH LIMITED

Selection is the process of select the best candidates for the job by using various tools and techniques.

In my country, recruitment and selection process work simultaneously. Those are joined term as employment function of the organization and this employment function is stated here for Matador Tooth Brush's practices.

5.1 Reception of application

After accomplishing the recruitment process, Matador Tooth Brush go to the selection process where they start the process with the reception of application form filled up through internet online form. After scrutinizing the data, they select applications for written test.

5.2 Evaluating reference and biographical data

At the second stage of evaluating the data, they verify the validity authenticity of the information presented on the form as Ill as reference of the employee through references.

5.3 Employment test

This written test measures the candidates

1. Analytical ability
2. Computation ability
3. Verbal skill
4. Written skill
5. General knowledge

More above 65% marks ensures applicants pass.

5.4 Assessing candidate through interview

Mainly three steps are followed in the selection procedure. In the first stage the candidates are invited for a viva with sales and training manager, Dhaka in his Azimpur office. A human resource manager also exists there. In this viva the candidate's situation handle ability is measured.

Second phase:

It is the viva with the general sales and operation manager, and trade marketing manager .in this stage individual skill is measured. The question tries to measure out the fitness of the candidate for the post.

Third phase:

In this stage the applicant faces the HRD customer development team (CDT) this phase measure the applicability of the applicants' potential for the jobs. In these stage why the applicant prefers the Matador Tooth Brush and why it would like to join the expected team. The questions try to measure the passion and the thrill in the employees or Matador Tooth Brush.

5.5 Cognitive ability test

There is no recognized cognitive ability test for Matador Tooth Brush selection process. Matador, the written test through its analytical questions the dose the cognitive test on applicant's mentality.

5.6 Physical ability test

The physical test is administered by Apollo Hospital Dhaka to measure the HIV, Hepatitis B, C or such many diseases in its applicant's health and fitness for job effort.

5.7 Work samples

For some technical jobs Matador Tooth Brush follows the work sample test on particular employee like the one of Finance and IT.

5.8 Hiring decision

Finally, every step success ensures an applicant join in the Matador Tooth Brush family.

CHAPTER 6

FINDINGS AND ANALYSIS

6.1 The types of recruitment in Matador Tooth Brush Bangladesh Limited

Matador Tooth Brush follow three type of recruitment process, which are:

- Fresh graduates as knowledge worker,
- Specialist experienced people for special purpose
- People for Skilled and labor based events

6.2 The types of selection in Matador Tooth Brush Bangladesh Limited

Matador Tooth Brush follow some selection evaluation test to select the best candidate, which are:

- Employment test
- Assessing candidate through interview
- Cognitive ability test
- Physical ability test

6.3 The frequency of recruitment by Matador Tooth Brush Bangladesh Limited

Matador Tooth Brush Bangladesh Limited accomplish their recruitment process depends on created vacancy. However, I see a common phenomenon that Matador Tooth Brush Bangladesh arranges recruitment and selection activities twice a year when students pass from various institutes based on their completion of 6 moth semesters.

6.4 Responses from the students (Institution) regarding MNC

In my survey, I point out that most of the business graduate students have a dream to join a prominent multinational company. It is mean from the selection ratio or applicant ratio's fresh graduates hold the mentality to join prominent multinationals and Matador Tooth Brush is one of the best choices.

CHAPTER 7

RECOMMENDATION AND CONCLUSION

7.1 Recommendation

After going through the report, I draw some recommendations which are:

i. I have to suggest Matador Tooth Brush Bangladesh to arrange “on campus” recruitment. In my survey I get a common scenario that “on campus” recruitment process motivates the student to enthusiastic, creative and rigorous.

ii. Students try to show extra ordinary performance and perform their innovative ideas innovative.

iii. They come with new idea and work heart and soul to accomplish their task. “On campus” recruitment assures students to get a better job after completing graduate.

iv. As a result, it reduces their waste of time to search a better job and company get genius and meritorious people who are hungry for success and perform their innovative activities with full of enthusiasm.

v. Matador Tooth Brush entry-form is so complicated and some information which is asked for apply is not available all time.

vi. My recommendation to minimize the entryform and make it easy presentation for all potential applicants.

vii. Developed there working environment.

viii. Added new verify product with production layout.

ix. Give up training about increasing knowledge and skill development.

x. As they go for manual production, it takes a huge the time complete the production cycle so the quality of the product can’t be maintained always. It would be better if they convert their production process in automated manner.

7.2 Conclusion

The report has attempted to point out recruitment and selection process in Matador Tooth Brush Bangladesh. Though there is no HR department in Matador Tooth Brush Bangladesh Dhaka regional office. So I face some little bit problem to collect the necessity information. I can get little information about recruitment and selection process in Matador Tooth Brush Bangladesh. I have to communicate with Matador Tooth Brush Bangladesh head-office in Dhaka. After few refusals, at last I am able to collect information from Matador Tooth Brush Bangladesh HR department but it curtails my time duration to prepare a rich full report. I also take support by some secondary reports as Ill as internet and Matador Tooth Brush report. I have to ignore some confidential data.

BIBLIOGRAPHY

- Essential of human resource management and industrial relations, subbarao Mumbai, Himalaya publishing house, 1996 Edward E. Lawler Iii; John W. Boudreau. Stanford Business Books, 200
- Bates, S. (2002, February). Personality counts. HR Magazine, 28–34
- Lussier, R. N., & Hendon, J. R. (2013). Human resource management: Functions, applications, and skill development. Thousand Oaks, CA: Sage
- McDaniel, M. A., Whetzel, D. L., Schmidt, F. L., & Maurer, S. D. (1994). The validity of employment interviews: A comprehensive review and meta-analysis. Journal of Applied Psychology, 79(4), 599–616
- Reilly, R. R., & Chao, G. T. (1982). Validity and fairness of some alternative employee selection procedures. Personnel Psychology, 35(1), 1–62
- Smith, A. (2016, July/August). Analyzing pay. HR Magazine, 69–73
- Richardson, M., 2013. *Recruitment strategies: managing/effecting the recruitment process*. 1st ed. [ebook] Government of Trinidad and Tobago, pp.8-9. Available at: <http://unpan1.un.org> [Accessed 9 August 2015]
- Flippo, E., 1976. *Principles of personnel management*. New York: McGraw-Hill
- Johnson, R., 2014. *Factors That Influence the HR Selection Method*. [online] Small Business - Chron.com. Available at: <http://smallbusiness.chron.com/factors-influence-hr-selection-method-38650.html> [Accessed 9 August 2015]

Reference

Annual report 2021-2004, Matador Tooth Brush Bangladesh Limited.

- http://matador.com.bd/
- https://www.ceeol.com/search/article-detail?id=472954
- http://examples.integratedreporting.org/fragment/485
- https://ebrary.net/8559/organizational_overview_external_environment
- https://opentextbc.ca/businessopenstax/chapter/promotion-strategy/
- https://link.springer.com/chapter/10.1007/978-3-030-11911-9_8
- https://www.christophtrappe.com/whats-the-difference-between-promotions-and-distribution-strategies-in-digital-marketing/