Thesis Paper

On

"Recruitment and Selection Process of Unilever Bangladesh Limited"

Submitted by:

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ID: MBA2102023007

Program: Master of Business Administration (MBA)

Major: Human Resource Management (HRM)

Semester: Spring-2022

Submitted to:
Department of Business Administration

Sonargaon University (SU)

Dhaka-1215

Date of Submission
Date: 12-May-2022



Sonargaon University (SU)
Dhaka, Bangladesh

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Supervised by:

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Lecturer

Department of Business Administration

Sonargaon University (SU)

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Sonargaon University (SU)

Dhaka, Bangladesh

Letter of Transmittal

April 25, 2022

To,
Md. Rasel Hawlader
Lecturer
Department of Business Administration
Sonargaon University, Dhaka.

Subject: Submission of Thesis paper on **"Recruitment and Selection Process of Unilever Bangladesh Limited"**

Dear Sir,

With due respect, I would like to submit my thesis paper on **"Recruitment and Selection Process of Unilever Bangladesh Limited"** I am very much thankful to you for giving me the opportunity to do the report on this topic. The thesis paper has been completed by the knowledge, wisdom as well as practical assignment that I have gathered from the course of MBA.

I have tried my level best to complete this thesis report meaningfully and correctly, as much as possible. I hope you would be kind enough to accept my report. I will be very much happy to provide further clarification regarding this report.

Yours Sincerely,

_____

Md Zakaria Hossain Dhali
ID: MBA2102023007
Department of Business Administration
Sonargaon University, Dhaka

Student's Declaration

I am **Md Zakaria Hossain Dhali** ID: **MBA2102023007**, Department of Business Administration, Sonargaon University, hereby declare that the report entitled on "**Recruitment and Selection Process of Unilever Bangladesh Limited**" has been done by me.

I also declare that this paper is my original work and has prepared for academic purpose which is a part of MBA.

Yours Sincerely,

_____

Md Zakaria Hossain Dhali
ID: MBA2102023007
Major-HRM
Department of Business Administration
Sonargaon University, Dhaka

Letter of Authorization

I, Mr. **Md. Rasel Hawlader**, Lecturer, Faculty of Business Administration, Sonargaon University (SU)hereby certify that the Thesis work entitled as "Recruitment and Selection Process of Unilever Bangladesh Limited" has been prepared by **Md Zakaria Hossain Dhali, ID: MBA-2102023007**, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partialfulfillment for the degree of the Master of Business Administration (MBA) with major in HRM. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this thesis paper. The report is an original work and prepared as a partial requirement of the degree the Master of Business Administration (MBA).

_____

Md. Rasel Hawlader
Lecturer
Department of Business Administration
Sonargaon University

Executive Summary

Unilever Limited is one of largest multinational business firm in the world. Over the last fourdecades, Unilever Bangladesh has been constantly bringing new and world-class products forthe Bangladeshi people to remove the daily drudgery of life. Over 90% of the country's households use one or more of our products. It provides sixteen verities brands and try to mitigate all types of human demand by introducing with new innovative products.Unilever Operations in Bangladesh provide employment to over 10,000 people directly andthrough its dedicated suppliers, distributors and service providers. 99.5% of UBL employeesare locals and they have equal number of Bangladeshis working abroad in other Unilever companies as expatriates. Unilever wants to attract the best graduates to join in their leadership actions. This report enlightens what type of recruitment opportunities offered by Unilever Bangladesh Limited for university students and how the students can access that opportunity.Unilever look for passionate people who want to do real business and have the potential to behighly motivated by brands, and are enthusiastic, creative and rigorous. They want people who are hungry for success and can work confidently in teams. 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 outabout all the opportunities they offer.Unilever Bangladesh have a certain connection with the consumers. Among others, Close-up inspires confidence, Lux believes in star power and Surf Excel encourages all to learn through new discovery and exploration. Unilever believe in all these insights as well. 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.

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CHAPTER 1
INTRODUCTION

1.1 Introduction

Unilever is an Anglo-Dutch company, with a history of colonial exploitation, on which it has gradually built its capital. Today it owns most of the world's consumer product brands in food, beverages, cleaning agents and personal care products. Unilever has two parent companies Unilever NV in Rotterdam, Netherlands, and Unilever PLC in London, United Kingdom. This arrangement is similar to that of Reed Elsevier and that of Royal Dutch Shell prior to their unified structure. Both Unilever companies have the same directors and effectively operate as a single business. The current non-executive & Chairman of Unilever N.V and PLC is Antony Burgmans while Patric Cescau is Group Chief Executive. Unilever's major competitors include Nestle and Procter & Gamble.

Unilever sells its product in over 180 countries with over 170 billion Unilever products are bought by consumers around the globe yearly. It is a global market leader of 12 brands which sells over $1bn every year. Its ambition is to double the size of the organization while reducing their environmental footprint

1.2 Objective of the Study

Every research work is conducted to achieve some objectives. The primary objective of this report is to fulfill the requirement of the Thesis Paper. The secondary objective of the report is to evaluate the "Recruitment and Selection Process of Unilever Bangladesh Limited". This report has been prepared primarily for the fulfillment of the Human Resource Management course, which is an essential part of the MBA program of Sonargaon University (SU).

The objective of this report is:

- To gather knowledge about the function of human resource division.
- To identify the Recruitment Process of Unilever Bangladesh Limited.
- To focus on major elements of Recruitment and Selection process.
- To focus on the updates and the batter methods of modern technique.
- To identify the problem of human resource division of Unilever Bangladesh Limited,specially Human Resource Planning and Sourcing.
- To recommend suggestions for the HR Division and Human Resource Planningand Sourcing of the Unilever Bangladesh Limited.

1.3 Scope of the Study

There is a certain boundary to cover this report. This particular report only covers recruitmentand selection process in Unilever Bangladesh Ltd. I mainly focus on entry-level recruitment and selection process in Unilever Bangladesh. And I also cover executive andhigher-level employs' recruitment and selection process. Here I talked with some of expert and experienced officials and collect informationabout recruitment and selection process in Unilever Bangladesh through sharing theirexperience. I communicate with Unilever Bangladesh Ltd. HR department in Dhaka and able to collect some valuable information as well as I gathered information through internet Unilever Bangladesh Ltd. official web-site. Moreover I got some confidential informationwhich is not possible to disclose publicly, so those data and information had to be ignored forthis report.

1.4 Limitations of the Study

We are lucky enough to get a chance to prepare a report on "Recruitment and Selection process in Unilever Bangladesh Ltd." We tried heart & soul to prepare a well-informed report. But unfortunately we faced some difficulties when preparing this report. We tried to overcome the difficulties. In spite of trying our level best, some difficulties that hamper our schedule report work:

Shortage of time:

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

Limitation of related with the organization:

The employees of Unilever Bangladesh Limited were too busy of there work. For this, they did not sufficient time to fulfill our queries and some of them neglected us to support.

Difficulty in collecting data:

Many employers of the organization were not well known about all information that we asked them. Many of them also hesitated to answer the questions. These things hampered the information collection.

Confidential data:

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

1.5 Methodology of the Study

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

Primary sources:

Face to face conversation with the employees in Khulna regional office and share theirown experience in getting job.

Secondary sources:

i. Unilever Bangladesh Ltd. official web-site
ii. Annual Reports
iii. Prospectus
iv. Brochures

CHAPTER 2
ORGANIZATIONAL PROFILE

2.1 Overview of Unilever PLC and Unilever Bangladesh Ltd:

Unilever Bangladesh Limited is a subsidiary of Unilever, world's one of the largest Household and Personnel Care and Foods Manufacturer with an annul turnover of €39.6 billion or approximately 2,40,000 Crore Taka. Unilever Bangladesh Limited is the leading Household and Personnel Care producer in Bangladesh with 15 brands and numerous sub-brands. They have been here in this country for the last forty years and have a huge manufacturing facility in Kalurghat, Chittagong aside from six other third party production facilities.

2.1.1 Its offices are located in:

Registered Office	Unilever Bangladesh Limited
	51 Kalurghat Heavy Industrial Area
	P. O. Box # 125
	Chittagong – 4000
	Bangladesh

Corporate Office	Unilever Bangladesh Limited
	ZN Tower
	Plot No. 2, SW (1)
	Road No. 8
	Gulshan – 1
	Dhaka – 1212
	Bangladesh

2.1.2: Unilever PLC:

Unilever is a public limited company of Anglo-Dutch origin that owns many of the world's consumer product brands in foods, beverages, home care and personal care products. Unilever is one of the world's largest consumer goods companies with a turnover of nearly €40 billion and more than 200,000 employees. Unilever produces 400 brands across a range of food, home and personal care products and operates in around 100 countries, and the products are sold in about 50 more.

Unilever describes themselves as a 'multi-local' multinational, bringing international expertise to the service of people everywhere. They have consumers, employees, business partners and shareholders on every continent.

Unilever is made up of two parent companies: Unilever NV that is based in Rotterdam, Netherlands, and Unilever PLC in London, UK. Both these companies have the same directors and are in effect a single business. The current non-executive Chairman is Antony Burgmans while Patrick Cescau is Group Chief Executive.

Unilever's major competitors include Procter & Gamble, Nestlé, Mars Incorporated, and Reckitt Benckiser to name but a few.

2.1.3: Unilever Bangladesh Limited (UBL):

The year 1964 marked a new beginning for Kalurghat in Chittagong. It was in this year that Unilever Pakistan Ltd a subsidiary of Unilever, the Anglo Dutch Consumer goods Company, decided to establish a manufacturing unit in Kalurghat. Unilever started its quest to contribute to enhance the quality of human life, not confining its mission to produce quality branded products, but also providing opportunities of employment, developing ancillary industries, protecting the environment, and propagating community development through social contributions.

In 1964, Unilever started producing mechanized soaps, thus ushering industrialization in the area. Productions started off with Sunlight soap and Lifebuoy soap. Back in those days the average weekly capacity was 50 to 60 tons. After meeting the local demands, surplus was

shipped to Pakistan. However, the political scenario was deteriorating and after a ravaging war in 1971, Bangladesh became an independent country. It was after independence that Unilever Bangladesh Ltd was constituted with Unilever owning 60.75% shares and the Government of Bangladesh owning the remaining 39.25% shares.

Post liberation period evidenced accelerated growth for the company. Demand started rising and the company continued its mission to meet consumer needs by producing quality soaps, introducing Lux – the beauty soap and Wheel. Launched in 1972 Wheel entered the mechanised laundry category, traditionally dominated by cottage soaps. It appealed to the consumers with unique care benefits for hand and fabric, a generic weakness in cottage soaps. It gradually became the secret ally of Bangladeshi women by extending the caring hand to ease her daily laundry chores.

The early eighties witnessed expansion of Unilever Bangladesh Ltd through diversification! Calibrating direction, the mission now included enhancing quality of life through other personal products aspiring aestheticism like sparkling white teeth, fresh breath, beautiful hair, and glowing skin. A Personal Product Plant was established to manufacture shampoo, toothpaste, and skin care creams.

In the early 90's Unilever entered the tea-based beverage market introducing Lipton Taaza, Lever's flagship packet tea brand, with the objective to be the most preferred tea of the Bangladeshi consumers.

The appetite to innovate and grow was insatiable. New products such as fabric washing powders were manufactured for the first time with formulations technically suitable for conditions in Bangladesh at an affordable price. Such washing powders led the country to witnessing a revolutionary change in washing habits moving from direct application to significantly convenient solution wash.

Product formulations were of international standard and by tapping into the vast know-how base of the parent Company – Unilever, Unilever was able to make the products available to the consumers at an affordable price. The growth of the company provided ample employment opportunities both direct and secondary with attendant fillip to the economy of the country.

Focused on meeting and responding to the needs of our consumers in Bangladesh, the journey to grow and the quest for excellence continue unabated!

2.2 Unilever Bangladesh Limited Mission

Unilever's mission all over the world is to add vitality to life. UBL follows this and tries to meet everyday needs for nutrition, hygiene and personal care with brands that help people look good, feel good and get more out of life.

2.3 Unilever Bangladesh Limited Vision

Unilever works to create a better future everyday. They want to make cleanliness a commonplace. They also want lessen work for women and most importantly Unilever inspires people to take small everyday actions that can add up to a big difference for the world.

2.4 Unilever Bangladesh Limited Goals:

1. To manufacture high-standard products.
2. Promoting products to the highest extent
3. Producing large volume to achieve production cost economies.
4. Enabling quality products to be sold out at obtainable prices.

2.5 Strategies Followed By Unilever Bangladesh

2.5.1 Functional Level Strategy:

Unilever Bangladesh uses different types of functional level strategies to have competitive advantage and to survive in the long run of this competitive industry. * They increase their efficiency by exploiting economies of scale and learning the effects from it. For example : 1,023,810 packets of detergent powders, 808,720 bars of soaps, 156, 910 tubes, jars, bottles and sachets of creams and lotions, 154, 430 toothpaste tubes and sachets,329, 530 bottles and sachets of shampoo, and 35, 000 packets of tea are produced in one day in Bangladesh by

Unilever.

- They upgrade their manufacturing facilities from time to time .They also upgrade the skills of employees through extensive training and perform research to develop new products and design for easy manufacturing

- Their customer responsiveness rate is high. They carry out extensive research, modify existing products and come up with new ideas to satisfy customer needs.

- They respond quickly to customer demands by innovating their products and having promotional activities

2.5.2 Business Level Strategies:

Unilever adopts different business level strategies to use the company's resources more efficiently and gain competitive advantage over their rivals. These are:

- They use cost-leadership strategy to gain economies scale. This way they can produce product more efficiently thus having much more profit.

- They follow differentiation strategy for some products that fulfill customer needs in unique way

- They target different market segments with different products. This way they have a broad product line. By this they reduce threat of entry and expand range of products which fulfill customer demand.

2.5.3 Strategy in Global Environment:

Unilever Bangladesh is a part of Unilever. So as a part of this global company it follows principals and strategies of Unilever. However, these strategies can be modified on the national condition. The different strategies they follow in global environment are:

- As a world famous company and its renowned brands gives it unique strengths to

achieve superior efficiency, quality and customer response. These different policies and strategies Unilever follows are adapted to Unilever Bangladesh.

- They import raw materials from places where it is less expensive to achieve location economy.

- They are locally responsive. The try to improve and modify their products according to local customers needs

- They follow multi domestic strategy for marketing ease in different national conditions

2.5.4 Corporate Level Strategy:

Unilever Bangladesh uses the following corporate level strategies:

- They involve in short term contracts and have a competitive bidding for the supply of raw materials.

- They have a diverse business. They compete in nine different industries with various products ranging from home care, personal care etc. Their main advantage is that they can share same manufacturing facilities and distribution channel for different products.

2.6 Top ten facts

- Their worldwide turnover in 2020 was €42,942 million.
- Unilever employ 234,000 people in around 100 countries worldwide.
- Every day, 150 million people choose their brands to feed their families and to cleanthemselves 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 Dove, Lux, Sunsilk, Pond's, Axe/Lynx and Rexona.
- In 2020 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 2020, equivalent to 1.5% of pre-tax profits.
- At the end of 2020, they were buying more than half their fish from sustainable sources.
- They have 114 manufacturing sites certified to the international environmental management standard, ISO 14001.

2.7 Organizational Structure

Unilever has two chairmen leading the company worldwide. There are seven top level directors who are leading the seven different departments. For better management Unilever divided their business into different region and there are different business group in different region to manage them.

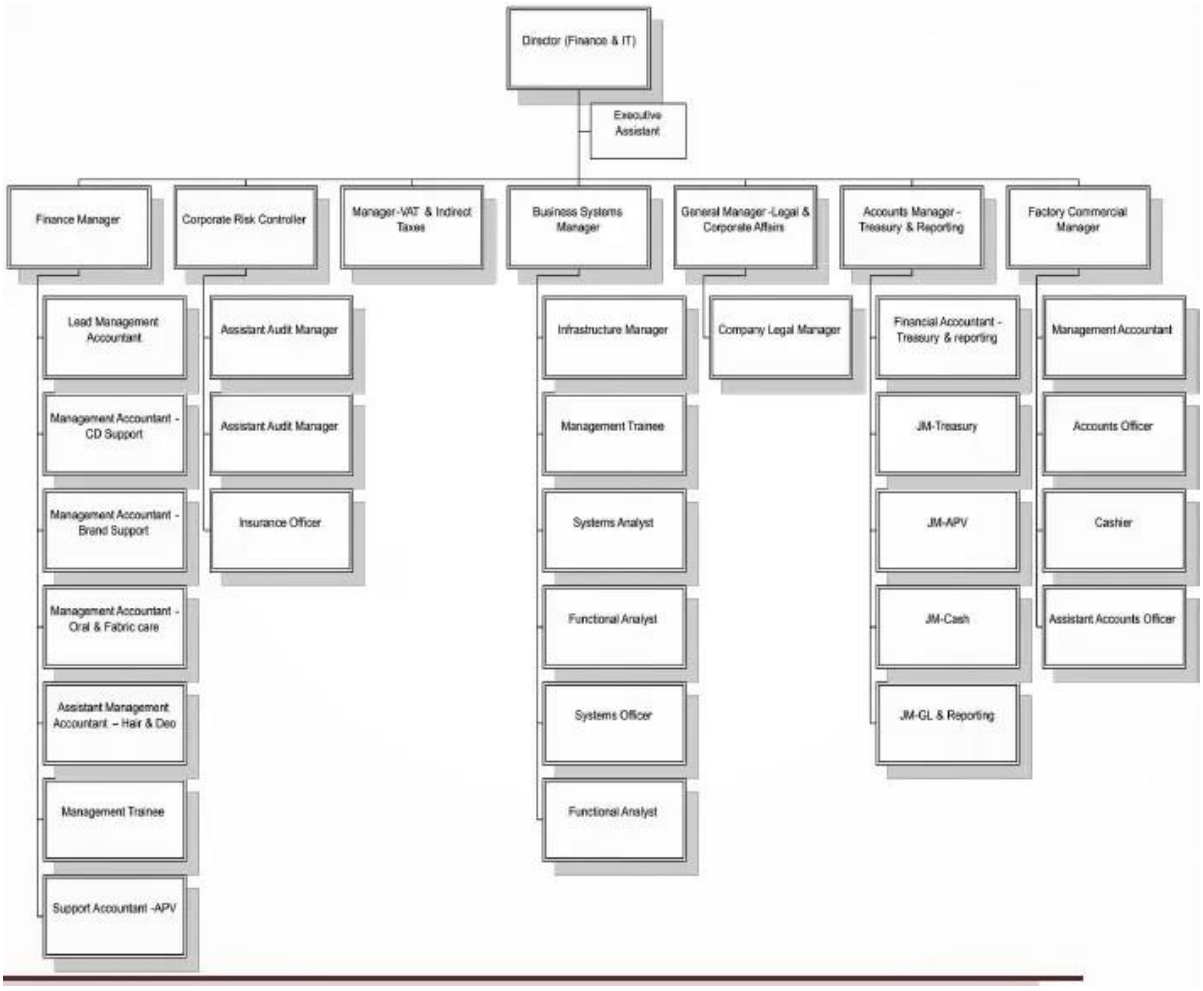
Unilever Bangladesh Limited is under the Southeast Asia Region. But Unilever Bangladesh is monitored by Hindustan Unilever. At the top of Unilever Bangladesh is the Managing Director. The Management Staff consists of six levels, which starts from junior manager (local managers) to manager grade 5 (Unilever managers). The company also hires many non management staff and workers to work in the factory.
Unilever Bangladesh Limited Structure:

Unilever Bangladesh has five departments to carry out their organizational functions. These departments are headed by their respective department heads. These departments are:

1. Customer Development Department
2. Brands & Development Department
3. Supply Chain Department

4. Finance & IT Department
5. Human Resources Department

2.8 Organogram



2.9 Beliefs and values of Unilever Bangladesh Limited

Unilever's beliefs:

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

All their brands at Unilever Bangladesh have a certain connection with the consumers. Among others, Closeup inspires confidence, Lux believes in star power and Surf Excel encourages all to learn through new discovery and exploration. They believe in all these insights as well. 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 afraidto work hard at achieving goals.

Unilever'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

Your 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 your own interests.

Integrity

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

Working with Unilever

At Unilever people with energy, creativity and commitment work together to fulfill ambitious goals. The passion of their people is their greatest strength. At Unilever, 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 Unilever unique – and it's why they call themselves the 'multi-local multinational'.

2.10 Major operational Department of Unilever Bangladesh Limited

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

1. Career in Brands & Developmet
2. Careers in Supply Chain management
3. Career in Human Resources
4. Career in Finance
5. Career in Information Technology
6. Careers in Customer Management

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 organising 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 Unilever Bangladesh most of their brands are market leaders.

Understand consumer trends

Unilever 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 Unilever 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.

Unilever 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 well as intuitive understanding of their behaviour, 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.

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 sourcing 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

Astute sourcing of 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 your 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. Your 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

Career in Human Resources

Unilever's people are their most important asset. In Human Resources (HR), you'll support and develop those people, enabling them to deliver outstanding business performance.

Strategic business partners

People involved in human resources 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, and welfare. They also act as architects, of the organisations and facilitate and expedite the development of individual potential.

Fostering leadership & growth

In Human Resources, 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.

Career in Finance

Finance in Unilever 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 Unilever 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 your ideas.

- The personal commitment to obtain a professional accounting qualification, if required, alongside your initial development programme.

Career in Information Technology

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

Innovative technology

As well 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 UBL could be for you. You could be part of a team developing new ways for us to work with other organisations, 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 web-enabled tool for promotions planning. You could even be part of the teams managing their own technology infrastructure.

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

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 theeveryday 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.

2.11 Products offered

Unilever has about 400 brands marketed worldwide. However many of them are found in our local marker, e.g: Ponds. The existing numbers of Unilever brands in Bangladesh are 19. The brands fall mainly under two categories: * Food and Beverages * Home and personal care brands

In Bangladesh the company operates in four product categories. They are:

2.6.1 Product categories

- Household Care
- Fabric Cleaning
- Skin Cleansing
- Skin Care
- Oral Care
- Hair Care
- Personal Grooming
- Tea based Beverages

2.6.2 Unilever brands

- Wheel
- Lux
- Lifebuoy
- Fair & Lovely
- Pond's
- Close Up
- Sunsilk
- Lipton Taaza
- Pepsodent
- Clear
- Vim
- Surf Excel
- Rexona
- Dove
- Vaseline
- Lakme

2.12 History of Unilever

Lever Brothers was founded in 1885 by William Hesketh Lever. Lever established soap factories around the world. In 1917, he began to diversify into foods, acquiring fish, ice cream and canned foods businesses. In the Thirties, Unilever introduced improved technology to the business. The business grew and new ventures were launched in Latin America. The entrepreneurial spirit of the founders and their caring approach to their employees and their communities remain at the heart of Unilever's business today.

Unilever was formed in 1930 when the Dutch margarine company Margarine Unie merged with British soap maker Lever Brothers. Companies were competing for the same raw materials, both were involved in large-scale marketing of household products and both used similar distribution channels. Between them, they had operations in over 40 countries. Margarine Unie grew through mergers with other margarine companies in the 1920s.

In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day – economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout they've created products that help people get more out of life – cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves.

The origin dates back to 1964, when the first Manufacturing Operations were set up as a part of Lever Brothers Pakistan operations. Own manufacturing operations are based in Chittagong. Over the last four decades, Unilever 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 Unilever’s products.

CHAPTER 3
LITERATURE REVIEW

3.1 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 thequalified & 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.

3.2 Factors Influencing Recruiting Effort

Although every organization engages in recruiting activity some do so to a much larger extentthan 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 well. 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 needof recruiting.

3.3 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 considereda potential constraint.

b. Attractiveness of job:

If the job is unattractive, recruiting a large & qualified pool of applicants will be difficultfor e.g. position for p.s. since these jobs traditionally appealed to females & woman havea 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 ispromising once one is hired, it may reduce the number of applicants.

d. Union requirements:

Union requirements also restrict recruiting sources. 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 periodof time is not possible because of budget restrictions. So recruiting cost can be one of theimportant constrain of recruiting efforts.

3.3-1 Recruiting Sources

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

3.3-2 Internal sources

Many large organizations will attempt to develop their own employees for positions beyond the lowest level. Now some internal sources 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 electronics 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-hour workweek, child care needs, education or others are the common reasons. If this situation is occur then the employer use Buyback. Buyback means when an employee resigns to take another jobs & the original employer outbids thenew job offer.

3.3-3 External sources

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

a. **Advertisement**

When an organization wishes to communicate to the public that it has a vacancy advertisement in one of the popular method used. Want ad describes the job, the benefitsand 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 supplyof resources in the labor force, the more widely dispersed the advertisement is likely to be. The job analysis information is a major source of information to place in the advertisement.

b. **Employee referrals/recommendations**

Recommendation from a current employee. An employee will recommended if he believethe individual can perform adequately. Employee referrals also may have acquired moreaccurate 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**

We will describe three forms of employment agencies: Public or state agencies,

Private employment agencies, & managements consulting firm. The major difference between these sources is the type of clientele served.

i. **Public 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 public 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 hunters/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 source 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 source 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 source 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 publish rosters of job vacancies & distribute these lists to members**.**

g. **Employee leasing**

Whereas temporary come into an organization for a short-term project, leased employeestypically 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 oftrained employees.

3.3-4 Selection

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

According to R.M. Hodgetts, "Selection is the process in which an enterprise chooses theapplicants who best meet the criteria for the available position."

So we can conclude that, it is the process in which candidates for employment are dividedinto two classes; those who are to be offered employment and those who are not.

3.3-5 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

3.4 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 thecandidates' facial expression, appearance, nervousness & so forth & to predict future job performance on the basis of the obtained information. Interview gives you a chance to sizeup the candidate personally and to pursue questioning in a way that test cannot.

3.4-1 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 interviewer to ask follow-up questions, based on the candidate's last statement.

CHAPTER 4
ANALYSIS OF THE STUDY

4.0 Definition of Recruitment and Selection

Recruitment

The **Unilever Bangladesh Limited** which people are offered selection in an organization. It is when prospective employees are searched for and are then encouraged to apply for jobs within the organization.

This is just one step in the process of employment however it is a long process that involves a series of tasks, starting with an analysis of the job requirements and ending with the appointment of the employee. Specific tasks involved in the process of recruitment include:

- Analyzing job requirements
- Advertising the vacancy
- Attracting candidates to apply for the job
- Managing response
- Scrutinizing applications
- Shortlisting candidates

Recruitment activities are typically performed by Human Resource practitioners, either internally or externally. Internal recruitment sources are promotion, transfers, retrenched employees, contact or references, ex-employees, retired employees, etc. External recruitment sources are recruitment through advertisement, campus recruitment, recruitment by employee exchanges, recruitment by third parties, internet recruitment, unsolicited applicants, etc.

Selection

Selection is the process of identifying an individual from a pool of job applicants with the requisite qualifications and competencies to fill jobs in the organization. This is an HR process that helps differentiate between qualified and unqualified applicants by applying various techniques.

The term ‘selection’ comes with the connotation of placing the **right person** in the **right job**. Selection is the process in which various strategies are employed to help recruiters decide which applicant is best suited for the job. Some activities include:

- Screening
- Eliminating unsuitable candidates
- Conducting an examination (aptitude test, intelligence test, performance test, personality test, etc.)
- Interviews
- Checking references
- Medical tests

The selection process is a largely time-consuming step in an employee’s hiring experience. HR managers must carefully identify the eligibility of every candidate for the post, being careful not to disregard important factors such as educational qualification, background, age, etc.

4.1 Recruiters qualification

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

First, Unilever is such a big organization that requires huge man power every year for its always boosting operations in various level and arena. However 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 our discussion we will focus on all the three types.

Fresh graduates as knowledge worker

Commonly we discuss and learn major about this level recruitment and selection. The fresh graduates' recruitment is in fact the main and major recruitment event for Unilever.

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 unilever 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 four terms:

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

Personnel planning and vacancy announcement

Human Resource 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.

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

Recruitment channel

Normally we know about two types of recruitment channel those are

1.External recruitment channel
2.Internal recruitment channel

1. External recruitment channel

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

There are 8 ways for external recruitment in the UBL, which occurs in direct or indirectly forvarious 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 arte kept in an active file until a suitable opening occurs at the UBL. These occurs mainly for skill based labor workerand for part time project jobs or contract basis program implementing or running job.

2. Employee referrals

For lower level workers, Unilever 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. UBL needs trustworthy root level worker. They, so follow here the referenceof other employee in the organization so that guarantee' performs securely.

3. Advertising

UBL 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 ones CV Online. To updating the CV is enough, entering the tracking number and password after clicking at the "Update CV" link at the Unilever Bangladesh Career Page.

[Online down loadable form address is added at the end of the report the]

4. Private placement agencies & Professional search firms:

Unilever use several privet placement and human resource management assisting firm for their recruitment those are

1. The Consumer that works in the Dhaka[www.consumerk.com]
2. The intellectual property right organization Bangladesh [www.iprob.org]
3. Jobscncl.com Dhaka [www.jobs.com]

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. Unilever does the same job with the business schools of the country, other discipline fresh graduates ands 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 U, 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 recruitee to central HRM.

6. International recruitment

Sometimes, especially in importance of cases international recruitment occurs in ULB. However 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 UNILEVER World.

4.2.1 Internal recruitment channel

Current employees are a major source of recruits for all but entry- level positions of unilever 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 unilever 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, employees recruitment take channel through the internal human resource inventory

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

4.3 Nature of Application form

After getting information, huge applicants apply for Unilever'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 Resources**,** Finance**,** Information Technology**,** Customer Management**.**

The application forms are produced over internet on online as well 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

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 answers, 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 Unilever requirement. Few talent guys who has already appointed with other multinational company. And unilever 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 our country, thereare vast population but they are not so skilled in working with hard labor. They feel comfort flexible job like government job. So Unilever Bangladesh can't fulfill their requirement in all time.

4.5 Selection Process in Unilever Bangladesh Limited

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

In our 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 Unilever's practices.

4.6 Reception of application

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

4.7 Evaluating reference and biographical data

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

4.8 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.

4.9 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 Gulsan office. A human resource manager also exist there. In this viva the candidates situation handle ability is measured.

Second phase:

It is the viva with the general sales and operation manager (GOSM), 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 face 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 Unilever and why it would like to join the expected team. The questions try to measure the passion and the thrill in the employees or Unilever.

4.10 Cognitive ability test

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

4.11 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.

4.12 Work samples

For some technical jobs Unilever follows the work sample test on particular employee likethe one of Finance and IT.

4.13 Hiring decision

Finally the every step success ensures an applicant join in the Unilever family.

CHAPTER 5
Findings

5.1 The types of recruitment in Unilever Bangladesh Limited

Unilever 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

5.2 The types of selection in Unilever Bangladesh Limited

Unilever follow some selection evaluation test to select the best candidate, which are:

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

5.3 The frequency of recruitment by Unilever Bangladesh Limited

Unilever Bangladesh Limited accomplish their recruitment process depends on created vacancy. However, we see a common phenomena that Unilever Bangladesh arranges recruitment and selection activities twice a year when students passes from various institutes based on their completion of 6 moth semesters.

5.4 Responses from the students (Institution) regarding MNC

In our survey, we 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 Unilever is one of the best choices.

CHAPTER 6
RECOMMENDATIONS AND CONCLUSION

6.1 Recommendations

After going through the report we draw some recommendations which are:

i. We have to suggest Unilever Bangladesh to arrange “on campus” recruitment. In our survey we get a common scenario that “on campus” recruitment process motivates the student to enthusiastic, creative and rigorous. Students try to show extra ordinary performance and perform their innovative ideas. innovative. They come with new idea and work hear and soul to accomplish their task. “On campus” recruitment assures students to get a better job after completing graduate. 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.

ii. Unilever entry-form is so complicated and some information which is asked for apply is not available all time. Our recommendation to minimize the entry-form and make it easy presentation for all potential applicants.

6.2 Conclusion

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

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