Thesis Report
on
Recruitment and Selection Process of the Food and Beverage in Bangladesh: A Case Study on Akij Food and Beverage Limited

Submitted by:

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ID: EMBA2203027004
Major: HRM and Marketing
Semester: Spring 2024.
Sonargaon University (SU)

Submitted to:

Department of Business Administration
Sonargaon University (SU)
Submitted For the Partial Fulfillment of the Degree of Executive Master of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: May 05, 2024

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Supervised by:
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Letter of Transmittal

May 05, 2024

Sharmila Sikder
Assistant Professor
Department of Business Administration
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Subject: Submission of thesis paper.

Dear Madam
With great gratification, I am submitting my research paper titled "**Recruitment and Selection Process of the Food and Beverage in Bangladesh: A Case Study on Akij Food and Beverage Limited**." As per partial accomplishment of the requirements for the EMBA degree of the course code: (INT711-Dissertation) under the **EMBA HRM and Marketing program**, I have completed the master paper from the **Food and Beverage** Industry of Bangladesh. It is an enormous prospect for me to gather vast information and appropriately grasp the subject matter. I found the research activity quite interesting, beneficial & and insightful, and I tried my best to prepare an effective & and credible report.

I honestly, not only anticipate that my analysis will provide a clear idea about **Recruitment and Selection Process** in the **Food and Beverage** Industry in Bangladesh but also optimistic enough to believe that you will find this research paper's worth for all the labor I have put into it. I welcome your entire query & and take pride in answering them.

Yours Sincerely

Md. Ramjan Ali
ID: EMBA2203027004
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Declaration of Student

This is to notify you that, the thesis paper on "**Recruitment and Selection Process of the Food and Beverage in Bangladesh: A Case Study on Akij Food and Beverage Limited**" has been prepared as a part of my dissertation formalities. It is an obligatory part of my **EMBA** program to submit a thesis paper.

Moreover, my supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU), inspired and instructed me.

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

Md. Ramjan Ali
ID: EMBA2203027004
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Certificate of Supervisor

This is to certify that the thesis report "**Recruitment and Selection Process of the Food and Beverage in Bangladesh: A Case Study on Akij Food and Beverage Limited**" has been prepared as a part of the completion of the **EMBA** program from the Department of Business Administration, Sonargaon University (SU), carried out by **Md. Ramjan Ali**, bearing ID: **EMBA2203027004** under my supervision. The report or the information will not be used for any other purposes.

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty Allah for giving me the strength and ability to finish the task.

I want to thank my academic supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU), for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with AKIJ Food and Beverages Limited was a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would thank my official supervisors Mr. Nasir Uddin, Service and Product Development, AKIJ Food and Beverages Limited, and Abhijit Das, Executive Director, AKIJ Food and Beverages Limited for allowing me the role of Assistant Manager, Manager to practice and knowledge generation of after-sales service at AKIJ Food and Beverages Limited without those contributions, it would have not been possible for me to conduct this period of work.

Abstract

The internship report was created in order to fulfill a part of the requirements for my Executive Master of Business Administration (EMBA) degree. I received useful real-world banking experience while working as Akij Food and Beverage Limited, which I have described in my report.

This study is the demonstration of the recruitment and selection process that the Akij Food and Bevarage Limited applies to recruit, select and develop a strong manpower in the organization. AFBL allocate the appropriate kind of qualified individuals to the right job post with the support of a proper recruitment and selection process from its human resource department. The appropriate distribution of human resources by the AFBL, across various functional banking areas ensures effective organizational performance.

This qualitative study includes the employee recruitment process, employee selection processes, problems related to employee recruitment and selection process and set of recommendations for the AFBL. The collection of qualitative data from both primary and secondary sources is explained in the findings of the report.

The approach of Recruitment Process from both internal and external sources of AFBL includes manpower planning based on the job analysis, job description, job specification, job evaluation, recruitment survey and requirements of candidates. The manpower Selection Process of AFBL completes with the interview, form fill-up, background check, medical examination and final job offer. AFBL uses distinct recruitment and selection process for different level posts.

Lastly, this study includes best possible recommendations based on the key findings and problems related with the recruitment and selection process of AFBL. This report also summarizes the efficient recruitment and selection processes, human resource espracticing and future recruitment and selection studies for AFBL.

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Chapter: 01

Introduction

1.1 Introduction:

HRM is responsible for attracting, recruiting, and selecting qualified individuals to work in the food and beverage industry. They ensure that the right talent is hired, with the necessary skills and experience to meet the unique demands of the industry. This is particularly important in roles such as chefs, cooks, bartenders, and wait staff, where expertise and customer service skills are essential.

Human Resources (HR) also has a tough time finding the right people to hire because the food and beverage industry is so cutthroat and because private sector businesses are subject to stringent regulations and guidelines set forth by the Industrial Labor Law Act of 2006. These include anti-discrimination laws and data protection regulations. As a result, Human Resources has to take a methodical approach to the recruiting and selection process, taking into account the difficulties involved and devising solutions to those difficulties while also ensuring that the process is both successful and efficient. The internship report of the Akij Food & Beverage Limited recruiting and selection procedure is the primary objective of this report, which is currently being written. The topic was the subject of a substantial portion of the main research that was conducted in preparation for the report, and it continues to be the primary focus of that study. This internship report was produced in order to fulfil a requirement for the Bachelor of Business Administration degree for the completion of a course in the Internship programme under the supervision of Dr. Sarker Rafij Ahmed Ratan, Associate Professor, School of Business Economics, and United International University.

1.2 Origin of the Report:

This thesis paper is the outcome of extensive research conducted on the Recruitment and Selection process of Food industry sector in Bangladesh. The author, havinga keen interest in HRM and a passion for the Food and Beverage, identified the need for a comprehensive analysis of the Human Resource management employed by Recruitment and Selection policies. The report draws upon various primary and secondary sources, including interviews with industry experts, market reports, company publications, and academic literature

1.3 Scope of the Study:

The scope of a study on the recruitment and selection process for an internship report can encompass various aspects related to the hiring and decision-making processes of selecting interns. Here are some potential areas you can explore within this scope:

• Recruitment strategies: Investigate the recruitment methods and channels used by the organization to attract potential interns. This can include analyzing job postings, social media campaigns, career fairs, or referrals.

• Application screening: Examine the process of reviewing and evaluating internship applications. Discuss the criteria used to shortlist candidates, such as educational qualifications, skills, experience, and personal attributes.

• Selection criteria: Explore the factors considered during the selection process. This can involve looking into the specific skills, competencies, or characteristics sought in prospective interns. You can also assess how the organization aligns these criteria with its goals and objectives.

• Interview process: Investigate the types of interviews conducted during the selection process. This can involve analyzing the structure of interviews, the questions asked, and the techniques used to evaluate candidates. Consider whether multiple interview rounds or panel interviews are conducted.

• Assessment methods: Examine any additional assessment methods employed to evaluate interns, such as tests, group activities, case studies, or presentations. Evaluate the effectiveness of these methods in predicting the candidates' suitability for the internship role.

1.4 Background of the Study:

Begin with the origins of food and beverage production and consumption. Trace the development of agriculture, food processing techniques, and culinary traditions through different civilizations and periods. Investigate how the Industrial Revolution transformed food production and distribution, leading to the rise of mass production, preservation methods, and the emergence of packaged foods. Explore how globalization has shaped the food and beverage sector by facilitating the exchange of culinary ideas, ingredients, and products across borders. This includes the impact of international trade agreements, cultural influences, and consumer preferences. Examine the role of technology in revolutionizing food production, distribution, and consumption. This includes innovations in agricultural machinery, food processing equipment, packaging technology, and digital platforms for food delivery and marketing. Analyze the influence of health and wellness trends on the food and beverage industry, such as the growing demand for organic, natural, and functional foods, as well as dietary preferences like vegetarianism, veganism, and gluten-free diets. Investigate the sector's impact on the environment, including issues related to food waste, deforestation, water usage, and carbon emissions. Explore initiatives aimed at promoting sustainable agriculture, responsible sourcing, and eco-friendly packaging. Understand the regulatory frameworks governing food safety, labeling, advertising, and trade practices at both national and international levels. Stay updated on recent legislative changes and their implications for industry players. Explore consumer attitudes, behaviors, and preferences regarding food and beverage choices. This includes factors like taste, convenience, price, ethical considerations, and the influence of social media and marketing campaigns. Analyze market trends, competition, and industry structure within the food and beverage sector. This involves studying key players, market segments, distribution channels, and emerging niches or opportunities. Consider future projections and potential disruptors shaping the food and beverage industry, such as advancements in biotechnology, artificial intelligence, personalized nutrition, alternative proteins, and changing demographics.

1.5 Objectives of the Study:

1.5.1 Broad Objective:

The broad objective of the report is the partial fulfillment of the degree of an Executive Master of Business Administration.

1.5.2 Specific Objectives:

To frame the challenges in adopting an optimum sustainable **Recruitment and Selection Process** in Bangladesh. The objectives of the study are given below:

- Evaluate Job analysis

- Quality of Hire employee
- Attracting qualified candidates
- Building employer brand
- Create a positive work environment
- Leadership

1.6 Methodology of the Study:

In order to complete the study, we drew from a variety of primary and secondary sources while gathering the necessary data and information.

1.6.1 Source of Data:

- **Primary Data:** Observations, discussions, and Informal interviews with both workers and HR management of AKIJ Food and Beverage Limited.

- **Secondary Data:** In addition to that, the report contains a wide range of secondary data in their different forms. The following is a list of items that, depending on the context, might be classified as secondary information sources:-

• Internal sources:

o Job circulars of various offers on AKIJ Food and Beverage Limited.

o Annual Report of AKIJ Food and Beverage Limited.

• External Sources:

o Newspaper, articles and journals

o Web-based studies and articles on a variety of topics connected to the recruitment and selection process in private sectors of Bangladesh.

o Web site of AKIJ Food and Beverage Limited.

1.7 Limitations of the Study:

When writing an internship report at the HR department, there are several limitations that I may encounter. These limitations can vary depending on the specific organization and internship role, but here are some common ones:

• Access to confidential information:

As an intern, I may have limited access to confidential or sensitive HR data, such as employee performance reviews, compensation details, or disciplinary records. This limitation can restrict your ability to provide in-depth analysis or discuss certain aspects of HR operations.

• Limited exposure to all HR functions:

HR departments usually encompass various functions like recruitment, employee onboarding, training and development, performance management, and employee relations. As an intern, I may only have exposure to a few specific areas, which can limit the breadth and depth of my report.

• **Time constraints:**
Internships are often of relatively short duration, ranging from a few weeks to a few months. The limited timeframe may restrict your ability to fully explore and analyze HR department's operations and initiatives.

Chapter: 02

Literature Review

2.1 Literature Review:

Human resource management (HRM) is essential to the success of every business, and the food and beverage sector is no exception. There are several reasons why Food and Beverage Limited has to have strong human resource management practices in place **(Reddy, 2011).**

Workforce Recruitment and Selection: HRM is responsible for attracting, recruiting, and selecting talented individuals to fill various positions within the organization **(Daud,2006).** In the food and beverage industry, where customer satisfaction and service quality are key, having the right people in the right roles is vital. HRM ensures that the company hires individuals with the necessary skills, qualifications, and experience to excel in their respective positions **(Juyal, 2006).**

Training and Development: HRM is instrumental in providing training and development programs to enhance the skills and knowledge of employees. In the food and beverage industry, it is essential to keep up with industry trends, safety regulations, and customer service standards. HRM ensures that employees receive appropriate training to improve their performance and stay up to date with industry requirements **(Reddy, 2011).**

Employee Engagement and Retention: HRM plays a crucial role in fostering a positive work environment and promoting employee engagement. In the food and beverage industry, where employee turnover can be high, it is vital to create a supportive and motivating workplace culture **(Daud, 2006).**

HRM implements strategies to boost employee morale, recognize and reward performance, and address any concerns or conflicts that may arise. By nurturing a positive work environment, HRM contributes to higher employee satisfaction and increased retention rates **(Juyal, 2006).**

Compensation and Benefits: HRM is responsible for designing and implementing fair and competitive compensation and benefits packages. In the food and beverage industry, where employees often work in demanding and fast-paced environments, providing competitive wages, incentives, and benefits is essential for attracting and retaining top talent. HRM ensures that employees are compensated fairly and their benefits meet industry standards **(Juyal, 2006).**

Compliance with Labor Laws and Regulations: HRM plays a critical role in ensuring compliance with labor laws and regulations. In the food and beverage industry, there are specific regulations related to food safety, health and safety standards, and employment practices. HRM ensures that the company adheres to these regulations, reducing the risk of legal and financial consequences **(Reddy, 2011).**

Human Resource Management is of great importance in Food and Beverage Limited. It is responsible for attracting and selecting the right employees, providing training and development opportunities, promoting employee engagement and retention, managing compensation and benefits, and ensuring compliance with labor laws. Effective HRM practices contribute to the overall success and competitiveness of the organization in the dynamic food and beverage industry **(Reddy, 2011).**

2.2 Recruitment and Selection

Recruitment and selection processes are used by businesses to locate, entice, and finally hire the best possible candidates for open positions. Recruitment includes announcing open jobs, receiving and analyzing applications, and conducting first interviews. Instead, selection involves filtering down a large pool of candidates to a manageable number via extensive interviews, background checks, and assessments to determine who will be the greatest fit for the post and the organization. When it comes to establishing a strong workforce and ensuring an organization has the talent and resources it needs to succeed, recruiting and selection are equally crucial **(Harness, 2019).**

Employee quality and output are directly tied to the recruitment and selection procedures in the banking business. Bank satisfaction and retention may be improved with a well-executed recruiting and selection process that yields the most qualified and best-fit individuals for open positions. In addition, a careful selection procedure may assist spot dangers and guarantee conformity with sector laws. In a nutshell, a bank's ability to attract, retain, and develop top personnel is directly tied to its ability to achieve its business goals **(Absar, 2014).**

2.3 Recruitment and Selection Process

According to (Phillips, 2013), the recruitment and selection process is a crucial part of human resource management that involves attracting, evaluating, and selecting the most suitable candidates for job positions within an organization. It typically consists of several stages and follows a systematic approach. Here's a general overview of the recruitment and selection process:

• **Identify Job Requirements:** The process begins by clearly defining the job requirements, including the skills, qualifications, and experience necessary for the position. This helps in creating an accurate job description and person specification. • Job Advertisement: The next step is to advertise the job opening through various channels such as job portals, company websites, social media platforms, professional networks, and print media. The job advertisement should include essential details about the position, required qualifications, and application process.

• **Application Screening:** Once applications are received, they are screened to shortlist candidates who meet the basic requirements. This initial screening may involve reviewing resumes, cover letters, and application forms to identify individuals who possess the necessary qualifications.

• **Conducting Interviews:** Shortlisted candidates are invited for interviews. The interview process can include one or multiple rounds, depending on the organization's preferences. Interviews can be conducted in person, over the phone, or through video conferencing.

• **Assessments and Tests:** To evaluate candidates further, organizations may use various assessments and tests such as aptitude tests, psychometric assessments, technical skills tests, or case studies. These assessments provide additional insights into a candidate's abilities and suitability for the role.

• **Background Checks:** Before making a final decision, organizations often conduct background checks on potential candidates. This may involve verifying educational qualifications, employment history, criminal records, and references provided by the candidate.

• **Decision Making:** Based on the information gathered from the interviews, assessments, and background checks, the hiring team evaluates each candidate and makes a decision regarding the most suitable individual for the job. This decision is typically based on a combination of qualifications, experience, skills, cultural fit, and overall suitability for the organization.

• **Job Offer and Onboarding:** Once a candidate is selected, a job offer is extended, outlining the terms and conditions of employment, including salary, benefits, start date, and any other relevant details. If the candidate accepts the offer, the onboarding process begins, which involves integrating the new employee into the organization, providing necessary training, and completing the required paperwork.

It's important to note that the specific recruitment and selection process can vary between organizations. Some companies may include additional steps or assessments based on their industry, size, or specific requirements.

2.4 Role of HR in Recruitment and Selection Process

The Human Resources (HR) department plays a vital role in the recruitment and selection process of an organization. Their primary responsibility is to attract, identify, and hire the most qualified candidates for available job positions **(Chowdhury S. &., 2012).** Here are some key roles and activities of HR in the recruitment and selection process:

• **Workforce Planning**: HR collaborates with the hiring managers and department heads to understand their staffing needs and develop a comprehensive workforce plan. This involves analyzing current and future job requirements, identifying skill gaps, and determining the number and types of positions to be filled **(Bach, 2008).**

• **Job Analysis and Job Description**: HR conducts job analysis to understand the tasks, responsibilities, qualifications, and competencies required for each position. Based on this analysis, they create detailed job descriptions that outline the key responsibilities, qualifications, experience, and other essential attributes for potential candidates **(Bratton, 2007)..**

• **Sourcing and Advertising:** HR is responsible for sourcing candidates through various channels such as job portals, social media platforms, professional networks, referrals, and recruiting agencies. They create and post job advertisements, ensuring they are appealing and reach the target audience effectively **(Millmore, 2003).**

• **Candidate Screening**: HR reviews the submitted resumes and applications to shortlist candidates who meet the minimum requirements for the position. They may conduct initial phone screenings or video interviews to assess candidates' suitability before advancing them to the next stage **(Bach, 2008).**

• **Interviewing**: HR coordinates and conducts interviews with shortlisted candidates. They may conduct initial interviews to assess general qualifications and skills, and later involve the hiring managers or relevant department personnel for more specific and technical interviews.

• **Selection Process**: HR manages the selection process, which may include additional assessments such as tests, work samples, presentations, or group exercises. They collect

feedback from interviewers and collaborate with the hiring managers to evaluate candidates and make informed decisions **(Millmore, 2003).**

• **Background Checks and References**: HR conducts reference checks to verify candidates' employment history, qualifications, and character. They may also perform background checks, including criminal records checks or verification of academic credentials **(Bratton, 2007).**

• **Offer Negotiation and Onboarding**: Once a candidate is selected, HR extends the job offer and negotiates employment terms, including salary, benefits, and start date. They also facilitate the onboarding process by coordinating necessary paperwork, orientation programs, and integrating the new hire into the organization **(Bratton, 2007).**

• **Applicant tracking and Documentation**: Throughout the recruitment process, HR maintains accurate and up-to-date records of applicants, their resumes, interview notes, assessment results, and other relevant documentation. This information is crucial for legal compliance, audits, and future reference **(Chowdhury S. &., 2012).**

• **Employer Branding**: HR plays a crucial role in promoting the organization's employer brand during the recruitment process. They ensure a positive candidate experience, provide timely communication and feedback, and represent the organization as an employer of choice **(Bratton, 2007).**

Overall, HR is responsible for managing the end-to-end recruitment and selection process, ensuring a fair, efficient, and effective hiring process that aligns with the organization's strategic goals and values.

Chapter: 03

Organizational Profile

3.1 Presents Overview of AKIJ Food and Beverage Limited

The AKIJ Group includes the AKIJ Food & Beverage Company as one of its divisions. Dhaka's Dhamrai neighborhood is noted for its proximity to the city's natural beauty, so it's fitting that a new food and beverage firm, AKIJ Food & Beverage Ltd., has just opened there. The package features the finest cuisine and drink that Bangladesh has to offer.

Several different drinks are available for your option. There are soft drinks like Mojo and lemonades like Lemu, as well as energy drinks like Speed. The three beverages are often referred to by their brand names. Due to the high quality of the product and its widespread availability throughout the nation, the brand shot to the top of its market almost immediately after its introduction. Because of this, it shot to the top of its market segment very rapidly.

Checky Monkey is the brand name that is used for the marketing of the banana chips that are manufactured at this business. In addition to this, it is gaining prominence in Bangladesh as a chip product.

Manufacturing high-quality goods with an inspired and motivated team and state-ofthe-art manufacturing technologies is fundamental to AFBL's long-term vision of being a financially stable organization. Contract farming for products like milk from Pabna and Rajshahi and mango from Rajshahi and Chapainawabganj are only two of the ways in which AFBL helps local small and medium-sized farmers.

Throughout its history, AFBL has been awarded a number of prestigious medals and accolades. It's been recognized as the Best Brand four times. Many certifications, such as ISO, HALAL, BSTI, and HACCP, testify to the company's dedication to quality. AFBL employs cutting-edge processing methods and buys its raw materials from domestic and foreign suppliers to guarantee the best quality of its finished products. AFBL's mission is to be "Bangladesh's most famous food and Beverage Company," and it is led by a set of core principles that emphasizes innovation, collaboration, honesty, commitment to the customer, and a healthy dose of respect and trust for one another. AFBL has put in significant effort to establish itself as a frontrunner among companies, other financial institutions, and government bodies in a variety of CSR initiatives.

3.2 Vision

- By dedicated themselves to our work and working relentlessly without stopping, they want to become the standard bearer for top companies in the food and beverage business. This will put them in a position to lead the pack of top brands in terms of quality, innovation, marketing savvy, integrity, and customer satisfaction.

3.3 Mission

- In order to find new things while keeping the same level of customer pleasure.
- In order to build efficient channels of communication among customers, staff, and those engaged in business relationships.

- Ensure the continuous expansion of the firm as well as its continued profitability over the long term by cultivating new organizational practices and increasing organizational proficiency.
- Providing Food Products that are both fresh and wholesome, in addition to satisfying the Quality Standards that are in place internationally.
- To put together and keep together a group of people who are dedicated and committed to their task.
- Maintain a technological advantage over the competition at all times while continuing to operate your company as usual.
- Performing a public service for the community by expanding the number of jobs with good pay, enhancing the nutritional value of huge populations, and contributing to the growth of the economy on a national scale.

3.4 Core Values

AKIJ FOOD & BEVERAGE LIMITED has been providing clients with high-quality items since its inception in 2006, and as a result, the company has been awarded the famous ISO 9001 certification. The business uses a food safety management system that complies with ISO 22000. Thanks to their commitment to quality, innovative use of technology, focus on human resource development, commitment to continuous improvement, and introduction of new products to fulfil the requirements of growing markets, this company has risen to the top of its industry. The production and packaging operations of AKIJ FOOD & BEVERAGE LIMITED strictly adhere to HACCP, CODEX, and FDA guidelines. Our goal is to satisfy consumers everywhere by catering to their shopping desires in both local and international markets. The following are of great importance to the company:

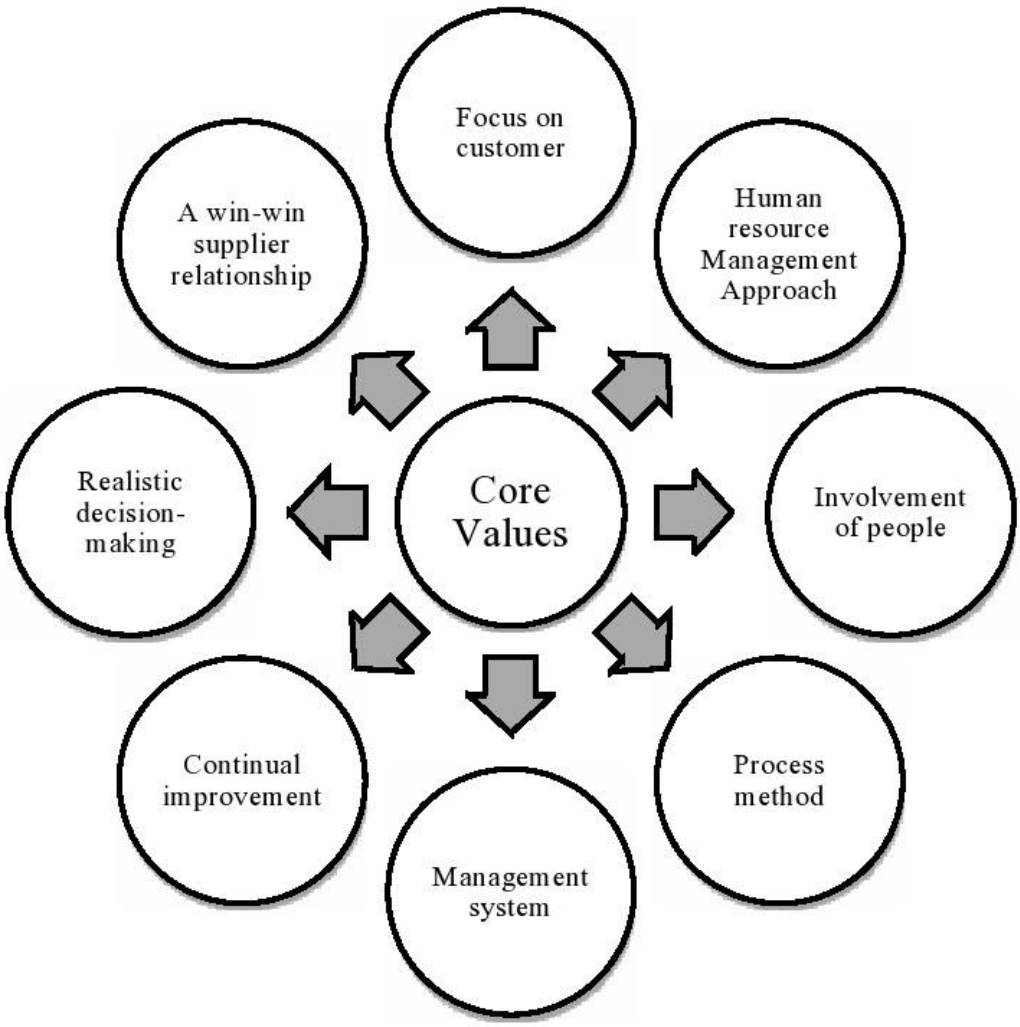


Figure 3.1: Core Values of AFBL

3.5 Products and Services of AFBL

Table 2.1: Product Listing of AFBL			
Product	**Segmentation**	**Size**	**Price (BDT)**
Frutika Juice 	Mango	250 ml	25
		1lt	80
	Grapes	250 ml	30
		1lt	80
	Orange	250 ml	25
		1lt	80
Speed 	Energy Drink	Bottle	25
		Can	35
Mojo 	Soft Drink	250 ml	15
		500 ml/ 1lt / 2lt	28/45/80
		MOJO Can / Naga MOJO Can – 250 ml	30
Clemon & Lemu	Soft Drink	250 ml	30
		1lt / 2lt	45 / 80

			
Checky Monkey 	Chips	100gm	10
Spa 	Drinking Water	500 ml	15
		1 liter	20
		2 liter	30
		5 liter	70

Figure 3.2: Products and Services of AFBL

Aladdin (Services of AFBL): AKIJ Food & Beverage Ltd.'s home delivery service is known as "Call Aladdin," and it offers doorstep delivery of the company's goods in addition to groceries and other requirements. However, a startlingly small fraction of individuals actually make advantage of this feature.

Channel Message: All of your favorite AKIJ Food and Beverage products are now available for online ordering, so you can shop from the convenience of your own home or office. You may order a large selection of food, drink, and dairy products by dialing 16609 or 08 0000 16609 (Toll Free).

3.6 Business Strategy and Approaches

Pull methods have typically been relied on more by the AFBL organization than push techniques have. They do in-depth market research before to selling any sort of product or service in order to have a better understanding of what precisely it is that customers want. Then, in order to cater to the requirements of their clients, they adjust the times and locations at which they provide their services. The mission of AKIJ food & beverage is to provide the consumers that make up its target market with products that are of the finest possible quality. There are a number of firms, both local and international, that are active in the food and beverage industry

and provide services to the sector. AKIJ's long-term goal is to become a one-of-a-kind, locally based producer of food and beverage products that is capable of competing with the quality of a multinational corporation. Helping to accomplish this objective is facilitated by the production of chips geared at a younger audience that values leading a fashionable way of life. "Brings Quality in Life" is the major motto that AFBL runs under. "Brings Quality in Life".

3.7 Competitors of AKIJ Food and Beverage Limited

Brand Name: MOJO (CSD Drinks)

International Giants in CSD Drinks



- Coca Cola
- PEPSI

Local Brands in CSD Drinks

- Royal Crown Cola (Partex Beverage)
- Pran Cola (Pran Foods)

Brand Name: SPA Mineral Water

International Giants in Mineral Water (Bottle)



- Aquafina

Local Brands in CSD Drinks

- Jibon
- Mum
- Fresh

Brand Name: Clemon

International Brands

- Sprite
- 7up



Local Brands

- RC Lemon
- Pran Up

Brand Name: FRUTIKA

International Brand

- Slice



Local Brand

- Pran
- Fruto
- Shezan Mango Juice

Brand Name: SPEED Energy Drinks

Local Brand

- Shark
- Tiger
- Dark House



3.8 SWOT Analysis of AKIJ Food and Beverage Limited

The following is a review of AKIJ Food and Beverage Limited's strengths, weaknesses, opportunities, and threats:

a) Strengths of AFBL

S

- In a very short period of time, the establishment of brands such as Speed, Frutika and SPA water drink.
- The high level of quality is maintained on all products.
- They are considered by all of their competitors in the business as the pioneers of the market.
- Acquiring and retaining a preeminent position in the markets for drinking water bottles, energy drinks, chip products, and fruit juices and smoothies.

- A pricing and packaging approach that is effective.
- Support from Government and AKIJ Group.
- Produce an efficient capacity for production by making sure there are economies of scale in the manufacturing process.

b) Weakness of AFBL

- The elevated levels of competition pose a hindrance to AKIJ Foods and Beverage's ability to augment its market share.
- Obtaining the majority of its primary raw supplies from external sources
- AKIJ Food and Beverage limited, although maintaining the top position in terms of market share, does not gather customer feedback, which is a component that has the potential to be vital in raising product demand among customers.
- Manufacturing inefficiencies may cause fluctuations in product availability, preventing factories from meeting retailers' demand for certain goods at the right time.

c) Opportunities of AFBL

- Consumer goods companies can only increase their unit sales by increasing the product's distribution. Production and storage stability difficulties can contribute to distribution delays.
- A regulatory framework that is supportive of domestic manufacturers.
- Consumers' increased concern for their health and the support of government regulations are fueling the fast development of the alternative food and beverage (AFBL) business.

d) Threats of AFBL

- Unpredictability may manifest itself in a variety of forms, including social, political, and economic dangers.
- The competition from global firms is fierce, and a growing number of process licenses are being converted into product patents.
- If more international companies engage in Bangladesh's food and beverage business, there is a possibility that the local market may become oversaturated.

Organogram of AKIJ Food and Beverage Limited

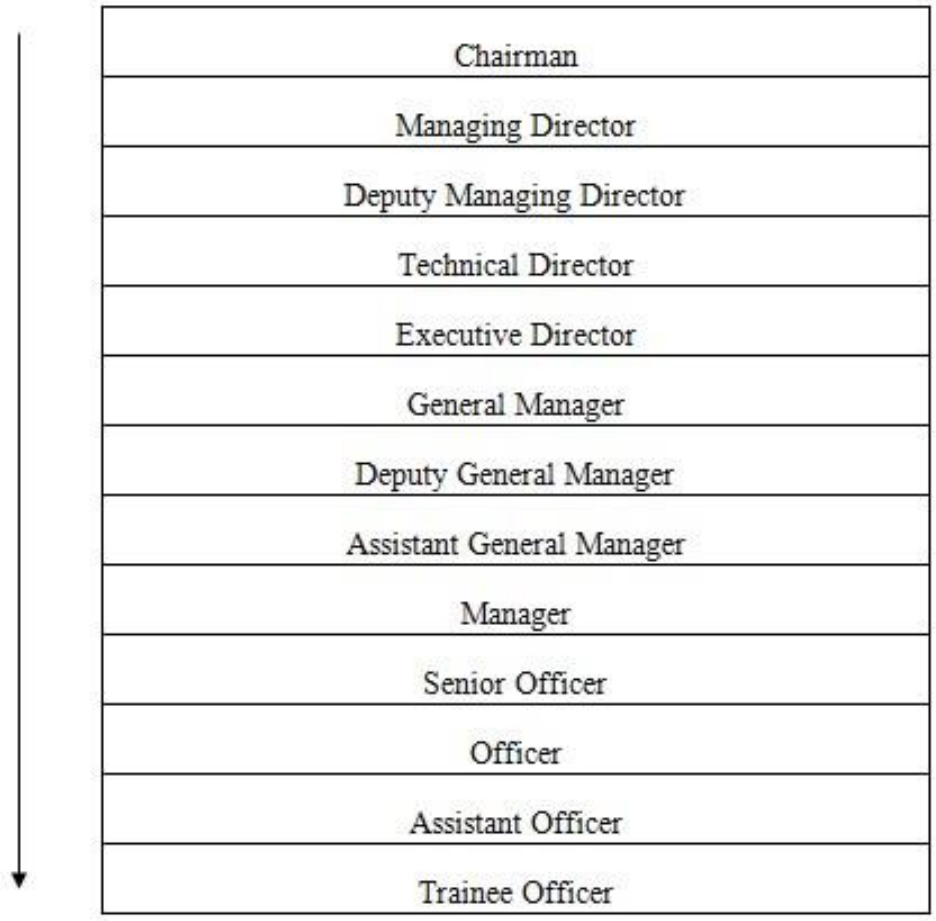


Figure 3.3: Organization Chart of AFBL

3.9 Management of Human Capital

At AKIJ FOOD & BEVERAGE LIMITED, the term "human capital" refers to the company's employees and other persons, as well as their health and well-being, their years of experience, their creative potential, and their motivation to put in a lot of effort into their job. The term "Human Resources" refers to the employees of AKIJ FOOD & BEVERAGE LIMITED, which is the company's most significant asset. AFBL regards its personnel, which it refers to as its "Human Capital," as the most important resource for providing the company with financial support. The organization has reached levels of success that have never been seen before because to the ideals of "Discipline, Individual Efficiency, Customer Service, Quality, and Team Work." AFBL's management of its human resources is guided by the following philosophy:

- The Value Proposition of Human Resources;
- The Generation of Additional Value via the Utilization of Personnel.

AKIJ Food and Beverage Limited's Human Resources department has consistently delivered excellent results, demonstrating a culture of leadership and success that benefits the company's clients, line managers, workers, and shareholders.

Human resources at AFBL have embraced a culture that places an emphasis on hygiene-motivation aspects to boost employee happiness and retention, which in turn benefits the company's bottom line and encourages the growth of a skilled staff.

3.10 Approaches of Human Capital in AFBL

In recognition of the significant role that they play in AFBL's operations, Human Resources are sometimes referred to as Human Capital in the business of finance. They are of the opinion that maintaining adherence to these five (5) criteria will make it possible for us to produce Human Capital of the best possible quality, so ensuring that the Company will be successful in achieving its business objective through the following strategy.

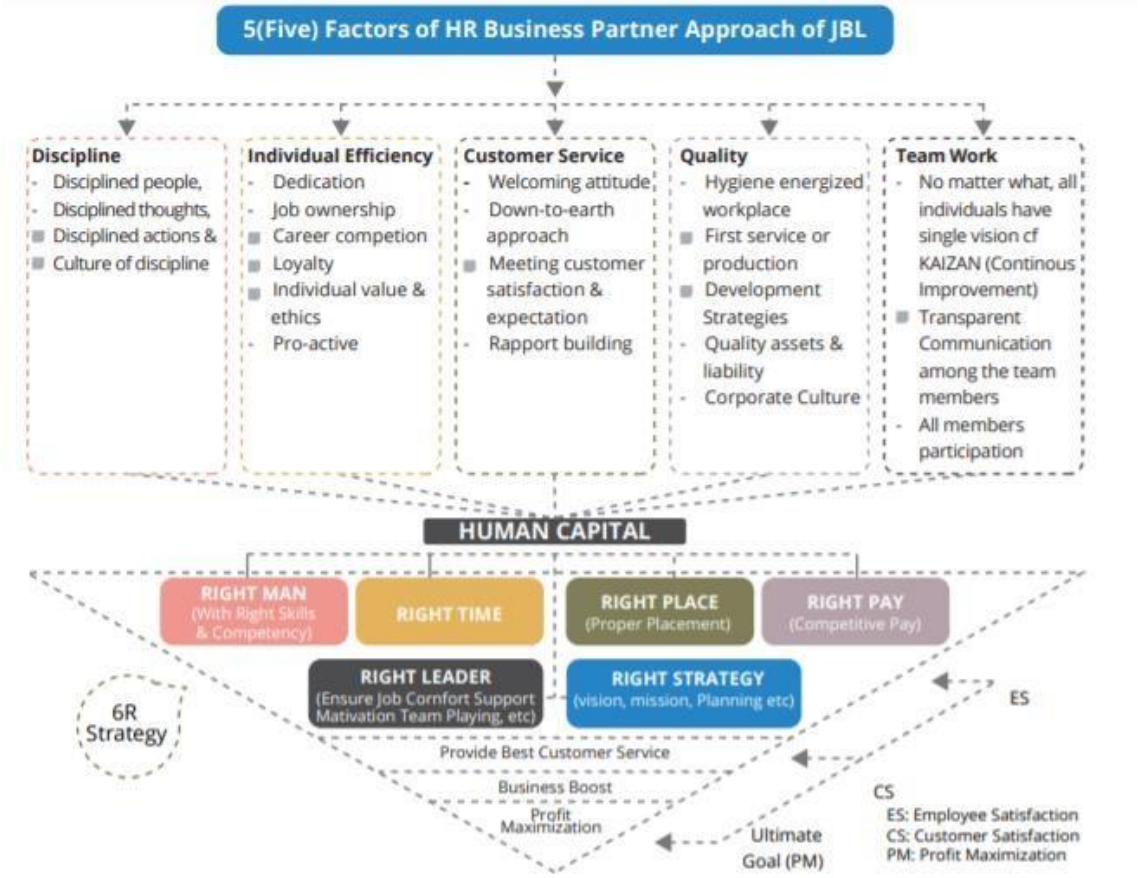


Figure 3.5: HR Approaches of AFBL

Their capable leadership labored diligently and consistently to put into action the aforementioned five components. Managers of human resources are tasked with ensuring that the "Right Person in the Right Place at the Right Time with the Right Pay under the Right Leadership with the Right Strategy" formula is followed at all times. It is essential to accomplish this goal through attracting, keeping, and cultivating outstanding talent. The implementation of the 6R strategy has led to unprecedentedly high levels of employee

satisfaction, which, in turn, has a beneficial effect on the quality of service that we are able to provide to our customers.

In addition to being an industry leader, AFBL is distinguished by its talented and driven workforce. The company strives to make the workplace a happy and encouraging environment for its workers by basing its support on the employees' individual achievements. This helps to demonstrate to the whole of the firm that the job that you are doing is important. To ensure the long-term viability of the company, AFBL places a high priority on the following practices: the recruitment and selection of employees based on their skills and merit; the provision of competitive compensation packages; the provision of ample training and development opportunities; the cultivation of a high performance culture; and the provision of an outlet for employees to voice concerns and receive counselling.

Human capital is crucial to the success and development of a business. The organization places a premium on optimizing its human resources. Because the company cares about its workers' well-being and development, its workers are more dedicated to the company and its goals.

3.10.1 HR Service Excellence

The organization's human resources department is committed to exceeding customer expectations by responding quickly to changing business demands with innovative solutions. The pursuit of one's objectives ought to result in the honing and improvement of one's professional abilities. They keep a close eye on developments in the HR sector so they may provide their clients the most cutting-edge services possible. Companies promote feedback from their "customers," the staff, in a number of ways.

3.10.2 Digital Human Resource Management System

In order to quantify, analyses, and enhance the HR services provided to its staff, HR operations are being digitized. They had the in-house expertise to create HR software on par with the finest in the business at a cost that was more manageable for the company's stakeholders. They are developing a database of qualifications in order to find the most qualified candidate for each position. Since there is now no other option for schooling, they are also developing a digital learning system. They will use external internet channels for hiring as well.

3.10.3 Standardized Policies of AFBL

Some rules and practices at AFBL have been formalized as organizational standards in an attempt to keep the workplace productive. AFBL places a premium on having a satisfied and productive employee, which includes providing for their retirement and making sure they are protected from harm while at work.



Figure 3.6: HR Policies of AFBL

Chapter: 04
Recruitment and Selection Process of AKIJ Food and Beverages Limited

4.1 Functions of Human Resources in AFBL's Human Resource Management

During the process of recruiting and selection, the Human Resources department is responsible for a number of duties, including:

Position	Job Responsibilities
HR	Executive committee, organization planning, HR planning & policy, organization development
Manager recruitment & employment	Recruiting, Interviewing, Testing, Placement & Termination
Manager compensation & benefits	Job analysis and evaluation, surveys, Performance appraisal, compensation administration, bonus, profit sharing plans, Employee benefits.
Manager training & development	Orientation, Training, Management development, Career planning & development
Manager employee relations	EEO relations, contract compliance, staff assistance programs, employee counseling

Figure 4.1: Functions of HR at AFBL

4.2 Human Resource Planning at AFBL

Human resource planning helps AFBL's HR professionals see the big picture, so they can keep providing its clients with highly qualified professionals and experts. As a result, some individuals refer to it as "workforce planning," an acronym for "workforce management". This strategy has helped AFBL in the past and will continue to do so in the future as they assess and satisfy their labour needs. This is made feasible by the fact that AFBL may get help with both retrospective and prospective planning. AFBL's Human Resources Plan is sufficiently malleable and flexible to cope with the issues provided by its short-term workforce in order for the company to adjust to the changes that will take place in the firm's long-term business

environment. Phase one of AFBL's approach comprises analyzing and assessing the organization's current human resource capacity and skills, and this work is being done by the Human Resource Planning department. In addition, it is up to them to assess whether or not there is an inadequate number of workers at their company. One difficulty and challenge of HRP is dealing with the ever-changing dynamics of the workplace, such as those caused by the absence of an employee due to sickness, vacation, or promotion. The dynamics may be difficult to manage. Human Resource Planning achieves this by facilitating the best possible match between workers and positions, so avoiding both over- and understaffing. Both of these problems are solvable. The Human Resources division of AFBL has come up with the following measures to ensure that the organization is successful in its overarching goals:

- Finding, hiring, and developing the best possible employees requires a systematic approach to identifying and attracting talent, and then providing them with the training and compensation they deserve.
- Absenteeism and dispute resolution procedures must to be simple and efficient.
- Workers are either promoted or laid off.

The appraisal of the HRP is one of the most important decisions a company can make. Companies are the only legal entity with the authority to do such things. The benefits of product lens diversity may be realized via competent hiring and standard operating procedures.

4.3 Recruitment Process of AFBL

4.3.1 Approaches of Recruiting for Entry Level Position

Hiring new employees is a critical part of a human resource manager's role at AFBL. The speed and efficiency with which an organization can hire new employees has a significant impact on the results it can achieve. AFBL has a registration plan in place that will allow them to meet their goals and make the most of their resources. Implementing it gradually and reaching a spectacular level of application power requires an effective recruiting strategy. In order to construct a registration system that is both effective and economical, the following elements are required:

4.3.2 Entry Level Recruitment Process A. Job Analysis:

An in-depth assessment of what is required to do a job well is called a "job analysis." The purpose of a work analysis is to determine the factors that make a certain job desirable, such as the tasks involved, the skills required, and the ideal candidate for the position. Identifying the fundamental responsibilities of a role. The job analysis will be used to gather data that will be utilized to create the job description and list the duties associated with the employment. The AFBL incorporates a thorough work analysis that takes into account the following:

- Job descriptions,
- Job definitions,
- And job evaluations.

The first step in the hiring process is to go through the job posting and prerequisites. Prior to making a hiring, AFBL Company conducts a thorough job analysis. The group's objective is to make job analysis more relevant to workers' daily tasks. Every year, AFBL examines the labor market. It will take some time to do this. The managers will play an essential part in presenting the strategy and goal of the research to the chosen staff of five to six individuals, and the interview process will take a few days.

B. Job Description:

Formal, in-depth explanations of individual occupations, job descriptions are written after in-depth research of prior work. The primary purpose of a job description is to advertise an open position by summing up pertinent details about the employment. Tasks utilize it to determine what kinds of resources they need. The position's tasks and requirements are laid out in full. The job description includes information such as the position's title, tasks, summary, location, and working conditions. Daily tasks, employment goals, employee responsibilities, reporting to and from management, a position summary, and required working conditions were all included in the job description created by the AFBL.

C. Job Specifications:

In addition, putting out job requirements is a part of the process of analyzing jobs. The nature of the work and the sort of individual who should apply for the position are both described.

d. Conduct recruit survey

If there are a lot of open positions in one division, the AFBL will priorities filling those positions. Human Resources had the officer do an internal survey as his first task. This survey was conducted to ascertain the location(s) and level(s) of interest in the new hire. They notify Human Resources that they need the aforementioned number of new hires in the case of a personnel shortage. Therefore, AFBL first realizes it needs a recruit because

e. Requirements for Candidates

It is necessary for the system to have the capacity to store a certain number of candidates from which the end user may choose one or more. There is a wide range of possible degrees of professional experience among the applicants, from candidates who have just recently graduated to those who are seasoned veterans. The AFBL Company establishes a minimum competency standard for entry-level employees in order to choose applicants based on the criteria of that standard.

- **For Trainee Executive:** Candidates for the job of Trainee Executive/Officer at AFBL are given priority if they have earned a Bachelor of Business Administration from an accredited university or college after completing at least four years of undergraduate education. Candidates must have an overall grade point average (GPA) of at least 3.50 on a scale of 5.00 in both S.S.C. and H.S.C., as well as a cumulative grade point average (CGPA) of at least 3.00 on a scale of 4.00 in BBA coursework. There is no exception for candidates with a third-class division who want to sit for the SSC or HSC; applicants must have a first-class division. And no one above the age of 30.

- **For the position of Management Trainee Officer**: With the help of AFBL, employers will have a standard by which to evaluate new hires' skills. Candidates with a Master's, MBA, or MBM in addition to a Bachelor of Business Administration from an accredited four-year college or university are favored. At AFBL, MBA hopefuls are treated with tremendous respect. Those who are interested must have a cumulative GPA of at least 10, with a minimum of two A+ grades. A cumulative grade point average (CGPA) of 3 or more is worth 3 points, whereas a CGPA of 2.25-2.99 is worth 2 points in the grading system. The third class is not to be split apart in any way. And no one above the age of 30.

f. Forms of Potential Candidates

AFBL's primary competitors have been uncovered and taken into consideration with the use of several technological tools. It might be from the same firm, Spring into the same category, include individuals who are currently without work, the most brilliant animator the company has, and so on.

4.4 Recruitment Sources of AFBL

At first, AFBL will make a determination on the kind of staff that are required. As soon as HR is in possession of a requisition form, they will post the job opening on a number of different online job sites. When there are openings at AFBL, advertisements are placed in a variety of various locations. After the AFBL Company branches have submitted their recruitment applications, the Human Resources department will announce the open job to the general public. The AFBL makes use of several different channels, including.

- Online portals,
- Web search engines,
- Newspapers,
- Employment portals, and many other similar resources.

Every single financial institution has a specialized employment website that they collaborate with in some capacity. In addition, AFBL Company works in conjunction with the online job board BDjobs.com to provide its customers with employment opportunities. The AFBL Company shows interest in the particulars of the application process, but they won't say how many openings are now available. For example:

a. Newspaper Advertisement

The announcement of the opening has been brought to the notice of a significant number of people via the placement of advertisements in many major media outlets.

Only the most well-known and widely circulated newspapers are selected for advertising. The commercial, which will run in major dailies, looks promising.

Information about how to:

- Job description;
- Goal of the employment;
- Primary responsibilities;
- Terms and conditions of the position

- Basic minimum educational requirement
- Upper age limit
- Work experience,
- Employment credentials,
- And special requirements.

It is important that HR receives job postings and applications in the correct manner. Human Resources will choose an ad based on the job description and offer the manager with comments on the selected ad if the hiring manager does not confirm it. The public relations department creates the advertisements' images and layout before they are sent to publications.

b. Online Job Portal

The AFBL also has a presence on the popular career platform. Every company has a contract in place with a particular building site. Moreover, BDjobs.com and AFBL have joined forces. This led to a request for the paperwork from BDjobs.com, however the website omitted specifics on what was needed. Everything that was needed to know about the employment offer was provided by AFBL:

- Education requirements,
- Job responsibilities,
- Minimum requirements of age
- Pay packages,
- Work experience,
- Location,

c. Career and Job Fairs

The job fair has become a more popular place for companies to find new staff. AFBL attends and exhibits at a variety of top universities' on-campus employment fairs.

d. Internal Recruitment Sources

Employees who are interested in applying and who meet the qualifications for the open position or the new position and future openings are encouraged to do so. If AFBL receives the necessary approvals, they will be able to make the appointments via promotions, upgrades, and transfers. When making hiring selections from inside the organization, senior management gave weight to previous work history. No job applications should be submitted during the probationary term. Internal staff should be made aware of the need of succession planning.

e. External Recruitment Sources

Planning and coordination on the side of the recruiter are crucial for the success of an external recruitment drive. At AFBL Company, we recruit from the outside in a manner that is both discreet and scientific. This is just the two of us having a conversation. Typically, recruiters will scour the internet for qualified job seekers, evaluate their applications, and then offer their top picks to the heads of the various departments that have open jobs. Choosing an experienced

candidate from the outside is also beneficial. AFBL Company is dedicated to hiring only the most capable individuals.

4.5 Selection Process of AFBL

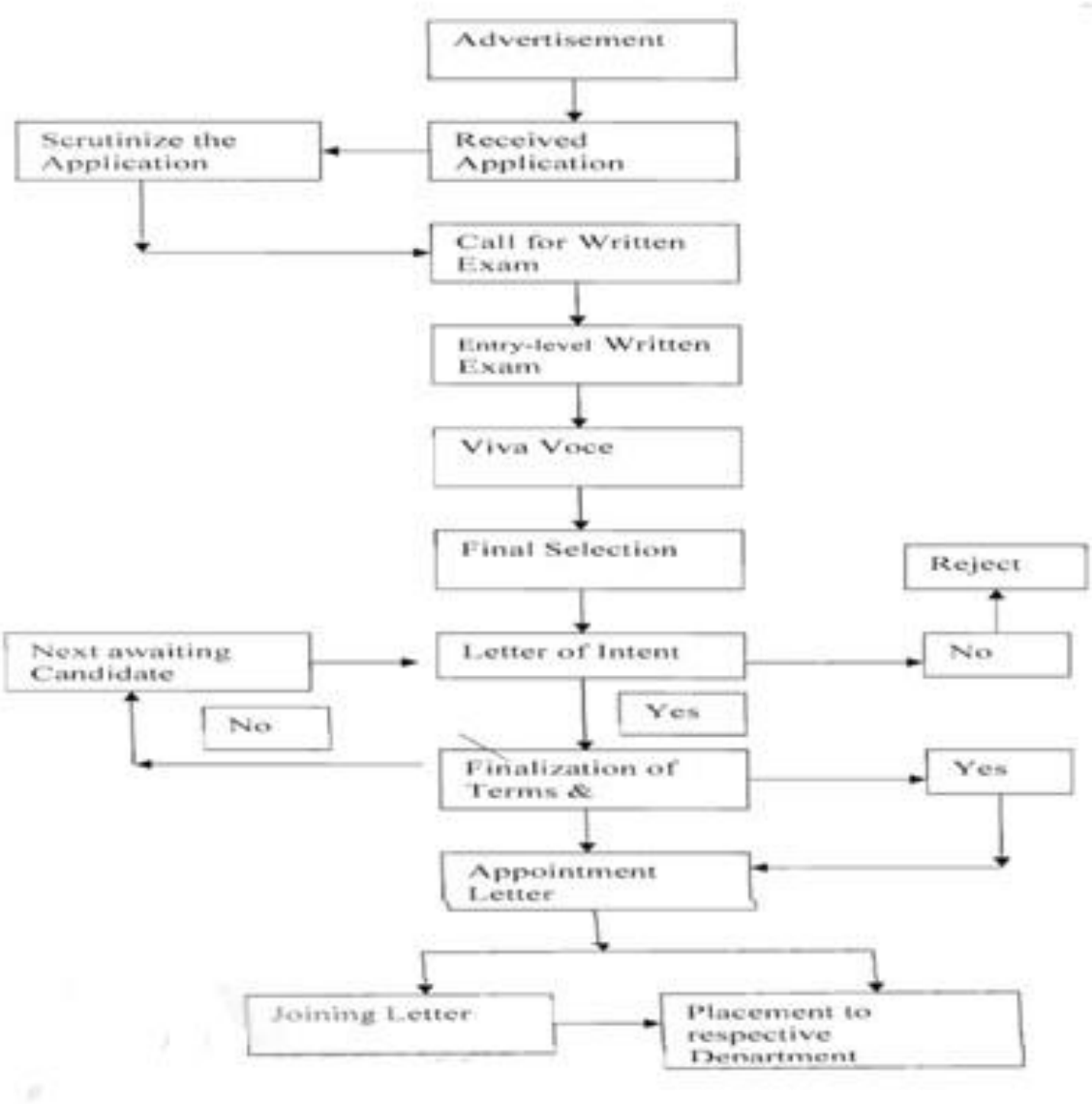


Figure 4.2: Steps of Selection Process of AFBL

a. The Submission of Resume/ CV

The posting for the position included the job description, contact information (including email and physical address), and directions for submitting a resume. Applicants were also instructed on how to submit their resumes to the AFBL through the internet or via regular mail. In addition, a deadline for application materials has been set. Therefore, within the specified time frame, the candidate must submit his or her curriculum vitae.

b. Sorting of CV

As soon as a CV is sent to AFBL, the firm starts reviewing all of the other CVs they have received. This will help us figure out whether it's good enough for the task. Sorting will proceed until every criterion has been met. AFBL recruiters often do a preliminary screening of resumes

for potential candidates by looking for a set of keywords, experience, and credentials that meet the needs of the open position. They like resumes that are simple to read, emphasize the most significant information, and are written concisely. Applicant tracking systems (ATS) may be used to automatically sort through resumes and create a shortlist of candidates that meet the specified criteria. The purpose is to swiftly find the best prospects and provide interview invitations to them.

c. Conduct a written test

Those who pass the first round of screening will go on to the next phase, which is a written examination. The competitive written test is administered by top management of recruiters and MD. After the resumes are organized, they are added to a database and then sent to either top management of recruiters and MD for further consideration. After that, the top management of recruiters and MD will create a survey. Subjects as diverse as Bengali, English, Mathematics, Computer Science, Analytical Ability, and General Knowledge will be tested in the written examination. AFBL notifies applicants through the contact information they submitted of the outcomes of the short listing procedure. Admission cards are available from AFBL, which also confirms the test schedule.

d. Marking criteria

After the test is over, top management of recruiters and MD will compile a list of questions and responses for each participant and rank them accordingly. They check the evaluations of each applicant to make sure they are consistent with the criteria. The highest value score is shown first, followed by the lowest value score. The student with the highest average grade will be listed first, and so on down the list to position 100.

e. Selection of eligible candidates for the Interview

There is a board or team at AFBL responsible for hiring new employees. The MD is part of this team, together with other executives and the HR director. They are then provided with a list of the successful applicants. The group then discusses the pros and cons and makes a collective decision. This will allow us to contact prospective employees who meet our requirements for an interview.

f. Employment Interview

The MD, other members of upper management, and the head of HR all participate in the interview process. There are three sections to this interview. The initial part of an interview consists of asking the interviewee a number of questions. The questions are geared towards the applicants' assumed level of knowledge and familiarity with the material, given that they are all recent college grads. The most important aspect of an interview is the candidate's performance in response to the "tell us about yourself" question, which is asked often by the panel. It also took into account the candidate's proficiency in verbal and nonverbal communication, his charisma, and his level of knowledge. At this stage, AFBL also has candidates give presentations and take a computer test.

g. Appointment Letter

A letter of appointment will be sent out by AFBL to all candidates when a final decision has been reached. The company's central office sent each new hire on probation to a certain location before they even started working there.

h. Joining Process and placement

Send AFBL's official offer letters to the chosen applicants. Candidates are expected to start working within the time range specified in their appointment letters. About a month is about par for the course. The management committee will make a choice and notify it through email to the candidates who just graduated. If the candidate has the necessary work experience, AFBL will notify them one month in advance. If a candidate is accepted for an interview but cannot begin employment the following month because they do not have a release letter on file, they must tell Human Resources before the end of the month. There will be an orientation right after we start recruiting that day. The new employee was introduced to the department leaders and given an assignment. New recruits at AFBL start off in the human resources department. Human Resources will eventually move them to a new department.

Chapter: 05

Findings

5.1 Findings of the Study

Resource (HR) department, the recruiting and selection process may be difficult for a number of reasons, including the fact that there are a lot of applicants:

- High Volume of Applicants: The Company gets a large number of job applications, which makes it challenging for the human resources department to filter, select, and interview individuals in a timely and effective way.
- Competition for Talent: As a result of the Company's competition with other organizations for top talent, human resources is forced to come up with creative strategies to recruit and retain the most qualified applicants.
- Cost Considerations: The process of finding and hiring the best possible applicant may be expensive, and human resources must carefully weigh the financial implications of each of the available recruiting options.

- Employees at AKIJ Food and Beverage Limited have a positive impression of the company's hiring and selection process, and they are pleased with the way the process has turned out.
- Even when individuals are being recruited for the branch, there will be instances of prejudice since there are going to be biases at every level of the selection process. One further thing to take into consideration is the fact that although though AKIJ Food and Beverage Limited use more traditional ways of recruitment, their fees are greater because of it.
- AKIJ Food and Beverage Limited does not take part in any campus recruiting or any other kinds of recruitment, such as contests or anything else like that.

Chapter: 06

Recommendations and Conclusion

6.1 Recommendations:

The efficiency of the recruiting and selection process has a direct bearing on the overall success of the organization. An organization's ability to attract and retain top talent, align new recruits with organizational objectives and values, minimize attrition and absenteeism, boost productivity and employee engagement, and all of these things are helped by a recruiting and selection process that has been properly structured. On the other hand, a recruitment and selection process that is not well planned may result in a high staff turnover rate, low morale, and lower productivity, all of which have a detrimental influence on the organization as a whole and its ability to function effectively. The outcomes of the research led to the formulation of the following suggestions, which are shown below:

a) Human resources departments have access to a variety of tools that might help them meet the problem posed by large numbers of candidates for open positions, including as:

- Automation: The use of application tracking systems (ATS) and other technologies to automate repetitive operations such as arranging interviews, sending follow-up emails, and reviewing resumes.
- Standardization: Establishing transparent and consistent procedures for the assessment of candidates, such as setting down objective standards for the review of applications, carrying out interviews, and settling on hiring choices.
- Communication: Maintaining open communication with applicants on the progress of their applications and providing expected timetables for the subsequent stages in an effort to reduce applicant frustration and uncertainty.

b) Human Resources (HR) may win the war for talent using a variety of methods, including:

- By emphasizing the company's core principles, culture, and perks, you may position your organization as an attractive place to work.
- To entice and keep the best employees, it's important to pay them a wage and provide them with benefits that are comparable with those offered by other private companies.
- Boosting the quality of the applicant experience entails making the recruiting process as pleasant and productive as possible.
- Increasing employee engagement involves giving workers with chances for professional growth, recognition, and work that is personally meaningful. This will help employees feel more involved in the firm.
- Building ties with other HR agencies and organizations in the sector is an important step in the networking and partnership building process, which is necessary for locating and recruiting top talent.

- Developing a workplace that respects its members from all walks of life and welcomes those who are different is one way to expand an organization's pool of qualified applicants.

c) By putting into practice, the following measures, HR will be able to counteract the impact of cost concerns on the recruiting and selection process:

- Making use of technology: Utilizing digital recruiting technologies like as applicant tracking systems (ATS), video conferencing, and online tests may greatly cut down on the expenses associated with recruitment.
- Employee referrals: An efficient and cost-effective method for filling unfilled jobs is to encourage existing workers to recommend eligible individuals to the company.
- Recruiting through social media: Using social media platforms to publish job opportunities and attract applicants may be a cost-effective approach to reach a huge pool of possible candidates. This kind of recruiting is becoming more popular.
- Streamlining the selection process HR will be able to save recruiting expenses by streamlining the selection process, which includes making it easier to pick candidates and doing fewer rounds of interviews.
- Making flexible work arrangements available: Making flexible work arrangements available, such as telecommuting, may help lower the costs associated with hiring new workers and moving existing ones.
- Developing a powerful employer brand: Developing a powerful employer brand and having a great reputation helps attract top people, which can reduce the need for costly recruitment efforts.
- Working together with educational institutions HR may work together with educational institutions to attract recent graduates and lower the cost of acquiring experienced employees by working together with educational institutions.

6.2 Conclusion

When it comes to recruiting, employing, and keeping the best employees, a Company's recruitment and selection process is vital. Job analyses, postings, interviews, short lists, offers, and follow-ups are only some of the common steps in the process. Finding and selecting the most qualified individual for the position is the ultimate goal of this procedure. Attracting and keeping the best employees, with as little turnover as possible, is crucial to a company's long-term performance and may be achieved via careful recruiting and selection procedures. In the absence of purposeful leadership, staffing initiatives fail to provide desirable results. AKIJ Food and Beverage Limited always hires the best qualified candidates to guarantee continued success. Now that the company has set its strategic components and employment targets, it has to move its attention to the best people to manage its operations. Constant efforts to attract top

talent should be directed towards strengthening the present team. The private sector in Bangladesh is expanding in step with the rest of the world. Companies like these priorities their customers and try to enhance the quality of the services they provide so that their patrons may create more efficient physical structures. AKIJ Food and Beverage Limited is frequently rated as one of Bangladesh's best private companies. AFBL is known for its forward-thinking practices, including as its use of online recruiting. Professional Companies think that AFBL Company was the first modern Company to open, in part because of its progressive approach to staffing.

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